



SEQUOIA PROJECT

“Socio-Economic Impact Assessment for Research Projects”

Contract n° 258346

WP4: Dissemination and Assessment Methodology Transfer

Deliverable D4.3b Report on Collaboration Activities Performed



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EXECUTIVE SUMMARY

In this deliverable we report on the collaboration activities performed during the first 12 months of the SEQUOIA project. It's important to underline that this deliverable covers only part of the collaboration activities the SEQUOIA project will undertake; many of them, in fact, are related to WP5 (Task 5.3), which starts in M13 and are only planned here.

The deliverable is divided into 4 main sections: the first section is dedicated to the events and meetings in which SEQUOIA was involved, the second is a description of the online tools used to perform focus groups and interaction among Call 1 and Call 5 projects. The third section presents materials and tools used to disseminate the SEQUOIA results through different channels. The last section is on forthcoming events that will be exploited to perform and increase the collaboration activities in the second half of the project.

1. SEQUOIA'S COLLABORATION APPROACH

As part of its objectives the SEQUOIA project is developing a self-assessment methodology for impact assessment that takes into consideration not only the state of the art in the socio-economic domain but also the peculiarities and needs of research projects. To achieve this objective, it was important for the SEQUOIA project to set up a collaboration process with the projects that are taking part in the assessment exercise (Call 1 and Call 5 projects).

Following the specific reviewer recommendations after the first project review, the SEQUOIA team has improved the process of engagement with projects but also with external stakeholders interested in socio-economic impact assessment implementing several dissemination and collaboration activities: the success of the SEQUOIA project is indeed strictly related to the creation of a trustworthy and collaborative relationship among projects that will foster the exchange of information and the active participation of them in SEQUOIA activities.

The collaboration plan that SEQUOIA has developed takes into consideration several elements that go from a one-to-one communication to engage projects and create trust towards the SEQUOIA team to the use of on-line collaboration tools that facilitate cooperation and feedback collection on the methodology. In the diagram below we show the main elements that constitute SEQUOIA's collaboration strategy.

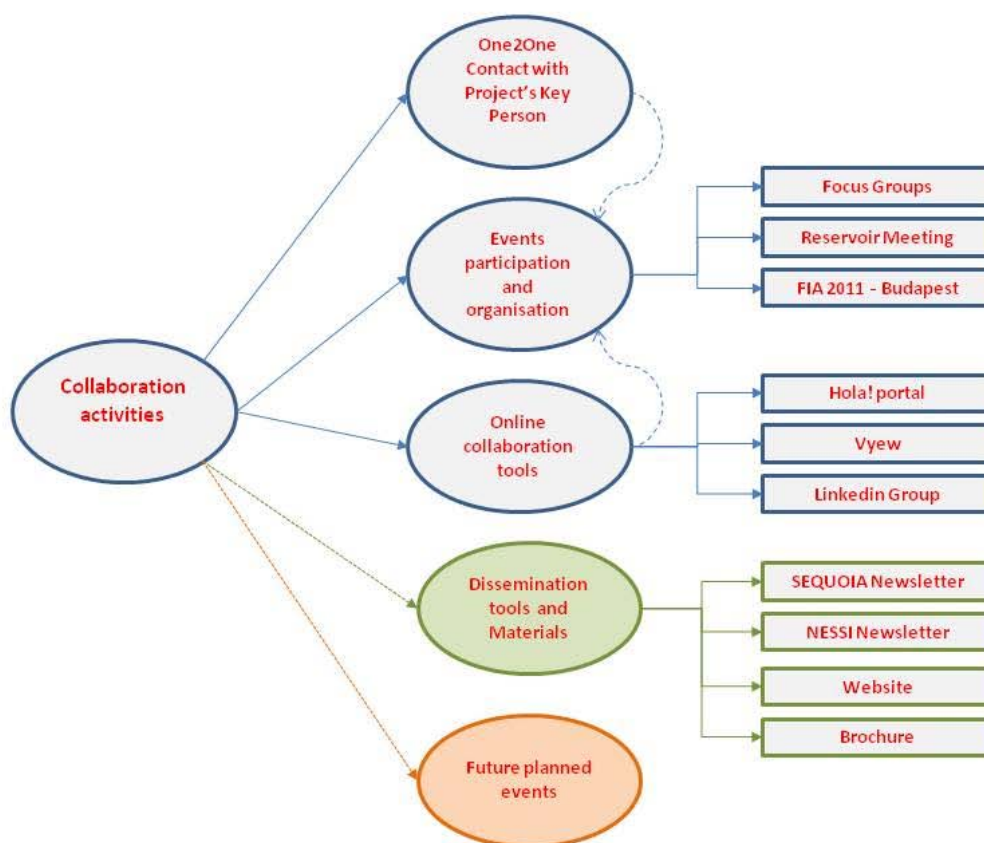


Figure 1 - Collaboration activities

The first approach towards projects was a one-to-one exchange of information either at public events (e.g. Collaboration Meeting) or through e-mails. Even if more effort was needed to follow this approach it is our opinion that one-to-one communication especially in the first stages can be considered the most effective way to establish a trustworthy and friendly relationship that is a necessary condition to start an effective cooperation.

Around this one-to-one exchange of information, SEQUOIA uses a set of other means for collaboration which can be grouped into two main categories:

- Events participation and organisation
- Online collaboration tools

Supporting the whole collaboration activities the dissemination team is developing and distributing a set of tools and materials.

In the following sections we present the collaboration strategy that has been applied by the SEQUOIA team up to now and which follows the main points described above.

2. EVENTS PARTICIPATION AND ORGANISATION

As part of the SEQUOIA dissemination and collaboration strategy a set of events have been planned to ensure visibility, community networking and knowledge exchange. Such events include not only visibility for the SEQUOIA methodology but also important opportunities to build stronger links with collaborating projects.

SEQUOIA also organises a set of events/meetings (e.g. Focus groups) with collaborating projects aimed at presenting and discussing the methodology and results and creating important cooperation opportunities between the SEQUOIA project and the collaborating projects and also between collaborating projects themselves which can learn more about their “colleague” projects.

The sections below show examples of events that have taken place from M7 to M13, in particular:

- Focus Groups: specific online sessions where call 1 and call 5 projects shared information and gave feedback about the SEQUOIA questionnaire.
- Reservoir meeting: an opportunity to investigate the cloud computing domain and to meet the Reservoir project team.
- FIA 2011: an important event that gave the possibility to meet other projects and to disseminate SEQUOIA results.

Focus Groups

One of the most important collaboration activities performed by SEQUOIA project during the first quarter of 2011 was the online focus groups. The focus group sessions represented an opportunity for the SEQUOIA team to learn more about the projects under analysis and their potential beneficiaries, in order to better target the methodology to them.

The focus groups had several objectives: they were an opportunity for the projects involved to ask questions about SEQUOIA in terms of objectives and socio-economic impact assessment; they also gave feedback about the second SEQUOIA questionnaire contributing to the definition of variables and indicators of the methodology.

From a collaboration point of view, focus groups created an environment where projects could get to know each other and the SEQUOIA team talking informally, and sharing common experiences in impact assessment topic. The focus groups contributed to the improvement of the relationship among call 1, call5 projects and SEQUOIA which will be fundamental in the next phase of the project in order to further develop and apply the methodology.

Five focus group sessions were held between the 14th and the 23rd of February 2010, involving 27 projects, of which 11 were from Call 1 and 16 were from Call 5. The focus group sessions were arranged using Vyew a dedicated web tool (see specific section below).

More detailed information about the focus groups can be found in the related deliverable D2.2b “Results from the Focus Group”.

Few projects even though they intended to participate in the focus groups were not able to attend due to other duties. In these cases one-to-one conf calls took place. In addition to this, a face-to-face meeting took place between T6 and the Mosaic project represented by the coordinator Beniamino Di Martino.

Focus Group	Date	Project involved
Focus Group 1	14 February 2011	4
Focus Group 2	16 February 2011	5
Focus Group 3	21 February 2011	4
Focus Group 4	22 February 2011	6
Focus Group 5	23 February 2011	5

Table 1 - Focus Group sessions

Reservoir Meeting

The SEQUOIA project team attended the Reservoir project workshop¹ in March. The project Reservoir is one of the 25 call 1 projects that have been taken into consideration by SEQUOIA. The main scope of RESERVOIR was to develop breakthrough systems and service technologies that will serve as the infrastructure for Cloud Computing using coupling of virtualization, grid computing, and business service management techniques.

The workshop took place in Taormina (Italy) on 10th March 2011 and it presented the latest results in cloud computing, highlighting its potential and the main findings of the RESERVOIR project. Different topics were discussed during the workshop: a general overview of Cloud Computing and relative enabling technologies, the main results of the Reservoir project and a round table on cloud computing.

After the workshop the SEQUOIA project team had the chance to talk about the SEQUOIA objectives with some partners of the RESERVOIR project that expressed, despite the fact that their project ended (the final review was performed a few hours before the workshop), interest in collaboration in order to provide information and to fill out the SEQUOIA questionnaire.



For the SEQUOIA project participation in the meeting represented an opportunity to reach the following achievements:

- A better and deeper understanding of the Reservoir project objectives and results coming from the specific technical sessions. This will be very useful for the projects' assessment as a contribution to the questionnaire results analysis.
- The overview of cloud computing was important to deeper out understanding the domain of the call 1 projects that are in "Virtualized Infrastructure" cluster
- A face-to-face explanation of SEQUOIA's objectives and activities was very fruitful in order to collaborate with the RESERVOIR project partners that in some case are also partners of other call 5 projects.

¹ <http://reservoir.unime.it/workshop/>

FIA 2011 - Budapest

From 17th to 19th May five members of the SEQUOIA team attended the FIA event² which took place in Budapest (Hungary). The participation to the FIA week was considered an important step to keep up-to-date on discussions and hot topics in the domain of Future Internet and at the same time keep in touch with collaborating projects and disseminate SEQUOIA achievements. The SEQUOIA team had the opportunity to network with several project representatives answering questions about the methodology and the next steps for the SEQUOIA project.



An important liaison was made with the SESERV team with whom a discussion on a possible collaboration on socio-economic topics was started and is ongoing.

² <http://www.fi-budapest.eu/>

3. ONLINE COLLABORATION TOOLS

The SEQUOIA project uses a set of tools to enable and enhance collaboration activities. These tools can be considered as complementary to each other as they support SEQUOIA reaching different objectives: Dissemination of project outputs and achievements (Hola! portal), online communication with collaborating projects (vyew), discussions on socio-economic topics (LinkedIn).

HOLA! Portal

A collaboration with the Hola! project started during the first reporting period; this was intensified during months 7 to 13 with a set of interactions and direct use of the portal by the SEQUOIA team.

The aim of the Hola! Project is to support the EC in the creation of a critical mass of SSAI (Software & Service Architectures and Infrastructures) stakeholders working together to build concepts for services in the Future Internet. It enhances leverages, facilitates and articulates cooperation within the European IoS Community. In particular, HOLA! will support the EC in specific event organisation and it will increase the visibility of projects of the area and stimulate collaboration through different tools.

One of the tools set up by the HOLA! project is the HOLA! portal³ dedicated to the SSAI projects which should offer projects such as SEQUOIA attractive tools for interaction with other projects to carry out of our project objectives. The collaboration saw the two project teams interact through e-mail exchange and phone meetings: in particular a conference call took place on the 3rd of March.

The SEQUOIA team took part in a half-day tutorial of the HOLA! portal which gave an overview of the functionalities offered. After the tutorial the SEQUOIA team started using the portal by creating a project page with news and pages. A link to the Hola! portal was also placed on the project web site.

The portal is based on a community of registered users: every user that accesses the system for the first time is considered “untrusted” with limited privileges: his/her permission can be extended by another trusted user that can identify the new user as trusted (e.g. because he/she know him/her). Users can create or join specific groups that can be related to a project or a Working Group. A project page can contain different types of content: pages with general information about the project, news and events and document area where it is possible to download and upload files. In order to promote the interaction among users and projects the Hola! portal provides a forum where it is possible to open discussions about specific topics.

SEQUOIA, considers the ‘Hola! tools’ a good opportunity to promote SEQUOIA’s results and to create stronger collaborations with the call 1 and call 5 projects. A SEQUOIA project page was

³ <http://www.holaportal.eu/>

created on Hola! portal and some testing of the functionalities was performed. One of the main pieces of feedback reported to the Hola! Portal managers was that SEQUOIA would benefit from the addition of a forum within the SEQUOIA page in order to open more specific discussions related to SEQUOIA project activities for an exchange with other projects involved in SEQUOIA activities.

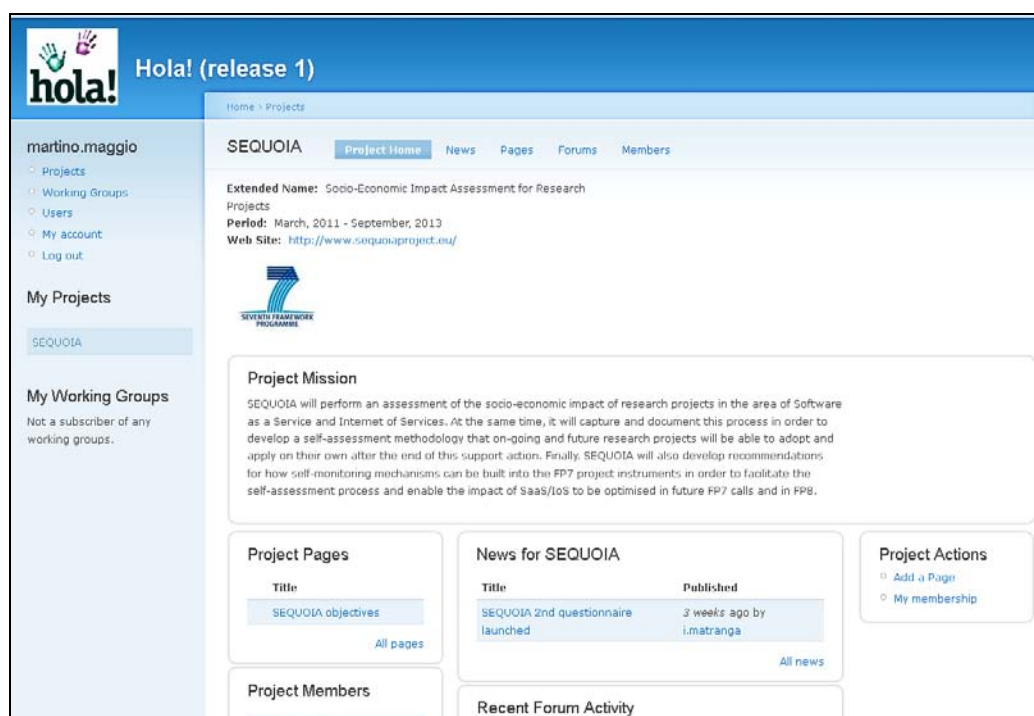


Figure 2 - SEQUOIA page on Hola! portal

Vyew

In organising the focus group sessions, and in order to involve the most people at the lowest cost for the participant, SEQUOIA opted for online meetings using the “vyew” web tool⁴. It offers private participative web space where it is possible to talk, share presentations and documents. This tool, which was customised with the SEQUOIA colours and logo in order to be more attractive and easily identified, has a chat window and it allows an effective interaction among participants. Furthermore, the group moderator can take notes during the meetings in the same way in which she/he would have done with a flipchart in a face-to-face environment, and the participants are able to see and actually modify those notes. This tool was used by SEQUOIA during the 5 Focus groups sessions which took place in February 2011.

⁴ <http://vyew.com>

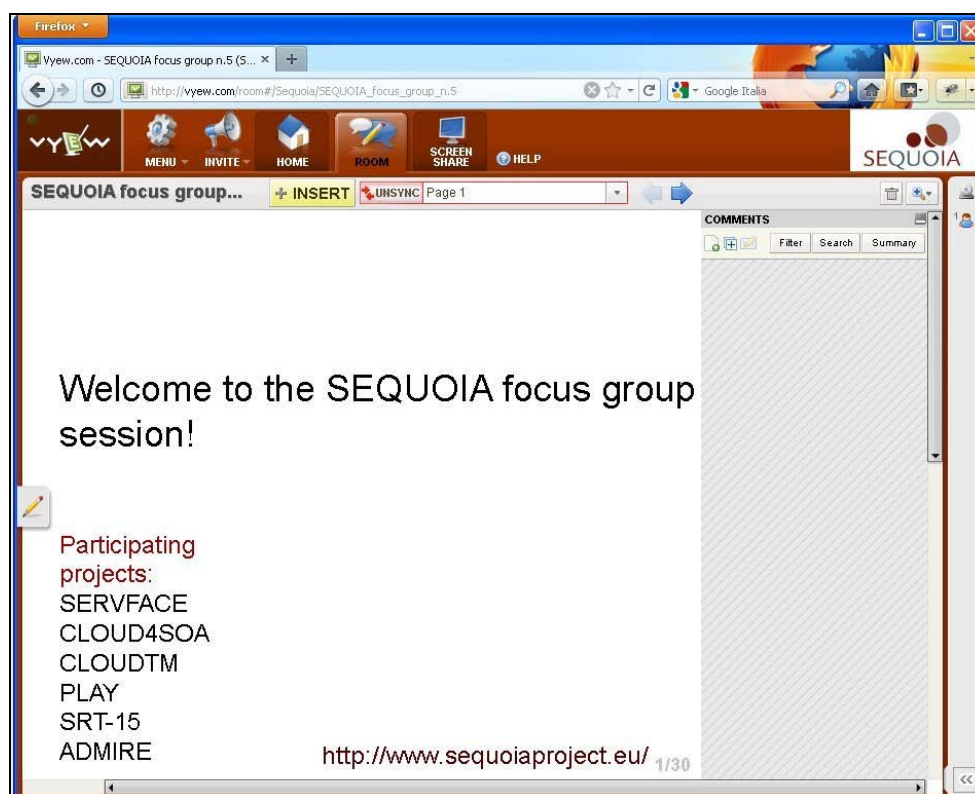


Figure 3 - Vyew tool used in online focus groups

Linkedin Group

Linkedin is a professional social networking site used for professional purposes. The SEQUOIA project published a Linkedin group page⁵ to promote SEQUOIA objectives and activities. The Linkedin group also has the aim of creating a virtual space in order to disseminate project news and in particular to stimulate discussions in a network of people involved or interested in different topics related to socio-economic impact assessment.

The Linkedin group is an important tool to keep in touch with the partners of the call 1 and call 5 projects studied by SEQUOIA and it also offers an opportunity to enlarge the external audience of the SEQUOIA results.

The Linkedin group is also the place where SEQUOIA projects partners can ask specific questions or give feedback about questionnaires or the methodology in a simple and fast way. All the project coordinators of the different call 1 and call 5 projects have been invited to become members of the group which is public and so every Linkedin user can access to the content and open new discussions. The SEQUOIA team started to collaborate also with the FISE (Future Internet Socio Economics) Linkedin group⁶, managed by SESERV project in order

⁵ <http://www.linkedin.com/groups/SEQUOIA-Project-3735732>

⁶ <http://www.linkedin.com/groups/Future-Internet-Socio-Economics-3870856>

to disseminate project results and to initiate discussions with other people of the Socio-Economic field.

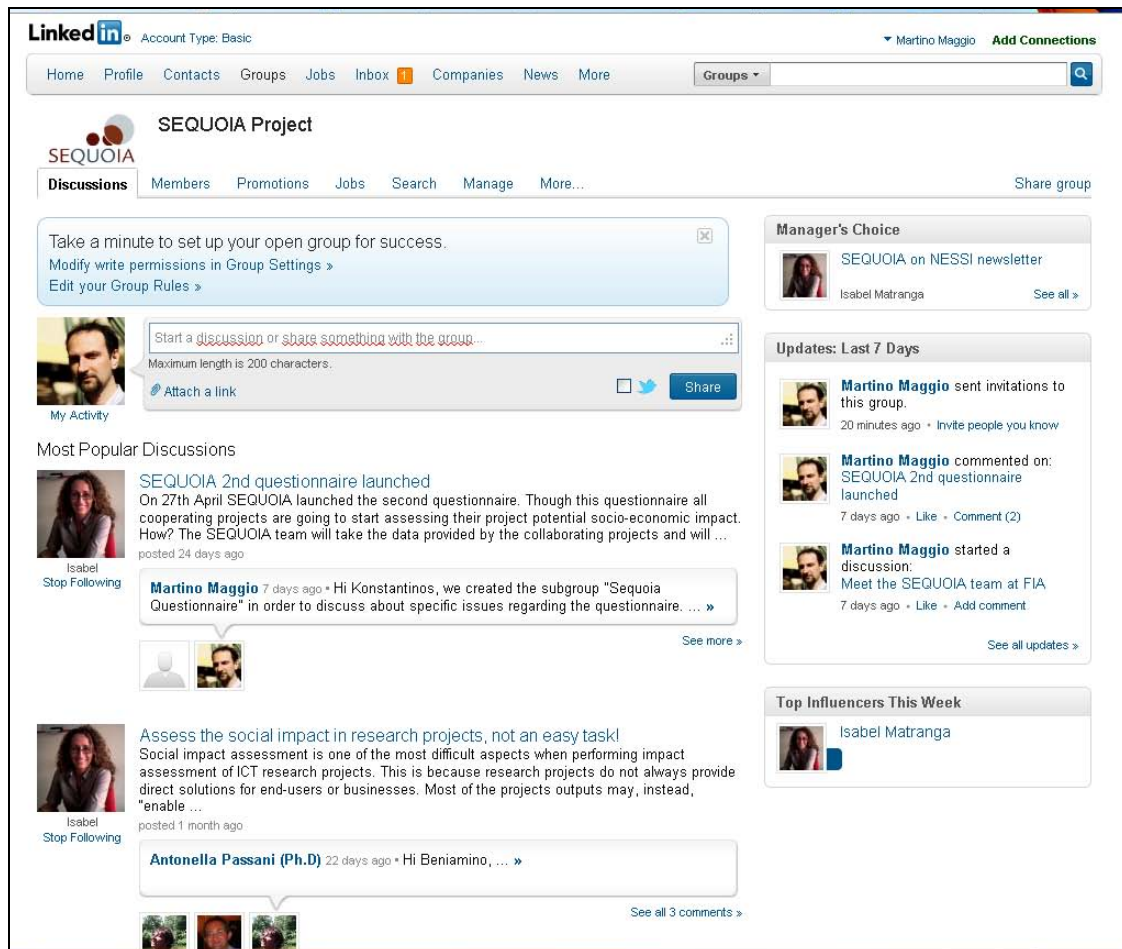


Figure 4 - SEQUOIA LinkedIn group

4. DISSEMINATION TOOLS AND MATERIALS

In order to support collaboration and dissemination activities the SEQUOIA team designed and developed a set of tools and materials that are used by the project team for spreading knowledge on SEQUOIA activities and achievements towards both the collaborating projects and a wider public.

Project web site

The SEQUOIA website⁷ is the main dissemination channel of the project: in the early release the website contained the main information about the project, the public deliverables, the latest news about events and projects updates.

During the first part of 2011, the web site was enhanced in order to give more visibility to collaborating projects and to disseminate specific results coming from the assessment activities. In particular a new section has been created in the web site with the list of the projects involved in SEQUOIA activities for both call 1 and call 5 projects: each project has a web page that at the moment provides a general description but it will be extended in the near future to include information coming from the assessment exercise. The outputs of the impact assessment of the projects involved in SEQUOIA will be published in the website after the explicit consent of the relative project is given respecting privacy issues due to possible restricted information: this will be done by contacting each project and agreeing upon which kind of information can be disclosed.



Figure 5 - Call 5 project page on SEQUOIA web site

⁷ www.sequoiaproject.eu

Sequoia Newsletter

In May of 2011, a SEQUOIA newsletter was produced. It includes an editorial from the Project Coordinator Paolo Dini. It gives some background on the project for those unfamiliar with it, covers the challenges that the project faces and gives an overview of how SEQUOIA addresses these challenges. It then goes on to talk about the methodology employed, the focus group activity and progress on the circulation of questionnaires. It also includes an update on collaborations and offers a recap on the consortium partners.

The newsletter is available on the project website and also on our LinkedIn page. It will be distributed via the LinkedIn group members, to the Call 1 and 5 projects and to the mailing list subscribers.

We hope that this newsletter will supplement the Call 5 project team's knowledge of the SEQUOIA project and help them better engage with the questionnaires and also compliment other dissemination materials for interested parties.

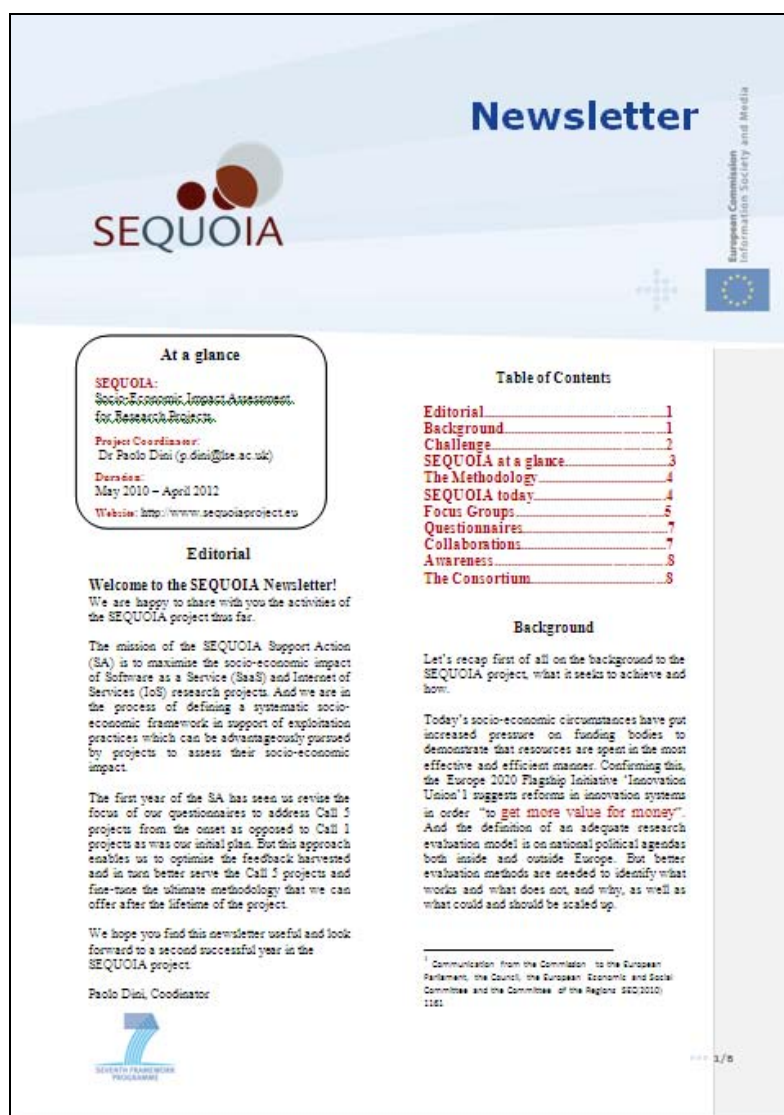


Figure 6 - SEQUOIA Newsletter

Brochure

The SEQUOIA brochure has been updated in order to provide more information about project status and progresses. This new brochure was distributed during the FIA 2011 event.



Figure 7 - SEQUOIA Brochure

NESSI Newsletter

NESSI is the European Technology Platform dedicated to Software and Services. Its name stands for the Networked European Software and Services Initiative. NESSI's aim is to achieve impact in the Internet of Services through specific activities in research, standards and policies, conducted by a united community of over 430 organisations from industry and academia. NESSI's strategy is a multi-faceted approach identifying key application areas for services deployment and supporting strong coordination to effectively contribute to these key areas through advanced research and open standards. Since 2005, NESSI has a quarterly newsletter that informs several groups of users interested in various topics. SEQUOIA published an article in the NESSI newsletter on April 2011⁸: the article was on the importance of impact assessment in ICT research projects and it contains an overview of SEQUOIA project. This activity represented a great possibility to reach a large community of users considering that the newsletter is sent to more than 1500 people.



Figure 8 - SEQUOIA article on NESSI newsletter

⁸ http://www.nessi-europe.com/files/PDF-News/NESSINewsletter16v7_WEB.pdf

5. FUTURE ACTIVITIES

During the next reporting period SEQUOIA will continue using the tools set up and will produce new dissemination material to communicate the project's results and the best practices to the wider public.

The website will be kept up-to-date with news and information regarding the methodology. A Best Practices section will be created collecting information on those projects that emerge as more promising from the point of view of the final users and their outputs coming from questionnaire and methodology application.

The project team will also continue promoting the SEQUOIA LinkedIn group and posting discussion on the FISE LinkedIn group which has the potential to become a central place for discussions on socio-economic impact in the Future Internet domain.

Collaboration with HOLA! will continue and probably move a step forward as soon as the new version of the portal is released. This was scheduled for the end of May 2011. And in support of collaboration activities dissemination materials (e.g. brochures, posters) will be prepared on an ongoing basis according to requirements.

Most of the collaboration activities of the SEQUOIA project will be performed in the WP5 in the second part of the project. For this reason we started to plan the next steps about collaboration with the other projects taking in account important events and meetings that can be exploited by SEQUOIA to meet the other call 1/5 projects, to present and discuss dissemination and best practice. The following table lists the events that the SEQUOIA project will attend in the next months:

Event	Date	Description	Activities
Collaboration meeting 2011 – Consultation Workshop	28-29 September 2011, Brussels	Internet of Services: Collaboration meeting for FP6 & FP7 projects	Inform the relevant stakeholders and experts about the study and collect relevant feedback on the draft recommendations
FIA 2011 (2nd event) - Methodology transfer workshop	24-26 October, Poznan, Poland	The second Future Internet Assembly in 2011 will be held in Poznan, Poland during the Polish presidency in the second half of 2011.	SEQUOIA methodology description, and support for the concrete application of the methodology Cooperation with FIA projects
FISE workshop	27 October, Poznan, Poland	FISE Workshop: How Disruptive Technologies Influence the FI Business Ecosystem	Specific SEQUOIA presentation (abstract to be presented)
Service Wave 2011	26-28 October, Poznan, Poland	Conference about the most recent innovations, trends, experiences and concerns for the Future Converged Internet of Content (IoC), Services (IoS), Things (IoT) and related underlying network technologies.	Dissemination of SEQUOIA results and best practice. Cooperation with IoC, IoS, IoT projects

FIA 2012	TBD	Future Internet Assembly in 2012	Dissemination of SEQUOIA final results and best practice. Cooperation with FIA projects
ICT 2012	TBD	ICT conference organized by EC about ICT research theme and exhibition of research institutes, ICT companies, universities, public authorities and non-profit organisations	Dissemination of SEQUOIA final results and best practice for general ICT project audience.
Final dissemination workshop – Final conference	March 2012, EC premises	Workshop to disseminate final SEQUOIA results in terms of methodology, best practice and showcase.	Involvement of a large audience (SME associations, representatives of civil society, universities and research centres, as well as industry and public administration) in a 'hands-on' section dedicated to showcasing the projects outputs and results. Dissemination of the SEQUOIA methodology and how to guide.

Table 2 - Future planned events

The SEQUOIA project team has selected these events above in order to proceed with the collaboration activities and to reach a large audience. In particular the SEQUOIA consultation meeting, originally planned for M13, will be organised in M17 (September 2011) in the same week and place as the collaboration meeting (e.g. starting the day before).

The methodology transfer workshop, that has the aim of describing the SEQUOIA methodology and supporting its application for selected projects, will be arranged in Poznan during the week of FIA 2011 in order to involve a great number of projects that will attend this event. Some other important events will give the possibility to reach many projects potentially interested in the SEQUOIA subject matter: in particular the SEQUOIA team is in contact with the project SESERV, which is organising a workshop on a socio-economic topic after the next FIA 2011 week in order to participate with a presentation of the SEQUOIA results. The Service Wave conference which follows the FIA event will be also an interesting opportunity to perform networking activities to involve a larger community of stakeholders in the fields of Internet of Content (IoC), Services (IoS), and Things (IoT).

During the next months the collaboration activities will also take into consideration events involving SMEs for example the European SME Week 2011. The collaboration with the NESSI network will be also an important channel to disseminate SEQUOIA methodology to specific SME working groups.

Regarding the final conference, planned for March 2012, at the time of writing this deliverable, the SEQUOIA team is keeping up to date with scheduled events in order to identify in the next months a suitable one.