



Digital Business Ecosystem

Contract n° 507953

Workpackage 33

Dissemination

Deliverable 33.8.1

Dissemination Materials



Information Society
Technologies

Project funded by the European
Community under the "Information Society
Technology" Programme

Contract Number: 507953
Project Acronym: DBE
Title: Digital Business Ecosystem

Deliverable N°: 33.8.1
Due date: 31/10/2005
Delivery Date: 31/10/2005

Short Description: This deliverable provides a status of the dissemination material and support infrastructure for the WebSite. This is the first report for months 24-36.

Partners owning: Intel

Partners contributed: Intel

Made available to: Public

Versioning		
Version	Date	Author, Organisation
1.0: Document Structure	18.12.2005	Intel
1.1 Draft for evaluation	20.12.2005	Intel
1.2 Review from T6	21.12.2005	T6
1.3 Final version	21.12.2005	Intel

Quality check

1st Internal Reviewer: Mauro Giorgetti, T6

2nd Internal Reviewer:

Pending PMBE Approval

Place: Brussels

Date:

Signature(s):

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1 REFERENCES

2 Executive Summary

The dissemination and the creation of knowledge for the DBE will be mainly done by enabling the formation of communities of practice and by empowering regional catalysts and policy makers. To support these communities and the regional catalysts, specific dissemination tools and material needs to be created.

The website, knowledge platform and a targeted set of communication movies is the main material and infrastructure for the dissemination of knowledge about the DBE.

Being a non-paper deliverable, this report will summarise the work done by INTEL in producing the expected dissemination material, including links to the material produced.

3 Introduction

This document covers only the status of the dissemination material and infrastructure, i.e. the website, Knowledge Platform and other communication and learning items used as supporting collateral for the proliferation program.

4 Dissemination Material Approach

We will provide the material and make it available to the wider community of DBE catalysts, users, developers, policy makers and the future foundation.

This can be broken down by:

- learning and communication movies, that could be used to increase awareness, but also to help understanding the benefits and the technical, business and evolutionary aspects of the DBE.
- Website, the primary access point for information and resources and communities of the DBE and tacit knowledge.
- Knowledge platform, the place where users will find courseware, e-Learning and certification programs, and any other explicit knowledge.

Most of the knowledge transfer and dissemination will be done using the communities of practice. These communities can be very powerful and should generate a wealth of knowledge, information and best methods. These communities will be linked together by being part of the wider community of the DBE, and therefore will be “certified” DBE communities, and will be accessible from the website. This will enable easy identification of communities and in turn help identify the most relevant communities to users, as well as facilitate cross fertilization.

5 Dissemination material description

In this section, we describe the different dissemination assets that will be developed to support the e-dissemination program:

- Communication and learning movies that will help support the proliferation of the DBE and will explain the main concepts of the DBE
- Website that is the main entry point to access information about the DBE, and where users will be able to access and participate in communities
- The knowledge platform will support explicit knowledge proliferation and certification programs
- The DBE digest that will provide the latest in-depth information about the project.

5.1 *Communication movies*

To support the dissemination program, four communication movies have been developed to explain the DBE, and to demonstrate its benefits, usage models and how it functions. The aim of these movies is multi fold and will increase the level of public awareness about the DBE, show targeted audience the benefits of DBE and its main features and, therefore, help the overall adoption process. All movies can be downloaded from: http://www.digital-ecosystem.org/DBE_Main/downloads.

The four movies are:

- **policy makers communication movie:** the aim of this movie is to explain to policy makers the advantages and benefits of the DBE at the regional and macro (economical and social) level
- **Business SME movie:** shows how the DBE could be used to improve SMEs' current business processes and create new opportunities. This movie mainly demonstrates the advantages of using the DBE at a micro level, and its benefits for the SMEs (it is important to highlight that the benefits for the DBE are variable and highly dependant on the motivation of individuals). The movie can be downloaded using this link http://www.digital-ecosystem.org/downloadfiles/dbe_induction.exe.
- **Technical Movie:** the aim of this movie is show the technical aspects of the Digital Ecosystems common platform, and how services are created, executed and consumed. This piece of collateral is mainly targeted at developers and gives a high level overview of the technological and architectural features of the DBE.
The movie can be downloaded using this link http://www.digital-ecosystem.org/downloadfiles/DBE_Tech%20Environment%20Movie.exe
- **Evolutionary Environment Movie:** explains how the evolutionary aspects of the DBE have been implemented and how this will impact the DBE over time. This movie also shows how science and research are fully embedded in the project. The movie can be downloaded using this link http://www.digital-ecosystem.org/downloadfiles/DBE_EvE_Movie.exe.

The approach used for building these movies is not based on classical e-Learning instructional design approaches. Typical approaches are to create courseware modules, and are linked to learning goals and objectives. For the

movies, we used an approach that is more in line with the way SMEs are learning, which is episodic, social and concrete. By concrete, we mean that the learning must be directly applicable, and therefore the material must link the abstract and practical concepts. To illustrate this point, here is an example from the movie designed for the SMEs, where we introduced the very abstract notion of a business ecosystem by mapping this with the existing business environment of a SME. This allows the use of this abstract representation later in the movie as a practical instance to explain other abstract notions. The other characteristics of SMEs' ways of learning will be addressed by the communities of practice and the web site.

These movies are developed using standard tools and a software architecture that will allow an easy and cost effective localization in different languages (the text and audio are separated from the main movie, and synchronization is based on the length of the audio).

5.2 Website

The website (www.digital-ecosystem.org) is the primary access point for information and knowledge built around the DBE project, and later the DBE foundation. This site is more than a website and has several components that provide key features to enable the forming and the nurturing of communities. It will evolve over time to being the **official DBE community portal**, from which communities will be known and accessible. In this way, not only will the website be the primary entry point to get high level information about the DBE, but also it will become the place where communities will have their roots and will be accessible. This will allow people to access explicit and tacit knowledge and participate in the communities.

Another feature of the site is that it needs to target a wide range of very diverse audiences, all with different needs. This will be realized by the creation of sub-sites (one for business users, developers, regional developer and researchers) for each of the domains.

The website is based on an open source content management system called plone, that will allow domain owners to manage the content in their own area of expertise. As this is easy to do, we are expecting to have a website that will evolve with the project, and with the foundation.

5.3 Explicit Knowledge

Explicit knowledge, in the form of courseware, e-Learning material and other material will be made available from the knowledge platform. It is foreseen that this may take the form of a service/s from SMEs who offer knowledge creation and e-Learning i.e. to create either a commercial or non-commercial offering of specialist content. The creation of some certification or accreditation programs to recognize that given SMEs can be certified on some aspects of the DBE could also be offered.

Guidelines of how the knowledge platform is defined and how to design and develop the e-Learning components are defined in the WP28.

5.4 *Tacit Knowledge*

Tacit knowledge will be created and maintained in the communities of practice (COP). COPs will form and will be self managed, structured, moderated and organized and will create knowledge and expertise using forums, chats and other collaboration tools.

This work has been based on the research conducted by Wenger, and there has been very successful examples of these communities and the value they can bring in the industry.

Most of the Open Source Communities use a similar approach, but this is happening over time. We are trying to put in place this infrastructure and enable these communities forming at the start of the project to maximize the impact of the value and experience created by the communities.

The knowledge created within these communities will be syndicated into the main website to enable people to have an aggregated view of what is happening in the communities around the DBE. This also allows moderators and animators of communities of practices to be aware of other communities and their work and focus and relate this information back to their own communities. In this way, an idea generated somewhere could be leveraged and used to create one or more focus groups.

5.5 *Creation of the integration infrastructure for communities*

It is important that Communities of Practice are known to the rest of the other communities and to users of the website, so that anybody interested in the work in one community can go and participate, “lurke” or simply be part of the peripheral environment of this community. To enable this, the community will have to register their existence and some other information - such as the country, language used, moderator name, focus of the community - in the website. This will allow for official recognition of the existence of this community as part of the wider community of the DBE. It will be important to recognize this officially, but this is has not been defined yet.

5.6 *Navigation to communities of practices*

Once a community is registered on the web site with its information, browsers and users interested can have get additional information about this specific community from the official DBE website. Some information, such as number of members, latest posts and events, will be syndicated into the main DBE website. Further, access to this community is possible by simply using the link to it.

6 Status

To date the status is

Communication and Learning movies		
	Business SMEs (micro economical view of the DBE)	Done, available on Website in home page and for download. Also available on the knowledge platform. Will need to be updated for the integration within SME back end solution.
	Policy Makers (macro economical view and socio-political aspects at the regional level)	Work in Progress – version 0.1 ready for January 2006
	Evolutionary environment	Version 0.1 ready and available for download from the website
	Technical infrastructure	Version 0.1 ready and available for download from the website
Knowledge Platform		
	Platform	Ready and accessible from http://dbe.moodle.fi . Tighter integration with the website is a must. 2 way syndication.
	Material	The communication and learning movies are available on the platform. Other learning material used by the regional catalysts is also available from the platform
	Proliferation	The blueprint will allow the creation of other knowledge platforms, based on a set of specifications. See deliverable D28.9
Website		
	Website	Ready and accessible from the URL http://www.digital-ecosystem.org . High level content uploaded. Next events uploaded. Download section for communication assets done.

7 Next Steps

Here are the next steps for each of the components:

Movies	
	<ul style="list-style-type: none"> - Refine the movies by correcting some of the issues and make them more professional - Integrate the movies into a “suite” that will form the official integrated movie of the DBE (as this is an integrated project, this will be a good representation of the project). An umbrella movie should package them - make additional movies for <ul style="list-style-type: none"> o explaining the concept on the web (small movie that will summarize the DBE benefits and the different domains) o finishing presentations (could be a small movie like the finishing part of the movie for policy makers) - make the movies available on CDs.
Website	
	<ul style="list-style-type: none"> - train domain owners to enable them to add/create/modify content for their domain - transfer ownership to the content domain owners and to the foundation after the training is completed - add the sub-sites to enable the forming of expert focused communities and hosting of domain specific content - Communities of practice <ul style="list-style-type: none"> o Syndication from the communities of practice websites – define minimum requirements for moderators so that the site can be easily syndicated from the main website (some information such as the coverage of all communities, number of SMEs, latest posts, etc could be very valuable for decision makers, other communities, ... and could help creating new focus topics) o Improve forums and blogs - Create a label “DBE partner community” or something similar to recognize that this community is “approved” by the DBE project and foundation
Knowledge Platform	
	<ul style="list-style-type: none"> - tighter integration with the Website. Two way Syndication. - Look and Feel adjusted to better integrate with the Website look and feel

8 Conclusion

The dissemination approach is tightly linked with the research activities. It is important that the dissemination program and the material created to support the program take into consideration the targeted audiences and the way that these audiences create material, knowledge and learn.

Several tools are being created to develop the infrastructure in order to enable the formation and the management of communities of practices, certification

and learning programs and the dissemination of the benefits and features of the DBE.

These tools will evolve over time, as the centre of interest (today it is more about the technology and macro economy, and will evolve to micro economy) will change, the DBE itself will evolve and the areas of focus will adjust. This is the infrastructure that we are building as the dissemination will need to be supported by tools that will help target the right audience with the right message at the right time, and allowing people to discuss about relevant topics at each steps of the dissemination process.