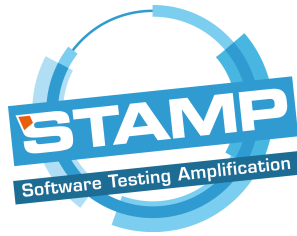


Title:	WP6 – D61 – Dissemination Plan
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Writer:	OW2
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1. Executive Summary

This report details the communication activities envisioned to implement the dissemination plan. It covers the communication initiatives, the scientific dissemination and the communication infrastructure. The report also provides KPIs for these activities.

2. Revision History

Date	Version	Author	Comments
06-Feb-2017	1.0	Olivier Bouzereau (OW2)	Structure, initial content, KPI
10-Feb-2017	1.1	Caroline Landry (INRIA)	Revision
27-Feb-2017	1.2	Olivier Bouzereau (OW2)	Corrections
2-Mar-2017	1.3	Iyad Alshabani (AEON)	Revision
7-Mar-2017	1.4	Olivier Bouzereau (OW2)	Finalization
07-Mar-2017	1.41	Caroline Landry (INRIA)	Adding URLs in references section

3. Objectives

This report describes the project organization on disseminating project results, and preparing external communication tools, collateral, and community events, such as workshops and conferences.

This document can be updated at any time during the project, according to the project needs.

4. Introduction

The STAMP project has multiple communication activities to reach as much as possible audience. The communication activities are divided by channel type such as scientific dissemination and industrial and community dissemination.

The implemented resources, as of February 2017, can be segmented between internal communication tools and external communication tools. Internal communication tools are detailed in D71 Quality Plan report.

This report summarizes the main resources offered to the consortium, listed by category of external communication tools (section 7). Five dissemination performance indicators are described (section 9) before the conclusion (section 9).

The following sections describes these resources, the technologies involved, and detailed information about their respective set-up to match the project objectives.

5. References

[1] STAMP quality plan: [d71_stamp_quality_plan.docx](#)

[2] STAMP Dissemination Plan : [d61_stamp_dissemination_plan.odt](#)

A link to the most recent version of this document.

6. Acronyms

EC	European Commission
DoA	Description of Actions
KPI	Key Performance Indicator
SQA	Software Quality Assurance
WP	Work Package

7. External Communication Tools

External communication will rely on four main tools. They have been selected, configured and integrated in order to provide natural exchanges between the stakeholders of the project, including the STAMP project team members, partners, open source communities and end-users. These tools are:

- Mailing lists
- Public Website
- Social Networks
- Webinars

The table below sums up the tools integrated in the STAMP communication platform, with access links, technologies involved and paragraph of this report providing more details.

Communication Tool	URL (login required)	Technology	More details in §
Mailing Lists	https://stamp.ow2.org/bin/view/wiki/ML	Sympa	7.1
Public Website	https://www.stamp-project.eu	XWiki	7.2
Linkedin Group	https://www.linkedin.com/groups/8581938	LinkedIn	7.6
Twitter account	https://twitter.com/stamp_project	Twitter	7.6
SlideShare account	http://www.slideshare.net/stamp-project	SlideShare	7.6
OW2 Webinars	http://www.ow2.org/view/Webinars/	Webex	7.6

Table 1: External Communication Tools, Technologies and Setup

7.1. Mailing Lists

The mailing lists are generated and managed from the OW2 Sympa server. As of early February, one list has been defined. It is detailed in the table below.

We have decided to start with only one mailing list so as to encourage information sharing at least at the beginning of the project. The strategy is to avoid the proliferation of mailing lists, new lists will be set up only when the need has been duly qualified. During the next months, we will decide to open new mailing lists dedicated to the project community, to specific stakeholders or by work packages if needed.

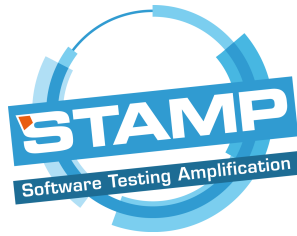
Mailing list	Name / Admin link	Recipients
STAMP Consortium	stamp@ow2.org	40

Table 2: STAMP Mailing List

7.2. Public Website

Launched in February 2017, the STAMP public website¹ is updated on a regular basis, according to actions, presentations, events and results of the project. Curation of the website will be the responsibility of OW2. However since the private wiki is at the same url, all project participants are encouraged to check the content of the public website and to submit corrections and improvement recommendations. Project participants will be granted edit rights on the public website so as to facilitate updates of their own initiatives.

¹ STAMP Public website: <https://www.stamp-project.eu>



The structure of the public website provides sections to Discover, Follow and Share information about the STAMP project. The About section details the consortium members, the project contributors, and key contacts.



Figure 1: STAMP Public Website Structure

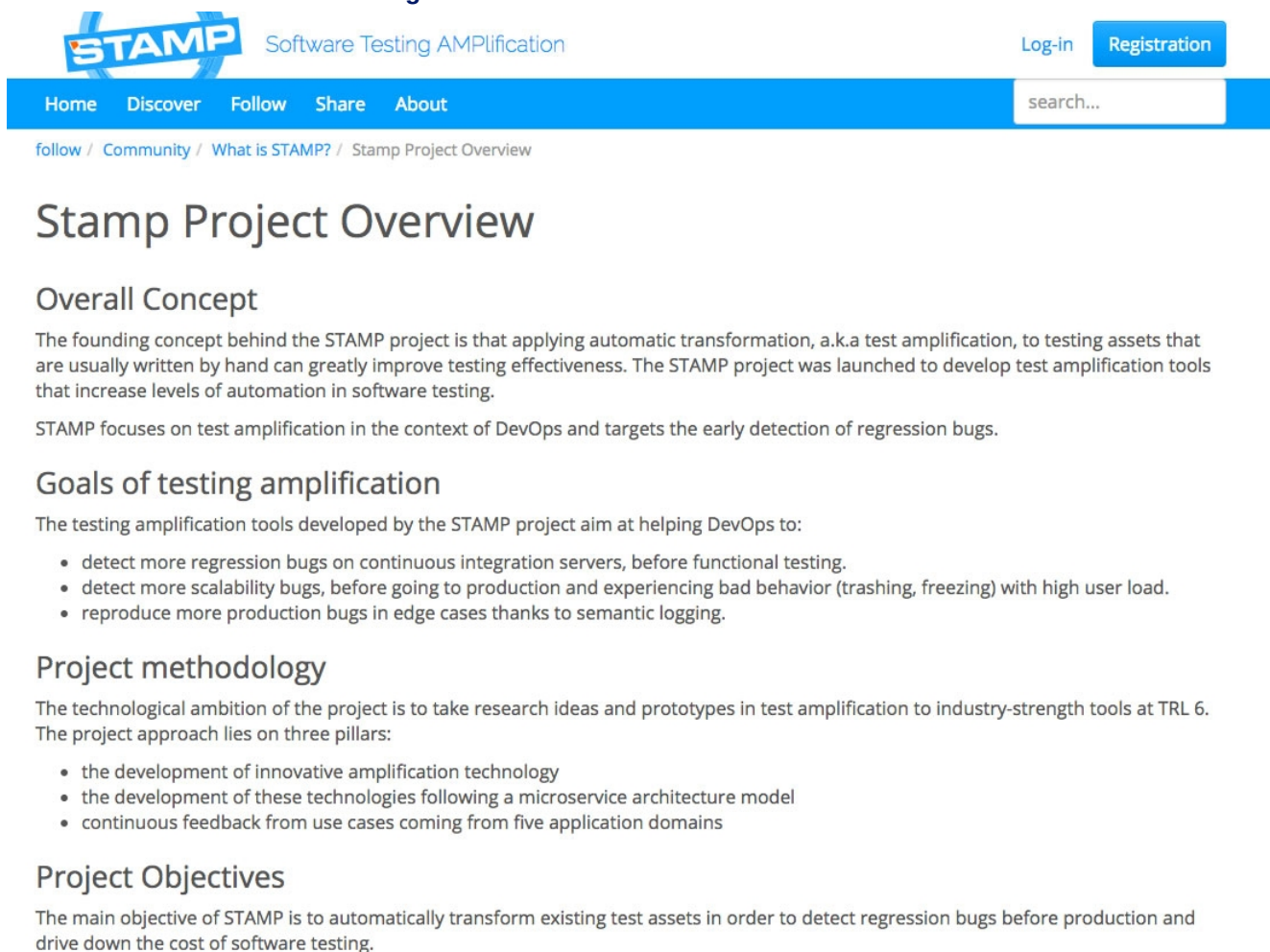
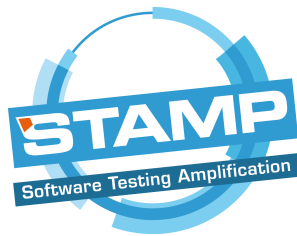


Figure 2: STAMP Project Overview Webpage



Members of the STAMP Consortium

The STAMP project gathers nine members including three academic partners with strong software testing expertise, an open source consortium and five software companies in e-Health, Content Management, Smart Cities and Public Administration.



ACTIVEEON is an open source solution provider of parallel computing technologies and services. Its uniform parallel computing interface with distributed workflows and a uniform resource management improves the utilization of resources in diverse industries.

ATOS SPAIN SA is a leader in digital services working with clients in Defence, Financial Services, Health, Manufacturing, Media, Utilities, Public Sector, Retail, Telecommunications and Transportation.

ENGINEERING Ingegneria Informatica SPA is the largest Software and Information Technology services group in Italy operating in four market divisions Public Administration, Industry & Utilities, Finance, Telecommunications & Media.

Figure 3: STAMP Consortium Webpage

7.3. Software Release Communication

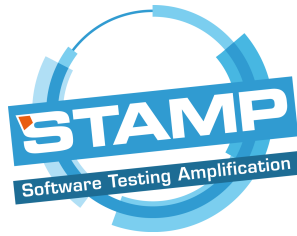
In order to facilitate early access to STAMP, and hence its early dissemination, the plan is to implement the best practices of leading open source projects such as Ubuntu and OpenStack. This includes organizing a software release plan with short iterations, and state of the art documentation. Special attention is being paid to the software documentation that will be made available at each release, not at the end of the project.

New website sections will promote STAMP software use, and contributions to the project. The initial point of entry for community interactions will be provided through the Follow/Community webpage which will consolidate all communication channels, including mailing list, and social networks, also reachable at the bottom of each page.

7.4. Scientific Publications

In order to raise awareness for STAMP within the scientific community and standardization bodies, the project consortium is submitting presentations and papers at relevant scientific and academic events, conferences and scientific journals. This editorial process uses the following steps:

- The private wiki is offering a specific Paper section to prepare the publication activity within the consortium: <https://stamp.ow2.org/bin/view/wiki/Papers>
- Then, the website main menu offers a Share/Publication section, to share published scientific publications: <https://stamp.ow2.org/bin/view/main/Publications>



7.5. **Community Building**

Among the actions designed to grow a STAMP community, we are creating an End-User Advisory Board. A first list of members has been set-up by OW2 with ten experienced open source practitioners and potential users of STAMP open source software.

We are fostering the STAMP consortium to complete this list with local experts or partners.

These prospective advisory board members² will be contacted for approval, then regularly consulted on market and technical issues. The mirror group should be able to provide feedback on the draft exploitation and business strategies.

7.6. **Community Tools**

A point of entry for STAMP community interactions is provided through the Follow/Community webpage. This page consolidates all communication channels, including mailing list, and social networks, also reachable at the bottom of each webpage.

Three social networks are serving the STAMP project to grow its community, to alert software professionals and to exchange information. They are being used as follow:

- the STAMP LinkedIn Group³ is providing test discussions to all software professionals
- the STAMP Twitter account⁴ is alerting the community (followers) about scientific or industry conferences where the team is participating, and about new STAMP releases
- the STAMP SlideShare account⁵ has been created to share STAMP presentations

These social networks are described in table 1.

STAMP project developers are kindly invited to provide tutorials, rich content and software demonstrations, through online webinars. This will allow the STAMP community to learn new concepts, software and tools designed during the project lifecycle.

Examples of a STAMP Webinars: “First steps with STAMP software testing suite”, “Using STAMP in an Eclipse development IDE”, etc. Such tutorials will be based on the Cisco Webex technology.

These webinars will be open to early users and, progressively, to a growing community of developers. Such end-users will be able to ask questions to the team and will get answers during and after a webinar. OW2 webinars are offered to the STAMP consortium, as well as to the OW2 community.

In order to schedule a new webinar, the STAMP project members will use the OW2 Webinars home address⁶. As these webinars are recorded, multiple developers will be able to review STAMP webinars, using the online list of past webinars.

Early users of the community might need to contact the STAMP project support, to report a bug or to suggest new functionalities. they will be invited to use a community mailing list and/or the ticketing system, also accessible from the community webpage.

From the same page, the STAMP community will be able to provide valuable feedback about the project results. Alternatively, the STAMP community will be able to provide live feedback during the webinars, and during international conferences.

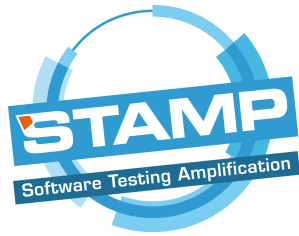
2 Advisory Board: <https://stamp.ow2.org/bin/view/wiki/wp6-end-user-advisory-board>

3 LinkedIn Group: <https://www.linkedin.com/groups/8581938>

4 Twitter: https://twitter.com/stamp_project

5 Slideshare: <http://www.slideshare.net/stamp-project>

6 OW2 Webinars: <https://www.ow2.org/bin/view/Webinars/>



7.7. Graphic Identity

A common graphic identity in all dissemination tasks allows for better visibility and recognition as well as branding of the project. All dissemination tools and activities must refer to the name of the project, to the project's website URL (<https://www.stamp-project.eu>) and to the graphic elements described below.

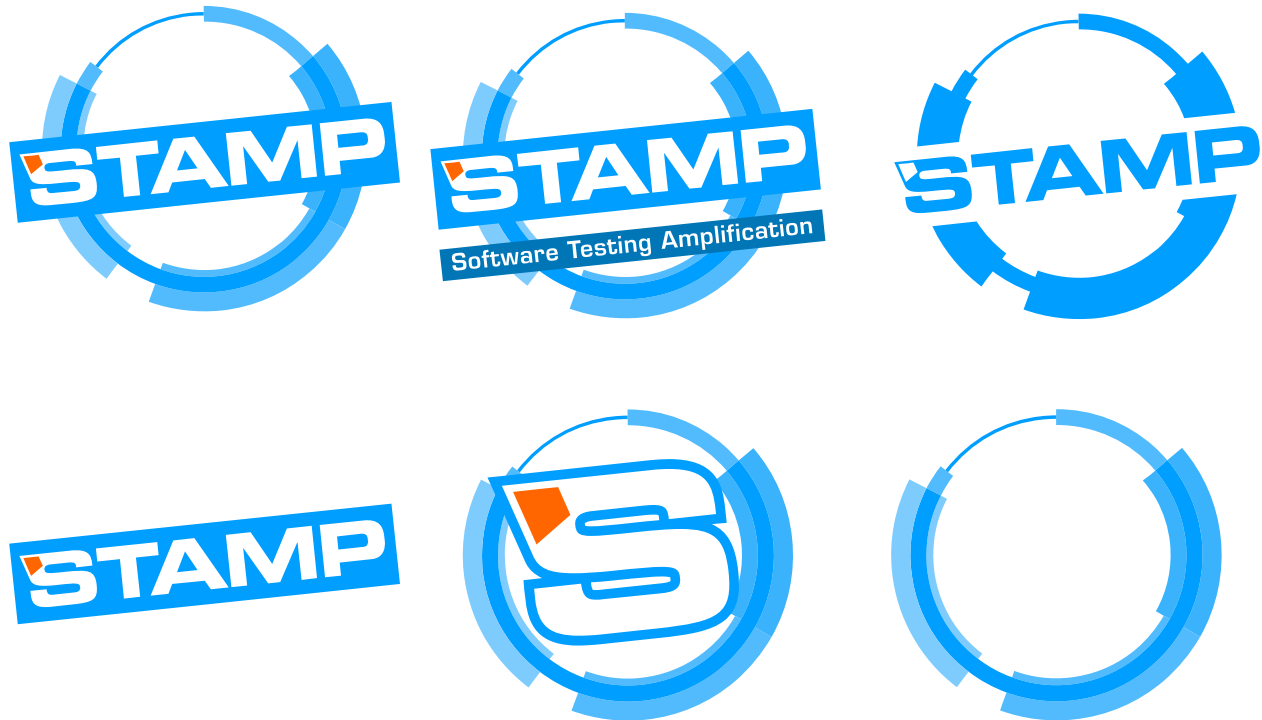


Figure 4: STAMP Logos

The STAMP logo is used for all internal and external communication. Variations of the logo can be used if necessary (logo with baseline, S-logo, monochrome logo, favicon, etc.).

The STAMP logo and its variations are broadly shared on the private wiki as well as on the website. STAMP Partners can download the project logos on the public website⁷

The **European Commission logo** is also used for external deliverables, reports and communication materials. It is also embedded in the STAMP project document templates.

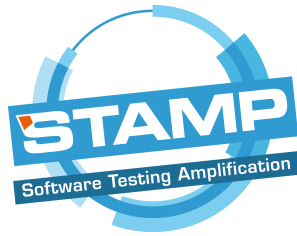
Stickers, business cards, factsheet, leaflet, roll-up totem and more collateral will be designed to convey the project approach, objectives and open source results.

7.8. Collateral

A number of dissemination collateral will be developed throughout the duration of the project. While the logo and some basic collateral can be developed right at the onset of the projects, other collateral have to wait until the project has delivered enough material. Collateral of the first category include, for example, goodies such as pens and stickers, while collaterals of the second category include:

- floor standing poster (to be used at meetings and public events)
- factsheet, leaflet and brochure

⁷ 7 STAMP logos: https://stamp.ow2.org/bin/view/main/STAMP_logo



- white papers (technical, business)
- videos, screencasts and tutorials

All these collateral belong to the dissemination plan. The table below provides a timeline for the delivery of these collateral:

Collateral	Format	Delivery Target
QR-Code	2D code	Q1 2017
Business Cards	Incl. QR Code and contacts	Q1 2017
Stickers	S-logo	Q1 2017
Factsheet	Single A4 page	Q1 2017
Leaflet with	Several pages accordion	Q2 2017
Floor standing poster	Rollup 85x200 cm	Q2 2017
White Paper	8-12 pages document	Q3 2017
Screencast and tutorials	Video	Q4 2017

Table 3: Collateral Timeline

7.9. Workshops and Conferences

The communication plan aims at extending the project value toward software DevOps. It relies on a combination of marketing campaigns, press releases distribution to blogs and publications (for instance Le Mag IT, Linux Magazine, InfoQ, Programmez, Solutions Numeriques), and services to be implemented during the duration of the project. Among them, the organization of open source community and industry conferences, will develop the visibility and the market awareness of STAMP results.

During the next months, we will decide to open new mailing lists dedicated to the project community, including STAMP user groups, work package or use cases followers. These mailing lists will be used to send project alerts and/or project newsletters. This regular information channel can be extended to a wide community of open source developers who will agree to subscribe the STAMP newsletter.

Within the Open Source-oriented events already identified and being prepared, we can mention FOSDEM in Brussels, OpenStack Summit in Boston, EclipseCon in Toulouse, Paris Open Source Summit, and also both Open Cloud Theaters at Cloud Expo Europe in London and Cloud Computing World Expo in Paris.

The project consortium is using the private wiki to prepare such events. Also, the public project Calendar, accessible from the Follow/Calendar website menu, can be used to share STAMP community events, with a distinction between internal meetings (orange) and external ones (blue).

The main Events with a booth, a presentation or a talk from the project members are showcased on the website, from the Follow/Events website menu. For example, both first events published are: Fosdem 2017 (February 4-5) in Brussels, and Cloud Computing World Expo 2017 in Paris (March 22-23).

All the project communication channels are used to share and to recruit participants, including conference speakers, active developers and software test professionals.



Figure 5: OW2 Booth at FOSDEM 2017

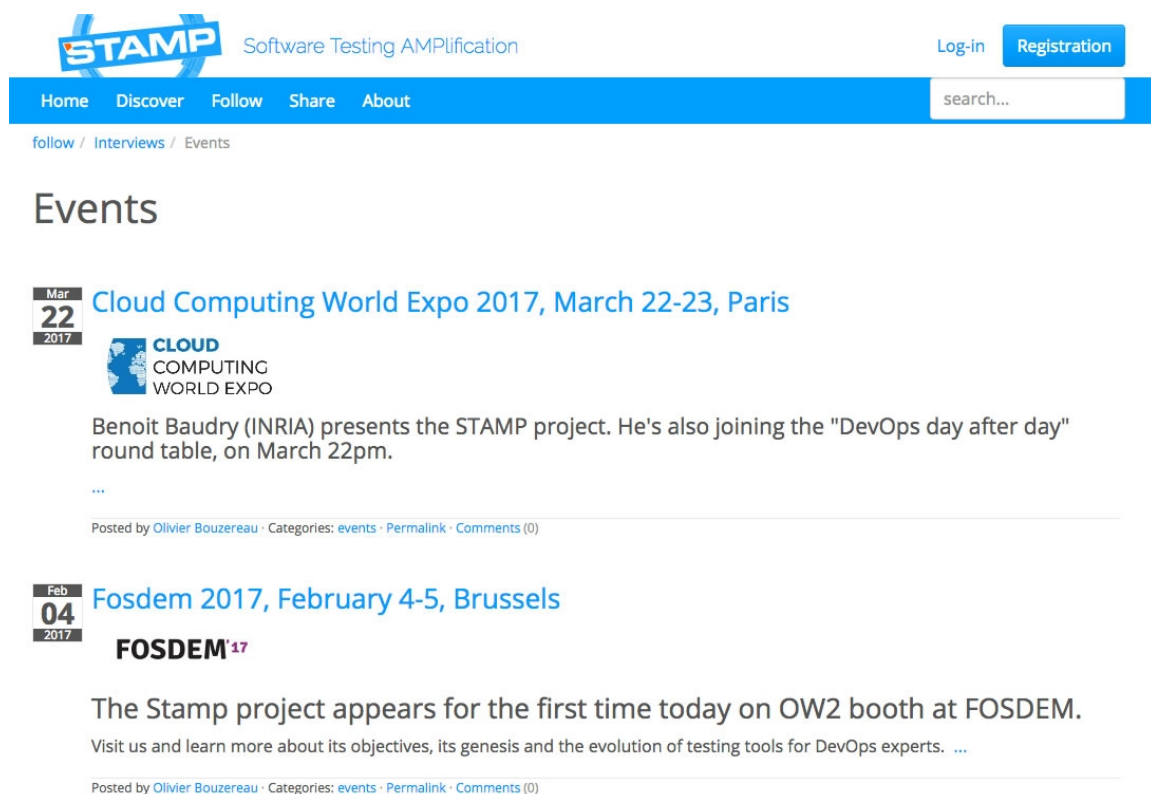
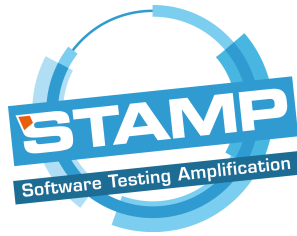


Figure 6: STAMP Events Webpage

8. Dissemination KPIs

The STAMP objective 6 is about disseminating and exploiting the open source STAMP test amplification services. It aims at showcasing and easing the exploitation of these services. The objective 6 covers the need to disseminate results in open source developer communities, and through industrial and academic publications.

The following Key Performance Indicators (KPI 6.x) will lead the dissemination and communication activities detailed in sections 2 and 3 of this deliverable. They will also help the consortium to evaluate its dissemination performance, and to take corrective measures in case of deviation.



KPI 6.1: Adoption of STAMP technologies: number of external contributions (bug report or feature request) or pull requests > 15 by at least 3 different third party organizations.

KPI 6.2: Tweeter: 200 followers outside the project consortium at the end of the project

KPI 6.3: Unique visitors on the website (except consortium members): 500 on year 1, 750 on year 2 and 1000 on year 3.

KPI 6.4: 5 presentations of the STAMP technologies in the most important international open source forums.

KPI 6.5: 10 papers accepted to conferences and journals in software engineering research, adhering to the EU open access publication guidelines.

9. Conclusion

The STAMP communication platform is detailed in this document, with interactive tools summarized in table 1 (external communication).

More content curation, collateral or online services could be suggested and provided during the next months, according to the project needs. For example, the present OW2 WebTV channel uses Youtube and Dailymotion services, allowing video streaming and demonstrations.

The technical infrastructure toolbox⁸ provided by OW2 to the STAMP team can be checked online. Members of the consortium are invited to mention the tools they wish to implement to accomplish their tasks, by contacting OW2 Management Office (mo AT ow2.org).

Beyond collaboration, scientific and industrial dissemination are both continuous activities that can benefit from the present website and from the private wiki.

During the next collaborative working sessions, new areas of interest, new workshops, and also several results will appear – publications, press releases, source code and technical guides, for instance. The project website and the private wiki are structured to host such elements. To deliver tangible and efficient results, in line with the project objectives, this document will be updated at least once a year.

More regular updates will be visible in the private wiki WP6 section⁹, allowing more dissemination results such as public events including STAMP lectures and presentations.

⁸ http://www.ow2.org/view/IT_Infrastructure/Overview

⁹ <https://stamp.ow2.org/bin/view/wiki/WP6>