



## Deliverable 9.2. Dissemination Plan

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Short abstract	The present document describes the activities to be done in order to disseminate the outcomes of lenvis project		
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## 1. Rationale

The objective of Work Package 9 is to disseminate research results and to do market analysis for the lenvis technologies and services. In order to achieve this objective several activities were envisaged, while defining the project goals.

While the activities of Work Package 9, are described in detail in the Work Plan of WP9, the objective of this addition to the Work Plan is to elaborate a Dissemination Plan, which contributes to Task 9.2, for the activities regarding:

- organisation of regional and European activities, such as a seminar and a symposium, where the latest research activities and results of the project will be presented;
- dissemination of project results to a wide international audience through publications of the project team members in journals and at conferences;
- in addition to the above, the project dissemination group, will organise activities that are easily accessible to a wide, non-scientific audience with diverse backgrounds, with special attention to Generation Y;
- coordination of different collaboration activities with other research projects targeting similar challenges; and
- making available the findings of the project to European Government agencies in charge of environment and health management.

## 2. Dissemination Plan

The project partners, involved in Dissemination Activities are IHE, HL, IST, MB and PNB. The work they will carry out is part of Tasks 9.1 and 9.2 and will contribute to deliverables D9.1, D9.2, D9.5 and D9.6. Task 9.2. is aimed at increasing awareness in the largest possible audience of actors potentially interested in lenvis, raising partners communication, research development dissemination, feedback control and supporting exploitation of project results.

The planning, target groups and reach of the activities are listed in Table 1:

Table 1. WP9. Planning of Dissemination activities

Proposed Activity	Planning	Contributors	Target groups	Reach
Project website	Within 3 months of the project start and continuous maintenance	HL with feed back from the partners	all interested parties	global
“Lenvis Direct” newsletter	6 times during lenvis in months 6,12, 18, 24, 30, 36	all partners to the project;	partners, user groups, all interested parties	European
End-users workshops	in month 9		potential end users, including Generation Y	Countries involved in project
Seminar	in month 18	- all partners		Countries involved in project
Symposium	in month 34	- all partners		Countries involved in project
Cross-links with other projects	2 times/year	-partners involved in the 3 case-studies of the project		Countries involved in project

<b>Proposed Activity</b>	<b>Planning</b>	<b>Contributors</b>	<b>Target groups</b>	<b>Reach</b>
Publications	At international conferences	- all partners	Scientific community	Global
Publications	At national conferences	- all partners	Scientific community	Global
Publications	International journals	- all partners	Scientific community	Global
Publications	National journals and media	- all partners	Scientific community	Global
Demo application	in month 12	All partners	potential end users, particularly Gen Y	Countries involved in project

Details on the implementation of these activities are:

1. **Website:** the lenvis website ([www.lenvis.eu](http://www.lenvis.eu)) is already operational and will continue to be the gateway to the public audience throughout the project. Highlights of research and development results, pilot real-time lenvis services, announcements of lenvis events, and public deliverables will all be posted here. In addition to it an online workspace has been created for the lenvis project team in Sharepoint.
2. **Newsletter:** “Lenvis Direct” newsletter, will be sent to the project partners, identified user-groups and to potential interested groups, 2 times per year, during project lifetime. UNESCO-IHE will be in charge of collecting centrally any information of interest to be disseminated. A reminder, for gathering information will be sent out 2 weeks before the newsletter is issued, to all partners. The partners will send their information as a short description. In order to facilitate the process, suggestions on what should be included in the newsletter will be given. These suggestions are not compulsory or exclusive, any other information, of interest should be sent to UNESCO-IHE. The information will be compiled and posted in Lenvis Direct template, and will be sent out by individual partners in the project to their relations, national contact points for EC and relevant news sites/papers. The project coordinator (HydroLogic) takes care that the newsletter is sent to EC. The newsletter will be compiled in English. It is up to each partner involved in the dissemination package, in each country, if they wish to provide alternative translation of parts or of the entire newsletter in other languages.
3. **End-user workshops:** Refinement end-user workshops will be held throughout the project (e.g. in month 9 in the Netherlands). The main user requirements have been collected, and a user-requirement workshop was held, in month 6 of the project, as a part of Work Package 1. However it is expected that during the different phases of project, e.g. the development of the deliverable “Functional and technical requirements” for lenvis system, which is part of Work Package 2, and system integration and case studies in WPs 7 and 8, some of the requirements will need to be reiterated. Having these extra end-user workshops throughout the project will ensure the involvement of an active and engaged user group consisting of both public and professional users. The extra workshops have a twofold objective, to re-fine the user requirements, as well as to serve as a dissemination tool.
4. **Seminar:** In month 18, it is expected that the project will have enough research results to be analysed and disseminated, through a seminar. The location of the seminar (in one of the countries where the workshops are) will be discussed among the partners of the project and finalised during month 12 of the project.
5. **Symposium:** The main outcomes of the project will be presented in a Symposium two months before the ending of the project. The Symposium will be held in months 34 at UNESCO-IHE.
6. **Cross –links :** As a dissemination activity several meetings with other similar projects will be held, to identify commonalities and to avoid repetition, and to identify collaboration areas. During these meetings, every partner in lenvis is welcome to participate. The coordinator of Work Package 9 will be informed, always on due time, about the organisation of these meetings, so that it can participate in them. An example of an identified related project, is the Atlas Leefomgeving project in The Netherlands, from the Ministry of Housing, Spatial Planning and the Environment (<http://www.vrom.nl/pagina.html?id=36568>). Three meetings have been held with representatives of the ATLAS project, so far. The lenvis representatives to the working meetings were HL and UNESCO-IHE. Another identified potential project is the DelftCluster Water Framework Directive project in The Netherlands. It is expected that after circulation of this dissemination plan, all the other partners will point to the identified projects in their countries. At the moment of issuing this Plan, it is not possible to specify all these meetings, yet. All of them will be specified on the lenvis Sharepoint platform, in the Calendar of Activities, well in time, so that they can be attended by different partners in the project, when possible.

7. **Publications:** It is expected that the researchers of the lenvis project will disseminate their findings at Conferences in their field of activity. The Hydroinformatics conference 2010, which will be held in Beijing, is one of the conferences where the project team is expected to publish. Papers will be published in peer journal papers as well. A list of possible Journals of Interest for publications, in order to disseminate lenvis, activities, will be identified, in month 9, and sent out to project team, so that they know where they are expected to publish their results.
8. **Demo application:** in order to collect feedback from the end users on the lenvis system and specifically to get Generation Y introduced to the software/web services to be developed within lenvis, a demo application will be built. The results will be used as input for the promotion plan. In addition to the demo application, a video and brochure will be created, also with special attention to Generation Y. However, the video and brochure will be activities performed in Work Package 10.
9. To promote the developed lenvis system to public users that would not participate in the workshops and scientific symposia, some general dissemination activities will be performed. E.g. the lenvis video will be published on websites (YouTube or similar national websites) and banners will be placed on popular websites (e.g. Hyves) to reach Generation Y or on websites that target specific groups like surfers, swimmers or cyclists. Also, advertisements/articles could be placed in magazines of specific target groups (public or professional).

### 3. Marketing and Exploitation:

The dissemination and exploitation activities will be implemented simultaneously throughout the project lifetime.

The user requirements, determined in Work Package 1 and refined in Work Package 9, together with the lenvis services and technologies to be developed, are an important basis for the exploitation and marketing strategies. When all these are determined, well-targeted exploitation and dissemination activities can be implemented.

The exploitation strategy will comprise of three components:

- A scientific or institutional component. This concerns the exploitation performed by research institutions, usually done within the dissemination activities.
- A technical component. The technical exploitation starts after the design phase of the project has finished and includes the implementation of the services and technologies developed on the (public) market.
- A commercial component. This component includes the commercial agreements between the partners on the functions that are going to be developed in lenvis, to be concluded before the end of the project.

Deliverables 9.3 and 9.4 will provide the details for respectively the exploitation strategy (due in month 12) and the market analysis and exploitation plan (due in month 24 and at the end of the project).

Review comment “what will be the main principles of the business model of the planned future agreements between the partners?” is not yet processed!

### 4. References

\*\*\*\* (2007)- Localised environmental and health information services for all: lenvis4all, ANNEX I, proposal to the ICT call Small or medium-scale focused research project (STREP) FP7-ICT-2007-2, pp1-pp121  
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