

Dissemination and concertation strategy

CRISTAL-ISE Project

Version 1.0

January, 2013

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1. Dissemination

1.1 Internal

Internal dissemination addresses two key objectives of the CRISTAL-ISE project as defined in the project proposal:

- To enable the **effective exchange of knowledge and technology** between participants and to provide mutual benefit for the collaboration;
- To expose cross-cultural and cross-sectoral work habits, methodologies and work processes to all project participants

Dissemination within the project group will be conducted by a variety of methods including email, face to face meetings and conference calls. These interactions will be conducted both on a defined and ad-hoc basis depending on the nature of the communication. The following table represents a sample of the type of interactions, the medium through which they will be conducted and the frequency of the interaction.

Communication type	Medium	Frequency
Project meeting	Face to face – rotating between Annecy, Bristol and Rumilly	Every three months
Project updates	Teleconferences	Interspersed between face-to-face meetings.
Project reporting	Via restricted area of website, project mailing list	As and when is required WP deliverables detailed below
EC Reporting	Via participant portal	As defined in IAPP reporting guidelines

Dissemination for the each of the work packages deliverables is detailed as:

WP1 Project Management (UWE) – distributed for comment and sign off via email to relevant parties

Management Procedures document M3 → M6

Yearly Summary report M12, M24, M36, M48 (submitted via participant portal)

Dissemination Strategy document M6

Web Pages M6

WP2 Requirements Analysis (UWE) – distributed via email and project meetings

Requirements Analysis model M9

Final Analysis document M15

WP3 Kernel Design & Development (UWE) distributed via email and project meetings

Initial Design document M24

Final Design document M48

WP7 Dissemination & Outreach (Alpha3i) distributed via email and project meetings

Academic dissemination materials M24, M48

Commercial marketing and promotion materials M48

1.2 External

1.2.1 Web

Project website

The project website is designed to be both public facing for the dissemination of information and facilitate a restricted area that allows both the project team and designated users access to information concerning the progress of the project.

The project website can be found at the temporary location of:

<http://164.11.100.95/index.php/home>



CRISTALise Project Website



Home

Written by Super User

The CRISTAL-ISE project aims to develop advanced knowledge of the CRISTAL Kernel in the Alpha 3i and M1i research teams and to develop new technical skills at the University of the West of England (UWE). This will address the next generation of M1i and Alpha3i customer requirements by facilitating the semantic enhancement of the kernel and the interoperation of multiple instances of the Agillum product, and will be demonstrated by deployment at Alpha3i and will enable researchers' development at UWE and M1i.



Marie Curie (MC) website

There are multiple opportunities within the MC website to promote the CRISTAL-ISE project. These include a section under 'Media Library' entitled 'Success Stories' which highlights particular projects through the use of a case study:

Home About Apply now Funded projects News and events Media library

Success stories - Marie Curie Actions research fellowships

Year All



Predicting landslides in the Alps
Erosion, landslides and changing topographies can have a strong impact on rural areas, agriculture and development. A combined technique can help map the frequency and locality of these geomorphic changes.
Publication date 15-05-2012



Better branding on the horizon
Understanding the perceptions and mechanisms behind product branding, as well as the most effective mechanisms to upgrade brands, could make companies more competitive.
Publication date 15-05-2012



Wireless healthcare
Integrating wireless technology into applications and equipment that monitor patients from afar can help raise healthcare standards and pre-empt many dire health situations. Phenomenal growth of digital wireless and mobile communications systems has opened up a myriad of new applications and possibilities.
Publication date 15-05-2012

Share [social icons]

Search [input field]

Open calls

FP7-PEOPLE-2013-CIG
Deadline:18/09/2013

• [See all open calls](#)

Latest jobs opportunities

Research Coordinator / Postdoctoral Researcher

The Haartman Institute invites applications for the position of Research Coordinator / Postdoctoral Researcher in the UroSense Project. The UroSense Project ...

GLYCOPHARM Marie Curie ITN Early Stage Researcher position (3-year contract)

GLYCOPHARM ("The Sugar Code: from (bio)chemical concept to clinics") is a European Marie Curie ...

Similarly, within the 'News and events' section there is the opportunity to promote either the achievements of individual members of the team or the entire project, this can be timed to coincide with particular deliverables within the project in order to promote specific outputs:

European Commission

RESEARCH & INNOVATION

Marie Curie Actions

European Commission > Research & Innovation > Marie Curie Actions > News and events > News

Home About Apply now Funded projects News and events Media library

News - Marie Curie Actions research fellowships

Year All



Your eye can see cause and effect without working it out
A former Marie Curie Fellow, Rofis Martin, has just demonstrated that our visual brain is capable of judging the causality of events rapidly and automatically without using its cognitive functionalities.
Publication date 16-01-2013



Marie Curie project discovers that closest sun-like star may have a habitable planet
One of the closest and most similar stars to the sun was discovered by an international team of astronomers at Hertfordshire University, together with colleagues from Chile, the USA, and Australia.
Publication date 21-12-2012

Share [social icons]

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Open calls

FP7-PEOPLE-2013-CIG
Deadline:18/09/2013

• [See all open calls](#)

Latest jobs opportunities

Research Coordinator / Postdoctoral Researcher

The Haartman Institute invites applications for the position of Research Coordinator / Postdoctoral ...

Within the 'Media Library' section, under 'documentation' there is the opportunity to communicate the achievement of the project and team members through a story style communication that had a longer life on the site than a news item:

Publications & guidelines - Marie Curie Actions research fellowships

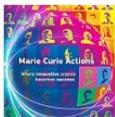
Share [social icons]

Publication Guidelines

Search [input field]



[Meet our fellows and read their stories](#)
 (5 MB) [download icon]
 Publication date 18-07-2012



[Marie Curie Actions - Where innovative science becomes success](#)
 (5 MB) [download icon]
 Publication date 17-07-2012



[From face to face - Portraits of Marie Curie fellows](#)
 (3 MB) [download icon]
 Publication date 16-07-2012



[Practical Guide to EU funding opportunities for Research and Innovation](#)
 (3 MB) [download icon]
 Publication date 02-04-2012

Open calls

[FP7-PEOPLE-2013-NIGHT](#)
 Deadline:08/01/2013

[FP7-PEOPLE-2013-IAPP](#)
 Deadline:16/01/2013

[FP7-PEOPLE-2013-IRSES](#)
 Deadline:17/01/2013

[FP7-PEOPLE-2013-IOF](#)
 Deadline:14/08/2013

[See all open calls](#)

Latest jobs opportunities

[Research Coordinator / Postdoctoral Researcher](#)

The Haartman Institute invites applications for the position of Research Coordinator / Postdoctoral Researcher in the UroSense

1.2.2 Newsletter

Newsletters, typically sent via email to users who have subscribed to the service, are a way of sending timely communications either on a predefined calendar driven timeline or as and when key milestones are reached in the project.

Title page: The following is an example of an e-newsletter taken from EU website from a search of 'newsletters'. Described as a newsletter which 'aims to reach and inform a broad audience of stakeholders and to encourage and support discussion and debate on the implementation of the European Qualifications Framework at the national and European levels.' It is published three times a year. This example is intended to show a suggestion for layout and look and feel:

December 2011

EQF NEWSLETTER



European
Qualifications
Framework



Editorial	3
Sjur Bergan, Head of Education Department, Council of Europe	
Developments of National Qualifications Frameworks in Europe, November 2011	4
Referencing to the EQF: Danish and Dutch experience	7
Experiences of EQF referencing processes - reflections from two international experts	10
The involvement of social partners in the EQF referencing process	12
Zooming in on EQF level 6 - Report from an EQF project	14
Conference "Academic Validation in the Context of the European Qualifications Framework: Using learning outcomes in higher education"	16

Article page:

EQF NEWSLETTER December 2011

What's New

Cedefop conference on the involvement of stakeholders in European tools

A conference hosted by Cedefop on 'The role of the social partners in implementing European tools and principles' was held in Brussels, Belgium on 24-25 November 2011.

The conference focused on discussing the challenges of implementing European tools and principles and the roles and responsibilities of social partners in this endeavour. Participants explored the role European tools and principles can play in supporting the renewal and reform of VET and lifelong learning, the benefits they can provide to individual learners and employees and what role sectors should play in taking forward the implementation of these tools and principles.

Further information on the conference is available online: <http://www.cedefop.europa.eu/EN/events/18446.aspx>

Peer learning activity on school leaving qualifications that give access to higher education

A peer learning activity (PLA) on school leaving qualifications that give access to higher education took place in Tallinn, Estonia on 20-21 September 2011. The PLA was hosted by the Estonian Ministry of Education and Research and was attended by 40 delegates from 22 countries, as well as representatives from DG Education and Culture (DG EAC) and Cedefop.

The PLA enabled stakeholders to discuss the approaches and criteria applied by countries to reference their school leaving qualifications that give access to higher education to the EQF, via national qualifications levels and explored the potential im-

Peer learning activity on validation and National Qualification Frameworks (NQFs)

A peer learning activity (PLA) on the role of national qualification frameworks in promoting validation of non-formal and informal learning (NFIL) took place in Warsaw, Poland on 7-8 November 2011. The PLA was hosted jointly by the Educational Research Institute in Poland, the Ministry of National Education and the Ministry of Science and Higher Education in Poland. It brought together 77 representatives from 12 countries.

The PLA explored the role that national qualification frameworks can play as a facilitator and promoter of the acceptance and use of validation as well as the obstacles that may prevent the potential of NFIL from being realised, and the actions required to enable these obstacles to be overcome.

The report from the PLA will be published on the Knowledge System for Lifelong Learning (KSLLL) website at: <http://www.kslll.net/PeerLearningActivities/Default.cfm?year=2020>

EQF Note 4 on Using Learning Outcomes

The European Commission, in close cooperation with Cedefop and the European Training Foundation, recently published a Note on Using Learning Outcomes. This Note is the fourth in the European Qualification Framework (EQF) Series written for policy makers and experts who are involved at a national or European level in the implementation of the EQF. The Note was written in response to a high level of interest in sharing experiences on how the 'learning outcomes' approach is used in the implementation of the EQF.

The Note includes a question and answer section which helps define the scope and applicability of

1.2.3 Flyer

Flyers are intended as concise summaries of the project that communicate the key objectives and deliverables of the project. They can be disseminated in a wide variety of contact points

from conferences to meetings with external partners and will serve to ‘spread the word’ of the achievements of the project. The following is an example of a flyer from an EU project on a customs information portal:



1.2.4 Posters

Within the MC website – under ‘guidelines’ found in the ‘media library’ section – there are guidelines for the creation and dissemination of poster:

http://ec.europa.eu/research/mariecurieactions/documents/documentation/publications/poster_en.pdf

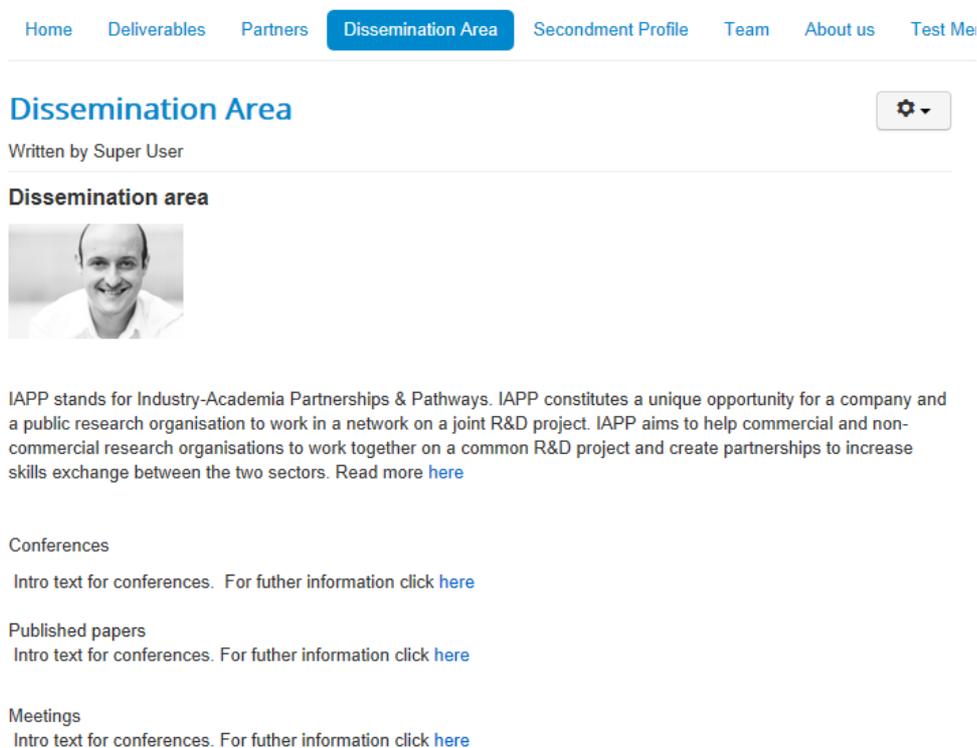
In addition to the specific requirements of a post the following more general advice is given concerning the creation of a project poster:

At Marie Curie Actions (MCA's) events, emphasis will be given to the presentations at the poster exhibition, with direct interaction between authors and audience. The ideal poster is designed to attract attention, provide a brief overview of your works and results, and initiate discussion. You should ask yourself: would you like to read it all if it wasn't your poster? Prepare a short presentation of about 5 or 10 minutes that you can periodically give to those viewing your poster.

1.2.5 Conferences

Conferences that are attended by members of the team, or conferences organised by members of the team, can be promoted via the MC website:

Additionally, conferences can be promoted on the project website within the dissemination area:



Home Deliverables Partners **Dissemination Area** Secondment Profile Team About us Test Me

Dissemination Area

Written by Super User

Dissemination area



IAPP stands for Industry-Academia Partnerships & Pathways. IAPP constitutes a unique opportunity for a company and a public research organisation to work in a network on a joint R&D project. IAPP aims to help commercial and non-commercial research organisations to work together on a common R&D project and create partnerships to increase skills exchange between the two sectors. Read more [here](#)

Conferences
Intro text for conferences. For further information click [here](#)

Published papers
Intro text for conferences. For further information click [here](#)

Meetings
Intro text for conferences. For further information click [here](#)

1.2.6 Other forms of dissemination

Another form of external dissemination encouraged by MC projects is Outreach Activities which entails research-related communications initiatives directed to the general public, rather than the research community.

Guidelines for these activities can be found within the MC website under 'Media library'. The following is a direct link to the document:

http://ec.europa.eu/research/mariecurieactions/documents/documentation/publications/guidelines_en.pdf

MC sees this as key criteria for their projects stating that 'the goal of this activity is to create awareness among the general public about the research work performed in the MCA's and its implications for citizens.' As well as raising the profile of MCA with the general public MC also sees the outreach activities as a way of introducing students from schools and universities to science, research and innovation with the aim of encouraging and motivating students to pursue a career in science.

More crucially for the CRISTAL-ISE project, MC state the communication of science to the public is part of a researcher's responsibility as defined by the European Charter for Researchers. As a consequence, since 2011, applicants to most MC calls (ITN, IEF, IIP, IOF, CIG, IAPP) have been asked to include outreach activities as part of the career development plan of the fellows in their proposals.

MC give specific examples of outreach activities which include:

1. Marie Curie Ambassadors: Marie Curie fellows acting as "Ambassadors" visit schools, universities, community organisations, etc. to promote their research field to students

and public audiences. They also assist teachers in preparing and delivering teaching materials.

2. **Workshop Day:** A Marie Curie project runs a workshop/activity day in areas related to the raising of scientific awareness, for school students and their parents and university students.
3. **Summer-School Week:** Students spend one week in a summer school where they receive a first hand experience from the Marie Curie fellows about their current research activities or wider scientific issues; the Marie Curie fellows prepare specific activities, lectures and experiments.
4. **Marie Curie Project Open Day:** Students and the general public visit the research institutions or labs and receive a first hand experience or lectures. Such an event is typically organised as a continuation of project meeting (for example a Mid-Term Review meeting; the responsible PO and PTA can attend the event and follow up the different activities and their impact)
5. **Public talks, TV-Talks, podcasts and articles in Newspapers:** Marie Curie fellows give a public talk/TV interview or write an article in the local newspaper about the results of the project and how these results could be relevant to the general public.
6. **e-Newsletters:** Marie Curie fellows develop a web-based document to be released on internet to the attention of the public at large (e.g. Wikipedia).
7. **Multimedia releases:** Marie Curie fellows make video-clips to be released on internet, in spaces open to the public at large

Dissemination and knowledge sharing strategies have also been outlined in the project proposal document under B.5.5 Dissemination and Knowledge Sharing and detail initiatives outlined by the CRISTAL-ISE consortium:

- The publication of a technology study that outlines the CRISTAL-ISE project and its potential ramifications for the research and software communities. Founders and project members of the CRISTAL research products will be key contributors to the publication in order to provide an historical background for these projects piloted by the UWE/CERN/CNRS and Thésame (CRISTAL) consortium.
- M1i currently works with the French analyst firm CXP and will be coordinating with them a series of conferences for the EMEA region to present the CRISTAL-ISE technology as the next generation of the BPM market space.
- M1i is a member of ClusterEdit (Rhône-Alpes), which is a software technology consortium whose objective is to promote the member organization's solutions both nationally and internationally. ClusterEdit, piloted by M1i, will organize a series of conferences to disseminate the impact of the CRISTAL-ISE project on the Agilium product suite and what it means to the customers with regards to better managing their businesses as well as the impact on the future of the BPM market. (Note: ClusterEdit officially endorses the CRISTAL-ISE IAPP Marie Curie submission)
- M1i will conduct a series of on-line seminars, to existing customers; presenting the added-value the new features in the Agilium product suite, via the CRISTAL-ISE project, afford them in better managing their businesses.
- At least one postgraduate thesis, overseen by Professor Richard McClatchey of UWE, will be undertaken during the CRISTAL-ISE developments (as outlined earlier)

- UWE will undertake to disseminate the research developments from the CRISTAL-ISE project to the academic community through its familiar route of international conferences, seminars and workshops and via contributions to appropriate journals.
- UWE will also aim to develop case-studies from the project to inform its undergraduate and post-graduate teaching programmes, particularly in the areas of distributed databases, software engineering, business process management and business information systems.
- UWE and M1i are planning to propose to the analyst firm Gartner Group a series of on-site seminars with the following theme: Evolution of the BPM market: participation in the fabrication of the LHC to advanced, intelligent system inter-operability across multiple industry domains.

Concertation

This part of the strategy document will focus on how the CRISTAL-ISE project interacts with other Marie Curie projects.

Information about interactions within the 'People' specific programme within the 7th Framework programme can be found at:

http://cordis.europa.eu/fp7/people/home_en.html

This section of the website details some of the activities that promote collaboration and mobility of knowledge.

set of Marie Curie actions, particularly taking into account the European added value in terms of their structuring effect on the European Research Area. These actions address researchers at all stages of their careers, in the public and private sectors, from initial research training, specifically intended for young people, to life long learning and career development. Efforts will also be made to increase participation by women researchers, by encouraging equal opportunities in all 'Marie Curie Actions', by designing the actions to ensure that researchers can achieve an appropriate work/life balance and by facilitating resuming a research career after a break.'

[^top](#)

Activities

The 'People' Specific Programme will be implemented through actions under five headings:

- **'Initial training'** of researchers to improve mostly young researchers' career perspectives in both public and private sectors, by broadening their scientific and generic skills, including those related to technology transfer and entrepreneurship.
- **'Life-long training'** to support experienced researchers in complementing or acquiring new skills and competencies or in enhancing inter/multidisciplinarity and/or intersectoral mobility, in resuming a research career after a break and in (re)integrating into a longer term research position in Europe after a trans-national mobility experience.
- **'Industry-academia'** pathways and partnerships' to stimulate intersectoral mobility and increase knowledge sharing through joint research partnerships in longer term co-operation programmes between organisations from academia and industry, in particular SMEs and including traditional manufacturing industries.
- **'International dimension'**, to contribute to the life-long training and career development of EU-researchers, to attract research talent from outside Europe and to foster mutually beneficial research collaboration with research actors from outside Europe.
- **'Researchers' Night'** is an event bringing together the public at large and researchers. It occurs annually on the fourth Friday of September all over Europe. Its main objective is to reveal scientists and science in a relaxed and friendly atmosphere.

Last updated on: 2012-07-23

Workshops

Seminars

Webinars

Newsletters

Conferences