SEVENTH FRAMEWORK PROGRAMME
Information & Communication Technologies

Coordination and Support Action

EU-India Fostering COOPeration in Computing Systems

D5.2: Dissemination Activity Report - Year 1

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Executive Summary

EU-INdia Fostering COOPeration in Computing Systems (EUINCOOP) is a Coordination and Support Action (CSA) project which is running for 24 months from 1st October 2011 funded by the European Commission under the Seventh Framework Programme (FP7).

Six partners, both from the EU and India have actively participated in the implementation of EUINCOOP project. The main aim of EUINCOOP project is to foster collaboration and cooperation in the computing technologies field between both Indian and European research organizations and industry to achieve better understanding and future cooperation.

In the above context, a number of dissemination activities were performed during the first year of the project, all in order to ensure the applicability of the project results, increase the visibility of the project outcomes and boost the project's recognition within and outside the computing systems community.

This document summarises all the events organized by the project as well as events where partners participated. The dissemination actions (press releases, newsletters, press cuttings) have been described. During the first year of the project, press releases were sent to 13 news channels from Indian side and several hundred across Europe, the USA and Asia. Two newsletters were published and are made available on the project website along with other public deliverables.

The project organized a first brokerage event during HiPEAC Computing Systems Week at Gothenburg in April 2012. The thematic issue chosen was international collaboration. The event was well attended with more than 30 participants. There were 3 experts from India and 5 from Europe who provided their visionary contributions, including a talk from the EUINCOOP project officer, providing an overview of ongoing activities in Europe and future plans for the HORIZON 2020 programme

1 Introduction

The EUINCOOP project objective is to stimulate cooperation in the computing technologies between Europe and India, in order to support Europe's leading position in computing system, while ensuring mutual benefits for both Europe and India. The proposed work of EUINCOOP is designed specifically to contribute to the coordination of ICT R&D related to international cooperation in computing systems.

The project results will be a research roadmap that will promote useful information in terms of planned activities in both regions that can assist in the formation of research policy in computing systems in Europe and India.

The partners of EUINCOOP cover a broad spectrum of competencies: academic, research, small business, consulting and industry. These competencies have been strengthened by the advisory group of experts in the field of computing systems, which was formed during the first year of the project life.

The "**EUINCOOP Advisory Committee**" is a platform/Forum created by the EUINCOOP project within the span of the project, which will convene elite researchers and industry stakeholders from both the regions. The Advisory Committee will concretize the research priority areas, the gaps and overlaps between the two regions and also will guide the technical, policy and kind of funding mechanisms for future collaborative projects.

"EUINCOOP Advisory Committee" consists of 9 experts, 5 experts from India and 4 from the EU. A good blend of academia and industry was maintained while selecting the experts.

The following areas as priority will be addressed in the project:

- Parallel and Concurrent Computing
- Heterogeneous Computing Systems
- Embedded System Applications
- Multicore Systems-on–Chip
- Virtualization
- Constraints and Performance Ceiling Factors

By looking at the above topics, EUINCOOP will map out the research priorities and agendas in the above areas of computing systems in Europe and India, and will lay out the ground for common priorities and efforts.

Dissemination activities were coordinated by a specific **work package (WP5)** in order to efficiently disseminate information about the project's existence, aims, and expected outcomes.

1.1 Purpose of the Report

The purpose of this document is to outline the dissemination strategy and to report performed dissemination activities during the first year of the project life. This report shows the dissemination approach and activities that were held according to dissemination plans for the first year, which were defined in Work package (WP5)

The dissemination report is updated each year, and provides an overview of the current status. This detailed report presents the various kinds of dissemination activities performed during the first 12 months of the project life.

1.2 Objectives of the Dissemination Activity

The core objectives of work package (WP5) are as follows:

- To effectively disseminate the project objectives, the workshop outcomes, the project results and outcome to the specific key players of both the regions.
- To spread information about the project activities and opportunities
- To expose the European ICT research community to the Indian potential for Research and Development cooperation and vice versa
- To expose and disseminate the content and conclusions of the “Road Mapping report” to the target audience.

Additionally WP5 helped to facilitate the exchange of information between partners by providing a structure that channeled internal communication.

2 Dissemination and Communication Approach

The approach adopted by the project is to link the computing research and scientific community, the general public with dissemination actions, in order to keep dissemination focused and pave the road for exploitation, as well as get feedback on the project that can help to tune project activities and the project results. The dissemination plan includes the following:

- Identification of the target audience
  - Project Partners & their database
  - Researchers and Computing community within the area and related fields
  - Other EU and India ICT projects
  - Public, NGOs, SMEs, Universities

- Channels of Dissemination

After the identification of the potential audience, the next step is to use appropriate dissemination channels to reach the target audiences to disseminate the project results.

Dissemination actions are foreseen to be targeted to:

- Direct contacts by means of:
  - Project partners and their potential database
  - The research community
  - The general public (seminars/workshops)

- Indirect contact by means of:
  - Publications/Articles on project website
  - Media(Press releases and Press conferences), magazines, internet sites, newsletters, Leaflet, posters, brochures etc. (dissemination Tools)

For the dissemination tools/materials, the project partners discussed and undertook the preparation of the dissemination materials like posters, Leaflets, e-newsletter, website, flyers, invites, templates for presentations.

2.1 Summary of Communication and Dissemination strategy

The following table summarises the communication and dissemination strategy for the project.

TARGET AUDIENCE	OBJECTIVES	TOOLS	CHANNELS/NETWORK	TIMELINES
Project Partners &their database	To enhance coordination and support	Newsletters Reports, Database, Website Posters/Fact sheet	Conferences/ Workshops Networking	Regular and throughout the project
Researchers within the area and related fields	Provide information about the project and development	Website Newsletters, Posters/Fact sheet	Networking Internet Conferences/ Workshops	Regular and throughout the project
Other EU and India ICT projects	Awareness – promote collaboration, links and synergies	Website, Newsletters Summaries, Posters	Meetings Conferences/ Workshops Networking	Periodic Events Focusing on updates
Public, NGOs, SMEs, Universities	Create interest and awareness	Fact sheet , Website Newsletters	Social Media Internet Conferences/ Workshops	Periodic events results, and public impact

Table 1: The dissemination tools developed and used during the 1st year of the project are listed below.

DISSEMINATION TOOLS	DESCRIPTION
Website	Website was created soon after the kickoff meeting and all the projects activities, events, press releases, deliverables have been uploaded to the website. Regular news and events sections have been updated.
Poster	1 Poster was developed. EUINCOOP participated in the 7th HiPEAC conference in Paris, France in January 2012 and also participated in a large poster session event.
Flyer	1 flyer was developed and circulated during the events hosted and attended In the first year.
Press releases	The press release was distributed to 15 major news outlets from India and to several hundred news and media outlets across Europe, the USA and Asia
Newsletters	2 newsletters were published + 2 articles were published through the HiPEAC newsletters
Deliverable Reports	2 deliverable reports were uploaded on the website

3 Dissemination Activities

The following dissemination activities were carried out during the first year of the project.

3.1 Creation and distribution of disseminative materials

Dissemination materials were produced as planned for distribution and in-person dissemination activities like conferences, workshops and exhibitions.

3.1.1 Project logo

A project logo was created at the beginning of the project using an acronym to ensure an easy recognition for the project's visual presentation. Several versions of logos were created and one was finalized after reviews and suggestions from all project partners.

Figure 1: The Final Version of Project Logo

To see the logo follow: http://euincoop.eu/images/logo.gif

3.1.2 Project Flyer

The project flyer was developed after reviews and suggestions from all project partners

Fig 8: EUINCOOP Flyer

To see the Flyer follow: http://euincoop.eu/documents/euincoop_flyer.pdf

3.1.3 Project Poster

The EUINCOOP poster was designed and developed after reviews and suggestions from all project partners. It was presented at the 7th HiPEAC conference which took place in Paris, France on 25 January 2012 at a large poster session event.

Fig 9: EUINCOOP Poster

To see the Poster follow: http://euincoop.eu/documents/euincoop_poster.pdf

3.1.4 Project Newsletters

A key aim of the online dissemination was to regularly inform the target audience about the progress of the project via regular newsletters. Over the first year of the project 2 newsletters were issued, distributed via emails, and made available as a download from the EUINCOOP website.

3.2 Creation, development and maintenance of project website

The **EUINCOOP** project website was constructed by the WP5 team. A basic version of the website was posted after the kick off meeting in October 2011. Several versions of Website templates were created the present one was selected after reviews and suggestions from all project partners. The primary domain is www.euincoop.eu and alternative domain is www.euincoop.in.

EUINCOOP Website (Homepage)

Figure 2: Final website version

The project website offers information about the project and its consortium partners. It is used to distribute news and announcements, informing about upcoming and past events, sharing media coverage and displaying project results.

The site was regularly reviewed. Opinions and suggestions were taken from all project partners. An overview of the website's final structure is given in the site map below.

EUINCOOP Website Sitemap

About EUINCOOP

- Background info
- Project Objective
- Project Partners

Cooperation Activities

- Cooperation priorities / synergies
- Advisory / Expert committee
- EUINCOOP Research Community Forum / Blog (internal to website)
- Workshops / Brokerage events / info days

Cooperation Impact

- Expert's inputs
- Success stories

Dissemination section

- News
  - EUINCOOP News
  - Other News related to Computing Systems (Both in India and EU)
- Events
  - EUINCOOP Events
  - Other Events related to Computing Systems (Both in India and EU)

Download section

- Project promotional tools
  - EUINCOOP Logo
  - EUINCOOP Flyer
  - EUINCOOP Brochure
  - EUINCOOP Poster

- Project Newsletter (Subscription)

- EUINCOOP Public reports / documents

- Road Mapping report
- EUINCOOP overview
- FP7 Work programme
- ICT policies and programmes in Europe and India
- EU-India cooperation in ICT research: success stories

- Restricted Area
  - Project Deliverables (upload / delete)
  - Newsletter dissemination tool for established contacts

- Photo and video gallery
- Contact us

Website Inner pages

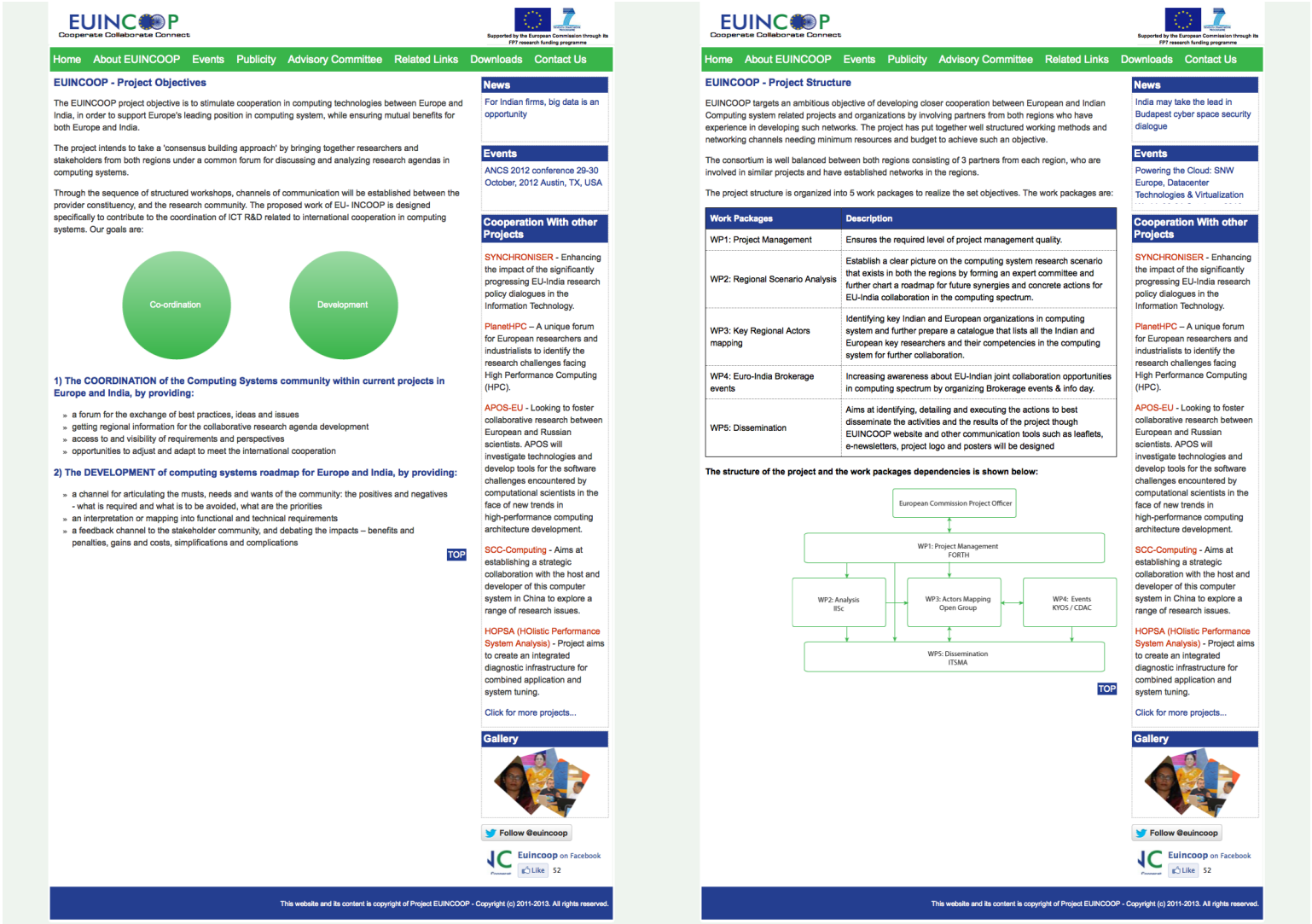


Figure 3: Inner Pages

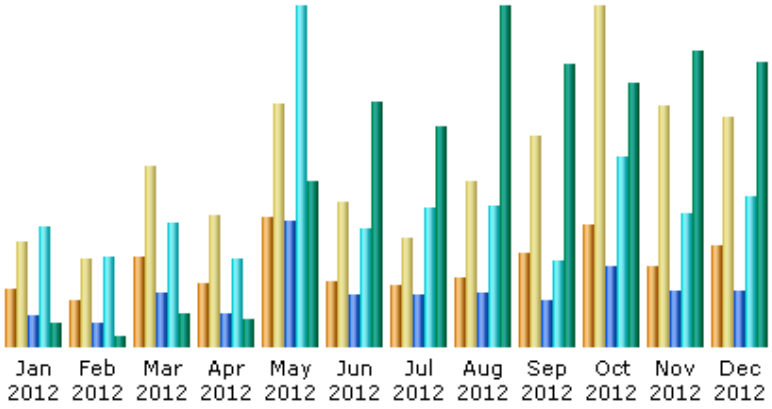
The contents for the inner pages have been added. Detailed description about the project objectives, project structure, and brief information about the project partners is mentioned in the website. There are separate sections for events including a list of organized events, participated events and upcoming events.

There is a separate section called Downloads where all the project promotional materials like the flyer, poster, and project logo are uploaded for distribution.

There are separate news and events section scrolling on the right hand side of the homepage. The gallery section has been added to the homepage where all the images taken at various events attended have been uploaded.

Website usage Statistics

A web statistics tool (awstats), has been used, starting from November 2011, to allow monitoring of section usage patterns. Sample data covering the last 12 months of the first year of the Project (Jan 2012 – Dec 2012) is presented below. Full reports are available in the internal section of the EUINCOOP web site.



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2012	67	125	409	1,593	28.24 MB
Feb 2012	54	103	314	1,184	13.10 MB
Mar 2012	105	213	706	1,658	40.55 MB
Apr 2012	75	155	445	1,166	33.36 MB
May 2012	152	288	1,686	4,530	201.07 MB
Jun 2012	78	170	693	1,574	298.62 MB
Jul 2012	72	129	693	1,844	268.19 MB
Aug 2012	82	196	719	1,883	415.41 MB
Sep 2012	110	248	608	1,147	343.94 MB
Oct 2012	145	402	1,062	2,537	321.88 MB
Nov 2012	94	285	739	1,779	361.09 MB
Dec 2012	120	271	737	2,006	346.18 MB
Total	1,154	2,585	8,811	22,901	2.61 GB

Source: Awstats

Countries

Countries		Pages	Hits	Bandwidth
India	in	145	590	12.29 MB
European country	eu	63	299	5.16 MB
Great Britain	gb	48	143	1.43 MB
United States	us	31	88	864.49 KB
Hungary	hu	27	97	2.34 MB
Greece	gr	18	71	562.52 KB
Switzerland	ch	15	60	467.89 KB
Italy	it	12	60	596.07 KB
Germany	de	11	11	117.83 KB
France	fr	10	27	290.51 KB
China	cn	5	27	252.05 KB
Russian Federation	ru	4	30	229.58 KB
Canada	ca	4	15	149.99 KB
Japan	jp	3	15	883.40 KB
Indonesia	id	3	14	141.86 KB
Belgium	be	3	14	167.41 KB
Spain	es	2	14	875.63 KB
Netherlands	nl	2	13	127.19 KB
South Korea	kr	1	1	10.53 KB
Cyprus	cy	1	3	13.55 KB
Czech Republic	cz	1	1	0
Others		0	0	1.40 MB

Source: Awstats

Downloads (Top 10) - Full list

Downloads: 22	Hits	206 Hits	Bandwidth	Average size
/documents/EUINCOOP_Gotheborg/Future_Computing_Systems_Overview_...	20	0	22.50 MB	1.12 MB
/documents/EUINCOOP_Gotheborg/Parallel_Programming_Environments_...	20	11	261.74 MB	8.44 MB
/documents/EUINCOOP_Gotheborg/Workshop_Agenda.pdf	14	0	879.16 KB	62.80 KB
/documents/ICT-287820-WP2-D2.1.pdf	11	0	14.65 MB	1.33 MB
/documents/hipeacinfo29bm.pdf	11	0	16.20 MB	1.47 MB
/documents/euincoop_flyer.pdf	10	25	8.77 MB	256.72 KB
/documents/EUINCOOP_Gotheborg/System_on_chip_Fault_Tolerance_the...	9	117	7.00 MB	56.89 KB
/documents/ICT-287820-WP3-D3.1.pdf	8	0	24.35 MB	3.04 MB
/documents/euclid_ws_bang/Perspective_of_Collaborative_research_...	8	0	10.67 MB	1.33 MB
/documents/EUINCOOP_Gotheborg/Reconfigurable_technology_and_tool...	7	0	3.94 MB	576.39 KB

Source: Awstats

3.3 Maintaining a repository for EUINCOOP publications, disseminative materials and deliverables

Internal communication

The project decided and created a subversions repository for the project partners for storing and exchanging documents so that the maintenance of current and historical versions of files such as web pages, and documentations can be done.

All the project members use the SVN for exchanging of files e.g. minutes, reports, deliverables etc.

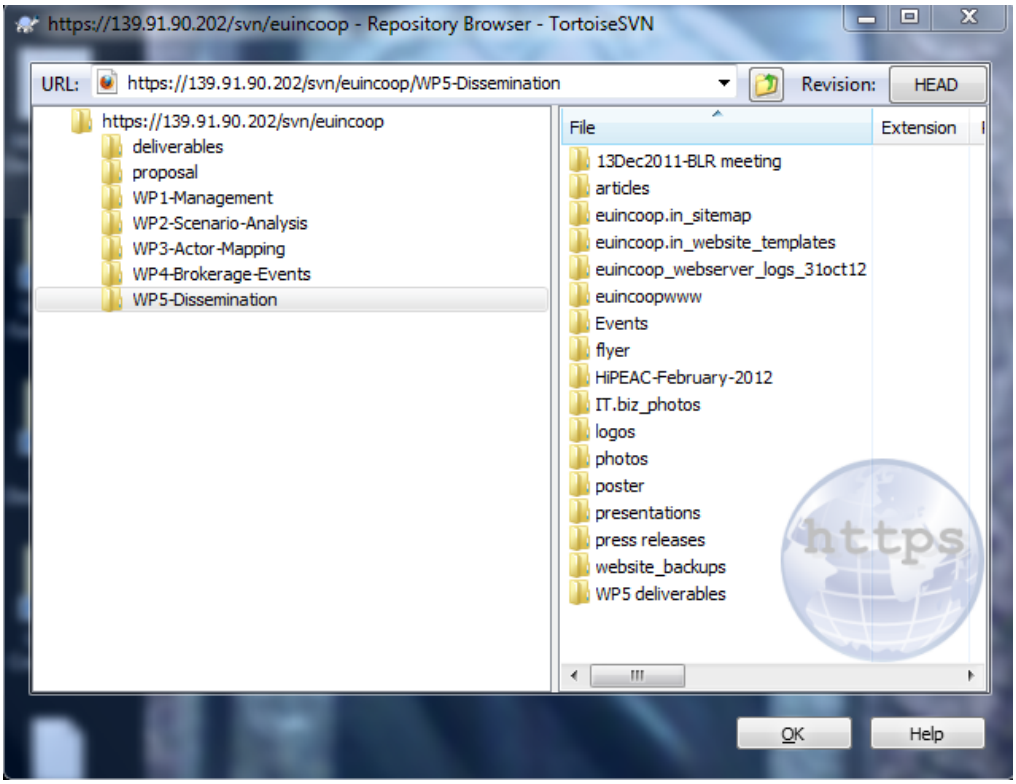


Figure 4: SVN Repo Browser

3.4 Project Awareness through Social Media tools

In recent years, social media has become increasingly important, both as a means of person-to-person communication and for promotional purposes. The main focus of this work for the project has been to try and reach a broader public.

The project decided to showcase the project activities, workshop outcomes, project results, events and to give visibility to external users outside the consortium. Regular updates of news and events have been uploaded on Facebook and Twitter.

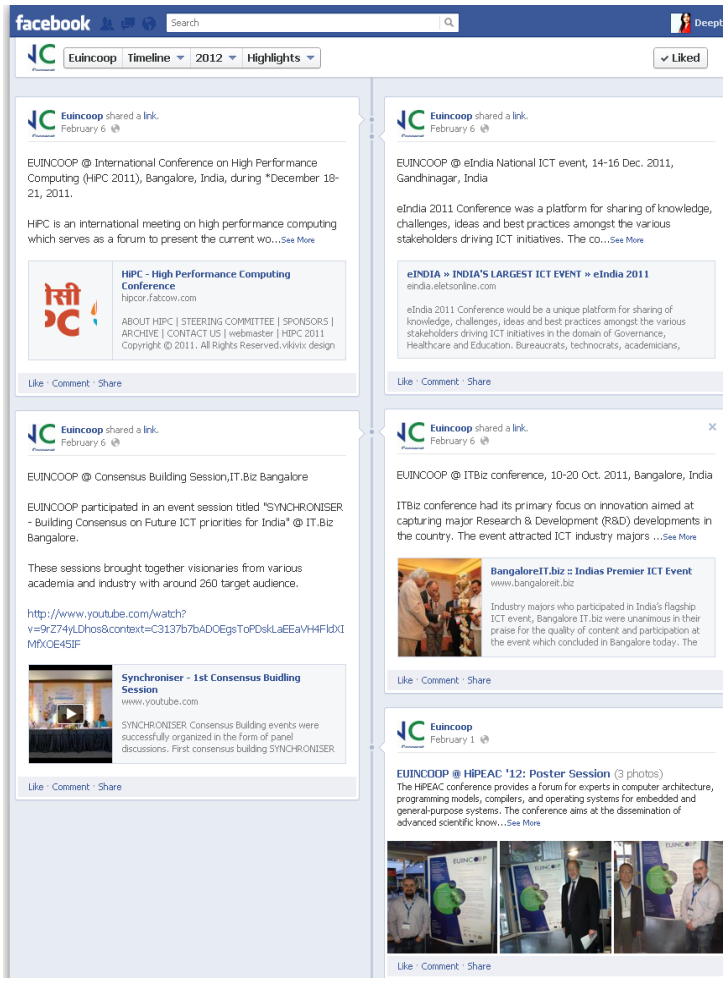


Figure 5: **EUINCOOP Face Book Page**

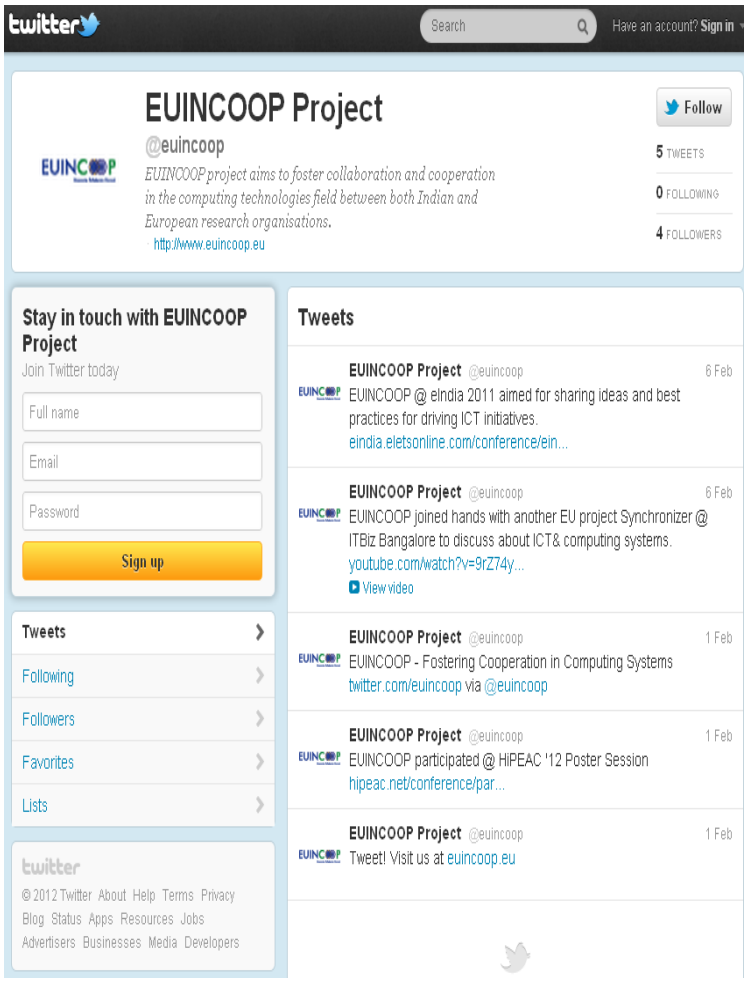


Figure 6: **EUINCOOP Twitter Page**

3.5 Press and media publications

EUINCOOP announcements of its activities and achievements are best communicated through Press Releases. The project decided to issue a worldwide press release and to organise within India a Press Event. The Indian press coverage was carried out by the dissemination partner ITSMA, while press coverage for the rest of the world was carried out by The Open Group. Some of the snapshots of the press coverage received are given below:

Media Name	**URL**

HINDUSTAN TIMES	http://www.hindustantimes.com/Technology/technology-update-businesscomputing/European-Commission-to-Support-Coordinated-IT-Research-and-Development-Initiative-between-Europe-and-India/SP-Article1-798070.aspx
THE NEW INDIAN EXPRESS	http://euincoop.in/images/euincoop_press_release/European_Commission_to_Support_Coordinated_IT_Research_news_coverage_in_TheNewIndianExpress_newspaper_on_17Jan2012.jpg
DNA iNDIA	http://www.dnaindia.com/mobile/report.php?n=1633256&p=0
BIZWIRE EXPRESS	http://www.bizwireexpress.com/showstoryINPR.php?storyid=265548
VARINDIA	http://www.varindia.com/EuropeanandIndian2012.htm
ITNEWS4YOU	http://www.itnews4you.com/news.php?news_cat_id=1&news_id=925
APNNEWS	http://apnnews.com/2012/01/16/european-commission-to-support-coordinated-it-research-and-development-initiative-between-europe-and-india/
INDIAPRWIRE	http://www.indiaprwire.com/pressrelease/information-technology/20120116109187.htm
INDIA EDUCATION REVIEW	http://www.indiaeducationreview.com/industry-updates/european-commission-support-it-research-development-initiative-between-europe-india
VARINDIAMAGAZINE	http://varindia123a.blogspot.in/2012/01/european-and-indian-research-and.html
The Open Group	http://www3.opengroup.org/
The Corner | "The European Commission Promotes EU-India IT Research" ***January 5, 2012***	http://www.thecorner.eu/2012/01/european-commission-promotes-eu-india-research/
Computer Business Review | "India and Europe to Coordinate in IT Research Initiatives" ***January 6, 2012***	http://itservices.cbronline.com/news/india-and-europe-to-coordinate-in-it-research-initiatives-060112
ComputerWorld UK | "European and Indian System Developers Join Forces" ***January 7, 2012***	http://www.computerworlduk.com/news/careers/3328290/european-indian-system-developers-join-forces/ Also published on: PC Advisors UK; CIO UK
Computing | "Analysis: IT Sector Key to Liberalising EU-India Trade" ***January 10, 2012***	http://www.computing.co.uk/ctg/analysis/2136408/analysis-sector-key-liberalising-eu-india-trade

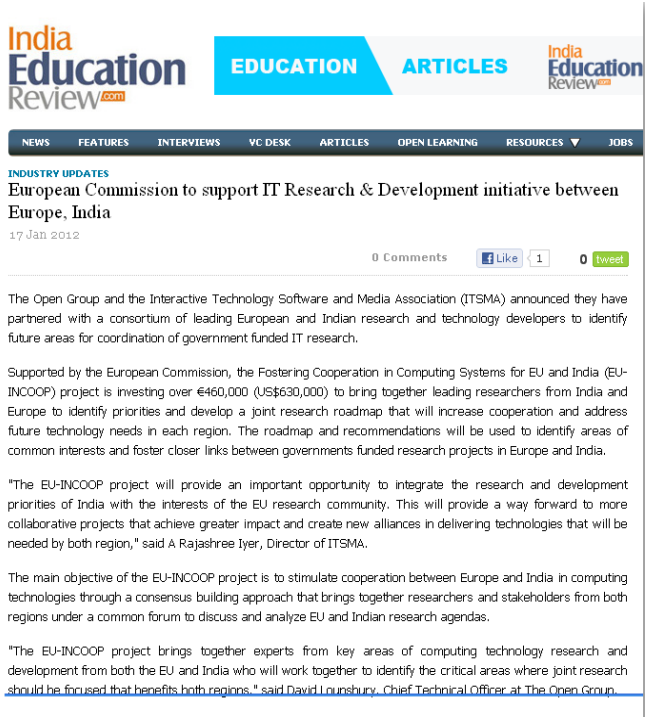


Figure 7: Snapshots of EUINCOOP Press Coverage

3.6 Organization of EUINCOOP Events

3.6.1 EUINCOOP Organized events

The following events were organised by the EUINCOOP project.

Event	Date & Location	Attendees	Description
EUINCOOP Kickoff Meeting	17th Oct 2011, Bangalore, India	All project Partners	The project consortium had their kick-off meeting on in Bangalore. The kick-off meeting was organized to synchronize with ITBiz conference held in Bangalore, in which all major IT companies, Government agencies and researchers were participating, so as to make kick-start the identification of main actors.
EUINCOOP First Brokerage Event @ HiPEAC Computing Systems Week	24th and 25th April 2012, Goteborg, Sweden	All Project partners	The first brokerage event was organised during the European HiPEAC spring event in Gothenburg, Sweden on 24 April 2012. The thematic issue chosen was international collaboration. The event was well attended with more than 30 persons. There were 3 Experts from India and 5 from Europe provided their visionary contributions, including a talk from the EUINCOOP project officer, providing an overview of ongoing activities in Europe and future plans in HORIZON2020 programme.
EUINCOOP Workshop on "Future of Computing Systems-EU-INDIA Research Road Mapping in Computing Systems"	7th and 8th August 2012, Bangalore, India	KYOS, IISC, ITSMA, CDAC	As a follow-up of Goteborg event, to realize the objective of identifying common research priorities between EU and India and drawing up a joint research roadmap, the project EUINCOOP jointly with EUCLID project organized a second brokerage event in Bangalore.

3.6.2 EUINCOOP Participated Events

EUINCOOP project partners participate and presented at the following events.

Event	Date &Location	Attendees	Impact
EUINCOOP @ ITBiz Conference	Bangalore, India, 10-20 October 2011	FORTH, KYOS, ITSMA	ITBiz conference had its primary focus on innovation aimed at capturing major Research & Development (R&D) developments in the country. EUINCOOP joined hands with another EU funded Synchronizer project in organising a session with experts from India to discuss major challenges of the future in ICT and in computing systems. In thematic session, there were around 65 participants comprising from large companies, SME's, & knowledge institutions.
eIndia National ICT event	Gandhinagar, India, 14-16 December 2011	CDAC	eIndia 2011 Conference was a platform for sharing of knowledge, challenges, ideas and best practices amongst the various stakeholders driving ICT initiatives. There were around 50 participants from industry and academia. EUINCOOP partners CDAC participated actively in the event and gathered national priorities and new initiatives being undertaken by national and regional government agencies. Distributed EUINCOOP Flyers.
Project coordination meeting	Bangalore, India 13 December 2011	KYOS CDAC IISC ITSMA	The coordination meeting was organised to plan ahead more Indian activities and network during the upcoming HIPC conference: - Briefing of EUINCOOP project - Survey questionnaire - One-to-one meeting with industrial stakeholders
International Conference on High Performance Computing (HiPC 2011)	Bangalore, India, 18-21 December 2011	ITSMA KYOS CDAC	HiPC is an international meeting on high performance computing which serves as a forum to present the current work by researchers from all over the world. There were around 150 audiences in these sessions from industry and academia. ITSMA, KYOS & CDAC actively participated in multiple sessions and also established industrial contacts, got their feedback on future challenges in computing systems through a questionnaire prepared for the purpose. Flyers were

			distributed
EUINCOOP @ 7th HiPEAC Conference 2012,	Paris, France, 23-25 January 2012	FORTH	The HiPEAC conference provides a forum for experts in computer architecture, programming models, compilers, and operating systems for embedded and general-purpose systems. EUINCOOP participated in the conference also participated in a large poster session event
EUROSYS 2012	Bern, Germany, 10-13 April 2012	FORTH KYOS	EUROSYs conference focus on systems research and development: operating systems, data base systems, real-time systems and middleware for networked, distributed, parallel, or embedded computing systems. EUINCOOP had planned to organize the brokerage event during this event. However, the organizing committee of the event did not have time frame to organize EUINCOOP event. However, FORTH and KYOS participated to meet different experts and exchange the ideas relevant to international collaboration.
EUINCOOP @ Global Investors Meet (GIM) Expo	Bangalore, India, 6-8 June 2012	ITSMA	A Single Platform which is an answer to the Business needs: Technology and Services Showcase, Partnership Meets, Buyer-Seller Meets, Vendor Identification and Development, Business Networking, Business Expansion and Investment & Funding. EUINCOOP partners participated in the multiple sessions and also established industrial contacts, gave an input about EUINCOOP project in the panel discussion "The opportunities and challenges in IT & ITEs in Karnataka"
BIC International workshop	Brussels, Belgium, 22 June 2012	KYOS FORTH	International workshop involving all support and coordination projects in Future Internet related area was held to network different actors and to report the ongoing activities in different projects. EUINCOOP participated and reported the project activities and distributed the project flyers among the participants.
Real-time and Embedded Systems Forum Meeting	Washington DC, USA , 19 July 2012	TOG	Presentation of EUINCCOP project and first results from the analysis of EU and Indian research priorities for Computing Systems. Participants included technology suppliers and users of embedded systems technologies as

			well as academic and government representatives.
International Conference *on* Advances in Cloud Computing*(*ACC 2012)	Bangalore, India, 27/07/2012 to 28/07/2012	CDAC	Keynote talk on Cloud Security Sponsored (on behalf of EUINCOOP) Intl *Conference* on *Advances in Cloud computing ACC2012,* Bangalore, India, EUINCOOP logo was used in Distribution material
BCIC Conference on Leveraging Cloud Services to Enhance Competitiveness	Bangalore, India, 30 October 2012,	ITSMA, IISC	Bangalore Chamber of Industry and Commerce (BCIC) under the aegis of ICT Expert Committee organized a one day Conference on "Leveraging Cloud Services to Enhance Competitiveness. There were around 100 members present in the session from industry and academia. EUINCOOP partners participated and delivered a talk on EUINCOOP project & disseminated project leaflets, newsletters etc.

3.7 Cooperation with other related projects

Cooperation with other similar projects was foreseen to optimize scientific networking, research collaboration, and exchange of information as well as for dissemination activities.

- **SYNCHRONISER -** Enhancing the impact of the significantly progressing EU-India research policy dialogues in the Information Technology.
- **PlanetHPC –** A unique forum for European researchers and industrialists to identify the research challenges facing High Performance Computing (HPC).
- **EUCLID –** Strengthening EU-India collaboration in networked monitoring and control systems technologies.
- **RISC -**Project aims at deepening strategic R&D cooperation between Europe and Latin America in the field of High Performance Computing (HPC).
- **APOS-EU -** Looking to foster collaborative research between European and Russian scientists. APOS will investigate technologies and develop tools for the software challenges encountered by computational scientists in the face of new trends in high-performance computing architecture development.
- **SCC-Computing -** Aims at establishing a strategic collaboration with the host and developer of this computer system in China to explore a range of research issues.

- **HOPSA (HOlistic Performance System Analysis) -** Project aims to create an integrated diagnostic infrastructure for combined application and system tuning.

3.8 Overall Impact- Year 1

The dissemination strategy of **EU-INCOOP** is made up of three consecutive phases. These three phases of dissemination required different methods and activities to be undertaken in order to achieve the goals. The 3 phases are:

1. **Awareness Creating phase**
2. **Result dissemination phase**
3. **Exploitation phase**

The project designed the dissemination plan and used several dissemination materials to create greater awareness among the target audience. The details of the phases are as follows:

1. **Awareness Creating phase**

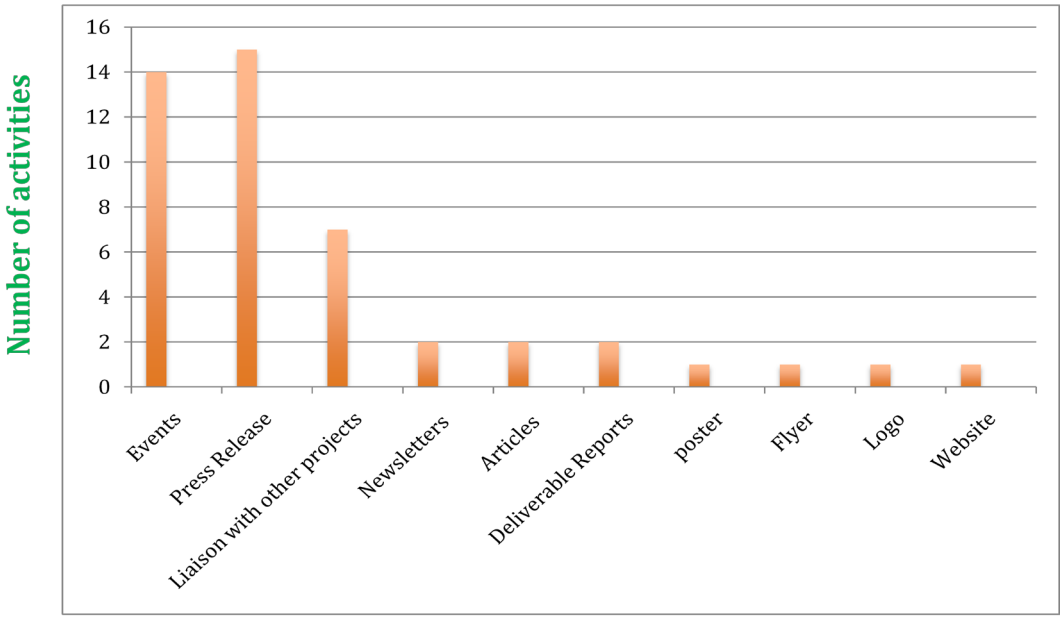
At the start of project, the goal of this phase was **to raise awareness about the project and its objectives among the industry and research communities**.

In year 1 the project concentrated mainly on awareness creating phase mostly through participation and networking in international events, HiPEAC conferences, workshops, national events, global Investors meet and forum meetings so that a greater awareness can be created among the research community.

And the next important task was to develop basic marketing materials. Thus, the following activities were performed during the first year to complete this phase successfully

- The project collaterals such as the **EU-INCOOP** logo, Posters, Flyer, e-newsletters, templates for documents and presentations were prepared.
- The project website was created immediately after the Kickoff meeting. The website disseminates complete project information and activities in detail. The project website was regularly updated with public deliverables and news, events in order to show the ongoing activities and progress of the project and to keep interested parties up-to date.
- The **EU-INCOOP** consortium had a first set of press releases for first year after having reached important milestones of the project. The press release was distributed to 15 major news outlets from India and to several hundred news and media outlets across Europe, the USA and Asia.

- The next approach undertaken was bringing together researchers and stakeholders from both regions under a common forum for discussing and analysing research agendas in computing systems. This was accomplished by creating "**EUINCOOP Advisory Committee**". The "EUINCOOP Advisory Committee" consists of 9 experts, 5 experts from India and 4 from EU. A good blend of academia and industry was maintained while selecting the experts.
- The project organized and participates in 14 national and international events. The project partners gave presentation about the overview and goals of **EU-INCOOP** and raised awareness amongst scientific and industry stakeholders creating a basic brand name of **EUINCOOP.** .



Type of dissemination activities

2. Result dissemination phase

The aim of the phase is **to promote the results and findings of the project**. During the first year of the project life, the results of the **EU-INCOOP** project were recorded in project deliverables and key findings were published, promoted and discussed among research and industry stakeholders in computing system domains.

The project objectives and findings were communicated to EUINCOOP advisory members. The advisory Committee helped in concretizing the research priority areas, the gaps and overlaps between the two regions and also will guide the technical, policy and kind of funding mechanisms for future collaborative projects. This is an ongoing phase and promotion of results and key finding will be disseminated throughout the project life.

3. Exploitation phase

The Final phase is the exploitation-oriented phase. During this phase specific activities will be undertaken in order to improve Euro-India collaboration and cooperation in embedded and computing systems area, and to develop common cooperation initiatives. This dissemination phase is specifically targeted at potential researchers and developers. The execution of this phase is planned in the year 2 activities.

As a result of consultation with number of experts from both India and Europe, the need of Euro-India Technology platform in line with European technology platform was considered important to be launched. In this contect, the project proposal will be made for call 10 of the FP7.

3.9 Dissemination Plan for Year 2

To create bigger impact for EUINCOOP the project decided to have a better and more effective dissemination strategy for year 2. The dissemination activities for year 2 are planned in a way to reach more potential target users who can exploit the results well.

Outline of the Dissemination Plan

TARGET AUDIENCE	OBJECTIVES	TOOLS	CHANNELS/NETWORK	TIMELINES
Project Partners &their database	To enhance coordination and deliver the project results	Newsletters, Deliverable Reports, Database, Website Posters/Fact sheet	Conferences/ Workshops Networking, Mailers, LinkedIn	Regular and throughout for year 2
Academic and Organisational Researchers, Government bodies within the area and related fields	Provide information about the project and results of project of Year1	Website Newsletters, Posters/Fact sheet, Deliverable Reports	Networking Internet Conferences/ Workshops, Mailers, LinkedIn	Regular and throughout for year 2
Other EU and India ICT	Awareness – promote	Website, Newsletters	Meetings Conferences/	Periodic Events Focusing on

TARGET AUDIENCE	OBJECTIVES	TOOLS	CHANNELS/NETWORK	TIMELINES
projects	collaboration, links and synergies	Summaries, Posters	Workshops Networking, mailers	updates
Public, NGOs, SMEs, Universities	Create interest and awareness, deliver project results	Fact sheet , Website Newsletters	Social Media Internet Conferences/ Workshops, Newsletters	Periodic events results, and public impact

Key dissemination actions foreseen are as follows:

- **Creation of Online LinkedIn Forum for EUINCOOP**

  LinkedIn is the world's largest professional social network with over 175 million members and growing rapidly. LinkedIn connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals. **http://www.linkedin.com/**

  The objective is to share and exchange knowledge and experiences about future technologies in computing systems between Indian and European consortium partners and advisory committee members which will lead to co-creation of innovative ideas and identification of new challenges faced in the field of computing systems. This will be a very good tool to share the project results and to brainstorm about research roadmaps in computing systems.
- Organization of events in India and Europe to build and disseminate a common concept, roadmap methodologies and tools; and to lay the foundation of international co-operation with similar initiatives

List of upcoming events:

EUINCOOP partners will participate in appropriate events during Period 2.

- International Research Collaboration in Computing Systems, 17 October 2012, Ghent, Belgium: co-located with HIPEAC week. www.hipeac.net/content/international-research-collaboration-computing
- Information Technology & Communication Expo Chandigarh, 05 - 07 April, 2013 Chandigarh, India
- IEEE Conference on Information and Communication Technologies(ICT 2013) – Kerala, India, 11-12 April 2013

- *EuroSys2013 Conference* APRIL 14-17, 2013, PRAGUE, CZECH REPUBLIC
- National Cyber Safety and Security Standards Summit, 26 - 28 April, 2013 Chennai, India
- India Global ICT Forum 2013 – New Delhi, 6-8 May 2013
- HiPEAC Computing Systems Week, May 2013, Paris
- Cloud Connect Bengaluru', 23 - 24 May, 2013 Bengaluru', India
- National Conference on e-Learning & e-Learning Technologies, 28-29 June, 2013 Hyderabad
- Embedded Systems Conference Expo-Bangalore, 17 - 19 July 2013, Bangalore
- SAMOS XIII - 2013 Int. Conf. on Embedded Computer, Systems: Architectures, Modeling, and Simulation- Samos, Greece, July 15-18, 2013.
- Sixth International Conference on Contemporary Computing, 08 - 10 Aug 2013, Noida, India
- International Conference on Advances in Computing, Communications and Informatics, 22 - 25 Aug 2013 Mysore, India
- International Symposium on Computational and Business Intelligence ,24-26 Aug 2013, New Delhi, India
- International Conference on Information and Computer Technology, 14 - 15 Sept 2013, New Delhi, India

- Publishing of the **EU-INCOOP** Best practices and **EU-INCOOP** roadmap in order to increase appropriateness of collaboration between research communities and stakeholders of the future internet (industry, research and applications developers)
- Enhancement of EUINCOOP Website: The key focus would be to increase visibility and regular monitoring using Google analytics. A monthly rotating responsibility on gathering information will be applied among the partners to collate information on project activities, external news and events.
- Increasing the visibility of the website by using Search Engine Optimization Techniques and E-marketing strategies.
- To Prepare a Mailing List of potential users this would be collected from all the project partners. This mailing list will be used to send the project newsletters and new updates of the project

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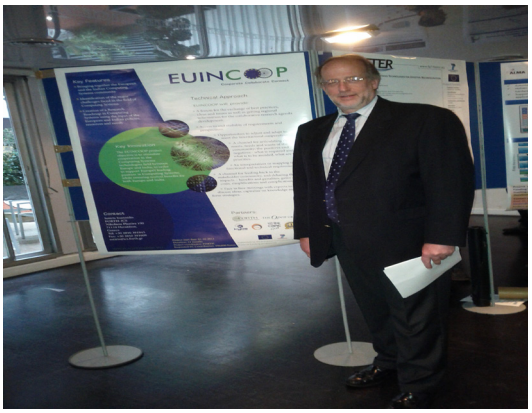
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4 Summary and Conclusions

This report summarizes the dissemination activities employed within the EUINCOOP project.

The objective was to effectively disseminate the project objectives, the workshop outcomes, the project results and outcomes to the specific key players of both regions. Two workshops/brokerage events with the participation of experts from both regions have facilitated better understanding of the research activities across both regions. The dissemination activities were evaluated regularly during the first year of the project. EUINCOOP was presented at national and international events, as well as through press releases India and around the globe.

Flyers, posters, a press release and newsletters were used as dissemination materials and distributed by the project partners and this material has improved the project's visibility to the public. The website's news section and the Facebook page were updated throughout the project's first year. Two issues of the newsletter were sent to all interested people, keeping the public up to date on the progress of the project's work. EUINCOOP also used HiPEAC platforms such as events and newsletters to reach the broader international audience about the project activities. Future dissemination activities are planned in the coming year to ensure continued promotion of the project

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