



(FP7 614100)

## **D9.2.1 Initial Dissemination Report**

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# 1. Executive summary

This deliverable is part of the task to coordinate the IMPReSS project’s dissemination strategy and plan. The project’s dissemination strategy and plan is described in detail in the DoW (section 3.3). The dissemination strategy outlines the objectives and methods for effective dissemination of the project’s progress and achievements. The dissemination strategy forms the basis for the planning and execution of dissemination activities and thus helps define the specific dissemination plans and targets.

The goal of the dissemination is to foster a closer cooperation between component suppliers, solution providers, system integrators, manufacturing and processing plants, and R&D institutes in both Europe and Brazil. Dissemination will therefore also focus on promoting Brazilian knowhow and expertise in Europe and vice versa.

Dissemination activities will be undertaken by the consortium as a whole, and by each partner on an individual basis. All partners will therefore actively engage in dissemination activities within their areas of expertise. Partners will work together in identifying and carrying out dissemination activities as appropriate.

The dissemination activities will use different media and channels and take various forms including: a website, newsletters, participation in conferences and other events, scientific papers, press releases and a project brochure.

During this first 15 months of the project, dissemination activities have focused on generating awareness of and interest in the project. For this purpose, a rich project website was launched at the very beginning of the project which contains all relevant information about the project’s visions and aims and which will be continuously updated with news stories, downloads and articles as the project progresses.

A project brochure in both English and Portuguese has also been produced which partners may distribute at conferences, meeting and other relevant events.

The first project newsletter was published in October 2014 and three more newsletters will be released during the project.

The table below presents an overview of the dissemination targets and results to date:

Type of activity	Target M01-M15	Actual M01-M15
Number of downloads of material from the website per year	300	281
Number of press releases issued	1	1
Project brochure	1	1
Number of domain exhibitions attended	1	2
Number of external workshops, seminars, etc. attended	5	5
Number of EU and Brazilian projects that have been established contact to	4	4
Number of conference papers and	5	5

presentations produced		
Number of accepted conference papers	2	4
Number of Smart Society events attended	1	1

Table 1: M01-M15 Targets and Results

It is also important to establish efficient internal dissemination methods to ensure that all partners are aware of the work different partners are engaged in and what is being achieved. For this purpose various tools are in use such as a workspace repository (BSCW) where documents, press material, deliverables, templates etc. are stored and exchanged, and wiki for requirement engineering, lesson learned repository and dissemination repository.

This report also outlines the planned activities for the next period (M16-M30). The existing dissemination activities will continue but will intensify as project results become available. In addition, a new activity, innovation transfer, will start in the next period.

An update of this report is planned for M30 which will report on the dissemination activities completed during M16-M30 and update the targets and the strategy as appropriate.

## 2. Introduction

Having a well-defined dissemination strategy is of very high priority to the IMPReSS project. Dissemination is about creating awareness of and interest in the IMPReSS project and its resulting products and services to all stakeholders. Dissemination efforts will also focus on the nature, value and benefits of IMPReSS for different stakeholders. The dissemination strategy provides the project with a structured guideline of how to best disseminate the project's progress and results.

### 2.1 Background

The IMPReSS project is a 30 month EU-Brazil collaborative project that aims to provide a Systems Development Platform (SDP) which enables rapid and cost effective development of mixed criticality complex systems involving Internet of Things and Services (IoTS) and at the same time facilitates the interplay with users and external systems.

The IMPReSS project aims at solving the complexity of system development platform (SDP) by providing a holistic approach that includes an Integrated Development Environment (IDE), middleware components, and a deployment tool.

The main technical and scientific objectives of the IMPReSS project are:

- Developing an Integrated Development Environment (IDE) to facilitate Model-Driven Development of Smarter Society Services.
- Providing a Service-Oriented Middleware to support Mixed Criticality Applications on Resource-Constrained Platforms.
- Developing easy-to-use and configurable tools for Cloud-based Data Analysis and Context Management.
- Develop Network and Communication management solution to handle the heterogeneity of Internet of Things.
- Creating efficient Deployment Tools for Internet of Things applications.

The demonstration and validation of the IMPReSS platform will focus on energy efficiency systems addressing the reduction of energy usage and CO<sub>2</sub> footprint in two public buildings in Brazil: The Teatro Amazonas Opera House in Manaus and the University of Pernambuco in Recife, enhancing the intelligence of monitoring and control systems as well as stimulating user energy awareness.

### 2.2 Purpose, context and scope of this deliverable

This deliverable is the first of two Dissemination Reports that will be produced for IMPReSS. The dissemination strategy includes a definition of the objectives and methods that will be employed in order to disseminate the project's progress and results most effectively and to the appropriate target audiences. The dissemination strategy forms the basis for the planning and execution of dissemination activities and thus helps define the specific dissemination plans. The dissemination strategy and plan is described in detail in section 3.3 in the DoW. However, the dissemination strategy will be briefly presented here in Chapter Three and the dissemination plan with specific targets for different activities is presented in Chapter Four. In Chapter Five, the dissemination activities that have been completed in the project's half (i.e. M01-M15) are described. Finally, Chapter Six outlines the dissemination activities that are planned for final period of the project, i.e. from M13 to M30.

An update of this report is thus planned for M30, which will report on the dissemination activities completed during M13-M30 and update the targets and the strategy as appropriate.

### 3. Dissemination Strategy

The IMPReSS dissemination strategy aims to ensure a wide awareness and interest in the project. Dissemination activities will be carried out throughout the project and as the project progresses and results are obtained, dissemination efforts and activities will also increase and intensify. The efficient dissemination of the project's results is an important strategy in terms of facilitating exploitation after the project ends. The dissemination strategy is thus foremost intended to optimise dissemination of project knowledge and results to companies and organisations, which share an interest in the scientific results and the applications, or are potential service providers of the IMPReSS Service Development Platform (SDP). A second aim of the strategy is to promote awareness about the EU-Brazil cooperation which may help to foster future research and exploitation opportunities between the EU and Brazil.

#### 3.1 Objectives and methods

The goal of the dissemination is to foster a closer cooperation between component suppliers, solution providers, system integrators and R&D institutes in both Europe and Brazil. Dissemination will therefore also focus on promoting Brazilian knowhow and expertise in Europe and vice versa.

The dissemination will take various forms and use different media in order to reach the target audiences including:

- Use of European Commission and CNPq (Brazilian National Council for Scientific and Technological Development) dissemination channels such as newsletters and web sites
- Participation in and organisation of workshops, conferences, and tradeshow
- Publications of scientific papers and poster sessions
- Continuous updating of the project website with information on the project's progress
- Producing marketing material, e.g. project brochure, press releases and project newsletters
- Network and established distribution channels of the individual partners.

Particular attention will be paid to any disparities between European and Brazilian needs and interest, thus adjusting the available dissemination channels and media accordingly.

#### 3.2 Target audiences

The main target audience for the dissemination of IMPReSS are:

- 1) The energy community including large energy corporations
- 2) The ICT research and scientific community
- 3) Otherwise, the general public is also considered a target audience for the dissemination of widespread information about the project visions and development.

As the project progresses, dissemination efforts will also become targeted at individual partner's customer bases and research communities. These target audiences may include consultancy companies in energy, funding bodies, universities and other research institutes.

One of the main channels for dissemination is the project's website which will be regularly updated as progress is made, deliverables produced and milestones achieved. Additionally, participation in external events such as conferences and workshops and publication of scientific articles in relevant journals will contribute to the effective dissemination of the project to the targeted audiences.

#### 3.3 Dissemination responsibilities

Dissemination activities are led by the Dissemination Manager Ubiratan Carmo (CHESF) in close cooperation with IN-JET. The Dissemination Manager is responsible for coordinating the widespread external dissemination of the knowledge resulting from the project.

Dissemination activities will be undertaken by the consortium as a whole, and by each partner on an individual basis. All partners will therefore actively engage in dissemination activities within their areas of expertise. Partners will work together in identifying and carrying out dissemination activities as appropriate.

### 3.4 Managing dissemination

The Dissemination Manager is responsible for the overall management of dissemination activities within the consortium.

A Wiki repository has been established for coordination purposes. The Wiki is a web-based space which enables partners to keep track of related activities in order to submit contributions at the right time and place and which allows participants to cooperate. All partners are requested to enter information about national and international events (workshops, conferences, etc.) and journals that they are contributing to with information originating from IMPReSS funded work. Partners can also enter proposed events that they seek partners for.

In order to register the amount of press coverage on the project, each partner will closely monitor the web and written press for any coverage of the project and add articles/links on the BSCW (project repository) in the folder: Work in Progress/WP9/Dissemination activities. Press releases produced by the partners should also be published here (See [section 4.1](#) for more information on press releases). Press coverage will feature on the website on a page dedicated to media coverage.

### 3.5 Deliverable classification

The deliverables that the project consortium will produce are classified according to type and dissemination level. All R & D deliverables are publicly available in order to achieve a maximum impact. Only in cases of special legitimate protection of interest of consortium partners will deliverables not be made publicly available. In total, 40 deliverables out of 48 deliverables are public.

All deliverables are listed on the project website and the one marked PU (public) will be available for downloading once they have been accepted by the European Commission.

### 3.6 Acknowledgement of EU and CNPq funds and use of logos

When disseminating the project, acknowledgement of the source of funding will always be clearly displayed. This includes the following:

- Acknowledgement of EU and CNPq funds in all reports and publicity material (including the ones produced by every partner in the name of its company within the framework of the project).

Example: The IMPReSS project is partly funded by the European Commission under the 7th Framework Programme in the area of EU-Brazil Research and Development cooperation under Grant Agreement no. 614100 and by the Conselho Nacional de Desenvolvimento Científico e Tecnológico (CNPq) in Brazil.

- Use of logos: The EU emblem or the European Commission DG INFSO logo and the CNPq logo must be used on all publications and promotional material, as shown below.



- The project logo should be present on all publications related to the project and the format show below should be used:





- Disclaimer. When a partner mentions the IMPreSS project in any publication, report, article, etc. the following disclaimer must be added:

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Partners can consult the EC communication guidelines for more information at the following link (updated June 2012):

<http://ec.europa.eu/digital-agenda/en/science-and-technology>

## 4. Dissemination Plan

The dissemination plan describes the dissemination activities that have been completed to date as well as the activities that are planned for the next period. It also outlines the measurable goals for dissemination in order to reach the objectives of dissemination and in order to define a targeted approach to selected strategy elements. The Dissemination Manager is responsible for monitoring the progress.

The Dissemination Plan should also be used for project partners as a guideline for how to handle external dissemination activities, e.g. press releases.

### 4.1 Targets concerning creating visibility of the project

The IMPReSS project is dedicated to create awareness about the project, its progress and results. In order to foster the project’s visibility to both professional and public audiences, the following targets have been identified:

Type of activity	Year 1 (M01-M15)	Year 2 (M16-M30)
Number of downloads of material from the website per year	300	300
Newsletter	1	3
Number of press releases issued	1	3
Project brochure	1	-
Number of domain exhibitions attended	1	2
Number of external workshops, seminars, etc. attended	5	7

Table 2: Annual targets for creating visibility of the project

#### 4.1.1 Downloads from the project website

A specific download section has been created as a menu on the project website which gives easy access to project newsletters, scientific papers, public deliverables, and project information. With respect to the former two, announcements are also made on the website when a newsletter is released and when a paper has been accepted and published. In addition, there is a direct link on the front page to the newsletter and it is possible to subscribe to newsletters. With respect to deliverables, there is a menu called “Deliverables” which direct the visitor to a page where all deliverables are listed with a direct download link. Finally, in the submenu “Project information”, the reader can download the project brochure in either English or Portuguese and download different general project information articles. As the project progresses, other download categories may be added as necessary. The project website is thus an important source for access to project information and results, and efforts have been made to make available downloads easily accessible.

It should be noted that public deliverables will only be made available for download after the first review (scheduled for end of February 2015, i.e. M18). The target for downloads in year 1 did not consider this fact and is therefore quite high.

#### 4.1.2 Press releases

Press releases should be launched using the following guidelines:

- No partner may refer to the names of other partners without the prior consent of that partner. If you need to refer to the other partners, then a reference to the project’s website, where the approved partner description is provided, is the best solution
- If the press release contains explicit reference to another partner, the press release should be sent in its original language with an English translation to the Dissemination Manager, Ubiratan Carmo (CHESF), who will contact the mentioned partner. The only exception is when two or more partners issue a joint press release
- News about significant project results should be cleared with the Project Coordinator before it is released to the press. This applies to press releases in both national and international media
- A copy of press releases should be circulated and placed on the BSCW in the folder: *Work in Progress*/WP9/Dissemination activities as soon as the release has taken place.

See [section 3.6](#) Acknowledgement of EU and CNPq funds and use of logos for further guidelines.

All press coverage will be collected and made available on a dedicated page on the project website. In order to register the amount of press coverage on the project, each partner will closely monitor the web and written press for any coverage of the project and add articles/links on the BSCW (project repository) in the folder: *Work in Progress*/WP9/Dissemination activities.

**4.1.3 Project brochure**

A project brochure will be produced in both English and Portuguese. The brochure is a useful means of giving the audience a quick insight into the project’s vision and aims. Partners can print copies and distribute these at relevant external events and digital copies may also be sent out to interested contacts. The project brochure will also be available for public download via the project website.

**4.1.4 Domain exhibitions & external workshops & seminars**

Project partners will participate in relevant conferences, exhibitions, and tradeshows as these are good channels for creating awareness about and interest in the project. Conferences related to manufacturing, factory automating, energy, and ICT are particular relevant dissemination events.

Relevant conferences, exhibitions, tradeshows, workshops and other events are added onto the Wiki. Partners will also add their intended/completed participation on the Wiki. The Wiki is thus a good way to easy share this information amongst partners. Participation in large international events will also be announced to the public via the project website.

**4.2 Knowledge Impact**

Specific dissemination activities, such as conference presentations, publications and participation in smart society events, will be carried out as these activities are good channels for disseminating the knowledge created in and by the project to targeted audiences. The following targets have been identified:

Type of activity	Year 1 (M01-M15)	Year 2 (M15-M30)
Number of EU and Brazilian projects that have been established contact to	4	4
Number of conference papers and presentations produced	5	5
Number of accepted conference papers	2	3

Number of Smart Society attended	of	Smart events	1	4
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Table 3: Annual targets for knowledge impact

**4.2.1 Contact to EU and Brazilian projects**

Contact to other projects may be useful not only for creating awareness about the IMPReSS project and its results but also for sharing knowledge and for generating contacts for potential future cooperation.

**4.2.2 Conference papers and presentations**

Papers and presentations, including poster presentations, are obvious key channels for reaching the professional community and peer group. It is of particular importance for academic partners. The publication of scientific papers represents an important goal for the IMPReSS project as a means to disseminate the knowledge created and results achieved in the project to a wide professional audience.

**4.2.3 Smart Society events**

The SDP developed by the IMPReSS project aims will support small businesses in the development of products for Smart Society. Presenting IMPReSS at Smart Society events is therefore a key dissemination activity which allows the project to reach the audience in this specific domain.

## 5. Completed activities M1-M15

This section describes the dissemination activities that have been completed by the project in the first 15 months (September 2013 – November 2014).

### 5.1 Completed internal dissemination activities.

The project consortium has decided to use a variety of online tools to ease collaboration and management of the work done.

#### 5.1.1 Knowledge management

A knowledge base and a knowledge management system were created using commercially available tools for knowledge management. For the management of formal, structured knowledge, a web based document repository was established based on the BSCW system from Fraunhofer FIT<sup>1</sup>, a groupware commonly used by EU projects for exchanging documents and knowledge.

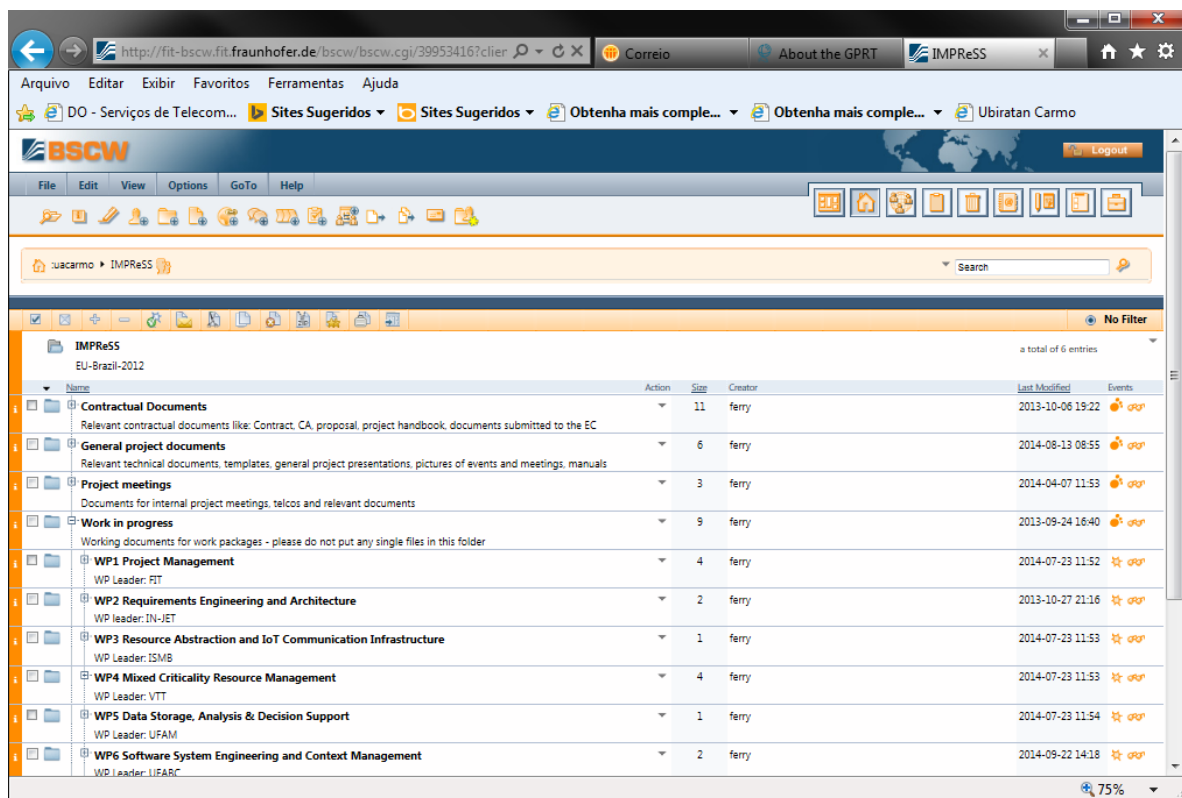


Figure 1: BSCW collaborative repository

For project management, the consortium uses Confluence. It is a collaborative development environment which will be used for various tracking of both formal and informal knowledge created in the project. Confluence will also serve as a coordination tool (wiki) and repository for dissemination (list of events and channels for submission of papers). Its structure is based on the 9 work packages in the project (see Figure 2).

<sup>1</sup> [www.bscw.de](http://www.bscw.de)

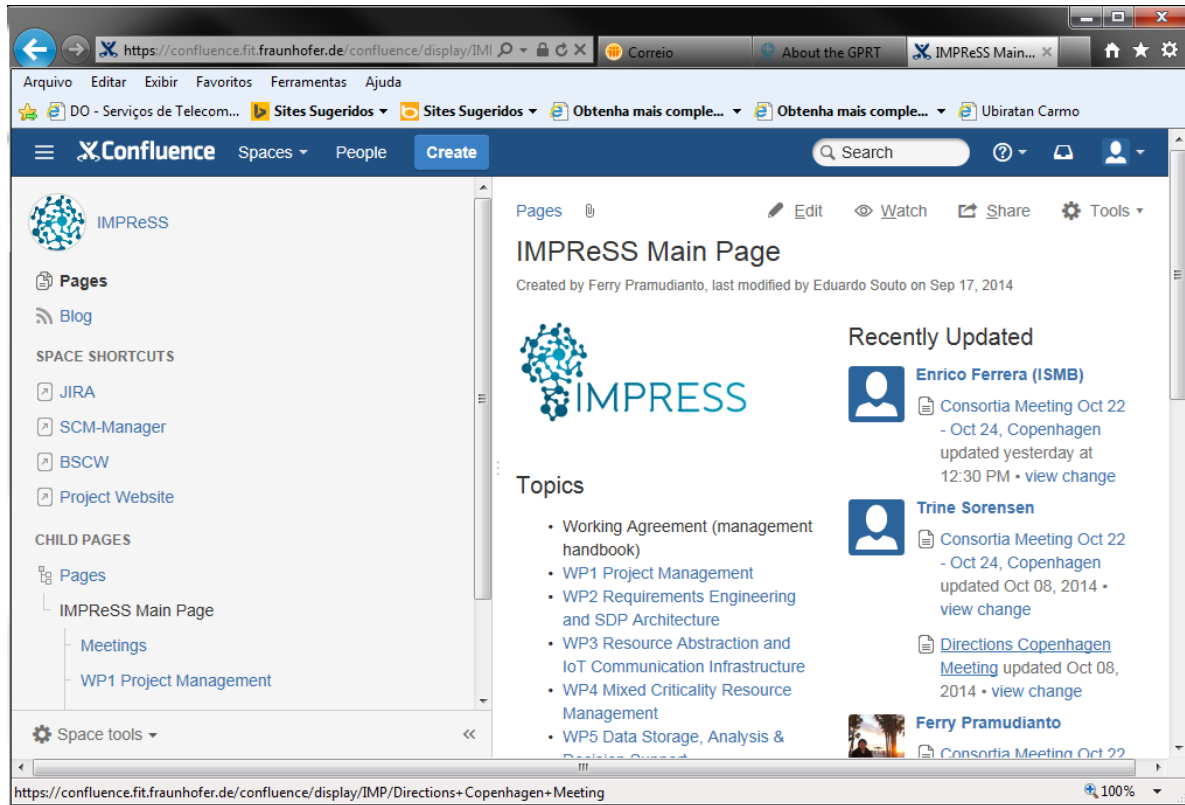


Figure 2: IMPReSS Confluence

For requirements engineering tasks, including Lessons Learned, the JIRA system is used. JIRA is a web based bug tracker that allows implementing and tracking the workflow of the Volere schema.

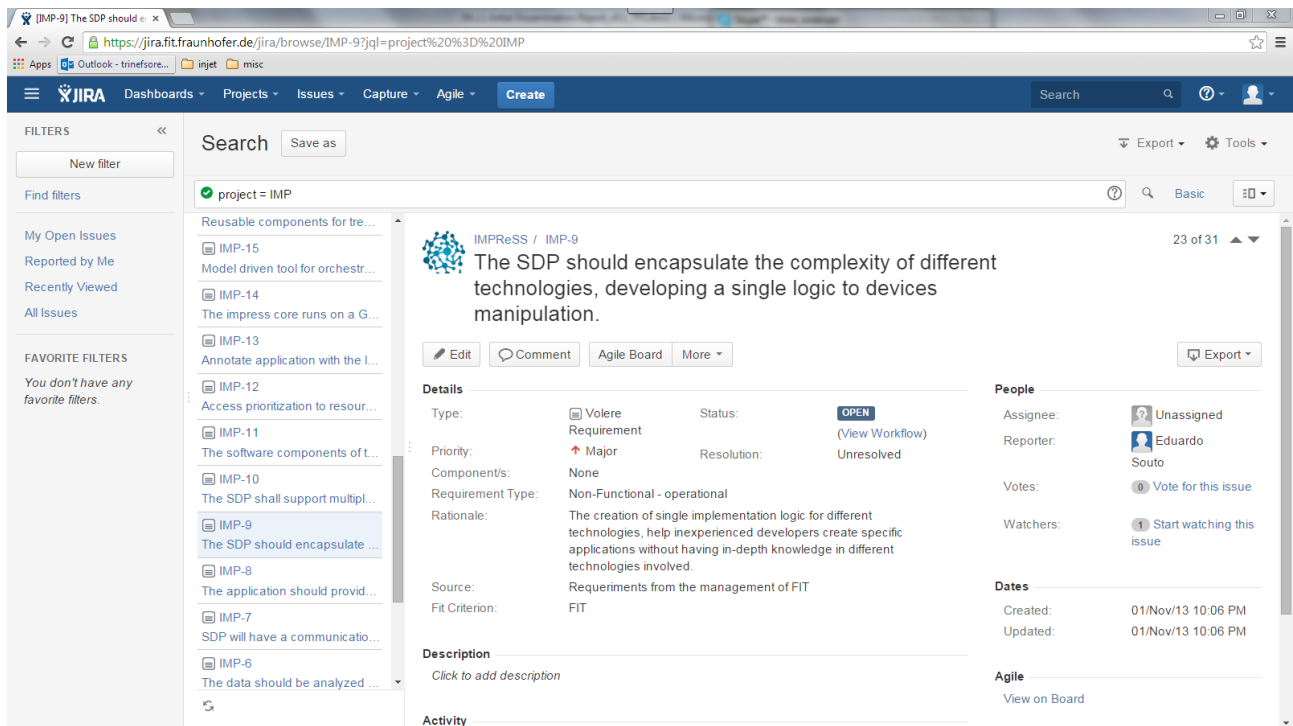


Figure 3: Requirements in JIRA

### 5.1.2 Templates

Templates for deliverables, PowerPoint presentations and meeting agendas have been created in Word 97-2003, Word 2010 and OpenDocument Text. Templates are available on the BSCW in the folder: General project documents/Templates. Templates for Quarterly Management Reports are also available in this folder.

All IMPReSS deliverables will be identified with the IMPReSS acronym and logo, CPNQ logo, EU emblem, contract number, date, unique document name and number, as indicated in the deliverable templates.

### 5.1.3 Logo

A logo was designed to reflect the project's focus. Two versions were created: one which contains the full title of the project out of which the abbreviated name was created, i.e. **I**ntelligent **S**ystem **D**evelopment **P**latform for **I**ntelligent and **S**ustainable **S**ociety, and one with simply the abbreviated name, IMPReSS (Figure 4).



Figure 4: IMPReSS Logo

## 5.2 Completed external dissemination activities

Various external dissemination activities have been completed during this first 15 months of the project. Efforts have concentrated on creating awareness about the project, targeted at relevant stakeholders and the general public. The results for the first 15 months are very positive; targets have been met and in some cases exceeded. An overview of the results is presented in [section 5.3](#).

### 5.2.1 Project website

The website is one of the main tools of dissemination. A rich website was created for IMPReSS in the very beginning of the project. The consortium decided to maintain the website in English but to also provide the project overview and partner description in Portuguese. The welcome note on the front page of the website is both English and Portuguese.



Figure 5: Project website front page

The website's content will be continuously updated in order to provide up-to-date information on the project and its progress, and is thus an important part of the dissemination strategy for the project.

The website contains all relevant information about the project including: overview, vision and aims, work plan, partner descriptions, news, articles, press coverage and public deliverables. Deliverables that are not public will still be listed but downloading will be restricted to the EC and the consortium.

Due to the fact that the copyright of scientific papers often pass to the publisher/journal, copyrighted scientific papers in the download section on the website will only feature with an abstract description and a statement that the full paper can be requested by contacting the authors or by subscription. Scientific papers not protected by publisher/journal copyright will be available for direct download via the website

The IMPRESS website is openly accessible to all. All visitors are invited to become registered users. Registered users will receive the project newsletter directly in their inbox when it is released. Registration is *not* required for access to downloads.

### 5.2.2 Social Media

A profile has been created on Facebook, as shown in Figure 6, which is regularly updated with short news. Facebook is a good media for informal communication and has great potential in creating awareness about the project to a wider audience who would not be reached through more traditional dissemination channels.



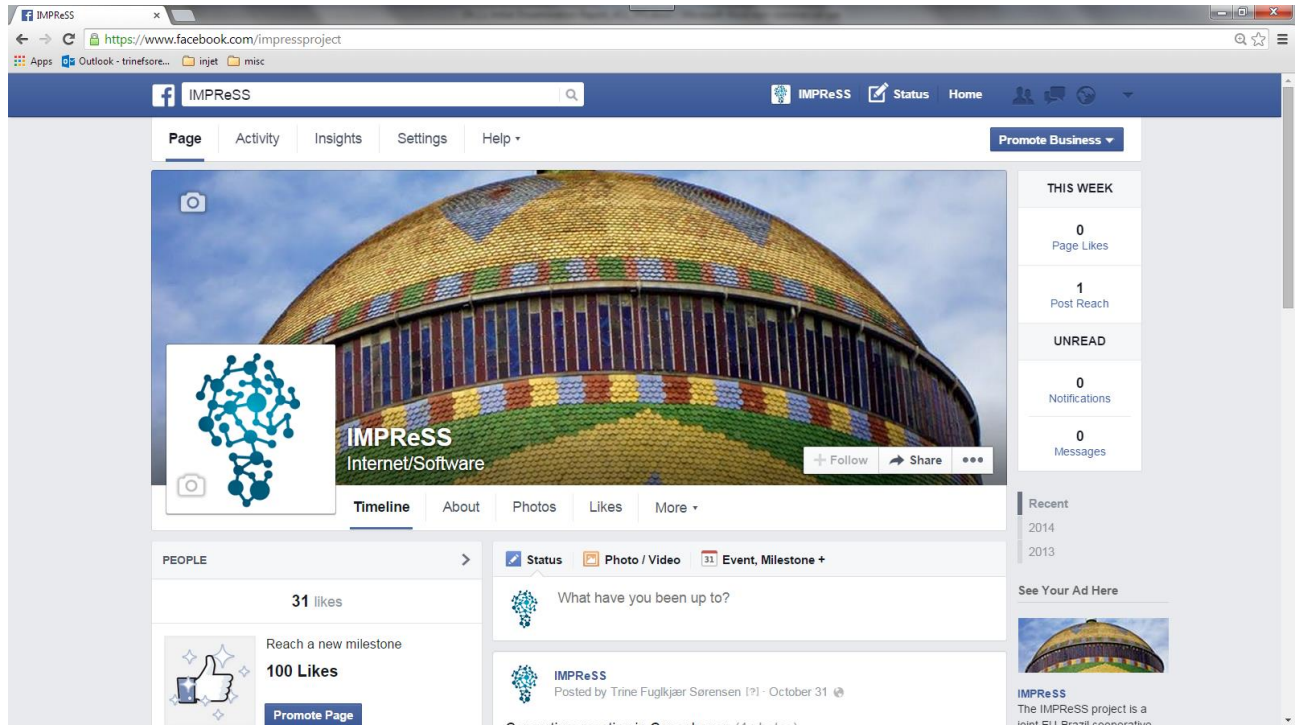


Figure 6: IMPReSS on Facebook

The website has a link to IMPReSS Facebook profile and to the “like” function (Figure 7). To date there are 31 likes. The website also has a “Share” function which makes it fast and simple for visitors to share the website on the various virtual communities such as Facebook, Twitter, Blogger, Pinterest, Stumbleupon, Reddit etc., or via email.



Figure 7: The website’s link to “like” on Facebook and the “Share” button.

The project website is accessible at the URL: <http://www.impressproject.eu/news.php>

### 5.2.3 Press and marketing

A press release template has been made and is available on the BSCW in the folder General project documents/Templates.<sup>2</sup>

A brochure was produced in both English (Figure 8) and Portuguese which partners may distribute as they see fit. The brochure presents the project consortium and gives a good overview of the project’s visions, aims and expected results. The brochure can be printed on A4 and folded in the middle (one page printed on both sides).

<sup>2</sup> See appendix A

**Project Consortium**

Fraunhofer - European Project Coordinator  
Germany

CNET Svenska AB  
Sweden

In-3ET ApS  
Denmark

Istituto Superiore Mario Boella, ISMB  
Italy

Teknologiaan tutkimuskeskus VTT  
Finland

Teatro Amazonas Opera House  
Brazil

Federal University of Amazonas  
Brazil

Companhia Hidro Elétrica do São Francisco -  
Brazilian Project Coordinator  
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Federal University of Pernambuco  
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The IMPRESS project is a 30-month EU-Brazil collaborative project which started in 2013. The project is partly funded by the European Commission under the 7th Framework Programme in the area of EU-Brazil Research and Development cooperation under Grant Agreement no. 614100. The Brazilian funding is provided by CNPq Conselho Nacional de Desenvolvimento Científico e Tecnológico.

**Rapid development of new intelligent products**

The IMPRESS project is developing a System Development Platform allowing businesses to rapidly develop prototypes of Internet of Things (IoT) systems

Software development for IoT is a complex task which involves an extensive amount of expertise, time and effort that many small businesses cannot afford. The IMPRESS platform offers a System Development Platform that makes it easier and affordable to tackle the technological and human challenges of interconnected devices and usage. This is achieved by supplying a range of tools for rapid development including an Integrated Development Environment (IDE), pre-prepared software components, middleware components and a deployment tool. Additionally investments in hardware will be significantly reduced by taking advantage of the "mixed criticality" concept which allows hardware resources to be shared among different operations while ensuring that the critical operations are always performed.

The goal is to reduce the efforts of developing system prototypes by 20-30 percent and at the same time improve the time to market.

**Provide pre-prepared software building blocks**  
The IMPRESS Platform will include software components as pre-prepared building blocks, developed by various experts in the consortium which can be composed as a complex system and deployed rapidly by the IMPRESS tools.

**LinkSmart middleware for wider market opportunities**  
IMPRESS will use the LinkSmart middleware currently being developed in several EU projects and extend it in a way that the software components could run on low-cost hardware, providing wider market opportunities.

**Reduce hardware investments**  
IMPRESS will allow hardware resources to be shared among different operations while ensuring that the critical operations are always performed. This reduces hardware investment since dedicated hardware for critical operations is less necessary.

**Demonstration of energy efficiency in two public buildings**

The demonstration and evaluation of the IMPRESS platform will focus on energy efficiency and awareness in two public buildings in Brazil: The Teatro Amazonas Opera House in Manaus and the University of Pernambuco in Recife.

A system will be rapidly developed for the management of energy efficiency in the two buildings with the aim of 10-20 percent reduction in energy usage and CO2.

The aim is to enhance the intelligence of the existing building management systems and manage lighting, heat, ventilation and air conditioning based on usage and outdoor conditions.

Focus will also be on stimulating user energy awareness and interaction.

**Embracing a smarter society**

The IMPRESS development platform will be usable for any system intended to embrace a smarter society

The vision is that the development platform will:

- Significantly reduce the complexity and cost of developing intelligent systems for smart societies
- Enable system developers and integrators to co-create and experiment with new smart services and the Internet of Things
- Extend the successful LinkSmart middleware, developed by the Hydra Project (FP7), to operate on cost-efficient and resource-constrained hardware platforms and enable mixed criticality applications
- pave the way for co-creation of modules for smart applications by non-expert developers who can share results through networks and via collective awareness platforms

Figure 8: Project brochure

### 5.2.4 Scientific papers

Five scientific papers have been produced of which the following four has been accepted for publication:

- "Extending Semantic Device Discovery with Synonym of Terms", published by IEEE and presented the 12<sup>th</sup> IEEE International Conference on Embedded and Ubiquitous Computer. The paper was produced by FIT.
- "Semantic Interoperability Architecture for Pervasive Computing and Internet of Things", published by IEEE ACCESS. The paper was produced by VTT.
- "IoTLink: An Internet of Things Prototyping Toolkit", published by IEEW: It will be presented at the 11<sup>th</sup> IEEE International Conference on Ubiquitous Intelligence and Computing in December 2014. The paper was produced by UFPE and FIT.

- “Architecture for mixed criticality resource management in Internet of Things”, published by the TRON Symposium. The paper will be presented at the TRON Symposium in December 2014. The paper was produced by VTT, FIT and ISMB.

**5.2.5 Conferences and other events**

Participation in external conferences, tradeshows and other events with the purpose of disseminating the new knowledge and results gained in the project will naturally accumulate as the project progresses. In the first year of the project, the extent to which this channel can be exploitation for dissemination purposes is limited, particularly with regards to presentation of new knowledge that can be submitted to scientific conferences, tradeshows and other events.

Participation in events has therefore focused on disseminating general knowledge about the IMPReSS project’s aims and visions.

Name of event	Date	Place	Type of dissemination activity	Partner(s) involved
EU-Brazil Workshop	November 2013	Brasília, Brazil	Presentation of the project. Workshop and networking with other EU-Brazil projects.	FIT
CeBIT Global Conferences	March 2014	Hannover, Germany	Representation in conjunction with the GreenCom project	FIT ISMB
IoT Week	June 2014	London, UK	Representation in conjunction with the Almanac project	FIT IN-JET ISMB
The II EU-Brazil Cooperation Workshop in Information and Communication Technologies (ICT) - EUBR 2014	July 2014	Brasília, Brazil	Presentation of the project. Workshop and networking with other EU-Brazil projects.	FIT UFPE
The 12 <sup>th</sup> IEEE International Conference off Embedded and Ubiquitous Computing	August 2014	Milan, Italy	Presentation of a paper	FIT

Table 4: Partner participation in external events

**5.2.6 Newsletter**

It was decided to produce a newsletter at the end the first year as newsletters are a good channel for disseminating the project’s progress and results. Individual partners can send out the newsletter to relevant contacts and it can be printed and distributed at external events. It is a good way to create awareness about the project. Readers may since want to stay tuned to the project via the website.

Having an “end of year 1” newsletter, rather than a “beginning of year 1” newsletter, was deemed most useful because significant new knowledge and project results would not be available before. Also, we intended for the newsletter to contain more substantial new information and news stories and thus to avoid it becoming a simple reproduction of the information on the website and/or the brochure. Three more issues are planned for M18, M24 and M30.

The newsletter can be viewed online or downloaded as a pdf file via the project website ([http://www.impressproject.eu/newsletters/no1\\_october\\_2014.html](http://www.impressproject.eu/newsletters/no1_october_2014.html)). It was released in October 2014.

**IMPReSS**

Issue #1 - published by the IMPReSS project - October, 2014

## Welcome to the IMPReSS project



On behalf of the IMPReSS project consortium I would like to welcome you to the first issue of the IMPReSS newsletter. The IMPReSS project is EU-Brazil cooperative research project funded by the European Commission and the Conselho Nacional de Desenvolvimento Científico e Tecnológico. The project kicked off in September 2013 and will run until February 2016.

The IMPReSS project is developing a Systems Development Platform (SDP) which will be usable for any system intended to embrace a smarter society. IMPReSS will enable developers to design, model and operate systems composed of a large number of independent, heterogeneous and interacting (sub)systems as well as to monitor and control their potential emergent behaviour in systems-of-systems engineering perspective. The tools and components of the IMPReSS SDP are applicable to a range of Smart Society applications but in the IMPReSS project we will focus on smart energy management. In addition, we will demonstrate the potential of IMPReSS to increase public awareness of energy consumption and promoting energy efficient behaviour by deploying IMPReSS enabled applications in two public buildings in Brazil: The world famous Teatro Amazonas Opera House in Manaus and at the renowned University of Pernambuco in Recife.

I am also pleased to announce that the IMPReSS project has already had four scientific papers published on the topics of semantic device discovery, mixed criticality resource management, semantic interoperability architecture and an Internet of Things Prototyping Toolkit. Please visit our project website for further information and download links to these papers.

In this first issue of the project newsletter, we initially present an overview of the key innovative technologies that will be developed in IMPReSS. Next, we describe how and why user requirements drive the technological development work in the IMPReSS project and, in line with this, the vision scenario for the Teatro Amazonas pilot is presented. The development work in the project is already well under way and we explain here in brief the development of a key IMPReSS SDP feature: The Context Manager Module.

The second newsletter is planned for February 2015 which among other topics will feature a presentation of the first year prototype. Until then, I would like to encourage readers to stay tuned to the project's progress via the website at [www.impressproject.eu](http://www.impressproject.eu)

Enjoying the reading!

Dr. Markus Eisenhauer, Project Coordinator, Fraunhofer FIT  
[to the top](#) 

### IMPReSS – an innovative approach to system development

IMPReSS project will provide a more holistic approach to system development thereby

#### In this issue

- Welcome to the IMPReSS project
- IMPReSS – an Innovative Approach to System Development
- User Requirements Drive the Development Work
- Teatro Amazonas User Scenario
- Managing Energy Efficiency Context Information

#### Dissemination Events:

##### Forthcoming events:

**EU-BR Cooperation Consultation Workshop**  
 10 November 2014, Brussels, Belgium  
 IMPReSS will be presented at a workshop on the EU-Brazil Cooperation in the area of ICT by the IMPReSS Project Co-ordinator, Markus Eisenhauer, FIT.

**The 11th IEEE International Conference on Ubiquitous Intelligence and Computing**  
 9-12 December 2014, Bali, Indonesia  
 Ferry Pramudianto, FIT, will present the IMPReSS paper, IoTLink: An Internet of Things Prototyping Toolkit, at the UIC 2014 conference. The paper, which was written by IMPReSS partners FIT, UFABC and UFPE, addresses the need of a development toolkit that allows inexperienced developers to develop IoT prototypes rapidly.

**TRON Symposium**  
 10-11 December 2014, Tokyo, Japan  
 The paper "Architecture for mixed criticality resource management in Internet of Things" written by IMPReSS partners VTT, FIT and ISMB will be presented by Janne Takalo-Mattila (VTT) at the TRON Symposium on the 11th December.

#### Completed events:

**EUBR 2014**  
 28-31 July 2014, Brasília, Brazil  
 FIT and UFPE represented the

Figure 9: First IMPReSS newsletter (page1)

### 5.3 Overview of results M01-M15

With respect to the dissemination targets that were set for the first 15 months of the project, the results are very positive indeed. Targets have been met and in fact exceeded in some cases. The project has already had 4 papers accepted for publication which is quite impressive for the first year.

The dissemination targets that were identified for M01-M15

Type of activity	Target M01-M15	Actual M01-M15
Number of downloads of material from the website per year	300	281
Number of press releases issued	1	1
Project brochure	1	1
Number of domain exhibitions attended	1	2
Number of external workshops, seminars, etc. attended	5	5
Number of EU and Brazilian projects that have been established contact to	4	4
Number of conference papers and presentations produced	5	5
Number of accepted conference papers	2	4
Number of Smart Society events attended	1	1

Table 5: Overview of targets and results M01-M15

The only result which is very slightly below the target is the number of downloads from the website (281 download, 300 was the target). However, as noted in section [4.1.1](#), this is understandable given the fact that public deliverables will only be released for download once they have been officially accepted by the EC (i.e. after the review in M18). The target for downloads is particularly aimed at deliverables and it is therefore very positive that the project has still reached a high number of downloads, especially as only 7 different materials are available to date. The material that is available for download to date is:

Type of material	Number of downloads
Project brochure in English	37
Project brochure in Portuguese	28
Newsletter	36
Scientific papers	180

Of the scientific papers, the number of downloads is divided as follows:

<b>Title of paper</b>	<b>Number of downloads</b>
Semantic Interoperability Architecture for Pervasive Computing and Internet of Things	58
Extending Semantic Device Discovery with Synonym of Terms	40
Architecture for mixed criticality resource management in Internet of Things	33
IoTLink: An Internet of Things Prototyping Toolkit	49

## 6. Planned activities for M16-M30

This section describes the planned implementation of the dissemination strategy and the activities planned by IMPReSS partners in the period M16 – M30 (December 2014 through February 2016).

### 6.1 Project website

The website will be continuously updated and enriched with deliverables, news items, future events etc. Available downloads will be announced on the website.

### 6.2 Newsletter

Three newsletters will be produced and released in M18, M24 and M30. Newsletters will be distributed to individual partners' relevant contacts, distributed at external events, and made available on the project website.

### 6.3 Press and marketing

At least three press releases will be released during the second period of the project. The press releases will be planned in accordance with the achievement of significant project progress and results. One press release will focus on the final demonstration which will demonstrate the project's results and the developed prototypes.

### 6.4 Conferences and other events

The following events may be relevant for partners to participate in:

- IEEE-IEEMA INTELECT Conference and Exposium: Smart Electricity for Emerging Markets, 22-24 January 2015, Mumbai, India
- 5th National Symposium on Information Technology: Towards New Smart World (NSITNSW), 17-19 February 2015, Riyadh, Saudi Arabia
- The First IEEE Workshop on Pervasive Energy Services (PerEnergy 2015), 23 March 2015 in St. Louis, Missouri, USA
- 3rd International Workshop on Pervasive Internet of Things and Smart Cities (PITSaC 2015), 24-27 March 2015, Gwangju, South Korea
- The 4th International Conference on Informatics, Environment, Energy and Applications (IEEA 2015), 28-29 March, Pattaya, Thailand
- 2015 First International Conference on Recent Advances in Internet of Things 2015 First International Conference on Recent Advances in Internet of Things (RIoT 2015), 7-9 April 2015, Singapore
- 2nd International Conference on Electrical and Electronics Engineering (ICEEE 2015), 28-29 April, 2015, Ankara, Turkey
- The 5th International Symposium on Internet of Ubiquitous and Pervasive Things (IUPT 2015), 2-5 June 2015, London, UK
- International Conference on Internet and Distributed Computing Systems, 2-4 September 2015, Windsor, UK

More events are listed in the project's repository on wiki which partners can browse for suitable venue and opportunities for submission of papers. The list is updated continuously.

### 6.5 Contact to EU and Brazilian projects

Effort to create contact to relevant EU and Brazilian project is an ongoing activity which will be exploited at every opportunity. In particular, conferences and workshops are good venue to establish contact.

## **6.6 Scientific papers**

As the project progresses and new knowledge is generated, more papers will be produced and submitted to relevant conferences and journals. The target is to produce 5 papers during this second period. The overall aim is to have a total of 5 papers published by the end of the project. In practice, this means that only one more paper needs to be published for the project to fulfil this goal.

## **6.7 Innovation Transfer**

Activities aimed at fostering innovation transfer will be carried out. This includes workshops for the exchange of knowledge and the creation of tutorials for IMPReSS components. The activities and their results will be documented in a separate deliverable, D9.3 Innovation Transfer Report (M29).



## Appendix A: Press release template



Press release DD:MM:YY

### The headline should be short and precise

The opening paragraph tells the most important elements of the story and encourages the reader to read on. Here you present the most significant aspects in four to ten lines and you answer the wh-questions: where, when, what, why, who.

A good press release has a clear message. It is short, precise and credible and should refer to facts and contacts. A good press release makes it easy for the press to follow up on and ideally you should keep your press release within one A4 page and maximum two pages.

### The body text

The body text provides the details of what was presented in the opening paragraph and is divided into short paragraphs with short headings. Remember to stick to one message per paragraph.

Depending on who the press release is targeted at, it is a good thing to add quotes from important sources.

Usually the main text starts with the most important points and ends with factual and general information.

### Last paragraph

The last paragraph should present a list of contacts and more information e.g. links to relevant websites.

It is also worth remembering that you are present and reachable after the press release is sent to make sure the journalists do not contact you in vain.

The press release can be released by one partner, if it is sensible and objective and pays due credit to the project and the other partners. A copy of such release should be circulated (or placed in a repository to be announced) as soon as the release has taken place.

### Remember to include acknowledgement of funding

The IMPreSS project is a 30-month EU-Brazil cooperative research project which started in 2013. The project is partly funded by the European Commission under the 7th Framework Programme in the area of EU-Brazil Research and Development cooperation under Grant Agreement no. 614100. The Brazilian funding is provided by CNPq - Conselho Nacional de Desenvolvimento Científico e Tecnológico.



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