SEVENTH FRAMEWORK PROGRAMME FP7

ICT-2011-600545

D7.2 Dissemination and Exploitation Plan

Deliverable No.		**D7.2**	
Workpackage No.	**WP7**	Workpackage Title	**Communication, Dissemination and Exploitation**
Authors		**Martin Schaich, Katrin Reimer**	
Status (F = Final; D = Draft)		**Final**	
File Name:		**3D-PITOTI_D7.2 Dissemination and Exploitation Plan**	
Date		**31/05/2013**	
Dissemination level (PU = Public; RE = Restricted; CO = Confidential)		**PU**	

Version	Date	Comments
1.0	30/04/2013	Initial draft for comments to all partners – by Katrin Reimer & Martin Schaich
2.0	1/6/2013	Comments by Fred Baker, Quality Manager

Keywords	Dissemination & Exploitation – first actions and prospects
Deliverable leader	Name: Martin Schaich Partner: ArcTron 3D Contact: mschaich@arctron.de, +49 9408 8501 -12

Table of Contents

Executive Summary

This is deliverable D7.2 Dissemination and Exploitation Plan of the FP7 project 3D-PITOTI (ICT-600545). This work was carried out as part of WP7 Communication, Dissemination and Exploitation, specifically T7.1 Communication, dissemination and exploitation.

An important goal of the 3D-PITOTI project is to ensure the sustainability of the project's outcomes through the Dissemination & Exploitation (D&E) activities to be developed during the project and will continue after it finishes. This first D&E Plan sets the direction for all future actions and summarizes everything that needs to and will be done to ensure this. Dissemination activities are listed in detail and are incorporated into an an outline schedule. Exploitation objectives are set and future steps defined.

1. Introduction

This is deliverable D7.2 Dissemination and Exploitation Plan of the FP7 project **3D-PITOTI (ICT-600545)**. This work was carried out as part of WP7 Communication, Dissemination and Exploitation, specifically T7.1 Communication, dissemination and exploitation.

The purpose of the Dissemination & Exploitation (D&E) Plan is to provide guidelines to partners in terms of establishing their individual D&E Plans for the 3D-PITOTI outcomes. It also provides details for the D&E actions to be undertaken during the project, as well as after it finishes.

To disseminate simply means to “spread widely”. Dissemination is a planned process of providing information on the quality, relevance and effectiveness of the results of the project to key stakeholders.

Dissemination occurs as and when the results of the project become available. The dissemination strategy is primarily guaranteed through the contacts and networks of the different partners in each partner country (Germany, Austria, United Kingdom and Italy) as well as to the wider community. The fact that the partners either work as main disseminators in their countries or are active in their research activities helps ensure dissemination through the activity of the project partners.

"Exploitation", in its positive meaning, is considered as “making use of and deriving benefit from a resource”. Exploitation is associated with using the project outcomes at different levels, during the project and after its end.

2. Dissemination and Exploitation Management

The 3D-PITOTI management structure includes the position of a Dissemination and Exploitation Manager, which is filled by Martin Schaich (ArcTron 3D). As head of the commercial Consortium member he is best suited for this position because of his experience in promoting and selling technologies in the cultural heritage sector as well as presenting results to a scientific community.

The D&E Manager is responsible for leading all important decisions regarding the dissemination and exploitation of each outcome of the project and will work closely with the Project Partners ensuring up-to-date and effective communication and interaction with targeted audiences, so that the project results can be optimally exploited. The D&E's overall mission will be to keep track of the project's achievements and to ensure its aims, in terms of dissemination and exploitation, are reached.

This includes the following activities:

- To support high level dissemination of project results;
- Dealing with intellectual property rights ensuring each partner's claims;
- Monitoring the achievement of milestones and their dissemination: by
    - working closely with CCSP to keep the public updated via the project website;
    - pursuing the exploitation plan for the 3D Rock-Art Scanner / The Pitoti Toolkit;
    - supervising scientific and commercial dissemination activities.

3. 3D-PITOTI dissemination plans

3.1. Dissemination Goals

The present D&E Plan comprises the necessary and likely key points in the dissemination and exploitation of the project, trying to ensure that:

- as many institutions, authorities, companies and people in charge as possible get to know about 3D-PITOTI, its content and goals
- 3D-PITOTI is established in the respective fields as a kind of keyword/brand for 3D technologies concerning rock-art
- the project is not 'closed' at the end of the project; its results and products are planned to be further used and marketed.

3.2. Dissemination Target Groups

3D-PITOTI is a project focussing on rock-art. However, the technologies to be developed are of importance in various scientific and economic fields and fit different applications. The key audiences will be defined as the project develops, but the starting points include: archaeologists, art historians, tourists, teachers, school children, technology developers, technology providers and relevant networks. The technical developments will be made known to the scientific community and the resulting scanner toolkit will be introduced to the archaeological community as an innovation in rock art recording.

3.3. Dissemination Channels

3.3.1. Project Website

By the End of August 2013, 3D-PITOTI will have its own website (www.3D-pitoti.eu) making some project information available online. It will be further developed during year one and regularly updated throughout the project. The site will be interactive and contain project and partner descriptions and regular updates on the progress of the project. There will be a news section. It will support videos and will carry e-versions of hard copy material. It will build awareness of the project and link to a network of representative associations and institutional websites regarding rock art and the media. It will identify and describe potential applications for the project concepts. It will be built and runby CCSP as webmaster and regularly updated by a website development team consisting of members from different partners.

3.3.2. Projects Flyers, Posters

Throughout the project 2-3 different flyers will be created reflecting the current state and goals of the project. All brochures will direct audiences to the web site. The initial brochure will present the project and the Consortium, review the background and technological rationale for undertaking the initiative, explain provisions for knowledge sharing, predict likely impacts in terms of EU competitiveness and aim to attract interest from parties recognising potential profitable participation. A generic poster (A0 size) about the project will be prepared which can be adapted for specific exhibitions and events.

3.3.3. Mass Media, Press and Newsletters

The 3D-PITOTI project aims to benefit from the publicity and contacts that have already been made by the three years of work that have preceeded its kick off. This core of, "Friends of Pitoti", form a basis on which to bring this work to public attention. Contacts include ITV, New Scientist, The Guardian, Der Speigel, Der Standard, La Repubblica and radio ORF Ö1 in Vienna.

An article has already been published by Catherine Brahic in the New Scientist, who attended on day of the Kick off meeting. "Virtual Traveller: beam a live, 3D you into the world" Magazine issue 2912. 11 April 2013, London. A second arcticle has appeared in Research Horizons, Issue 21. Pioneering Research from the University of Cambridge, "Major motion pictures from our past", Sally Lewis & Louise Walsh.

An initial press release has been written by the Project Management Board. Each partner has published a version of it on their own website, focussing on their respective field of expertise. The partner's own websites will keep the public informed until the project website is online. All partners will continue to notify the public in their country and professionals in their respective fields about 3D-PITOTI news, thus disseminating the project to a wide audience.

Official press releases will be agreed on from time to time as the project progresses and released by each partner in their respective country/fields. The news section of the project website will be updated frequently.

The PMB will evaluate whether disseminating the project via modern social networks and mass media (Twitter, LinkedIn, YouTube) is of interest. It is our belief that the subject matter of the proposal will be of particular interest to the general public. Therefore, creating a large online community of the general public through platforms like Facebook and Twitter will be very effective as it will create momentum for the exploitation of project results. A mailing list (Who's Who) of the researchers involved in the study of rock art and activation of a forum discussing the topic of "Methodology for collecting and managing data concerning prehistoric rock art" could be included.

3.3.4. Official EU Dissemination Channels

Whenever an important milestone in the project has been reached, the subsequent press release will be forwarded to the relevant EU dissemination portals. The press releases will be directly transmitted via Cordis Wire (http://cordis.europa.eu/wire/). The Consortium will also try to get published on http://cordis.europa.eu/news/ and http://www.ec.europa.eu/research/infocentre/all_headlines_en.cfm.

Since this project is very practical and has appealing technology deployment to offer, the project aims at getting a story in the Futuris and Innovation Magazine (http://www.euronews.net/sci-tech/futuris/). The Project Officer will be contacted with regards to more dissemination steps supported by the EU.

3.3.5. Scientific Journals and Conferences

The participation in international congresses makes it possible to bring 3D-PITOTI closer to a wide expert public, but above all in the research and development area. Lectures, workshops and contributions to special committees, in events focussing on the topic area, bring the idea of 3D-PITOTI closer to these interested people. All activities and dates will be collected on the project website.

The process of scientific publication will be organised based on the overall strategy identified in WP7. Academic dissemination comprises writing journal and conference articles, specialised press rleases, participating in and attending targeted conferences and workshops (focusing on international conferences in the relevant field). The majority of the partners in the Consortium are highly cited in the scientific community with over 2000 publications between all the partners. In addition, members of the Consortium are actively involved as members of the Programme Committees of several conferences and are well positioned to organise future workshops and conference sessions focussed on aspects of the 3D-PITOTI project. Furthermore, members of the consortium are editors of leading journals in the field which will make it possible to submit a number of special issues on the results. Reflecting the scope of 3D-PITOTI, there are several scientific fields that will benefit from the experiences and results. Examples of potential target journals, publications and conferences are listed as follows:

1. International Conference on Computer Vision and Pattern Recognition (CVPR)
2. European Conference on Computer Vision (ECCV)
3. International Conference on Computer Vision (ICCV)
4. IEEE Transactions on Pattern Analysis and Machine Intelligence (IEEE TPAMI)
5. British Machine Vision Conference (BMVC)
6. IEEE/RSJ International Conference on Intelligent Robots and Systems (IROS)
7. IEEE International Conference on Robotics and Automation (ICRA)
8. IEEE Transaction on Robotics (TRO)
9. IEEE Robotics and Automation Magazine (RAM)
10. IEEE Virtual Reality Conference
11. IVR Industrial Virtual Reality Expo & Conference
12. HCI International
13. SIGGRAPH
14. International Journal of Applied Ergonomics (Elsevier)
15. International Journal of Human Computer Studies (Elsevier)
16. Journal of Computer Assisted Learning
17. Behavior and Information Technology
18. British Journal of Educational Technology
19. Computers and Education
20. European Conference on Technology Enhanced Learning (EC-TEL)
21. International Conference on Computers in Education (ICCE)
22. ED-Media
23. EC-TEL http://ec-tel.eu/EDULearn
24. AERA
25. IAIE INTERNATIONAL CONFERENCE
26. EARLI
27. Educational Technology Research and Development
28. Interactive Learning Environments
29. Journal of Computer Mediated Communication
30. Learning Media and Technology
31. World Archaeology Conference (WAC)
32. Journal of Learning Sciences
33. Mind, Culture and Activity
34. Learning, culture and social interaction
35. Research in Archaeological Education Journal
36. Anthropology & Education Quarterly
37. Educause Review
38. Interactive Educational Multimedia
39. Journal on Computing and Cultural Heritage (JOCCH). ACM, New York, NY, USA.
40. VAST: The International Symposium on Virtual Reality, Archaeology and Intelligent Cultural Heritage, Eurographics Association, Paris, France.
41. Theoretical Archaeological Group annual conference
42. Society for American Archaeology annual meeting
43. European Archaeological Association annual conference
44. Antiquity
45. Proceedings of the Prehistoric Society
46. Current Anthropology
47. Rock Art Research
48. CAA – Computer Applications & Quantitative Methods in Archaeology
49. CHNT – Vienna, International Conference on Cultural Heritage and New Technologies
50. CIPA - International Scientific Committee for Cultural Heritage Documentation
51. ISPRS - International Society for Photogrammetry and Remote Sensing
52. ICOMOS - International Council on Monuments and Sites
53. EAA – European Association of Archaeologists
54. denkmal – European Trade Fair for Conservation, Restoration and Old Building Renovation
55. Cambridge Journal of Archaeology.
56. New Scientist
57. Science.
58. Der Spiegel
59 The Guardian.
60. La Repubblica
61. ORF Radio 1
62. BBC Science

3.3.6. Collaboration with Organizations and Synergies with other Projects

Opportunities to network with other projects and partners will be considered, to ensure wherever possible that there is knowledge interchange between projects. Members of the 3D-PITOTI Consortium collaborate in a variety of excellent and complementary national and international networks, e.g. EuroVR Association (European Association for virtual reality and augmented reality). This ensures the continuous exchange of cutting-edge results and novel ideas in these research areas. In addition we will network with the European Association of archeaologists (EAA) and the European Archaeological Council (http://www.europeanarchaeological-council.org).

E.N.T.E.R. - The European Network for Transfer and Exploitation of EC Project Results supports an internet platform with more than 400 members from more than 30 different countries. Through this platform, each registered member can disseminate contents, goals and results of his project to other members. Since the members normally are public authorities, educational centers, associations, companies etc. more than 10.000 people can be reached this way. 3D-PITOTI will register on this webpage in order to explore its networking capabilities.

3.4. Dissemination Road Map

First Year Dissemination Activities
Dissemination activities carried out in the first year of the project will include:

- designing the project logo
- setting up the project website
- publishing brochures/posters
- spreading the word of 3D-PITOTI in every suitable context (by all partners)
- sending out first press releases
- evaluating further dissemination activities

Second Year Dissemination Activities
Dissemination activities carried out in the second year of the project will include:

- extending the project website
- promoting the project on conferences and events
- submitting papers to academic journals and engaging with the wider press Third Year Dissemination Activities

Third Year Dissemination Activities

Dissemination activities carried out in the third year of the project will include:

- promoting the project on conferences and events, focusing on exploitable results
- submitting papers to academic journals and engaging with the wider press creating a detailed exploitation plan for the final project results.

After the end of the project, the consortium will aim to promote the advances in technology developed by the 3D-PITOTI project, through training and dissemination to positively influence working practices in Archaeology and the cultural sector.

At the end of the successful project the consortium will aim to continue to offer we would like to work out and persistently offer opportunities, training and to promote the work standards of the 3D-PITOTI technology. The intention is to positively influence and to bring up the idea of including this technology in the medium-term in Archaeology, the Cultural Heritage sector and beyond that.

In order to manage this, we will initiate dialogues with stakeholders about the concepts as well as content and research targets of 3D-PITOTI. It is necessary to convince relevant stakeholders of the 3D-PITOTI technology concept.

Simultaneously, stakeholders should profit from the planning and development experience of the project group: It will provide them with show them prerequisites, framework and implementation scenarios, which can promote and guarantee the fast realization of the 3D-PITOTI technology concept in all partner countries.

3.4.1. Final 3D-Pitoti Event

At the end of the project, a 3D-PITOTI two day event will be hosted at St. John's College, Cambridge. This will be a workshop that is more targeted and intimate than a usual conference. The idea is to bring an invited group of experts from the various scientific, technological, media and historical disciplines together to discuss the results and to engage in a "hands-on" interactive experience. This will allow a deeper experience, which will aid the far reaching dissemination made possible by personal contact. We will use innovative approaches, including video and digital media, to communicate the results of the research at this event. For example, an animated short film of the Pitoti figures as described in WP7 will be produced.

3.4.2. Dissemination Activities After the Project End

The project's work and results will continue to be a part of the dissemination activities by all partners whenever the context allows it. Publications – both scientific and popular – will continue to be written after the end of the project. The project website will remain online for at least 3 years afterwards and the project partners can individually update about further developments resulting from the project's work.

4. 3D-PITOTI Exploitation plans

Exploitation implies defining the necessary actions to bring increased visibility to the project and to involve the target groups, end-users, stakeholders and transferring the results/products into their professional domains.

The key objectives for the exploitation of the 3D-PITOTI results are:

- make the technical developments known to the scientific community
- promote the resulting scanner toolkit within the archaeological community as an innovation in rock art recording
- make the results and benefits of the developed outputs attractive and known to the wider public and learning community

This will be done by focusing on the real benefits of the research, marketing the project results and creating the basis for further research, development and implementation. We will create an impact plan that will focus on the continued research, development and potential exploitation of the concepts beyond the life of the project and potential application and integration of the research and project results.

4.1. Intellectual Property Rights

Since 3D-PITOTI aims for a lasting and long-term realization of its technologies and products, it is absolutely necessary to clarify the rights of use and possible development of individual products.During the project duration the 3D-PITOTI products will be fully available to all partner institutions.
In general, the Consortium will take as guideline the clauses from the Consortium Agreement, which are based on EC-GA Article II.26. - Article II.29. The details of usage, further duplication, commercial use and dissemination will be stipulated in detail during the project. The D&E Manger will lead these discussions and conclude final decisions in agreements with all partners. A separate IPR agreement may be worked out towards the end of the project if required when the exploitable results become clear.

4.2. Exploitation Strategy

Exploitation of the project results requires the development of an appropriate marketing and manufacture mechanism to ensure the project's sustainability. Therefore, as preparatory steps towards designing the strategy, we have to address the following five basic questions:

- **What?**
  What are the project results that can be exploited? To which sector do they belong (academic, technology, education, institutions etc)?
- **To whom?**
  Identify target market(s), main target groups or end users suitable for the exploitation of project deliverables
- **How?**
  Which mechanisms and strategies are to be used for each type of project outcome and according to which user needs?
- **Why?**
  What is the aim of each partner's individual exploitation plan?
- **By whom?**
  Which product(s) /project outcomes can be best exploited by the Consortium as a whole, if any? Which product(s) /project outcomes can be best exploited by the commercial partner in the Consortium (ArcTron)?

The exploitation strategy will be developed during the course of the project. An internal first version will be written towards the end of the second year, when the exploitable results become clearer. A final version will be written and put into action during the third year of the project and will set the guideline for future exploitation beyond the scope of the project.

4.3. Market Analysis

A detailed market study will form the basis for the Exploitation Strategy. A preliminary study will be carried out in the first year, which will be updated and extended in the third year.

The market study will focus on the categories of technologically comparable hard- & software systems, in order to overview the European "landscape" of competitors and of available technologies, software, offers, modalities and features and business modeling of the hardware and software costs as well as service offers (value proposition and value chain definition, revenue model establishment, cost efficiency, cost-effectiveness and cost-benefit analysis).

The market study will focus on Cultural Heritage & Archaeological Sites worldwide, which could be interested to use the combination of camera copter and/or scanner and/or software solutions. In the first step we will focus on rock-art sites worldwide. However, the airborne copter & scanner & software should be useful for many more applications even in other fields than Archaeology & Cultural Heritage.

- e.g. art & culture
  - Archaeology – petroglyphs, stone engravings, buildings, cuneiform inscriptions, coins
  - arts – paintings, frescoes, statuary
  - culture – sculptures, statues, busts, torsos, masks
  - replicas, mould making
- Paleaontology & Anthropology
  - skulls, teeth, bones
- industry.

5. Conclusion

This report details the D&E plan for the 3D-PITOTI project and forms deliverable D7.2 Dissemination and Exploitation Plan of the FP7 project 3D-PITOTI (ICT-600545). This work was carried out as part of WP7 Communication, Dissemination and Exploitation, specifically T7.1 Communication, dissemination and exploitation. 3D-PITOTI aims to follow a broad academic distribution stratergy, which builds on the previous interest generated in the Pitoti concept by some of the consortium partners. It also aims to follow a targeted marketing stratergy for the exploitation of the equipment developed by the project in the global market place and within a range of disciplines.
This first D&E Plan sets the direction for all future actions and summarizes everything that needs to and will be done to ensure this. Dissemination activities are listed in detail and roughest into an outline schedule. Exploitation objectives are set and future steps defined.