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Authors: Alexander Viehl, FZI  
Frank Golatowski, URO  
Benjamin Beichler, URO  
Michael Wittner, RAZ  
Peter Lieber, SSCE  
Robert Schachner, EMO  
Wilfried Lepuschitz, BEE  
Michael Benkel, SCS  
Wolfgang Ecker, IFX

Involved grant recipients: FZI Forschungszentrum Informatik(FZI)  
Infineon Technologies AG(IFX)  
Razorcat Development GmbH(RAZ)  
SparxSystems Software GmbH(SSCE)  
Universität Rostock(URO)  
bee produced GmbH(BEE)  
embedded ocean GmbH(EMO)  
ScopeSET Technology Deutschland GmbH (SCS)

Contacts: Wolfgang Ecker, IFX, [wolfgang.ecker@infineon.com](mailto:wolfgang.ecker@infineon.com)

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## Executive Summary

This deliverable presents the planned dissemination strategy and activities of GenerIoT. First the overall dissemination strategy and goals in accordance to the different phases of the project is presented. Afterwards various dissemination channels are listed. This is an initial collection, which does not claim to be complete. The different channels are mutually supportive, so we have tried to group them according to their nature. Because the different partners have different goals with the dissemination, the overall dissemination goals are considered from two points of view: common project-wide dissemination and partner-specific dissemination. The deliverable is completed by a concrete list of dissemination activities in the first dissemination phase.

## Dissemination Strategy and Activities

### I Dissemination strategy

The following section presents the overall dissemination strategy, by highlighting the goals of the dissemination in the different phases of GenerIoT. The project is organized in various phases supported by different milestones.

Q01	Q02	Q03	Q04	Q05	Q06	Q07	Q08	Q09	Q10	Q11	Q12
Use cases										Evaluation	
	Requirements & Methodology	Design				Implementation			Integration		
		MS1			MS2			MS3		MS4	

MS1 is reached when the use cases are analyzed and requirements on the methodology are specified. With MS2, the technical concepts are specified. Selected feasibility studies are implemented and the overall implementation is ready for evaluation at MS3. MS4 marks the project end, with a completed evaluation. The dissemination is planned in accordance with these phases.

Q01	Q02	Q03	Q04	Q05	Q06	Q07	Q08	Q09	Q10	Q11	Q12
Attention			Methodology & Concept			Solution			Demonstration		

In the current project phase, the focus of the dissemination is on creating awareness and user interest in the proposed solution of GenerIoT. In the following phase the GenerIoT methodology is specified, and the dissemination focuses on making the basic **Methodology & Concept** known to a broad audience as well as collecting further application areas or stakeholder needs from outside of the consortia. The most important dissemination phases start in the **Solution** phase, when dedicated GenerIoT solutions are presented and discussed. This is the phase where the later user basis of the GenerIoT methodology and tools is created. The following **Demonstration** phase supports these goals by demonstrating the previously presented solutions.

## I.1 Dissemination channels

The following section highlights various dissemination channels that could be utilized within the project. This is an initial list, which have to be updated over the period of the project. To get a better understanding the different channels are grouped by their nature.

### ***Asynchronous channel – Internet presence***

The most important dissemination channel is certainly the internet. It has a very wide reach and helps to make potential users aware of the GenerIoT methodology. The formats that can be used for online dissemination are manifold: They range from general project information and status updates on project related websites, over scientific and industrial publications, which present in-detail aspects of the GenerIoT methodology to audio visual media, such as tutorials to ease the application of the GenerIoT tools. Another very important dissemination channel is open-source releases. They provide users with an actual tool chain to apply parts of the GenerIoT methodology.

Channel ID	Description	Example
<b>D.Ac.WS</b>	Public websites	edacentrum.de/generiot
<b>D.Ac.PR</b>	Press releases	pressebox.at
<b>D.Ac.NL</b>	Newsletter, leaflet	ITEA newsletter
<b>D.Ac.SM</b>	Social media posts	LinkedIn, Twitter, Facebook
<b>D.Ac.IP</b>	Industrial publications Product announcement	Article, Whitepaper on partner websites; Trade journals like Elektronik Praxis, Markt und Technik, e&i Elektrotechnik und Informationstechnik
<b>D.Ac.SP</b>	Scientific publications	IEEE, ACM publications; Journals like MDPI Sensors, MDPI Electronics
<b>D.Ac.AV</b>	Audiovisual media	Youtube
<b>D.Ac.OS</b>	Open source releases	GitHub
<b>D.Ac.TH</b>	Bachelor, Master, doctoral thesis	Thesis at a university

### ***Synchronous channel – User events***

An important and very valued dissemination channel are meetings with potential users of the GenerIoT approach. Besides a close interaction with the users, that enables the presentation of user-relevant parts of the GenerIoT tooling ecosystem, it also enables direct feedback, which greatly helps to develop a relevant toolchain. The table below lists an initial collection of various meeting options. It should be noted that both virtual as well as physical meetings are considered, and no further separation is made within the strategy planning. Another aspect that is not separated during strategy planning is the accessibility of the meetings. Meetings can be both public and partner internal. Besides traditional external customers, e.g., tool users, potential GenerIoT users are also located within the partner companies, especially if the GenerIoT methodology should be applied internally to improve current IoT development. During planning, no further separation between external and internal events is made. This results in the following initial list of dissemination channels for user events.

Channel ID	Description	Example
<b>D.Sc.SC</b>	Scientific conference	DATE, DAC, edaWorkshop
<b>D.Sc.IF</b>	Industrial fairs	Embedded World, HMI
<b>D.Sc.TR</b>	Workshop Hands-on Training	Tool tutorials

<b>D.Sc.CP</b>	Customer presentation Demonstrator presentation	Trade fairs
<b>D.Sc.FE</b>	Events of funding authorities/organizations	ITEA PO days, FFG software days Vienna
<b>D.Sc.FE</b>	Lectures	At universities but also from training activities
<b>D.Sc.OE</b>	Other events	Events of national and ITEA funding authorities

### **Hybrid channels - Standardization**

Another dissemination channel that could be considered is the presentation of the envisioned GenerIoT methodology in standardization bodies. This is not only a one-time event; instead, it is a very long process, most likely outlasting the project runtime. However, even the initial presentation, and discussion with the standardization bodies can result in important input/hints. Because the coordination with standardization bodies ranges from committing initial ideas, to presenting/defending your ideas in person, this channel is tagged as hybrid.

Channel ID	Description	Example
<b>D.Hc.SA</b>	Standardization activity	OMG

## **I.2 Dissemination goals**

In this section potential goals for the dissemination are discussed. Because the different partners have different goals with the dissemination, the overall dissemination channels are considered from two points of view: common project-wide dissemination and partner-specific dissemination.

### **Project-wide dissemination strategy**

The project-wide dissemination strategy focuses on the presentation of the project as a whole. The overall goal is to raise attention for the project. Therefore, the activity covers the general project presentation as well as aggregating the partner contributions (cf. partner-specific dissemination).

The central element of both the project-wide as well as partner-specific dissemination is the project website (Activity 1, D.Ac.WS). News about the project, as well as partner dissemination, will be gathered on the site. Especially an overview of published asynchronous items, such as (scientific) publications, will be given here. Besides the website, different channels will be applied to publish general information about the project. Examples are social media posts when essential events, such as the general assembly or milestone, happened (D.Ac.WS, D.Ac.NL, D.Ac.SM). Other project wide presentations are planned (D.Sc.FE), e.g., for the ITEA PO days.

### **Partner-specific dissemination strategy**

The major part of dissemination will be driven by each partner, especially in the phases Methodology & Concept, Solution, and Demonstration. In the following, the focus points of both the research partner and industrial partner will be discussed. It should be noticed that a clear separation of the dissemination activities cannot be made; this is only an estimate of the focus of each group. For example, industry partners also strive for scientific publications and the supervision of theses, but in general, research partners have a higher interest in these channels.

The **research partner** will focus mainly on scientific publications (D.Ac.SP, D.Sc.SC). By publishing the GenerIoT results in the research community, the project and the partner gain visibility. Another benefit is, that the community reviews the published as well as submitted work. In this way, the relevance and acceptance by the research community can be ensured. Besides the external scientific publications, the research partners utilize the state-of-the-art

research as an outcome of GenerIoT to support their lectures (D.Sc.FE) with practical, industry-relevant examples. This ensures that the lecture is lively and relevant to practice as well as students can get familiar with the envisioned GenerIoT methodology. This supports another dissemination channel, mainly associated with the research partners, that is the supervision of theses, such as bachelor, master or doctoral theses as well as student jobs (D.Ac.TH). This teaches students the GenerIoT methodology and transfers it indirectly to future, potential users in industry. Another aspect that is often driven by research partners is the open source publication (D.Ac.OS) of the developed tools. In the context of GenerIoT it is planned to publish essential parts of the developed tools.

The **industrial partners** can be separated into two groups based on their targeted user group. First, the partners that would like to apply the GenerIoT methodology for their own development. They will focus mainly on internal dissemination, to establish the methodology in the company. The second group will enhance the methodology and prototypical tools during the project and prepare integration into their product after the project. External customers will afterwards be targeted to try out and apply the methods and tools developed. Both will mainly focus on Industrial Publications (D.Ac.IP), Workshop/Hands-on/Training (D.Sc.TR) and especially customer/demonstrator presentations (D.Sc.CP). These dissemination channels enable the partners to raise interest among future users and demonstrate the benefits of the GenerIoT methodology. The industry partners looking for external customers also use public industry fairs (D.Sc.IF) to reach a broader user group. Another aspect that is more in the focus of industry partners than of the research partners, is the usage of their own internal appearance to inform colleagues about ongoing research and results (D.Ac.WS, D.Ac.PR, D.Ac.NL, D.Ac.SM).

As mentioned above, this is only a general allocation of typical dissemination channels to partners; the reality will be much more mixed-up.

## II Activities of Phase I

This section gives an overview of concrete activities planned or even carried out during the initial project phase.

Activity ID	Description	Date	Type	Responsible Partner
<b>Activity 1</b>	Project Website <a href="https://www.edacentrum.de/generiot">https://www.edacentrum.de/generiot</a>	01.12.22	D.Ac.WS	Consortium
<b>Activity 2</b>	ITEA4 Website <a href="https://itea4.org/project/generiot.html">https://itea4.org/project/generiot.html</a>	01.12.22	D.Ac.WS	Consortium
<b>Activity 3</b>	Project leaflet of German project executing agency <a href="https://www.softwaresysteme.dlr-pt.de/de/itea.php">https://www.softwaresysteme.dlr-pt.de/de/itea.php</a> <a href="https://www.softwaresysteme.dlr-pt.de/media/content/01IS22084_Projektblatt_GenerIoT.pdf">https://www.softwaresysteme.dlr-pt.de/media/content/01IS22084_Projektblatt_GenerIoT.pdf</a>	01.12.22	D.Ac.NL	Consortium
<b>Activity 4</b>	Partner project side <a href="https://www.imd.uni-rostock.de/forschung/projekte/forschungsprojekte/generiot-bmbf/">https://www.imd.uni-rostock.de/forschung/projekte/forschungsprojekte/generiot-bmbf/</a>	01.12.22	D.Ac.WS	URO
<b>Activity 5</b>	Twitter post on the second general assembly <a href="https://twitter.com/Tietoevry/status/1671512153138896900">https://twitter.com/Tietoevry/status/1671512153138896900</a>	21.06.23	D.Ac.SM	TIE
<b>Activity 6</b>	Partner project side <a href="https://loopshore.com/itea-generiot-hanke-on-kaynnissa/">https://loopshore.com/itea-generiot-hanke-on-kaynnissa/</a>		D.Ac.WS	LOOP
<b>Activity 7</b>	LinkedIn Post <a href="https://lb.linkedin.com/company/edacentrum-gmbh?trk=similar-companies_org_title">https://lb.linkedin.com/company/edacentrum-gmbh?trk=similar-companies_org_title</a>	21.06.23	D.Ac.SM	edacentrum
<b>Activity 8</b>	Article on partner website <a href="https://www.granlund.fi/uutinen/itea4-tutkimushankkeessa-ideoidaan-iot-mittareita-tuulivoimaloiden-yllapitoon/">https://www.granlund.fi/uutinen/itea4-tutkimushankkeessa-ideoidaan-iot-mittareita-tuulivoimaloiden-yllapitoon/</a>	02.03.23	D.Ac.IP	GRA
<b>Activity 9</b>	Wind Finland 2023, Oulu, Finland. <a href="https://www.windfinland.fi/wind-finland-oulu-2023/">https://www.windfinland.fi/wind-finland-oulu-2023/</a>	02.03.23	D.Sc.IF	GRA
<b>Activity 10</b>	Workshop, Sisäilmastoseminaari 2023, Helsinki, Finland. Vesa Vihanninjoki, Jatkuvatöimisten ilmanlaatumittausten TVOC-viitearvojen taustoitaminen ja käyttökelpoisuuden arviointi (in Finnish). <a href="https://www.sisailmayhdistys.fi/Tapahtumat/Sisailmastoseminaari/Sisailmastoseminaari-2023">https://www.sisailmayhdistys.fi/Tapahtumat/Sisailmastoseminaari/Sisailmastoseminaari-2023</a>	12.03.23	D.Sc.IF	GRA
<b>Activity 11</b>	Vaasa Energy Week 2023, Vaasa, Finland. <a href="https://www.energyweek.fi/">https://www.energyweek.fi/</a>	04.05.23	D.Sc.IF	GRA/LOOP
<b>Activity 12</b>	Wind Finland Offshore 2023, Helsinki. <a href="https://www.windfinland.fi/wind-finland-offshore-2023/">https://www.windfinland.fi/wind-finland-offshore-2023/</a>	21.- 22.03.23	D.Sc.IF	GRA
<b>Activity 13</b>	Master's Thesis, Vesa Vihanninjoki, Real-Time Indoor Environment Quality Assessment of Sports Facilities. <a href="http://urn.fi/URN:NBN:fi:aalto-202306183990">http://urn.fi/URN:NBN:fi:aalto-202306183990</a>	11.05.23	D.Ac.TH	GRA
<b>Activity 14</b>	Regulatory workshop related to Reserves and Balancing Power markets. GenerIoT project was introduced and requirements validated with national agency of Transmission System Operator (Fingrid).	31.4.23	D.Sc.CP	TIETO
<b>Activity 15</b>	Journal Article about VP-Framework	Planned	D.Ac.SP	URO
<b>Activity 16</b>	ITEA PO days	Planned 12- 13.09.23	D.Sc.FE	Consortium
<b>Activity 17</b>	pressebox.at - Description of GenerIoT project including topics like technical innovation, consortium and duration	Planned	D.Sc.PR	SSCE
<b>Activity 18</b>	TUM Industry Day <a href="https://wiki.tum.de/display/tueisecevents/CoC+Industry+Day+2023?desktop=true&amp;macroName=confiform-entry-register">https://wiki.tum.de/display/tueisecevents/CoC+Industry+Day+2023?desktop=true&amp;macroName=confiform-entry-register</a>	Planned 21.09.23	D.Sc.FE	TUM
<b>Activity 19</b>	Review article analyzing DevOps and model-based methods for IoT, work in progress to be completed 2023	Planned Nov. 23	D.Ac.SP	TAU
<b>Activity 20</b>	Project results/activities in social media/company website.	Planned Q4/23	D.Ac.PR	UNI

<b>Activity 21</b>	We will present the project on our booth at the Trade Fair for Electronics Development and Production <a href="https://productronica.com/en">https://productronica.com/en</a>	Planned 14 – 17.11.23	D.Sc.IF	BEE
<b>Activity 22</b>	We will present the project on our booth at the <a href="https://ese-kongress.de">Embedded</a> Software Engineering Congress (ESE), Sindelfingen, <a href="https://ese-kongress.de">https://ese-kongress.de</a>	Planned Dec 2023	D.Sc.IF	RAZ