


## D6.6: Dissemination report



	SimpleFleet	SimpleFleet
		D6.6: Dissemination report

Author(s)	R. Ebdndt (DLR)		
Project	SimpleFleet - Democratizing Fleet Management		
Date	<i>Contractual:</i>	31.12.2013	<i>Actual:</i> 20.12.2013 (v1.0) 05.05.2014 (v1.2) 19.05.2014 (v1.3) 09.07.2014 (v1.4)
Project Coordinator	Rüdiger Ebdndt Deutsches Zentrum für Luft- und Raumfahrt (DLR) Tel: +49 30 67055 287 E-mail: <a href="mailto:ruediger.ebdndt@dlr.de">ruediger.ebdndt@dlr.de</a>		

Abstract	This report describes the dissemination measures and scientific publications related to the foreground of project SimpleFleet. Project outcomes have been disseminated during the project through various channels, including the SimpleFleet website, the distribution of dissemination material, scientific publications at conferences, the presentation of the project results at workshops targeting interested companies, and at other relevant events.
Keyword list	Dissemination, scientific publications, press releases, conferences, workshops
Nature of deliverable	Report
Dissemination	Public <sup>1</sup>

<sup>1</sup> This is either: Public, restricted to other programme participants, restricted to a group specified by the consortium, confidential

---

Project financially supported by	
 SEVENTH FRAMEWORK PROGRAMME	 European Commission DG INFSO
Project number 296423 FP7-ICT-2011-SME-DCL	

## Control sheet

Version history			
Version number	Date	Main author	Summary of changes
1.0	17.12.2013	R. Ebdndt (DLR)	Initial version
1.1	04.05.2014	R. Ebdndt (DLR)	Amendment: new press release DLR 03/2014
1.2	05.05.2014	A. Efentakis (ATHENA)	Amendment: new publication and two new dissemination activities
1.3	19.05.2014	R. Ebdndt (DLR)	Amendment: two new scientific publications of DLR (Section 3)
1.4	30.06.2014	R. Ebdndt (DLR)	Updated Introduction (Section 1), added some sizes of audience in Table 1 in Section 4
Approval			
	Name	Date	
Prepared	18.12.2013	18.12.2013	
Reviewed	All partners	18.12.2013-20.12.2013 (v1.3) 30.06.2014-09.07.2014 (v1.4)	
Authorized	R. Ebdndt (DLR)	20.12.2013 (v1.0) 05.05.2014 (v1.2) 19.05.2014 (v1.3) 09.07.2014 (v1.4)	
Circulation			
Recipient		Date of submission	
European Commission		20.12.2013 (v1.0), 05.05.2014 (v1.2), 19.05.2014 (v1.3), 09.07.2014 (v1.4)	

## Table of Contents

1. Introduction .....	5
2. Dissemination Strategy .....	5
2.1. <i>Overall Dissemination Strategy</i> .....	5
2.2. <i>Dissemination Objectives</i> .....	6
2.3. <i>Target Groups</i> .....	6
2.4. <i>Dissemination Channels</i> .....	6
3. Scientific Publications .....	7
4. Overview of Dissemination Activities .....	8
5. Conclusion .....	13

## 1. Introduction

This report describes the dissemination measures and scientific publications related to the foreground of project SimpleFleet. Project outcomes have been disseminated during the project through various channels, including the SimpleFleet website, the distribution of dissemination material, scientific publications at conferences, the presentation of the project results at workshops targeting interested companies, and at other relevant events.

Dissemination in SimpleFleet is a continuous process accompanying the project during all stages. The present dissemination report describes the overall dissemination strategy as followed throughout the project.

The structure of this document is as follows: we start by a description of the dissemination strategy in Section 2. Next, in Section 3, the scientific papers published by the consortium are given. Section 4 then summarizes all dissemination activities. Finally, in Section 5, the achievements of the dissemination task in project SimpleFleet are concluded.

## 2. Dissemination Strategy

This section gives the details of the dissemination strategy as followed by the SimpleFleet consortium.

### 2.1. Overall Dissemination Strategy

Right from the start, the dissemination strategy of SimpleFleet has been twofold:

- Classical dissemination such as presentation at fairs, conferences etc., and
- workshops organized by the partners at a local level, to which interested developers have been invited to test the SimpleFleet framework (see also Deliverable D6.4, "Workshop").

This integrated approach helped to turn dissemination from a strictly promotional tool to one supporting execution of the project. To this end, dissemination in SimpleFleet already prepared trials and exploitation, which usually involves informing interested audiences anyway. Moreover, the early feedback gained from interested companies helped the project much in evolving into the right direction, i.e. in adapting to the needs of the addressed B2B market, right from the start.

Within the SimpleFleet consortium, it was also decided that dissemination would be:

- continuous as it runs throughout the project's life;
- ubiquitous as it relates to all working packages' activities and is substantial to all activities;
- flexible, and therefore should be adapted according to the project's findings and the partners' needs;
- distinctive, as a unique corporate identity is needed for the project during all dissemination activities; this includes but is not limited to a unique project logo and the support of a consistent appearance during project presentations by the use of specially designed project templates for all dissemination materials.

## 2.2. Dissemination Objectives

The objectives of dissemination activities in SimpleFleet are to:

- build the identity of the project and promote the SimpleFleet name;
- create the kind of awareness of the different interest groups for the project's results which may extend beyond the project's immediate targeted audiences;
- attract users to the new services, trial and dissemination events;
- engage users and targeted stakeholders in the project's acceptance;
- promote the exploitable end-result of the project;

## 2.3. Target Groups

Dissemination activities target both public and private organizations such as the following:

- Private stakeholders and industrial partners (such as small software companies providing fleet management solutions, geomarketing firms, web and print publication outlets, application programmers who want to integrate data and fleet management features into existing solutions, multimedia agencies who want to develop mobile apps concerning fleet management issues, solution providers in transport and logistics with customers in express-, forwarding- and freight industries, solution providers in call dispatching services [taxi companies, courier services, food delivery, etc.], private solution providers in incident management services such as insurance companies; system integrators, particularly with focus on geomarketing issues, and offering network based calculations for web and desktop solutions; institutions or enterprises that need live traffic or fleet information about their own closed user groups for data modeling projects)
- Public authorities (road assistance, police/fire public services, municipalities maintaining traffic-related information portals, traffic control centers)
- Universities and research institutes

## 2.4. Dissemination Channels

The following channels, supporting partners and/or communication towards non-partners, have been used and are to be used:

- Project logo and fact sheet (see Deliverable D6.2, "Fact Sheet")
- Leaflets (see Deliverable D6.2, "Project Brochure")
- SimpleFleet website (<http://www.simplefleet.eu>, see also Deliverable D6.1, "Project Website")
- Press releases (see also Deliverable D6.3, "Press Releases")
- Project presentations at workshops (see also Deliverable D6.4, "Workshop")
- Participation at workshops and conferences

- Publications: articles in general press and scientific publications at conferences or journals (see Section 3)

### 3. Scientific Publications

The following scientific papers describe intermediate results of project SimpleFleet and have been published by the partners at scientific conferences or workshops:

- Alexandros Efentakis, Dimitris Theodorakis, Dieter Pfoser (Athena), "Crowdsourcing computing resources for shortest-path computation", Proceedings of the 20th International Conference on Advances in Geographic Information Systems, pp. 434-437, USA, 2012; DOI: <http://doi.acm.org/10.1145/2424321.2424383>
- Anke Sauerländer-Biebl, David Suske, Rüdiger Ebdndt, Günter Kuhns (DLR): Fusion and Enrichment of Traffic Message Channel (TMC) Messages with Floating Car Data (FCD), 20th ITS World Congress Tokyo (<http://www.itsworldcongress.jp/>), 2013
- Alexandros Efentakis (Athena), Nikos Grivas (Athena), George Lampranidis (Athena), Georg Magenschab (WIGeoGIS), Dieter Pfoser: Isochrones, Traffic and DEMOgraphics (Demo paper), SIGSPATIAL/GIS 2013
- Dimitris Sacharidis, Panagiotis Bouros (Athena), Routing Directions: Keeping it Fast and Simple, SIGSPATIAL/GIS 2013
- Alexandros Efentakis, Sotiris Brakatsoulas, Nikos Grivas, George Lampranidis, Kostas Patroumpas and Dieter Pfoser (Athena): Towards a Flexible and Scalable Fleet Management Service, Sixth ACM SIGSPATIAL International Workshop on Computational Transportation Science 2013
- Alexandros Efentakis, Dieter Pfoser (Athena): Optimizing Landmark-Based Routing and Preprocessing, Sixth ACM SIGSPATIAL International Workshop on Computational Transportation Science 2013
- Alexandros Efentakis, Sotiris Brakatsoulas, Nikos Grivas, Dieter Pfoser: Crowdsourcing turning restrictions for OpenStreetMap. EDBT/ICDT Workshops 2014: 355-362

It is more than worth mentioning that the first paper was awarded **best poster paper award in ACM SIGSPATIAL GIS 2012**.

All papers are available for download at the public SimpleFleet website ([http://www.simplefleet.eu/?page\\_id=84](http://www.simplefleet.eu/?page_id=84)).

Most recently, two more scientific publications have been accepted:

- Wolfgang Niebel, Rüdiger Ebdndt, Anke Sauerländer-Biebl, Günter Kuhns (DLR): Telematics for the Analysis of Vehicle Fleet Fuel Consumption, 14<sup>th</sup> Transport Systems Telematics 2014 Conference, Kraków, Ustroń, Poland, 2014.
- Günter Kuhns, Rüdiger Ebdndt, Elmar Brockfeld, Wolfgang Niebel (DLR): Automated Bias-Correction for Accurate FCD Processing Systems, 14<sup>th</sup> Transport Systems Telematics 2014 Conference, Kraków, Ustroń, Poland, 2014.

#### 4. Overview of Dissemination Activities

Table 1 shows all dissemination activities of the partners during the first 20 months of the project.

Table 1: List of dissemination activities

No	Type of activities	Lead	Title	Date	Place	Type of audience	Size of audience	Countries addressed
1	Web, other	3,2 <sup>2</sup>	Logo design	5/2012	Athens (Greece)	Larger audience	n/a	n/a
2	Web, other	1	Corporate design of dissemination materials, Fact Sheet	5/2012	Berlin (Germany)	Larger audience	n/a	n/a
3	Flyers	1	Project brochure	5/2012	Berlin (Germany)	Larger audience, industry, scientific community	n/a	n/a
4	Web	2	Project website	5/2012	Athens (Greece)	Larger audience, industry, scientific community	n/a	n/a
5	Press release	1	„Die Flotte im Griff“ (German)  „Democratizing Fleet Management“ (English)	07/2012	Berlin (Germany)	Larger audience	n/a	n/a

<sup>2</sup> 1: DLR, 2: ATHENA, 3: WIGeoGIS, 4: TALENT



No	Type of activities	Lead	Title	Date	Place	Type of audience	Size of audience	Countries addressed
6	Press release	1	"DLR hilft im Großstadt-dschungel" (German)	07/2012	Berlin (Germany)	Larger audience	n/a	Germany
7	Interview	1	"Routenplanung - stets aktuell"  Interview to IGAFa (igafa.de)	10/2012	Berlin (Germany)	Larger audience, Berlin startup companies, scientific community	n/a	Germany
8	Press release	1	"Routenplanung - stets aktuell" (German)  "Route planning - always up to date" (English)	11/2012	Berlin (Germany)	Larger audience	n/a	n/a
9	Press release	2	"Simple-Fleet - Democratizing Fleet Management"	10/2012	Athens (Greece)	Scientific community	n/a	n/a
10	Press release	4	"Simple-Fleet - development of a Traffic-Intelligence framework"	10/2012	Athens (Greece)	Industry	n/a	n/a

No	Type of activities	Lead	Title	Date	Place	Type of audience	Size of audience	Countries addressed
11	Article published in the popular press	1	“Routenplanung - stets aktuell” (German)  Article in „Adlershof-journal“	11/2012	Berlin (Germany)	industry, scientific community	n/a	Germany
12	Press release	3	“Forschungs-koo-peration Simple-Fleet” (German)	2012	Vienna (Austria)	Industry	n/a	Austria, Germany
13	Conference	2	20th Int. Conf. on Advances in Geographic Information Systems	11/2012	Redondo Beach, California (USA)	Scientific community  Industry	200+	n/a
14	Presentation	1	Presentation of the project to CEO/CTO of PPS/EDV GmbH	01/2013	Berlin (Germany)	Industry	2	Germany
15	Conference	3	FossGIS conference 2013	06/2013	Rapperswil (Switzerland)	Scientific community  Open-StreetMap community  Industry	n/a	n/a

No	Type of activities	Lead	Title	Date	Place	Type of audience	Size of audience	Countries addressed
16	Conference	3	AGIT 2013 - „Symposium und Fachmesse für Angewandte Geoinformatik“	07/2013	Salzburg (Austria)	Scientific community Industry	n/a	n/a
17	Workshop	2	Athens Simple-Fleet Workshop	09/2013	Athens (Greece)	Industry	~50	Greece, Cyprus
18	Conference	3	Esri European User Conference	10/2013	Munich (Germany)	Industry (GIS community)	n/a	n/a
19	Conference	2	ACM SIGSPATIAL GIS 2013	11/2013	Orlando, Florida (USA)	Scientific community Industry	n/a	n/a
20	Workshop	2	Sixth ACM SIGSPATIAL International Workshop on Computational Transportation Science 2013	11/2013	Orlando, Florida (USA)	Scientific community Industry	~20	n/a
21	Conference	1	ITS World Congress 2013	11/2013	Tokyo (Japan)	Scientific community Industry	~50	n/a

No	Type of activities	Lead	Title	Date	Place	Type of audience	Size of audience	Countries addressed
22	Workshop	3	WIGeoGIS customer meeting	11/2013	Vienna (Austria)	Industry	~100	Austria, Hungary, Europe
23	Workshop	3,1	Vienna Simple-Fleet Workshop	11/2013	Vienna (Austria)	Industry Scientific community	10	Austria, Hungary, Germany
24	Workshop	2	Kick off meeting of "Horizon 2020" for Greek presidency.	01/2014	Athens (Greece)	Government / industry	100+	EU
25	Conference	2	Mining Urban Data. EDBT/ICDT Workshop	03/2014	Athens (Greece)	Scientific community Industry	30-40	n/a
26	Press Release	1	„Simple-Fleet - Flexible Routenbestimmung auch für Kleinstflotten“	03/2014	Berlin (Germany)	Scientific community Industry	n/a	Germany

All mentioned Press Releases (rows 5, 6, 8, 9, 10, 12, and 26) can be accessed through the URLs given in Deliverable D6.1 (v1.6), and on the project website (<http://www.SimpleFleet.eu>).

## 5. Conclusion

This report has described the dissemination strategy and measures of project SimpleFleet, and the scientific papers published by the partners. More publications are already in preparation (as has been mentioned in the first periodic report). All dissemination activities have been listed in detail. They are the result of a flexible dissemination strategy, which has also been given in detail by this report. Summarized, this strategy has been twofold: firstly, we have been targeting classical channels of dissemination (such as press releases, conferences and fairs etc.) as well as the use of local workshops and individual presentations, organized by the partners themselves, thereby targeting interested parties (mostly from industry). Date and frequency of the workshops have been adapted flexibly, according to the project's findings and the partners' needs.

We have gained positive feedback; both from the contacts to the scientific community, as well as from our discussions with industry (see e.g. Deliverable D6.4, "Workshop"). This proves the effectiveness of the chosen twofold strategy. Therefore, the consortium will continue to follow it, not only during the project, but also in a subsequent commercial exploitation phase.