



# BABYLON & ONTOLOGY

The European Educational Social Network

Babylon & ONtology: Multilingual and cognitive e-Learning Management System via PDA phone.  
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## Deliverable 6.1: Best practices report on Dissemination actions

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## Executive Summary

This report is a complement of the Dissemination and Exploitation Plan delivered with the project proposal, where the Consortium provided an explanation of the dissemination strategy for the project and the resulting product, the dissemination aims, of the target analysis, of a description of the channels and tools that the Consortium is going to use during the project. Therefore, this report (Best practices report on Dissemination actions) aims directly at incrementing the previous report with new considerations and future goals for BONy implementation.

In this report, BONy Consortium analyses the most successful examples indicating how to involve users in different domains: social networks, institutional campaigns, private companies and European projects. Besides, this report studies the most successful websites in various domains, useful for project implementation.

Having in mind all the inputs of the report, the Consortium has elaborated some recommendations (included in the conclusion) to follow during the project lifetime and afterwards, for BONy exploitation.



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## 1. Introduction

Dissemination of project works and results is a contractual obligation for projects supported by the European Commission. The specific aims of promoting the projects are to endorse knowledge sharing, to generate public awareness concerning a specific issue and to foster education. In addition, dissemination is an opportunity for project consortiums because suitable framed messages can help to:

- attract the interest of potential partners;
- encourage talented students and scientists to join the partners' institutes and enterprises;
- enhance the reputation of participants at local, national and international level;
- generate market demand for the developed product or services;
- draw the attention of governments (at local, regional, national, European level) to the needs and eventual benefits of the research.

In this context, the objectives of this report are to:

- optimize the dissemination works;
- provide an explanation of the most successful dissemination techniques;
- describe examples on how to involve users in projects in order to adopt it for BONy project;
- avoid the project Consortium to "re-invent the wheel".

Having already examined in the Dissemination and Exploitation Plan the strategy for and aims for dissemination of the project and the resulting product, and having explained the planned activities to implement during the project lifecycle, we aim at completing that study by drafting a *Best practices report on Dissemination actions*, which focuses on adding new ideas and future actions for BONy implementation.

## 2. Summary of Lifelong learning recommendations

Following the recommendations of the Directorate-General for Education and Culture, "*EU-funded education and culture projects needs to reap the maximum yield from their activities. This involves preparing the ground for their work, carrying out their project while harvesting its results, distributing these results to the various end-users and stakeholders, and ensuring that others can exploit the project's output*".

The European Commission defines dissemination as "*a planned process of providing information on the quality, relevance and effectiveness of the results of programmes and initiatives to key actors. It occurs when the results of programmes and initiatives become available*".

To exploit means to "*make use of and derive benefit from (a resource)*". The Commission divides exploitation into two distinct categories: mainstreaming and multiplication. Mainstreaming is "*the planned process of transferring the successful results of programmes and initiatives to appropriate*



*decision-makers in regulated local, regional, national or European systems*". In contrast, multiplication is *"the planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives"*.

Current EU education and culture programmes and initiatives incorporate more and more the following five strategic levels for dissemination and exploitation:

1. clear rationale for and objectives of dissemination and exploitation;
2. strategy identifying which results to disseminate and to which audiences – and designing programmes and initiatives accordingly;
3. identification of organisational approaches of the different stakeholders and allocation of responsibilities and resources;
4. implementation of the strategy by identifying and gathering results, and execution of dissemination and exploitation activities;
5. monitoring and evaluation of the effects of the activities.

To be effective in BONy project the process of disseminating and exploiting results requires:

- focus on end-user/target group's needs from project conception;
- dissemination of innovative training products and results;
- analysis to identify new needs;
- translation and adaptation to identified targets;
- piloting and experimentation with the resulting products;
- quality approach (evaluation);
- creation of a critical mass of users taking part to BONy e-learning course in order to test it.

### **3. Best practices of dissemination techniques**

Some examples of the most successful techniques in disseminating a project are explained in this section.

a) *MONA LISA project* – [www.project-monalisa.org](http://www.project-monalisa.org) - The specific objective of the MONA LISA project is the development of an e-learning tool available through the Internet to teach a minority language in the workplace. MONA LISA e-learning tool targets SMEs staff. For the Catalan language it was tested in Insurance companies and for Latvian in Security companies. From their workplace, employees were able to improve their knowledge of the minority language by following a language course and by consulting linguistic resources. In this project, a good press campaign was created in different European media (online and offline means).

b) *NEON UE project* - [www.neon-project.org](http://www.neon-project.org) - It is an IP about developing Semantic WEB technologies for ontology mapping, learning, fusion. The main objective is to develop an ontology editor (similar to Protégé) with advanced functionalities such as learning from texts, access to SWOOGLE, and so on. The project involves many partners (around 50 researchers usually participating to project meetings).



Dissemination is usually done through the following actions:

- sponsorship in top conferences in the SW field;
- organization of parties and events within such conferences;
- distribution of gadgets (e.g. T-shirts, pens, calendars);
- support of student grants;
- periodic publication of a newspaper called *NeOn Highlights* showing the scientific and social advances of the project.

c) *EdukON online project* - [www.idn.org.pl/idn/edukon](http://www.idn.org.pl/idn/edukon). The main goal of the project is to elaborate educational programmes packages exploring the modern forms of learning. Those packages enable effective reach of knowledge for disabled people and other social groups, in fact the reason for the project was that only small percentage of disabled people is vocationally active.

The dissemination foresees organizing conferences, seminars, press and TV advertisement, distributing gadgets, publication of brochures, and also taking on specialists for this group of end-users, and involving to the assistance activities a large number of institutions which cooperate with disabled people.

## 4. How to involve users in our project? Successful examples.

Here is a description of successful techniques for involving users in different areas: social networks, institutional campaigns, private companies and European projects.

### 4.1. Social Networks

a) *Second Life* tries to attract users by establishing a form of economy related to their services. In particular, users which actively contribute to the development of content in the network receive bonuses related to their effort (e.g. a small virtual credit). Such bonuses can be in turn spent to exploit the services of the network itself or to buy services/stuffs from related websites. In relation to this idea, the BONy network could act as a bank of time (see the project proposal) to provide credit to teachers. The same credit can be spent to ask supervision/training to other members of the BONy community.

b) *Facebook* is a social networking website launched on February 4, 2004 by M. Zuckerberg, student at Harvard University. The free-access website allows users to join one or more networks, such as a school, place of employment, or geographic region to easily connect and interact with other people. In January 2008 the website counted more than 64 million active users worldwide ([facebook.com](http://facebook.com)).

Facebook is a tool to be connected with friends all over the world. The user can include his/her photos, share films, music, travels with his/her friends. Although Facebook has also met some criticism because of privacy concerns and because it can be used for publicity purposes, it has very strong assets which make people join:

- a lot of social functionalities to use: share interest, hobbies, travels, photos, videos with friends, calendar planning (parties, travels, birthdays...), find old friends, etc.;
- very easy to use applications;



- different languages versions;
- free access and usage.

In relation to this idea, the BONy network can have a profile and include users' professional information. BONy platform should also be very easy to enter and to use and should be in different languages.

c) *MySpace* is a popular social networking website offering an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music and videos for teenagers and adults internationally. The 100 million account was created on August 6, 2006 and 106 million accounts were reached on September 8, 2006.

BONy project can create a profile page used to attract users interested in e-learning.

#### 4.2. Institutional campaigns

a) Catalan government: websites of some departments of the Catalan government try to involve users by offering the possibility to people to send greetings to their friends:

- "Sant Jordi" (Saint-George) on April 23th  
(<http://www.orbital.bbdo.es/php/ficha.php?id=21>)
- Send a message in different languages to your friends  
(<http://www.linguamon.cat/practicallengues>)

b) Spanish Government: official meetings and seminars organized by the Spanish Ministry of Industry, Commerce and Tourism can be played via teleconference on its website ([www.planavanza.es](http://www.planavanza.es)). It is an important tool because people not able to travel to the place where the presentation is, can follow the conference via the website.

BONy project could adopt this system in different ways:

- organizing a web seminar: virtual seminar with a real professor explaining how to use the program / platform;
- organizing project presentation and broadcasting it on the BONy website.

c) European institutions: the European Year of Intercultural Dialogue 2008 organizes a photograph competition. The European Commission challenges any European resident to capture his/her vision of intercultural dialogue and share it with the world in the competition "*Cultures on my street*". All the photos will be on the website and users will have the chance vote for the best one.

Organizing a competition or a prize is very common for public administrations. Normally the prize is a sponsorship by a company.

d) New7Wonders Foundation. The Foundation was established in 2001 by the Swiss-born Canadian filmmaker, author and adventurer Bernard Weber to contribute to the protection of the



world's human-built and natural heritage and to foster respect for the cultural diversity on our planet.

Fifty percent of net revenue raised by the New7Wonders Project is to be used to fund monument documentation and conservation efforts worldwide. One such project was completed in 2003, when a high-definition 3D model of the giant Bamiyan Buddha was created, enabling the statue to potentially be rebuilt, should the Afghan people decide they wish to do so. The great statue of Buddha was destroyed by the Taliban in 2001. The New7Wonders Foundation project was featured in the Swiss Pavilion at the 2005 World Fair in Aichi, Japan, along with New 7 Wonders ballot boxes which allowed people to cast their votes in the New7Wonders campaign.

The first, successful chapter of New7Wonders drew to a close when the results of the world's first-ever global election were spectacularly announced in Lisbon on July 7, 2007. More than 100 million votes had been cast by citizens around the world using modern communications technology in this unprecedented global dialogue. For the 18 months preceding the Declaration Gala in Portugal, people across the globe gave their votes for their favourites of the 21 New7Wonders finalists in the final stage of the campaign. These 21 finalists were announced January 1, 2006 in Zurich by Prof. Federico Mayor, President of the New7Wonders Panel of Experts. This illustrious panel had selected the finalists from the top 77 nominees - those which received the most votes from people worldwide in the preliminary voting stage.

### **4.3. Private companies**

a) MTV, a music channel, organized on 2006 a publicity campaign based on viral marketing. MTV produced a video clip for the Internet called "Amo a Laura". The song encouraged people to not watch MTV. With this campaign, MTV facilitated and encouraged people to pass along its marketing message voluntarily by word-of-mouth or by using the social networks already existing on the Internet. The result was that the song became very popular during all summer in Spain.

b) StumbleUpon is a web browser plugin which allows its users to discover and rate webpages, photos, and videos. Webpages are presented when the user clicks the "Stumble!" button on the browser's toolbar. StumbleUpon chooses which new webpage to display based on the user's ratings of previous pages, ratings by his/her friends, and by the ratings of users with similar interests, i.e. it is a recommendation system which uses peer and social networking principles. There is also one-click blogging built in as well. Users can rate, or choose not to rate, any webpage with a thumbs up or thumbs down, and clicking the Stumble button resembles "channel-surfing" the web. Toolbar versions exist for Firefox, Mozilla Application Suite and Internet Explorer.

StumbleUpon uses collaborative filtering (an automated process combining human opinions with machine learning of personal preference) to create virtual communities of like-minded websurfers. Rating websites updates a personal profile (a blog-style record of rated sites) and generates peer networks of websurfers linked by common interest. These social networks coordinate the distribution of web content, such that users 'stumble upon' pages explicitly recommended by friends and peers.

Users rate a site by giving it a thumbs up, thumbs down or neutral (neither thumbs up or down) selection on the StumbleUpon toolbar, and can optionally leave additional commentary for the



site's review page, which also appears on the user's blog. This social content discovery approach automates the "word-of-mouth" referral of peer-approved websites and simplifies web navigation.

Stumblers also have the ability to rate and review each others' blogs as well as join interest groups, which are community forums for specific topics. Users can post comments much like a discussion board in these groups and post websites which apply to the specific topic.

StumbleUpon uses knowledge of user preferences to deliver targeted advertising. A sponsored site is identifiable by a green "person" logo on the toolbar. Paid accounts (referred to as "Sponsors") have a variety of options, including the ability to turn off such advertising.

In July 2006, StumbleUpon had 1 million users. According to the company, StumbleUpon has over 5 million members as of April 25th, 2008. Before the end of May 2008, StumbleUpon says that it will have collected its five-billionth "stumble", more than one billion of which have taken place in 2008 alone.

#### 4.4. European projects

A good way to make a project known and to involve users is **sponsoring exhibitions and meetings**, and also special events inside the exhibitions like parties, presentations, etc. Another way is to support students grants.

Example: NEON UE <http://www.neon-project.org/> project in EWAK International Conference.

To **edit a periodic newsletter** offers the means to report developments during the project. It could include: project press releases, announcements of progress, reports on conferences and meetings, news of milestone achievements, personnel announcements, information about forthcoming events, etc. Newsletter could be circulated internally inside the project Consortium or externally to the target audience. An example of newsletter could be found on the web site of "Languages and borders project" (LAB) <http://www.labsite.org/>

A **quiz** to test the user's knowledge related to the topic of the website. In BONy project, we can include some questions related to the project management cycle.

Example: - Fundación Nucis ([www.nucis.org](http://www.nucis.org)) a foundation of nuts producers in Tarragona.

Example: a company specializing in training and consultancy on European project management cycle, which also provides a quiz on European programmes to sell their trainings ([www.eustrainingsite.com](http://www.eustrainingsite.com))

Organization of **induction meetings**: short conferences (one hour maximum) useful to introduce a topic and to create curiosity among the public. These events is low-cost or free, normally the speaker is invited by a University or all sort of associations, SMEs, etc., potentially interested in the conference topic. For BONy project, it could be very interesting to organize an induction meeting on European Project Cycle Management, as a suitable way to enhance personal capabilities and consequentially foster the research and innovation potential of Universities and SMEs.



## 5. Analysis of the most successful websites

- IST WIP - An All-Wireless Mobile Network Architecture ([www.ist-wip.org](http://www.ist-wip.org)). The website has good content and a good structure (news, glossary, FAQ, ppt project presentation).
- Wikipedia the free encyclopaedia ([www.wikipedia.org](http://www.wikipedia.org)).
- The EC public platform for dissemination and exploitation of results ([http://ec.europa.eu/dgs/education\\_culture/eve](http://ec.europa.eu/dgs/education_culture/eve)).
- The Knowledge Media institute (KMi) of Open University (<http://kmi.open.ac.uk>). The website is built using Moodle, an open-source e-learning platform [www.open.ac.uk/openlearn](http://www.open.ac.uk/openlearn). KMi is probably the largest research group in semantic WEB. They usually provide access to demos and software.
- E-learning Europa ([www.elearningeuropa.info](http://www.elearningeuropa.info)) is a portal established by the European Commission to promote the use of multimedia technologies and Internet at the service of education and training. The site offers specific information, services and resources for four basic areas: schools, higher education, the world of employment and lifelong learning.
- e-learning for health ([www.e-lfh.org.uk](http://www.e-lfh.org.uk)) is a partnership between the Department of Health, the NHS and professional bodies, to provide high quality e-learning content for the training of the healthcare workforce.
- Languages and borders ([www.labsite.org](http://www.labsite.org)) network joins border regions from all over Europe in an intense cooperation, the main subjects being languages, education and regional cultural exchange.
- Google. The well known search engine that also incorporates images, e-mail, map and many more features through a very simple interface ([www.google.com](http://www.google.com)).
- CEDEFOP European Centre for the development of Vocational Training ([www.cedefop.europa.eu](http://www.cedefop.europa.eu)).
- European Training Village (ETV), ([www.trainingvillage.gr](http://www.trainingvillage.gr)).
- Infonet Adult Education ([www.infonet-ae.net](http://www.infonet-ae.net)).
- European Educational Research Association ([www.eera.ac.uk](http://www.eera.ac.uk)).
- CEDEFOP Virtual Communities ([communities.trainingvillage.gr](http://communities.trainingvillage.gr)).

## 6. Event database

Database on European events, exhibitions and workshops on training, semantic web, Knowledge management exhibitions.

A complete list of conferences and events related to the domain of e-learning is available at <http://www.conferencealerts.com/elearning.htm>.

Semantic-web exhibitions, workshops:

- EKAW 16th International Conference on Knowledge Engineering and Knowledge Management <http://ekaw2008.inrialpes.fr/> . It will be organized by CNR, located in Sicily. Sponsorship rates are very competitive. BONy is going to support the conference by providing a minor contribution.



- 7th international Semantic WEB conference <http://iswc2008.semanticweb.org/> . It is the main Semantic WEB conference, involving academy and industry. It will be organized in Germany in 2008.
- LREC <http://www.lrec-conf.org/lrec2008/> LREC provides a unique forum for researchers, industrials and funding agencies from across a wide spectrum of areas to discuss problems and opportunities, find new synergies and promote initiatives for international cooperation, in support to investigations in language sciences, progress in language technologies and development of corresponding products, services and applications, and standards.
- WWW The World Wide Web Conference is a global event bringing together key researchers, innovators, decision-makers, technologists, businesses, and standards bodies working to shape the Web. Since its inception in 1994, the WWW conference has become the annual venue for international discussions and debates on the future evolution of the Web. Beijing, China 21-04-08 to 25-04-08. More information: <http://www2008.org>
- European Conference in Educational Research (ECER) Organised in a different place each year. In 2008 it will take place in Gothenburg, Sweden. ECER gathers the most recent research and developments at all levels of education and training.
- European Distance and E-Learning Network ([www.eden-online.org](http://www.eden-online.org)) Organises annual conferences and research workshops. In June 2008 the annual conference will take place in Lisbon.

## 7. Conclusion

One of the most important objectives of dissemination in BONy project is to reach a critical mass of users in order to spread and test BONy e-learning course, especially from a content point of view and from the technological challenges point of view.

Once we have studied the most successful dissemination techniques in involving users and promoting the project, BONy consortium is able to choose which of them could be more suitable for BONy's case:

- sponsorship at the EKAW conference;
- social networks generated by word-of-mouth (viral marketing);
- organizing a web seminar: virtual seminar with a real professor explaining how to use the program / platform.
- organizing a project presentation and broadcasting it on the BONy website;
- organizing induction meetings about European project funds for SMEs;
- in BONy website, references and questions related to the project management cycle;
- promoting the project in different Internet forums, and websites concerning European projects, e-learning, semantic webs, etc.;
- concerning exploitation, a new proposal is to contact eLearning content providers to plan the exploitation of the BONy platform in different domains.