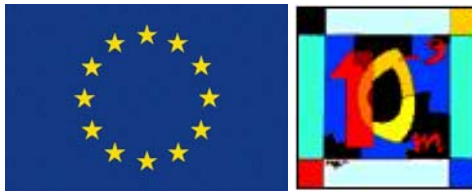


# InCoCo-S

Innovation, Coordination and Collaboration  
in Service Driven Manufacturing Supply Chains

Deliverable Nr. DL 8.1

## Dissemination Plan



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## Table of Contents

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1	General Statement.....	1
2	Organizational Dissemination Activities .....	2
3	Dissemination Planning Instruments .....	3
3.1	Participation at relevant international, national even regional events .....	3
3.2	Presentation at international, national and regional conferences.....	4
3.3	Publications in relevant research journals, industrial brochures etc.....	5
3.4	Internet use: regular electronic newsletter .....	5
3.5	Transfer of knowledge to relevant associations.....	6
3.6	Training measures for target groups .....	6
3.7	Creation of dissemination groups and performing dissemination work shops .....	7
3.8	Performing dissemination events.....	7
4	Business Case Oriented Dissemination .....	8
5	Dissemination Activities .....	9

## List of Tables

---

TABLE 1: ORGANIZATIONAL DISSEMINATION ACTIVITIES.....	2
TABLE 2: PARTICIPATION AT RELEVANT INTERNATIONAL, NATIONAL EVEN REGIONAL EVENTS.....	3
TABLE 3: PRESENTATION AT INTERNATIONAL, NATIONAL AND REGIONAL CONFERENCES.....	4
TABLE 4: PUBLICATIONS IN RELEVANT RESEARCH JOURNALS, INDUSTRIAL BROCHURES ETC.....	5
TABLE 5: INTERNET USE: REGULAR ELECTRONIC NEWSLETTER .....	5
TABLE 6: TRANSFER OF KNOWLEDGE TO RELEVANT ASSOCIATIONS.....	6
TABLE 7: TRAINING MEASURES FOR TARGET GROUPS .....	6
TABLE 8: CREATION OF DISSEMINATION GROUPS AND PERFORMING DISSEMINATION WORK SHOPS .....	7
TABLE 9: PERFORMING DISSEMINATION EVENTS .....	7
TABLE 10: DISSEMINATION ACTIVITIES .....	13

## 1 General Statement

The objective of the Dissemination Plan for InCoCo is to identify and organise the activities to be performed in order to promote the commercial exploitation of the project's results and the widest dissemination of knowledge from the project. The plan has to cover two directions:

- the marketing activities in order to enhance the commercial potential of the project/products and
- the notification of the project results in the scientific, EC and general RTD sector.

Dissemination is a horizontal activity and concentrates on disseminating the results of the project itself to a wide range of existing or potential stakeholders. Special attention will also be paid to the transfer of knowledge to small and medium sized enterprises and to cooperative relations between those companies and enterprises in Eastern European countries.

The Rules of Dissemination:

- Every project member can make proposals for results/products to be disseminated to the responsible task and work package leader
- The work package leaders decide together with the dissemination manager upon proposals towards the project leaders on what and how the dissemination activities should be organized.
- There should be responsible persons in each work package who form a group to initiate and control dissemination activities and to guarantee equal opportunities and the best use of results.
- Dissemination is a process that requires ongoing support and personal intervention to achieve utilization.
- Dissemination belongs to the comprehensive responsibilities in a project, that means all participants must be aware of the importance of disseminating their own achievements and results in almost every stage of development.

Target groups:

- Companies:
  - Small and medium sized enterprises: The main objective of the dissemination activities is the applicability of the developed procedures, instruments, tools and methods of InCoCo-S
  - Big companies: Big companies may use directly the experiences from the Business Cases for their own processes. Therefore, the common and abstract adaptation of the project results is necessary.
- Science:
  - Research and development of new management models for production and services which serve to initiate further scientific activities.
  - Introduction of the scientific results into the academic education.

## 2 Organizational Dissemination Activities

<b>Task</b>	<b>Executive</b>	<b>Deadline</b>
Confirmation of the proposed representatives of the dissemination group:  (The dissemination group is responsible for a coordinated approach of dissemination, demonstration and exploitation activities throughout the project)	For the BC already defined: Oliver Schneider, Ingo Lange, Bert Lorenz, Fabiola Digiampieto  For the scientific content: FIR	15.08.06
Establishment of the Dissemination Group	ICM	06.12.06
Delivery of the dissemination and exploitation activities of each InCoCo-S partner	All members InCoCo	30.08.06
Draft of dissemination plan (preliminary deliverable)	ICM	15.09.06
Meeting of the dissemination group to decide upon the draft to finalize the deliverable  (dissemination planning shall be an ongoing process of reacting and adapting current developments and results in regular intervals (quarterly))	Dissemination Group	quarterly beginning 12/06
Effective date for the dissemination plan	ICM Dissemination Group	12/06 regular process

**Table 1: Organizational Dissemination Activities**

### 3 Dissemination Planning Instruments

In order to enable the planning of dissemination activities following examples should show main procedures and measures:

The following instruments should enable the user to plan several dissemination activities. They describe the process from the idea or decision of disseminating until the final realisation. The proposed steps ought to guide the user through those main point to attend in preparing the activities explained below. Data and time proceeding may be vary from the concrete activity and can easily be adapted to the real need.

That is why there are no concrete and fixed dates. The tables must be filled with concrete figures in the case of availability.

#### 3.1 Participation at relevant international, national even regional events

Action	Timetable	
Participation at relevant international, national even regional fairs	deadline	↑
Organizing of the participation at the focused event in conformity to the decisions (registration, presentations, documents, coordination of partner's contributions, organisational activities, travelling accommodation etc.)	4 weeks before	
Analyse of cost-benefit ratio and decision of proceeding	5 weeks before	
Analyse of possibility and necessity to include project partners If decision is yes – include partners	5 weeks before	
Select the event to participate	8 weeks before	
Check the possibility to do a trade-show booth	9 weeks before	
Check the possibility to lecture	9 weeks before	
Procure relevant information (location, costs, participants, etc.)	9 weeks before	
Identification of relevant international, national and regional events in the runtime of the project	9 weeks before	↑
Verify the identification of relevant international, national and regional fairs regular	in interval of 6 months	↓

**Table 2: Participation at relevant international, national even regional events**

### 3.2 Presentation at international, national and regional conferences

Action	Timetable	
Presentation at international, national and regional conferences	deadline	↑
Organizing of the participation at the conference (registration, organizing of travel and accommodation)	6 weeks before	
If the decision is positive – preparation of the contributions and approval by the relevant project partners	8 weeks before	
Present the draft/ abstract for approval of the conference committee	12 weeks before	
Elaboration of an presentation draft/ abstract and discussion/ decision among the relevant project partners (e.g. work package leaders)	16 weeks before	
Analyse of cost-benefit ratio and decision of the participation	18 weeks before	
Analyse of the conditions for presentations/ contributions (e.g. lectures)	18 weeks before	
Identification of relevant international, national and regional conferences in runtime of the project	18 weeks before	↑
Verify the identification of relevant international, national and regional conferences regular	in interval of 6 months	↓

**Table 3: Presentation at international, national and regional conferences**



### 3.3 Publications in relevant research journals, industrial brochures etc.

Action	Timetable
Delivery of publication (final version)	deadline <span style="float: right;">↑</span>
Processing of necessary changes, corrections, additions, replacements etc.	2 weeks before
Submission of the publication	6 weeks before
Acceptance of the publication material by project partners	12 weeks before
Preparation of publication by project partners, division of responsibilities	18 weeks before
Analyse of the conditions for a publication	20 weeks before <span style="float: right;">↑</span>
Identification of relevant research journals, industrial brochures etc.	20 weeks before <span style="float: right;">↓</span>


**Table 4: Publications in relevant research journals, industrial brochures etc.**

### 3.4 Internet use: regular electronic newsletter

Action	Timetable
Publication of the Newsletter	deadline <span style="float: right;">↑</span>
Discussion/ decision of the content	4 weeks before
Preparation of the Newsletter-content	8 weeks before
Precision of the mailing list	8 weeks before
Discussion/ decision of the concept	12 weeks after
Preparation of the Newsletter-concept planned for a certain purpose	16 weeks before
Upkeep the mailing list	continual
Periodical planning and general concept for Newsletter (publication dates, content, structure, design, etc.).	interval of 3 months


**Table 5: Internet use: regular electronic newsletter**

### 3.5 Transfer of knowledge to relevant associations

Action	Timetable
Implementation of joined activities	deadline 
Contact responsible and relevant person of selected associations	8 weeks before
Discussion/ decision of the public relation material	8 weeks before
Create meaningful public relation material (e.g. flyer, presentation, poster)	16 weeks before
Selection of associations	16 weeks before
Regular verification and adaptation of materials	interval of 6 months


**Table 6: Transfer of knowledge to relevant associations**

### 3.6 Training measures for target groups

Action	Timetable
Implementation of training measures	deadline 
Organize and prepare the training events (e.g. catering, attendance lists, equipment)	2 weeks before
Dispatching invitations	4 weeks before
Organization of the infrastructure (e.g. room, schedule, equipment, order of events)	6 weeks before
Selection of the lectures	8 weeks before
Developing the curricula (e.g. concept, discussion/ decision by project partners, design)	12 weeks before
Precision of target groups	14 weeks before


**Table 7: Training measures for target groups**

### 3.7 Creation of dissemination groups and performing dissemination work shops

Action	Timetable
Performing the dissemination work shops	deadline 
Preparing regular work shops with the dissemination group (e.g. lecture, room, schedule, equipment, order of events, invitations)	4 weeks before
Discussion and conclusions from information by project partners	8 weeks before
Conduct interviews with enabling members of the dissemination group	12 weeks before
Selection of enabling members of the dissemination group	14 weeks before
Conception of tasks and targets for the dissemination group	16 weeks before
Organizing the continuous information flow to the dissemination group	continual

**Table 8: Creation of dissemination groups and performing dissemination work shops**

### 3.8 Performing dissemination events

Action	Timetable
Performing the dissemination event	deadline 
Organize the technical equipment	1 week before
Prepare the attendance list	1 weeks before
Organizing the event services (e.g. catering, translation etc.)	2 weeks before
Provision of invitation list and sending invitations	4 weeks before
Organizing logistic preconditions (e.g. place, room etc.)	6 weeks before
Preparation of the activities selected	6 weeks before
Selection of the activities	8 weeks before
Discussion/ decision upon the concept by the project partners	8 weeks before
Develop the concept of the dissemination event	12 weeks before
Selection of members of the interested target groups	14 weeks before

**Table 9: Performing dissemination events**

## 4 Business Case Oriented Dissemination

InCoCo-S guarantees the practical industrial application (SME) and the scientific contribution of the projects results. The dissemination group consisting of BC-representatives and FIR as to coordinate the scientific results will implement these tasks. The business case oriented approach provides the implementation of the user oriented dissemination of project results. Results to be disseminated and necessary activities are planned and accompanied by the dissemination group.

The business cases are:

- **Business case 1:** Inbound Logistics & Quality Services (Sigpack Services)
- **Business case 2:** Synchronize Maintenance business processes (Comau & SKF)
- **Business case 3:** Automatic analyses with integrated monitoring systems (Comau & SKF)
- **Business case 4:** Outbound (quality) Services Offers (Sigpack)

Each possessor of a business case describes the following content:

- Current Situation of Business Cases
- Objective of Business Cases
- Concrete Effects for Producers
- Concrete Effects for Service Suppliers
- Specific Results for SME
- Scientific Contribution (beside those contributions/results connected with the topics mentioned above)

## 5 Dissemination Activities

<b>Date</b>	<b>Name</b>	<b>Location</b>	<b>Specification (scientific, business related, fair, Publication etc.</b>	<b>Description</b>	<b>InCoCo- Participation (visitor, organizer, speaker, exhibitor, participant etc.</b>
1 March 2006			Support in the realisation of the INCOCO-S flier	Support in the definition of the content and on the study of the layout of the first version of the INCOCO-S flier.	POLIMI
6 and 7 March 2006	Technologie-management-Tagung		Scientific, business related	Presentation of the project through poster, flyers, brochure	TECTEM-HSG, organiser
12 May 2006	BestServ Forum Service Excellence Round Table,	Elisa, Finland	Service Excellence- case study, dissemination planning	BestServ Forum Service Excellence Round Table Group (10 participants)	TechInd, Speaker, organiser
23 to 27 May 2006	“metalloobrabotka”, Moscow	Moscow, Russia	fair	Mechanical engineering companies; New integrated offers to support Russian industry development (combination: retrofit + new machines+ services	ICM, Unitech (exhibitor)
30 and 31 May 2006	“Optimierung der Wertschöpfungsnetze im Maschinen- und Anlagenbau”, Munich	Munich, Germany	scientific	New models for cooperation between supplier and customers in R&D, logistics and services; Scientific models; business refelexions; Exchange of experiences	ICM, Mr. Schädlich (speaker)

<b>Date</b>	<b>Name</b>	<b>Location</b>	<b>Specification (scientific, business related, fair, Publication etc.</b>	<b>Description</b>	<b>InCoCo- Participation (visitor, organizer, speaker, exhibitor, participant etc.</b>
05 May 2006	Oracle Collaborative Planning Sol, Munich	Munich, Germany	Business related	State of the art of collaborative planning at oracle	SAP (visitor)
01 June 2006	IMS Newsletter	EC Brussels	Newsletter	Introduction of InCoCo-S	FIR, Author
26 to 28 June 2006	ICE 2006	Milan, Italy	Workshop	Introduction to InCoCo-S; Business Case Scenarios; Discussion on Survey Results; Introduction to Reference Framework	FIR, Organizer / Speaker
28 June 2006	ICE 2006	Milan, Italy	Scientific	Concurrent Enterprising; Both scientific and industrial participants; Organisation of an INCOCO-S special session in occasion of ICE 2006.	POLIMI. FIR (Organiser, speaker), COMAU, SKF, H2O (Speaker)
14 June 2006	BestServ Forum at HansaPrint	Turku, Finland	BestServ Forum is an industry group, which plans collaborative implementation of industrial service business	Analysing session of INCOCO survey results and short presentation of INCOCO-project, (40 participants and 25 companies)	TechInd, Speaker, organiser
01 June 2006	UDZ Article	Aachen, Germany	Magazine	Title: „InCoCo-S: Innovation, Coordination and Collaboration in Service Driven Manufacturing Networks“	FIR, Author
31 August 2006	University of Jilin, Changchun	Chanchun	scientific	discussion of related topics with professors and researchers; exchange of	ITEM, Dr. Heiko Gebauer, visitor

<b>Date</b>	<b>Name</b>	<b>Location</b>	<b>Specification (scientific, business related, fair, Publication etc.</b>	<b>Description</b>	<b>InCoCo- Participation (visitor, organizer, speaker, exhibitor, participant etc.</b>
				ideas	
21 August to 02 September 2006	Service Engineering and Manufacturing Summer School	Helsinki, Finland	Scientific	Short introduction to the Project (content, goals, progress); Presentation of SKF- case; Discussion on changes in service- business	ITEM, Felix Pütz, participant
31 August 2006	BestServ Forum Service Excellence Round Table,	TeliaSonera, Helsinki	Service Excellence- case study, dissemination planning for the testing of S- SCOR reference model	BestServ Forum Service Excellence Round Table Group (10 participants)	TechInd, Speaker, organiser
5- to 6 September 2006	Dienstleistungs- Forum	Aachen, Germany	Business Related Fair	Dissemination of Survey Results; InCoCo-S Poster Exhibition	FIR, Organizer / Speaker / Exhibitor
18 to 20 September 2006	IFIP	Wroclow, Poland	Scientific Publication	Presentation of Paper “Need to Develop Best Practices for Business Related Services (BRS)”	FIR, Author / Speaker

<b>Date</b>	<b>Name</b>	<b>Location</b>	<b>Specification (scientific, business related, fair, Publication etc.</b>	<b>Description</b>	<b>InCoCo- Participation (visitor, organizer, speaker, exhibitor, participant etc.</b>
27 to 28 September 2006	SCOR User Seminar	Denver, USA	Business, Publication	Presentation "Integrate Industrial Services into the Manufacturing Supply Chains using SCOR"; Dissemination of Survey Results; Introduction to InCoCo-S Reference Model; Complementarity between SCOR & InCoCo-S Reference Model	FIR, Author / Speaker
20 September 2006	DL2.1 Survey Brochure	Aachen, Germany	Brochure Publication	Brochure developed by the consortium highlighting the results of DL2.1; To be distributed amongst industrial partners and survey participants for wider dissemination	Coordinator / Author
18 to 20 September 2006	IFIP	Wroclow, Poland	Scientific Publication	Lean Business Systems and Beyond; Designing, modeling, simulation and optimization problems arising in development, maintaining and improvement of lean oriented production business system; Audience primarily scientific	POLIMI (Participant)
14 September 2006	EADS, Munich	Munich, Germany	Business related	Presentation "Industrial Services"; Discussion on new developments in the area of Industrial Services	ITEM, Dr. Heiko Gebauer, speaker
14 September 2006	General meeting ICM	Chemnitz, Germany	Business related	Publish the preliminary results of InCoCo; Describes business cases	ICM



<b>Date</b>	<b>Name</b>	<b>Location</b>	<b>Specification (scientific, business related, fair, Publication etc.</b>	<b>Description</b>	<b>InCoCo- Participation (visitor, organizer, speaker, exhibitor, participant etc.</b>
September 2006	Machine building fair Brno	Brno, CZ	fair	Mechanical engineering companies; New integrated offers to support eastern europ industry development (combination: retrofit + new machines+ services	ICM, Unitech, HIT
06-08th September 2006	International Conference on Operations Research 2006, Karlsruhe	Karlsruhe, Germany	Scientific conference	Getting in touch with new scientific partners of the same research field Participation as visitor at scientific talks regarding collaborative planning	SAP (visitor)
25 to 27 September 2006	e-Challenges	Barcelona, Spain	Scientific Publication	Dissemination of Survey Results; Poster Representation	Author / Speaker
09 and 10 September 2006	Manufuture 2006 Conference	Tampere, Finland	Scientific	Major stakeholders from industry, universities, research institutions and government; Discussion and exchange of ideas of practical technological, organizational and industrial issues related to implementation of the Manufuture Technology Platform as part of the FP7	POLIMI (Participant)
November 2006	Work group “production”	Business related		Publish the preliminary results of InCoCo ; Describes business cases	ICM

**Table 10: Dissemination Activities**