



INFSO-ICT-224557

BeAware

Boosting Energy Awareness
with Adaptive Real-time Environments

Instrument:	CA	STREP 	IP	NOE
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ICT - Information and Communication Technologies Theme

M7.1 Dissemination Report


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Dissemination Level		
PU	Public	
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	



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Executive Summary

The Dissemination Report defines - in accordance with the definitions and regulations of Annex I (224557) - a regulatory mechanism for external communication for BeAware. The dissemination in BeAware is multidisciplinary and it expands in three directions:

- Notification of project's results in international scientific communities and forums,
- Public dissemination that aims to inform and engage consumers and public bodies on strategies and tools for energy conservation, and
- Commercial and industrial dissemination to enhance the commercial potential of the BeAware approach and system.

This report provides a detailed description of shared dissemination policies and targeted actions that have been realized during the first year. Moreover it specifies a set of performance indicators in each dissemination category as a means to measure and manage progress. The Dissemination Report shall be seen as reference material to the project participants. As such, it is a living document that will be refined and updated throughout the entire project. Dissemination Report V1 specifies the efforts done during the period M1-M12.

1 Introduction

The goal of the dissemination efforts of BeAware is to achieve widest possible distribution of the project's products, work and findings. The objective is to raise awareness about the BeAware research and technologies through the targeted dissemination actions. Moreover, the dissemination efforts should create value within the participating partner organisations. The efforts shall develop in on three levels:

- scientific and educational dissemination [sci/edu]
- public dissemination [publ] and,
- commercial and industrial dissemination [com/ind].

A set of documents will be prepared both in traditional (paper, poster, brochures, DVDs) and in innovative digital form (i.e. animated videos) available on the web site or on e-brochures and e-flyers. Persuasive and attractive documents in a selection of languages will be produced to address the various market segments. A promotional video will be produced including showcases. The specifics of this work are detailed in the sections for each dissemination type.

1.1 Dissemination team

BeAware have a Dissemination Team consisting of one representative from each partner. The goal of the team is to coordinate dissemination actions in BeAware according to the plan and resource allocation specified in Annex 1. Moreover, the team decides upon and manage the shared communicative messages of BeAware, plan attendance at relevant events and expos and ensure that partners execute the dissemination actions stated in the Dissemination Plan. The team shall also update the Dissemination Plan according to suggestions stated in the Dissemination Reports (M12, M24). The team shall, in addition to its regular monthly meetings, every six months have a special checkpoint meeting to (1) verify the accomplishment of goals and expected results (2) modify strategies and tools according to the feedback from the consortium partners.

1.2 Confidentiality policy, issuing and decision making

Major external communication is always issued within and approved by the Dissemination Team. This is important to ensure correctness of information and to secure that confidential information from the projects and its partners are not publically displayed.

1.3 Key general message

A key general message has been developed in the Dissemination Team. This message is communicated via all media provided by BeAware. The key general message shall be updated regularly and re-evaluated to match project goals and the media landscape.

2 Scientific and educational dissemination

The scientific dissemination is oriented to support and direct the production of scientific papers, posters and oral presentations for relevant international and European conferences, workshop and symposia. The general strategy of scientific dissemination is to bring this scientific issue not only to the scientific communities that already study energy-related problems, but also to other disciplines such as social psychology, computer science, human-technology interaction to promote multi-disciplinarity and integration of different perspectives.

2.1 Key activities, goals and responsibilities

2.1.1 *Research dissemination*

The scientific dissemination will be key and a continuous and focussed process on the production of scientific papers, posters and oral presentations for relevant international and European research conferences, workshop and symposia. The task will start Month 13 when research findings are available, but already during the first year some activities have been carried out.

Task: Task 7.3

Performed activities during the first 12 months:

Following publications were submitted for publication during this period:

- Paper accepted for EEDAL, June 16-18, Berlin
- Abstract submitted for BECC 2009, November

Following presentations were given during this period:

- Poster presentation, BECC, November 16-19, 2008, Sacramento, USA

2.1.2 *BeAware Summer School*

The summer school will be structured as an educational event for graduates, undergraduates, and practitioners; sustainability will be not only thought and discussed but also enliven through demonstrations and through the practices adopted in the summer schools. According to the budget, the school will invite scholars and experts in energy sustainable behaviours. It will focus on

- a) presenting the last findings in the scientific investigation in users' energy consumption;
- b) showing persuasive and educational strategies to increase awareness in sustainability issues;
- c) allowing for learn-by-doing opportunities such as workshops and demonstrations.

The school itself will try to embody sustainability in the direct and indirect energy consumption involved in organizing it, and by making these efforts transparent and visible to the attendants.

Task: Task 7.3

Performed activities during the first 12 months:

This task is due under the second year of the project.

2.1.3 Liaisons

BeyWatch/AIM/ BeAware: These projects are targeting environmental sustainability, energy efficiency and new power distribution/production business models. They aim to design, develop and evaluate an innovative, energy-aware and user-centric solution, able to provide intelligent energy monitoring/control and power demand balancing at home/building & neighbour level. As such BeyWatch/AIM/ BeAware are very relevant to our proposed actions and there is common ground for collaboration. Within the lifetime of the project we will investigate complementary approaches especially with respect to value-added services depending on customer behaviour. Together, these projects will lay down a common collaboration plan once they are started, which will include common dissemination events such as invitation to participate in workshops, cross-project presentations and effort to complement on the technical side wherever it is possible. BeAware will also collaborate by participating in workshops etc with other EU-projects.

Task: Task 7.3

Success indicators first 18 months:

Co-operation with other projects – more than two.

Performed activities during the first 12 months:

- Workshop together with EU-project AIM
- Workshop together with EU-project Save Energy
- Workshop together with EU-project SMART-A

3 Public dissemination

The main objective of the public dissemination is to leverage the achieved research results in order to generate value within the participating organizations - to increase their competitiveness - and, ultimately to foster sustainable economic growth in the European Union. Moreover, a significant objective for the project is to foster general awareness of the energy issue internationally.

3.1 Target audiences

The public dissemination is broad and targets the public, researchers, and decision makers in the area of energy.

3.2 Channels

The **BeAware project website** is available¹ on the Internet. The goal of this website is to provide information on the BeAware project, its goals and findings as well as providing information on the consortium members.

The **BeAware Open Community** has been developed in WP7 by II. The goal is to create an online community for potential end users and collaborators in the area of smart technologies and approaches for energy conservation in the home. The BeAware community members will also be invited to follow and assist the project during specification, evaluation, and dissemination phases. In the first step the consortium will build up interesting topics and discussions.

Contribution to **industry exhibitions and conferences** is done regularly in the project. The goal of this dissemination is to show the BeAware technologies at public national and international events and initiatives in the area of energy. This activity will be coordinated with the commercial and industrial dissemination that is headed by Engineering partner (Task 7.4). Public media channels will be targeted and there will be regular press releases on the project when there are significant progress, milestones and findings.

3.2.1 BeAware project website: maintenance and updates

The BeAware project website has been established. The maintenance and refinement of this site is uninterrupted during the entire project.

Task: Task 7.2

Success indicators first 18 months:

Communication web site indicators – report more than 1000 accesses

Performed activities during the first 12 months:

- Designing the project web site including questionnaires, layout, idea generation, registration of domain, code programming (D7.1: Project Web site)
- Updating the project web site with new information, downloadable communication material, animated video
- From August 1st until April 30th it have been 1025 unique visitors on the BeAware web site.

3.2.2 Development of BeAware Open Community [BeCommunity]

The BeAware Open Community site will involve consumers, public institutions, and researchers in the construction of a virtual community. By adopting Web 2.0 based form of social networking BeAware will facilitate the growth of a community and discussion group that will focus on energy saving technologies and supports energy consumption awareness. This community will give BeAware a

¹ www.energyawareness.eu

valuable consistency in terms of consensus building in the group and it will also create critical mass and foundation for potential users and/or early adopters of the BeAware technology.

The BeAware community members will be invited to follow and assist the project during specification, evaluation, and dissemination phases. BeAware will also use community members as multipliers, encouraging participants to inform their own networks of the project. The advantages from this community will be mutual and reciprocal. The user who becomes a BeAware member represents a potential customer for the tomorrow project evolution in a self-sustainable system, with a clear impact on the success of the BeAware business model, and from the beginning he can contribute to evaluate the results achieved.

Task: Task 7.2

Performed activities during the first 12 months:

- Designing and coding the project community web site BeCommunity

3.2.3 Dissemination of BeCommunity

Dissemination will at the onset be specifically directed to those who is already are active forum writers on the web. People who *actively* contribute to forums are only a small percentage of the visitors to websites. Therefore, it is of great importance that these people are identified and invited to the website when it is launched. Examples of these groups are people with big interest in home improvement, environmentalists and technology developers. Another important target group are researchers that work in the area of sustainability and ICT. Once the community has a critical mass of topics it will be important to make it accessible via Google search streams.

Task: Task 7.2

Success indicators first 18 months:

More than 20 active members.

Performed activities during the first 12 months:

None, we are still waiting for the external launch.

4 Commercial and industrial dissemination

Commercial and industrial dissemination are aimed at B2B as well as B2C markets. In the B2B market BeAware targets players of the commercial energy market (electricity and grid companies) as well as producers of electricity-powered appliances. Targeting in B2C will, naturally, be the end consumer that is interested in saving energy in the home.

Specific dissemination material such as flyers and posters will be produced with the aim of drawing attention to the economic advantages in the medium and long term that the BeAware solutions will bring when adopted by energy providers or by producers of electricity powered appliances. The related public dissemination on general energy awareness that will draw attention to the issues will achieve two related goals: make consumers more conscious and as a consequence increase their demand for

intelligent, aware appliances and services thus stimulating our B2B target players to adopt BeAware solutions.

4.1 Target audiences and key messages

Commercial and industrial dissemination will be aimed at B2B as well as B2C markets. This is because the results of the BeAware project may target both markets. In fact, products or services spinning off from the project may range from small appliances to be sold at consumer electronics stores to complex integrated services for energy providers. Since the B2C and B2B markets differ in terms of channels and concepts for the dissemination to be effective, commercial and industrial dissemination activities will be split and tailored to these two different realities. B2B dissemination targets will include players of the energy industry and producers of electricity powered appliances, while B2C dissemination will target end users.

stressed in order to sparkle mass consumers interest since a higher control and more conscious behaviour is much more appealing than the simple saving of a few Euros.

4.2 Communication material

The communication material for the industrial dissemination will be flyers, posters, demos, prototypes, and publications. The messengers will be chosen according to the channel and target. The material will be general for the whole BeAware project so that it can be used at both the industrial and public dissemination events.

Task: Task 7.4.

Performed activities during the first 12 months:

- Production of flyer, leaflet, brochure, posters. These are available to download from BeAware's website .
- Production of animated video. This video is available on BeAware's website.

4.3 Showcase and demo

BeAware has the goal of developing physical and virtual showcases of BeAware technologies use, components and advantages. Virtual and Physical simulation of workplaces and house environments will show the potentiality of BeAware technologies, and more generally, show everyday opportunities to save energy. These showcases will be presented in exhibitions, meeting, energy-related events and other public contexts. They will take the form of a technological and multimedia booth with BeAware mobile technologies allowing visitors to use technologies and play with simulations.

Task: Task 7.4.

Performed activities during the first 12 months:

- Development of the first showcase, which include an interactive demonstration of how “Energy Life” works. The mobile and ambient interfaces are simulated in this version.

4.4 Industry Exhibitions and Conferences

Contribution to industry exhibitions and conferences will be done regularly in the project. The goal of this dissemination is to show the BeAware technologies at public international events and initiatives in the area of energy. This activity will be coordinated with the commercial and industrial dissemination that is headed by Engineering partner (Task 7.4).

Success indicators first 18 months:

More than 3 events, one focused.

Performed activities during the first 12 months:

- ICT Event, November 25-27, 2008, Lyon, France – networking
- EU Sustainable Energy Week, February 7-16, 2009, Brussels – networking
- ESMA, February 17-18, Italy, networking
- Sveriges Energiting 2009, March 11-12, 2009, Stockholm, Sweden – talk
- ICT4EE, March 19-20, 2009, Brussels – exhibition
- Home owners’ fair “Gör ditt boende bättre”, April 17-19, 2009, Eskilstuna, – exhibition

4.5 Press

Public media channels will be targeted and there will be regular press releases on the project when there are significant progress, milestones and findings.

Success indicators first 18 months:

National daily press, regional/local daily press, wide audience magazines and inserts – 3 each

On-line magazines and inserts – 5 each

Local TV-programmes - 3

Performed activities during the first 12 months:

- A paper published in Finnish national psychological bulletin, “Psykologia” under the title “Psykologian voimin ilmastonmuutosta vastaan” (Using psychology to fight climate change).
A national scientific journal