

# Alfanet Deliverable D73 - Initial Use and Dissemination Plan

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## Project Deliverable Report

### D73 - Initial Dissemination and Use Plan

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<b>Task</b>	T73. Dissemination			
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<b>Abstract (for dissemination)</b>	This deliverable describes the key issues regarding dissemination: the goals and objectives for the Consortium and for each partner, the proposed methodology, the dissemination methods and channels, the quality control mechanisms, and the concrete activities programmed for each partner			
<b>Keywords List</b>	Dissemination, use, feedback, adaptive e-learning.			
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## Executive Summary

This report gathers the Initial Dissemination and Use Plan (D73) for the ALFANET Project (IST 2001-33288).

Two basic pillars drive ALFANET dissemination activities: *use* and *feedback*. The former addresses dissemination activities focused on individual needs of project targeted users. The later assures effective quality control mechanism to achieve dissemination activities.

The ALFANET public website is one of the main channels of communication and dissemination. Currently the <http://www.rtd.softwareag.es/alfanet/> site provides general information about the project and links web-sites related with e-learning. Later, and in order to attract target audience, ALFANET public website will be based on a combination of contents, resources and collaborative activities related to key project issues. It will include interaction spaces to facilitate collaboration and feedback for selected target audiences as well as different levels of information for different user's needs.

The Consortium has identified five groups of *target audiences* that would potentially benefit from knowing the outcomes of the project:

- **Standard Bodies and Organisms** that have in charge the definition of standards in the educational and e-learning field. They will be informed about the contributions to standards in relation with the adaptation of educational material and instruction
- **Technical and Scientific Audience**, such as e-learning research community (adaptive user interfaces, educational technology research), software developers sharing technologies (multiagent architectures, XML technology, machine learning algorithms), participants in related EU projects, interested in validation of adaptive systems and Knowledge Management related audience
- **Target Customers** Distance Learning Centres that provides e-learning services to the general public; e-learning services providers to third parties; Companies for their corporate training and Content Providers
- **Consortium Organisations**
- **General Public** interested in e-learning

By nature, each partner is especially interested in reaching different target audiences. SAGE, KLETT and ACE-Bnet will disseminate the project results to their target customers; UNED and OUNL are addressing technical and scientific audience in their different research lines. OUNL will reach specially the Standard Organisms. All the Consortium partners will address the dissemination in their own organisation, and SAGE and UNED are committed to the general public dissemination.

The current plan intends not only to satisfy the dissemination objectives of each organisation partner but also to provide a common strategy for the whole Consortium, in which the following activities are considered relevant:

- Creation and maintenance of ALFANET public website;
- Design and production of dissemination material (Brochures, triptychs, flyers, etc);
- Attendance at exhibitions, symposia, workshops, EC meetings and support activities, etc;
- Dissemination at standards bodies
- Press releases, specialised papers and reports; and
- Production of final project documentation for dissemination fora.

In order to guaranty the dissemination objectives, we have created a Communication Committee and we have established the appropriate operative mechanism to supervise the performance of the dissemination activities.

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## 1. Introduction

### 1.1 Situation

This report gathers the *Initial Dissemination and Use Plan* (D73) for the ALFANET Project (IST 2001-33288), and relates to the *Compilation of dissemination activities* (D77) deliverable that includes an iterative compilation of the different dissemination materials, with a summary of the dissemination actions performed by the Consortium.

This deliverable is part of the results of task *T73. Dissemination* (led by UNED) within the Work Package 7: *Exploitation & Dissemination*, which is led by SAGE and is integrated with the following tasks:

WP7	Exploitation & Dissemination	SAGE
T71	Initial Market studies	OUNL
T72	Exploitation plans	SAGE
T73	Dissemination	UNED

The aim of this task is to disseminate of the project results outside of the consortium scope. The task presents various dependencies and relationships with respect to other project tasks, namely:

- *T71. Initial Market studies*, performs an assessment of the situation and definition of business approaches, a study of the market needs (together with WP1) and the existing competing products and technologies, providing a first definition of the desired product characteristics, and the input for the definition of the ALFANET product.
- *T72. Exploitation Plans*, in charge of elaborating the exploitation plan to transform the developed prototype into a commercial product.

The three tasks relate and interact each other with the aim of getting the best approach for the dissemination of project results. Apart from the relationships of tasks belonging to WP7, there are other tasks that have had or will have direct production of important project results, namely:

- WP3 Standards *T33. Standard Contribution*
- WP6 Pilot Validation (*T63 and T65 Pilot Sites – Validation*)

This task is also related to the *Final Report* (D81), which is only due by the end of the project.

### 1.2 Purpose

Two basic pillars drive ALFANET dissemination activities:

- Use
- Feedback

The former addresses dissemination activities focused on individual needs of project targeted users.

The later assures effective quality control mechanism to achieve dissemination activities.

The Dissemination and Use Plan (DUP) provides a comprehensive view of the expected results focused on individual needs, their possible contribution to new or existing products, services, infrastructures and knowledge bases, the intended exploitation, dissemination and use by the consortium and the individual participants. It is the outcome of the obligatory Dissemination and Use Work package of all Shared-cost RTD actions. It is submitted at the initial phase of the project, and is updated as the project evolves.

This plan will be used by members of the Consortium as a guideline and for reference for the duration of the project.

## 1.3 Overview

This report provides a reference to the Consortium for the dissemination of project results. The document is structured in the following way:

**Chapter 2. Methodology** presents the activities that have been followed with the aim of defining the initial dissemination plans, and the contents of the report.

**Chapter 3. Dissemination Activities** explains in detail the different actions that the Consortium as a whole plans to perform. They are:

- Identification of target audiences;
- Preparation/delivery of Dissemination and Use Plan;
- Creation and maintenance of public website;
- Design and production of dissemination material (Brochures, triptychs, flyers, etc);
- Attendance at exhibitions, symposia, workshops, EC meetings and support activities, etc;
- Dissemination at standards bodies
- Press releases, specialised papers and reports; and
- Production of final project documentation for dissemination fora.

**Chapter 4. Dissemination Activities by partner** summarizes how each partner contributes to reaching the target audiences, their proposed strategies and an specific set of actions to perform.

Appendix 1 relates standardization sources and Appendix 2 includes a list of Technical & Scientific Conferences and Journals

## 2. Methodology

Bearing in mind that the goal of dissemination is utilisation, ALFANET dissemination methodology is based on the following key issues:

- It is oriented toward the needs of the user, incorporating the types and levels of information needed into the forms and language preferred by the user.
- It is based on a continuous collaboration among project partners.
- It includes sufficient information so that the user can determine the basic principles underlying specific practices and the settings in which these practices may be used most productively.
- It uses varied dissemination methods, including written information, electronic media, and person-to-person contact.
- It establishes linkages to resources that may be needed to implement the information - usually referred to as technical assistance.
- It includes both proactive and reactive dissemination channels - that is, they include information that users have identified as important, and they include information that users may not know to request but that they are likely to need. Clear channels are established for users to make their needs and priorities known to the disseminating agency.
- It draws upon existing resources, relationships, and networks to the maximum extent possible while building new resources as needed by users.
- It includes effective quality control mechanisms to assure that information to be included in the system is accurate, relevant, and representative.

### 2.1 Dissemination Strategy

The ALFANET Dissemination Plan considers the following ten elements:

1. **Goals:** Determine and document the goals of your dissemination effort for your proposed project.
2. **Objectives:** Associate each goal with one or more objectives that clarifies what you are trying to accomplish through your dissemination activities.
3. **Users:** Describe the scope and characteristics of the "potential users" that your dissemination activities are designed to reach for each of your objectives.
4. **Content:** Identify, at least, the basic elements of the projected content you have to disseminate to each of the potential user groups identified.
5. **Source(s):** Identify the primary source or sources that each potential user group is already tied into or most respects as an information source. Consider ways to partner with these sources in ALFANET dissemination efforts.
6. **Medium:** Describe the medium or media through which the content of your message can best be delivered to your potential users and describe the capabilities and resources that will be required of potential users to access the content for each medium to be used.
7. **Success:** Evaluate achievements of dissemination activities, describing how to know if ALFANET dissemination activities have been successful. If data is to be gathered, describe how, when, and who will gather it.
8. **Access:** Describe how the access to information will be promoted in ALFANET and how information will be filed to facilitate later access. Consider that most people will use your project-related information when they perceive a need for it – not necessarily when you have completed your research project.
9. **Availability:** Identify strategies for promoting awareness of the availability of your research-based information and the availability of alternate formats.



10. **Barriers:** Identify potential barriers that may interfere with the targeted users' access or utilisation of your information and develop actions to reduce these barriers.

In particular, ALFANET key elements are the following:

### 2.1.1 Goals and Objectives

The main goal of the dissemination plan is:

- To present, focus on user needs, the project progress, Consortium, technologies and results outside the scope of the Consortium and project reviewers.

More concrete objectives are:

- To establish new **industrial contacts** with prospects interested in the solutions.
- To make up the appropriate relations with the **standardisation organisations** and working teams.
- To get relationships with research institutions working on interrelated areas.
- To set up relationships and, where appropriate, collaborative activities with related EC projects.
- To facilitate collaboration and feedback from target users and related market sectors.
- To frame project results and dissemination activities within R&D related areas.
- To encourage project partners to actively participate in dissemination activities.

### 2.1.2 Target audiences

The Consortium has identified five groups of target **audiences** that would potentially benefit from knowing the outcomes of the project.

- **Standard Bodies and Organisms** that have in charge the definition of standards in the educational and e-learning field. The Consortium will establish the appropriate relations in order to propose standards in relation with the personalisation and adaptation of educational material and instruction. (See [Appendix 1. Sources \(organisms and standardization bodies\)](#) for a detailed list)
- **Technical and Scientific Audience:** e-learning research community (adaptive user interfaces, educational technology research), software developers sharing technologies (multiagent architectures, XML technology, machine learning algorithms), participants in related EU projects, interested in validation of adaptive systems, Knowledge Management and e-learning business model related audience.
- **Target Customers:** Distance Learning Centres that provides e-learning services to the general public; e-learning services providers to third parties; Companies for their corporate training (big organisations installing ALFANET at their sites for providing e-learning services to their employees); Content Providers exploiting the content creation facilities and providing content to other parties (for customers who – potentially – are going to use ALFANET); (see D75. Initial Exploitation Plan for more information)
- **Consortium Organisations:** user partners departments, industrial partners sales & marketing staff, scientific partners researchers in related areas.
- **General Public** interested in e-learning.

### 2.1.3 Contents

The knowledge and outcomes of the project will be mainly focused on the exploitation of the innovative ALFANET keys.

The main expected results could be grouped in:

- Contribution to standards in relation with the personalisation and adaptation of educational material and instruction.
- Experience with the use of main technology (machine learning techniques, instructional design with EML, XML and related integration techniques)
- Validation results on usability and the impact of adaptivity in the learning effectiveness assessment.

- E-learning Business Model and conclusions about self-learning for work.

#### 2.1.4 Media and Dissemination Materials

The dissemination activities will make use of the following channels:

- Project Website: e-learning portal, events and collaborative activities related to project issues.
- PROMETEUS Forum: Building a common approach to E-learning in Europe
- PROACTE. a service to communicate work funded by the European Union under the Education Area of the Information Society (IST) Programme
- Related IST Projects: DIOGENE, L-CHANGE Reports, Education Clusters.
- The Commonwealth of Learning (COL) is an intergovernmental organisation created by Commonwealth Heads of Government to encourage the development and sharing of open learning and distance education knowledge, resources and technologies ([www.col.org](http://www.col.org)).
- Traditional media (radio and educational TV online) and Videoconference online.

In addition to the public reports generated during the project other dissemination materials to produce are brochures, flyers, posters, web site designed material, articles and presentations for congresses and technical magazines.

In order to assure the access and the availability of the information and technical documentation at the different target audience, we take special careful on:

- Promoting awareness of project results and available information.
- Keeping up-to-date and promoting dissemination activities on the project website
- Publishing documentation and project results on targeted channels

#### 2.1.5 Barriers

Different activities and various information level descriptions will focus target audiences. This will reduce particular drawbacks and special needs of those users.

Dissemination activities will facilitate supplementary information for different kinds of users (e.g., handicapped people).

### 2.2 Dissemination lines

To guaranty a continuous awareness of project results dissemination activities are targeted at internal and external individual needs in terms of the following dissemination lines:

- *Internal dissemination:* This line includes all activities focused on improving the knowledge about the project within the Consortium organisations. Three main internal dissemination lines will be defined:
  - The user partners will perform internal presentations to related departments, in order to analyse the interest of technical responsables and the acceptance of final users. This kind of activities will produce useful comments and suggestions to be taken into consideration during the project development or the possible future improvements.
  - The industrial partners will prepare commercial presentations to sales and marketing staff as an advance of the future marketing activities to clients and prospects at the end of the project.
  - The scientific partners will internally disseminate information about the technical aspects of the project. These activities will be performed at any time within the project life cycle. Useful suggestions and contributions could be obtained from research groups working on similar or interrelated areas.
- *EU dissemination channels:* Due to this dissemination channels (CORDIS, PROSOMA, etc) are always an immediate way to make general project information public, the project will make use of them as an initial step.
- *Technical/Scientific fora:* Different kinds of meetings and publications exist in which mainly technical information will be presented to symposiums, meetings, congresses, and technical magazines. The publications of papers at technical proper magazines and congresses will depend on the holding dates of the conferences and probably will be get ahead the end of the project due to some

magazines or congresses require an acceptance period of several months. Also R&D Web Pages will be built to demonstrate the technical research.

- *Commercial dissemination activities* of the industrial partners will be directly focused on:

Web Pages: A web site with project information will be built and open to the general public at a defined stage of the project. The Internet address of this site will be specified on every other dissemination activity and registered on most common web search engines (Yahoo, Altavista, Infoseek, etc...). Currently, it is available the following web site, that includes the project summary, objectives, expected results and benefits, besides the Consortium composition and the contact point (<http://www.rtd.softwareag.es/alfanet/>)

Interviews and demonstrations to clients and prospects: At any stage in which a visible and meaningful module or set of modules is available, demonstrations to target organisations are very positive. The feedback obtained from them should also be disseminated within the Consortium. This last activity will be supported by the adequate dissemination material.

And, in summary, make so many people as possible know and buy ALFANET tools, but protecting any confidential information, which can have a commercial value for the industrial partners in those areas in which there are potential exploitation incomes.

## 2.3 Partner strategies and target audiences

The Consortium partners have discussed how each can contribute to reaching the target audiences, arriving at the following strategies:

### 2.3.1 SAGE

Dissemination activities will be focused in various parallel lines:

- Dissemination inside Software A.G. organisation, to make SAGE personnel knowledgeable of both the technologies used in ALFANET as their potential for application to possible products and customers.
- General purpose dissemination. SAGE will disseminate ALFANET project in related events and forum.
- In the last stage of the project, once the business model has been properly identified, dissemination could be focused on ALFANET potential customers.

### 2.3.2 UNED

The dissemination activities will be focused on:

- The publications of technical papers related to User Modelling, Machine Learning, Intelligent agents, Web-based adaptive educational systems and Distance Education at national and international conferences and journals. These papers will present the ALFANET results at research forums.
- The presentations of the ALFANET advantages and results at consultancy services of e-learning in several countries and at any conferences, forums or institutions where the UNED project participants will attend as invited speakers.
- Internal dissemination to promote and evaluate the use of the ALFANET tools within UNED's elearning projects courses anual.

### 2.3.3 OUNL

Dissemination Plan:

- Development and delivery of (international) workshops for educational technologists and designers who are in charge of designing electronic learning
- Submission of articles that addresses the benefits of ALFANET to the major journals in the field of educational technology
- Submission of paper proposals that addresses the benefits of ALFANET to international conferences in the field of educational technology

### 2.3.4 KLETT

The exploitation activities of KLETT as content provider will be based on the electronic content in the format defined within the project and supported by the ALFANET project result tool, and that will allow personalisation and adaptation capabilities.

The fact of being involved in the project, and participate in the activities regarding the definition of the content, situates KLETT in an advantaged position to further exploit the project results with respect to (a) the elaboration of contents, and (b) the possible partnership with related organisations for the definition of other types of content according to the defined methodology.

Exploitation activities will be supported by dissemination activities in related forum, in our case in the context of content providers and events for distant education and e-learning.

### 2.3.5 EDP

The dissemination activities will be:

- Presentation and demonstration of the ALFANET platform and results of the Project to EDP Group of Companies in Portugal and abroad (namely Brazil)
- Presentation of ALFANET results and experience in technical associations, meetings and congresses where MRH is regularly invited and involved.

### 2.3.6 ACE-Bnet

The dissemination activities will be:

- Presentations and demonstrations of the ALFANET Platform and results of the Project to ACE Holding as well as to another ACE Holding companies will be pursued, without forgetting those who are located abroad (Brazil, Angola, Mozambique, Morocco, etc.);

Commercial presentations of the ALFANET Solution directly to potential e-learning customers and prospects will be one of our majors.

## 2.4 Communication Procedures

### 2.4.1 Communication Committee

The purpose of the Communication Committee is to co-ordinate effort, to see that the right messages are conveyed according to target audience, to assure quality of dissemination materials, and to avoid duplication of effort.

This Committee is formed by one representative per partner, and chaired by the Task Leader, UNED, as indicated in the following table:

Partner	Representative
SAGE	Cristina Arana
UNED	Jesús G. Boticario
OUNL	Peter van Rosmalen
KLETT	Jürgen A. Schmidt
EDP	Adalberto Moutinho
ACEBNET	María del Pilar da Ponte Tarrío

Table 1.- Communication Committee

The group will maintain contact and meet periodically to review and plan dissemination activities. This applies particularly to events, production of flyers in appropriate quantities and press statements.

The group leader, UNED, will ensure that a record is kept of all dissemination activities and publicity for the project.

## 2.4.2 Dissemination standards

With the aim of having a uniform and unique way of communication, both internal and external, the following basic dissemination standards are:

- Material that is prepared for internal dissemination will comply with the documentation standards that have been agreed for the project, and are available at the project website.
- Material that is presented at EC events must comply with the protocols required by the organizers of events. This material will include the project logo, and the Communication Committee will 'vet' material for external dissemination. It will be uploaded to the project website and a link made from the dissemination site.
- Material that is prepared for external conferences and seminars must comply with the protocols required by the organizers of events. If possible, the presentation template for external events will be used (it is currently available at the project web-site). In any case, this material will include the project logo, and the Communication Committee will 'vet' material for external dissemination. It will be uploaded to the project website and a link made from the dissemination site.

## 2.4.3 Reporting and Dissemination Protocols and Standards

In addition to the above mentioned standards, publications and dissemination activities must comply with those related standards and rules (publication, confidentiality, etc) defined in the Contract (Annex II.- general Conditions) and in the Consortium Agreement, being the most relevant among them:

- Annex II. General Conditions, Part B: Rules relating to Intellectual and Industrial, property, Publicity and Confidentiality.
- Consortium Agreement, Article 7. Confidentiality.
- Consortium Agreement, Article 12. Publications, Press Releases and Reports to the Commission.

In what regards scientific and commercial papers for dissemination, the following rules will be followed:

- The parties producing the publication will communicate the intention to the Communication Committee.
- The parties producing the publication will provide the Communication Committee with the draft of the publication three weeks in advance to the date of submission to the pertinent external organisation.
- The Communication Committee will count with two weeks for reviewing the paper.
- Rules and Procedures defined at the contract (Annex II.- general Conditions) and the Consortium Agreement will be followed.

In those cases where it is not possible to comply with these dates (i.e. technical papers to be presented in a conference, where the speaker does not have time enough), the speaker will send the paper as soon as possible to the Communication Committee, in order to be reviewed. In this case, the time limits will be relaxed, but it is clear that all papers should be reviewed by the whole Consortium. It is the leader of the Communication Committee the one in charge of coordinating the different comments to the papers and reach the global agreement.

### 3. Dissemination Activities

Each partner has a limited amount of time available for dissemination. To ensure that this time is used wisely to meet the requirements of the project, the partners have met to discuss the target audiences and to agree what each will do. The Dissemination & Use Plan summarises the agreed activities.

#### 3.1 Planning of dissemination activities

First, the effort allocations in months were converted to days (17,5 days per month), then the days were allocated to the list of activities. The agreed approach to each of the activities is described in detail in later sections of this report.

T73	Dissemination		SAGE	UNED	OUNL	KLETT	EDP	ACBnet	TOTAL
		Months	1	6	6	1		1	15
		Days	17,5	105	105	17,5		17,5	262,5

Table 2.- Resources allocation for dissemination task

Next table shows the different dissemination activities distributed by the different Milestones of the project. Activities in Milestone 1 are assigned to participants partners in a relative month of the project as deadline.

ID	Activity	Responsible / Participants	Month
<b>Milestone 1 – Specifications</b>			
	Prepare Initial Materials: <ul style="list-style-type: none"> <li>Project Logo</li> <li>Template for Project Presentation, both for internal and external dissemination events</li> <li>Project WebSite</li> </ul>	SAGE	Month 2
	<ul style="list-style-type: none"> <li>General Project Brochure: Leaflet</li> </ul>	KLETT	Month 9
	Contact with adequate standard bodies (identified bodies and working teams) <ul style="list-style-type: none"> <li>Standardisation Strategy</li> </ul>	OUNL	Month 10
	The user partners will perform internal presentations to related departments, in order to analyse the interest of technical responsables and the acceptance of final users.	KLETT EDP	Month 1-10
	Identification of suitable events (national, European and international level)	UNED OUNL	Month 10
	Participation in public discussion lists and workshops	UNED OUNL	Month 1-10
	Participation in EU Fora to participate in cluster and concertation meetings which are organised by the EC, normally twice a year	SAGE UNED All	Month 1-10
	Collaboration with related IST projects	SAGE UNED OUNL	Month 1-10

ID	Activity
<b>Milestone 2 – First Prototype</b>	
	Prepare Project ALFANET Website
	Prepare Demonstration Materials: <ul style="list-style-type: none"> <li>• Prototype Presentation</li> <li>• Prototype Demonstration</li> </ul>
	Website contents: <ul style="list-style-type: none"> <li>• specifications for toolkits</li> <li>• demonstrator versions of early prototypes</li> <li>• periodically update contents</li> </ul>
	Prepare Publication Materials: <ul style="list-style-type: none"> <li>• Scientific Articles</li> <li>• Newsletters</li> <li>• Discussion Lists Highlights</li> </ul>
	Identification of suitable national e-learning journal for publication of one article.
	Participation in scientific events
<b>Milestone 3 – Second Prototype</b>	
	(new materials- idem M2)
	Interviews and demonstrations to clients and prospects.
	Development and delivery of (international) workshops for educational technologists and designers who are in charge of designing electronic learning
	Submission of paper proposals, Attendance and exhibition stand at XX Conference (in the field of educational technology)
	Preparation and submission of articles that addresses the benefits of ALFANET to XX Magazine (the major journals in the field of educational technology)

*Table 3.- Consortium Dissemination Activities*

The purpose of this table is just to show a global view of the dissemination activities performed by the Consortium as a whole. In section 4 each partner provides a detailed description of their dissemination activities.

The main dissemination activities are described below.

### 3.2 ALFANET public website

Currently and from the initial stage of the project, the ALFANET public web-site has been established at <http://www.rtd.softwareag.es/alfanet/>. The web-site shows a description of the project goals, the consortium, etc, and keeps reference to related links.

In order to attract target audience ALFANET public website will be based on a combination of contents, resources and collaborative activities related to key project issues. Thus it should cover:

- Different levels of information for different user's needs. Several user profiles (target audience) should be identified (e-learning consultant, manager, researcher, European project partner, software developer, etc.)
- General goals, specific objectives and schedule of expected results (regarding project contents).
- Interaction spaces (news, forums, etc.) to facilitate collaboration and feedback for selected target audiences.
- Interaction working spaces (working groups) to support partners' collaboration.
- Communities to support collaboration activities with target users in areas of common interest (e.g., CSCL modelling, adaptive e-learning evaluation, best practices, instructional design implementations, etc.)
- E-learning EC initiatives: PROMETEUS, PROACTE, etc.
- Related EC meetings during project development.
- Related projects (DIOGENE, LIP, SLIM-VRT, etc.) and supporting collaboration initiatives (e.g. K-2).
- Relevant websites of related technologies, standardisation bodies and working groups.
- E-learning reports and surveys; especially those covering best practices evaluation.

### 3.3 Design and production of dissemination material (brochures, flyers, etc)

Apart from contents, collaborative workgroups, and resources directly accessible through ALFANET website, different partners' production background (e.g., radio, educational TV, videoconference, etc.) will be considered for facilitating construction and dissemination of relevant materials.

Several brochures will be produced across the different phases of the project.

- General purpose brochures providing a general project description. These brochures will address whatever target audience for the initial step.
- Brochures (flyers, posters) of specific purpose, with the aim of communicate a concrete result of the project. These brochures will address an specific target audience (technological, scientific, target customers) and will be used for subsequent approximations to the audience.

The Consortium is already working on the first general purpose brochure. This brochure can be updated and refined in each Milestone of the project when key messages needs to be highlighted.

Specific purpose dissemination material will be produced when there is an opportunity (external event as a workshop) or a result of ALFANET (internal) relevant for dissemination.

### 3.4 Attendance at exhibitions, symposia, workshops, etc.

Several events (see table below) have been identified and more will be added to the list as the project progresses. Some of these are anyway attended as part of their corporate policy by partners in ALFANET, who will use the opportunity to disseminate the project alongside their work. These will be discussed by the Communication Committee to ensure co-ordination, especially where more than one partner plans to participate. Some of the events listed are outside Europe; partners would need special permission from the Commission if seeking to finance the trip from ALFANET funds.

Regarding a high-profile ALFANET presence at events, the Committee will decide which ones are the most appropriate to have a stand and/or a presentation about the project.

In all cases, partners will report afterwards to the dissemination leader to indicate the level of dissemination and the expected outcomes for ALFANET.



Name	Place	Date	Partner/s with interest	Subject Target audience
'K2 sharing days' organised by the K2 project	Madrid, Spain	July 15-16, 2002	SAGE UNED	Related projects in the e-learning arena (Self-learning for work) also promoted by the European Commission
IST Concertation meetings			all	Related projects under the IST programme
CSCL' 2003 Fifth international Computer Support for Collaborative Learning conference	Bergen, Norway	June 14-18, 2003	UNED	CSCL is a genuinely interdisciplinary field which strives to create a better understanding of collaborative learning that is mediated by a diverse set of computational technologies.
UM2003 9th International Conference on User Modelling	University of Pittsburgh, Johnstown, USA.	June 22-26, 2003	UNED	Latest developments in academic research on user modelling and adaptive systems as well as industrial experience in deploying adaptive and personalized systems in "real-world" applications.
Workshop on User and Group models for web-based adaptive collaborative environments	University of Pittsburgh, Johnstown, USA.	June 22-26, 2003	UNED	Extend the user models proposed in traditional web-based adaptive systems so that they can consider the interaction within collaborative environments, support group decision making, perform multi-user plan recognition, etc. On the other hand, we need to bear in mind the dynamic behaviour in these environments (e.g. new communication services, new users).
AIED'2003 11th International Conference on Artificial Intelligence in Education	Sydney, Australia	July 20-24, 2003	UNED	Biennial conference, which is the major international forum for reporting the best research in the field of AI in Education.

Table 4.- Relevant Events (Conferences, Workshops)

For obtaining more information about these events you can see the appendix 2 Technical & Scientific Conferences and Journals.

### 3.5 Interaction and feed-back from other project activities

The overall set of activities will provide the results to disseminate. The most important ones are:

- WP6. Validation activities. The indicators and measurements obtained from the validation activities have to be published in time for appropriate audiences.
- WP7. Market analysis and exploitation. Main results to be taken into account are the identification of target market sectors, customers and users as well as the definition of a business model.

### 3.6 Press releases and specialised papers

The intention of the Consortium is to perform several submissions of articles that address the benefits of ALFANET to the major journals in different fields: educational technology, user modelling, multiagent systems and EC community.

After identify different market sectors the Consortium will present the ALFANET advantages and results at each one of the actors of the business model.

### 3.7 Dissemination at standards bodies

In T31 "Existing Standard Analysis" an overview has been prepared of existing standard bodies and target standard bodies has been identified (D31). The OUNL – OTEC is an active participant/member of a number of standard communities. OUNL is an active member of IMS. EML designed at the OUNL has been used as the basis for the IMS Learning Design specification. The final draft is now (January 2003) available for voting. Moreover the OUNL actively participates in the CEN ISSS WSLT and has established contacts with the IEEE LTSC and the ISO/IEC JTC 1, SC 36 WG2 on Collaborative Technology. The OUNL will closely monitor the developments in the standard communities and will present where and whenever appropriate the ALFANET approach, results and the ALFANET input to standards. The latter will be done primarily by participating in existing specification projects within the standard bodies and when required and possible proposing specification projects. In this way a continuous awareness process regarding any related standards and an active participation when required is guaranteed.

### 3.8 Production of final project documentation for dissemination

At the end of the project the Consortium will produce the Final Public Report that provides a global vision of the main results obtained by the project.

These main results will be broadly reported in the following deliverables produced at the end of the project:

- **D32. Standard Contribution Report.** It includes and analysis the contribution of the project to the educational standardisation
- **D66. Evaluation Results.** It compiles and analyse the results of the evaluation
- **D77. Compilation of dissemination activities.** It includes an iterative compilation of the different dissemination materials, with a summary of the dissemination actions

### 3.9 Preparation and delivery of Dissemination and Use Plan

As their name says, this deliverable is an "Initial" Plan. During the project the Consortium will continuously update the plan, in order to adapt it to the concrete circumstances that can arrive in the course of three years. They can be:

- Identification of new events of interest in the research, technological or commercial field
- Update of specific plan of activities
- Relevant outcomes obtained from the project.

To support this activity a collaborative subgroup within ALFANET workgroup will be settle.

### 3.10 Evaluation of Dissemination Plan

The Consortium will evaluate the plan in order to know if the dissemination activities have been successful completed.

The dissemination activities table (see section 3.1. Planning of dissemination activities) has been structured in Milestones. At each Milestone the Consortium (by means of the Communication Committee) will be informed on the dissemination activities performed. During each Milestone review the Committee will provide an assessment of the activities performed and the activities plan can be updated to include new activities.

In order to facilitate this evaluation, the task leader, UNED, will ensure that a record is kept of all dissemination activities and publicity for the project. UNED will also provide the appropriate indicators and measurements in relation to dissemination activities.

Examples of such indicators and measurements for the web site activity can be: users requests and comments, internal collaboration, number of registered users, visits, external references.

## 4. Dissemination Activities by Partner

The Consortium partners have discussed how each can contribute to reaching the target audiences, and their proposed strategies have been presented in the project proposal. These are summarized in the sections that follow. A specific set of actions is described for each partner that reflects the methodology of the previous section.

### 4.1 SAGE

SAGE will disseminate the project results to those customers belonging to the target audience identified by the Market Analysis activity. The dissemination will be performed at different levels:

1. In a first stage dissemination activities will be prepared in order to:
  - Inform our Professional Services, Marketing and Commercial departments about the solution provided by ALFANET, and prepare for the further exploitation of the project results with our customers.
  - Inform SAGE personnel of the technologies used in ALFANET in order to improve the quality of our results, consultancy and services, taking advantage of the most suitable personnel for each task
  - Inform SAGE personnel of the functionality that ALFANET tools provide for e-learning at different contexts: organisations, universities, etc.
2. Once the application is tested, the Marketing department will prepare dissemination activities to make the ALFANET solution known to our customers fitting with ALFANET target market. In addition, a general purpose presentation will be prepared to disseminate the solution into a more open forum. This will be applicable to:
  - Commercial people to make them aware of the potential of ALFANET to e-business applications
  - Technical people to make them aware of the advantages of ALFANET and related technology.

The following activities will be carried out by SAGE:

1. Creation and maintenance of public website

SAGE has created the project public website (<http://www.rtd.softwareag.es/alfanet>), which is available from June, 2002. Currently it is managed and maintained by SAGE, and it contains essential information about ALFANET and the project partners, providing links to external related sites.

Currently the Consortium plans to improve the web-site through the usage of a collaborative platform provided by UNED, with contents for different public.

2. Design and production of dissemination material

A project logo is considered a useful tool when mentioning ALFANET to anyone in the market (e.g. at events) as it will act as a reminder of the conversation and fix the project in people's minds. A project logo is already available for the project and for usage both internally at the different project templates (deliverables, management reports, project presentations), as well as externally in presentations to third parties, and other dissemination material.

In the same line, SAGE has created a template for project presentations, both internal and external presentations.

3. Participation in EU promoted events

SAGE will attend dissemination sessions in related fora and in those events organised and promoted by the EU. In this way, we will share knowledge about e-learning and related Knowledge management aspects.

Particularly, SAGE has attended the meeting sponsored by the K2 project "to share is to multiply" in Madrid, on July 15 and 16.

At this respect, SAGE aims to continue attending one or two Concertation meetings and Clustering meetings organised by the EC per year.

#### 4. Cooperation with other IST projects

As identified in the above mentioned meeting, SAGE will facilitate the cooperation with other projects (DIOGENE, LIP, and SLIM-VRT) under the "Self learning for work" action line, through the interchange of project documentation.

#### 5. Production of final project documentation for dissemination

SAGE will collaborate with other Consortium members in the production of the dissemination material and documentation.

The following table indicates the external dissemination activities to be performed (or already performed) by SAGE:

Rel. month	Abs. month	Event	Scope
1—36	May 2002	Production of the web-site, and updates to project website.	Public
2	June 2002	Preparation of base dissemination material: Project logo	Public
3	July 2002	Preparation of base dissemination material: template for project presentations	Public
1—36	March 2002	Participation in online fora: K2 <a href="http://www.knowledgeboard.com/about/ekmf1.html">http://www.knowledgeboard.com/about/ekmf1.html</a>	EC
7	November 2002	IST 2002 Conference	Public
10	February 2003	Production of dissemination material. Collaboration on the elaboration of project flyer	Public
TBD		Dissemination of project objectives at IST Concertation meeting (to be identified)	EC

Table 5.- SAGE Dissemination Activities

## 4.2 UNED

UNED will participate in all dissemination activities refereed in section 3, with special focus on sharing the research results of ALFANET with the scientific audience (e-learning research community, adaptive and user modelling research field and EC related projects). Our challenge is also to address the general public.

The dissemination activities will be done through common channels provided by the UNED dissemination policy and the common procedures for research dissemination in the Artificial Intelligence Department. The main activities are the following:

- Publication of technical papers
- Active assistance to workshop and conferences
- Participation in EC promoted events to share experience
- Public internet site for the project
- Traditional dissemination media (radio and educational TV online)
- Direct contact and ad-hoc presentations.
- Internal dissemination of ALFANET contents and tools.

Next, the activities to carry out by UNED (or already performed) are:

Rel. month	Abs. month	Event	Scope
1	May 2002	Dissemination action at the seminar ' <i>Cooperation between the European Union and United States in the Area of Technology and Education: Status and Outlook for the Future</i> ' in Washington, May 30 and 31 <a href="http://www.uned-usa.org/Seminar2002/">http://www.uned-usa.org/Seminar2002/</a>	EC
3	July 2002	Participation in the 'K2 sharing days' organised by the K2 project in Madrid, July 15th and 16th.	EC
6	28 October 2002	Participation in the FP6 Task Force of EADTU (European Association of Distance Teaching Universities, the main voice of the community for open and distance higher education and e-learning in Europe)	
6	October 2002	Dissemination action in a programme of Radio "PONTE AL DIA: Formación on-line: metodología, plataformas y futuro" ( <a href="http://info.uned.es/radio/emision/2002_2003/2002_10/021019.htm">http://info.uned.es/radio/emision/2002_2003/2002_10/021019.htm</a> ), This program was diffused at 19/10/2002 22:30 in 'RNE Radio 3'	Public
7	November 2002	Preparation of a general presentation of the project to address internal audience in the UNED	UNED
8	13 December 2002	Participation in the FP6 Task Force of EADTU	
9	January 2003	Presentation of Technical papers for UM03	
10	February 2003	Production of dissemination material. Collaboration on the elaboration of project flyer	Public
10	February 2003	Participation in the state of the art workshop organized by the eLearning Thematic Network Project (IST 2002 III.5.2)	
11	March 2003	Internal presentation of the project in UNED: <ul style="list-style-type: none"> <li>• Research Vicerrectorate</li> <li>• Computer Engineer School</li> <li>• Artificial Intelligence Department</li> <li>• Related Research Subgroups in UNED</li> </ul>	UNED
13	May 2003	ALFANET Public Website	Public
14	June 2003	Organisation of a Workshop in UM03 addressed to better focus the approach of User Modelling and collaborative tasks, very profitable for ALFANET.	Specialised Researches

Table 6.- UNED Dissemination Activities

### 4.3 OUNL

OUNL will disseminate the project results to educational technologists and designers who are interested, active or are in charge of electronic learning within their organisation. Special emphasis will be paid upon professionals active in higher education. The dissemination will be done through various channels and at various levels and is tightly integrated with the existing OUNL dissemination policy. It contains the following types of activities:

Continuous activities will take (and have taken) place as soon as there is an opportunity (external) or a result of ALFANET (internal) relevant for dissemination. They consist of the following activities:

- Workshops. Development and delivery of (international) workshops for educational technologists and designers who are in charge of designing electronic learning
- Intra and internet. The OUNL host an Internet site "infonet" and an intranet site "huisnet". Each week both draw attention to selected news items. Moreover the Development program of OTEC hosts a public, dedicated website "Learning Networks"-site (previously the EML-site) with a regular newsletter with around 2500 subscribers. The infonet, huisnet and the learning networks site will be used to disseminate information on ALFANET and give access to the public deliverables.
- Internal knowledge management. OTEC has a staff of around 120 professionals active in e-learning. The results of ALFANET will be discussed on a regular basis and the distribution of deliverables will be actively supported.
- Presentations and discussions in standard communities. The OUNL – OTEC is an active participant/member of a number of standard communities. OUNL is an active member of IMS. EML designed at the OUNL has been used as the basis for the IMS Learning Design specification. The final draft is now (January 2003) available for voting. Moreover the OUNL actively participates in the CEN ISSS WSLT and has established contacts with the IEEE LTSC and the ISO/IEC JTC 1, SC 36 WG2 on Collaborative Technology. The OUNL will closely monitor the developments in the standard communities and will present where and whenever appropriate the ALFANET approach, results and the ALFANET input to standards.
- Presentations and discussions in a number of user communities. The OUNL is active in various roles in a number of user communities. It is founder and chair of the Valkenburg-group, a group of professional active worldwide in E-learning with a shared interest in developments in the area of EML/LD in particular in tools and examples. The OUNL will on a regular basis inform this and other user communities, in which the OUNL participates such as Prometheus and other OU Consortium projects, of the results of ALFANET.
- Participation in EU promoted events. OUNL will attend on a regular basis dissemination sessions in related fora and in those events organised and promoted by the EU.
- Cooperation with other EU projects. When appropriate and in close collaboration with the ALFANET Consortium OUNL will exchange information and cooperate with other EU-projects.
- OUNL will contribute to the production of the dissemination material and documentation.

Formal publications will take place as soon as the results of ALFANET start to emerge and contain of articles and papers:

- Articles. Submission of articles that addresses the benefits of ALFANET to the major journals in the field of educational technology
- Papers. Submission of paper proposals that addresses the benefits of ALFANET to international conferences in the field of educational technology

The following table indicates the external dissemination activities performed so far by OUNL:

Rel. month	Abs. month	Event	Scope
3	July 2002	2 workshop sessions with internal OUNL experts	OUNL
3	July 2002	Attendance and contribution to the CEN-ISSS WSLT workshop (Brussels, 2 <sup>nd</sup> July 2002) in particular to the session on Educational Modelling Languages	EC
5	September 2002	Publication on ALFANET on OUNL intranet 'Huisnet'	OUNL
5	September 2002	Publication on ALFANET on OUNL internet 'Infonet'	Public / NL
5	September 2002	Attendance and contribution to the Prometheus conference (Paris, 29-30 September 2002) in particular to the session on Educational Modelling Languages	EC
6	October 2002	Attendance and contribution to the CEN-ISSS WSLT workshop (Paris, 1 <sup>st</sup> October 2002) in particular to the session on Educational Modelling Languages	EC
7	November, 2002	Distribution of the "Market Analysis" and "State of the Art" deliverables.	OUNL
8	December 2002	Publication on ALFANET in the OUNL EML-newsletter connected to "eml.ou.nl" (recently renamed into "www.learningnetworks.org"). This newsletter is sent to around 2500 researchers and practitioners in the field of E-learning. The publication introduces ALFANET and draws attention to its public deliverables this time in particular to the "State of the Art" survey.	Public
8	December 2002	Presentation at the joint IEEE LTSC / CEN-ISSS WSLT meeting (Copenhagen, 11-12 December) introducing LD, ALFANET and the role of standards in ALFANET	Public

Table 7.- OUNL Dissemination Activities

#### 4.4 KLETT

In order to have the most effective impact with the dissemination activities we have to focus on the relevant interest groups and adapt the strategy to them. In the case of KLETT the main customers are learners and their tutors that use the professional learning materials in applying the ALFANET system. We therefore have to target decision makers in firms and institutions so that they can understand and know about the benefits of our system and e-learning materials.

Of course the real users - the learners and the tutors - have also to be addressed in an appropriate way.

Apart from them there are interest groups which are indirectly involved but of a big influence on them. These are

- universities, especially those who also educates teachers/tutors and
- scientific specialist groups who focus on a specific topic which is monitored by tutors, e.g. a foreign language learning society.

To successfully disseminate the advantages of and knowledge about ALFANET, all these groups have to be addressed.

This will be mainly done by publications in relevant journals (printed and online) and by participating in specific events, like national or international exhibitions or conferences.

Selecting and providing relevant information to such actions is an ongoing process during the project duration. In any case KLETT individual dissemination activities are only sensible after having learning/training course material available. So as soon as this will be the case the concrete dissemination activities will start.

Before this KLETT will actively participate in any joint dissemination action that is organised by any partner. Activities that have already taken place:

Rel. month	Abs. month	Event	Scope
6	October 2002	Participation at the Frankfurt Book Fair, especially taking part in a EU workshop about learning for work	public
10	February 2003	Production of dissemination material. Collaboration on the elaboration of project flyer	public

Table 8.- KLETT Dissemination Activities

#### 4.5 EDP

After the production of initial dissemination materials, during 2003, MRH will develop for internal audience:

Rel. month	Abs. month	Event	Scope
12-13	April / May 2003	Operational, Commercial and Technical people of MRH	Internal
13-14	May / June 2003	EDP Valor	Internal
17-18	September / October 2003	EDP Distribuição	Internal
18-19	October / November 2003	EDP Produção	Internal
19-20	November/ December 2003	Inform MRH and HR personnel of the functionalities that ALFANET tools provide for e-Learning in different contexts, focusing in corporate environment	Internal

Table 9.- EDP Dissemination Activities



## 4.6 ACE-Bnet

The ACEBnet dissemination plan will be supported by both a push and a pull strategy, as a matter of covering the proposed target markets which will contribute to the overall penetration of the ALFANET Solution.

In one hand, the push strategy will be focused to the internal audience, by making some presentations and demonstrations of the ALFANET product solution to the other ACE companies as well as to the ACE Holding. These presentations will cover aspects related with the platform characteristics, the added value functionalities in compared to other competitors, the results gathered meanwhile as well as the future expectations.

By the other hand, a pull strategy will be reinforced by the Commercial and Marketing Staff of the ACEBnet company in every sales contact. It means, that the ALFANET solution will be integrated within the ACEBnet current portfolio of products and services, in order to be delivered to our partners and clients. That integration will happen in accordance to the current line for ACEBnet dissemination activities.

### Summary of activities

Rel. month	Abs. month	Event	Scope
17	September 2003	Activity 1: Press Release in ACE Bnet Intranet with an e-mail campaign to announce the ALFANET Solution with special focus on the development of the Authoring Tool	Push – Internal (ACE Bnet Company)
18	October 2003	Activity 2: Presentation and Demo (Authoring Tool) to ACE Companies	Push – Internal (ACE Holding and ACE Companies)
18	October 2003	Activity 3: Press Release in Portal-ace.com/ace-bnet.com sites	Push – General Public
18	October 2003	Activity 4: Presentation and Demo (Authoring Tool) to e-learning potential customers.	Pull - Current customers portfolio and Prospects
18	October 2003	Activity 5: Sales material: Flyer A4 (ALFANET – authoring tools focus)	Pull – (ACE Holding and ACE Companies) Current customers portfolio and Prospects

Table 10.- ACE Bnet Dissemination Activities

The activities above listed will cover all the target market identified in before at the Initial Exploitation plan delivered. Once, any learner could assess the formation process through three possible channels or target market, we have:

Target markets	Scope of the dissemination activity	Activity
1. Corporate training	<p><i>Push Strategy – Internal</i></p> <p>(ACE Bnet Company) (ACE Holding and ACE Companies)</p> <p><i>Pull Strategy – External</i></p> <p>Current customers portfolio and Prospects</p>	<p>Activity 1</p> <p>Activity 2 + Activity 5</p> <p>Activity 4 + Activity 5</p>
2. Content and services providers	<p><i>Pull Strategy - External</i></p> <p>Current customers portfolio and Prospects</p>	Activity 4 + Activity 5
3. Distance Learning Institutions, Universities or Centers	<p><i>Pull Strategy - External</i></p> <p>Current customers portfolio and Prospects</p>	Activity 4 + Activity 5
General Public, as a member of any of the 3 channels herewith included.	<p><i>Push Strategy – Internal</i></p> <p>General Public</p>	Activity 3

We should also notice that the ACE current customers portfolio and prospects amounts up to 400 organizations positioned according of the following market segments: Utilities, Banking, Insurance and Financial Services, Retailers and Wholesalers, Government, National Government agencies, Education institutions, Local Government Agencies, Health and Social Security, Telecommunications and Media, Manufacturers, Service Industry and Transportation Industry.

Other considerations:

The ACE Bnet dissemination activities will focus on the Presentation and Demo of the Authoring Tool Solution either as a stand alone solution or as a unique part of the ALFANET global solution. No matter the audience, benefits gathered from both trading alternatives will be cover at the presentations.

Dissemination materials like ALFANET brochure presentation, Authoring Tool Flyer A4, intranet Press Release or Internet Press Release will compile the rules stated at the consortium agreement and approved by all the partners.

Because a novelty will be delivered, we pursue to gather some feedback about the usability, viability and benefits underlined for the EDP internal users in the prototype's tests as a mean of building solid and credible arguments when developing the the ALFANET dissemination materials to be delivered to the audience.

Finally, it is important to sign that those activities forecasted in terms of cost are likely to be changed as a result of the creative process and resources involved forward. Notice that, we have not even referred any cost for presentations and Demo activities, once these will be forecasted later (signed as to be defined) on accordance to the market opportunity either for the internal audience or the external one.

## Appendix 1 Sources (organisms, standardisation bodies, ...)

### **CEN/ISSS (European Committee for Standardization/Information Society Standardization System):**

From the CEN/ISSS Web site: The mission of CEN/ISSS is to provide market players with a comprehensive and integrated range of standardization-oriented services and products, in order to contribute to the success of the Information Society in Europe. (<http://www.cenorm.be/issv>)

### **IEEE (Institute of Electrical and Electronics Engineers):**

The IEEE's Learning Technology Standards Committee is working to develop technical standards, recommended practices, and guides for computer implementations of education and training systems. From the IEEE Web site: The mission of IEEE LTSC working groups is to develop technical Standards, Recommended Practices, and Guides for software components, tools, technologies, and design methods that facilitate the development, deployment, maintenance, and interoperation of computer implementations of education and training components and systems. (<http://ltsc.ieee.org>)

### **ISO (the International Organization for Standardization) and IEC (the International Electrotechnical Commission)**

ISO and IEC form the specialized system for worldwide standardization. National bodies that are members of ISO or IEC participate in the development of International Standards through technical committees established by the respective organization to deal with particular fields of technical activity. ISO and IEC technical committees collaborate in fields of mutual interest. Other international organizations, governmental and non-governmental, in liaison with ISO and IEC, also take part in the work. In the field of information technology, ISO and IEC have established a joint technical committee for Learning, Education, and Training: ISO/IEC JTC 1, Information Technology for Learning, Education, and Training, Subcommittee SC 36 (Note: SC 36 WG2 deals with Collaborative Technology).

The main task of the joint technical committee is to prepare International Standards. Draft International Standards adopted by the joint technical committee are circulated to national bodies for voting. Publication as an International Standard requires approval by at least 75 % of the national bodies casting a vote. (<http://www.iso.org>)

### **IMS Global Learning Consortium (Instructional Management System):**

IMS is a global consortium with members from educational, commercial, and government organizations dedicated to defining and distributing open architecture interoperability specifications for e-Learning products. From the IMS Web site: IMS Global Learning Consortium, Inc. (IMS) is developing and promoting open specifications for facilitating online distributed learning activities such as locating and using educational content, tracking learner progress, reporting learner performance, and exchanging student records between administrative systems. IMS has two key goals:

1. Defining the technical specifications for interoperability of applications and services in distributed learning, and
2. Supporting the incorporation of the IMS specifications into products and services worldwide. IMS endeavours to promote the widespread adoption of specifications that will allow distributed learning environments and content from multiple authors to work together (in technical parlance, "interoperate"). (<http://www.imsproject.org>)

### **PROMETEUS (PROmoting Multimedia access to Education and Training in the EUROpean Society):**

From the PROMETEUS Web site: PROMETEUS is an open initiative launched in March 1999 under the sponsorship of the European Commission with the aim of building a Common Approach to the Production and Provision of e-Learning Technologies and Content in Europe. PROMETEUS is an expert opinion-making forum where actors from a wide range of professional, cultural, and linguistic backgrounds, come together to build critical mass in the field of educational technology and applications. The complementary expertise of the PROMETEUS.

Signatories is brought together in the aim to bridging the gap between research and actual use of learning technologies, content, and services. (<http://www.prometeus.org.uk>)

## Appendix 2 Technical & Scientific Conferences and Journals

Identification of conferences, symposia, journals on different technical matters regarding ALFANET system and underlying technologies; EC forums, Industry events and forums, etc

### UM - International Conference on User Modelling

The User Modelling conference series is the major forum for presentation and discussion of latest developments in *academic research* on user modelling and adaptive systems as well as *industrial experience* in deploying adaptive and personalized systems in "real-world" applications. The International User Modelling Conferences bring together researchers and practitioners from a variety of fields including artificial intelligence, linguistics, psychology, and human-computer interaction. This conference series is characterized by a high quality technical program and by lively discussions in a pleasant environment. (<http://www2.sis.pitt.edu/~um2003/>)

The 9th International Conference on User Modelling (UM'2003) will be held from 22 to 26 of June 2003, at [Conference Center of the University of Pittsburgh, Johnstown, USA](#).

UNED will organise the workshop **W5 [User and Group Models for Web-based Adaptive Collaborative Environments](#)** (<http://www.ia.uned.es/~elena/um03-ws/>). The objective of this workshop is two-fold. On the one hand, we would like to extend the user models proposed in traditional web-based adaptive systems so that they can consider the interaction within collaborative environments, support group decision making, perform multi-user plan recognition, etc.. On the other hand, we need to bear in mind the dynamic behaviour in these environments (e.g. new communication services, new users).

### CSCL - fifth international Computer Support for Collaborative Learning conference

CSCL is a genuinely interdisciplinary field which strives to create a better understanding of collaborative learning that is mediated by a diverse set of computational technologies.

### AIED - International Conference on Artificial Intelligence in Education

biennial conference, which is the major international forum for reporting the best research in the field of AI in Education.

The International AIED Society organises a biennial AIED conference, which is the major international forum for reporting the best research in the field of AI in Education. The conferences provide the opportunity for the exchange of information and ideas on related research, development and applications. AIED 03 (the 11th International Conference on Artificial Intelligence in Education) will be held in Sydney, Australia. (<http://cbl.leeds.ac.uk/ijaied/aiedsoc.html>)