

Contract Number 235542

## **RACE networkRFID**

FP7 Thematic Network  
ICT-PSP: a European concerted effort on RFID

### **D7.3 – Dissemination Plan (progress, conclusions and recommendations)**

Due date of deliverable: 28-02-2010 (M12)

Actual submission date: 25-02-2010

Start date of project: March 1<sup>st</sup>, 2009

Duration: 36 months

Version: 1

Organisation name of lead contractor for this deliverable: AIDC (UK) Ltd

Contact person: Peter Collins peter.collins@aidc.org

<b>Project co-funded by the European Commission within the Seventh Framework Programme (2007-2013)</b>		
<b>Dissemination Level</b>		
<b>PU</b>	Public	
<b>PP</b>	Restricted to other programme participants (including the Commission Services)	
<b>RE</b>	Restricted to a group specified by the consortium (including the Commission Services)	
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	<b>CO</b>

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# 1 Background to this Deliverable

Details of the deliverable are shown in the table below.

<b>Deliverable number: D7.3</b>							
<b>Deliverable title: Dissemination Plan (progress, conclusions and recommendations)</b>							
Dissemination level(i): C				Nature of the Deliverable (ii): R			
Month of Delivery: M 4, 12, 24, 36							
Participant no. contributing to the deliverable	9	4	6	7	11	14	15
Participant short name	AIDC	FILRFID/ CNRfid	IF RFID	IBERLOG	ELTRUN- AUEB	UNIMAN	ADO
Participant no. contributing to the deliverable	16	21	22	25			
Participant short name	ITT	SINTEF	NORDIC RFID	INTER NET			
Deliverable description and objectives to be achieved(iii): A full dissemination plan will be developed and approved by month 3 covering all elements of possible dissemination including media, website, conference/exhibits, reviews and reports							
Role of the different participants in the production of the deliverable(iv): All participants will be invited to contribute to the develop of the plan and to assist in its implementation from month 3-36							

## 2 First Iteration of the Dissemination Plan

The first iteration of the dissemination plan was produced as per the timetable above. A copy of the plan can be found at <https://bscw.ercim.eu/bscw/bscw.cgi/612041>.

## 3 Development of the Dissemination Plan - M12

The next update of the plan was originally scheduled for M12. However, the next General Assembly is the key practical milestone in the project and is the key event at which the practicalities of the plan need to be agreed with the partners. The GA occurs in M13 and the plan will be formally developed then.

However, the current outline of the plan is set out below:

<b>Item</b>	<b>Description/Rationale</b>	<b>Frequency</b>	<b>Comment</b>
Newsletter - Regular item in a consistent branded format	Initially focused at members, this will develop through the project as the main communication with all bodies associated with the project. It will contain information suitable for members and non-members alike	Quarterly	Already in progress
Main EU hosted website	Formal website of the project focused principally for information about the project itself	Ongoing from initiation of project	<a href="http://www.race-networkrfid.eu/">http://www.race-networkrfid.eu/</a>
Secondary public-facing website	A more user-friendly website focusing less on the structure of the project and more on the case studies and other aspects of RFID to be communicated to a wider audience	Being developed from February 2010 onwards	Ian Smith, Management Board Chair, to lead this activity
Topical press releases	Regular output of topical and relevant press releases focusing on key aspects of the project	As appropriate	See "Press Distribution Contacts" below
Press Distribution Contacts	Establishment of a network of contacts within each EU country (and beyond where applicable) who will take responsibility to distribute press releases within their own country	As appropriate	Some contacts available already, but this is a key area for development at the GA in March 2010
Membership drive	Drive to generate additional members to expand core focus of the project	Ongoing	Specific initiatives to be developed
Academic Initiative	Communicating the project to academic institutions to promote awareness among students and lecturers		To be developed in 2010

SME initiative	Communicating the project to SMEs to promote awareness among core target market		Dependent of work being done in WP6. Communication activity to follow once the database of contacts is developed
Other	A range of other activities will be developed as appropriate including things like member questionnaire, RFID privacy information, exhibitions and conferences and other topics as agreed by the GA	Ongoing	

## 4 Next Steps

The dissemination plan is an ongoing activity and will be developed as the project develops. The draft plan above will be developed in the light of the discussion and debate at the General Assembly in March 2010.