



POESIA: *Public Open-source Environment for a Safer Internet Access*

Dissemination Plan: Deliverable 9.5

Project name:	POESIA
Project number:	IAP 2117/27572
Date:	November 25, 2002
Document Id:	POESIA-WP9-9.5
Version:	1.0
Deliverable:	9.5
Related WP:	9 - Evaluation, Assessment and Dissemination
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Status:	Public

Abstract:

This report is intended to summarise the dissemination activities that will be undertaken as part of the POESIA project. It begins with an executive summary of the report, followed by an overview of the project and the work packages. The report goes on to detail each of the dissemination processes that will be used for disseminating the project outputs comprising Corporate Identity, Exhibition, Project Technical Demonstration, General Conference Papers, Web Site, Promotional Literature, CD-ROM, the Provision of Information via the CORDIS/ECHO Database, and the Second User Forum. A series of annexes are also included (a diagram on the development of VTS, a table of the COMMAN users, stake-holders and affected users, project partner contacts, and the dissemination timescales).

Keywords: Dissemination, promotion**Report outcomes**

The principal outcomes of the report are as follows.

- identify the purpose of the report (section 1)
- define the context of the report and review the state of the art (section 2)
- to analyse possible End User requirements (section 3)
- to describe user interface features (section 4)
- to summarise and comment on End User questionnaire results (section 5)
- an End User requirements synthesis (section 6)
- list of references and useful Annexes

These and other conclusions are fully explored in the body of the text.

Document History:**Date**

Version	Status/Revised Paragraph (s)	Dare
1.0	Draft version	10/11/2002 – 19/11/2002

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Executive Summary

Background

This report was completed by the partners of the POESIA Project to provide a plan for the dissemination of Project outcomes. It provides a review of previous, current, on-going and future dissemination activities. Dissemination of the outcomes will be continuous throughout the project and have impact beyond its conclusion.

The aim of this plan is to identify which methods of dissemination that POESIA partners will use. The Plan has identified the following processes for disseminating the project outputs:

- Corporate Identity
- Exhibition
- Project Technical Demonstration Workshop
- General Conference Papers
- Website
- Promotional Literature
- CD-ROM

Purpose of the plan

The purpose of this Dissemination Plan is to ensure the project:

- communicates project results to widest possible audience
- targets specific audiences that will benefit from the products and results: this includes different categories of end users, libraries, researchers, and decision makers
- establishes a coordinated approach to dissemination in order to maximise influence and effect
- uses a variety of techniques as appropriate for the content to be delivered and the respective target audience.

1. INTRODUCTION

The objective of the Dissemination Plan is to identify and organise the activities to be performed in order to promote the exploitation of the project's results and the widest dissemination of knowledge from the project. Dissemination is a horizontal activity within the POESIA Project and concentrates on disseminating POESIA products and results to a wide range of existing or potential users and interested parties.

To fulfill these aims, the VERITE project will work through various carefully focused dissemination activities and via both formal and informal mechanisms.

1.1 Dissemination Policy

- dissemination is an essential component of the POESIA Project and will be undertaken by all partners within their respective spheres of influence
- the intended groups of users are identified in Section 1.2 for the information generated

- accessibility to dissemination will be enabled to the maximum number of potential end users
- dissemination coordination will enable value for money operation of the consortium, while maximising dissemination benefits

1.2 End Users and Target Users

The End User Needs deliverable (deliverable 2.1) defines three kinds of end users for the POESIA project:

- Decision makers: as institutional action and policy normally originates from key local, regional and sometimes national decision-makers, these users are a key audience in the determining the likely use of Internet filtering options. These users can be subdivided into three categories
 - Head of organisation
 - IT co-ordinator/Network Manager:
 - Other decision makers
- Administration users: this category refers to those people who are responsible for installing, organising, administering and using the filtering product to protect the target users concerned. There are two main categories in this group:
 - Parents
 - Administrators
- Target users: these users do not normally make decisions or administer filtering services in an organisation, though they may have responsibilities in the home. They are included as a user group for the POESIA filter as they may be likely end users of the system. Inside this division there are two main categories:
 - Children: this group are not normally considered as a target for dissemination.
 - Staff: this target group are considered as end users for dissemination.

Further users in the dissemination of the POESIA Project include others working in the field, including those associated with Open Source software, researchers in NLP and image analysis, as well as technical, education, sociology and psychology.

Therefore this section has defined two main categories of users for dissemination. The **target audience** is thus described as those users who will be susceptible to dissemination of the POESIA filtering solution and includes researchers, programmers and those involved in making decisions about filtering. A review of the types of centres and contexts is useful in assessing the potential dissemination and utilisation of the product.

1.3 Types of centres and contexts

This section provides a list of examples of typical centres and the contexts in which POESIA filtering software might apply. These include:

- Cybercafes: there are many different types of cybercafe situation, from large public, well organised organisations, to small, local and even private centres. A range of filtering options will thus be necessary. These locations may apply a very

light filtering solution since if users cannot gain access to all internet content then maybe they won't return to the centre. The filtering required for these centres is likely to be reduced to eliminate all illegal activities which could be performed. In other cases where the main clients may be children, more intense filtering may be required.

- Schools: these centres normally require all kinds of content filtering and all services. Schools increasingly use the Internet as a learning tool and maybe also as a learning objective, so many services may need to be accessed. This implies that as many channels as possible will need to be filtered. Of course, the use of the filter will closely be related to the age of the pupils and the likely activities they will undertake.
- Work places: filtering is likely to be restricted in work places to those services that are necessary to work, in many cases other services may be cut to ensure that staff focus on their work and that productivity is maintained.
- Universities: internet access in Universities is a complex issue, there are many different types and categories of users. In some centres Internet technologies may be studied and full access may be needed, whereas in others schools and young children may have access in locations where teachers are being trained. As more universities operate in a community context a wide audience of target users must be catered for. Managed learning services or Virtual Learning Environments (VLEs) are growing in significance in a university context, so filtering of different file types and activities becomes of greater importance. Of course there are still likely to be many centres where Internet access can be approximated to that of a school. However as students move beyond using the Internet as information source, so filtering requirements will become increasingly significant..
- Libraries: access to the Internet in libraries is often based on computers that can be used by all people. This open-access to computers provides difficult scenarios for monitoring and managing the activities that are being undertaken as has been highlighted by Burt (1999). In many cases, there may be too few computers for the users who want to access the Internet. So content filtering might be used not only to restrict access to dangerous sites, but also to reduce the number of undesirable users who use the service since there are some that use the library to visit pornographic and other non-useful sites (NCTE, 2002b). Another reason to implement filters in libraries is that there will be a wide variety of user ages, so studies have shown that libraries can be the point of access to dangerous content for children (Burt, 1999; Censorware, 1999; Censorware 1998a).
- Play centres and leisure clubs where young people have access to the Internet. These are often locations where they can go after school, while parents are still at work. In these places there are likely to be similar filtering needs as in schools.
- Other small Networks: including home use, where computers are linked together by network connections (both wired and wireless). The development of new devices and wireless services also makes home networking more common, so the need for Internet filtering when more than one terminal is being used to access information remotely necessitates the consideration of local secure filtering solutions.

Dissemination therefore will be linked to those making filtering decisions in these organisations and contexts.

2. Dissemination strategy

2.1 Establishing conduits to disseminate the outcomes of POESIA

A number of routes will be used to disseminate information about and solicit input into the POESIA project. This requires formal and informal contact between actors in the project and beyond. The following dissemination routes can be envisaged:

2.11 Electronic mailing lists

2.11a Internal Lists: An electronic mailing list has been established for the POESIA project which aims to provide a mechanism for internal project communications. Currently this includes members of the project team from each partner and others with specific links to the project outcomes. There is a consortium list and developer and end user lists.

2.11b External Lists: External mailing lists are used to communicate to the wider community. POESIA will aim to use existing mailing lists for its external communications.

2.12 Training, demonstration and exhibitions

The POESIA Project will use training, demonstration and exhibitions as mechanisms for external dissemination. These groups will provide a feedback loop for formative evaluation and also as a means of dissemination.

2.13 conference presentations and research publications

The POESIA Project will use conference presentations to promote the research, activities and products arising from the project outcomes. By using these mechanisms for external dissemination a wide range of different target audiences will be reached. These groups will also provide a peer-reviewed formative evaluation loop.

2.14 Open Source activities

The POESIA Project will be unique in its Open Source approach to filtering. This group, by its very nature, will be actively targeted through e-mailing lists, chat and other aspects of the Open Source community. Dissemination here will involve intensive feedback as Open Source hackers attempt to break the code used thus providing an effective formative and summative evaluation feedback loop to the project partners.

2.2 Publications programme

A publications toolbox is envisaged to support all partners in their dissemination of the POESIA Project. This will include items such as presentations, leaflet, information sheet, press releases. The aim of this promotional toolbox is to provide:

- targeted informational literature designed to raise awareness about POESIA, and its activities

- instructional technical and non-technical literature derived from experiences across POESIA. Such literature may include:
- methodological guidelines and technical reports
- some approaches to POESIA filter use, including FAQs
- the POESIA Web site

2.3 Other mechanisms for disseminating material

2.31 World Wide Web

In addition to its use of electronic mailing lists, POESIA is currently establishing a web presence. The pages will include:

- information about POESIA and its activities including contact details, background information, working papers, events (seminars, workshops, conferences) etc.
- instructional materials (the web in this respect acts as a principal means of publication);
- frequent news and updates to keep the community informed

For internal communication, the web site is also by POESIA as the principal means of distributing administrative, policy, and procedural documents for use by members of consortium. Where necessary, documents and sets of documents may be accommodated on password protected pages and thus made accessible to selected individuals and/or groups.

2.32 Printed promotional materials

POESIA partners will print copies of selected informational/publicity and/or materials for distribution as required.

2.4 Disseminating to potential POESIA Users

POESIA targets those communities which have a crucial stake in its activities and for each User community identified.

The following End User groups have been identified along with types of dissemination proposed:

Target	Target Group	Dissemination Profile
<u>Decision makers</u>	Head of organisation IT co-ordinators or Network Manager: Other decision makers ISPs and Web hosting companies	Web site e-mail list Leaflets Training Demonstrations Exhibitions Via national and regional agencies

		Direct email On-line forum
<u>Administration</u>	Parents Administrators	Web site Leaflets Demonstrations Exhibitions Internet Safety projects Via national and regional agencies
<u>Target users</u>	Children: Teaching Staff:	Web site As decision makers above plus specific events like eScola
<u>Further Users</u>	Researchers Open Source community Educationalists Organisations	Conferences Publications Training Demonstrations and exhibitions

Target	Target context	Dissemination Profile
<u>Contexts</u>	Cybercafes	Web site Leaflets Internet Safety projects
	Schools	Web site Events Leaflets Internet Safety projects National organisations Teacher trainers
	Work places	Web site Internet Safety projects
	Universities, Colleges and Teacher training institutions	Web site National and international networks Special events Publications and presentations
	Libraries	Web site National and international networks Special events Publications and presentations
	Play centres and leisure clubs Other small Networks	As above

2.5 Geographical coverage

End User and developer partners in the different countries will ensure regional and national dissemination coverage. Partners are members of European and Global networks and these will be widely used to access target audiences, like libraries, schools and the Open Source community.

3. POESIA Access and Availability

The POESIA filter and information pack will be widely available to download (for free) through the POESIA Project Web site. Promotion of this will be undertaken through many channels. Information will be archived that may be needed at a later date. Information will be provided in a number of alternative formats in order that it is accessible to all members of the intended user group(s). Requests for information will be enabled through multiple means, including FAQ, information pack, Web site and archive.

Project information will be delivered directly to groups of intended users as those who have asked to be kept informed of progress. This has been enhanced by partners undertaking strong networking with User Groups and through collaboration in Internet Safety projects.

Strategies for promoting awareness of the availability of research-based information are enabled through their availability in alternative formats. Activities are planned to inform selected targeted group(s) about the availability of your information.

4. Dissemination Materials

Dissemination materials will be produced with the agreement of all of the project partners. End User partners are responsible for the design and development of all formal project communications prior to dissemination. Branded dissemination products are developed to give a clear message encouraging corporate identity in all cases.

5. Events, training and Product Development

The dissemination plan includes a number of training activities and events in testing and evaluating the POESIA filter solution. Other promotional events are proposed, such as:

- conferences,
- workshops,
- academic activities and courses,
- on-line events (like eScola)
- linking to other projects and activities
- meetings,
- computer-based discussion lists, and products, such as:
- reports, journal articles, newsletters, and
- the project website

These are primary tools to help the POESIA team reach their dissemination goals with certain target audiences.

Annex 1: Timeline for dissemination

Type of dissemination	Pilot planning (T12)	Pilot Testing (T18)	Project End (T24)
Conferences, Exhibitions and workshops	<p>CEA september 2002 paper to CORESA03, "Architecture du système POESIA de filtrage de contenu Internet", presented at Lyon (France), January 16th 2003.</p> <p>CEA october 10th 2002 participation to a meeting organised by ATICA (Paris, France)</p> <p>ENIC International Conference (icvgip) 2002</p> <p>FCR Citizenship in Education conference, June 2002</p> <p>HOPE Schoolnet Workshop Oct 2002</p> <p>HOPE eSafe launch Nov 2002</p> <p>ILC Workshop of the Italian Society of COMpexity and Chaos (SICC) "Complexity and Life Sciences", Pisa, 14th and 15th June, 2002</p> <p>ILC Workshop on "Non-stationary time series: a theoretical, computational and practical challenge", Denton; Texas (USA), 13-19 October 2002</p> <p>META Conference paper</p> <p>PIXEL 28th February 2002 (FG) Informal Presentation at Educational Fair</p> <p>PIXEL 12-13-14-15 April 2002 (FG) Informal Presentation at Educational Fair</p> <p>PIXEL 17th May 2002 (EDD) Informal presentation of the Project and Questionnaire</p> <p>PIXEL 28th May 2002 (FG) Formal</p>	<p>ENIC International Conference (computer vision pattern recognition)</p> <p>FCR T16 – Participation in a international education conference</p> <p>HOPE international conference</p> <p>ILC International Conference, Workshop</p> <p>ILC National Conference, Workshop</p> <p>META Conference paper</p> <p>META Exhibition</p> <p>META Product demonstration</p> <p>UEM Academic presentation / tutorial in conference</p> <p>UEM Exhibition</p>	<p>ENIC National Conference (Coresa 2004)</p> <p>FCR T22 – Participation at International Workshop</p> <p>HOPE international conference</p> <p>ILC International Conference, Workshop</p> <p>ILC National Conference, Workshop</p> <p>META Conference papers</p> <p>META Exhibition</p> <p>META Product demonstration</p> <p>UEM Academic presentation / tutorial in conference</p> <p>UEM Exhibition</p>

Type of dissemination	Pilot planning (T12)	Pilot Testing (T18)	Project End (T24)
	presentation at Conference UEM Academic presentation / tutorial in conference UEM Exhibition		
Consultation		META	META HOPE
Leaflet dissemination	All partners	All partners	All partners
Mailing lists/ press releases/newsletters	ENIC Groupe des écoles des télécommunications 19, july-august 2002 HOPE Education mailing lists META PIXEL 5 th June Mailing list dissemination UEM Press release	HOPE Education mailing lists ENIC Regional News letters HOPE Education mailing lists HOPE Regional dissemination META UEM Mailing list dissemination UEM Press release	FCR T24 – Publicity Mailing (letter + leaflet) to: - public authorities - teachers, decision-makers - educational institutions libraries HOPE Education mailing lists HOPE Regional dissemination META UEM Mailing list dissemination ENIC Regional News letters
Publications	ENIC International journal, Image vision and computing, special issue, accepted ILC Paper on international journals UEM Academic paper	UEM Academic paper HOPE End User needs article ILC Paper on international journals META Journal article	UEM Academic paper HOPE End User needs article ILC Paper on international journals META Journal article
Technical Report	ENIC Technical Report UEM Technical Report ILC Technical Report	ENIC Technical Report UEM Technical report ILC Technical Report META Technical Report	UEM Technical report ILC Technical Report META Technical Report
Training		HOPE	META
Web site	All partners	All partners	All partners
Other			FCR T21 Dissemination among industry

Annex 2: Dissemination Materials

Partner	Objective	Type of media	date	Other Comments
ENIC	Promote Poesia	News Journal	100 July-Augut 2002	
ENIC	Promote an open source poesia image processing soft	Proceedings, Poster	16-18 december 2003	
ENIC	Promote an open source poesia image processing soft	Oral presentation, proceeding, Soft demonstration	2003	
ENIC	Promote an open source poesia image processing soft	Presentation, Soft demonstration	2004	
ENIC	Promote an open source poesia image processing soft	40 technical reports, Web site	2002	France
ENIC	Promote an open source poesia image processing soft	40 technical reports, Web site	2003	
ENIC	Promote an open source poesia image processing soft	Paper and Presentation	2003	
ENIC	Promote an open source poesia image processing soft	paper	2003	
ENIC	Promote Poesia	paper	2003-2004	
FCR	Dissemination Web site	Main on-line dissemination tool, with access to download POESIA filter		
FCR	PowerPoint template	Use for partners in dissemination events where POESIA will take place		The design will be based in the POESIA dissemination web site
FCR	Leaflet	It will be distribute in events and send by courier to possible users		The design will be based in the POESIA dissemination web site
FCR	Pre-written Press Article	Article "Model" to disseminate POESIA		
FCR	POESIA project Banner	It will link POESIA project web site		The design will be based in the POESIA dissemination web site
HOPE	POESIA Leaflet	Creation of POESIA Leaflet	April 2002	Sent as doc, html, pdf to all partners
HOPE	POESIA Web design	Support for design and dissemination potential	April – Dec 2002	
HOPE	POESIA leaflet	Used to promote project	April 2002 onwards	
HOPE	presentation	Used to promote End User survey technique and initial results	October 2002	

Partner	Objective	Type of media	date	Other Comments
HOPE	presentation	Used to promote End User survey results – cross cultural findings	November 2002	Updated as further data becomes available
HOPE	Publications	Publications and presentations	April 2002 onwards	
ILC	Promote the NLP-based POESIA filtering methodology	Oral presentation	14-15 June 2002	
ILC	Promote the NLP-based POESIA filtering methodology	Oral presentation Academic paper in the proceedings	13-19 October 2002	
ILC	Promote the NLP-based POESIA open source filter	Oral presentations Academic papers Soft demonstrations Posters	2003	
ILC	Promote the NLP-based POESIA open source filter	Oral presentations Academic papers Soft demonstrations Posters	2004	
META	Spread information to the specialist public	<i>Conference paper</i>	T24	
META		<i>Demo (sw application)</i>	T24	
META	Technical information for users	<i>powerpoint or pdf slides</i>	T24	
META	Raise interest on Poesia in the open-source community; sustain an opensource community in further developing Poesia	<i>Web site pages, web site, mailing list, documentation</i>	After T24;	
PIXEL	Disseminate the project to general public	Web site	January 2002	The POESIA project has been presented on the PIXEL web site in January 2002. A more detailed description and a link to the Poesia web site will be implemented in June-July 2002
PIXEL	To Present the project and the questionnaire	PowerPoint presentation	28 May 2002	The project presentation in Italian will be ready by the 27th of May to be presented at the “Safe Internet Conference”, Florence 28th May 2002

Partner	Objective	Type of media	date	Other Comments
PIXEL	Present the project and provide questionnaires filled	Mailing lists	By 15 th June 2002	
UEM	Marketing expected scientific contributions	Powerpoint presentation	March 13, 2002	See sftp://www2.poesia-filter.org/partnersprivate/dissemination/uem/020313AC PRES_README.txt
UEM	Marketing expected scientific contributions	Powerpoint presentation	March 14, 2002	See sftp://www2.poesia-filter.org/partnersprivate/dissemination/uem/020314AC PRES_README.txt
UEM	Marketing expected general contributions	Powerpoint presentation	May 08, 2002	See sftp://www2.poesia-filter.org/partnersprivate/dissemination/uem/020508INS PRE_README.txt
UEM	Marketing expected scientific contributions, attracting collaboration	Portable document format	May 12, 02	See sftp://www2.poesia-filter.org/partnersprivate/dissemination/uem/020512AC PAP_README.txt
UEM	Marketing expected scientific contributions	Portable document format	August 19, 02	See sftp://www2.poesia-filter.org/partnersprivate/dissemination/uem/020819AC TUT_README.txt
UEM	Marketing expected scientific contributions, attracting collaboration	Portable document format, MS Word, Powerpoint	September 13, 02	See sftp://www2.poesia-filter.org/partnersprivate/dissemination/uem/020913AC PAP_README.txt sftp://www2.poesia-filter.org/partnersprivate/dissemination/uem/020913AC PRES_README.txt sftp://www2.poesia-filter.org/partnersprivate/dissemination/uem/020913AC BRO_README.txt

Annex 3: Dissemination Activities

Partner	Date	Objective	Type of activity	Audience (numbers, type)	Location (country)
ENIC	July-Augut 2002	Promote Poesia		Researchers and the managers of Groupe des écoles des télécommunications,	France
ENIC	16-18 december 2003	Promote an open source poesia image processing soft		200 researchers in image processing area,	India
ENIC	2003	Promote an open source poesia image processing soft	Presentation	100 researchers in image processing area,	France
ENIC	2004	Promote an open source poesia image processing soft	Presentation	100 persons	France
ENIC	2002	Promote an open source poesia image processing soft	Technical report	researchers from Université of Lille in image processing area,	France
ENIC	2003	Promote an open source poesia image processing soft	Technical report	researchers from Université of Lille in image processing area,	France
ENIC	2003	Promote an open source poesia image processing soft	Paper and Presentation	researchers in image processing and pattern recognition area,	USA
ENIC	2003	Promote an open source poesia image processing soft	paper	researchers in image processing and pattern recognition area,	Image processing and pattern recognition community
ENIC	2003	Promote an open source Poesia image processing software	proceedings	research in image processing and pattern recognition area,	Portugal
ENIC	2003-2004	Promote Poesia	paper	More 1000 persons (Administration, school, ...)	France
FCR	4/03/02	Disseminate project	Conference	School teachers	Tortosa, Spain
FCR	4/03/02	Disseminate project	Conference	Pupils	Tortosa, Spain
FCR	9/03/02	Disseminate project	Conference	School teachers	Sabadell, Spain
FCR	20/03/02	Disseminate project	Conference	Parents and school teachers	Vic, Spain
FCR	15/04/02	Disseminate project	Conference	School teachers	Lleida, Spain
FCR	18/04/02	Disseminate project	Conference	Parents and school teachers	Vilassar, Spain
FCR	25/04/02	Disseminate project	Conference	School teachers	Badalona, Spain

Partner	Date	Objective	Type of activity	Audience (numbers, type)	Location (country)
FCR	9/05/02	Disseminate project	Conference	School teachers	Barcelona, Spain
FCR	30/05/02	Disseminate project	Conference	School teachers	Girona, Spain
FCR	12/09/02	Disseminate project	Conference	School teachers	Manresa, Spain
FCR	July 02	Present results of the POESIA questionnaire	Meeting	Local Authorities	Barcelona, Spain
FCR	13/03/02	Project Promotion	Spanish education fair	Teachers, pupils and parents	Madrid, Spain
FCR	19/04/02	Project Promotion	Catalan education fair	Teachers, pupils and parents	Barcelona, Spain
FCR	8-9/6/02	Project Promotion	Children focused fair	Teachers, pupils and parents	Masquefa, Spain
FCR	26/06/02	Disseminate Project	Presentation of a paper in a conference	350 participants	Barcelona, Spain
FCR	7/11/02	Disseminate Project	International event held in the FCR, presentation of POESIA project	Members from education institutions, local media and members of the EC	Barcelona, Spain
HOPE	14/10/02	Disseminate Project	Conference presentation		Barcelona
HOPE	23/11/02	Disseminate Project	eSafe workshop presentation		Luxembourg
HOPE	2003 and 2004	Disseminate Project	Presentation and leafleting	Teachers and Advisors at BETT Conference	UK
HOPE	June 2003	Disseminate Project	Presentation conference paper	Distance learning experts	Greece
HOPE	April 2003 and 2004	Disseminate Project	eSchola	Teachers and experts	Global
HOPE	From May 2002	Regional and national dissemination	Via mailing lists, workshops and conferences	Teachers and advisors	Regional and national
ILC	14-15 June 2002	Promote the NLP-based POESIA filtering methodology	Oral presentation	Researchers in the NLP community	International NLP community
ILC	13-19 October 2002	Promote the NLP-based POESIA filtering methodology	Oral presentation Academic paper in the proceedings	Researchers in the NLP community	International NLP community
ILC	2003	Promote the NLP-based POESIA open source filter	Oral presentations Academic papers Soft demonstrations Posters	Researchers in the NLP community	International NLP community
ILC	2004	Promote the NLP-based POESIA open source filter	Oral presentations Academic papers Soft demonstrations	Researchers in the NLP community	International NLP community

Partner	Date	Objective	Type of activity	Audience (numbers, type)	Location (country)
			Posters		
META	Monthly	Create a deeper understanding of the importance of web filtering and of the relevance of the Poesia project	<i>Presentation</i> on technological issues of the POESIA project	META Customers (e. g. Museum, public institution)	Italy
META	Monthly	Create interest over possible industrialization of the project	Consultation <i>with experts</i>	IT specialist, managers, network admin	Italy
META	T18-T24	Spread information to a broader public	Journal article	Non specialists	Italy
META	T24 and after	Technical information for users	Training	IT specialists	Italy
META	T18	Raise interest on Poesia in the open-source community	<i>Web site pages</i> , web site mirroring, posting to opensource mailing list	Opensource community	World
META	T24	Spread information to the specialist public	<i>Conference paper</i>	IT specialists, Managers	Italy
META	T12-	Advising and discussing the project	Consultancy	Filtering aware managers	Europe
META	T18-T24 and after	Showing and demonstrating the effectiveness of Poesia	Exhibition	META Customers (e. g. Museum, public institution, large companies, universities)	Europe
META	T18-T24 and after	Demonstration of functionalities and configurability issue	<i>Product demonstration</i>	META Customers (e. g. Museum, public institution, large companies, universities)	Europe
META	After T24	Sustain the further opensource development of Poesia application	<i>Web site management, mailing list management and administration, development and documentation</i>		World
PIXEL	28/02/2002	To present the project and to create contacts for the sending of the questionnaire	Educational fair: TED 2002, organized by Municipality of Genova and the Ministry of Education informal presentation	Target group: students, teachers and Educational Public authorities, general public. Number of people reached: about 25 with an informal presentation of the project	Genova, IT
PIXEL	12-15/04/2002	To present the project and to create contacts	Educational fair/seminar: “Mediashow”	Target group: Educational public authorities, students and	Melfi (PO) IT

Partner	Date	Objective	Type of activity	Audience (numbers, type)	Location (country)
		for the sending of the questionnaire	organized by municipality of melfi in cooperation with Italian Minister of Education informal presentation	teachers, schools' administrators, public authorities (educational and not). People disseminated: about 50	
PIXEL	17/05/2002	To distribute the questionnaires	"Job fair": "Work-in", organized by Province of Arezzo	Target Group: schools teachers and students, unemployed people, private companies	Arezzo, IT
PIXEL	28/05/2002	To present the project and to create contacts for the sending of the questionnaire	Conference: "Internet sicura" organized by INDIRE, Florence Formal presentation		Firenze IT
UEM	March 13, 02	Marketing expected scientific contributions	Personalised	NLP experts	France
UEM	March 14, 02	Marketing expected scientific contributions	Personalised	NLP experts	Spain
UEM	May 08, 02	Marketing expected general contributions	Personalised	UEM staff and students	Spain
UEM	August 19, 02	Marketing expected scientific contributions	Personalised	NLP & ML experts	Finland
UEM	September 13, 02	Marketing expected scientific contributions, attracting collaboration	Personalised	NLP experts	Spain

Annex 4: POESIA Dissemination Web Site

