

FP6 IST

SEEFIRE

South-East Europe Fibre Infrastructure for Research and Education



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Final Plan for Using and Disseminating Knowledge

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Abstract: SEEFIRE Deliverable D4.2v1 “Final Plan for Using and Disseminating Knowledge”

One of the key areas of SEEFIRE is disseminating knowledge. In order for the project to be successful, it is important to proactively raise awareness about providing interconnection facilities in southeast Europe among the various stakeholders – National Research and Education Networks (NRENs), governments, users and telecommunication operators.

The Final Plan for Using and Disseminating Knowledge will summarise the dissemination activities planned by the SEEFIRE partners during the project. The deliverable consists of three iterations: the current version (version v1) is a communications strategy for all those partners involved in the dissemination and will be a guide for all those involved in dissemination. A second version will be produced at month 9 of the project and will contain an overview of the dissemination activities carried out in the first 9 months of the project as well as plans for the remaining months. The third version will be produced at the end of the project and provide a summary of what was achieved during the project with regard to dissemination.

The SEEFIRE Project

The SEEFIRE Project is a special support action co-funded by the FP6 IST programme of the European Commission. SEEFIRE builds on the success of previous activities and projects, including SEEREN, to support research and education networks in southeast Europe and will provide input for preparing the next-generation networks for research and education in the region. The 12-month project started on 1 March 2005 and aims to:

- establish a benchmark of existing and potentially available optical fibre for NRENs in the region;
- make an analysis of the technical options available for the deployment of dark fibre and the management of optical transmission by NRENs in the region;
- report on economic aspects and regulations;
- disseminate information and increase awareness about dark-fibre deployment both at technical and policy-making levels.

The recent progress in technology for optical transmission at high speed has made the deployment of owned or leased fibre networks a reality for NRENs. SEEFIRE will make a first step in the direction of a cost-effective gigabit network in southeast Europe, connecting researchers and universities in the region with other research users in Europe and worldwide. In doing so, the project will contribute to reducing the digital divide that affects several countries in southeast Europe, due in part to past political and economic circumstances.

The SEEFIRE Consortium consists of:

TERENA (co-ordinating contractor)	The Netherlands
GRNET	Greece
CESNET	Czech Republic
NIIF/HUNGARNET	Hungary
AMREJ	Serbia and Montenegro
DANTE	United Kingdom
RoEduNet	Romania
ISTF	Bulgaria
MARNet	FYROM
ASA	Albania
BIHARNET	Bosnia and Herzegovina

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Executive summary

The purpose of this deliverable is to provide a formal planning document for using and disseminating knowledge throughout the project.

This document aims to go a step further than what described in the SEEFIRE technical annex in terms of what should be done to raise awareness about the project and its objectives.

This document also addresses role and responsibilities and tries to identify the audience and the key messages that should be brought across.

The main objectives of the dissemination activities will be:

- to achieve visibility for the project and its findings across Europe, particularly in southeast Europe;
- to promote the view that the deployment of fibre is a cost-effective way to increase the capacity of the network backbone;
- to raise awareness about the possibility of providing countries in the southeast European region with high quality connectivity and thus to contribute in reducing the digital divide;
- to raise awareness about the importance and role of NRENS in southeast Europe, amongst key stakeholders (users and governments) and the general public.

Responsibilities

SEEFIRE Work Package 4 (WP4) defines the plans, the roles and responsibility of the partners for using and disseminating knowledge for the duration of the project. As stated in the technical annex “the activity of this workpackage will focus on two major items: raising awareness and disseminating information about the research networking in southeast Europe”.

TERENA leads the workpackage, coordinates the PR activities and the organisation of the related SEEFIRE workshops. All other project partners will to various degrees, actively be involved in the dissemination.

Audiences

The Dissemination Plan identifies the key audience for SEEFIRE as follows:

1. Politicians, government officials, regulators and other key decision-makers involved in policies and funding for funding research, education and telecommunication in the countries concerned.
2. Scientific users who will benefit from a better eInfrastructure and will be able to have more means to perform research and to participate in other European projects demanding high bandwidth (like Grids).
3. Potential new users: the availability of more bandwidth will give more users the possibility the make use of the digital information, also in the more remote areas.
4. Owners of fibre and equipment vendors, who will surely be interested in the deployment and lighting of the fibre.

Messages

The key messages to reach the SEEFIRE audience have been identified as follows:

- What the project is about
- What are the project objectives
- Who is involved in the project
- What NRENS in the rest of Europe and other world regions are doing in this respect to these issues and why
- The importance of the project for the SEE and for the rest of Europe

Publicity Material

A variety of publicity material will be used to promote the objectives of the project. The means that the project partners will use span over different fields, such as the project web site, fact sheets, brochures, power point presentations and eventually newsletters. All the publicity material will follow the SEEFIRE branding, defined at the start of the project.

Events

Besides the publicity material, a good way to disseminating SEEFIRE objectives and findings will be through events. A list of events where the project is expected to be presented is provided in this document. This list is by no means exhaustive, as there might be events that will result relevant to SEEFIRE that are not currently in the list.

Two workshops will be coordinated by TERENA, with the participation and support of the SEEFIRE partners.

The first workshop will take place in Sofia (14-15 July, 2005) and will focus on technical and practical aspects of own dark fibre network deployment and therefore will target technicians and managers of NRENS responsible for the network planning in the SEE.

The second event (planned at the beginning of 2006) will focus on the strategic and economic aspects of own fibre network infrastructure in SEE.

Other dissemination activities

A white paper summarising the SEEFIRE findings from a strategic perspective will be delivered at Month 12. The document will be a detailed summary about SEEFIRE studies and will address the digital divide and inhibitors factors of research and education networking in SEE countries as well as potential impact on NREN-initiated effort for dark-fibre acquisition.

A way to measure the success of the dissemination will be represented by the numbers of news item that will appear on (online or paper) magazines. SEEFIRE partners are invited to contact the already in places media channel to promote the projects.

Conclusions

As at Month 3, the dissemination work is running already at full speed, namely:

- the SEEFIRE web site has been up and running since the beginning of the project
- two news items have already been issued
- the SEEFIRE fact sheet has been produced as well as a generic SEEFIRE power point presentation

The main dissemination activity foreseen in the next months include promoting SEEFIRE at events locally.

1. Introduction

The SEEFIRE project builds on the results of previous IST projects (SEEREN, SERENATE and GN1) and aims to produce studies on the options available for acquiring an optical fibre network infrastructure and strategies for the development of research and education networking in southeast Europe, with a specific emphasis on the western Balkan countries. One of the goals of SEEFIRE is to provide countries in southeast Europe (SEE) with a set of useful reports and guidelines about (dark) fibre acquisition by NREs, deployment of optical transmission technologies, regulatory, legal, economical and strategic issues of acquiring (dark) fibre by NREs in the region.

Disseminating knowledge and results is a crucial part of a project like SEEFIRE, as in order to be successful it is important to raise awareness about the objectives of the project and attract interest from various scientific communities, vendors and governments. The political situation over the last years has affected the scientific development in the area and in many countries the monopoly situation of telcos makes it difficult for the local research centres to get more bandwidth, due to the high costs. The involvement of the government is crucial to clearly give them the message that the utilisation of dark fibre could provide the research community with a cost-effective higher bandwidth and therefore their support could help the whole area to reduce the digital divide in the region.

The purpose of the dissemination plan is to provide a strategy for using and disseminating knowledge throughout the project and to complement what has been already described in the Technical Annex.

The deliverable will be updated at M9 and finally at M12 of the project.

The main target audience for this document are the project partners, in particular, those involved in the dissemination activity.

2. Responsibilities for the Dissemination Activity

SEEFIRE Work Package 4 (WP4) deals with using and disseminating knowledge for the duration of the project. As stated in the technical annex “the activity of this workpackage will focus on two major items: raising awareness and disseminating information about the research networking in southeast Europe”.

In order for the project to be successful it is vital that the results achieved and the studies carried out by the SEEFIRE partners are promoted in the countries that are involved in the project, reaching both users and decision makers. Being the topics explored by SEEFIRE of general importance it is envisaged that the studies and the recommendations that will be produced during the life time of the project will be available to anybody who is interesting in deploying fibre and in particular to countries whose background is similar to the countries involved in SEEFIRE.

The SEEFIRE vision is to eventually create a southeast European fibre backbone fostering collaboration of researchers and students in a region where the development of research and education networking, as well as the information society as a whole have suffered from years of political unrest and relative isolation from the rest of the European continent.

TERENA will lead the workpackage, coordinate the PR activities and the organisation of the related SEEFIRE workshops.

The partners involved will work closely with TERENA in order to provide inputs for all the dissemination activities therefore playing an important role in disseminating information.

The results that this WP aims to achieve are:

- to achieve visibility for the project across Europe, particularly in southeast Europe;
- to demonstrate that the deployment of the fibre is a cost-effective way to increase the capacity of the network backbone and therefore to reduce the digital divide;
- to raise awareness about the possibility of providing the southeast European region with higher network capacity;
- to raise awareness about NRENs in southeast Europe amongst key stakeholders (users and governments) and the general public.

3. Audiences

The SEEFIRE studies aim to play an important role in raising awareness about the technical feasibility, the cost-effectiveness and the strategic importance of (dark) fibre deployment in the southeast Europe.

Therefore the dissemination will target four major groups:

1. Politicians, government officials, regulators and other key decision-makers involved in policies and funding for funding research, education and telecommunication in the countries concerned.
2. Scientific users who will benefit from a better eInfrastructure and will be able to have more means to perform research and to participate in other European projects demanding high bandwidth (like Grids).
3. Potential new users: the availability of more bandwidth will give more users the possibility the make use of the digital information, also in the more remote areas.
4. Owners of fibre and equipment vendors, who will be interested in the deployment and lighting of the fibre.

The main added-value of WP4 will be to transfer the results of the projects to key-players in the political arena, and show them that it is possible to increase the level of services in a cost effective way.

It is also important to make users aware that a better eInfrastructures would bring them many benefits and to stimulate the establishment of joint RTD projects that will allow users to become more technologically competent.

The WP4 partners should actively promote SEEFIRE among owners of fibre and equipment vendors, users and government officials to highlight that the digital divide prevents progress in the field of research and education.

It is important to remark that many of the countries involved in SEEFIRE are looking at the process of joining the EU as a crucial strategic goal, and this, among other things, will mean opening and liberalising the telecommunication markets, as it happened already in the rest of Europe. Although this process will take some time, it is important to make sure that the political class understands the benefits that a liberalised market can bring to the development of infrastructures, in order to support the process. On the other side it is important that owners of fibres and equipment vendors are involved in the process as well, in order to be aware of new regulations and to stimulate competition among them.

It is likely that the various countries involved in the project will have different views regarding the way the targeted audiences need to be reached at regional level, for instance it might help to provide information in the local language. Ad hoc meetings of project delegates with the local government officials may be organised if this is considered necessary and/or requested. It is also envisaged that some of the SEEFIRE publicity material will be translated into some local languages to better target political audiences in key countries.

Some emerging NRENs in other regions are in the process of using fibres to increase the capacity of their national backbone and have faced similar problems as the countries that constitute the main target of SEEFIRE. Those countries represent an implicit audience and for this reason the results of the project will be available for them and disseminated beyond the southeast European region as well.

Once the targets have been identified, it will be easier to reach them by targeting specialised media.

4. Messages

The key messages to highlight in dissemination include:

- What the project is about
- What are the project objectives
- Who is involved in the project
- What NRENS in the rest of Europe and other world regions are doing in this respect to these issues and why
- The importance of the project for the SEE and for the rest of Europe

The bullets listed above are already being addressed through the SEEFIRE web site. The SEEFIRE fact sheet will be used as a tool for describing and promoting the project objectives, its benefits and the expected impact. The SEEFIRE web site and fact sheet will be described in the next chapter of this document.

Other messages that will also be relevant are:

- Deliverables produced
- Milestones
- Political decisions that can influence the result of the project

It is expected that in the first months of the project the partners will focus on disseminating the general information and the main aim of the project.

It is envisaged that the different messages will be tailored to better suit the local needs.

5. Publicity Material

Some publicity material has been generated during the first month of the project. Most of this work is focused on the creation of tools that will be maintained and used throughout the project as vehicles to disseminate information about the project and its achievements. During the first month of the project the SEEFIRE branding has been defined in order to make the project easily recognisable.

It is expected that some extra material, specifically the production of brochures and/or posters will be produced in the next 6 months.

5.1. SEEFIRE Branding

The SEEFIRE logo has been designed in line with the SEEREN and SEEGRID logos, to indicate a connection among the three projects. The logo brings the message that a human network has been built and is committed to work towards the development of ICT in the SEE region.



Figure 1: SEEFIRE Logo

5.2. Website

The public section of the SEEFIRE web site is available at <http://www.seefire.org> and is maintained by GRNET. The website was created at the very beginning of the project and it is now up and running.

The SEEFIRE web site represents the first vehicle in raising awareness of the project and has details of the project conferences, workshops and other related events.

An FTP area, available at <http://www.seefire.org/engine>, has been also created and will be used only by the SEEFIRE partners to exchange documents and as a working project library.

Both the SEEFIRE public website and the SEEFIRE FTP website follow the SEEFIRE branding.

The Web and FTP site together with the mailing lists, documents templates and communication rules constitute the communication infrastructure of the SEEFIRE consortium.

TERENA and GRNET will work together to make sure that the information on the website will be kept up-to-date and partners will be prompted to provide contributions about the local dissemination activities.



Figure 2: SEEFIRE Website

5.3. SEEFIRE Fact sheet(s)

A SEEFIRE fact-sheet has been compiled and it will be used to present the project, its goals and expected results. Additionally the fact sheet aims to attract interest of international organisations that are actively involved in the SEE region, the governments within the countries that participate in the project, the industrial world and research and academic communities in Europe and contribute to ensuring the viability of SEEFIRE beyond the project's lifetime. The content will be regularly updated as the project progresses.

TERENA will be responsible for updating the information sheet.

5.4. SEEFIRE Brochure

A SEEFIRE brochure is under preparation and it is expected to be ready at the end of Month 3. The brochure will be compiled to serve as a tool for the dissemination of the project objectives, its status and project results at external events.

The SEEFIRE brochure aims to attract interest of international organizations that are actively involved in the SEE region, the governments within the countries that participate in the project, the industrial world and research & academic communities in Europe and contribute to ensuring the viability of SEEFIRE beyond the project's lifetime.

The brochure may be updated before it is distributed at several events.

TERENA will be responsible for the production of the brochure. Once the content and format have been agreed by the partners, the pdf version of the brochure will be available on the private area of the SEEFIRE web site.

5.5. Newsletters

Newsletters are expected to be generated anytime the project matches an important deadline whose content can be of importance to people not strictly involved in the project or some important results are found. The version 3 of this document (which will be available at Month 12 of the project) will report about this in more detail.

News items, to report about SEEFIRE deliverables, events where SEEFIRE will be presented, important findings and similar are being issued and will be issued regularly mainly on the SEEFIRE web site. TERENA and GRNET will be in charge of this. Furthermore TERENA will publish relevant news items on the TERENA Executive Newsletter, issued once per month and addressed to members of the TERENA General Assembly.

TERENA will also issue any news items about the project findings via the PeaR News Agency (<http://www.terena.nl/news/pr/agency/posts.php>), which enables collaboration between research and education networking organisations in Europe in the areas of public relations and information dissemination.

SEEFIRE partners are expected to translate in their local language news item that will be considered of strategic importance to reach for instance the political class.

News item/press release	Date	Issued by
SEEFIRE Project launched (http://www.seefire.org/news/press.php?language=en)	March 1st, 2005	TERENA
SEEFIRE Project http://www.ces.net/doc/press/2005/pr050314.html	March 14th, 2005	CESNET
Početak projekta SEEFIRE http://www.carnet.hr/medjunarodna-suradnja/novosti/?newsId=415	March 23rd, 2005	CARNET
NIIF Newsletter http://www.niif.hu/hirlevel/niif_apr2005.pdf	April 2005	NIIF/HUNGARNET

Table 1: List of the news items and press releases issued as of May 2005

5.6. SEEFIRE Project Presentation (slides)

A generic SEEFIRE presentation has been developed and follows SEEFIRE branding. It can be used by all involved in the project to disseminate the project objectives, its status and the expected results and can be easily adapted by partners for specific audiences and updated with new information. It currently details the structure of the project in terms of budget, objectives and main results that the project aims to achieve. The presentation aims at attracting the interest of international organisations that are actively involved in the SEE region, the governments within the countries that participate in the project, the industrial world and research & academic communities in Europe and contribute to ensuring the viability of SEEREN beyond the project's lifetime.

**Figure 3:** SEEFIRE Project Presentation

6. Events

This section describes the events that will be used to further disseminate the SEEFIRE project.

6.1. Workshops

SEEFIRE will arrange two workshops during the course of the project duration.

The first workshop will take place on the 14th and 15th of July 2005 in Sofia (Bulgaria). This event will be focused on technical and practical aspects of own dark fibre network deployment and it will therefore target technicians and managers of NRENs responsible for the network planning in the SEE. TERENA will produce a news item after the workshop to report about the results.

A second workshop will be held at the beginning of 2006, before the end of the project. This workshop will be focused on the strategic and economic aspects of own fibre network infrastructure in SEE and will target end-users, university directors, telecommunication operators and other stakeholders of research networks as well as decision makers and representatives at the political level.

The proceeding of both workshops will be available immediately via the SEEFIRE website. The link will be provided to the Commission in further versions of this deliverable.

TERENA will be responsible for organising both workshops, although contributions on the programme of the workshop will be requested from the partners involved in the WP4.

6.2. Other events

Another way to make the project known is to ensure that SEEFIRE is presented at events where possible target audiences attend. SEEFIRE partners will make sure to distribute publicity material at those events and where possible, make presentations.

All partners will keep track of the events they attend and a complete list will be reported in the next version of this deliverable. A list of the events that are planned to be attended in the next 6 months are reported in the table below. It is important to notice that the list is not exhaustive and there will be more events to attend.

Planned Event – Dates and Location	Type	Type of audience	Attended by
Customer Empowered Fibre Networks workshop 16-18 May 2005 – Prague, Czech Republic Presentation given	Workshop	Research	Valentino Cavalli –TERENA, Jorge-A. Sanchez-P and Afroditi Sevasti – GRNET
ROEDUNET Conference, 20-22 May 2005 - Sovata, Romania Presentation given	Conference	Research- Academic	Octavian Rusu - RoEduNet
Hypermedia and Grid Systems Conference 30 May- 3 June 2005 – Zagreb, Croatia Presentation scheduled	Conference	Research- Academic	A. Jorge, P. Sanchez, N. Vogiatzis - GRNET
TERENA Conference 6-9 June 2005 – Poznan, Poland Presentation scheduled	Conference	Research	Valentino Cavalli – TERENA, Jorge-A. Sanchez-P, Thanassis Liakopoulos – GRNET
CARnet Internet Users Conference 21-23 November 2005 - Dubrovnik, Croatia	Conference	Academic	To be decided

Table 2: Scheduled events (first 6 months)

7. Other Dissemination Activities

This section describes further methods that will be used to disseminate the SEEFIRE project.

7.1. SEEFIRE White Paper

One of the major goals of SEEFIRE is to raise awareness among key-players such as politicians and government officials responsible for policies and funding of research and education in the various countries. One of the key messages that SEEFIRE wants to bring across is that cost-effective higher bandwidth (such as the one based on fibre) available for research and education networks will allow more users to obtain high-standard services and will contribute significantly in building the Information Society in the region and in bringing it closer to the rest of Europe.

To help achieve this, a white paper summarising the SEEFIRE findings from a strategic perspective will be delivered at Month 12. The document will be a detailed summary about SEEFIRE studies and will address the digital divide and inhibitors factors of research and education networking in SEE countries as well as potential impact on NREN-initiated effort for dark-fibre acquisition.

TERENA will coordinate this activity, with contributions from all partners.

7.2. Media Relations

Maintain media relations is normally a key dissemination method and can assist in raising the profile of a project, especially in the early stages.

Most of the partners involved in SEEFIRE have already gained experience working on other European projects and have used local media to promote past or ongoing projects. Therefore they will be expected to utilise the media contacts they already have, and if they do not have any, to build a media contact list to target with news about SEEFIRE.

Whenever a news item is produced by the project, the partners should be able to translate the material (adapting it to a local audience if necessary) and dispatch it to the media contacts.

SEEFIRE partners are also encouraged to create publicity about the project at local level, providing the messages are in line with the overall messages of the project. Partners are also requested to keep track of all publicity created at local level and to inform TERENA about all coverage in order to detail this information in the next version of this deliverable.

Partners are requested to provide TERENA with information about:

- Publication news item appeared in (online and traditional) magazines
- country
- language
- title of cutting
- date of the publication

8. SEEFIRE Exploitation

The exploitation side of SEEFIRE can be defined as knowledge that has been acquired by the project partners and that can have a potential impact for other research activities and/or for the owners of fibre and equipment vendors.

Activities related to the objectives of SEEFIRE have been taking place in America and in other regions in Europe for a few years and a number of initiatives for building fibres network are ongoing. Although SEEFIRE targets specifically the SEE region, it is expected to promote dark-fibre deployment activities in SEE area and beyond.

SEEFIRE will produce a number of extremely useful documents, including templates for procurement, comparative analysis and evaluation of technologies, a fibre-availability database and a number of strategic reports. All documents and results will be available on the SEEFIRE web site in order to be transferred to existing projects in Southeast Europe and other world regions, like EUDMEDCONNECT, ALICE and TEIN2.

The participation of the SEEFIRE partners to the relevant events will make sure that the project results will get the right exposure.

One of the exploitable results of SEEFIRE will be the introduction of the SEE countries to open market practices, such as public invitation to tender for the provision of the necessary telecommunication elements and network management services. NRENS, by moving towards owned fibre infrastructure, will play an important role to break the monopoly situation that has prevented the development of an appropriate network infrastructure.

Not all countries in the SEE region are part of SEEFIRE, but it is envisaged that also the countries that are not part of the project (like Turkey or Croatia for example), but are experiencing similar situations, will exploit SEEFIRE results or in any case find them useful for their future plans.

9. Conclusion

For such a short project it is important to have clear in mind what disseminating knowledge should be about.

The dissemination activity is already at full speed and the SEEFIRE web site already contains some information.

The major dissemination effort in the coming months will promote the project at external events and will finalise the production of the dissemination material.

The organisation of the first SEEFIRE workshop in July 2005 will represent a major milestone.

The liaison with existing projects in Southeast Europe (SEEREN) and in other world regions (like EUDMEDCONNECT, ALICE and TEIN2) will make sure that the findings of SEEFIRE will be useful to countries that for different reasons are suffering for digital divide.