



Digital Business Ecosystem

Contract n° 507953

Workpackage 33

Dissemination

Deliverable 33.8.2

Dissemination Materials



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

This Deliverable is not a paper report. The main objective is the production of marketing material (on-paper and on-line material), and this report summarises the work done

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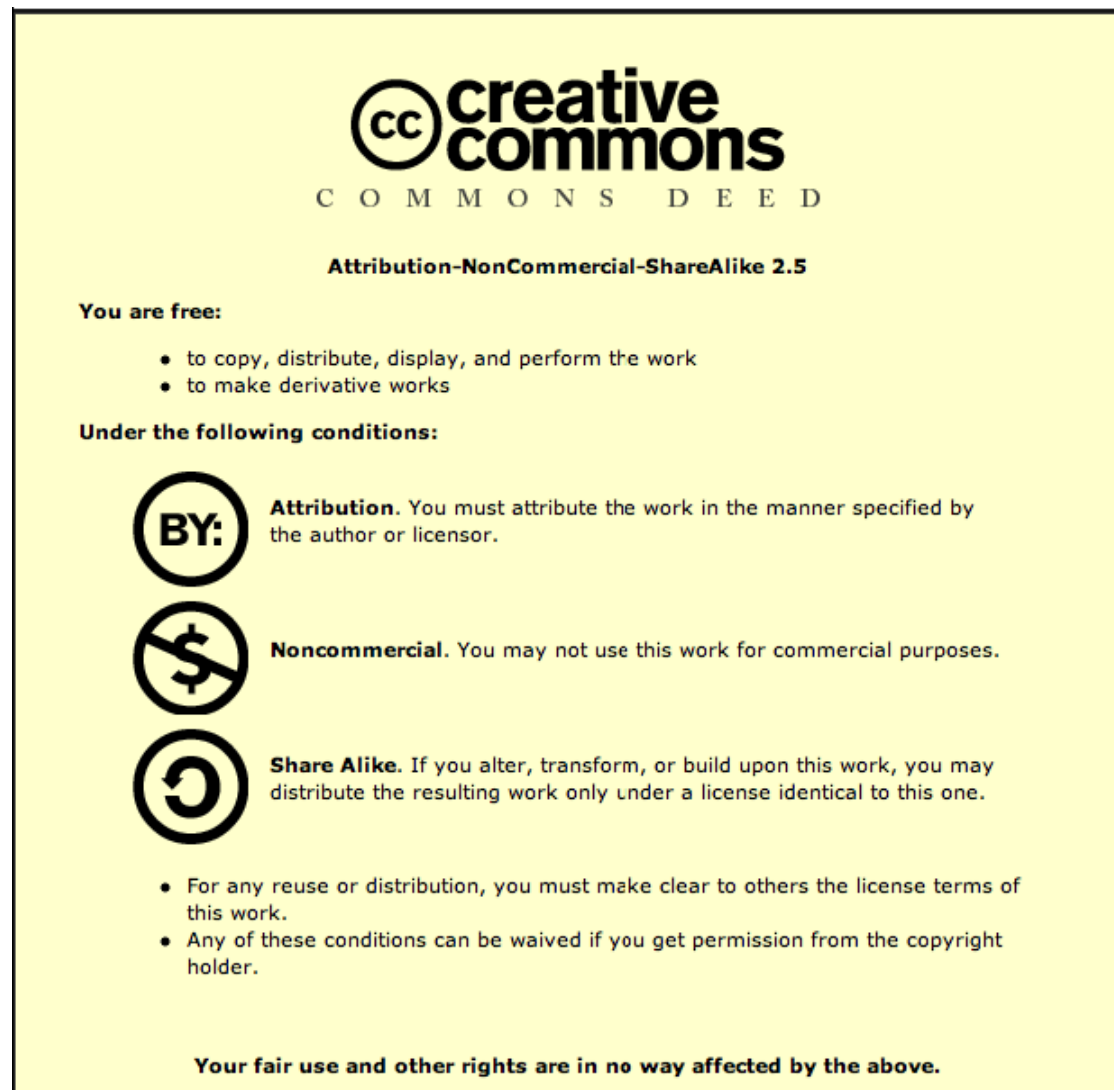


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1 Executive Summary

The dissemination and 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, and to help disseminating the benefits of the DBE, specific dissemination tools and material need 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 to produce the expected dissemination material and include links to the material produced.

2 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.

3 Dissemination Material Approach

We are following the dissemination approach as defined in the deliverable D33.8.1. The aim is to provide the material and make it available to the wider community of DBE catalysts, users, developers, policy makers and the future sustaining structure. We made some adaptations from what we envisioned in this initial approach.

Here is the breakdown of the revised approach:

- 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
- Other dissemination and communication material that can help explaining the DBE, its benefits and its identifying features.
- Access to learning content from the website.

We have adapted the learning delivery approach. In fact, there is very little material in the form of courseware, and to date in the project, there was no real need to have this. Also, there is no need to have all of the functionality that a Learning Management system offers (such as tracking, enrolment, and management of curriculum). The current need is more in terms of „getting started guides, benefits and „how to reference material. All of this content currently exists and is managed and maintained (to match the latest versions of the software) by the regional catalysts. We are aiming to make this content available, and to ensure that there are no issues with version control, we will only reference the learning material from the website. To enable users to find

the most appropriate learning content, we will develop a tool that will enable regional catalyst to publish and allocate keywords to the learning content..Not only can we then resolve the issue of version control, but also we can bring some context to each of the guides.

Most of the knowledge 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 registered DBE communities, and will be accessible from the website. This will enable the easy identification of communities to help users to identify the most relevant ones. It will also facilitate cross fertilisation.

The revised approach takes into consideration the need, expressed in the sustaining deliverables, to ensure that the solutions delivered can be easily maintained after the end of the project and that requires an acceptable level of maintenance (by mainly reducing the need to manage the version controls, and by empowering regional catalysts and communities in the creation of learning material, guides and tacit knowledge).

4 Dissemination material description

In this section, we describe the different dissemination assets that have been developed to support the 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
- Other dissemination assets that help the proliferation and the brand awareness of the DBE
- The access to learning material (explicit) will be provided via the website, instead of the knowledge platform.
- The DBE digest that will provide the latest in-depth information about the project.

Note: The knowledge platform will support the proliferation of explicit knowledge and certification programs, and will remain available to the community for future use.

4.1 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 manifold 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.

Since the previous report, the policy communication movie has been finalised, and can be accessed as indicated below.

Movies are being used in most of the meetings with policy makers and regional development agencies to explain the concept and the benefits of the DBE. The feedback received to date is very positive, as these movies helped gaining the understanding of the benefits and the features of the DBE, and in catalyzing the discussion.

As a reminder, 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 http://www.digital-ecosystem.org/downloadfiles/macro_mov_dbe.exe
- **Business SME movie:** shows how the DBE could be used to improve their 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 to 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 the evolutionary aspects of the DBE 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.

These movies are developed using standard tools and a software architecture that will enable easy and cost effective localisation in different languages (the text and audio are separated from the main movie, and synchronisation is based on the length of the audio). The source files will be made available from the website, with a light document to support localisation activities.

4.2 Website

The website (www.digital-ecosystem.org) is the primary entry point information and knowledge built around the DBE project, and later the DBE

sustaining structure. 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 be 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 enable 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 target audiences, all with different needs. This will be catered for by the creation of sub-sites for each of the domains (one for business users, developers, regional developer and researchers).

The website is based on an open source content management system called plone, which will enable 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 sustaining structure .

Since the deliverable D33.8.1, the website has been improved. The following changes have been made:

- improved navigation: the navigation has been restructured around the “Learn, Explore, Participate” concept. This should enable users of the site to access more easily to the material and the content, to learn about the DBE and also to participate. The change of navigation is resulting from the feedback from the Digital Ecosystems Cluster meetings. This concept is explained later.
- Deliverables have been made available from the “Learn” section. The deliverables have been organised by sub-project and domain, so that people interested can restrict the search to the relevant domain. The link is http://www.digital-ecosystem.org/DBE_Main/buttons/deliverables.
- Additional content pages have been added in the website to help the targeted audience to get started with the DBE, such as :
 - o Getting started and how to install DBE studio
 - o Regional engagement guidelines
 - o Links to existing affiliated and associated regions

4.2.1 Learn, experience, participate concept

This concept has been defined to help users to navigate in the web-site more easily, and to thereby enable them to benefit from the website, its content and tools.

This concept also facilitates the path from being a passive receiver of information (Learn), to a more active user of the DBE (experience) to becoming a member of the community (participate). It is important to allow for such a progression, as this is a typical path that community members are using. In fact, there is a “gestation period” between the initial interest of the project and the participation.

We try to make the environment as progressive and safe as possible for the users, allowing them to get familiar by also “lurking” around the existing communities and project team.

4.2.2 Getting started

A specific section to help users get started with the DBE, where to download the necessary software and how to get started in the DBE studio. The link to this information is: http://www.digital-ecosystem.org/DBE_Main/Members/aenglishx/learn/get_started .

4.2.3 Regional engagement

During many conversations with users of the Websites and from the Digital Ecosystems, the biggest gap identified in the program is on the engagement and the next steps.

We have added specific pages on the website to cover the engagement process. This is targeted to regional policy makers and to regional catalysts. This should help the regions that are interested in joining the DBE to engage with the team, and after the end of the project, with the structure defined by the sustainability plan.

We have also explained the process and approach used by the current regions of the project. The link to this page is: http://www.digital-ecosystem.org/DBE_Main/yourregion/engage

4.2.4 Subsites

The initial vision for the website was to create sub-sites and organise the content by target audience (SMEs/business, Developers, Researchers and Regional development). This structure is only valuable if there is enough good quality information.

Content production has been difficult throughout the life cycle of the project, and it has been difficult to collate the content for these sub-sites.

During the business domain meeting¹, we decided not to implement the sub-sites until there is enough content to populate the areas.

Due to the nature of the DBE (multi-disciplinary and multi-faceted and the diverse audience), it will still be useful to enable the users to find information and access knowledge relevant to their needs.

We are looking to implement a specific navigation for each of the target audience, and implement a “portal” for these audiences with direct access to communities, forums, learning materials, blogs and wikis with the most relevance to this audience. This will help us to implement the initial vision for the website while taking in consideration the needs of the audience. Thus the content will largely be generated by a like minded community.

¹ Held in London, 8-10 May 2006

4.3 *Explicit Knowledge*

The initial vision of the dissemination team was to provide learning content on the knowledge platform. This was in line with the learning strategy defined for the project².

Explicit knowledge however, in the form of courseware and other structured e-Learning material cannot be defined yet, as the technological platform is still in development. Therefore, it would be a waste of resources to define explicit content, and revise it as soon as a new version of the code base for the technological platform is made available.

We have therefore changed the approach, and will be provide a set of tools to enable content creators to post and link to learning blocks from the website. This has been requested as a change in the project plan, and will be submitted in the amendment 6.

4.4 *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 organised 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 have been very successful examples of these communities and the value they can bring in the industry.

Most of the Open Source Communities are using a similar approach, but this is happening over time. We are trying to put in place this infrastructure and enable these communities forming from the start of the project to maximise 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, their work and focus and relate this information back to their own communities. In this way, an idea or knowledge generated within a given community could be leveraged and used to create one or more community or could even enable the forming of new ones.

4.5 *Creation of the integration infrastructure for communities*

It is important that Communities of Practice are known to 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 - on the

² See D28.1, D28.1.1, D28.9, D28.9.1 and D28.10

website. This will allow us to officially recognise the existence of this community as part of the wider community of the DBE..

4.6 Navigation to communities of practices

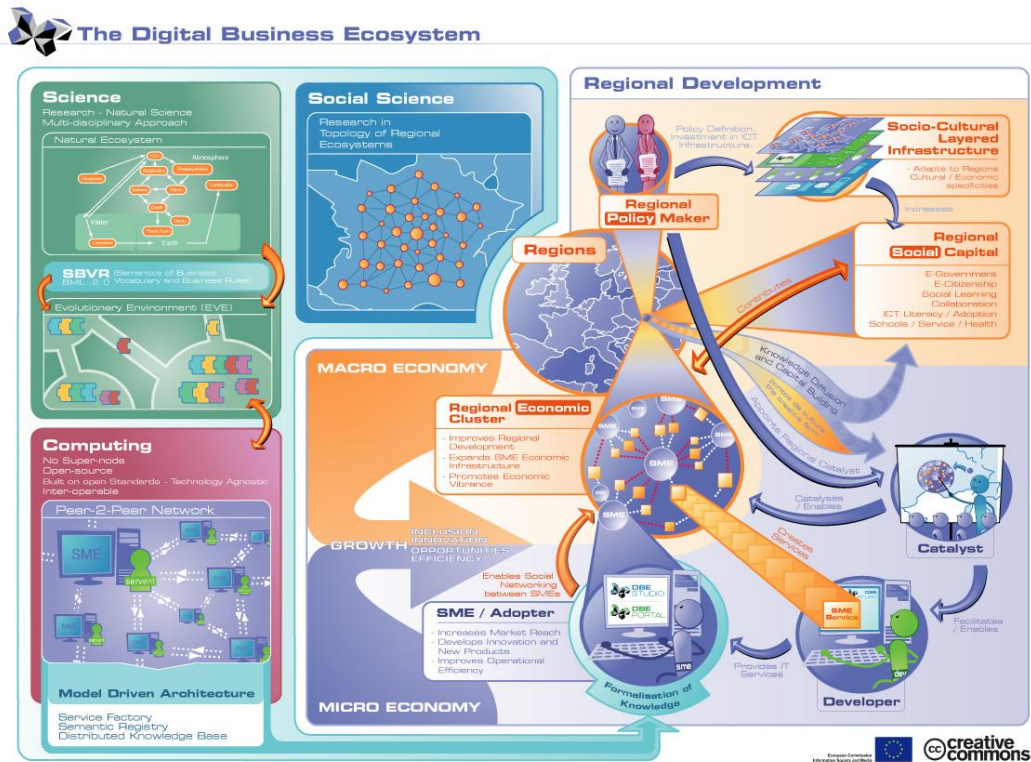
Once a community is registered on the web site with its information, interested browsers and users can get some more information about this specific community from the official DBE website. Some information, such as number of members, latest posts and events, will be syndicated into the main DBE website. From there, access to this community is possible by simply using the link to it. This functionality has been developed and will be tested by June 2006, by piloting the tool with the three regional catalysts.

4.7 DBE Summary page or how to explain the DBE?

The DBE is multi-disciplinary and multi facet project. It is therefore very difficult to describe what it is, what it can bring about, how it can evolve. The foundation and the theory used to design and build the infrastructure, and all of the impacts of the social, regional macro economic and SME micro economic aspects are complex.

We created a diagram that can be used to explain the DBE. This description is very efficient when talking to an audience, as some aspects can be tailored and highlighted while keeping the overall context of the full project.

Here is the diagram



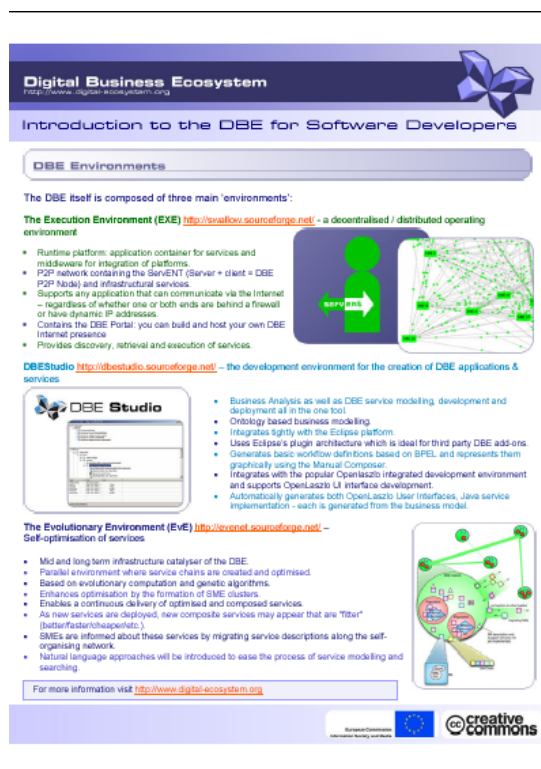
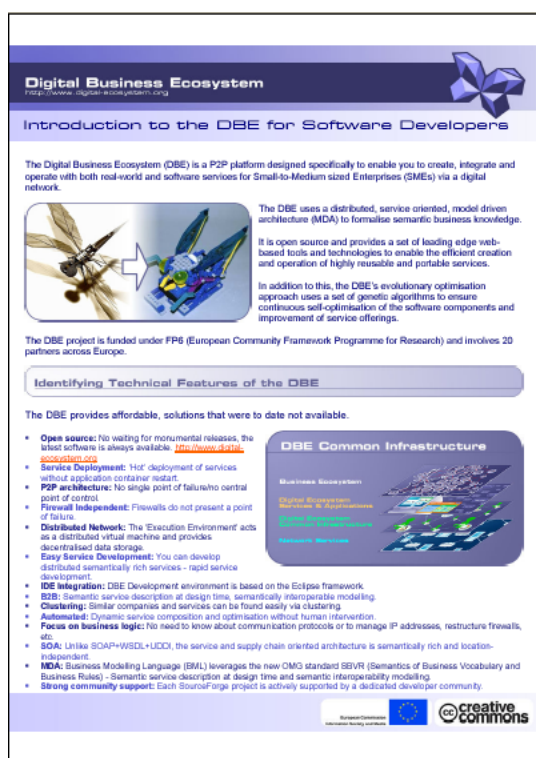
It is available on line at <http://www.digital-ecosystem.org/downloads> .

4.8 Technical brochure

At the Digital Ecosystems Cluster meeting in Brussels in February, the need for collateral to highlight the identifying features of the DBE specifically for software developers became apparent.

We have therefore created the following brochure with the computing and science partners.

..



The purpose of this brochure is to pinpoint the identifying features of the DBE for software developers. It is designed to particularly address information that developers require as opposed to addressing business needs. It will serve as an important piece of collateral for associated and observing regions and can be, for example, be disseminated at events directly to software developers as well as used to bridge the gap that exists when business representatives attend events and require collateral for technical colleagues.

It is available on line at <http://www.digital-ecosystem.org/downloads>.

4.9 Digital-ecosystem E-mail addresses

We have made available a series of e-mail addresses to key project members. All the addresses have the form firstname.lastname@digital-ecosystem.org. We will also be creating generic e-mail addresses for queries and support (once these have been defined in the sustainability plan). We will also keep a set of e-mails available for the wider community.

4.10 Community building and collaboration tools

We implemented several discussion forums and made the blog tool available. These tools has been used by the partners to help and facilitate the discussion around the sustainability and the governance of the DBE once the project is finish. Of course, these tools are not fully exploited yet, and this may be because of the tensions within the project team. We can nevertheless see that the forums are starting to be used.

We are also implementing a wiki tool that will enable team members to collaborate on a document, idea or concept.

Wikis works because:

- everybody feels that they have a sense of responsibility because anybody can contribute.
- Any information can be changed or deleted by anyone. Wiki pages represent consensus because it is much easier to delete insults, remove spams and correct incorrect statements rather let them stand. What remains is naturally meaningful and has been collated from multiple points of view.
- Anyone can play. To make an impact on Wiki, we need to generate real content. Anything else will be removed. Everybody can play but only the good players remain.
- It is fun to participate, and people can contribute as this is a safe, meaningful and fun environment.

We will use this wiki tool to enable the business domain team to participate in the sustaining plan deliverable.

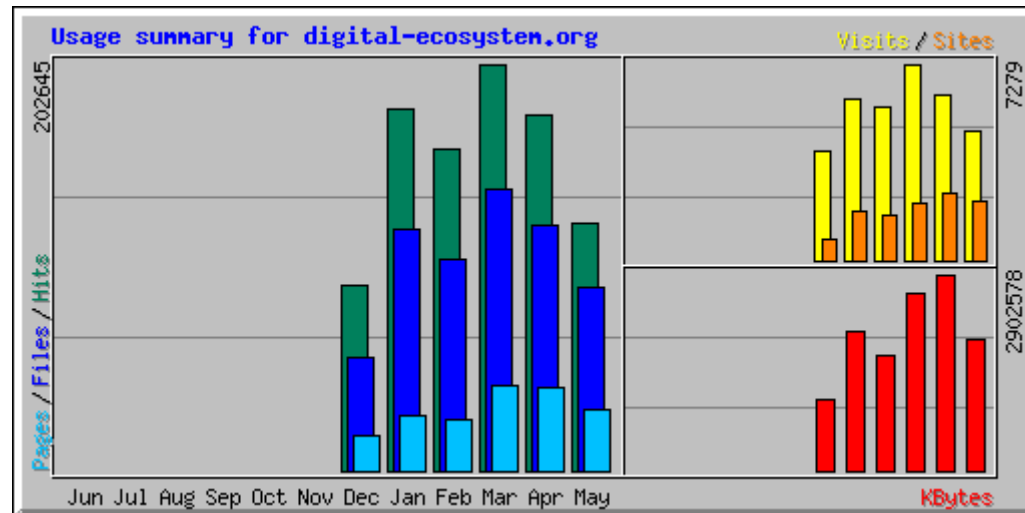
4.11 Other tools to support the brand dissemination

To raise awareness and to help the building of a recognizable brand, we have also designed and developed a screen saver and a set of wallpaper for the desktop of the computer. All these assets are available on the website:

http://www.digital-ecosystem.org/DBE_Main/downloads.

5 Website Statistics

Here are some statistics for the website.



Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
May 2006	5612	4130	1400	217	2161	1942897	4786	30804	90860	123467
Apr 2006	5894	4069	1372	203	2479	2902578	6093	41180	122090	176820
Mar 2006	6536	4510	1372	234	2145	2628216	7279	42540	139832	202645
Feb 2006	5713	3772	903	201	1653	1708255	5647	25309	105618	159968
Jan 2006	5822	3878	882	193	1838	2072131	6010	27357	120223	180501
Dec 2005	3827	2338	736	168	794	1060572	4040	17665	56119	91854
Totals						12314649	33855	184855	634742	935255

There is an excess of 200 visits on a daily basis. Visitors are coming from 70 countries

Top 30 of 70 Total Countries							
#	Hits		Files		KBytes		Country
1	53992	30.54%	35091	28.74%	923521	31.82%	US Commercial
2	29873	16.89%	22865	18.73%	441526	15.21%	Unresolved/Unknown
3	24257	13.72%	18078	14.81%	311159	10.72%	Network
4	8287	4.69%	6261	5.13%	118473	4.08%	Italy
5	7637	4.32%	2629	2.15%	52057	1.79%	France
6	7128	4.03%	2760	2.26%	56838	1.96%	Finland
7	5847	3.31%	4103	3.36%	217643	7.50%	Brazil
8	4467	2.53%	3489	2.86%	248085	8.55%	Sweden
9	4325	2.45%	2544	2.08%	133965	4.62%	Spain

10	3980	2.25%	3087	2.53%	48626	1.68%	United Kingdom
11	3498	1.98%	3066	2.51%	38868	1.34%	Austria
12	3212	1.82%	2921	2.39%	46778	1.61%	Germany
13	1690	0.96%	1004	0.82%	20901	0.72%	Singapore
14	1542	0.87%	1199	0.98%	29590	1.02%	Slovak Republic
15	1319	0.75%	1137	0.93%	13818	0.48%	Belgium
16	1306	0.74%	944	0.77%	26720	0.92%	Poland
17	1226	0.69%	1062	0.87%	15975	0.55%	Ireland
18	1135	0.64%	858	0.70%	19980	0.69%	Greece
19	1054	0.60%	956	0.78%	9077	0.31%	Canada
20	1034	0.58%	695	0.57%	8858	0.31%	International (int)
21	1020	0.58%	788	0.65%	3412	0.12%	China
22	920	0.52%	777	0.64%	7018	0.24%	Switzerland
23	897	0.51%	808	0.66%	10065	0.35%	US Educational
24	853	0.48%	639	0.52%	5977	0.21%	Netherlands
25	508	0.29%	415	0.34%	8041	0.28%	Australia
26	473	0.27%	408	0.33%	10142	0.35%	Japan
27	409	0.23%	299	0.24%	4970	0.17%	Denmark
28	386	0.22%	365	0.30%	2601	0.09%	Non-Profit Organization
29	360	0.20%	344	0.28%	3364	0.12%	Mexico
30	338	0.19%	268	0.22%	9887	0.34%	Turkey

6 Status

The current status of the dissemination materials is:

Communication and Learning movies		
	Business SMEs (micro economical view of the DBE)	Done, available on Website on 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)	Version finalised and accessible from the website. We will integrate some Voice Over in the next weeks
	Evolutionary environment	Version finalised and accessible from the website
	Technical infrastructure	Version finalised and accessible from the website We will integrate some Voice Over in the next weeks
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.
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7 Next Steps

Here are the next steps as defined in the D33.8.1 for each of the components:

Movies		
	- Refine the movies by correcting some of the issues and make them more professional	Done
	- 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	Done
	- make additional movies for <ul style="list-style-type: none"> explaining the concept on the web (small movie that will summarise the DBE benefits and the different domains) finishing presentations (could be a small movie like the finishing part of the movie for policy makers) 	DBE Summary page - done Not Done
	- make the movies available on CDs.	Done
Website		
	- train domain owners to enable them to add/create/modify content for their domain	Not Done
	- transfer ownership to the content domain owners and to the Sustaining structure after the training is completed	Not Done
	- add the sub-sites to enable the forming of expert focused communities and hosting of domain specific content	See Deliverable
	- Communities of practice <ul style="list-style-type: none"> 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) Enhance forums and blogs 	Tools developed – in pilot

	<ul style="list-style-type: none"> - Create a label “DBE partner community” or something similar to recognise that this community is “approved” by the DBE project and foundation 	Not Done
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. 	Postponed
Additional (from D33.8.1) next steps		
	<ul style="list-style-type: none"> - Creation of a wiki space for on-line collaboration - Creation of an access tool for learning blocks (to support the revised training strategy) - Publication of the DBE Digest n° 3 (expected publication date: June/July 2006) 	

8 Conclusion

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

We continued to upgrade the suite of assets and collateral to help build awareness and increase the brand recognition of the DBE.

Several tools are being created to develop the infrastructure that will enable the formation and the management of communities of practices, certification and learning programmes 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 enable people to discuss relevant topics at each step of the dissemination and engagement process.

We also made some changes on the approach used, to mitigate the fact that there is still little explicit content, and the need for this kind of content is less than the creation of a knowledge base. We therefore re-adjusted the strategy around the sub-sites and the knowledge platform, and will develop other tools to support the revised approach.

We are also taking in consideration the needs for sustaining, and we therefore try to develop the tools so that these can be easily taken over by the communities once the project is complete.