

## D6.1 – Dissemination Roadmap

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## **Executive Summary**

This dissemination roadmap presents the envisioned project outputs through dissemination and communication activities to be developed during the project duration.

The work plan is divided in three phases corresponding to each year of project. Dissemination will be achieved through the following activities: web-based presentation of project results, release of public deliverables, active external communication through social media and newsletters, participation in conferences, workshops and meetings, scientific publications and training activities, and organisation of hackathons and workshops to engage developer communities and SMEs.

Following a brief introduction to this deliverable, Chapter 2 presents the objectives of the dissemination activities in STREAMLINE.

Chapter 3 details the plans for dissemination activities and identifies the potential audience of each activity.

Chapter 4 presents the project identity materials which have already been produced and others which are planned for the upcoming months.

Finally, this deliverable concludes summarising its main content, while suggesting this roadmap can be revised at any point in time to meet the project needs.

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## 1 Introduction

Dissemination of STREAMLINE results to both the research community and industry is one of the key objectives to be continually pursued within the timeline of the project.

STREAMLINE will leverage its results and tools by pursuing a number of different dissemination activities in order to target a broad audience from academia, research, developers, data scientists and industry, so as to achieve the highest possible impact of the project outcomes within Europe and beyond.

Towards this goal, STREAMLINE is setting up this dissemination roadmap as a guideline for the activities to be pursued to create a strong awareness of the STREAMLINE project. This roadmap, part of the activities of Task 6.1, may evolve during the project lifetime and be improved according to the project needs and the feedback obtained from the project partners and audience.

## 2 Objectives and Work Plan

STREAMLINE will leverage its results and tools by pursuing a number of different dissemination activities in order to target a broad audience from academia, research, developers, data scientists, and industry, so as to achieve the highest possible impact of the project outcomes within Europe and beyond.

The objectives of these dissemination activities include:

- Raise public awareness of the project results and progress using effective communication channels;
- Share project results and related information amongst interested parties and external stakeholders with the capacity for adding a multiplier effect to the project's dissemination;
- Present project results and progress in scientific and research events and publications;
- Achieve high level outreach within the community of potential users and maintain a strong community around STREAMLINE;
- Leverage on developer communities and SME groups;
- Support market adoption of project results and Flink tools;
- Exchange experiences with projects and other relevant actions working in similar or complementary domains in order to minimise duplications and maximise impact.

The dissemination roadmap will be carried over the duration of the project in three stages:

- First year: aiming at creating general awareness about the project objectives and expected results. Establish links/liaisons with related initiatives, projects and stakeholders that can act as STREAMLINE catalysers and accelerators;
- Second year: targeting at wide dissemination in both scientific and industry fora of STREAMLINE's tangible and exploitable results;
- Third year: aiming at disseminating results and encouraging participation of stakeholders in project activities. This will also encompass encouraging the use of project results/tools by external stakeholders, e.g., SMEs and developer communities.

During the length of the project a marketing group will be formed that monitors and updates the activities and progress of the dissemination. Achievements and possible adjustments to the plan will be reported in the yearly deliverables D6.2 and D6.3. The constitution of the marketing group will be decided by the PMC.

### 3 Planned Activities

Dissemination is grouped around the following specific activities, which are described in the following sections.

#### 3.1 Scientific Publications and Presentations

An important goal of STREAMLINE is to disseminate its results in the main conferences and peer-reviewed high impact factor journals on the topics of machine learning, distributed systems, big data, and databases.

This will be achieved by:

- 1) producing scientific publications, i.e., research papers, book chapters, and editing special issues;
- 2) giving presentations of conference papers reporting on project results and be involved in panel discussions at major scientific conferences.

The targeted audience are the academic and research communities and the plan is to publish from year 1, although most publications will be produced in the second reporting period when results should be more mature. Such dissemination activities will be primarily pursued by DFKI, SICS, and SZTAKI, with the potential involvement of the remaining partners, to maximize the project's impact and awareness.

At this stage, a non-exhaustive list of targeted conferences and journals includes:

<b>Scientific Conferences</b>
ACM SIGMOD Conference
IEEE International Conference on Data Engineering
International Conference on Information and Knowledge Management
International Conference on Machine Learning
IEEE International Conference on Data Mining
International Conference on Very Large Data Bases
<b>Scientific Journals</b>
IEEE Transactions on Knowledge and Data Engineering
Data Mining and Knowledge Discovery
Journal of Machine Learning Research
Very Large Data Bases (VLDB) Journal

In the publication process of peer-reviewed scientific articles, the open access mandate to publications (EC, 2016) will be considered. First, the peer-reviewed manuscript accepted for publication will be deposited in a repository linked to the institutions of the project's academic partners (see list in Chapter 6 References). Secondly, via these repositories, 'green' open access will be guaranteed, while in some cases 'gold' open access may also be considered.

As checked in the RoMEO service, all the scientific journals considered above allow the authors to archive a pre-print version of the article as well as a post-print version, although for the latter

case, compliance to an embargo period may be needed. Post-print versions with reference link to the publishers' versions are also allowed and will be made available on the STREAMLINE website. For other scientific journals to be considered for dissemination during the project, open access conditions will be checked before submitting an article for review. A publication check process will be put in place by WP6 lead partners to be followed by project partners.

### 3.2 Industrial Presentations

In parallel to scientific presentations, STREAMLINE partners also plan to present project results and be involved in panel discussions targeted at industry, especially SMEs and software developers.

Industrial presentations are planned for events such as Flink Forward, Hadoop Summit, and FOSDEM, which have a large attendance from industrial participants and open-source developers.

### 3.3 Inter-Project Concertation and Liaisons with Networks and Initiatives

STREAMLINE intends to actively collaborate and interact with other EU-funded projects such as the ones accepted in ICT-16-2015 call and in forthcoming calls. Through these cluster activities, STREAMLINE sees opportunities in exchanging concepts, needs and solutions.

In addition, STREAMLINE partners are already involved in several initiatives that facilitate clustering, including the Big Data Value PPP, the Rethink Big and Big CSA, and the FI-WARE PPP.

STREAMLINE considers it highly important to be represented at and interact with the members of these associations and intends to give presentations about the project's objectives and results in organised meetings and events during the duration of the project.

STREAMLINE will setup interactions with European networks and initiatives, such as the Big Data Value Association, EIT ICT Labs, the Berlin Big Data Center, the Competence Center for Scalable Data Services and Solution (SCADS), TeraLab, Smart Data Innovation Lab (SDIL), for an effective dissemination of the project results and cross-fertilisation of ideas and concepts. Moreover, several members of SCADS, SDIL, and the EIT ICT Labs are using Apache Flink for research and teaching. With these liaisons, STREAMLINE expects to make available the project's results so that associated stakeholders can base their research and use cases on our novel technology.

### 3.4 Workshops and Hackathons

STREAMLINE intends to organise a series of workshops, co-located at key conferences/symposiums, addressing big data key challenges such as analytics of data in motion and data at rest, the lambda architecture, etc. The research community will be the main audience of these workshops and they will be organised mainly in the first two years of project. In addition, presentations and co-location of workshops targeting developer communities and industry will be organised for Flink Forward, Hadoop Summits, and other big data events in Europe.

Furthermore, at least two hackathons will be organised in Germany and Portugal targeting the open-source and developer communities, data scientists, and SMEs. These hackathons will involve developing fast prototypes for particular data analytic problems, e.g., related to the use cases, to Hadoop, Flink, and Storm. Moreover, knowledge discovery/machine learning challenges will be



organised as part of the hackathons and potentially at scientific conferences as well. SZTAKI has experience in organising these types of data science challenges and is currently organising the ACM Recommender Systems challenge. Active participation of both industrial and research partners of the consortium will be ensured in these activities.

### 3.5 Education

STREAMLINE academic partners intend to disseminate Apache Flink and STREAMLINE tools as part of the curricula of bachelor and master programs, with the goal of strengthening European higher education. In addition, PhD students will be utilising Apache Flink as a Big Data platform to implement their research and project. Finally, where appropriate, training in utilising Apache Flink will be given to developers and data analysts in hackathons and workshops (co-)organised by the project, helping these stakeholders to develop or improve new skills and consolidate knowledge.

### 3.6 Website

The website will be the main channel to share with a wide audience, SMEs and the open source community a number of documents and results such as white papers, deliverables, publications, and supporting tools for developer communities. In addition, the latest project news and achievements, events and hackathons announcements of interest for both industry and research communities will also be published regularly on the website. Finally, tutorials or training material related to Apache Flink will also be made public via the project website.

A first release of STREAMLINE’s website was already launched (Figure 1) and is currently hosted by SICS at <https://streamline.sics.se>.

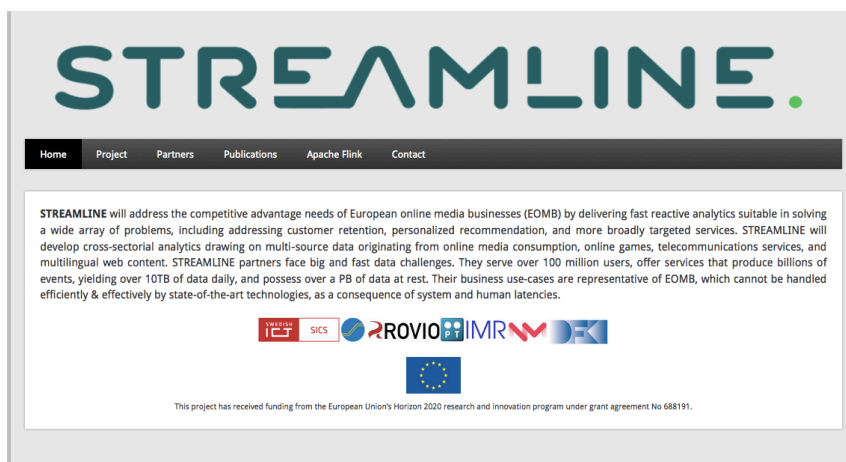


Figure 1: The STREAMLINE website

### 3.7 Newsletters and Press Releases

Newsletters will be produced every six months and will compile the main project achievements in the previous period, such as project results, new public deliverables and publications and presence at previous and forthcoming events and meetings. Information on upcoming events organised within the STREAMLINE project. A special section should be dedicated to Apache Flink related

news in order to strengthen and grow the ecosystem around Flink. The main target audience of the newsletters are academic, research and industrial stakeholders.

Press releases will be issued by the coordinator and project partners to disseminate the project goals and results. In addition, they will also be used to announce the hackathons in the respective countries where these events will take place.

### 3.8 Social Media

STREAMLINE will establish its presence in social media platforms such as LinkedIn, Twitter, and Vimeo in order to engage with the developer, research and industry communities. These channels will be used to communicate project ideas and achievements, news and events announcements, as well as to announce project partners' participation in upcoming and past events and conferences.

LinkedIn updates will be mainly targeted at academic, research, and industry professionals and will share information on project's news, achievements and events' organisation and participation.

Twitter updates will communicate project's ideas, results and events' organisation and participation, as well as new releases of Apache Flink and STREAMLINE features and tools. Twitter presence and updates will be mainly targeted at open source and developer communities, as well as startups and SMEs.

The Vimeo channel will compile project results and training materials and will be mainly targeted at open source and developer communities.

Social media networks will be updated on a regular basis based on project partners' suggestions. These social media profiles will be managed by the coordinator and WP6 task leaders.

## 4 Project Identity Materials

A number of materials revealing the project identity were and will be produced during the course of the project to help disseminate the project's goals and its identity.

### 4.1 Logos

Since proposal stage, STREAMLINE has been uniquely identified by the two logos presented below.



Figure 2: STREAMLINE logo with text.



Figure 3: STREAMLINE logo.

These two versions were designed to be used in different contexts. The first version with text is envisioned for materials such as leaflets, posters, and report covers, where there is enough space for a big picture. The second version is intended to be used as a small version for presentations, headers and footers where there is a lack of usable space.

### 4.2 Templates

In order to facilitate the process of creating new documents, templates have been created for deliverables and presentations. These templates have been made available to project partners. Other templates may be created over the course of the project if there is a need raised by a project partner.

### 4.3 Leaflet

During the first semester of the project, a project leaflet will be prepared with a brief summary of the STREAMLINE project, objectives, expected impact and results and where to get more information about the project. This leaflet is intended to be distributed in European events, conferences and workshops with the academic and research community, as well as with industrial stakeholders.

During the second period of the project, if the partners see need, a second leaflet may be prepared to promote STREAMLINE and Flink tools, targeted at encouraging developers, data scientists and SMEs to use the project's outputs. This leaflet may be distributed in hackathons and developer communities meetings.

### 4.4 Project Summary Presentation

During the first semester of the project, a Powerpoint presentation will be prepared with a summary of the project. It will contain STREAMLINE objectives, the identification of the project partners, workplan, workpackage objectives, and expected results. This presentation is intended

to be used in European events, conferences and workshops with the academic and research community, as well as with industrial stakeholders.

## 5 Conclusion

The present document is an outcome of task 6.1 and sets the plans for the dissemination of project for the three years of project duration. It should be read as a plan to achieve the best results in communicating the project's goals and results amongst a diverse range of audience, from research and academic partners, industry and SMEs, to software developers. For that reason, the planned activities are so distinctive and are scheduled according to the existence of stable project outputs. The following activities are planned: web-based presentation of project results, release of public deliverables, active external communication through social media and newsletters, participation in conferences, workshops and meetings, scientific publications and training activities, and organisation of hackathons and workshops to engage developer communities and SMEs.

The outcome of these dissemination activities are to be detailed in the two reporting periods in deliverables D6.2 (month 18) and D6.3 (month 36). The roadmap itself may evolve and be improved according to the project needs and the feedback obtained from the project partners and audience.

## 6 References

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