



## D6.1: Dissemination Plan - baseline

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## 1 Introduction

The objective of work package (WP6) is the dissemination of the project results, their exploitation and exposure to the industrial community.

The purpose of this document is to publish the “Dissemination Plan” that will be further released in an annual issue and will provide a description of all the planned dissemination activities relative to the periods within the IDEaliSM project. This document will include the details of the conferences, seminars, workshops and all the other relevant dissemination activities that will be attended or organized by the consortium members. Also included is a description of the website development activities (e.g., on line demonstrators, newsletters, etc.) planned for the given period.

The document will be continuously enriched and modified during the course of the project according to its needs and participant’s contributions.

### Remarks to the actual document

Since the project just started, the dissemination activities are still in their planning stage. The content below is therefore still subject of ongoing discussions in the consortium. There are however points which are not really debatable (3.1 Internal Website, 3.2 Public Website). The other points need explicit confirmation by the project partners during the next meetings.

## 2 Dissemination Tasks

This chapter gives a short overview of the upcoming dissemination tasks within the IDEaliSM project including a short description of their contents. Also their main deliverables will be mentioned which are part of their achievements.

### 2.1 Dissemination Plan

This document is the dissemination plan; see 1 Introduction. Its maintenance is one of the dissemination tasks within IDEaliSM.

### 2.2 Scientific Publications

A substantial part of the dissemination will be realized by means of publications of journal and conference papers. Referring to this, the academic partners within the consortium (TUD, US, KUL) and the research institutes (DLR, LBF) will assume a dominant role, since they contribute to a steady flow of high quality publications in journals and conferences with high impact. Industrial partners will also publish findings of practical applications through conference papers. A dissemination approach learned from former projects will be applied; the consortium will aim at organizing special IDEaliSM sessions within some of the targeted conferences, possibly leading to particular dissemination activities in journals.

### 2.3 Workshops, Training Events, Webinars

In a second step following the sessions addressed above, several workshops and design sessions (e.g., making use of the Integrated Aircraft Design Lab of DLR, and the studio classroom facilities at TUD) will be organized by the IDEaliSM consortium. These events will take place if obtainable

in presence of the project yearly reviews. Research institutes, representatives from industry and interest groups will be invited to discuss and share the results gained by the project and receive relevant feedback. Another goal of these sessions is to bring together a group of potential end-users, leading to the initiation of a first user community. This community will represent the first group of potential customers to the IDEaliSM results. After the initial stages, short courses or commercial training sessions could ensure the exploitation of the project results. Further industrial partners will detain internal workshops to train future users of the project outcome.

## 2.4 Exploitation Plan

The IDEaliSM consortium partners will elaborate on an exploitation plan, which will be released in two versions and will outline a general strategy for the use of exploitable project results. Furthermore a draft business plan, comprising demand estimation, revenue modelling, cost modelling and licensing agreements, will be prepared and included in the final exploitation plan. The definition of exploitable results will be split up into four parts: firstly the commercially exploitable results, secondly the scientifically exploitable results, thirdly the standardization results and lastly the individual exploitation interests.

## 2.5 Development of a Live Demonstrator

On the IDEaliSM public website a live demonstrator will be published, allowing interested audiences to test and evaluate the framework capabilities. Hence interested parties and potential customers can explore the project's results. This approach is important for both dissemination and exploitation of the results.

## 2.6 Update State-of-the-Art

To reflect on the progress and the innovations, the State-of-the-Art (SotA) will be updated during the course of the project. At the end of the project, the latest SotA will be delivered as public deliverable and is to be uploaded to the ITEA Living roadmap.

# 3 Dissemination Channels

## 3.1 Internal Website

The internal website is used for dissemination of intermediate / confidential results, models and data among project partners. Each partner can review and understand materials and ideas produced by the other project partners.

The website is already online and realized by KE-works (<https://tech-idealism.ke-works.net>).

### Milestones

- At recent plenary meeting (06/30/2015 Hoogerheide, Netherlands, at Fokker Elmo) the usage of social media channels like twitter, Facebook or LinkedIn etc. was discussed with partners with focus on the intended internal / external distribution of information.
- Collect already existing internal ITEA templates (Word, PowerPoint, etc.), update them to the latest versions and provide access to the other partners on this website.

## 3.2 Public Website

Besides the above mentioned public channels for project idea dissemination, a public website hosting the IDEaliSM project is of essential need.

### 3.2.1 General Website and Template Content

KE-works already acquired the public domain [www.idealism.eu](http://www.idealism.eu) which can be used as the publicly reachable information page of the project.

#### Milestones

- An upload mechanism, access rights and website templates for a uniform look and feel among the content submissions have to be provided.
- Upload of initial content by collecting already existing public ITEA templates (Word, PowerPoint, etc.), this will mainly be realized by linking to the internal technical website but only for logged in users.

### 3.2.2 General Content

After providing appropriate templates and upload mechanism as described above the site will be set up to display the general content of the IDEaliSM project. This content will partly be taken from the official Full Project Proposal (FPP) and will only contain content foreseen to be publicly published.

#### Milestones

- Provide content, which can be seen as the “*general mission statement*” being an ultra-condensed form of the key points in the grant application, including state of the art, project approach, project structure and main deliverables.
- Provide an upload / editing mechanism on the website for all project partners to update / maintain the content of their “*partner mission statement*” (e.g.: University of Stuttgart: graph-based design languages, including scientific debate, links to reading references, etc.).

### 3.2.3 Scientific Content

The website is also a place where official scientific documents emerging during project phases can be hosted, like publications for conferences or journals. Furthermore already existing documents representing the State-of-the-Art of the project content will be traceable there.

#### Milestones

- Upload of documents, that match the above-mentioned criteria.

### 3.2.4 Public Content

Documents and deliverables that will be produced during the project and are deemed public deliverables, will also be part of the content of the website (e.g. the current document).

#### Milestones

- A list containing publicly available documents within the IDEaliSM project is to be generated being the basis of further uploads to the website as soon as such documents are produced.

### 3.2.5 Milestones Content

Contents of milestones and meetings during the project could also be part of the website as soon as they are not marked confidential. This can be used to trace progress of the project in a public manner.

## 3.3 Newsletters, Posters, Leaflets

For a broader publicity it would also be very useful to provide or create newsletters, posters and leaflets which can be spread or hung up during conferences, fairs, industry meetings or public assemblies at universities.

Such “*hard copied*” promotions of the IDEaliSM project are used to attract attention to the project website, providing more in-depth details and knowledge concerning the project.

### Milestones

- A collection of already existing posters and leaflets from past meetings is to be assembled (ITEA co-summit, Berlin, ITEA project days, Amsterdam).
- Articles in scientific institution newsletters.
- A poster representing the IDEaliSM project can be hung up in scientific institutions.
- Upon request of the ITEA committee an article for the ITEA magazine will also be produced during the project.

## 3.4 Scientific and other Publications

Since the IDEaliSM project is a research project revealing new insights within the field of engineering, it is an essential goal to publish them over the known scientific channels. This includes conferences, journals or white papers.

The ITEA consortium already propagated guidelines on how to publish project outcome so that it represents the partners and ITEA itself in an appropriate way.

### Milestones

- Interested industry partners can publish white papers and disseminate these via known channels. Such white papers are to be discussed and confirmed by the project partners during the next meetings following the finalization of such papers.
- Interested scientific partners should submit journal and conference papers on a regular basis, clearly describing their research progress. ITEA guides this with their progress report template, which should be published twice a year (February and September).
- At the end of every year it will be considered to collect all publications and to arrange a booklet containing them which can be disseminated over the above mentioned channels, too, if the publication rights of the prior mentioned papers allow such dissemination.
- Collect already existing public ITEA templates (Word, PowerPoint, etc.), update them to the latest versions and provide access to the other partners on the appropriate channels.

- All partners will be informed that the ITEA project could be mentioned within these publications.<sup>1</sup>
- All partners have to include in their publications created out of the project an extra section entitled “Acknowledgements” which reflect their individual national regulations.

### 3.5 Industrial Board

The projects outcome is very industrial oriented due to the fact, that one major keyword of the research idea is “*Engineering as a Service*”. This interconnects with the actual movement in general Information Technology (IT) industry “*Software as a Service*”. This means any useful project results can be reinvested into the industry. Therefore, it is important to build up an industrial network with interested companies and distribute the IDEaliSM project idea there.

#### Milestones

- Clarify within the Project Consortium Agreement (PCA) which intermediate project results can be made accessible for companies not integrated within IDEaliSM.
- Clarify within the PCA, which further external companies can participate in the IDEaliSM project.
- For industries interested in the project outcome prepare individual and joint demonstrations.

### 3.6 Participation at National and International Events

A key role in publishing IDEaliSM project progress is participation at national and international events. At these events the already described distribution strategies can be applied in addition to discussions with interested people in science and / or industry. Direct access to interested people has the advantage of better content explanation than the written versions of IDEaliSM project results.

Until now several consortium partners joined the following events:

- ITEA project days, 09/2014, Amsterdam
- ITEA-3 kick-off meeting, Nuremberg

#### Milestones

- There are several potential upcoming meetings in the timeline which can also be joined depending on the partners’ interests and financial resources.
  - Aerotec, Friedrichshafen
  - ILA, Berlin
  - Aero Salon, Paris
  - Le Bourget, Paris
  - ISO TC 184/SC 4 Meeting, Baltimore, Maryland USA, October 18-23 2015
  - ICT 2015 (EU), Lisbon, Portugal, October 20-22, 2015
  - World Manufacturing Forum 2016, Barcelona, Spain, May 4-5, 2016

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- ISO TC 184/SC 4 Meeting, Sapporo, Japan, May 22-26, 2016
- SECESA 2016 (European Space Agency), Madrid, Spain, October 2016
- TBD
- New events are to be found and checked for adequateness for projects partners to attend.

### 3.7 Organise and Hold Own Events / Meetings

Besides joining already existing events, the IDEaliSM consortium partners can themselves organize and arrange events concerning their research. The project and the ITEA committee will need to agree the relevance for the IDEaliSM project. This offers better control of dissemination than externally organized research or industry events.

#### Milestones

- The upcoming Symposium on Collaborative Aircraft Design (SCAD) will be organized by DLR (in co-operation with the French aerospace lab ONERA and University of Naples) and held in Naples from the 12<sup>th</sup> to 14<sup>th</sup> of October, 2015.
- A workshop with the title “*International Workshop on Knowledge-based Methods in Aerospace and Automotive*” is planned in May 2016. This workshop can be scheduled to match obligatory ITEA meetings so that every project partners has the chance to join this workshop without additional costs.
- Further an “*Industry Day*” for students is planned in July 2016 that helps students to better connect to the industry.
- Industry 4.0 is a major topic in industry these days. Therefore a half-day workshop is planned to raise interest in the integration framework / engineering language workbench at local companies. Experiences from this event may be used to plan further workshop activities at national / international scale.
- Another ITEA project group from Paderborn indicated interest in the IDEaliSM project. A 1-day meeting could be a good basis to interchange allowed public knowledge to raise productivity of the individual projects. The IDEaliSM partners will decide on a reply during one of the upcoming meetings.
- In general meetings with other ITEA project groups could be arranged.

## 4 Time Schedule

Paragraph	Milestone	Schedule		
		2015	2016	2017
<b>3.1 Internal Website</b>	Discuss usage of social media channels in Hoogerheide	X		
	Collect existing ITEA templates, update them and upload them	X		
<b>3.2.1 General Website and Template Content</b>	Establish upload mechanism and website templates	X		
	Collect existing ITEA templates and update	X		
<b>3.2.2 General Content</b>	"General Mission Statement" as content for website	X		
	Upload / editing mechanism for "Partner Mission Statement"	X		
<b>3.2.3 Scientific Content</b>	Upload scientific documents		X	
<b>3.2.4 Public Content</b>	List of publicity available documents throughout the IDEaliSM project		X	
<b>3.2.5 Milestones Content</b>	Add non-confidential milestones and meetings	X	X	X
<b>3.3 Newsletters, Posters, Leaflets</b>	Collect existing posters, leaflets from prior meetings	X		
	Article for campus newsletter	X		
	Permanent IDEaliSM poster	X	X	X
	ITEA magazine article upon request			X
<b>3.4 Scientific and other Publications</b>	White papers	X	X	X
	Journal and conference papers	X	X	X
	Booklet of collection of publications every year	X	X	X
	Collect existing ITEA templates and update them	X		

	Inform partners about ITEA clause in publications	X		
	All partners have to include acknowledgement statement	X	X	X
<b>3.5 Industrial Board</b>	Clarify which documents and results can be shared (PCA)		X	
	Clarify which external companies can participate (PCA)	X		
	Prepare individual and joint demonstrators			X
<b>3.6 Participation at National and International Events</b>	Check potential meetings to join	X	X	X
<b>3.7 Organise and Hold Own Events / Meetings</b>	Workshop <i>"International Workshop on Knowledge-based Methods in Aerospace and Automotive"</i>		X	
	<i>"Industry Day"</i> for students		X	
	Workshop about Industry 4.0		X	
	Meeting with ITEA project group from Paderborn		X	
	Check for general meetings with other ITEA project groups		X	

## 5 Action List

Paragraph Milestone		Partners														
		DLR	Airbus	Draexlmaier	Fraunhofer	IILS	Kontec	University of Stuttgart	TU Delft	Fokker	Fokker Elmo	IDEC	Jotne	KE-works	KU Leuven	Noesis
<b>3.1 Internal Website</b>	Discuss usage of social media channels in Hoogerheide	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Collect existing ITEA templates and update							X						X		
<b>3.2.1 General Website and Template Content</b>	Clarify usage of URL							X						X		
	If URL cannot be used, look for another one							X								
	Upload mechanism and templates							X								
	Collect existing ITEA templates and update							X								
<b>3.2.2 General Content</b>	<i>"General Mission Statement"</i> as content for website							X								
	Upload / editing mechanism for <i>"Personal Mission Statement"</i>	X	X	X	X	X	X		X	X	X	X	X	X	X	X
<b>3.2.3 Scientific Content</b>	Upload scientific documents	X			X			X	X						X	
<b>3.2.4 Public Content</b>	List of publicly available documents throughout the	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

	IDEaliSM project															
<b>3.2.5 Milestones Content</b>		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
<b>3.3 Newsletters, Posters, Leaflets</b>	Collect existing posters, leaflets from prior meetings	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Article for campus newsletter				X			X	X						X	
	Permanent IDEaliSM poster				X			X	X						X	
	ITEA magazine article upon request								X						X	
<b>3.4 Scientific and other Publications</b>	White papers		X	X		X	X			X	X	X	X	X		X
	Journal and conference papers	X	X		X			X	X						X	
	Booklet of collection of publications every year								X							
	Collect existing ITEA templates and update								X							
	Inform partners about ITEA clause in publications								X							
	Acknowledgement Statement of ITEA project	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
<b>3.5 Industrial Board</b>	Clarify which documents and results can be shared (PCC)													X		
	Clarify which external companies can participate (PCC)													X		

	Individual and joint demonstrators	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
<b>3.6</b> <b>Participation at National and International Events</b>	Check potential meetings to join	X			X			X	X						X	
<b>3.7</b> <b>Organise and Hold Own Events / Meetings</b>	Symposium on Collaborative Aircraft Design (SCAD)	X														
	Workshop "International Workshop on Knowledge-based Methods in Aerospace and Automotive"							X								
	"Industry Day" for students							X								
	Workshop about Industry 4.0							X								
	Meeting with ITEA project group from Paderborn							X								
	Check for general meetings with German / European ITEA project groups							X						X		

## 6 Publication Plan

This section will give an overview of already published scientific papers which are related to the IDEaliSM project and further will make a short schedule overview of planned papers and these that are already in production.

### 6.1 Fraunhofer

[1] Stoll, G.; Pöllmann, J.; Atzrodt, H.; Schmidgall, G. (2014): An Automated Process for Numerical Evaluation of Cable Stiffnesses. In: Benchmark the international magazine for engineering designers & analysts from NAFEMS. Backford Street, Hamilton, Lanarkshire, ML3 0BT, UK: NAFEMS Beckford Business Centre, S. 10–18. ISSN: 0951 6859.

[2] Atzrodt, H. (2014): Mehradrige Kabel in der Verlegesimulation. In: Fraunhofer LBF Annual Report 2014, Publisher: Fraunhofer-Institut für Betriebsfestigkeit und Systemzuverlässigkeit LBF, Bartningstraße 47, 64289 Darmstadt, S. 76–77. ISSN: 1864-0958.

#### Planned

[3] ANSYS Conference & 34. CADFEM Users´ Meeting (05.-07.09.2016 in Nuremberg (Talk and conference paper), 09.2016

[4] NAFEMS European Congress (Talk and conference paper) or ATZ (article), 07.-12.2017

### 6.2 Delft University of Technology

[1] Hoogreef, M.; La Rocca, G. (2015): An MDO advisory system supported by knowledge-based technologies. At: AIAA Aviation 2015 conference – Dallas, Texas

#### Planned

[2] Hoogreef, M.; d'Ippolito, R.; La Rocca, G. (2015): A multidisciplinary design optimization advisory system for aircraft design. At: CEAS 2015 conference – Delft, The Netherlands.

### 6.3 University of Stuttgart

[1] Schmidt, J. and Rudolph, S. (2014): Gaining System Design Knowledge by Systematic Design Space Exploration with Graph-Based Design Languages. At: 10th International Conference of Computational Methods in Sciences and Engineering (ICCMSE 2014), Athens, Greece.

[2] Beilstein, L. and Rudolph, S. (2014): Optimum function for minimum weight evaluation of structural joints. At: Workshop INFORMATIK 2014 – Big Data, 44th Annual Meeting of the German Informatics Society, University of Stuttgart, Germany.

[3] Rudolph, S., Hess, S., Beichter, J., Motzer, M. und Eheim, M. (2013): Architectural analysis of complex systems with graph-based design languages, At: 4th International Workshop on Aircraft System Technologies (AST 2013), Hamburg.

[4] Rudolph, S., Beichter, J., Eheim, M., Hess, S., Motzer, M. und Weil, R. (2013): On Multi-Disciplinary Architectural Synthesis and Analysis of Complex Systems with Graph-based Design Languages. At: DGLR Jahrestagung 2013, Stuttgart.

[5] Arnold, P. and Rudolph, S. (2012): Bridging the gap between product design and product manufacturing by means of graph-based design languages. At: 9th International Symposium on Tools and Methods of Competitive Engineering (TMCE 2012), Karlsruhe, Germany.

[6] Vogel, S., Danckert, B. und Rudolph, S. (2012): Knowledge-Based Design of SCR Systems Using Graph-Based Design Languages. MTZ 73, 9, 50–56.

#### 6.4 Deutsches Zentrum für Luft- und Raumfahrt (DLR)

##### Planned

[1] E. Moerland, F. Daoud, B. Nagel (2016): Collaborative Aircraft Design using an Integrated and Distributed Multidisciplinary Product Development Process, At: International Council of the Aeronautical Sciences Congress 2016, Daejeon, Korea.



## 7 References

- [1] IDEALISM Full project proposal (03/24/2015)