



Digital Business Ecosystem

Contract n° 507953

WP33: Dissemination and Community Building

33.3.2 Dissemination Material Ver. 2



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Contract Number: 507953

Project Acronym: DBE

Title: Digital Business Ecosystem

Deliverable N°: 33.3.2

Due date: 30/04/2005

Delivery Date: 26/06/2005

Short Description:

This document describes the updated marketing material documents of the project. It consists in the delivery of the marketing components that have been updated, according to the evolution of the project, plus the technical and demonstrative poster, DBE should use during events, fairs, and workshop that were not included into the first release of Marketing material production.

Del 33.3.2 it is not a proper Report. This deliverable summarise the marketing materials designed and produced in the last three months.

Partners owning: T6

Partners contributed:

Made available to: All project partners and EC

Versioning		
Version	Date	Name, organization
0.1	26/06/05	Mauro Giorgetti, T6

Quality check

1st Internal Reviewer: Pierfranco Ferronato - SOLUTA

2nd Internal Reviewer: Angelo Corallo - ISUFI



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Executive summary

Since the project starts, dissemination activity has been focused on the awareness of the DBE identity and objective. SP11 has started, in year 1, its action in the definition of the project identity and branding. This first Marketing material deliverable reflected the effort made in defining rules, templates and graphical standards to be used and re-used from everybody during the whole project lifetime.

The second version of D33.3 includes, on contrary, the updated version of the marketing material documents of the project. It consists in the delivery of the marketing components that have been revised, according to the evolution of the project, plus the technical and demonstrative poster DBE should use during events, fairs, and workshop that were not included into the first release of Marketing material production.

New Marketing Material Components

According to this approach it is clear that this deliverable it is not a proper paper document. On contrary it is composed by:

- Updated version of Poster 1, summarising the objectives of the project
- Updated version of Poster 2, listing the new DBE partnership composition
- Brand new Posters for DBE presence at events, fairs, technical conferences
- Updated Public Web-site (<http://www.digital-ecosystem.org/>)
- Updated PPT Template, for DBE Presentation

Previous marketing components have been produced according to the following requests:

Poster 1: has been updated considering the evolution of the project

itself. After more than six months from the release of the 1st version of the DBE Poster 1, the DBE project has clearly identified practical solution for its implementation and business strategy. Those elements, missing into the Version 1 of the poster, have been included into this new version

Poster 2: During the first 18 months of activities, some changes into the DBE partnership arose. Mainly, one partner – IESE – withdraw from the project and three more organisations become contractors:

- TUT: Tampere University of Technology (CR21), Finland
- UZA: University of Zaragoza (CR22), Spain
- HWU: Heriot Watt University, UK

The version 2 of Poster 2 includes these changes

Dissemination Posters: Following the requests of technical Partners and the business group as well, SP11 partners have produced two graphical representations of the following DBE components:

- Service Factory & Service Execution Environment
- Context diagram

As previously mentioned, these two new poster will support DBE partners to present and summarise the technical and business processes behind the project. These component were not included into the first Marketing material release, even if requested by some partners

Updated web-site & PPT Template: During the first DBE review Meeting, as it is clear from the Review report itself, Reviewers and EC representatives have formally asked to updated the web-sie and PPT template as follow:

- DBE Public web-site: the main criticisms and weak aspects of the site were mainly related to two aspects: The graphical layout, colours combination, and contents' structure were not adequate

to clearly represent the project

- PPT Template: the graphical layout was not clear and the reading was difficult

Through the new version of these marketing elements, thanks to the INTEL effort, previous problems have been solved.

New components presentation

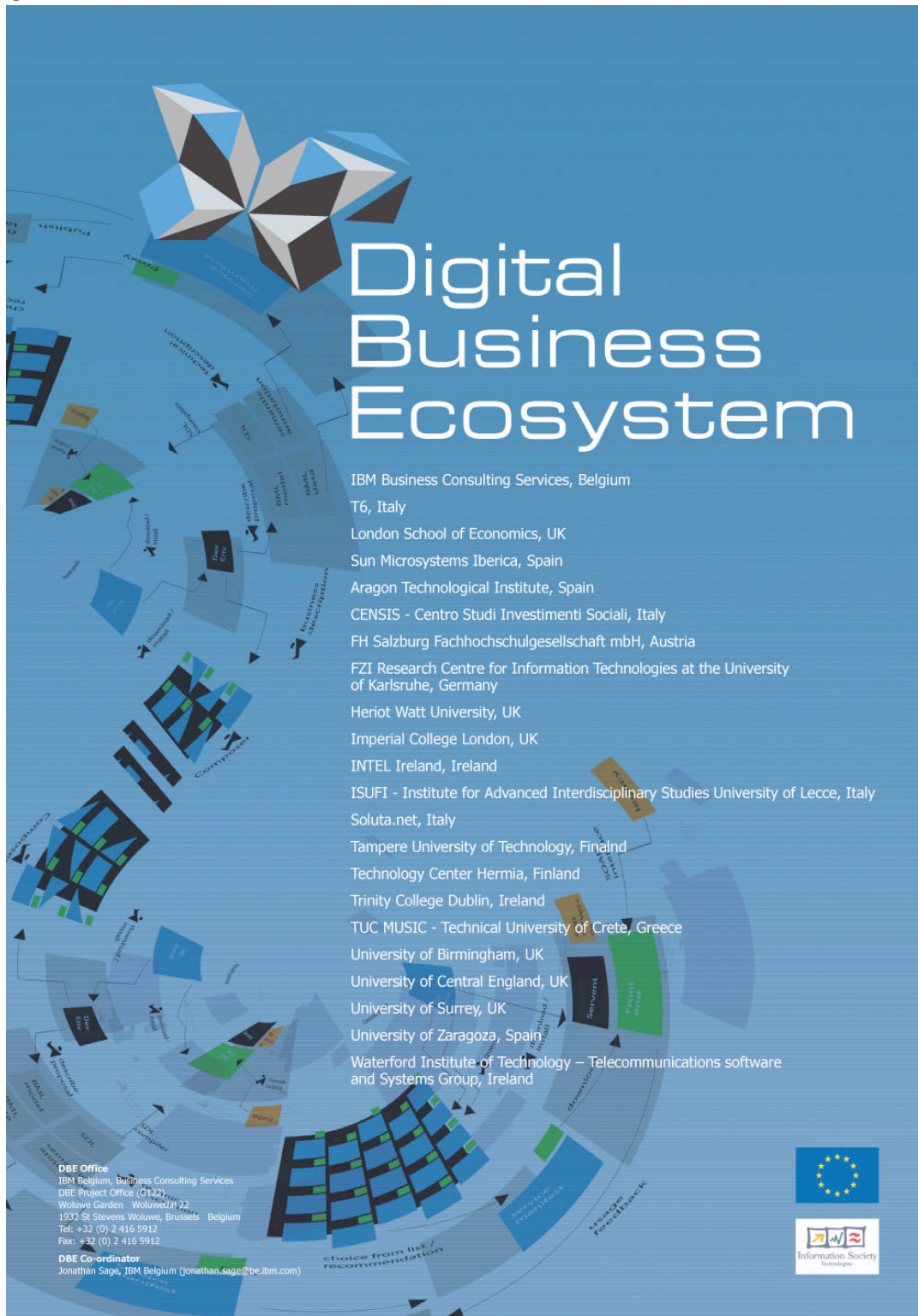
The following Annex shows the screenshot and the pdf version of the previous mentioned Marketing material products.

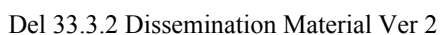
Full pdf versions of the products are available at: <http://www.digital-ecosystem.org/templates/>

Paper and on-line versions are available and will be distributed to requesting partners

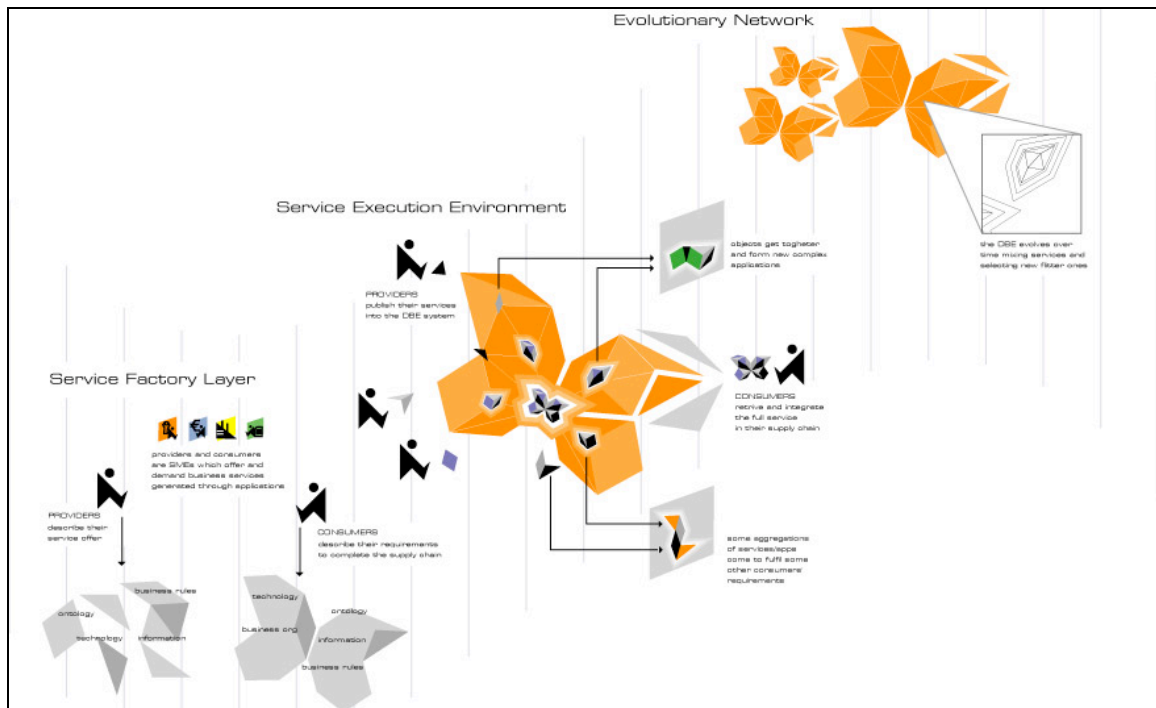
Annex: Marketing material screenshot

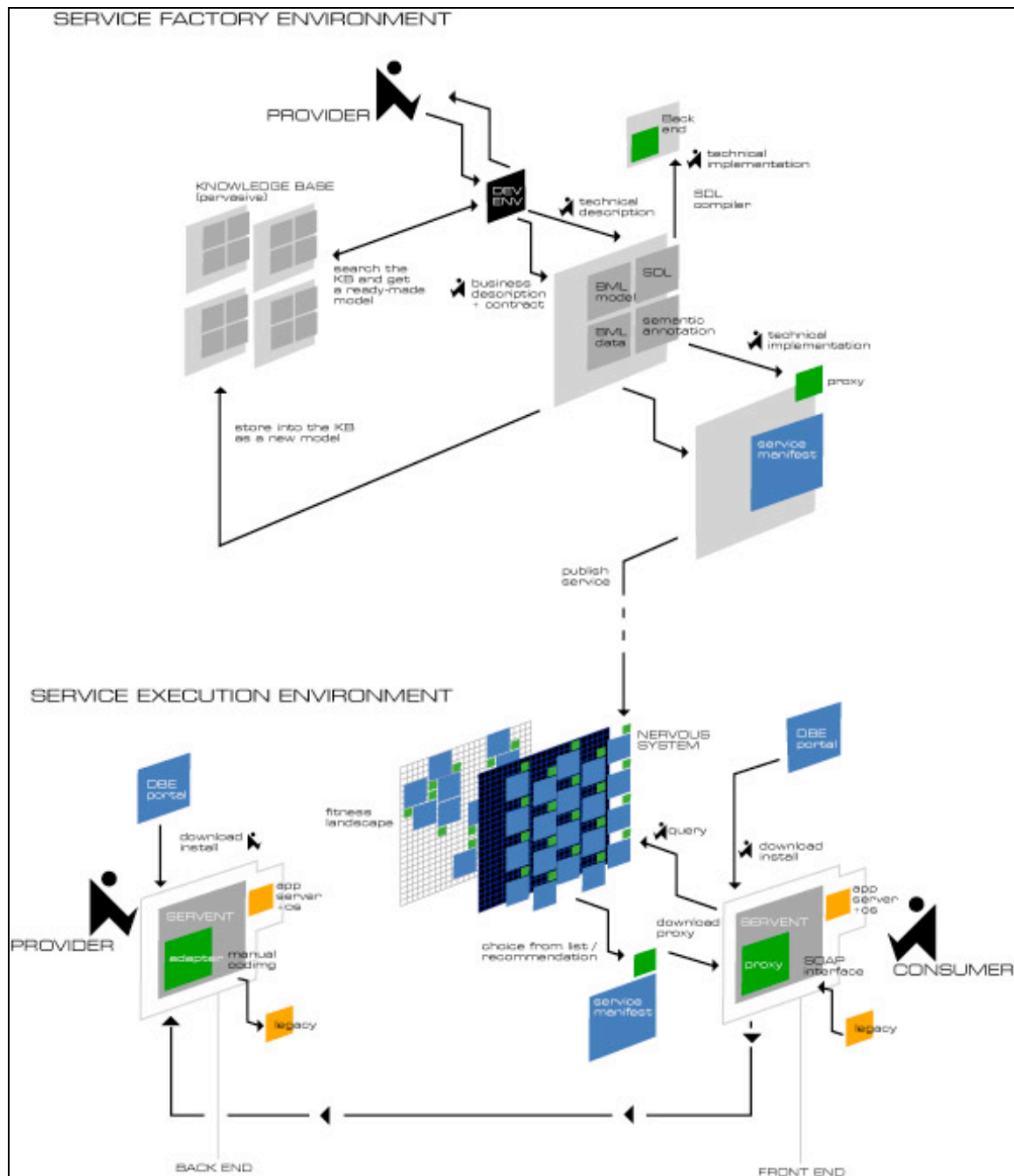
Updated version of Poster 1





Brand new Posters





Updated Public Web-site



Updated PPT Template, for DBE Presentation

