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## Summary

This deliverable describes the first version of the PICOS dissemination plan. It outlines the general dissemination strategy and includes possible activities for further dissemination of PICOS and its results in the 2<sup>nd</sup> project year.

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**The PICOS Deliverable Series**

These documents are all available from the project website located at <http://picos-project.eu>.

D2.1 Taxonomy	July 2008
D2.2 Categorisation of Communities	July 2008
D2.3 Contextual Framework	November 2008
D2.4 Requirements	November 2008
D4.1 Architecture	March 2009
D9.1 Public Website	January 2009



## The PICOS Deliverable Series

### Vision and Objectives of PICOS

With the emergence of services for professional and private online collaboration via the Internet, many European citizens spend work and leisure time in online communities. Users consciously leave private information; they may also leave personalized traces they are unaware of. The objective of the project is to advance the state of the art in technologies that provide privacy-enhanced identity and trust management features within complex community-supporting services that are built on Next Generation Networks and delivered by multiple communication service providers. The approach taken by the project is to research, develop, build trial and evaluate an open, privacy-respecting, trust-enabling platform that supports the provision of community services by mobile communication service providers.

The following PICOS materials are available from the project website <http://www.picos-project.eu>.

### Planned PICOS documentation

Slide presentations, press releases, and further public documents that outline the project objectives, approach, and expected results;

PICOS global work plan providing an excerpt of the contract with the European Commission.

### PICOS results

*PICOS Foundation* for the technical work in PICOS is built by the categorization of communities, a common taxonomy, requirements, and a contextual framework for the PICOS platform research and development;

*PICOS Platform Architecture and Design* provides the basis of the PICOS identity management platform;

*PICOS Platform Prototype* demonstrates the provision of state-of-the-art privacy and trust technology to leisure and business communities;

*Community Application Prototype* is built and used to validate the concepts of the platform architecture and design and their acceptability by covering scenarios of private and professional communities;

*PICOS Trials* validate the acceptability of the PICOS concepts and approach chosen from the end-user point of view;

*PICOS Evaluations* assess the prototypes from a technical, legal and social-economic perspective and result in conclusions and policy recommendations;

*PICOS-related scientific publications* produced within the scope of the project.



## Document history

*Remove this page upon release of the final version of the deliverable*

<i>Date</i>	<i>Version</i>	<i>History</i>
03/03/2009	0.1	Initial document
03/26/2009	0.2	First draft
04/06/2009	0.3	Integrated partner contributions
04/08/2009	0.4	Review Version
04/21/2009	0.5	Pre-Approval Version
04/27/2009	1.0	Approval Version
05/05/2009	1.1	Revised Approval Version (considering PICOS 1 <sup>st</sup> Review comments)



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## 1 Introduction

Dissemination is a key activity within PICOS, because it complements the main phases of the project as stated in the Annex 1 (Figure 5, p.19). Throughout the project duration, achieved results of PICOS will be disseminated in various ways. This has already been done within the first project year, where PICOS' results and achievements were refined in research publications and presented on conferences and workshops.

The following chapters outline the intended and planned dissemination activities for the 2<sup>nd</sup> project year. At first, the subject of such activities is presented, then the strategy is explained and the goals which we aim to achieve. Finally the channels and how they might be used for dissemination are briefly described.

## 2 Subject of dissemination

The 2<sup>nd</sup> project period comprises important steps to achieve the PICOS goals. It is mainly concerned with development and implementation, in particular, with the development and prototypical implementation of the PICOS Platform (D5.1), the first Community Application Prototype (D6.1), and the trial preparation.

The dissemination activities will contain mainly the results achieved within this period but they might also incorporate further dissemination of the results achieved so far (in period 1). As the upcoming work packages are strongly concerned with development tasks, a special focus will be on the resulting prototypes and the ideas, concepts, artefacts and technologies they comprise.

One important aspect to highlight in this context will be the overall progress, which we achieve in the project and how particularly the requirements conducted in the 1<sup>st</sup> period, are transformed into technical solutions.

## 3 Dissemination Strategy & Goals

The activities of dissemination in PICOS are intended to present what PICOS is working on and which results it has achieved. The basic dissemination strategy comprises a combination of various channels, in order to distribute the results and create awareness for the topics they cover.

The different channels which are described in the following chapters complement each other, regarding aspects like the addressed audience and context. Especially, the results should be distributed on a scientific level (papers, conference contributions, etc.) as well as on an industrial level (standardisation, products, services).



## 4 Channels of dissemination

According to the dissemination strategy indicated above, multiple channels have been established and used for dissemination activities. We plan to further use these channels within the 2<sup>nd</sup> project year. The following paragraphs describe their usage in detail. In addition, we will identify further channels and use them as required.

### 4.1 *Public Website*

The content on the public website is updated continuously according to the project progress. There will be updates about the first prototypes of the PICOS platform and the first community application prototype, which is due at the end of project month 21.

Besides the final (public) deliverables of the period, we will decide, how these results of PICOS can be made available for the public. E.g. in form of a public documentation or presentations, which illustrate the prototypes and their capabilities. Aside from the progress related content updates (news items, documentation, downloads, links, etc.), we further plan to extend the information about the background of PICOS, including how the project is structured and which topics it is concerned with.

In order to be able to measure the success of the PICOS Website, we will also make use of statistical tools. These tools will measure important information, e.g. how often and when the site was accessed and from which links people came to the site. The information allows us, to identify which sites are mostly accessed, how the resonance on the PICOS project in the public is. Thereupon, we will be better able to design the site in accordance with the users' needs and demands. The means to measure and improve the website perception and success will also include the extension of meta tags, which will help to improve the sites positioning in search engines.

### 4.2 *Publications/Conferences*

So far, we plan the following research publications:

- Paper Presentation at Fourth International Conference on Communities and Technologies, June 25-27, 2009, The Pennsylvania State University. Paper title: "How much do you tell? Information Disclosure Behavior in Different Types of Online Communities" by Schrammel, Johann, Köffel, Christina and Tscheligi, Manfred
- Paper Presentation at 23rd BCS conference on Human Computer Interaction, September 1-5, 2009, Cambridge. Paper title: "Personality Traits, Usage Patterns and Information Disclosure in Online Communities" by Schrammel, Johann, Köffel, Christina and Tscheligi, Manfred (submitted)

Moreover we intend to use the following conferences for PICOS publications, due to their focus on core aspects of the PICOS project:

- Mobile HCI 2010
- IFIP Sec 2010



- IFIP Trust Management 2010

In addition, a number of other conferences and events are potentially of interest for the dissemination and promotion of PICOS. They cover various different topics, which PICOS is concerned with and may therefore be interesting for the following project-related publications (ordered ascending by date):

- IWSSI 2009-International Workshop on Security and Privacy in Spontaneous Interaction and Mobile Device Use (Nara, Japan, 11 May 2009)
- Third Future Internet Assembly (Prague, Czech Republic, 11-13 May 2009)
- ICT Fair for Trust & Security Research (Olomuc, Czech Republic, 14 May 2009)
- 24th IFIP Conference - FIDIS Summit Event (Cyprus, 18-19 May 2009)
- Information Security Summit 2009 (Prague, Czech Republic, 27-28 May 2009)
- Mobisec 2009 ICST Conference on Security and Privacy in Mobile Information and Communication Systems (Turin, Italy, 3-5 June 2009)
- IFIPTM 2009 - IFIP WG 11.11 International Conference on Trust Management (Athens, Greece, 15-19 June 2009)
- ICT - MobileSummit 2009 (Santander, Spain, 10-12 June 2009)
- Privacy and Trust in a Networked World ENISA Summer School (Crete, Greece, 14-18 September 2009)
- 11th International Conference on Human-Computer Interaction with Mobile Devices and Services (MobileHCI09) (Bonn, Germany, 15-18 September 2009)
- The Fourth International Conference on Software Engineering Advances (ICSEA 2009), (Porto, Portugal, 20-25 September 2009)
- WOMBAT Annual Workshop/RAID 2009 (Saint-Malo, France, 22-23 September 2009)
- 4th Mediterranean Conference on Information Systems (MCIS 2009) (Athens, Greece, September 25-27 2009)
- SRC '09 - Security R&D, Innovation for the Citizens (Stockholm, Sweden, 29-30 September 2009)
- 31st International Conference of Data Protection and Privacy (Madrid, Spain, November 2009)
- ICT Mobile Summit 2010

Additionally, PICOS partner HPL is aiming to publish a Technical Report<sup>1</sup> covering research on the Privacy Advisor component, one component which is part of the PICOS architecture and the platform prototype. HPL also aims for a paper publication covering the “Privacy advisor”, or combined with work by other partners on reputation management or with PICOS as a whole on “community trust management”. HPL is still investigating, which conference could be appropriate for this planned publication. One possible option is the “First IEEE International Conference on Biometrics, Identity and Security (BIDS)”<sup>2</sup>,

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<sup>1</sup> <http://www.hpl.hp.com/techreports/>

<sup>2</sup> <http://www.ieee-biometrics.org/bids2009/>



Other publications are intended with regard to specific components of the PICOS Platform and its architecture. Such publications may focus single components and the incorporated concepts, methodologies and technologies.

Further potentially interesting topics in the context of PICOS may arise during the work, which we will conduct in the 2<sup>nd</sup> project period. One of these topics could be “Business aspects of Online and mobile social communities”. These aspects are not in the main focus of PICOS but they play an important role in the context of communities, as they need to finance their services and especially personal user data is in many cases relevant for commercial activities (e.g. marketing). Another interesting topic appears to be the use of privacy enhancing technologies in communities (e.g. Authentication, Encryption, etc.) and “trust models” with regard to the PICOS Platform Architecture.

### **4.3 Cooperations and Liaisons**

During the first project period, a number of cooperations have been established. In the 2<sup>nd</sup> project year, it is aimed to intensify the relationships to these projects and to identify shared topics of interest. Especially we plan to exchange knowledge and information about such topics, where other projects are doing similar or complementary research. E.g. the FP7 project “PrimeLife”<sup>3</sup> is also concerned with aspects of privacy and identity management within Online Social Networks, whereas the “ComeIn” project is especially concerned with mobile communities and social networks. The process of establishing cooperation will include the identification of further projects, which might be interested in a cooperation and an exchange of knowledge.

Another contact has been established with the MOBIO<sup>4</sup> project. MOBIO is concerned with mobile services, which make use of biometric authentication means. Besides the general privacy and trust related aspects, the Use Cases which are utilised in the project, share some similarities with PICOS. For instance, these use cases include a trusted video chat example, which is basically a feature of interest for mobile communities. The similar counts for aspects of authentication and peer-to-peer communication, which may be relevant for the interaction within mobile communities. Hence, we will intensify the contact to MOBIO within the next period and identify potential synergies as well as common interests.

We will also consider the outcomes of the FP6 project PEPERS<sup>5</sup> for the work in PICOS. PEPERS was focused on secure mobile peer-to-peer applications and their design, development and deployment. The project was successfully completed in September 2008. We will investigate, how far PICOS may benefit from the outcomes and experiences of PEPERS.

In the context of liaison with projects like My-eDirector 2012<sup>6</sup>, Atos plans to have joint teleconferences to exchange details on implementation technologies and design principles, given both projects are at similar stages and share potential for synergies at areas like privacy enhancements for user preferences and personal data, real-time content sharing or mobile services challenges. In the case of ComeIN<sup>7</sup>, PICOS can offer guidance to this project too on mobility aspects and trust, identity

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<sup>3</sup> <http://www.primelife.eu/>

<sup>4</sup> <http://www.mobiproject.org/>

<sup>5</sup> <http://www.pepers.org>

<sup>6</sup> <http://www.myedirector2012.eu/>

<sup>7</sup> <http://www.comein-project.eu>



management and privacy aspects in general for the design of virtual communities since both projects are dealing with community services, possibly incorporating feedback from the ComeIN use cases (for e-Inclusion of marginalised youth through mobile communities) to enrich PICOS views.

With regard to other projects, a potential new collaboration joint collaboration with the Spanish research and development project Segur@<sup>8</sup>, could also lead to dissemination opportunities at numerous national events. Segur@ explores synergies in strong authentication for advanced identity management. In general, this experience exchange with projects working in the domain of trusted, secure and privacy-respecting service-oriented ICT systems allows joining efforts, minimizing duplication, maximizing potential and generally paving the way for a successful dissemination as well as commercial exploitation of the project outcomes.

In the context of national Technological Platforms (e.g. eSec, eMov, es.Internet) and European Technological Platforms (e.g. NESSI, eMobility, Future Internet) Atos Origin will continue to assess and where appropriate address dissemination actions for PICOS, especially in the following areas: implementation of privacy at design level, user centricity and user friendliness for transparency and privacy-enhancing technologies, pseudonymisation and anonymisation, mobile-based and web-based privacy-enhanced services, control of private data exchange between services, private data traceability, accountability, privacy risk management and finally awareness building and training of different users.

Other dissemination may arise in the context of standardisation activities taking advantage of the work already started during the first year of the project. In the context of these activities further new dissemination channels and opportunities in calls for publications, conferences, scientific and industrial venues and standardisation committees to which it belongs (like AENOR's Normalisation Technical Committee 71/SC 37 which is the Spanish mirror of ISO/IEC JTC 1 SC 37 for biometric technologies) will be identified, given Atos Origin's intent to bring standardisation knowledge towards research and development projects, Atos participates in. Similarly, Atos may provide useful PICOS input towards (biometric) standards documents, especially taking into account use cases and user trials perspectives. Atos Origin participation in W3C's Incubator Group on Social Networks stemming from our dissemination of the PICOS Position Paper in January 2009 at the Barcelona workshop may yield future opportunities this year for disseminating PICOS findings at this extremely relevant international standardisation body (where some PICOS-liased ISO/IEC SC 27 participants are also present).

As an industrial partner, Atos Origin will devote an especial effort to industrial awareness and will identify any opportunity to present results of PICOS to commercial organisations and create opportunities for their future exploitation and use. Given the research group has no direct liaison with Atos Origin business partners and customers this will be done taking into account the company's commercialisation, dissemination and exploitation channels and structures. Atos Origin will cooperate as well with the other PICOS industrial partners to maximize impact and leverage efforts.

An immediate relevant action for dissemination of PICOS is a presentation by Atos Origin to a Chinese delegation from Handan city in the context of the European Funded EU-China Information Society Project<sup>9</sup>. Handan is the leading player for e-Services in China developed under international cooperation from Europe and future evolution to mobile-based services is a possibility. Already, synergies have been detected at the level of data protection, regulation, compliance and multilateral

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<sup>8</sup> <https://www.cenitsegura.com/joomla/index.php?lang=en>

<sup>9</sup> <http://www.EU-China-Info.org>



security aspects. Atos Origin will evaluate collaboration with this project for mutual exchange of knowledge and identification of potential applications, thus giving PICOS possibilities of internationalisation beyond the European geographical context.

#### **4.4 Other channels**

Besides the already established PICOS group on LinkedIn, which is so far only for internal use within PICOS, we will examine other similar channels. Especially channels in the area of web 2.0 and also in the context of existing community platforms. One possible platform is “ePractice.eu”<sup>10</sup>, a community for the communication and exchange between research projects. The option to represent PICOS there is currently subject to further investigations.

As individual dissemination actions take place, it will be possible to update this dissemination plan with reports on dissemination activities.

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<sup>10</sup> <http://www.epractice.eu/>