Project Deliverable Report

Deliverable nr D6.1 – Dissemination Plan

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Contributors	Peter B. Sloep, Wolfgang Greller (OUNL)
Authors (Partner)	UPRC team: Symeon Retalis, Petros Georgiakakis, and Christina Tsirigka
Contact Person	Dr. Symeon Retalis (UPRC) e-mail: retal[at]unipi.gr Personal page: http://users.softlab.ntua.gr/~retal/
WP/Task responsible	Dr. Symeon Retalis
EC Project Officer	Mr. Christian Wilk
Abstract **(for dissemination)**	The aim of this document is to specify and explain the steps the *idSpace* project team will take to ensure effective and efficient dissemination. The document comprises four main sections. Section 1 provides an overview of the aims and approach being proposed by the *idSpace* project. Section 2 analyses the various target audiences towards whom the project's dissemination effort is geared. Section 3 summarises the main goals for the dissemination effort. Section 4 presents a plan for achieving each of these goals: identifying the main dissemination actions and dissemination products and outlining a schedule for the dissemination activities.
Keywords List	Dissemination plan, idSpace

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Dissemination Plan

This document

The aim of this document is to specify and explain the steps that the *idSpace* project team will undertake to ensure effective and efficient dissemination. The document is comprised of four main sections.

Section 1 provides an overview of the aims and approach being proposed by the *idSpace* project. Section 2 analyses the various target audiences towards whom the project's dissemination effort is geared. Section 3 summarises the main goals for the dissemination effort. Section 4 presents a plan for achieving each of these goals: identifying the main dissemination actions and dissemination products and outlining a schedule for the dissemination activities.

This document will go through an initial review and revision phase in the opening months of the project. After that, it will be reviewed every six months to ensure good alignment with project progress and audience needs.

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1. Scope, aims and objectives of the project

Tooling of and training for collaborative, distributed product innovation

The *idSpace* project will design and develop *a web-based, scalable environment to support creativity and innovation* already *in its early stage*, by providing means for entering and modeling different viewpoints on innovative ideas. *idSpace* web-based extensible platform will allow for local as well as distributed collaboration on ideas creation and co-construction; it will also facilitate the exploration of different viewpoints through the support that different tools offer. These tools can be plugged into the *idSpace* and linked with particular ideas as a central reference point.

The platform provides an environment that allows designers of innovative products to collaborate, but most importantly to elaborate ideas and designs that have emerged earlier on, in previously held sessions with their own group or in cooperation with others. Elaboration is achieved by storing ideas, by reusing and reworking them and by learning from and telling about them. The user's current context, furthermore, constrains how elaboration will be shaped.

The main objective of the project is therefore twofold: to design and develop i) a technical platform and ii) suitable tooling for the preservation of the semantic networks that the platform users jointly work on. *idSpace* thus will:

- Feature extensible, informal, pluggable, pedagogical approaches or methodologies in support of innovation processes, which drive specific uses of the integrated toolset.
- Contain an integrated toolset, which will help to track and store semantic relationships among the conceptual models that innovators use to describe their ideas, product features, stories about their ideas and all other kinds of knowledge that they deem relevant for product creation.
- Instantiate a flexible, extensible, context-aware and web-based platform, which forms the substrate for the innovators' communities (of practice) to grow and thrive.
- Contain context-awareness tools that dynamically adapt the platform to learners' actions, contexts and competences.

The *idSpace* project will also deliver tools with which one may articulate, communicate and process new ideas. Learning scenarios and tools will be combined in the *idSpace* platform, which should thus improve the creative co-construction process significantly. The *idSpace* project will deliver a platform which will have an impact on *unlocking people's abilities to access ideas, master them, explore them and transfer them to desired contexts* by providing:

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- Conceptual modeling techniques to represent, refine, and explore different ideas; these techniques help people to reason about the different possibilities and ideas that have been provided by various parties to the innovation processes.

- Context-aware methods to suggest different conceptual views on the ideas, different refinements and transformations of them as well as early product views; these methods help people to target the knowledge and competences which are most relevant for the realization of particular ideas.

- Pedagogical scenarios guiding the collaborative learning in innovation product design; these scenarios help people to adopt certain social practices and patterns when dealing with product innovation and also help them learn from each other.

Dissemination approach for idSpace

Dissemination will be an active and targeted process, which will run through the whole project life span. The overall goal is to make the *idSpace* project results widely known, especially the *idSpace* environment that will be developed. The platform will be one of the key innovative outcomes for training students and professionals on designing and developing innovative products. It helps them better to deal with distributed innovation processes.

Dissemination will be an umbrella activity whose objectives are threefold:

- To bring together a large consultative base to form a critical mass on the issues for discussion about the collaborative development process of innovative products and the way of training people about this process.

- To disseminate the results and findings of the *idSpace* project to the Expert Working groups such as ISO SC36 working group 2 on collaborative learning, CEN/ISSS, IEEE LTTF, IEEE task force on competencies, etc., to the wide R&D communities of networked learning and work-based learning as well as the educational industry, especially the sector that deals with the development of learning tools that could be "plugged-in" to the *idSpace* environment

- To achieve large widespread propagation of the outcomes of the *idSpace* project to the relevant academics, practitioners, experts and stakeholders in the area of innovative product development.

Description of work
This WP is led by UPRC and all project partners are involved.
> *General Task*. Management, review and assessment. It contains the management of the WP, the input to the Quality Assurance Plan and

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the review and assessment of each period of activity according to the objectives associated to the concerning milestone(s)

T6.1 **Dissemination Plan Development and Monitoring.** This task will develop a dissemination plan and monitor its execution. The dissemination activities will be planned based on an initial dissemination plan, where all foreseen activities will be written down. The initial plan will turn to a "dissemination log" that will contain all dissemination activities during the project's lifetime. (UPRC)

T6.2 **Set up and maintain the *idSpace* Website.** The website will play the role of a demonstrator reference site. The website will grow constantly following the project's evolvement. A first instance of the web portal will be ready in month 1, whereas a fully operational portal is expected to be ready in month 4. (UPRC)

T6.3 **Produce a project flyer.** A 2-sided quality flyer will be created at the beginning of the project and will be disseminated at all events, workshops and conferences attended by project participants. (UPRC)

T6.4 **Write publications for conferences and scientific magazines; participate in fairs, workshops and stakeholders meetings**. All partners will contribute to the creation of high-quality scientific papers and reports, which will be submitted to conferences and to scientific magazines. Furthermore, the partners will participate in educational fairs, workshops, and stakeholders meetings, raising public awareness about the *idSpace* project, and also inform the press and the media about its activities. (all)

T6.5 **Organize workshops/seminars within international conferences and network** (CSCL, EdMedia, NL) and fora (e.g. Online Educa Berlin) about the networked supported learning process on problem-oriented innovation. This task will also ensure that appropriate networking is performed to deal with technology enhanced collaborative learning practices, training people about innovative product design and development. (all)

Monitoring of these dissemination goals (using a "dissemination log") during the project's lifecycle will increase significantly the possibility of the exploitation of the project results by any interested parties.

Dissemination outcomes

The dissemination outcomes will be:

- The *idSpace* website that will play the role of a demonstrator reference site (http://www.idspace-project.org).

  The *idSpace* website will be established and will be maintained to ease the exchange of information and resources between project partners, stakeholders and end-users. This site will provide information for interested parties on current project progress. The website will consists of a public area and a password protected management area. All relevant documentation on the project will be made available via the

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website. The web visits and requests from potential users will be logged.

- The production and targeted distribution of more conventional dissemination products: brochures, paper and journal publications, news briefings at national and international level, etc.

  A range of publicity materials will exist in order to be used for dissemination purposes. A flyer will be created and printed, in order to be circulated to stakeholders. A master PowerPoint presentation for the *idSpace* project will be developed and made available for all partners to reuse as appropriate.

- The organization of workshops/seminars at international conferences on networked supported learning and problem-oriented innovation like for example EdMedia, Online Educa.

The *idSpace* project consortium will maintain sustainable leadership concerning the important research and development topics in the field of collaborative development of innovative products (and the relevant training activities of this process) through the following activities:

- co-organizing international scientific workshops and events in co-operation with existing accepted conference series (e.g. CSCL, NL, EdMedia, ICALT, etc.)

- creating publications and giving talks promoting the *idSpace* results in the international scientific community.

  The *idSpace* consortium will co-ordinate the publication of top-quality research articles in the form of theoretical and practical aspects. These will be published in top quality refereed journals, such as Educational Technology & Society, IEEE Transactions of Education, Interactive Educational Media, etc.

- Liaising with other consortia that deal with technology-enhanced collaborative learning practices, training people about innovative product design and development.

  The project consortium will make liaisons with networks and ongoing projects consortia which deal with some aspects of the thematic of the *idSpace* project such as the Professional Learning Cluster (PRO-LC), TENCompetence, PROLIX, APOSDLE and others.

- setting up a "dissemination log", which will contain all dissemination activities during the project's lifetime.

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The philosophy underlying the dissemination activities will ensure that we will systematically disseminate the project's ideas and outcomes from the early stages of the project. The disseminating activities have three functions, in accord with the group targeted by them:

- *Dissemination for awareness* for e-learning community and the general public. This group does not require a detailed knowledge of the work but it is helpful for them to be aware of the *idSpace* activities and outcomes. Creating such awareness will help the "word of mouth" type dissemination and help build an identity and profile within the e-learning community (especially the computer supported collaborative learning (CSCL) community).
- *Dissemination for understanding* for the groups that can benefit from the project and need to have a deeper understanding of the project's work. These are teachers and trainers who want to apply the *idSpace* approach and environment in educational/training practice.
- *Dissemination for action* for these groups/audiences that are in a position to "influence" and "bring about change" within their organizations. They are educational managers, directors of training institutes, human resource managers of companies that deal with innovation, etc. These are the groups/audiences that will need to be equipped with the right skills, knowledge and understanding of the project in order to propose the use of the *idSpace* approach and environment into a wide variety of domains.

In the sections below, we identify the main audiences for the project's dissemination effort. We also distinguish between three levels of dissemination effort which may be applicable for *each* audience, as shown in the following Table.

Dissemination Scope	**Meaning**	
	In relation to *idSpace* project	In relation to the issues
Dissemination for *awareness*	audience should at least be aware of the project's existence, activities and outcomes	audience should at least be aware of the importance of the issues with which the project is dealing
Dissemination for *understanding*	audience should understand what the project is trying to do	audience should be helped to understand the issues with which the project is dealing
Dissemination for *action*	audience should change its practices based on what the project will propose	audience should be able to use outputs from the project in order to improve its working practices

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2. Audience analysis

Intended beneficiaries

As discussed, the *idSpace* consortium performs research and develops an integrated approach that aims to accelerate learning and to provide supportive instrumentation for creativity in collaborative (distributed) product design; it embraces a web-based system, designed to boost innovation for individuals, teams, and organizations. So, the target group of the project is on the one hand business industries/companies, individuals, innovators and, in general, organizations which as main objective have the creation of ideas, exploration and co-construction in innovation processes and also collaboration, learning, and generating innovative ideas and knowledge. These companies will use the *idSpace* platform for generating innovative ideas and products, or they will develop features, components or tools to be incorporated in the *idSpace* platform. On the other hand, the educational & training sector is another target group since the idSpace project will create a conceptual framework and the tooling for training personnel on collaborating for innovation.

These groups could be approached within on-line Practitioner Communities for innovation design processes, which will include the results of work package 5. WP 5 (use cases and evaluation) will carry out the validation of *idSpace* and test the impact and viability of the technology in terms of pedagogical soundness in a range of use cases from different areas. As a result, it shows the appropriateness, meaningfulness and usefulness of *idSpace* as an efficient tool for supporting innovation and creativity. On the basis of the work package results, the results of the use cases will be reworked, so the valid materials that are to be exported (case studies) constitute dissemination material for the *idSpace* platform. These results will be transferred to on-line Communities, in which practitioners – professionals who are either internal to a single organization or an external consultant/trainer/facilitator - are using innovation design processes with many different teams or groups. The purpose of these Practitioner Communities is to bring together people to share ideas and facilitate each other, with the ultimate goal to better understand and apply innovation design processes. Participants of Communities will be able to exchange stories and experiences, give and receive inspirational ideas and advice, share their own materials, and learn more about innovation design processes.

The overall focus of the project is 'horizontal': a need for an efficient innovative design platform arises in every sector and organization that uses a collaborative process of generating and exploring ideas to contribute to the solution of particular problems. *idSpace* will offer an integrated suite of knowledge eliciting and sharing tools, and create a collective, sharable memory of the entire design process and any organization will gain benefits by the outcomes of the project, whose approach will be designed as to be easily transferable from one sector to another.

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It should be mentioned that by design the *idSpace* environment is a scalable environment, whose functionality could be expanded by the addition of appropriate components for a variety of target audience. New sets of actions could be proposed with regard to the environment's functionality enrichment in order to cover other customer or application domain requirements.

Working through intermediaries to multiply the impact of idSpace

Although business industries/companies, individuals, innovators and in general organizations are the ultimate beneficiaries, our dissemination effort could have impact on intermediary target audience as well. Our *dissemination for action* effort needs to focus on the people who are in a position to "influence" and "bring about change" within their organizations. These are the 'distal intermediaries' whose actions have an effect on innovators, product designers, trainers and the like. In this category we find people such as product managers of companies that deal with innovative products, human resource managers, educational managers, directors of R&D laboratories in corporate environments, representative of training associations, designers, trainers, eLearning community, researchers, mentors and various opinion formers, 'thought leaders' and policy makers. The results of the use cases for the *idSpace* platform could constitute educational material for trainers or researchers in the area of innovation and product creation.

These user groups will be informed for the program's actions by the *idSpace* flyer which will represent the usage of the *idSpace* Website, where there will be information for all interested audiences. The groups can be categorized as follows:

1) Educational Managers, Directors of R&D Laboratories at universities and corporate environments, Researchers on the Innovation field

2) People with professional responsibility for advising and/or training personnel or users, people involved in providing and managing courses for business, entrepreneurship, technology, sociology, economics (in training organizations, open universities, companies, etc.)

3) National and International Organizations involved in the development of the creation of ideas and the exploration and co-construction of ideas in innovation process at the European level; similar personnel working at national level

4) Journalists and other opinion-influencers oriented towards the innovation field and towards product design generally

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1. **Educational Managers, Directors of R&D Laboratories, Researchers in the field of Innovation**

   The audience is too large for our dissemination effort to be targeted directly. Instead, our main efforts will therefore focus on the existing infrastructure for the dissemination of information about product design methods and uses of innovative and creative technology in the industry and business sector. That said, some modest efforts will focus directly on this group. They will be put into

   - writing occasional pieces for the practitioner-oriented press, newspapers etc.

   - writing occasional pieces for distribution via email lists, blogs, etc.

   - updating relevant areas of the *idSpace* project web-site

   - publishing project material in top quality refereed journals such as Educational Technology & Society, IEEE Transactions of Education, Interactive Educational Media, etc.

   Academic research colleagues across Europe, and further afield, are an important audience in so far as they help shape the agenda for discussions of collaborative development of innovative products and related issues, provide ways of understanding what is happening in business innovation environment, generate useful empirical evidence and act as disseminators in their own right. We believe that an important role for the *idSpace* project is to network with researchers capable of informing policy and practice in the area of business product innovation in general. Research colleagues are key audiences for academic papers and conference presentations, which will feature strongly among the project's dissemination outputs.

2. **People with professional responsibility for advising and training personnel or users, people involved in providing and managing courses for innovation business, entrepreneurship, technology, sociology, economics (in training organizations, open universities, companies, etc.)**

   This category includes:

   - people involved in developing and marketing online courses and programmes for collaborative development of innovative products (e.g. via virtual learning environments, groupware systems, etc.)

   - people and organizations purchasing, installing, managing and maintaining such courses and programmes – that is, the people responsible for providing institutional infrastructures (e.g. within a business company, a university, or a training organization)

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- people developing new programmes of collaborative development of innovative products

We will establish databases and mailing lists to target many of these people, and/or we will work through a number of trade organizations and professional bodies in the business sector.

Useful products for this audience include papers and briefing notes as well as workshops.

3. Personnel from National and International Organizations who are involved in the development of the creation of ideas and the exploration and co-construction of ideas in innovation process at the national and European level; similar personnel working at national level, Europe wide and world wide

It is important for us to ensure that the personnel of National and International Organizations who have the greatest direct interest in *idSpace* are kept well informed about the progress and outcomes of the project. More importantly, they can act as key intermediaries in spreading the effects of the project to a much wider audience. This helps us to identify two main dissemination products needed for this audience (i) regular, timely, targeted information about the progress and successes of the project (going beyond the standard progress-reporting expected of project management), (ii) information, tools and other resources which they can *easily* deploy as part of their own dissemination activity.

People involved in policy-making, policy-implementation and e-learning capacity-building at national and international level also have needs for readily usable tools and resources. They need to be able to quickly see the relevance of our outputs for their own national priorities. They need to be able to see how they can make use of our outputs in their own work – even if it is only to 'feed' our outputs to other people in their networks. Usability and relevance are the key issues here.

4. Journalists and other opinion-influencers oriented towards the innovation field and towards product design generally

A relatively small number of journalists target the European and national innovation sector, which in turn makes it relatively easy for us to target them as individuals. We see such journalists as an audience in their own right - not just as a conduit for press releases. We will ensure that the journalists targeted have easy access to members of the project team and will feed them appropriate briefing documents from time to time.

Journalists writing on innovation and creativity issues at national and European levels are not so numerous.

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3. Overview of dissemination goals

The table below offers a preliminary summary of some appropriate goals, each of which needs to be monitored during the project lifecycle.

Audience group	*'Understanding' goals*	*'Action/change' goals*
Educational Managers, Directors of University Laboratories, Researchers on the Innovation field.	Widespread understanding of the value of design innovative products and of the value and use of new platform for collaborative development of innovative products. Also understanding of what is known/not known about design innovation products.	Ability to identify best opportunities for innovative design approaches. Ability to find, use and reuse existing modules about innovative design. Ability to identify with a strengthening community of innovation researchers and take opportunities, as appropriate, for shaping their research towards the needs of policy and practice.
People with professional responsibility for advising and/or training personnel or users, people involved in providing and managing courses for business, entrepreneurship, technology, (in training organizations, open universities, companies, etc.)	Widespread understanding of the value of competencies of product design content providers. Widespread understanding of the educational value of the *idSpace* platform for collaborative development of innovative products.	Ability to integrate the developed list of skills and competencies, the content and the platform into their advisory and training work. Ability to embed required functionality in emerging systems and standards and/or in technology acquisition strategies.
Personnel from National and International Organizations who is involved in the development of the creation of ideas and the exploration and co-construction of ideas in innovation process at the European level; similar personnel working at national level.	Widespread understanding of the main forms & advantages of collaborative development of innovative products; understanding of the value of systematic design approaches of innovative products.	Ability to apply an understanding of *idSpace* platform for product designers.
Journalists et al.	Widespread understanding of the main forms, advantages and contra-indicators for innovation design; understanding of the value of new skills and competencies.	Ability to apply this understanding in writing well-informed and well-targeted articles for practitioners and others.

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4. Overview of main dissemination activities and products and outline schedule for dissemination activity

Main dissemination products and activities

These fall into four main types: (1) reports and academic papers, (2) workshop and training resources, (3) short articles, briefing notes and press releases, (4) infrastructure for the dissemination effort.

4.1 Overview of the main reports and papers to be produced by the project team

The main project deliverables should be widely disseminated in electronic form as well as in few hard copies. These deliverables are:

D6.1   Dissemination strategy/plan and Dissemination log

D6.2   *idSpace* public website

D6.3   *idSpace* flyer, in English

All the deliverables (documents, presentations) excluding the flyer will be written in the templates which have already been produced and distributed by OUNL.

4.2 Workshop and training resources

4.2.1 Workshops/seminars within international conferences and network

Such workshops should be organized at international and national level about the networked supported learning process on problem-oriented innovation. This task will also ensure that networks are activated that deal with technology-enhanced collaborative learning practices and with training people about innovative product design and development

4.2.2 Resources for use of EU and national government/ministry personnel to use in their dissemination and policy-shaping work

A 2-sided quality flyer will be created at the beginning of the project in English, and will be disseminated to all events, workshops and conferences attended by the project participants. Translations to partner languages will be made on an 'as-needed' basis.

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4.3 Small articles, briefing notes and press releases

4.3.1 Publications for conferences and scientific magazines; participate in fairs, workshops and stakeholders meetings

All partners will contribute to the creation of high-quality scientific papers and reports, which will be submitted to conferences and to scientific magazines. Furthermore, the partners will participate in educational fairs, workshops, and stakeholders meetings, raising public awareness about the *idSpace* project, and also inform the press and the media about its activities.

4.4 Infrastructure for the dissemination effort

4.4.1 The project website

The website will play the role of a demonstrator reference site. The website will grow constantly following the project's evolvement. A first instance of the web portal will be ready in month 1, whereas a fully operational portal is expected to be ready in month 4. The address URL for the idSpace website is www.idspace-project.org.

Outline schedule for dissemination activities

To be completed after agreement on the list of products/activities.

Management and monitoring of dissemination activities

The project website will be hosted by OUNL and managed by UPRC.

The flyers will be designed and developed by UPRC. The digital files of the flyer will be given to any partner wishing to produce a translated version of the flyer in a national language.

As all partners involved are involved in this work package, they will report to the WP leader the main achievements of their dissemination efforts, as well as their plans and ideas.

UPRC, as work package leader for the Dissemination work package (WP6), will be responsible for:

- checking the content and usability of the *idSpace* website

- taking a lead in identifying priorities for new and improved dissemination activities

- maintain a log for all the dissemination activities of all partners, i.e. a report about conference presentations, workshops and training events, publications, etc.

- drafting and editing a final report about the dissemination with the assistance of the other partners

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Special note for idSpace publications

Every project publication, presentation, technical report, paper, etc that is directly associated to the idSpace project and is created for dissemination purposes must have as an acknowledgement:

The present work was carried out as part of the idSpace *project on Tooling and Training for collaborative product innovation [http://www.idspace-project.org]. It is funded in part by the European Commission FP7-IST-2007-1-41, project number 216799.*