ASSUME

ITEA 3

Affordable Safe & Secure Mobility Evolution

# Dissemination Plan

## Deliverable D6.1.1

| Deliverable Information | | | |
|---|---|---|---|
| **Nature** | Document | **Dissemination Level** | Dissemination Plan |
| **Project** | ASSUME | **Project Number** | 14014 |
| **Deliverable ID** | D6.1.1 | **Date** | 01.04.2016 |
| **Status** | Finalized | **Version** | 1.0 |
| **Contact Person** | Ralf Vogler | **Organisation** | TUM |
| **Phone** | | **E-Mail** | ralf.vogler@tum.de |

## Author Table

| Name | Company | Email |
|---|---|---|
| Moharram Challenger | UNIT | Moharram.challenger@unitbilisim.com |
| Mladen Skelin | TU/e | M.Skelin@tue.nl |
| Reinhold Heckmann | AbsInt | heckmann@absint.com |
| Ralf Vogler | TUM | ralf.voger@tum.de |
| Philippe Baufreton | SAGEM | philippe.baufreton@sagem.com |
| | | |

## Change and Revision History

| Version | Date | Reason for Change | Affected sections |
|---|---|---|---|
| 0.1 | 08.01.2016 | Initial version | |
| 0.2 | 18.04.2016 | Collected contributions from all partners | |
| 0.9 | 28.04.2016 | Review performed | |
| 1.0 | 02.05.2016 | Finalization of deliverable | |
| | | | |
| | | | |
| | | | |

# Table of Contents

# 1. Executive Summary

In this deliverable, a Dissemination Plan is designed providing the overall communication strategy and indicating the list of activities to be performed throughout the project. The dissemination will start very early in the ASSUME project because there is a real time-to-market pressure and it is a priority to be the leader and the de-facto standard for the given approaches. Therefore, dissemination is central to the success of the ASSUME project.

The purpose of the Dissemination Plan is to clearly identify the project's dissemination goals, the target audiences as well as communication strategies that will be employed to deliver the project content to the target audiences. Furthermore, to measure the successfulness of particular dissemination activities, the Dissemination plan will propose evaluation components to be built in all the dissemination activities to monitor their quality and to finally conclude whether or not they have achieved their aims.

The Dissemination Plan should furthermore segment different dissemination activities and identify methods that stand in support of a particular activity.

# 2. Dissemination Plan

## 2.1. Project Overview

The project short name ASSUME stands for **A**ffordable **S**afe & **Sec**u**r**e **M**obility **E**volution. The main goal of the ASSUME project is the affordable, standard-compliant development and verification of highly automated, safety relevant, and performance critical mobility systems. A strong focus will be on development methods for concurrent systems and static verification techniques.
The project involves 39 partners located in five different countries:

- France,
- Germany,
- Netherlands,
- Sweden and
- Turkey.

Partners within a particular country are organized into consortia.
The project is organized in five technical (WP1, WP2, WP3, WP4, WP5) and two organizational (WP6, WP7) work packages as indicated in Figure 1.

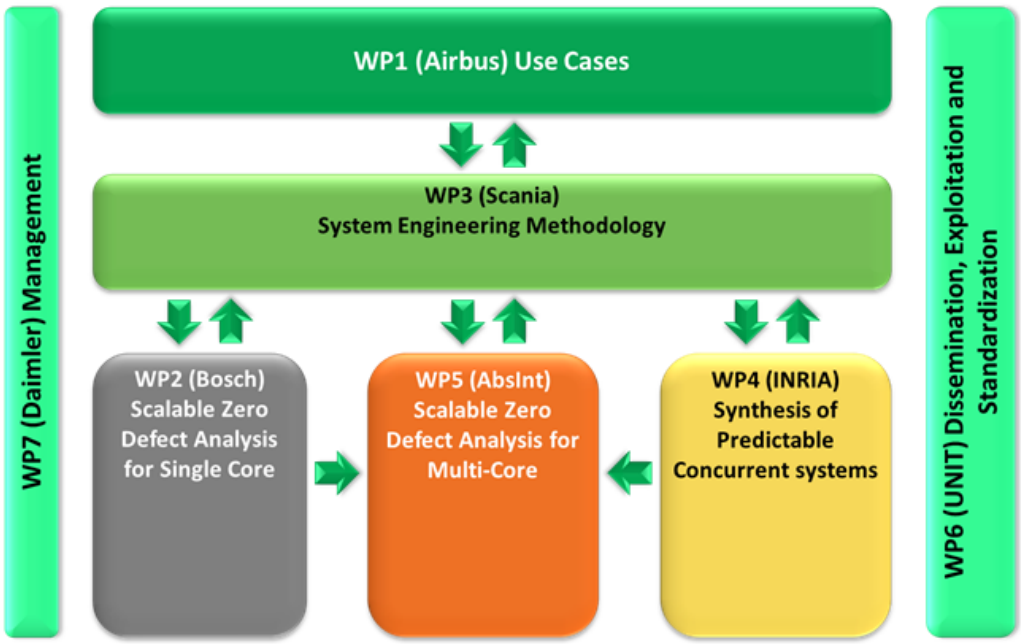


*Figure 1: The ASSUME work package structure*

**WP1** termed **"*Use Cases*"** deals with industrial use cases. These case studies will be used to demonstrate and evaluate the technical achievements from **WP**s 2, 3, 4 and 5.

**WP2** termed "***Scalable Zero Defect Analysis for Single Core***" encapsulates the evolution of the next generation static analysis algorithms and platforms for sequential aspects of software. The main result of **WP2** is a Sequential Static Analysis Toolkit (SSAT).

**WP3** termed "***System Engineering Methodology***" will on both the methodological and the technical level, contribute with solutions addressing coherency and continuity of system verification and validation.

**WP4** termed "***Synthesis of Predictable Concurrent Systems***" defines solutions for constructing correct and efficient concurrent systems. Correctness includes here both functional correctness, and the respect of non-functional requirements such as timing predictability.

**WP5** termed "***Scalable Zero Defect Analysis for Multi-Core***" extends the domain of static analysis of software to concurrent embedded software running on multi-core processors with real concurrency.

**WP6** termed "***Dissemination, Exploitation, and Standardization***" has the primary objective to create strong awareness of the ASSUME project and products at European level, with the aim to multiply its impact and subsequent exploitation opportunities.

**WP7** termed "***Management***" encapsulates the management of the ASSUME project. The management bodies are shown in Figure 2. The functions of particular bodies are self-explanatory.

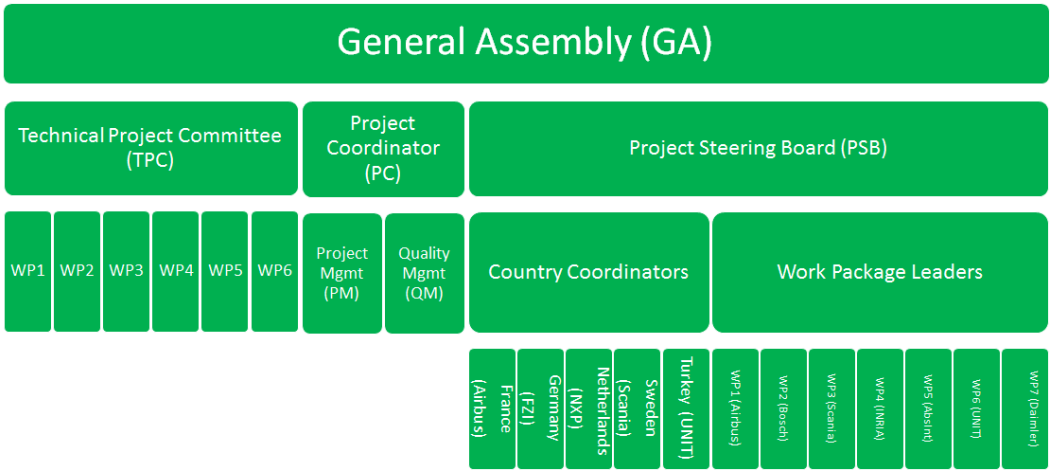


*Figure 2: ASSUME management bodies*

## 2.2. Dissemination Goals

The primary dissemination goal is to create strong awareness of the ASSUME project and products at the European level, with the aim to multiply its impact and subsequent exploitation opportunities. This goal can be broken down into the following sub-goals (defined as goals of **WP6** (ASSUME Project Team, 2015)):

- To establish two-way communication channels between the consortia members and end-users for disseminating the project deliverables in exhibitions and relevant events.
- To support the promotion of selected project results, including documentation of systems and white papers, in a form that is understood and accepted by potential users (and to contact those that may be potentially interested in purchasing the product or services).
- To share and reflect the ASSUME platform with the scientific community.
- To build and stimulate an online knowledge community bringing together organizations and individuals interested in the topic.

## 2.3. Target Audiences

Main target groups for the dissemination of ASSUME's results are (ASSUME Project Team, 2015):

- Industrial stakeholders
- Research stakeholders
- Open-source communities
- Academia
- Industrial companies

Industrial and research stakeholders include 39 project partners from five different countries organized in national consortia that will typically directly depend on the dissemination activities within the project. A particular partner's work will in many cases be direct input for the work of another partner. Therefore, a strong interaction of the involved parties will be pursued in the project.
Open-source communities involve various interest groups gathered around open-source as a development model whose efforts may benefit from the results of ASSUME both in the short- and long-term perspective.
Academia includes members of universities and institutes whose professional interests may overlap with the interests of ASSUME. For this target group the result of ASSUME may serve as basis for future work and projects.
Last but not least the industrial companies include potential end-users of ASSUME's project. Actually, for the global dissemination strategy of ASSUME, industrial companies are major targets. They focus on the application and added value of methodologies, tools and models developed in ASSUME.

## 2.4. Communication Strategy

Depending on the target group, different strategies will be employed as delivery means for ASSUME's results. Still the differences in strategies are rather minimal as they will typically overlap in most of their modalities.

In general, we envision the dissemination process as an iterative four-stage stage process shown in Figure 3.
The four stages involved are

- Define the communication strategy
- Implementation
- Evaluation
- Assessment

In every iteration of the process, the communication strategy is (re)defined. Depending on the target group the communication strategy will involve different modalities, i.e. communication activities. Once the strategy is defined, the next step is to implement it. What follows the implementation is the evaluation that answers whether or not we have met the intended goals. After the evaluation data has been systematically collected, an assessment of the data is performed to determine if there have been improvements in the process efficacy of dissemination and to provide information to the next iteration of the process to revise the communication strategy. The assessment and (re)definition of the communication strategy are to be discussed periodically at ASSUME plenary meetings.


*Figure 3: Dissemination in ASSUME*

As mentioned, the communication strategy itself will depend on the target group. A particular communication strategy therefore represents a collection of involved communication activities targeting a particular group.
For ASSUME, Table 1 provides an overview of involved dissemination activities, while specifying their target audiences and purposes. Generally speaking, the goal of a dissemination activity is to (CHAFEA, 2012):

- Raise awareness – let others know what you are doing
- Inform – educate the community
- Engage – get input/feedback from the community
- Promote – "sell" your outputs and results

*Table 1: ASSUME Dissemination Activities*

| Dissemination activity | Goal | Target groups |
|---|---|---|
| Project website | Awareness, Inform, Engage, Promote | All groups |
| Newsletter | Inform | All groups |
| Training events | Engage | Industrial companies |
| Publications | Engage, Promote | Academia |
| Conferences and workshops | Engage, Promote | Academia, Industrial companies |

## 2.5. Evaluation

For each of the dissemination activities of Table 1 a precise evaluation method needs to be defined to determine whether a particular activity had met its goal.
The evaluation method for each of the ASSUME's dissemination activities is described in Table 2.

*Table 2: Evaluation methods for ASSUME's dissemination activities*

| Dissemination activity | Evaluation method |
|---|---|
| Project website | The website is to be equipped with Google analytics tool from which the following statistics are to be obtained and reported:<br>• Visits<br>• Page views<br>• Pages per visit<br>• Average time on site |
| Newsletter | The following statistics are to be obtained and reported to measure the impact of the newsletter:<br>• The increase of the number of accesses to the project website and product website in the month following the newsletter release. |
| Training events | The following statistics will be gathered:<br>• The number of registered and attending participants |
| Publications | The following information will be gathered:<br>• Number of journal and conference papers submitted and published, type of journal (industry, academic), journal impact factor (although these vary considerably by field) |
| Conference and workshops | The following statistics will be gathered:<br>• The number of registered and attending participants for ASSUME-related conferences and workshops. |

# 3. Dissemination Activities and Methods

We use this section to describe ASSUME's dissemination activities specified in Table 1 and specify a wide range of ASSUME's dissemination tools that have been produced or are under preparation.

## 3.1. Project Website

The project website is one of the main sources of information about the ASSUME project available to all target groups. The project website has been set-up and can be accessed via the World Wide Web at the following address
http://assume-project.eu/
The website encloses seven sections. In particular, these are: Home, Overview, Consortium, Project, Download, Events and Contacts. The website is kept simple, using a color scheme consisting of 2-3 colors. The text is easily read and inwrought with meaningful graphics and quality photography.
For efficient construction and synthesis of embedded systems, the ASSUME project will provide new standards and methodologies as well as tool solutions to cover most of the challenges by design. In addition, ASSUME provides a well-integrated sound static analysis solution that allows proving the absence of problems even in a multi core environment. The methodologies and solutions will be made available on the website based on the public deliverables and corresponding references.

| Activity | Responsible | Deadline |
|---|---|---|
| **Website administration** | Moharram Challenger | 01.12.2015 |

## 3.2. Leaflet/Newsletter

The ASSUME project partners have decided to produce a newsletter every 12 months. The newsletter will serve the purpose of highlighting key results and activities in the ASSUME project. The newsletter will be distributed through the ASSUME mailing list between the stakeholders that then are free to forward it to interested parties as well as through the ASSUME website.

| Activity | Responsible | Deadline |
|---|---|---|
| **Newsletter issuing and distribution** | Udo Gleich | 31.08.2018 |

## 3.3. Templates

We now briefly describe the set of ASSUME's promotional materials.

### 3.3.1. Project Logo

The ASSUME project logo is shown inFigure 4.

*Figure 4: ASSUME project logo*

### 3.3.2. Slides Template

Slide templates have been prepared for ASSUME and can be found in the project SVN repository that can be accessed by all the project stakeholders.
These slide templates are to be used when presenting work supported by ASSUME.

| Activity | Responsible | Deadline |
|---|---|---|
| **Slides Template** | Thomas Peikenkamp | 01.10.2015 |

### 3.3.3. Deliverable Template

Deliverable templates have been prepared for ASSUME and can be found in the project SVN repository that can be accessed by all the project stakeholders.
It is expected that these templates are used when preparing ASSUME deliverables.

| Activity | Responsible | Deadline |
|---|---|---|
| **Deliverable Template** | Stefan Otten | 01.10.2015 |

### 3.3.4. Brochure/Leaflet/Newsletter Template

A short brochure template is to be prepared. The brochure template is to be used in preparing informative material concerning ASSUME's products and events, e.g. the newsletter.

| Activity | Responsible | Deadline |
|---|---|---|
| **Brochure/Leaflet Template** | Thomas Peikenkamp | 01.07.2016 |

### 3.3.5. Poster Template

A short poster template is to be prepared.
This poster templates are to be used when presenting work supported by ASSUME e.g. at conferences.

| Activity | Responsible | Deadline |
|---|---|---|
| **Poster Template** | Thomas Peikenkamp | 01.08.2016 |

## 3.4. Training Events

To promote ASSUME's products and engage training events for interested stakeholders and potential end users, events are to be organized at certain points of the project lifetime. The events will include detailed technical presentations of ASSUME's products with some time possibly devoted to exercises to give practical, hands-on experience with ASSUME's tools. The training events can be organized independently or as parts of public events such as fairs, workshops or conferences both by industrial and academic ASSUME stakeholders.

## 3.5. Publications

Journal and conference papers are broad-based dissemination tools. ASSUME partners will prepare and submit papers to relevant journals and conferences. Peer-reviewed journals and conferences published by IEEE, ACM, Elsevier, Springer, etc. are preferred. Publishing in such conferences and journal will ensure that ASSUME will have a long-lasting impact on the field, i.e. well-beyond the project duration itself. The list of suitable conferences/workshops and journals can be found in Annex A: and Annex B: , respectively.
All publications supported by ASSUME contain the following ASSUME acknowledgement: "This work is supported by the ITEA3 project 14014 ASSUME."

## 3.6. Potential Conferences and Workshops

Conferences and workshops are means to promote and engage interested third parties into ASSUME's work. Therefore, ASSUME partners will organize independent ASSUME-related workshops (or conferences) as well as propose special ASSUME-related sessions in existing (international) conferences.

Below there are lists of potential conferences and workshops, with suggesting partner and contributors. The lists are divided into two categories: Technical and Academic.

### 3.6.1. Technical Events

| Name | Suggested by | Contributors | Deadline |
|---|---|---|---|
| Embedded world | AbsInt | AbsInt | Yearly. Next instance: March 2017 |
| Embedded Real Time Software and Systems | AbsInt | AbsInt | Every two years. Next instance: Spring 2018. |
| Journal SoftwareX | KTH | | 2016 |

### 3.6.2. Academic Events

| Name | Suggested by | Contributors | Deadline |
|---|---|---|---|
| TIPS'16 Workshop (1st International workshop on the Timing Performance in Safety Engineering) | TU/e and Thales | TU/e and Thales | September 2016, Trondheim |
| SPIE DSS | HAVELSAN | HAVELSAN | Performed every year in April |

| | | | |
|---|---|---|---|
| ESWEEK 2017/2018 | FZI | FZI | TBD |
| DATE 2017/2018 | FZI | FZI | TDB |
| 24th World Congress on Intelligent Transportation Systems | TNO, FZI | TNO, FZI | Submission around December 2016. Conference in October 2017. |
| 2nd Workshop on Qualitative Reasoning about Software Architectures | TNO | TNO | Takes place in April 2017 |
| Static Analysis Symposium'16 | TUM | TUM | Conference in Sept. 2016 |
| Embedded World Conference | KTH | | 2016 |
| International Conference on Big Data, Small Data, Linked Data and Open Data - ALLDATA | KTH | | 2016 |
| European Conference on Modeling Foundations and Applications | KTH | | 2016 |
| KoSSE Workshop | Kiel University | Kiel University | Every year in June |
| ACM International Workshop on Many-core Embedded Systems (MES) | Sagem | | |
| International Workshop on Dependable Many-Core Computing | Sagem | | |
| ALCHEMY Workshop | Sagem | | |
| ERTS2 2018 | Sagem | | |

## 3.7. Demonstrators

Demonstrators exhibit specific aspects of ASSUME by means of an example. In ASSUME they can be temporarily on display for a short term at specific events or a medium to long term at a specific location.

| Name | Responsible | Contributors | Location/Events |
|---|---|---|---|
| FZI Show Case | FZI | | FZI House of Living Labs |
| Scania Show Case | Scania | KTH, FindOut | Scania/Espresso2 Demo Days (2016, 2017) |

## 4. Conclusions and Discussion

This document presented the initial ASSUME dissemination plan. This plan defines the constitutive elements of ASSUME's communication strategy as well as means to evaluate their efficacy. Given efficacy evaluation, the communication strategy is to be further refined during the project lifetime in accordance with the presented dissemination process of Figure 3. In particular, assessment of the strategy is to be performed at ASSUME plenary meetings and the strategy concerning particular target groups is to be adjusted. Such an iterative approach assures agility of our dissemination strategy that in the finale will ensure an impact that will last beyond the end of the project.

# References

ASSUME Project Team. (2015). *Full Project Proposal Annex.* ASSUME.

CHAFEA, E. C. (2012, January 30). *Managing projects, Elaborating a Dissemination Plan*. Retrieved from http://ec.europa.eu/chafea/management/Fact_sheet_2010_06.html

# Annex A: List of conferences and workshops

| Conference/workshop name | Abbrv. |
|---|---|
| Design, Automation & Test in Europe | DATE |
| Design Automation Conference | DAC |
| International Conference on Architectures, Compilers and Synthesis of Embedded Systems | CASES |
| International Conference on Hardware/Software Codesign and System Synthesis | CODES+ISSS |
| International Conference on Embedded Software | EMSOFT |
| International Conference on Embedded Computer Systems: Architecture, Modeling and Simulations | SAMOS |
| Real-Time and embedded technology and Applications Symposium | RTAS |
| Euromicro Conference on Real-Time Systems | ECRTS |
| IEEE Real-Time Systems Symposium | RTSS |
| International Workshop on Worst-Case Execution Time Analysis | WCET |
| | |
| | |
| | |

## Annex B: List of journals

| Journal name | Abbrv. |
|---|---|
| IEEE Transactions on Control Systems Technology | IEEE TCST |
| IEEE Transactions on Computers | IEEE TC |
| IEEE Transactions on Circuits and Systems | IEEE TCAS |
| IEEE Transactions on Computer-Aided Design of Integrated Circuits and Systems | IEEE TCAD |
| ACM Transactions on Design Automation of Embedded Systems | ACM TODAES |
| ACM Transactions on Embedded Computing Systems | ACM TECS |
| ELSEVIER Journal of Systems Architecture | ELSEVIER JSA |
| | |
| | |
| | |