Multi-Dimensional Context-Aware Adaptation of Service Front-Ends

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Dissemination Actions

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Executive Summary

This deliverable presents content about the dissemination actions planned for the Serenoa Project. The dissemination actions include, but are not limited to: digital means, printed documents and events. The digital means of interest include: a website, social networks, discussion groups and digital libraries. The document lists candidate publication targets, such as proceedings of scientific events (conferences, workshops, tutorials), journals, and technical magazines. As events, various target scientific conferences, workshops, tutorials, short-courses, and fairs are enumerated. All the events planned to disseminate the project in order to promote its concepts and contributions are listed.

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1 Introduction

1.1 Objectives

This deliverable describes the dissemination actions for the Serenoa Project. We present the scientific events, communication means and all channels that are used to promote the project and to disseminate its ideas, concepts and contributions concerning the domains of research and development.

1.2 Audience

This document is oriented to a public audience. It is also directed to reviewers, researchers, industry, etc.

1.3 Related documents

- The deliverables regarding the exploitation actions of Serenoa

1.4 Organization of this document

Chapter 1 presents the goal, audience and related documentation with this deliverable. In Chapter 2, the description of work is presented. In Chapter 3, there is a description of the deliverables needed in dissemination actions. In Chapter 4 the dissemination plan is described. Privacy concerns are mentioned in chapter 5. Finally, in chapter 6, conclusions are extracted, summarizing all the ideas.

2 Description of Work and Role of Partners

2.1 Dissemination Actions

The dissemination plan includes actions aiming to publicly promote the ideas, concepts, and contributions of Serenoa concerning the scientific and technical domains, for research and development. The main goal is to publish and communicate the outcomes of the efforts of the project, respecting privacy issues and aiming the exchange of ideas between different contexts, such as companies, practitioners, scientific communities and researchers.

The following subsections contextualize the goals of the dissemination actions according to the efforts lead by Serenoa partners: UCL and CTIC.

2.1.1 T7.1 Dissemination Actions [led by UCL]

This task is aimed to perform all the dissemination actions for Serenoa in accordance with the dissemination plan described on section B3.2.2 of the description of work. The Dissemination Plan comprises the following activities:

- To set up and maintain the Web site for Serenoa and to inform about the project latest news and results. The Web site is regularly updated. The Web site aim both to serve for public dissemination of the results to the people and organisations interested in the project, as well as a platform for information exchange for project partners. The Web Site is registered under a .eu domain, and it can be accessed via the URL http://www.serenoa-fp7.eu/; it will remain alive at least two years after the completion of the project. The Web Site will also provide RSS feeds to enable syndication by third parties, particularly the European Commission.

- To produce a periodical (at least every six months) research newsletter to inform interested parties about the achieved results and the (scientific) status of the Serenoa project.

- To prepare overview documentation (leaflets, white papers, fact-sheets, etc.) of the project, with focus on technical and scientific goals. These documents are meant to be made public, so that interested parties can identify the working scope of the project in a detailed way.

- To prepare and release the annual Serenoa DVD

- To organize the Serenoa workshops (the first will be on Month 24)

- To coordinate the publishing of scientific papers for international conferences, leading technical/scientific journals and magazines and international workshops. We will participate in conferences, events, and manage contacts with stakeholders to promote the project results.

2.1.2 T7.3 Communication Actions [led by CTIC]

This task will deal with all the actions targeted to communicate to both the public and authorities about the project. At project start press releases will be issued by some key partners (at least one per country) in local languages. For now, CTIC has created a press note, which was released in Serenoa mailing list. The press releases are targeted at both their local press and their local Member of European Parliament (MEP). Press releases will present the achievements of the local entity (large company, SME, university), highlighting the fact that the project was secured in a competitive international call and got considerable EU funding to spend locally to work on cutting edge ICT technologies. After such a press release is issued consortium partners will pursue coverage (ideally via interviews) the local radio, TV & printed press and even organise a meeting with their local MEP to raise the MEP's awareness of the impact EU Framework funds are having locally.

3 Description of Deliverables

The Dissemination Plan includes a set of tasks and activities. Different outcomes will be generated to achieve the goals of dissemination and communication of Serenoa. These results will be described by documents, such as reports and deliverables. This Section lists and describes the goals and contents planned to be covered by these documents, the deadline months are also presented.

D7.1.1) Up and running Web site, constantly updated: In month 1 there will be the web site of the project (.eu domain) up and running, and it will be constantly updated. [*Month 1*]

D7.1.2) Dissemination and Communication Plan: This report will detail the initial version of the dissemination and communication actions, including overview documentation (leaflets, whitepapers, fact-sheets, etc.), workshop, etc. Note: T7.1 and T7.3 are going to contribute to this deliverable that includes dissemination and communication actions. [*Month 6*]

D7.1.3) Dissemination and Communication - Report & Materials (Update 2): This report will detail the dissemination and communication actions during the second year of the project, including overview documentation (leaflets, whitepapers, fact-sheets, etc.), workshop, etc. Note: T7.1 and T7.3 are going to contribute to this deliverable that includes dissemination and communication actions. [*Month 24*]

D7.1.4) Dissemination and Communication - Report & Materials (Update 3): This report will detail the dissemination and communication actions during the third year of the project, including overview documentation (leaflets, whitepapers, fact-sheets, etc.), workshop, etc. Note: T7.1 and T7.3 are going to contribute to this deliverable that includes dissemination and communication actions. *[Month 36*]

D7.2.1) Collaboration Plan: This report will detail the specific plan for collaboration, including the specific working group this project will participate. [*Month 6*]

D7.2.2) Collaboration Report (Update 1): This report will detail the collaboration actions and co-operation activities with other ICT projects under the WP2009/2010 Objective "Internet of Services, Software and Virtualisation" during the second year of the project. [*Month 24*]

D7.2.3) Collaboration Report (Update 2): This report will detail the collaboration actions and co-operation activities with other ICT projects under the WP2009/2010 Objective "Internet of Services, Software and Virtualisation" during the third year of the project. [*Month 36*]

D7.3) Project Fact-sheet: In month 1 the project factsheet will be available. [*Month 1*]

4 Dissemination Plan

The Serenoa project about context-aware adaptation of SFEs is a domain-independent approach, which is likely to be adopted in a wide range of areas since any service can benefit of the Serenoa technology in principle. Since most services are interactive, the potential is high.

The Serenoa dissemination plan:

- involves multiple types of contents: scientific (for fundamental and applied research results), technological (for applied research, technological transfer, and dissemination of technology), and educational (for training people in educational organizations, including corporate environments).
- targets multiple potential beneficiaries:
    - *Industry*: the aim is to create awareness on Serenoa developments and promote their particular added value. The success in the long term will depend on the up-take of the Serenoa concepts and technology by a large number of industrial users. This will increase the credibility of this technology thanks to the references cases in practical applications in various sectors, and ensure that it will be enriched and faster achieve maturity and robustness. The aim is to reach a de facto market standard by adoption of the Serenoa technology by an important number of industrial players. This will be beneficial for all, the Serenoa partners and the European industry as a whole.
    - *Technology suppliers*: the aim is to foster the adoption of Serenoa technology by the industry so that is will in turn encourage technology suppliers to include Serenoa concepts and technology in their products and therewith further enhance the power of SFE development and CAA runtime solutions. In order to anticipate and accelerate this evolution, Serenoa will disseminate information to companies involved in the development of context-aware SFE technologies and to vendors of software development systems. The industrial and technology suppliers that are members of the project will play a significant role for this purpose as initiator.
    - *Government Organizations and Standardisation bodies*: the aim is to create a general awareness and an explicit contribution to standardization actions (in particular, W3C, ISO, NESSI, Cost) so that the outcomes of these efforts will become progressively recommendations and standards that will then be submitted to adoption to large organizations, especially government organizations. By participating to these standardization actions (see task 6.2), Serenoa will create a competitive advantage that will result in ready-to-use technology compliant with the standards that will enable government organizations to take up in an adequate way.
    - *The scientific community*: the aim it to actively search support from and adoption by the scientific community through various channels such as conferences, workshops, research groups, developers and designers associations, users's groups, and scientific working groups. There are a number of R&D activities on SFE technology in European, national and international research programs. Serenoa will disseminate information to these and try to set-up durable collaboration with some of them. The objective is to enhance communication and exchange with other researchers and groups active in the field of SFEs in general and their context-aware adaptation in particular. The scientific results to be produced by the Serenoa project are expected to have a genuine cross-domain multidisciplinary impact. The advance of the state-of-the-art, due to the way it is specifically targeted and planned in the context of the Serenoa project, arguably produces outcomes directly exploitable in various related fields, such as Development of interactive services, service front-ends, human-computer interaction, software engineering, ambient intelligence, mobile applications and communications, and distributed systems.
    - *The general public*: The aim is to inform the public about RTD projects carried out with support of the EU and the potential impact of projects such as Serenoa on the daily life of the European citizen. The communication form and content will be adapted to the target to

make sure that it is understandable to a large audience. The communication will focus on practical impact on applications rather than the scientific and technological contents of Serenoa.

The dissemination plan includes the following dissemination actions:

- **Serenoa general Web site.** The Serenoa project has a Web site with an original domain name (http://www.serenoa-fp7.eu/), to document its goals, its contents, its publicly available deliverables and software, and its progress. This Web site will be continuously updated and will represent the main dissemination tool of the project including the research achievements, deliverables and distributable software. The public website will have two levels, one targeting the general public and the other technical experts. The content will be adapted to the two target audiences, to make it interesting and comprehensive to them. The part targeting technical experts will comprise a forum to facilitate exchanges of technical issues with experts around the world. The public website will be set-up and maintained by TID based on the scientific contents prepared by the partners. Lastly, as the Web site will be based on a blogging tool, it will be possible for third parties to subscribe to its contents. This is particularly interesting for the RSS feeds on the page http://cordis.europa.eu/ictfeeds/syndicated-news.cfm

Figure 1.Serenoa website (main page).

- **Serenoa-related Web sites.** In addition to Web sites of the partners, some additional Web sites will be updated according to the results provided by Serenoa, such as but not limited to: IDEAL2, MariaXML, UsiXML web site (www.usixml.org/). Web sites related to standardisation actions and bodies will be contributed as well. For instance, the W3C Web site on the Incubator Group on Model-based UIs will receive many inputs from the Serenoa project (http://www.w3.org/2005/Incubator/model-based-ui/).

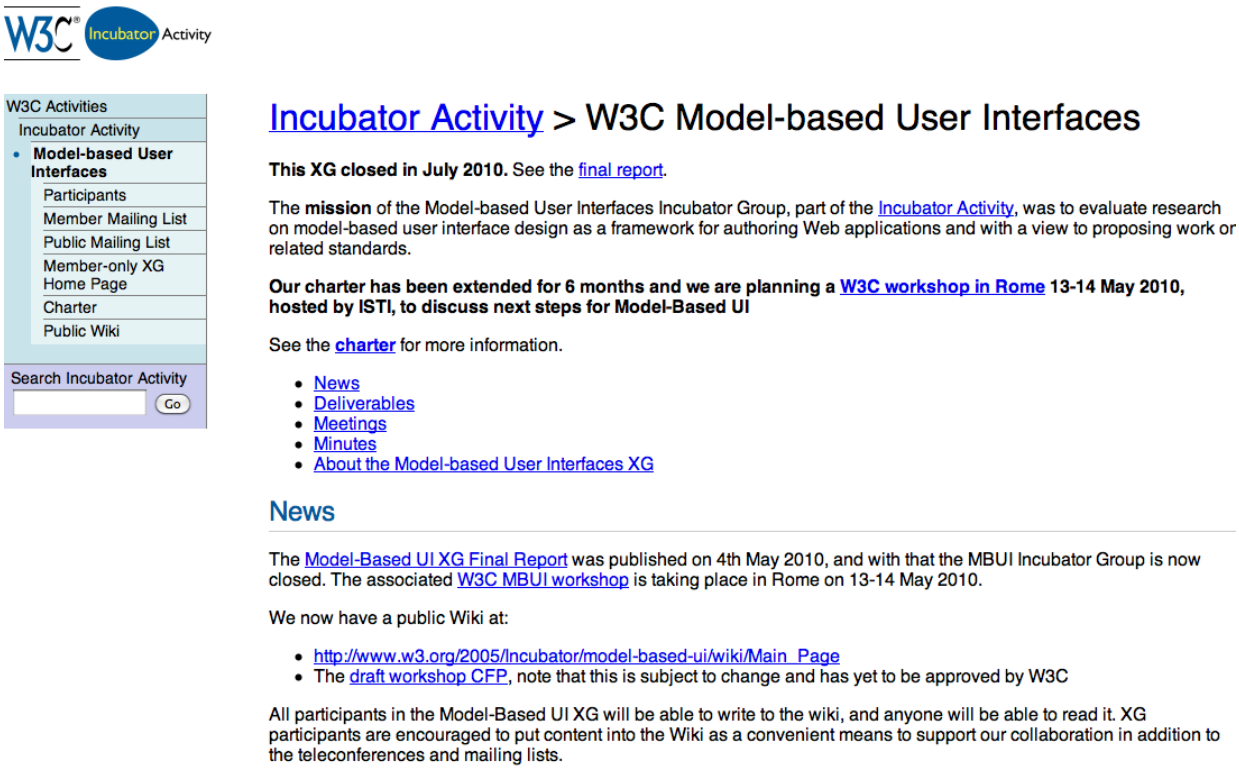

Figure 2. Incubator Group on Model-based UIs.

- **Serenoa documentation.** A complete documentation of the Serenoa technology will be written that describe the technologies created within Serenoa and how to benefit from them. This description will provide potential users with dedicated information allowing them to judge the applicability of our solution for their search and retrieval problems. This documentation will be published and maintained on the Serenoa Web site, as well as on any other relevant source of information.
- **Serenoa Factsheet:** We will create project brochures describing the goals and achievements of the project. These brochures are targeted at making Serenoa project known among companies, projects or initiatives that may be interested on context-aware adaptation of SFEs, representing an easy-reading description of the project and its achievements. Therefore, the brochures will be distributed on commercial and research events of the area, as well as on the Web site to address a wider audience.
- **Serenoa newsletter.** A research newsletter will be published and distributed by the project partners. This newsletter will include more detailed descriptions of the research performed and the results of the project like testing benchmarks or findings from the market study, as well as other activities such as project adoption and alliances with external entities.

Figure 3. Newsletter template

- **Serenoa Media relations:** Relations with media and publication of press releases in the specialised press (such as technological magazines) will aim at reaching a larger audience of technical experts from potential industrial users and technology suppliers. The content will be prepared centrally for major outcomes (such as the computational framework, the models, the language, and the methodology for CAA of SFEs) and then localised and relayed by the project partners to the relevant local technical magazines. This action will also investigate the production of video material that would be appropriate for dissemination, interviews, TV broadcastings, web news (for instance, the XML Daily Newslink - http://xml.coverpages.org/newsletter/), etc.
- **Annual release of Serenoa DVD-ROM.** Each year, all the publicly available material based on Serenoa concepts and produced by the various WPs (e.g., the reference manual, the user's guide, the tutorial, the examples, the interactive applications, the publicly available software tools, the scientific papers, the video demonstrations of the tools) will be gathered and burned on a DVD, thus making an annual release of the Serenoa DVD-ROM. Material selected from this DVD will also be submitted to:
    - citeseer.ist.psu.edu and www.scribd.com: significant technical reports and documents
    - www.slideshare.net: significant presentations based on Serenoa and tutorials slides.
    - www.videolectures.net: tutorial and training notes with exercises
    - www.flicker.com: significant pictures of Serenoa-based applications, tools, demonstrations
    - www.youtube.com: significant videos of Serenoa-based applications and tools
    - code.google.com or sourceforge.net: selected open source projects
    - creation of a social group on www.linkedin.com, www.facebook.com
    - creation of information threads on www.twitter.com and RSS feeds

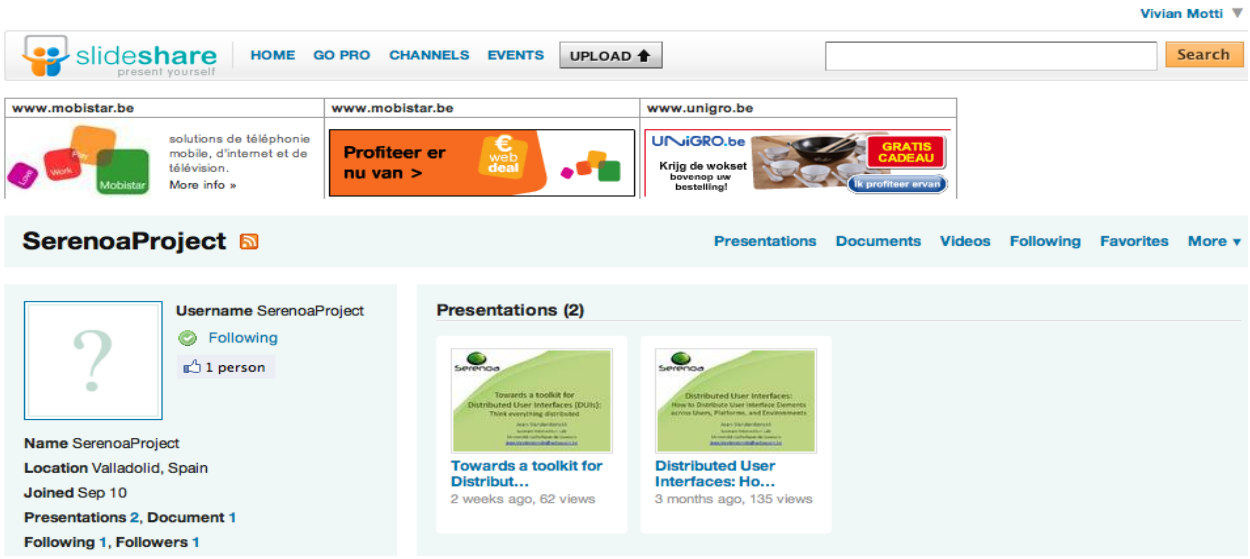

Figure 4. Serenoa in Slideshare.

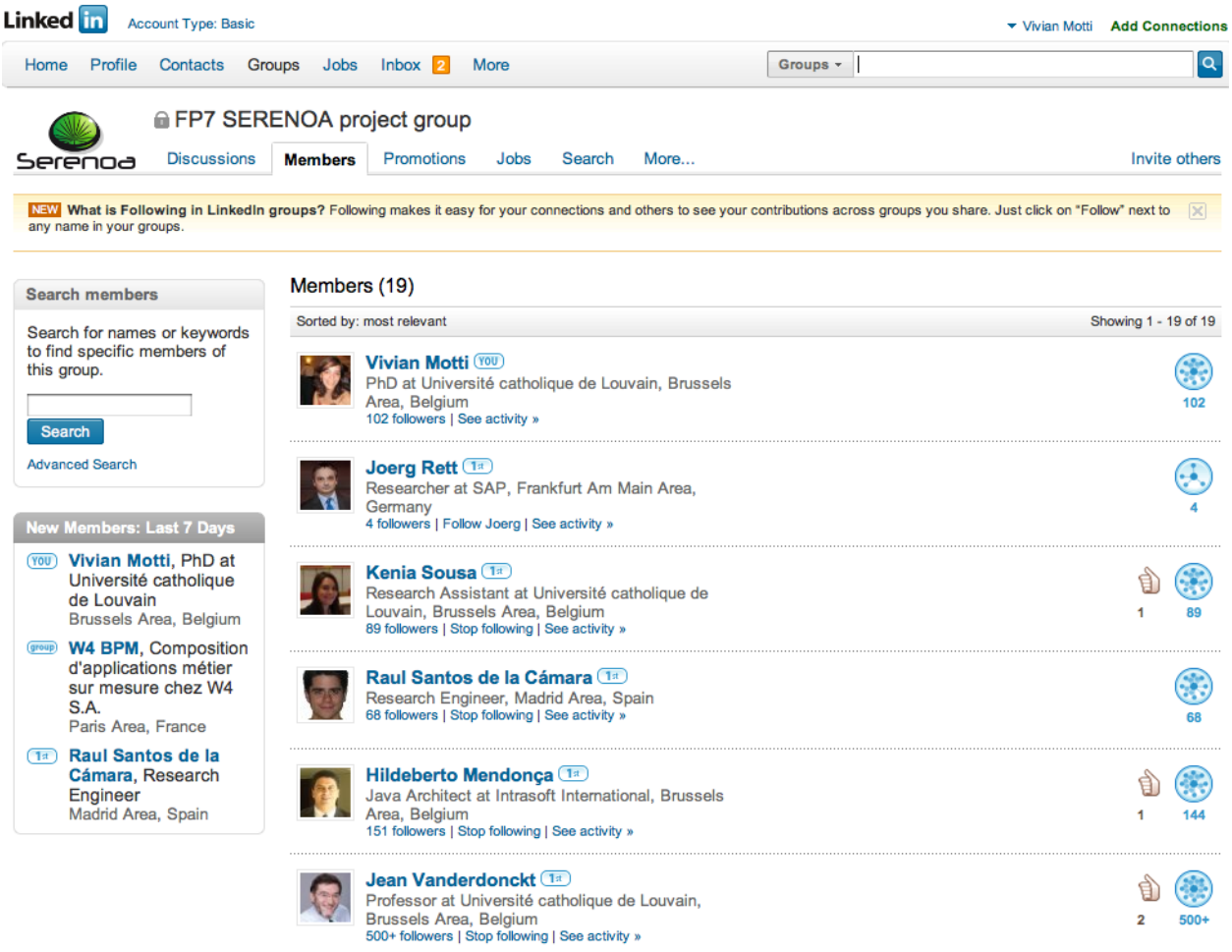

Figure 5.Serenoa in Linkedin.

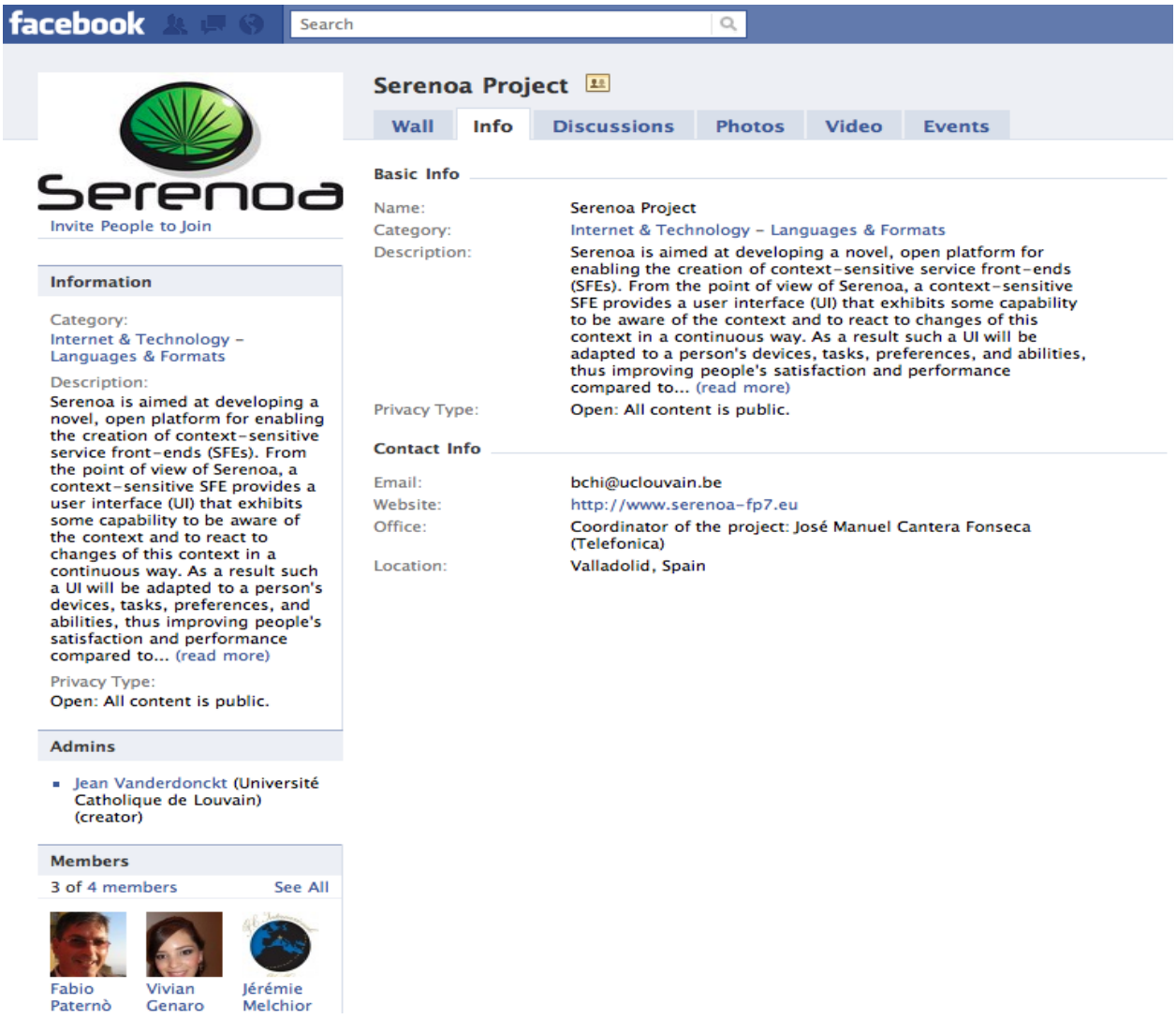

Figure 6.Serenoa on Facebook.

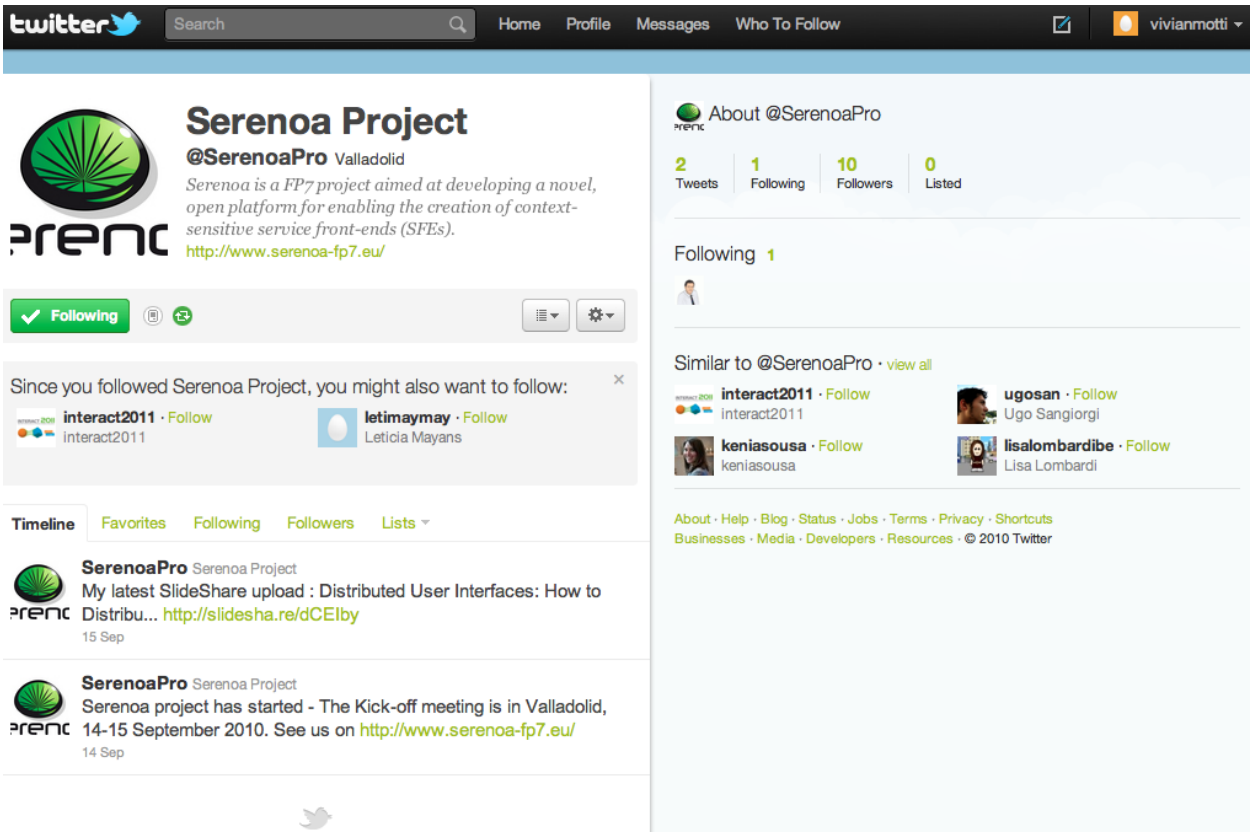

Figure 7.Serenoa on Twitter.

- **Serenoa workshops:** workshops will be organised to inform about the project objectives and its results. The workshops will target technical experts from industry and research. The first workshop will be organised at mid-term (around M24), the second towards the end of the project.
- **Serenoa Training material:** Serenoa will also prepare a series of training courses and tutorials (containing examples, case studies, sample of codes) that will be offered to various purposes of training and educational purposes. This material will be submitted as tutorial to workshops, conferences, and courses offered by projects partners (in corporate environments as well as in academic institutions). For the training courses targeting academia and industry, Serenoa will establish a repository of teaching resources. It will contain the course slides, case studies, examples, solutions to the exercises, etc. The compilation of the SerenoaDVD-Rom and text book to be published by an internationally acclaimed publisher (e.g. McGrawHill, Springer, Kluwer) will be considered when sufficient appropriate material is available. A selection of (self-) training material will be prepared for the Serenoa public website. We will also investigate: the preparation of a proposal of a "mineure" for a European Master in Computer Science according to the Bologna decret, the Participation to the ACM Classification (proposal for extension) and HCI Curricula, Preparation of a set of Serenoa tutorials for external workshops, the participation to IFIP WG 13.1 Education in HCI and HCI Curricula and other organisations defining Computer Science curricula, AFIHM recommendation (www.afihm.org).
- **Serenoa Scientific publications**: Serenoa partners will prepare publications on concepts and technologies developed in the project. This will improve the visibility of it and the project partners and facilitate additional contacts and exchanges with scientists and technical experts who are interested in this technology or active in the development of related technology. Publications will be prepared for selected national and international conferences, workshops and exhibitions, national and international journals. In addition, we will publish at events dedicated to Telefónica and SAP staff and customers in order to address the target users provided by our large project partners. For example, we target the regular Telefónica event "OPEN INNOVATION THROUGH EUROPEAN R&D PROJECT" that informs Telefónica developers about new technologies. Similarly, we target

the event "Telecom I+D" that addresses the telecoms sector. In addition, we go for the SAP DKOM (Developer Kickoff Meeting) which targets SAP developers and for the SAP TechEd (Customer related event).

- **Participation to conferences and fairs**: Information about the Serenoa project will be disseminated in industrial conferences and fairs which are usually attended by the project partners and conferences, seminars, focus workshops organised by Research Programme authorities. Industrial events considered include:

Conference	Research Area
ICMI (ACM-IEEE Joint International Conference on Multimodal Interfaces)	Human-Computer Interaction
CHI (ACM Int. Conf. on Human Aspects in Computing Systems)	Human-Computer Interaction
INTERACT (IFIP Int. Conf. on Human-Computer Interaction)	Human-Computer Interaction
EICS (ACM Symposium on Engineering Interactive Computer Systems)	Human-Computer Interaction and Software Engineering
SAC (ACM Conf. on Applied Computing)	Applied Computing, including HCI, SE, SOA tracks
ICSE (ACM-IEEE Joint Int. Conf. on Software Engineering)	Software Engineering
MoDELS (International Conference on Model Driven Engineering Languages and Systems)	Software Engineering
CAiSE (International Conference on Advanced Information Systems Engineering)	Software Engineering, including service technology
ICWE (International Conference on Web Engineering)	Software Engineering
UPA (Usability Professionals Association)	Usability
Ubicomp (Ubiquitous Computing)	Context-aware systems
WWW (World-Wide Web conference)	Web technologies
ICSOC (ACM Int. Conf. on Service Oriented Computing)	Service-oriented computing
ICSSSM (Int. Conf. on Service Systems and Service Management)	Service management
ICSS (Int. Conf. on Service Science)	Service-oriented computing

Table 1. Conferences and Research areas.

Serenoa Submission to Persistent knowledge sources: The definition of some Serenoa outcomes such as (meta) models, along with their semantics, abstract and concrete syntaxes, their stylistics will be made available to the largest audience possible for comments, feedback, adoption, and further dissemination. For this purpose, all fundamental concepts, models, and methods will be submitted to a series of persistent knowledge sources that will remain active even after the project. These sources include, but are not limited to:

- ZOOOMM (Zoo of Meta-models, grammars and schemas – http://www.zooomm.org) is an international open source project led by UJF that aims at collecting, classifying and promoting meta-models, schemes, grammars and ontologies, and bridges between them. The idea behind this project is to cover the whole SE field including all domains related to

software development and maintenance. By submitting Serenoa meta-models to ZOOOMM, there will be always a repository of HCI and meta-models at the same level of definition of meta-models found in other areas of human activity (and not only in Computer Science or HCI).

- Planet MDE (http://planetmde.org/) is a European initiative that coordinates all activities around the world around MDE. Serenoa will submit their results for announcements and availability to Planet MDE.
- The XML Cover Pages: XML Markup Languages for UI definition (http://xml.coverpages.org/). This official XML web site contains persistent knowledge for XML-compliant languages existing to support various areas of human activity. The specific web pages of this initiative that are dedicated to UI will be fed with results on UIDL.
- Ontologyware: several web sites exist that provide the visitor with a common repository of ontologies of various domains of human activity. Serenoa will also contribute to these sites by providing them the Serenoa meta-models and the glossary.

In order to support the information dissemination activities, Serenoa will produce the suitable communication material such as brochures, logo, domain name, and a project "visual identity" for presentations and publications. The production of this material will be under responsibility of the project coordinator, who has allocated a budget to cover the related cost. Some statistics will be gathered over the duration of the project in order to examine how these sources of information will be exploited, in terms of frequency, duration, and origin.

4.1 Dissemination Targets

We have identified a series of public and internal events, publications and journals that could be targeted in the course of the project. The following list shows those that we have preliminarily selected as candidates and will explore the opportunities that each one offers. This does not preclude from making changes to the list in the future.

- **Scientific Events**
  - **ACM Conference on Multimodal Interfaces (ICMI):** This is the most relevant conference for user interfaces that involve multiple modalities of interaction, including adaptation by means of multimodality.

    "The main aim of ICMI is to further scientific research within the broad field of multimodal interaction and systems. The conference will focus on major trends and challenges in this area, including help identify a roadmap for future research and commercial success. ICMI will feature a main conference with keynote speakers, panel discussions, technical paper presentations and discussion (single track), poster sessions, and demonstrations of state-of-the-art multimodal concepts and systems"

    This conference represents the major opportunity for Serenoa to disseminate its progress with respect to usage of multimodality as a means for conducting effective adaptation of SFEs.
  - **ACM Conference on Human Aspects in Computing Systems (CHI):** CHI is the most competitive conference in Human-Computer Interaction. This conference represents an excellent forum for Serenoa to present demonstrations, late-breaking results, and to submit/participate to workshops related to the project themes.
  - **IFIP Conference on Human-Computer Interaction (Interact):** Interact is the premier forum for research/development in human-computer interaction sponsored by Int. Fed. on Information Processing. Since it is the goal of Serenoa to be part of some IFIP Working groups (especially WG 2.7 on Software Engineering aspects of HCI and WG 13.2 of development methodologies), this conference represents a unique opportunity to disseminate the late-breaking results from Serenoa that are related to HCI aspects.

- **ACM Symposium on Engineering Interactive Computing Systems (EICS):** EICS is the international premier conference devoted to the engineering of usable and effective interactive computing systems. Systems of interest will include traditional workstation-based interactive systems, new and emerging modalities (e.g., gesture), entertaining applications (e.g., mobile and ubiquitous games) and development methods (e.g., extreme programming). EICS focuses on methods and techniques, and the tools that support them, for designing and developing interactive systems. It brings together people who study or practice the engineering of interactive systems, drawing from the HCI, Software Engineering, Requirements Engineering, CSCW, Ubiquitous / Pervasive Systems and Game Development communities. EICS'2010 encompasses the EHCI (Engineering Human Computer Interaction, sponsored by IFIP 2.7/13.4), DSV-IS (International Workshop on the Design, Specification and Verification of Interactive Systems), CADUI (International Conference on Computer-Aided Design of User Interfaces) and TAMODIA (International Workshop on Task Models and Diagrams).
    - It is worth to note that Jean Vanderdonckt (UCL) is conference co-chair of EICS'2010 (to be held in Berlin, June 21-23, 1010) and that Fabio Paterno (ISTI) is conference chair of the EICS'2011 edition (to be held in Pisa, in June 2011), thus demonstrating that the consortium is already taking an important place in this domain.
- **ACM Symposium on Applied Computing (SAC):** SAC deals with any aspects of applied computing. Per se, it is an interesting forum that demonstrates proofs-of-concept, early implementations of advanced research in the domain. It is also particularly interesting to Serenoa because it contains several tracks that intersect with Serenoa themes: HCI, SE, and SOA.
- **ICSE (ACM-IEEE Joint International Conference. on Software Engineering)** is the central conference on software engineering aspects. This conference represents a unique opportunity for Serenoa to present some technological aspects such as: software architecture, requirements engineering, adaptation logic and engine.
- **MoDELS (International Conference on Model Driven Engineering Languages and Systems)**is the central conference on modelling aspects of any type of computer-based systems. This conference represents a unique opportunity for Serenoa to dispatch the models, meta-models, and languages defined in WP 3 in order to address context-aware adaptation of SFEs.
- **CAiSE (International Conference on Advanced Information Systems Engineering)** is an international conference dedicated to software tools that support any stage of development life cycle of computer-based systems. In particular, Computer-Aided Software Enginering (CASE) tools and related aspects are of particular interest. For Serenoa, this is interesting for all software developed to support the agile methodology, the run-time engine, the authoring environment.
- **ICWE (International Conference on Web Engineering)** deals with aspects relevant to Web engineering, the discipline concerned with all aspects to cover to develop web-based applications. Since front-ends of web services are of primary interest of Serenoa, this is also a target conference with respect to the agile methodology (WP 3) and the software support of this methodology (WP 4).
- **UPA (Usability Professionals Association)** organises an annual conference on usability aspects of interactive systems. Based on the definition of the QoSFE and the criteria for evaluating the quality of SFEs (as defined in task 2.4), Serenoa will be able to contribute significantly by submitting the results of the evaluation of various adaptation algorithms and techniques. This would be particularly appreciated because this is an area that is not very frequently covered.
- **World Wide Web Conference, WWW (EIC: 0,92)** This is the most relevant conference on

any Web-related topic all over the world. The WWW conference comprises a wide range of topics, such as Browsers and User Interfaces, Data Mining, Industrial Practice and Experience, Internet Monetization, Mobility, Performance and Scalability, Rich Media, Search, Security and Privacy, Semantic / Data Web, Social Networks and Web 2.0, Web Engineering, XML and Web Data. The WWW'09, organized in Madrid by UPM, was advertised as follows: "The World Wide Web Conference is the global event that brings together key researchers, innovators, decision-makers, technologists, businesses, and standards bodies working to shape the Web. Organized by IW3C2 since 1994, the WWW conference is the annual opportunity for the International community to discuss and debate the evolution of the Web. The conference will feature a range of presentations on world-class research, as well as stimulating talks, workshops, tutorials, panels, and late-breaking posters." This conference represents the main opportunity to present Serenoa advances in the provision of new adaptive technologies to provide Web users with innovative entry points to the Web, and the inclusion of mobile users in the full Web.

- **UbiComp (Internacional Conference on Ubiquitous Computing):** this conference deals with all aspects relevant to ubiquitous computing, such as context-awareness, adaptation to the context of use, and ambient intelligence. Research and development performed in this area are of interest to the UbiComp conference that mostly welcomes advanced technological solutions.
- **ICSOC (ACM Internacional Conference on Service Oriented Computing).** Service oriented computing is an emerging cross-disciplinary paradigm for distributed computing that is changing the way software applications are designed, architected, delivered and consumed. Services are autonomous, platform-independent computational elements that can be described, published, discovered, orchestrated and programmed using standard protocols to build networks of collaborating applications distributed within and across organizational boundaries. Web Services are the current most promising technology based on the idea of service oriented computing. Web services provide the basis for the development and execution of business processes that are distributed over the network and available via standard interfaces and protocols. Since Serenoa is interested by the front-end aspects for services, this reference conference is a primary target.
- **ICSSSM (Internacional Conference on Service Systems and Models):** Service is an emerging sector for economic growth in the 21st century. It covers almost all industries and our daily life from medical care to the production of high-tech products. A nation's economic evolution highly relies on its service systems and service management. The production of a product in a manufacturing plant may be interrupted because of an unreliable logistics service leading to the shortage of required components. The living standard of people in a country may be degraded because of its ineffective medical care system. In the information era where the industrialized world is no longer characterized by scarcity of merchandises, service and quality of life have become the primary focus for social and economic development. Given the increasing importance, the complexity, the uncertainty, the dynamics and the interdisciplinary nature of service systems and service management, it is essential to bring researchers and professionals from all relevant disciplines to work on it. This conference serves as a forum for researchers, practitioners, and users to exchange new ideas.

- **Consortium internal events**
  - **SAP TechEd:** this is SAP's largest customer event. Here, the latest trends are presented to the open public and to customers, consultants etc. For this year, TechEd has been advertised as follows:

    "Enterprise service-oriented architecture is ready to work. Are you ready with the knowledge, skills, and professional network needed to take advantage of enterprise SOA? Come to SAP TechEd '07 and learn how to use the power and flexibility of SAP NetWeaver to innovate and transform your business processes. Join SAP tech leaders and experts for

instructor-led hands-on workshops, technical lectures, and networking opportunities. Topics include all SAP NetWeaver practice areas with hot topics like Duet, SAP NetWeaver MDM, SAP xApp Analytics, SAP NetWeaver Composition Environment featuring Java EE 5, and ABAP. SAP TechEd '07 enables IT managers, business process experts, software developers, and administrators to focus on innovation and stay ahead of business change."

TechEd also represents a prime opportunity to disseminate Serenoa as relevant enabler of agile, gadget-based business application and process development tool.

- **Telefónica I+D "Research Fair"**: this event publicizes the outcome of the R&D&i projects and foster internal adoption of new approaches in the internal innovation process based on these. This event will give the opportunity to allow internal awareness of the project and also could potentially open exploitation opportunities.

- **Technical events.** The list of technical events commented below are described from the existing information for their next (2010) edition. The Serenoa consortium will follow the subsequent editions of all these technical events, as those will be the target ones for this project

  - **Feria MovilForum 2010** (http://www.feria.movilforum.com. Madrid. Tentative date: May 2010. Madrid). Feria MovilForum is the annual event celebrated by TelefónicaMovistar in order to create a space for collaboration, training and technical support for companies to facilitate the development of their own businesses integrating services and applications over both fixed and mobile channels. The fair (feria, in Spanish) is coordinated with the OpenMovilForum community of developers, integrators and consultants maintained in the open.movilforum.com website.

  - **Mobile World Congress** (www.mobileworldcongress.com. Barcelona, 15-18 February 2010) is the reference annual worldwide conference on mobile technologies, focused not only on the technical issues related with that technology but also on business strategy and social issues related to mobile technol2ogies. Conferences and exhibition happen at the same time during three days.

  - **SIMO Network 2010** (http://www.simo.ifema.es. Madrid. 21-23 September 2010) is the main technical event for ICT companies and professionals in Spain.

- **Journals**

  - **ACM Computing Surveys (IF: 7,5)**

    "*These comprehensive, readable tutorials and survey papers give guided tours through the literature and explain topics to those who seek to learn the basics of areas outside their specialties. The carefully planned and presented introductions in Computing Surveys (CSUR) are also an excellent way for professionals to develop perspectives on, and identify trends in complex technologies.*" Serenoa will submit a paper to CSUR entitled "A survey of adaptation techniques for context-awareness" that will gather all the results from WP 2, especially the CARF, the CADS, and the ontology.

  - **ACM Transactions on Information Systems (IF: 3,5)**

    "ACM Transactions on Information Systems (TOIS) is a scholarly journal that publishes the highest quality papers about the design and evaluation of computer software that helps people find, organize, analyze, and use information in a variety of media. TOIS is published quarterly.". This journal is of primary interest to Serenoa because CAA of SFEs is an important component of the general topic of adaptation.

  - **Human-Computer Interaction (IF: 3,3)**

    "*Human-Computer Interaction is a Journal of Theoretical, Empirical, and Methodological Issues of User Science and of System Design published by Taylor & Francis*". This journal is of primary interest to Serenoa because it combines fundamental and applied aspects of HCI in a unified view. Serenoa will therefore submit a paper on the usage of the agile methodology as a mean to address the problem of CAA as a whole, therefore including the

relevant theoretical inputs (WP2 and 3) and their associated empirical results (WP 5).

- **ACM Transactions on Intelligent Systems (not yet created)**

  "ACM Transactions on Information Systems (TIIS) is a scholarly journal that publishes the highest quality papers about the use of artificial intelligent techniques for human-computer interaction". This journal is not yet created, but Serenoa will actively participate to the creation and dissemination of this journal (ISTI and UCL will be associated editors) because one of the most original contributions of Serenoa is exactly in this domain: the use of artificial intelligence techniques in order to support CAA of SFEs. Therefore, not only Serenoa will contribute in the creation of this journal, but will also submit a joint paper on these techniques.

- **ACM Transactions on Human-Computer Interaction.**

  "This ACM Transaction (TOCHI) seeks to be the premier archival journal in the multidisciplinary field of human-computer interaction. Since its first issue in March 1994, it has presented work of the highest scientific quality that contributes to the practice in the present and future. The primary emphasis is on results of broad application, but the journal considers original work focused on specific domains, on special requirements, on ethical issues -- the full range of design, development, and use of interactive systems. ". This journal is of primary interest to Serenoa because it deals with advanced research and development in human-computer interaction. It is expected to submit a joint paper on the Serenoa models, languages, and tools to this journal.

- **ACM Transactions on Internet Technologies**

  "The Association for Computing Machinery's Transactions on Internet Technology (TOIT) is a scholarly, scientific journal that publishes original research papers in all areas of network and web systems, digital public policy, and other technically oriented issues on the design, use, and services of the Internet.". This journal is of primary interest to Serenoa because all aspects related to web technologies are published in this journal. Therefore, Serenoa will submit a paper on the machine-learning techniques (T4.3) used for ensuring CAA of SFEs.

- **IEEE Transactions on Software Engineering (IF: 1,7)**

  "IEEE Transactions on Software Engineering (TSE) is an archival journal published bimonthly. We are interested in well-defined theoretical results and empirical studies that have potential impact on the construction, analysis, or management of software". This journal is of primary interest to Serenoa because this is the reference journal on many software engineering aspects. Serenoa will submit a paper on the software engineering aspects of HCI that have resulted from the definition, investigation, and usage of the agile methodology for CAA.

- **Elsevier "Interacting with Computers" (IF: 1,103)**

  "This journal acts as an international forum for the discussion of Human-Computer Interaction issues, fosters communication between academic researchers and practitioners, encourages the flow of information across the boundaries of its contributing disciplines, stimulates ideas and provokes widespread discussion with a forward-looking perspective".

  This journal is of primary interest to Serenoa because it welcomes multi-disciplinary contributions that have some impact on Human-Computer Interaction. Therefore, Serenoa will submit a paper that summarizes the whole Serenoa approach for CAA adaptation along with results from experiments.

- **IEEE Transactions on Mobile Computing (SCI JCR IF: 1,716)**

  "IEEE Computer Society Transactions are scholarly archival journals designed to inform readers on the state of the art in a number of specialized fields related to computers and computing. The IEEE Transactions on Mobile Computing focuses on the key technical issues related to (a) architectures, (b) support services, (c) algorithm/protocol design and analysis,

(d) mobile environments, (e) mobile communication systems, (f) applications, (g) components, including devices, hardware, and software, (h) implementation issues, including interference, power, and software constraints of mobile devices, and (i) emerging technologies."

The relevance of this journal and its focus on mobile environments and emerging technologies make them an ideal forum where to expose the advances that adaptation brings to ubiquitous and mobile computing.

- **IEEE Pervasive Computing(JCR: 3.079)**

"IEEE Pervasive Computing delivers the latest peer-reviewed developments in pervasive, mobile, and ubiquitous computing to developers, researchers, and educators who want to keep abreast of rapid technology change. With content that's accessible and useful today, the quarterly publication acts as a catalyst for progress in this emerging field, bringing together the leading experts in such areas as: (a) hardware technologies, (b) software infrastructure, (c) sensing and interaction with the physical world, (d) Graceful integration of human users, (e) systems considerations, including scalability, security and privacy."

The main interest of this journal lies in its ubiquitous nature, since Serenoa platform will make possible the creation of service front-ends for different platforms and devices while maintaining the user experience.

- **Technological Platforms**

It might be interesting that partners followed and contributed to strategic agendas of the different European and national technological platforms in order to identify and specify their convergence with Serenoa.

- **European platforms**
  - **NESSI:**

NESSI is the European Technology Platform dedicated to Software and Services. Its name stands for the Networked European Software and Services Initiative. NESSI's aim is to achieve impact in the Internet of Services.
NESSI's vision is to achieve this impact through specific activities in research, standards and policies, building contributions through a united community from industry and academia.
NESSI's strategy is a multi-faceted approach identifying key application areas for services deployment and supporting strong coordination to effectively contribute to these key areas through advanced research and open standards.

Web: http://www.nessi-europe.com

Contact person: Sophie Debeck, NESSI Assistant, e-mail: sdebeck@gmail.com

  - **Future Internet:**

The European Future Internet Assembly also known as FIA, is a collaboration between projects that have recognised the need to strengthen European activities on the Future Internet to maintain European competitiveness in the global marketplace.

Currently FIA brings together around 150 research projects that are part of Challenge 1 of the ICT programme of FP7.

Web: http://www.future-internet.eu/

Contact person: -

  - **eMobility**

The eMobility Platform stands for bringing together European organisations to address, as a community, the challenges of future networks, building on Europe's success in

mobile communications

The eMobility Platform supportsaction and efficient collaboration, enabling thenetwork community to turn visions into innovations

Web: http://www.ist-emobility.org/index.html

Contact person: Ellen Tallås, eMobility contact for general requests, mailing lists, eMobility meetings and events, e-mail: tallas@eurecom.eu

- **NEM**

Networked and Electronic Media (NEM) is one of the European Industrial Initiatives, also known as Technology Platforms, established by relevant key European stakeholders, which address the convergence of media, communications, consumer electronics, and IT as a wide opportunity for future growth, by taking advantage of generalized broadband access, increased mobility, availability of richer media formats and contents, as well as new home networks and communications platforms.

Web: http://www.nem-initiative.org/

Contact person: Julián Seseña, Halid Hrasnica, NEM Initiative Secretariat, e-mail: hrasnica@eurescom.eu

- **Other platforms**

  - **INES**(Spanish Software and Servicies Initiative)

INES is theSpanish technological platform in the systems and software services area. It also represents a scientific-technological cooperation network that all relevant agents take part in (companies, universities and technology centers).

INES was born in 2005 with the goal of improving competitiveness in Spanish industry and positioning it among the European leaders in the area of system and software services.

INES is the Spanish equivalent of the European Platform NESSI "Network European Software and Services Initiative".

Web: http://www.ines.org.es

Contact person: SantiRistol, President of INES Initiative, santi.ristol@atosorigin.com

  - **eMov**

eMov is the Spanish Technological Platform for Wireless Communications. It was created in 2005 by the initiative of industry sectors and it is supported by the Ministry of Industry, Tourism and Trade, Ministry of Education and Science and the CDTI. This technological platform has a European reference, eMobility (The Mobile and Wireless Communication Technology Platform). That is an instrument of public-private cooperation, identified by the European Commision Council as necessary to promote a major growth and employment based on the innovation.

Web: http://www.idi.aetic.es/emov/

Contact person: eMovsecretariat, emov@aetic.es

  - **eNEM**

eNEM is the Spanish Technological Platform for Electronic Media Network. It was created in 2005 by the initiative of industry sectors and it is supported by the Ministry of Industry, Tourism and Trade, Ministry of Education and Science and the CDTI. It has a European Technology Platform reference, NEM (Network Electronic Media). This is an audiovisual platform that has great influence on the relevant thematic priorities and to implement much of the budget available for the Seventh Framework Programme (VII

PM)

Web: http://www.idi.aetic.es/enem/

Contact person: eNEM secretariat, enem@aetic.es

5 Privacy Concerns

The dissemination actions aim to promote publically the contributions of Serenoa Project; however some privacy concerns must be respected in this sense. In order to define better this issue, a set of guidelines was prepared. These guidelines aim at defining rules to specify what can be published and for which communication channel. In case of uncertainty, the rule is to keep the content private in order to avoid legal problems.

- Guidelines for Research Projects:
  - The project logo should be on all project materials, such as flyers, posters, videos etc.
  - The involved partners should be mentioned.
  - For the usage of partner logos, a formal requirement needs to be done before hand and it has first to be authorized by the company.
  - A template for posters (often part of publications) has to be used.
- Guidelines for Publications:
  - No confidential project results (all kind of publications such as papers, videos, demos, posters etc.) should be externally published.
  - The confidentiality of the documents needs to be discussed and decided by the members of the project.
  - One possibility is to define a review board and set up the following process for scientific publications:
    - First, analyse the content of the document
    - The purpose of the sign off rules is to provide an opportunity to collect all papers published within SERENOA and provide a chance to the paper's authors for final quality check.
    - All papers should always contain the Funding Reference and a Copyright Disclaimer for joint publications.
  - And for marketing publications:
    - First, analyse the content of the document
    - Sign off rules of the marketing materials are meant to guarantee a content check of the texts and visuals prepared by the SERENOA partners.
  - Hints for the content:
    - Focus your initial publications on problem analysis, scenario descriptions, and discussion of existing approaches.
    - Do NOT talk about (even) initial or sketchy ideas (including concepts) to solve the identified problems.
    - Wait to publish the solution concept until it is solid, you have the system implementing the concept, and until you have secured the IP.
  - Project References and Copyright Disclaimers:
    - The project was funded by the European Union through its Seventh Framework Program, as STREP Project no. FP7 – ICT – 258030. The authors take the responsibility for the contents.
    - The information in this document is proprietary to the following SERENOA consortium members funded by means of the Seventh Framework Program: … [please list all partners who contributed to the respective project deliverable]. The

information in this document is provided "as is", and no guarantee or warranty is given that the information is fit for any particular purpose. The above referenced consortium members shall have no liability for damages of any kind including without limitation direct, special, indirect, or consequential damages that may result from the use of these materials subject to any liability which is mandatory due to applicable law." Copyright 2011 by… [Annotation: please list all partners who contributed to the respective project deliverable]. All rights reserved.

6 Conclusion

In summary, this deliverable tries to explain a first version of Serenoa's dissemination plan. Possible interesting events, fairs, workshops are described to have some preliminary candidates to participate in. It is also enumerated some important journals and magazines where we could publish scientific publications.

This document will be revised in the future as new requirements and opportunities are identified during the course of the project.

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- ISTI, http://giove.isti.cnr.it
- SAP AG, http://www.sap.com
- GEIE ERCIM, http://www.ercim.eu
- W4, http://w4global.com
- FUNDACION CTIC http://www.fundacionctic.org

Glossary

AFIHM: French-speaking Association for Human- Machine Interaction

CAA: Context-aware Adaptation

CADS: Context-aware Design Space

CARF: Context-aware Reference Framework

EHCI: Engineering Human Computer Interaction

HCI: Human Computer Interaction: "Human-computer interaction is a discipline concerned with the design, evaluation and implementation of interactive computing systems for human use and with the study of major phenomena surrounding them"

ICT: Information and Communication Technologies

IW3C2: International World Wide Web Conference Steering Committee

MDE: Model-Driven Engineering

MEP: Member European Parliament

QoSFE: Quality of Front-End Services

RTD: Research and Technical Development

SAP DKOM: SAP Developer Kickoff Meeting

SE: Software Engenieering

SFE: Service Front-End: Service front-ends are interfaces between the user and the backend through which the user gets access to various services.

SME: Small and Medium Enterprises

SOA: Service-oriented Architecture, A service-oriented architecture is essentially a collection of services. These services communicate with each other. The communication can involve either simple data passing or it could involve two or more services coordinating some activity

WG: Working Group