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Dissemination Plan

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Abstract

The HTML5Apps project deliverable D4.2 “Dissemination Plan” describes the overall strategy and approach for the dissemination results that will be developed within the HTML5Apps project. The HTML5Apps dissemination activities will create and raise awareness of the HTML5Apps project. This will be achieved by regularly publicizing the project’s activities, events and achieved project results notably to potential professional users, industry and public communities.

The dissemination plan clearly identifies the objectives, the targeted audiences, the communication channels, the contents, etc., that constitute the project’s dissemination activity, as the collection of all elements and tools necessary to perform effective outreach operations.

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1 Introduction

The HTML5Apps dissemination plan aims to think of and produce an effective project outreach towards a variety of relevant European key stakeholders: industrial and academic stakeholders, start ups and SMEs, other ICT projects, citizens and local press. This dissemination plan is using the very successful approach to communication of project results that W3C has developed in its previous projects.

The dissemination measures will increase the impact of the HTML5Apps project by:

- **Informing** members of the developer community about the potential of HTML5 apps, encouraging them to use HTML5 apps their projects.
- **Motivating** European Web developers and companies to contribute to the standardization of HTML5 apps.

This dissemination plan is structured in four main parts:

1. The first part addresses the clear identification of dissemination objectives and the description of strategy and approach to address them.
2. The second part addresses the core elements of the dissemination plan – targeted audiences, contents and channels – are defined and described. In this section the strategic relationship between the three elements will be elaborated, i.e. through which channel we will reach a specific target.
3. The third part will present the identification and scheduling of the most meaningful events that will be either selected or organized by the project team members. When applicable, the relevant targeted external partners and communities will be mentioned.
4. The fourth part is dedicated to the press outreach that the project will address in order to build awareness in local (French) press publications.

2 Dissemination objectives and strategy

The overall objective of the dissemination activities is to ensure visibility for the HTML5Apps project, in order to maximize its impact on a broader audience.

This objective can in turn be split into three distinct sub-goals, according to the ways in which information about the project is distributed and communicated to different targeted audiences:

- Disseminate the project's results: create awareness of the HTML5Apps mission inside the scientific, business, and potential end users communities.
- Engage developer communities: for implementing and adopting the new standards specifications produced by the HTML5Apps project.
- Engage with the local press community: by connecting with French reporters interested in the project's topics.

A successful dissemination of project results must involve the concept, the developments, and findings that will come out of the project. All need to be effectively communicated and shared in a variety of ways with all relevant key actors.

Moreover, the dissemination activities aim to promote the European dimension of the HTML5Apps project, as well as to encourage the cooperation at the national, European and international levels with other projects and initiatives in the same domain.

The dissemination strategy is a necessary part of a successful project. With careful planning and effective dissemination, the awareness, recognition, and use/adoption of our project outcomes can be increased.

The analysis performed during the dissemination plan definition has led to the identification of all the relevant means by which the HTML5Apps dissemination will be undertaken:

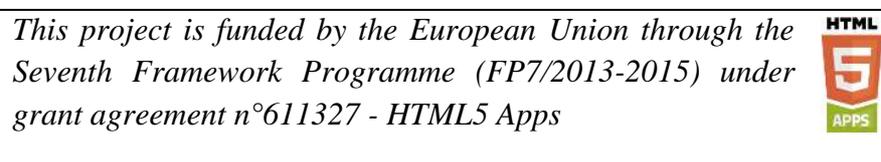
- Dissemination events: actively participate in important and selected dissemination events (scientific, business) and/or organize HTML5Apps-specific events (such as workshop and developer meetings) in order to raise awareness among the relevant target audiences and communities.
- Publications: publish project announcements and outcomes in a variety of relevant online and paper journals.
- Digital channels: use of digital communication channels, such as the Web site and diverse social networks, for direct dissemination of contents to relevant target audiences.
- Press relations: use of French press lists to disseminate the project's press releases.
- Community building: sustain the creation of a community around the HTML5Apps project activities, by leveraging W3C's existing programs, related communities, and participation in specific events.
- Project cooperation and collaboration: cooperation and collaboration with other ICT projects.

An important part of the dissemination strategy is to ensure a consistent project identity through a project logo, as well as consistent acknowledgement of EU funding.

The project logo was created right after the project has started. We used the W3C HTML5 logo as the main graphical component, and based on it, the designer proposed a few graphic declensions of the visual identity. The HTML5Apps team chose the project's visual identity as shown below:



In order to acknowledge EU funding, all dissemination material (including Web pages, announcements, presentation slides, etc.) will display the project's funding acknowledgement, like it is shown below:



Note that the acknowledgement uses the project logo that serves as the project's identity and will be included in all project documents and publications.

3 Targets, Contents and Channels

The dissemination plan has been developed in order to identify the following **core** elements:

- **Target groups (“to whom”)**: the actors that should be reached by the dissemination activities.
- **Contents (“what”)**: the type of messages that should be sent to the target groups in order to reach the dissemination objectives.
- **Channels (“how”)**: the media and events used for disseminating HTML5Apps results.

3.1 Targeted audiences (“to whom”)

The project's dissemination actions aim to develop visibility and collaboration with many different key actors, and more specifically with the following groups:

1. **Scientific community**: academic groups (i.e. Web Conference/IW3C2)
2. **Business community**: technology and content providers, start ups, SMEs, large corporations, industrial associations and groups (i.e. GSMA, etc.)
3. **Web and applications developers**: individuals and developers associations (i.e. Mobile Monday, WIPJam, etc.), and W3C training students
4. **Local press**
5. **Citizens**: individuals and entrepreneurs

3.2 Dissemination contents (“what”)

The dissemination activities will focus on the following results and activities of the HTML5Apps project:

- The existence, goals and progress of the W3C Working Groups established as part of the HTML5Apps project;
- W3C draft standards supported by HTML5Apps;

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- The standardization workshop planned as part of HTML5Apps;
 - Presentations of HTML5Apps project participants at relevant events (business/commercial/industrial conferences and workshops);
 - Publications: conference and workshops papers or scientific/business articles authored by HTML5Apps project team, presentation slides and press announcements.

3.3 Dissemination channels (“how”)

In particular, the project’s intermediate results will be disseminated by:

- Two Web sites will be used for dissemination
 - A project **Web site specific to the HTML5Apps project** has been created and is maintained under its own .eu domain name (<http://html5apps-project.eu/>). The site contains the project blog with articles announcing news relevant to the project (upcoming workshops, presentations, availability of deliverables but also general W3C news relevant to the HTML5Apps project, access to relevant RSS feeds, a twitter channel etc.);
 - The **W3C Web site** will be used to distribute appropriate HTML5Apps project results (e.g. presentations, specifications). The W3C Web site has four million “hits” each day, and is a widely recognized reference site for information on Web technologies.

The very high Google PageRank (9 out of 10) ensures that information from W3C shows up early in search results. In particular:

- The existence and goals of the **W3C Working Groups**, established as part of the HTML5Apps project, will be disseminated in special sections of the W3C Web site as well as on the project Web site. The information concerning the working groups will be disseminated on the public area of the W3C web site as part of activity statements and overview pages. This information is available to the general public
 - The **W3C working drafts** produced by the W3C working drafts supported by HTML5Apps will be published in regular intervals on the “technical reports” section (<http://www.w3.org/TR>) of the W3C Web site as well as on the “news” section of the W3C home page (<http://www.w3.org/News>). Both Sections are available to the general public
 - **Presentations** by HTML5Apps project participants will be announced on the W3C talks page (<http://www.w3.org/Talks/>)
- **Presentations** of HTML5Apps results (notably status of standardization work and ongoing W3C working groups) at scientific and industrial events, industry shows, institutional events (such as EC events), and developer events (such as meetups or hackathons). The effectiveness of the talks will be measured by tracking and analyzing the type of attendees at these presentations;

- Using **social media** (dedicated twitter channel @appsHTML5) to increase the visibility of the project;
- **Media**: project press releases, press and analysts meetings, publications online and/or on paper (such as ERCIM News);
- **Communication material**: project logo, project factsheet, posters, flyers and visuals (for W3C workshops, etc.), goodies.

The following table summarizes the specific relationships among the channels (“how”) that will be put in place as part of the dissemination activities to reach the different targets of the project (“to whom”):

Channels (“how”) / Targets (“to whom”)	Scientific community	Business community	Web developers	Local press	Citizens
Web site	✓	✓	✓	✓	✓
Social media	✓	✓	✓	✓	✓
Presentations	✓	✓	✓		
Press releases				✓	
Communication material	✓	✓	✓	✓	✓

Table 1: Dissemination targets reached by specific channels

4 Events

4.1 Presentations

This section contains an initial list of confirmed presentations by the HTML5Apps project as well as presentations under consideration. This list will be updated in the bi-annual report in month 6, the annual report in month 12, and the bi-annual report in month 18.

The events are both of research/academic interest (like national and international conferences) and of business/community dissemination interest (like industrial and commercial events, developer events, etc.).

Confirmed

1) MobiCase¹, 7-8 November 2013, Paris, France



Dominique Hazaël-Massieux was invited to keynote at this conference where he presented “The Web: on mobile and beyond”.

¹ MobiCase 2013: <http://mobicase.org/2013/>

- 2) GSMA Products and Services Management Council meeting, 21-22 March, Barcelona, Spain

Philipp Hoschka was invited to present on how W3C and GSMA can best work together on the critical topics in mobile web.

- 3) Content and Apps for Automotive Europe 2014², 8-9 April 2014, Munich, Germany
Philipp Hoschka will present a talk entitled “HTML5 for Auto: Already Here or Still Arriving?”

Confirmed

Under Consideration

- 1) W3C Day Spain, April 2014, Spain
- 2) Media Web Symposium, May 2014, Berlin, Germany
- 3) Mobile App Europe, September 2014, Berlin, Germany
- 4) WWW2015, May 2015, Florence, Italy
- 5) Over the Air, September 2015, London, UK
- 6) ParisWeb 2015, November 2015, Paris, France

4.2 Presence at business/commercial shows

- 1) Mobile World Congress³, 24-27 February 2014, Barcelona, Spain



The HTML5Apps team is preparing its presence at the upcoming Mobile World Congress, which is the leading mobile industry world event. At MWC'14, Dave Raggett, Marie-Claire Fogue and Dominique Hazaël-Massieux will participate in the exhibition (at W3C's booth in Hall 8.1). This convenient physical space will help us schedule business meetings, demonstrate HTML5Apps latest works, and invite participation at the HTML5Apps upcoming workshops.

- 2) CeBIT 2014⁴, 10-14 March 2014, Hannover, Germany

Dave Raggett will be present at the W3C German@Austrian Office booth.



- 3) Mobile World Congress 2015, February 2015, Barcelona, Spain
- 4) CeBIT 2015, March 2015, Hannover, Germany

Presence at academic conferences

- 4) WWW2014⁵, 7-11 April 2014, Seoul, Korea



² Contents and Apps for Automotive Europe: <http://www.telematicsupdate.com/c>

³ Mobile World Congress: <http://mobileworldcongress.com/>

⁴ CeBIT 2014: <http://www.cebit.de/home>

⁵ WWW2014: <http://www2014.kr>

The World Wide Web Conference is a yearly international academic conference on the topic of the future direction of the World Wide Web. At WWW2014, Dave Raggett will both present the newly project results on Web payments and the future design of new HTML5 APIs to help bridge the gap between native and Web apps.

4.3 Recapitulatif

As a summary, HTML5Apps will be participating in the following events while reaching out to diverse audiences, as shown below:

	Business community	Scientific community	Web developers	Citizens
MobiCase 2013	✓	✓	✓	
GSMA Council	✓			
MWC'14 and '15	✓	✓	✓	✓
CeBiT'14 and '15	✓	✓	✓	✓
W3C Day Spain 2014	✓	✓	✓	
WWW'14 and '15	✓	✓	✓	✓
Mobile App Europe'14	✓		✓	
Media Web Symposium 2014	✓	✓	✓	
Over the Air 2015	✓		✓	
Paris Web 2015	✓		✓	

Table 2: Audiences that will be exposed to the HTML5Apps project

5 Press outreach

The HTML5Apps team plans to issue three press announcements at beginning, middle, and end of the project describing project achievements in local language (French). Project results and events provide good content for press releases and media advisories.

On 27 January 2014, the project disseminated its first press release to the French press. This announcement reported on how the newly launched European project, HTML5Apps, is tackling standardization work on Web payments:

*Le projet européen HTML5Apps lance une première action autour de la standardisation des paiements sur le Web*⁶

We are currently collecting the corresponding press coverage.

6 Conclusion

We have drawn an ambitious dissemination plan for the HTML5Apps project where all team members will contribute to the project's outreach diverse activities. HTML5 applications are becoming increasingly popular and this dissemination plan is defined to provide full support and contribute to the implementation of all HTML5Apps project's objectives.

This dissemination plan will enable to reach out to a wide range of EU stakeholders involved in HTML5 applications and to inform them about the goals and results of the HTML5Apps project.

⁶ 27 January 2014 project's press release: <http://kwz.me/7I>