

PANLAB - IST034305**Deliverable D3.3****Dissemination plan**

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Abstract

The dissemination plan describes the planned activities towards dissemination of project results.

It elaborates on the main dissemination objectives and the measures taken to achieve them, namely web site, brochures, workshops and other events.

The dissemination plans may change over time as the project progresses. If the need arises the dissemination plan will be revised accordingly

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1 Dissemination Goals

The three main dissemination goals defined within the Panlab project:

- To raise awareness for Panlab among the target audiences.
- To disseminate the project results to the target audiences.
- To motivate target audiences to get involved in Panlab's activities beyond the project.

The Panlab consortium has identified the following three main target audiences, on whom the dissemination measures will focus:

- Senior managers at European research laboratories in the telecoms sector, who are potential partners for joining the Panlab community of research laboratories.
- Senior managers at European companies and institutions in the telecoms sector, including manufacturers, network operators and service providers, who are potential customers of Panlab's services.
- Connectors and opinion leaders, who can support the project in getting Panlab's message across to the above target audiences

2 Dissemination Measures

In order to achieve the dissemination goals, the Panlab consortium will implement the following dissemination measures:

- Knowledge management
- Panlab website
- Organisation of events related to Panlab objectives
- Provision of various publications

2.1 Knowledge Management

The Panlab knowledge management system (KMS) is the basis for the whole project work. It ensures that all information and knowledge that is required for the smooth execution of the project is made available to the party that needs it. This information and knowledge may be background material, or material developed in the project. It may be any type of documentation such as technical documentation (e.g. specifications) or process description (e.g. operational process). Ensuring availability and easy access to such knowledge and information implies the introduction of a suitable technical infrastructure (e.g. project web site). The effort for retrieving or making available such material is a central prerequisite for effective dissemination of information and knowledge to Panlab's target audiences.

2.2 Panlab Website

The website at www.panlab.net is a central element in Panlab's dissemination strategy. It serves as the first point of reference for target audiences and the general public who are searching for information on the project. At the same time, the website is also the gate to Panlab's public and internal knowledge repository.

In order to be attractive for the target audiences, the website will be designed in a way that makes it attractive, informative, and easy to navigate.

2.3 Panlab Events

The project consortium will organise three events in order to reach the target audiences:

1. The first Panlab workshop will take place between month 9 and 12 of the project and is meant to raise awareness among the target audiences about the Panlab vision. In addition, the workshop will provide the opportunity to collect further long-term requirements for the Panlab and to discuss the draft legal framework.
2. At the second Panlab workshop, the project partners will disseminate draft results from the definition work package (WP2) and gather additional information from the audience, which may be useful for the finalisation of the work. Particularly, the legal framework developed within WP2 will be discussed with representatives of relevant legal organisations. The workshop will take place between month 17 and 19.
3. The Panlab seminar will be the final event of the project. Its purpose is to disseminate the final results and discuss the further steps towards the actual implementation of the Panlab. The workshop will take place between month 23 and 24.

In addition, project partners will make Panlab presentations at selected, relevant third-party events. In particular, Panlab will be present in events organised by other projects and initiatives in the area of test-beds, in order to increase its own and visibility of the entire community related to creation of the test beds.

2.4 Publications

In addition to the deliverables, Panlab will produce specific publications for the target audiences. The proceedings of Panlab's three events (deliverable D3.2) aim to make the impact of these events more sustainable. The following proceedings will be produced:

- Proceedings of the first Panlab workshop
- Proceedings of the second Panlab workshop
- Proceedings of the final Panlab seminar

The Panlab booklet (deliverable D3.1) will present the final results of the project in a way suitable for decision-makers on senior management level, in order to provide a basis for their decision on getting involved in the Panlab. The booklet will be produced and disseminated in month 24.

In addition, Panlab will produce different documents and publications beside in the project planned deliverables and reports, in order to provide relevant and actual information about its activities to the target audience as well as European and national public authorities.

Furthermore, to reach a wider audience Panlab will publish press releases regulary (in average every six months) and on particular occasions. Also, a leaflet will be published and continuously updated, providing a general and easy-to-understand information about Panlab project and its objectives.

3 Panlab Community

The Panlab Community is a concept that allows the growth of the Panlab consortium from a project construct, governed by the consortium agreement into a future organisation that operates a Pan-European Laboratory (PEL).

The first phase of the development is, as said, the Panlab consortium, consisting of the 11 partners of the project and which is governed by the consortium agreement, which was concluded in November 2006. The project has addressed several stakeholders active in the area to join the discussion for the long term ICT requirements for end-to-end testing, thus becoming member of the PEL community. Any organisation can become member of the PEL community, e.g. Industrials, associations, universities and academic institutes, and even individual experts. Especially noteworthy is that collaborative projects can become members of the PEL community, since such project represent prime potential customers of the PEL, and also because results of such projects are very often candidates of assets to be provided as future PEL offerings. The interaction within the PEL community are governed by rather loose rules, i.e. the Panlab project just asks for contact details, so that it knows with it engages in discussions. The members of the PEL can register their participation via the Panlab web site at www.panlab.net.

The main purpose of the interaction with the community is to gather requirements from the potential stakeholders in a future market of testing facilities. The PEL community is also the prime instrument of information from the project towards the stakeholders interested and involved in end-to-end testing of next generation networks and services. The Community will be advertised through Panla workshops and other relevant events as well as on the Panlab website.

4 Quality management and evaluation of impact

Panlab's quality management ensures that a permanent quality control scheme is implemented and maintained, which covers all deliverables and other major outputs to be disseminated to target audiences. The quality management particularly includes quality controls and an evaluation mechanism for the project website, the events, and all publications.

The project consortium will thoroughly evaluate the impact of all dissemination measures on a continuous basis. There will be an impact evaluation report for each of the three milestones:

- M3.1 report – month 13
- M3.2 report – month 20
- M3.3 report – month 24

Among the criteria for the impact evaluation will be, how effective the dissemination measures have been in order to reach the target audiences and achieve the desired awareness and attitudinal effects.