Deliverable D3.4.1
Exploitation and Dissemination Plan

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Executive Summary

This deliverable gives a short, management-oriented overview of the dissemination and exploitation plans of the EUCLID consortium in its goal to support the industrial uptake of Linked Data and semantic technologies through training that is specifically targeted at data practitioners.

A significant share of our impact-oriented activities, most notably dissemination and community engagement, are implemented in WP2, and we have reported in two deliverables in that work package on our plans to promote the project and to pursue community building both online and offline. In the current deliverable we will give a summary of the planned events and activities in this context. In addition, we will also present the exploitation plans of the project and of the individual partners as they are laid out in this early stage of the project.

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Abstract (for dissemination)	This deliverable gives a short management-oriented overview of the dissemination and exploitation plans of the EUCLID consortium in its goal to support the industrial uptake of Linked Data and semantic technologies through training specifically targeted at data practitioners.
	A significant share of our impact-oriented activities, including dissemination and community engagement are implemented in WP2, and we have reported in two deliverables in this work package about our plans for community building both online and offline. In this management deliverable we will give a summary of the planned events and activities in this context. In addition, we will also present the exploitation plans of the project and of the individual partners as they are laid out in this early stage of the project.
Keywords	Webinar, training, education, Linked Data

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Dissemination and Community Engagement Strategy

As mentioned earlier our strategy for promoting the project and building a community of adopters and users is described in full length in deliverables of WP2. The following gives a short summary of the main lines of activity and the overall planning.

With respect to project dissemination, the project has set-up an online presence including project logo, Web site, project fact sheet, slide deck, flyers, and Twitter account.

The Web site provides an overview of the project as such and of its most important outcomes. Figure 1 shows the front page of this Web site. It gives a short summary of the project, and offers pointers to additional information such as About (containing more details about our activities and the consortium), News (referring to latest activities and means to engage with the project), Resources (most notably contractual deliverables, project presentations, but also learning materials and webinar content), and Community (where we plan to report on specific community building activities and on collaboration with other initiatives). The front page includes links to the Twitter account of the project (Figure 2) and to RSS feeds. We use this latter feature in order to monitor community contributions on learning materials; the HTML version of each chapter of our curriculum will be published on the project Web site, and can be commented upon.
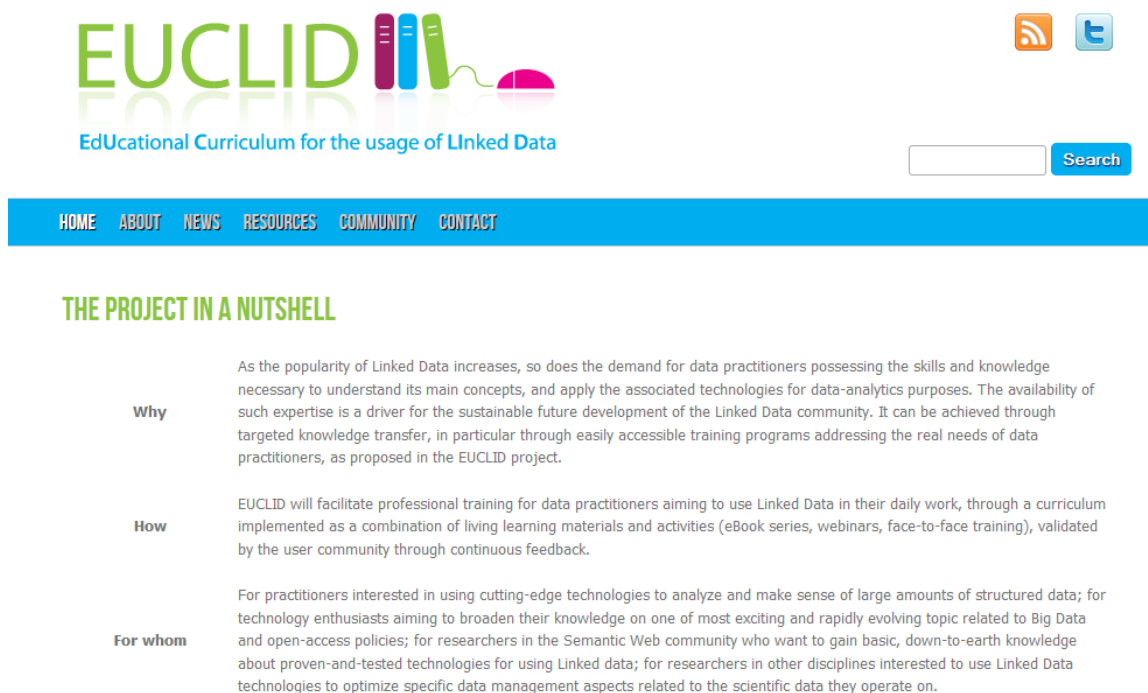

Figure 1: Front Page of the EUCLID Web Site

Figure 2: Twitter Profile of the Project

To promote the project we will use a series of events and other targeted activities, co-located with larger venues to which project partners participate, or project-specific ones, most notably training (e.g., via webinars and tutorials) and hackathons. As reported in D2.3.1, these will include presenting the project at meet-ups in Germany, UK and Austria (in late 2012 or early 2013, once first results are available), vocamps and hackathons related to the scenario we use in our curriculum for exemplification purposes (music, MusicBrainz), as well as sessions at high-impact events such as the European Data Forum. The project was already presented at this year's EDF and plans a networking session to collect feedback on curriculum and materials at EDF2013.[1]

As primary outcomes of the projects, the learning resources – including book chapters (available as HTML, ePub and iBook), courses (iTunes U),[2] slides and webinars (available through KMi Stadium)[3] will be made available in various formats and modalities, and will leverage high-visibility distribution channels such as iTunes U. In addition, we will use these materials in high-education courses at the OU and KIT, and promote them to established training events such as the ESWC summer school or tutorials at academic and industrial venues such as SemTech.

Project activities will be announced and promoted through the community engagement channels used by the project; in addition to the platforms and venues just mentioned and the Twitter account, we will be active on mailing lists such as semantic-web@w3.org and public-lod@w3.org, and monitor tool- and vendor-specific ones for questions which indicate interest of the community in specific topics our curriculum should possibly cover.

We now turn to the description of our exploitation and IPR strategy.

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[1] Presentation available at http://euclid-project.eu/resources/presenatations. Videorecordings available on YouTube at http://www.youtube.com/watch?v=arcRI5fW9Ag. Individual presentations disseminated through the videolectures.net platform at http://videolectures.net/dataforum2012_copenhagen/.

[2] http://www.open.edu/itunes/

[3] http://stadium.open.ac.uk/stadia/preview.php?whichevent=2056

Exploitation Strategy and IPR Management

Our exploitation strategy distinguishes between commercial use and sustainability plans. The former is mainly driven by the industrial partners in EUCLID, Ontotext and STI Research, which both are involved in professional training activities in semantic technologies.

STI Research under the brand semsphere offers self-learning and certification services on topics relevant to EUCLID. The semsphere curriculum contains three levels as follows:

- Semantic Technology Specialists: with introductory modules on semantics, Linked Data and ontologies;

- Semantic Technology Professional: offering a module on APIs and services, which are useful for Linked Data practitioners in developing applications on top of Linked Data data set; and

- Academy Trainer: including an application development module.

The certification program covers several other additional topics, which may prove a useful extension to the topics taught by EUCLID. As such, the participation in the project is expected to benefit ongoing business, and expand the current scope with topics such as analytics, visualization and scalability, which are part of the EUCLID curriculum, but not subject to certification.

Ontotext's professional training program consists of a general, vendor-independent part, which is very much in line with EUCLID's curriculum, given that Ontotext's core customers are using Linked Data technologies. In addition, EUCLID will produce materials that expand the scope of this generic training part (Modules 4 to 7), which Ontotext will customize for their training offer. Given this basic compatibility, EUCLID will also benefit from the natural extensions into vendor-specific topics, related to OWLIM, KIM and so on, which in turn might increase the interest of data practitioners in the results of the project.

The license for the use of slides and textual materials (CC BY 3.0) is commercialization-friendly, encouraging take-up and extensions by the community.[4] Materials promoted via Apple sites (iTunes U and iBook store) may be subject to vendor-specific constraints in terms of format and distribution rights. However, this content is also available in open-source formats such as HTML, published on the project web site) and ePub.

As materials will be published via different platforms, their availability after the end of the project will be guaranteed by these corresponding organizations. In addition, the EUCLID Web site will be maintained by STI-R, to remain the authoritative repository of the project's training materials, while Ontotext will continue to maintain the community set-up from WP2 as part of their own training activities.

Academic partners will incorporate the results of EUCLID into their future higher-education courses. As such, the materials will be subject to standard course maintenance procedures.

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[4] http://creativecommons.org/licenses/by/3.0/

Future plans

Deliverables D2.3.1 and D2.1.3 provide full details on the dissemination activities of EUCLID, which, given the nature of the project, are very much focused towards training. WP1 plans to release learning resources (Modules 1 to 3) within the first twelve months of the project. They will be accompanied by webinars, whose schedule was presented in D2.2.1. In addition we plan tutorials at ESWC and SemTech 2013 and 2014, as well as hackathons, vo-camps and sessions in meet-ups and at the EDF throughout the duration of the project (at least two for each). Intermediary results will be taken up by industrial and academic partners as they become available; this also offers an opportunity to obtain early feedback on the quality of the learning resources.

References

http://www.euclid-project.eu/