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Agricultural Data Infrastructures



D7.3. Dissemination & Awareness Plan

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Document History

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EXECUTIVE SUMMARY

The present document identifies the main areas where the presentation of the SemaGrow vision and results will achieve the greatest possible impact and visibility, as well as, the steps and actions necessary for effective dissemination.

Furthermore, the document presents in detail the dissemination activities that took place in the first six-months of the SemaGrow project. In addition, this document also presents the planned dissemination activities for the forthcoming six-months of the SemaGrow project.

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LIST OF TERMS AND ABBREVIATIONS

Term/Abbreviation	Definition
Consortium	Overall description of the joint partnership of the SemaGrow parties
European Commission (EC)	refers to the monitoring and co-financing unit of the project in the context of the ICT Policy Support Programme, which is represented by the Project Officer (PO) and any other appointed personnel
Partner	the organisations (including the Coordinator) that have formally committed (through their accession to the Grant Agreement) to carry out the working activities of the SemaGrow project
Work Package (WP)	a set of grouped work activities that have been described Description of Work (DoW), resulting in a number of deliverables
UAH	Universidad de Alcalá
NCSR-D	National Centre for Scientific Research “Demokritos”
UNITOV	University of Rome “Tor Vergata”
SWC	Semantic Web Company GmbH
IPB	Institute of Physics Belgrade
DLO	Stichting Dienst Landbouwkundig Onderzoek
FAO	Food and Agriculture Organization of the United Nations
AK	Agro-Know Technologies

1. INTRODUCTION

1.1 Purpose and Scope

This deliverable provides an outline of the progress of dissemination/publicity of the SemaGrow project during its first six months as well as the dissemination plan of the project.

1.2 Audience

This report on dissemination and exploitation activities is addressed to the **SemaGrow** project partners, the Commission and the public audience.

1.3 Deliverable Structure

Chapter 2: This chapter identifies the areas of importance, where the SemaGrow vision and progress should be presented and documented, in order to reach a wide and relevant audience.

Chapter 3: This chapter presents the Dissemination / Publicity activities and tools of the **SemaGrow** project.

Chapter 4: This section provides a detailed overview of the dissemination activities undertaken by the SemaGrow project as well as the plan for future dissemination activities

2. Identification of Main Dissemination and Awareness Raising Pathways

The present section identifies the areas of importance, where the SemaGrow vision and progress should be presented and documented, in order to reach a wide and relevant audience.

In the context of general awareness raising, we identify the following steps that are essential for achieving the greatest possible reach for SemaGrow:

- Branding & Logo
- Website
- Fact Sheet
- Press Releases
- Publications

In the research community, SemaGrow will target a multitude of international conferences and events, where the SemaGrow approach and the achieved results will be presented.

The application of SemaGrow in real-life settings and the potential benefits is of particular importance for the purposes of the project. To this extend, SemaGrow will organize several stakeholder consultation meetings, in order to ensure that SemaGrow is relevant to the continuously evolving needs of the interested communities and to demonstrate the benefits of using the SemaGrow approach in various environments and under different business models.

The following sections present the accomplished steps towards covering the aforementioned dissemination paths, as well as, the already established activities for the upcoming six-month timeframe. Furthermore, we provide an initial plan for the main international events that SemaGrow will target throughout its duration.

3. Overview of Dissemination Material/ Publicity Activities

3.1 Branding & Logo

The project logo plays an important role in creating the project identity. It is included in all documents, dissemination materials, presentations in events and conferences, and online channels.



Figure 1: The SemaGrow logo

3.2 Website

The **SemaGrow** web site (<http://www.semagrow.eu>) is created as the main dissemination tool. It was launched in November 2012 and apart from the basic information related to the project and the project partners, website visitors can be informed with all the latest SemaGrow news and events.

3.3 Fact Sheet

A fact sheet serves as an “at a glance” way of communicating the overview and the core information of the **SemaGrow** project. The **SemaGrow** Fact Sheet presents basic information of the project, such as the involved partners, the Project ID, the Funding Scheme, the Total Cost and the Duration of the project. Moreover, the **SemaGrow** Fact sheet highlights the Project Vision, the Key Challenges as well as the Use Cases of the project.

3.4 Press Release

The **SemaGrow** press release provides a quick and efficient way to communicate the **SemaGrow** project news and developments to the specialist stakeholders and also to the public audience. In 01/04/2013, the first Press Release was published in which is announced the launch of the project and summarizes the main challenges as well as the vision of the **SemaGrow** project.

3.5 Publications

In the first six months of the project, **SemaGrow** has published 3 academic papers. The publication rate for the project is to increase dramatically following the finalization of the various components of **SemaGrow** stack which will provide to the **SemaGrow** partners the opportunity to study and use the **SemaGrow** services. The following publications have been produced during M01-M06

Publications
Scientific Journal Papers / Book Chapters
S. Konstantopoulos, P. Archer, P. Karampiperis, V. Karkaletsis, "The POWDER Protocol as Infrastructure to Serving and Compressing Semantic Data", International Journal on Metadata, Semantics, and Ontologies, vol. 7(1), pp. 1-15, Inderscience, 2012
International Conference Papers
A. Koukourikos, G. Stoitsis and P. Karampiperis, "Data-driven Schema Matching in Agricultural Learning Object Repositories", in Proc. of the 5th International Workshop on Metadata and Semantics for Agriculture, Food and Environment (AgroSem 2012), Cadiz, Spain, November 28-30, 2012

P. Karampiperis, N. Manouselis, and S. Konstantopoulos, "Using a POWDER Triple Store for boosting the real-time performance of global agricultural data infrastructures", In Proc. of the 3rd International Workshop on Applied Models and Knowledge Representation in Computational Science (KREAM 2012), Omaha, Nebraska, USA, June 4-6, 2012

Table 1: Publications

4. Dissemination Activities

4.1 International Conferences/ Workshops/ Events

The consortium attended 2 International Events. More specifically, AK disseminated the **SemaGrow** project at the Green Hackathon 2013, which took place at the University of Zurich in Switzerland, in 11/02/2013 (<http://zurich.greenhackathon.com>). Also in 18/03/2013-20/03/2013 AK disseminated the SemaGrow project at the Research Data Alliance (RDA), which took place at the Gothenburg University in Switzerland (<https://www.icordi.eu/Content/Events.aspx?id=55&Page=1&Cat=0!2!0>).

Past International Conferences/ Workshops/ Events			
Partner	Date	Name	URL
AK	11/02/2013	Green Hackathon 2013	http://zurich.greenhackathon.com
AK	18/03/2013-20/03/2013	Research Data Alliance	https://www.icordi.eu/Content/Events.aspx?id=55&Page=1&Cat=0!2!0

Table 2: Past Events

SemaGrow will also be disseminated in the context of the Knowledge REpresentation and Applied Models and Metadata in computational science (KREAM'13) workshop at the International Conference on Computer Science 2013 (ICCS 2013). The workshop will take place at 5/6/2013-7/6/2013 in Barcelona, Spain (<http://www.ieru.org/org/kream/2013/>). UNITOV has also submitted a paper to the 9th International Conference on Semantic Systems (I-SEMANTICS 2013), which will take place on 04/09/2013 – 06/09/2013, in Graz, Austria (<http://i-semantics.tugraz.at>).

Future International Conferences/ Workshops/ Events			
Partner	Date	Name	URL
UAH, AK, NCSR-D	5/6/2013-7/6/2013	KREAM'13	http://www.ieru.org/org/kream/2013/
UNITOV	04/09/2013-06/09/2013	I-SEMANTICS 2013	http://i-semantics.tugraz.at

Table 3: Future Events

Other International Conferences, Workshops or Events that the SemaGrow consortium plans to attend are:

Other International Conferences/ Workshops/ Events 2013			
Name	Location	Description	URL
ACL	Sofia, Bulgaria	The Association for Computational Linguistics	http://acl2013.org/site/
ISWC	Sydney, Australia	International Semantic Web Conference	http://iswc2013.semanticweb.org/

Table 4: Events to Attend 2013

Other International Conferences/ Workshops/ Events 2014			
Name	Location	Description	URL
EACL	Gothenburg, Sweden	European Chapter of the Association for Computational Linguistics	http://eacl2014.org/
LREC	Reykjavik, Iceland	Language Resources and Evaluation Conference	http://www.lrec-conf.org/lrec2014/
TAL	Europe	Topics in Applied Linguistics: Social, Cultural and Affective Influences on Language Processing	http://www.tal.uni.opole.pl/shownews.php?cat=1&lang=pl&m=1
ISWC	Riva del Garda, Italy	International Semantic Web Conference	(2013) http://iswc2013.semanticweb.org/
ESWC	-	Extended Semantic Web Conference	(2013) http://2013.eswc-conferences.org/
WWW	Seoul, South Korea	WWW2014: The Twenty-third International WWW Conference	(2013) http://wwwconference.org/www2013/
KEOD	Europe	International Conference on Knowledge Engineering and Ontology Development	(2013) http://www.keod.ic3k.org
KR	Vienna, Austria	International Conference on Principles of Knowledge Representation and Reasoning	http://vsl2014.at/
DL	Vienna, Austria	International Workshop on Description Logics	http://vsl2014.at/
NMR	Vienna, Austria	International Workshop on Non-Monotonic Reasoning	http://vsl2014.at/
ECML PKDD	Europe	European Conference on Machine Learning and Principles and Practice of Knowledge Discovery in Databases	(2013) www.ecmlpkdd2013.org
VLDB	Hangzhou, China	Very Large Data Bases	http://www.vldb.org/2014/
EDBT/ICDT	Athens, Greece	International Conference on Extending Database Technology/ International Conference on Database Theory	http://www.edbticdt2014.gr/

Table 5: Events to Attend 2014

Other International Conferences/ Workshops/ Events 2015			
Short Name	Location	Name	URL
ACL	Baltimore, USA	The Association for Computational Linguistics	(2013) http://acl2013.org/site/
ISWC	-	International Semantic Web Conference	(2013) http://iswc2013.semanticweb.org/
ESWC	-	Extended Semantic Web Conference	(2013) http://2013.eswc-conferences.org/
WWW	-	WWW2014: The Twenty-fourth International WWW Conference	(2013) http://wwwconference.org/www2013/
KEOD	Europe	International Conference on Knowledge Engineering and Ontology Development	(2013) http://www.keod.ic3k.org
ILP	-	International Conference on Inductive Logic Programming	-
KR	Vienna, Austria	International Conference on Principles of Knowledge Representation and Reasoning	(2014) http://vsl2014.at/
DL	Vienna,	International Workshop on Description Logics	(2014) http://vsl2014.at/

	Austria		
NMR	Vienna, Austria	International Workshop on Non-Monotonic Reasoning	(2014) http://vsl2014.at/
VLDB	-	Very Large Data Bases	(2014) http://www.vldb.org/2014/
SIGMOD	-	Special Interest Group on Management of Data	http://www.sigmod.org/
EDBT/ICDT	Europe	International Conference on Extending Database Technology/ International Conference on Database Theory	(2014) http://www.edbticdt2014.gr/

Table 6: Events to Attend 2015

4.2 Stakeholder Consultation Meetings

Achieving the dissemination objectives of the **SemaGrow** consortium, as well as of the European Commission for the *FP7-ICT-2011.4.4* objective, entails reaching out to a wide range of audiences. The scientific, technical, business, institutional and governmental audiences are the clear target groups, to this end a series of stakeholder consultation meetings were organized the first six months of the project. Moreover, the upcoming months two stakeholder consultation meetings will follow.

More specifically, the first six month of the project, the consortium organized and held a series of three stakeholder consultation meetings in order to disseminate SemaGrow project. The first stakeholder consultation meeting was organized by DLO in 18 -19 February 2013 and took place at the Texas Advanced Computing Centre of the University of Texas, USA. The second stakeholder consultation meeting & and the third stakeholder consultation meeting was organized by AK in 6 March 2013 and in 8 April 2013 at the Agricultural University of Athens in Greece and at the University of Leuven in Brussels of Belgium.

Past Stakeholder Consultation Meetings			
Organiser	Country	Date	Participants
DLO	USA	18/02/2013-19/02/2013	Experts from the Agricultural Model Intercomparison and Improvement Project (AgMIP)
AK	Greece	06/03/2013	Agronomist Researchers & Educators
AK	Belgium	08/04/2013	Experts working on Educational Resources, Repositories and Federations

Table 7: Past Stakeholder Meetings

The upcoming month's two stakeholder consultation meetings have been planned. The next stakeholder consultation meeting will be organized by FAO in 15-16 May 2013 and will take place at the FAO headquarters in Rome, Italy. The forth stakeholder consultation meeting will be organized by DLO in 17-18 Jun. 2013 and will take place at Wageningen, The Netherlands.

Future Stakeholder Consultation Meetings		
Organiser	Country	Date
FAO	Italy	15/05/2013-16/05/2013
DLO	The Netherlands	17/06/2013-18/06/2013

Table 8: Planned Stakeholder Meetings

4.3 Schools/ Educational & Training Events

The 2013 International Particle Physics MasterClass (<http://www.physicsmasterclasses.org/>) in Serbia was organized by the University of Belgrade, in collaboration with the European Particle Physics Outreach Group, and was held on 16

March 2013 at the University of Novi Sad. IPB's Dusan Vudragovic gave a talk to high school students on utilization of the Serbian Grid and High Performance Computing (HPC) resources.

The aim of the MasterClass is to introduce an exciting and rapidly developing scientific field dealing with some of the fundamental secrets of the nature to the 4th-year high school students. The lectures given by active researchers and university professors bring insight into topics and methods of fundamental research of matter, but distributed computing infrastructures are presented as well. During the Grid and HPC computing session, the aims of SemaGrow project are presented, while the project is illustrated as an example outside of physics that utilizes the very same computing infrastructure (http://www.df.uns.ac.rs/vesti/najave/cern_masterclass).