



Project Deliverable D3.1

Project Number: 231665	Project Acronym: ISTOK-SOYUZ	Project Title: Information Technologies to Open Knowledge for Eastern Europe and Central Asia
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Instrument: SUPPORT ACTION	Thematic Priority INTERNATIONAL COLLABORATION
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Title D3.1 - Report on Awareness raising and dissemination campaign

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Start date of project: January, 1st 2009	Duration: 30 months
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Organization name of lead contractor for this deliverable: RTTN	Document version: V1.0
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Dissemination level (Project co-funded by the European Commission within the Seventh Framework Programme)	
PU Public	X
PP Restricted to other programme participants (including the Commission	
RE Restricted to a group defined by the consortium (including the Commission)	
CO Confidential, only for members of the consortium (including the Commission)	

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Abstract :

The present document - Awareness Raising and Dissemination Plan (ARDP) summarises the dissemination activities planned by the ISTOK-SOYUZ partners during the project. The deliverable consists of three iterations: the current version (version v1) is a communications strategy for all those partners involved in the dissemination and will be a guide for all those involved in dissemination. A second version will be produced at month 15 of the project and will contain an overview of the dissemination activities carried out in the first 15 months of the project as well as plans for the remaining months. The third version – Final report - will be produced at the end of the project and provide a summary of what was achieved during the project with regard to dissemination.

Erreur ! Source du renvoi introuvable.	ISTOK-SOYUZ	Report on Awareness raising and dissemination campaign (v1.0)
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Draft v1
February 20, 2009 RTTN



Awareness Raising and Dissemination Plan

Version 1

Abstract:

One of the key areas of ISTOK-SOYUZ is disseminating knowledge about ICT R&D collaboration opportunities with European Union. In order for the project to be successful, it is important to proactively raise awareness about EU ICT programme and benefits of mutual collaboration between European Union and all 12 addressed countries of Eastern Europe and Central Asia among the various ICT stakeholders, researchers and specialists both in EU and EECA countries.

The Awareness Raising and Dissemination Plan (ARDP) summarises the dissemination activities planned by the ISTOK-SOYUZ partners during the project. The deliverable consists of three iterations: the current version (version v1) is a communications strategy for all those partners involved in the dissemination and will be a guide for all those involved in dissemination. A second version will be produced at month 15 of the project and will contain an overview of the dissemination activities carried out in the first 15 months of the project as well as plans for the remaining months. The third version will be produced at the end of the project and provide a summary of what was achieved during the project with regard to dissemination.

The purpose of the ARDP is to provide a strategy for using and disseminating knowledge throughout the project and to complement what has been already described in the Description of Work (DoW).

The main target audience for this document is the project partners, in particular, those involved in the dissemination activity. It is strongly recommended that the project partners in target countries should develop the short version of “country ARDP” on the base of this document.

The ISTOK-SOYUZ Project

The ISTOK-SOYUZ Project is a special support action co-funded by the FP7 ICT programme of the European Commission.

The ISTOK-SOYUZ project, based on the sound outcomes and lessons learnt of ISTOK.Ru project www.istok-ru.eu implemented in Russia in 2006-2008, will expand ISTOK experience to the Eastern Europe & Central Asia (below: EECA) countries, identifying and promoting visibility of mutual RTD potential and collaboration opportunities.

The 30-month project started on 1 January 2009 and aims to:

- promote the EU ICT programme, raise awareness about benefits of mutual collaboration and identify ICT landscape and potential for R&D ICT collaboration between European Union and all 12 addressed countries of Eastern Europe and Central Asia;
- expand EU-Russian ICT research community to 4 other targeted countries (Ukraine, Belarus, Armenia and Kazakhstan) through opening of ISTOK competence platform to these countries and implementing pilot actions as well as networking & brokerage events aiming to increase visibility of cooperation opportunities;
- provide support to the teams from targeted countries in order to increase number of ICT FP7 partnerships between researchers from Europe and targeted countries. The project activities will be done in collaboration with national stakeholders and other relevant co-operation projects in view of exploiting synergies and maximising impact.

Clustering approach involving two other projects started in parallel with ISTOK-SOYUZ - SCUBE-ICT and EXTEND – will be applied (in particular for the specific activities in Ukraine, Belarus, Armenia) in order to increase the benefit for the joint EU – EECA research from the support actions of three projects.

The ISTOK-SOYUZ Consortium consists of:

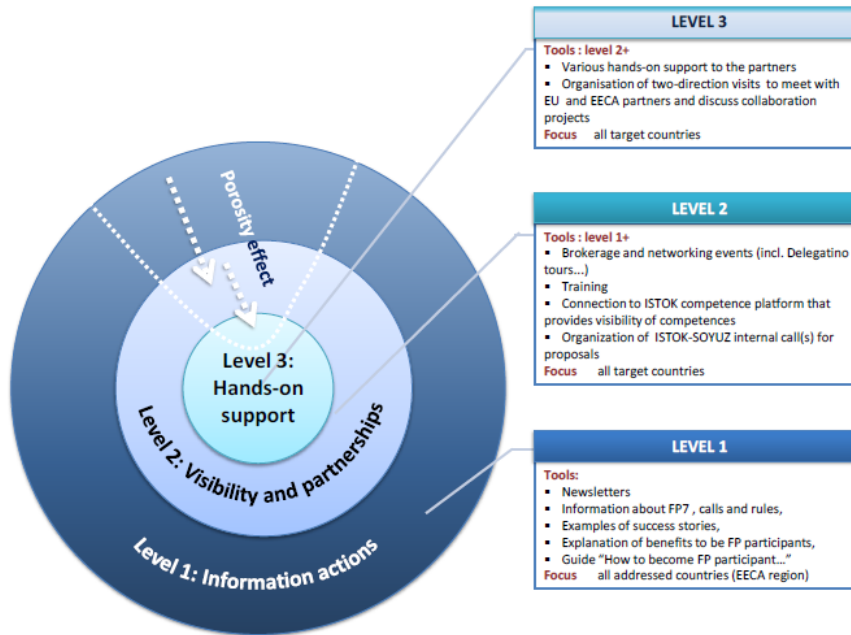
Participant no. *	Participant organisation name	Part. short name	Country
1 (Coordinator)	Inno AG	inno	Germany
2	Russian Technology Transfer Network	RTTN	Russia
3	Institute for System Programming of the Russian Academy of Sciences	ISPRAS	Russia
4	Technology Business Incubator “Kharkov Technologies”	TBI	Ukraine
5	Republican Centre for Technology Transfer	RCTT	Belarus
6	Yerevan State University ICT Educational and Research Center	YSU	Armenia
7	Fondation Sophia-Antipolis	FSA	France
8	JSC National Innovation Fund	NIF	Kazakhstan

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Executive summary

Information and awareness raising campaign represents one of the key pillars of the project. Corresponding to the largest (external) circle of the project concept, a continuous information and awareness raising campaign is a transversal element covering all 9 countries addressed by the ISTOK-SOYUZ project.



The purpose of this deliverable is to provide a formal planning document for using and disseminating knowledge throughout the project.

This document aims to go a step further than what described in the ISTOK-SOYUZ technical annex (DoW) in terms of what should be done to raise awareness about the project and its objectives. The plan includes all required tools to be used by ISTOK-SOYUZ project in different EECA countries.

This document also addresses role and responsibilities and identifies the audience and the key messages that should be brought across.

The main objectives of the dissemination activities will be:

- to achieve visibility for the project activities and its findings across EU and EECA countries;
- to promote the view that mutual collaboration between EU and EECA countries ICT communities is the benefit for all the parties involved;
- to raise awareness about the possibility to increase visibility of cooperation opportunities and build ICT FP7 partnerships between researchers from Europe and targeted countries;
- to raise awareness about the importance and role of co-operation strategies and approaches in the field of ICT R&D with addressed countries amongst key stakeholders.

The focus of the awareness raising and dissemination activities is put on the following subjects :

- EU-EECA countries collaboration opportunities in the ICT field (eg. FP7 calls for proposals...);
- ICT networks and technology platforms;
- Competencies mapping of EECA countries and EU ICT actors;
- Priorities for strategic cooperation between EU and EECA countries linked to ICT FP7 programme

Responsibilities

ISTOK-SOYUZ Work Package 3 (WP3) defines the plans, the roles and responsibility of the partners for using and disseminating knowledge for the duration of the project. As stated in the DoW “WP3 corresponding to the first level of the collaboration establishment intensity will structure the information and awareness raising campaign on the collaboration opportunities in all addressed countries. Also the information and awareness campaign will last during a whole project live cycle; the WP3 will prepare the inputs into WP4 and the development of partnerships building activities”.

RTTN leads the workpackage, coordinates the PR activities and the organisation of the related ISTOK-SOYUZ events. All other project partners will to various degrees, actively be involved in the dissemination.

Audiences

The Dissemination Plan identifies four groups of key audience for ISTOK-SOYUZ as follows:

1. R&D public and private organizations in the ICT area (potential partners in the projects) in EECA countries and European Union
2. Innovation infrastructures and facilitators linked to various R&D organisations - NCPs, associations, networks... (those who have access to potential project partners) – in EECA countries and European Union
3. Policy makers relevant to R&D ICT (those who make decisions in R&D priorities) in EECA countries and European Union
4. Other interested parties, including relevant mass media

Key Messages

The key messages to reach the ISTOK-SOYUZ audience have been identified as follows:

- What the project is about
- What are the project objectives
- Who is involved in the project
- EU-EECA countries collaboration opportunities in the ICT field (eg. FP7 calls for proposals...)
- The importance of the collaboration (and the project) for the EECA and EU countries

Publicity Material

A variety of publicity material will be used to promote the objectives of the project. The means that the project partners will use span over different fields, such as the project web site, fact

sheets, brochures, power point presentations and newsletters. All the publicity material will follow the ISTOK-SOYUZ branding, defined at the start of the project.

Events

Besides the publicity material, a good way to disseminating information about ISTOK-SOYUZ objectives and findings will be through events. The list presented in this document includes both the events to be organised by the project and appropriate external events with project participation.

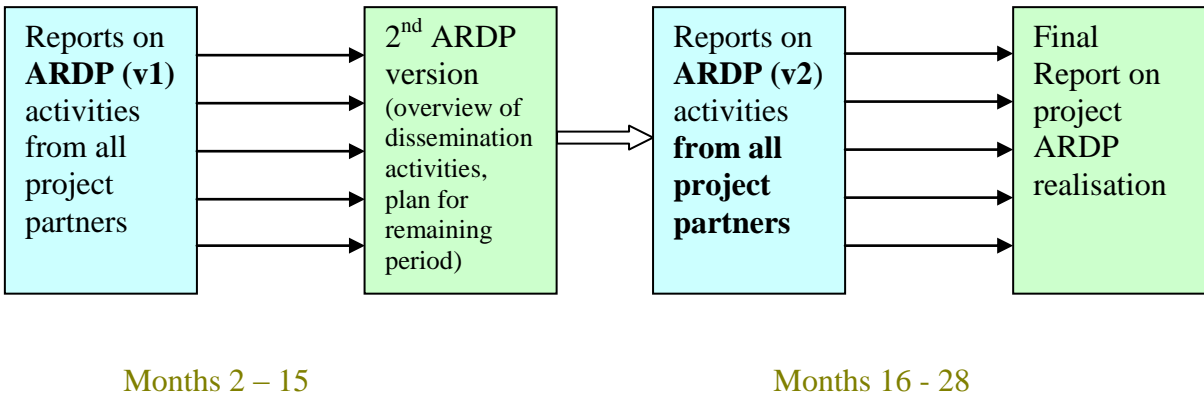
Other dissemination activities

One of the main indicators to measure the success of the dissemination will be represented by the numbers of news items that will appear on (online or paper) magazines and newspapers. ISTOK-SOYUZ partners are invited to contact the media channel to promote the project.

Reporting

The main deliverable of this ARDP (to be delivered to European Commission) is the **Report on Awareness Raising and dissemination campaign**. According to the DoW the **final report on ARDP** should be prepared by the Month 28.

This final ARDP report will be based on the inputs in ARDP activities in the targeted countries performed during the project lifetime in accordance to the next iteration process:



These **Reports on ARDP activities from all project partners** should be treated as internal ARDP deliverables. The format of planning and reporting on ARDP activities is presented in this document.

Some of the ARDP’ most important activities according to the DoW need special deliverables to be prepared.

1. Introduction

The ISTOK-SOYUZ project, based on the sound outcomes and lessons learnt of ISTOK.Ru project www.istok-ru.eu implemented in Russia in 2006-2008, will expand ISTOK experience to the Eastern Europe & Central Asia countries, identifying and promoting visibility of mutual EU-EECA countries RTD potential and collaboration opportunities.

ISTOK-SOYUZ is an **International cooperation** support action which aims to reproach the ICT researchers from **Europe and Eastern Europe and Central Asia** and to foster joint collaboration opportunities.

ISTOK-SOYUZ will promote the EU ICT programme, raise awareness about benefits of mutual collaboration and identify ICT landscape and strategic priorities for collaboration between the European Union and the Eastern Europe and Central Asia. ISTOK-SOYUZ intends to expand the EU-Russian ICT research community to the community in the targeted countries through the opening of an ISTOK competence platform for these countries and implementing pilot actions aiming to increase the visibility of cooperation opportunities. The strong outcome of the project will be hands-on support and specific funding for the teams in order to increase the number of ICT partnerships between Europeans researchers and researchers from Russia, Ukraine, Belarus, Armenia, and one more EECA country with biggest collaboration potential. The project activities will be done in collaboration with national stakeholders and other relevant co-operation projects in view of exploiting synergies and maximising impact.

Disseminating knowledge and results is a crucial part of a project like ISTOK-SOYUZ, as in order to be successful it is important to raise awareness about the objectives of the project and attract interest from ICT R&D communities, supported infrastructure organizations (like NCPs – National Contact Points of EU’ 7th Framework Programme) and governments.

The purpose of the dissemination plan is to provide a strategy for using and disseminating knowledge throughout the project and to complement what has been already described in the DoW.

The deliverable will be updated at M15 and finally at M30 of the project.

The main target audience for this document is the project partners, in particular, those involved in the dissemination activity.

2. Responsibilities for the Dissemination Activity

ISTOK-SOYUZ Work Package 3 deals with using and disseminating knowledge for the duration of the project. As stated in the DoW “WP3 corresponding to the first level of the collaboration establishment intensity will structure the information and awareness raising campaign on the collaboration opportunities in all addressed countries. Also the information and awareness campaign will lasts during a whole project live cycle; the WP3 will prepare the inputs into WP4 and the development of partnerships building activities ”.

In order for the project to be successful it is vital that the results achieved, methodology developed and the studies carried out by the ISTOK-SOYUZ partners are promoted in the countries that are involved in the project, reaching both local ICT R&D communities and decision makers. Being the topics explored by ISTOK-SOYUZ of general importance it is envisaged that the studies, databases, methodology developed and the recommendations that will be produced during the life time of the project will be available to anybody who is interesting in establishing ICT FP7 partnerships between researchers from Europe and targeted countries and also in developing cooperation strategies in ICT R&D sphere.

RTTN will lead the workpackage, coordinate the PR activities and the organisation of the related ISTOK-SOYUZ events.

The partners involved will work closely with RTTN in order to provide inputs for all the dissemination activities therefore playing an important role in disseminating information.

The results that this WP aims to achieve are:

- to achieve visibility for the project and its findings across EU and EECA countries;
- to promote the view that mutual collaboration between EU and EECA countries ICT communities is the benefit for all the parties involved;
- to raise awareness about the possibility to increase visibility of cooperation opportunities and build ICT FP7 partnerships between researchers from Europe and targeted countries;
- to raise awareness about the importance and role of co-operation strategies and approaches in the field of ICT R&D with addressed countries amongst key stakeholders.

The focus of the awareness raising and dissemination activities is put on the following subjects :

- EU-EECA countries collaboration opportunities in the ICT field (eg. FP7 calls for proposals...);
- European ICT networks and technology platforms;
- Competencies mapping of EECA countries and EU ICT actors;
- Priorities for strategic cooperation between EU and EECA countries (in particular, relevant to the priorities of 7th Framework programme)

3. Audiences

The Dissemination Plan identifies four groups of key audience for ISTOK-SOYUZ as follows:

1) EECA countries and European R&D public and private organizations in the ICT area (potential partners in the projects):

- *R&D ICT centers of excellence, R&D institutions and higher education institutions having strong competencies in the ICT field*
- *SMEs and large companies working with ICT R&D*
- *Personnel of organisations- participants from previous FP projects*

2) EECA countries and European innovation infrastructures and facilitators linked to various R&D organisations - NCPs, associations, networks... (those who have access to potential project partners)

- *Organisations of ICT/ innovation infrastructure – for instance technology transfer centers, EEN centers, etc*
- *National and regional ICT contact points*
- *Technology platforms and NoEs*
- *ICT associations with international dimension activities*

3) EECA countries and European policy makers relevant to R&D ICT (those who make decisions in R&D priorities)

- *Ministries and agencies in charge of design and implementation of ICT policy*
- *In some cases, regional authorities responsible for the ICT development*

4) Other interested parties

- *ICT journalists/mass media community oriented around ICT, science, innovation, who can help diffuse information and raise awareness, etc*

It is likely that the various countries involved in the project will have different views regarding the way the targeted audiences need to be reached at country level, for instance it might help to provide information in the local language. It is also envisaged that some of the ISTOK-SOYUZ publicity material will be translated into some local languages to better target political audiences in key countries.

Once the targets have been identified, it will be easier to reach them by targeting specialised media.

4. Messages

The key messages to highlight in dissemination include:

- What the project is about
- What are the project objectives
- Who is involved in the project
- EU-EECA countries collaboration opportunities in the ICT field (eg. FP7 calls for proposals...)
- The importance of the collaboration (and the project) for the EECA and EU countries

The bullets listed above should be addressed also through the ISTOK-SOYUZ web site. The ISTOK-SOYUZ leaflet will be used as a tool for describing and promoting the project objectives, its benefits and the expected impact.

The ISTOK-SOYUZ web site and other publications will be described in the next chapter of this document.

Other messages that will also be relevant are:

- Deliverables produced
- Milestones
- Political decisions that can influence the result of the project

It is expected that in the first months of the project the partners will focus on disseminating the general information and the main aim of the project through the national kick-offs and other events with project participation.

It is envisaged that the different messages will be tailored to better suit the national needs.

5. Publicity Material

From the DoW:

Publications produced by ISTOK-SOYUZ will aim to consolidate the information and awareness raising activities, explain in a comprehensive way the FP7 scope and incite the ICT communities in the addressed countries to use opportunities to collaborate with Europe

Some publicity material has been generated during the first two months of the project. Most of this work is focused on the creation of tools that will be maintained and used throughout the project as vehicles to disseminate information about the project and its achievements

5.1. ISTOK-SOYUZ Branding

During the first two months of the project the ISTOK-SOYUZ branding has been defined in order to make the project easily recognisable. It represents the stable visual/ textual elements for project presentation and promotion.

Branding pack prepared by RTTN and to be used by the project partners includes:

5.1.1 Project logo

Project logo has been designed by the professional designer and agreed with the partners. The logo brings the message that a human network has been built and is committed to work towards the development of ICT collaboration



Figure 1: ISTOK-SOYUZ Logo

5.1.2 Project slogan

Project slogan has been discussed and agreed with partners during the project kick-off meeting:

BRINGING ICT COMMUNITIES CLOSER

The slogan should be used on project publications (poster, flyer, banner etc...) together with project' full title –

“Information Technologies to Open Knowledge for Eastern Europe and Central Asia”,

representing common meaning of the project.

5.1.3 Other branding elements (Poster, Flyer, Banner, Web banner, Project letterhead)

Based on project logo and slogan other project' branding elements (See annexes 1 – 6) have been developed, including

- Poster
- Flyer
- Banner
- Web banner
- Project letterhead

5.2. ISTOK-SOYUZ Website

The ISTOK-SOYUZ project will design public web-site www.istok-soyuz.eu . The web-site development will be assigned to the external organization. **Web site (first version) opening is foreseen at the end of month 3. The final – extended version is foreseen at month 5-6.** The ISTOK-SOYUZ web site represents the first vehicle in raising awareness of the project and has details of the project events, methodologies, studies, etc.

ISTOK-SOYUZ public website follows the ISTOK-SOYUZ branding.

ISTOK-SOYUZ project Web site plays especially important role in information campaign: it actually integrates in itself practically all dissemination tools, making materials of the project accessible to all target groups. On a site all open materials of the project are placed, including

- materials with information on the EU ICT programme and calls,
- related documents library (including EU and targeted countries national documents), project presentation (-s),
- how to do guides (developed by other projects and ISTOK-SOYUZ) ,
- success stories,
- news from the partners,
- calendar of project events,
- etc.

Web site development and maintaining includes the next stages

- 1) detailed web site specification development (end of month 2)

- 2) programming, testing and first version opening (month 2-3)
- 3) further web site development according to the feedback from the partners and site visitors; final site version opening (month 3-6)
- 4) follow up according to the rules for site updating

Regular updating of website information is a necessary condition of its effective functioning. The project will develop **the detailed follow up rules of a website** which will be used for management of the site contents. These rules should answer questions

- Who prepares the materials for placement on a site - responsible for preparation of materials?
- With what periodicity. Some materials (for example, the general description of the project) are practically constant, while others (for example, project news) require constant updating.
- Who authorizes placement of materials on site
- Who places materials - rules of access to placement, according to hierarchy of participants of process?
- Who are responsible for overall web site administration?

Inno and RTTN will work together to make sure that the information on the website will be kept up-to-date and partners will be prompted to provide contributions about the local dissemination activities. **Project site administrators will be nominated from inno and RTTN.** Local country administrators will be responsible for the local contribution to project web site according to the follow up rules.

An INTRANET area, available at <http://www.inno-projects.net>, has been also created and will be used only by the ISTOK-SOYUZ partners to exchange documents and as a working project library.

Summary:

Dates:

- Web site (first version) opening is -end of month 3. The final – extended version is foreseen at month 5-6.
- Project site administrators nomination – month 3
- The detailed follow up rules of a website (prepared by project site administrators) – month 4

Inputs from the partners- for country ARDP:

- local contribution to project web site according to the follow up rules (news, events, etc)
- project banner with the link to project site placed on partner' web site and other relevant national sites

Reporting:

- No special deliverable is planned for Web site. Information on site development and follow up will be the part of the ARDP (V2) and the final report on ARDP.
- Partners are requested to keep track of all their contributions for the project site

5.3. Common Eastern Europe and Central Asia portal

The ISTOK-SOYUZ project web-site will be linked to a common Eastern Europe and Central Asia portal:

EU-EECA Gateway on ICT research and development

The EECA portal will be designed by SCUBE-ICT project (one of the clustering projects launched in parallel to ISTOK-SOYUZ). ISTOK-SOYUZ partners will be in charge for the delivering necessary information and news.

ISTOK-SOYUZ will be in charge also to integrate the competence platform into EECA portal. Re-development of ISTOK competence platform (according to the new clustering projects' approach to this database of ICT R&D specialists and organisations) will be assigned to the external organization.

Summary:

Dates:

EECA portal opening -end of month 3.

Administrator (responsible for EECA portal) from ISTOK-SOYUZ nomination – month 3

Inputs from the partners:

- local contribution to EECA portal (country information for the initial EECA portal content , news, events, etc) agreed with Administrator from ISTOK-SOYUZ;
- support in filling extended competence platform with at least 500 new entries (short profile with competencies according to the taxonomy) and 50 new profiles (detailed profile) (M30)

Reporting:

- Partners are requested to keep track of all their contributions for EECA portal and competence platform

Deliverables -to be submitted for review to EC

Deliverab No	Deliverable name	WP N°	Lead	Delivery date
D 4.2	extended competence platform	WP4	inno with contribution of TBI-UKR ; ISPRAS, RTTN - RU ; RTTC – BEL; YSU- ARM; NIF-KAZ	M30

5.4. ISTOK-SOYUZ leaflet

ISTOK-SOYUZ leaflet (see annex 7) has been compiled and it will be used to present the project, its goals and contact persons. A project leaflet reflects the status of a project and serves as a prestigious calling card for presentation to influential readers – ICT experts, national and local authorities, stakeholders, media representatives...

Produced early in the lifetime of a project, a leaflet:

- Explains the background for undertaking the initiative;
- Indicates the targeted results,
- Provides an overview of the consortium and contacts: names, e-mail details, websites.

5.5. ISTOK-SOYUZ Project Presentation (slides)

A generic ISTOK-SOYUZ presentation has been developed and follows ISTOK-SOYUZ branding. It can be used by all involved in the project to disseminate the project objectives, its status and the expected results and can be easily adapted by partners for specific audiences and updated with new information. It currently details the structure of the project in terms of objectives, main results that the project aims to achieve, the tools the project will use and benefits for EU-EECA ICT R&D communities. The presentation aims at attracting the interest of ICT R&D organisations that are actively involved or seeking partners for R&D collaboration, the governmental bodies responsible for ICT policy formulation etc..

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

Figure 2: ISTOK-SOYUZ Project Presentation

5.6. Newsletters

A regular newsletter is a key tool to inform relevant target audiences about the evolution of a project. News items, to report about ISTOK-SOYUZ deliverables, events where ISTOK-SOYUZ will be (or was -) presented, important findings etc. will be issued regularly.

According to the 3 clustering projects agreement Newsletters will be produced jointly with SCUBE-ICT and EXTEND projects. RTTN will provide the template for creating the common letter and will ensure electronic diffusion of the newsletter via the ISTOK-SOYUZ database.

4 newsletters will be produced during project lifetime presenting both ISTOK-SOYUZ and clustering projects' key objectives, activities' progress, main outcomes,

Newsletters will be also placed on project website and EECA portal as downloadable pdf files.

5.6.1 The concept of newsletter

- follow to EU projects visibility;
- Flexible structure with short key messages in the first 1-2 pages with the internet-type links to the more detailed information –articles. See example (http://www.istok-ru.eu/files/newsletters/Istok_newsletter1_eng.pdf);
- pdf format allows to place the NL on the project website as downloadable pdf files and also for direct mailing;
- professional level of quality in term of design (project branding for the newsletter in addition to the project logo will be developed);
- bilingual (English and Russia) content;
- involvement of project partners into the content development.

5.6.2 Newsletter process development and contribution from project partners

Newsletter development stages are the next:

- the first short draft of newsletter with the proposed Newsletter topics and ideas (with requested inputs from the partners – both ISTOK-SOYUZ and clustering projects - in bullets prepared by RTTN) is sending to all project partners for their comments and suggestions,
- reworked and edited (according to the comments) more detailed version of the NL with the request to deliver the specific information is sending to all project partners,
- final version of the newsletter being prepared after proofreading and editing delivers to professional designer to design the pdf versions

Newsletters require distribution capacity through appropriate **e-mail distribution list** (see below). The main channels of Newsletter distribution are:

- project website - as downloadable pdf files,
- direct mailing to the ISTOK-SOYUZ expert database,
- mailing before the interview arrangements as the detailed information on the project activities,
- paper copies of the newsletters could be used as a handouts during project awareness raising events.

Summary:

Dates:

Newsletters are ready and distributed - M4, 12, 21, 29

Inputs from the partners:

- local contribution to Newsletters preparation into the “News from partners” section one month in advance to issue – M3, 11, 20, 28;
- contribution to the Newsletters articles in accordance to the requests from RTTN

Reporting:

- Partners are requested to keep track of all their contributions for Newsletters

Deliverables -to be submitted for review to EC

Deliverab No	Deliverable name	WP N°	Lead	Delivery date
D 3.2	4 newsletters	WP3	RTTN	M4, 12, 21, 29

5.6.3 e-mailing list

An extended database is a key element of any information campaign. The ISTOK-SOYUZ database will be elaborated with the inputs of all partners. The database will target 3000

addresses of the ICT specialists in pro rate to the countries' "e-maturity" (=intensity of activities in the ICT R&D sector).

e-mailing list is strongly connected with competence platform database (see 5.3 – registered on EECA portal users) in its final format. But in early stage of the project e-mailing list could be considered as a "row" database of ICT specialists and organisations for the Newsletters distribution and other project materials dissemination. So emailing list does not coincide on 100% with competence platform and could be more in the scale. Project partners are requested to use their own networks, databases of their local partners, Internet search to contribute to the project e-mailing lists.

Excel - format of e-mailing list:

N	Last name	First name	Organisation	Email (personal)

Summary:

Dates:

Local country emailing list for the first Newsletter 1 - M3 with further expanding

Inputs from the partners:

- local contribution to emailing list in accordance to format above – not less that 100 addresses per country

Reporting:

- Partners are requested to keep track of all their contributions for emailing list

5.7 Fact sheets

A number of fact sheets with information needed for promotion of the project, collaboration possibilities, building partnerships, etc will be produced during the project. For example, the fact sheets on ICT European Technological Platforms and Networks of Excellence.

Fact sheets will be produced in pdf format and placed for downloading to project website

5.8 How to do Guide

Project in collaboration with SCUBE-ICT will produce How to do guide - Methodological support tool (designed in English and Russian languages) to help non-EU researchers to understand practical issues linked to the participation in FP7 including (but not limited to)

- FAQs,
- a project fact sheet,
- a STREP proposal toolkit with templates (part B, consortium agreement, cost model analysis, budget template),
- a list of useful links (NCP, collaboration management tools, and project management methods)

Deliverables -to be submitted for review to EC

Deliverab No	Deliverable name	WP N°	Lead	Delivery date
D 3.2	How to Do Guide	WP3	RTTN	M12

5.9 Project articles in specialized journals and newspapers

Partners will prepare the publications in national specialized journals and/or newspapers on project topics. It is planned that at least 2 articles will be prepared and published during project period in each target country.

See also section 6.

Reporting - according to the format presented in section 6

6. Relations with mass-media

Maintain a media relation is normally a key dissemination method and can assist in raising the profile of a project, especially in the early stages.

The project is going to use a number of approaches to work with mass-media which will allow distributing the objective information effectively, both about FP7 ICT programme and project activities. They include:

- careful [selection of mass-media](#) which are focused on the target audiences selected by the project and with which the project will support constant pro-active communications
- Preparation of publications in mass-media preferably directly by the project partner's
- Attraction of journalists to participation in the project events
- Analyse the possibility for carrying out of press conferences or/and interview during the project events. In this case it desirable to produce special press release or use other project promotional materials such as project leaflets/fact sheets/success stories.

Most of the partners involved in ISTOK-SOYUZ have already gained experience working with mass-media and have used local media to promote past or ongoing projects. Therefore they will be expected to utilise the media contacts they already have, and if they do not have any, to build a media contact list to target with news about ISTOK-SOYUZ.

ISTOK-SOYUZ partners are also encouraged to create publicity about the project at local level, providing the messages are in line with the overall messages of the project.

Reporting on relations with mass-media (inputs from the partners)

Relations established (or planned) in the framework of the project

Country	Mass media name (Magazine, newspaper, web portal etc)	Short description of selected mass-media – the type (on-line or traditional), target audience, the type of publications	Type of planned relations, (eg articles publication, inviting to the project events, interviews, press-

			releases etc)
EU			
Russia			
Belarus			
Ukraine			
Armenia			
Kazakhstan			

NOTE: In addition to mass media partners could add also to the table above their own channels of information distribution – web sites, portals, newsletters if they play to use these channels to the information dissemination

Partners are also requested to keep track of all publicity created at local level (according to the template below) and to inform RTTN about all coverage in order to detail this information in the next version of this deliverable.

- Name of (online or traditional) magazine/newspaper/web site/portal
- country
- title of publication
- date of the publication
- text of publication (copy from original publication)

IMPORTANT NOTE:

Project partner is fully responsible for the content of publications prepared by him/her for external mass media. The ISTOK-SOYUZ consortium as a whole is not responsible for any use that might be made of data appearing herein. However, ISTOK-SOYUZ provides background materials – for example, about FP7 ICT Workprogramme - that partners can (and shall) use.

7. Information and awareness raising events

While the information events is the most broad dissemination component from the point of view its target groups, awareness raising ones are more specialized and deeply focused on specific target groups.

7.1 Kick-off meetings at the national level

Kick-off meetings - the first awareness raising event - at national level in each of the targeted countries will be one of the first element of the ISTOK-SOYUZ information, dissemination and awareness raising campaign.

Kick-off meetings at the national level will be organised by the project partners in each of the 5 targeted countries (Russia, Ukraine, Belarus, Armenia and Kazakhstan) after the kick-off meeting in Europe, in order to (Objectives):

- inform key national stakeholders about activities, results and lessons learnt from the ISTOK.RU project;
- present the ISTOK-SOYUZ project, its objectives, planned outcomes and the implementation of the consortium
- demonstrate benefits for ICT R&D collaboration with the European Union organisations in general and with European Technological Platforms and Networks of Excellence in particular;
- collect relevant comments and suggestions about necessary actions, potential synergies etc.

Targeted audience: ICT NCP, Ministries in charge of ICT (Education, Industry..), National Innovation Agency, important research centres, technology transfer agencies, ICT associations operating in the countries etc..

Organising the kick-off meetings in each country we wish to play a “complicity effect” that facilitates the involvement of the national ICT stakeholders in ISTOK-SOYUZ from the beginning of the project. The representatives of the EXTEND and SCUBE-ICT projects, as well as the representatives of the other EC-funded relevant projects operating in the same countries, will be invited to the ISTOK-SOYUZ kick off meetings and will be given floor for presentations.

Deliverables -to be submitted for review to EC

Deliverab No	Deliverable name	WP N°	Lead	Delivery date
D 2.1	Report about consortium' kick-off meeting in Europe and project kick off meetings in 4 countries (Russia, Ukraine, Belarus, Armenia and Kazakhstan)	WP2	inno with contribution of TBI-UKR ; ISPRAS-RU ; RTTC – BEL YSU-ARM NIF-KAZ	M5

7.2 Information sessions (project presentations) during relevant national ICT R&D events

Another way to make the project known is to ensure that ISTOK-SOYUZ is presented at events where possible target audiences attend. ISTOK-SOYUZ partners will make sure to distribute publicity material at those events and where possible, make presentations.

Project will actively seek to be presented at the most important events for the ICT community in EU and EECA countries (conferences, seminars, Innovation forums,...). A carefully planned events programme will ensure that the investment made in promoting project achieves the highest impact.

In order to establish an events programme, it will be necessary first to monitor and identity comprehensive list of existing event opportunities in EECA and Europe, to set the criteria for participation in these events, to decide which events are to be supported and with which communication/dissemination tools.

At least 10 information sessions (project presentation) during relevant national ICT R&D events in 5 target countries (Russia, Ukraine, Belarus, Armenia, Kazakhstan) and in Europe will be organized

All partners will keep track of the events they attend and a complete list will be reported in the next version of this deliverable. Lists of the events that are planned to be attended in the next 12 months are reported in the table below. It is important to notice that the list is not exhaustive and there will be more events to attend.

IMPORTANT NOTE FOR THE PARTNERS: All the partners should prepare the list of coming national events in the next 12 months (at least 1 event per country) according to the table below where they plan to participate. It will be the part of ARDP (and national ARDP)

Country	Planned event (-s) name, dates and location	Type (eg workshop, conference,...)	Type of audience	To be attended by (person, partner organization)
EU				
Russia				
Belarus				
Ukraine				
Armenia				
Kazakhstan				

Table 2: Scheduled external events with project participation (first 12 months)

REPORTING – during 2 weeks after attending

Format:

- Country, location
- Name and dates of the event
- Event programme
- The list of attendees
- ISTOK-SOYUZ partner participation (short report – 1 page maximum – the type of participation, project promotion- eg project presentation, banner, project materials distribution, interview with mass-media, personal contacts established for further collaboration under the project etc)

7.3 Networking and brokerage events

The Networking and Brokerage(N&B) events - key pillars of the project - will be organised to channel the information about collaboration opportunities into and out of the target countries, and to provide an opportunity to partners from Europe and from the 5 targeted countries (Russia, Ukraine, Belarus, Armenia, and Kazakhstan) to meet each other and to discuss possible research activities with potential partners interested in similar areas of work and joint FP7 submission.

Networking and brokerage events will be specifically designed to facilitate such contacts, namely they will:

- provide a meeting time and place for ICT specialists who have possibly never worked together before
- allow topic, format and content to be defined by stakeholders
- bring together people interested in a specific topic to discuss project ideas, research activities or partnerships
- be less formal discussion groups, encouraging active participation
- be open to everybody who wishes to attend.

At least four networking and brokerage events with at least 100 participants altogether (i.e. 25 participants per event in average) are planned during the course of ISTOK-SOYUZ. The N&B events will be organized under the following format:

- o **Two “delegation tours”** of representatives from research bodies, cluster initiatives or SMEs (approx. 5 entities) to team-up with suitable entities willing to increase collaboration through EU FP7 proposals. Two delegation tours will be organized to target countries. At least one tour will specifically address Russia, and eventually one more country (most probably Ukraine or/and Belarus).

The delegation tours will be open to participants from SCUBE-ICT and EXTEND projects¹⁰. The first delegation tour is foreseen by early September and the second one by June 2010 (M18).

- o **One N&B event in Europe.** This event will be juxtaposed to the large International conference related to the ICT topics
- o **One Final N&B event in Russia.** This event will also present the final project’s conclusions and results.

These events can take different forms: for example, they can be linked to the meetings of European networks such as European Technology Platforms and Networks of Excellence, to the EC – FP7 relevant information days, or to the large international ICT R&D conferences either in the European Union or elsewhere or in the targeted countries. In order to maximise the impact of the events, the consortium may concentrate on the events around the topics relevant to the ICT priority areas for EU-Russian collaboration identified by ISTOK, such as software architectures, components and micro and nanosystems, embedded systems and control, digital libraries, quantum fields technologies etc. These areas are more or less relevant to most of the targeted countries as all of them inherited almost twenty years ago the R&D ICT thematic from the USSR. The goal of these events must contribute to the fulfilment of the overall outcome of ISTOK-SOYUZ: increase in the number of ICT R&D partnerships between Europe and the 5 targeted countries. The N&B events can be coupled with training events, eg. on the 2 days basis (1st day training, 2nd day networking and brokerage event).

Deliverables -to be submitted for review to EC

Deliverable No	Deliverable name	WP N°	Lead	Delivery date
D 4.2	Report on four ISTOK-SOYUZ networking and brokerage events and two training events	WP4	FSA for two delegation tours, with contribution from ISPRAS; inno for European event ISPRAS for one event in Russia	M30

7.4 The training and capacity building events

Special workshops (trainings and capacity building events) dedicated to the practical issues of participation in FP7 might be organized during networking and brokerage sessions, during information sessions or conferences or even just separately. Two training events are planned by the ISTOK-SOYUZ project :

- One training event will be organized in Russia (for more impact it will be ideal to coupled it with N&B event)
- The format and geography of the 2d training event will be discussed further with project partners and coordinators of SCUBE-ICT & EXTEND projects. Most probably, it would take place in Kazakhstan or in Ukraine (at regional level).

These workshops will be mostly for beginners and intermediate level (researchers looking for access to FP7) and will be organised during information and awareness raising events – [see 7.2](#).

The objective will be to raise the skills of researchers interested in FP7 by providing them with:

- □ **“How To” Guide** - see 5.8
- **Knowledge transfer and partner search experience** - interactive session providing the necessary knowledge and skills to researchers on how to access FP7 with
 - concrete examples of EU projects involving RU teams,
 - how to handle R&D/EU partnerships,
 - how to manage R&D projects effectively,
 - how to ensure the chance of success.
 - help in the use of the CORDIS platform and of proposal submission tools such as EPSS

These topics evolve according to the needs and the attendance. Concrete examples from ISTOK.Ru project will be presented and analysed.

7.5 Calls for proposals in the targeted countries (Russia, Ukraine, Belarus, Armenia, and Kazakhstan).

The aim of the ISTOK-SOYUZ internal call for proposal will be to select at least 15 organizations with strongest ICT R&D collaboration potential from the five targeted countries of EECA, and to provide them with personalized support in order to increase number of ICT partnerships under FP7.

For the time being, project plans to launch two internal ISTOK-SOYUZ calls during the project duration, but the methodological approach might be adjusted after the discussions with the relevant stakeholders.

The first ISTOK-SOYUZ call for proposals will be launched at the beginning of the project (June 2009), thus it will be important to inform key stakeholders about this activity during national kick off events.

ISTOK-SOYUZ internal call for proposal is a good opportunity to promote the project and disseminate the information. All the promotional materials and tools developed before will be used for this campaign.

In addition the special information campaign for the diffusion of information about the call (call materials, tools, portals for diffusion...) will be designed and discussed with relevant stakeholders in the targeted countries. Web support will be organized for submission of applications, an evaluation procedure will be implemented and at least 15 winners will be selected. These winners will receive hands-on support from the project. Type of support will be proposed by the applicants.

Deliverable No	Deliverable name	WP N°	Lead	Delivery date
D 4.4	Report on the ISTOK-SOYUZ internal call for proposals	WP4	RTTN with the contribution of TBI-UKR ; ISPRAS-RU ; RTTC – BEL YSU-ARM NIF-KAZ	M22

7.6 List of events ISTOK-SOYUZ in 2009-2010

IMPORTANT NOTE FOR THE PARTNERS: All the partners should check and correct (if any) the list of ISTOK-SOYUZ events - dates.

ISTOK-SOYUZ events	Responsible	Planned dates	Deliverables
kick off Belarus	RCTT		31/05, 2009
kick off Russia	ISPRAS + RTTN		31/05, 2009
kick off Ukraine	TBI		31/05, 2009
kick off Armenia	YSU		31/05, 2009
kick off Kazakstan	NIF		31/05, 2009
training event (<i>in Russia, as preparation of the networking event or delegation tour</i>)		3rd or 4th quarter 2009 (?)	
Call for proposals in the targeted countries	ISPRAS RTTN with local partners	2 nd quarter 2009	
1 networking and brokerage event (min 25 participants) in Europe	inno / ISPRAS FSA (ISPRAS locally)	3rd quarter 2009	
1st delegation tour		mid-October 2009	
1 training event (in	depend		

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Kazakstan or Ukraine?)		2010-2011
2nd delegation tour	FSA (ISPRAS locally)	June 2010 (?)
1 awareness raising event in Kazakstan	NIF, ISPRAS	????

8. ARDP coordination and monitoring

RTTN will coordinate the dissemination activities with the partners.

Tasks to be performed by ARDP leader:

- Overall ARDP (document) development;
- Coordination ARDP implementation with the partners from target countries (on the base of corresponding country' ARDP);
- Coordination ARDP implementation in Russia;
- Coordination ARDP implementation with clustering projects;
- Monitoring ARDP implementations (expected results, reporting...)

Partners from target countries will contribute to the ARDP activities.

Tasks to be performed by the project partners in target countries:

- Country' ARDP (document) should be prepared on M3 in accordance to the activities formats presented in this document
- Coordination country' ARDP implementation in target country
- Coordination ARDP implementation with clustering projects in target country
- Monitoring country' ARDP implementations (including reporting to RTTN)

9. ISTOK-SOYUZ Exploitation

The exploitation side of ISTOK-SOYUZ can be defined as knowledge that has been acquired by the project partners and that can have a potential impact for other (not only ICT) research activities.

ISTOK-SOYUZ will produce a number of extremely useful tools and documents, including competence platform, templates for express-diagnostic, how to do guide on FP7, cross-comparative analysis and a number of strategic reports. All documents and results will be available on the ISTOK-SOYUZ web site in order to be transferred to existing programmes/projects in Europe and EECA countries.

The participation of the ISTOK-SOYUZ partners to the relevant events will make sure that the project results will get the right exposure.

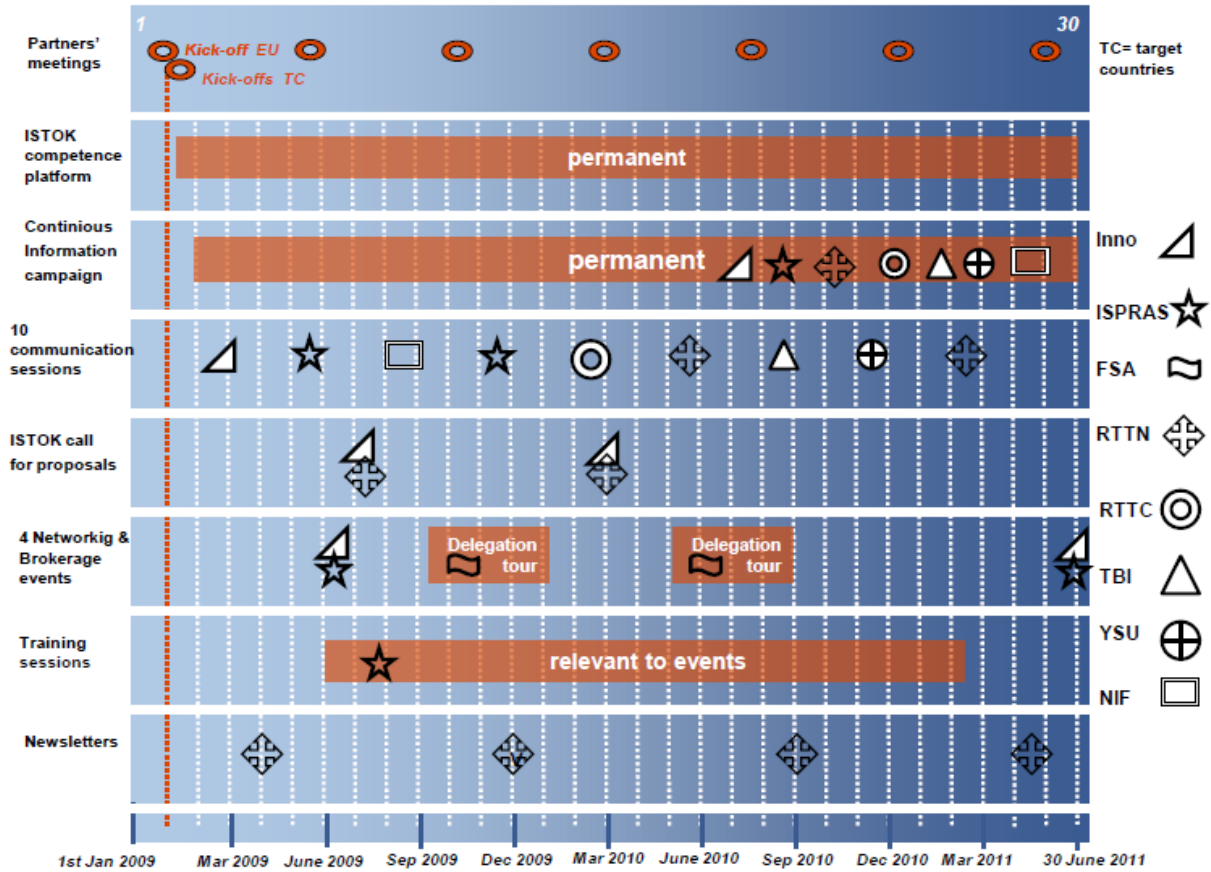
Not all countries in the EECA region are part of ISTOK-SOYUZ in the same depth, but it is envisaged that these countries are experiencing similar situations and will exploit ISTOK-SOYUZ results or in any case find them useful for their future plans.

10. Conclusion

Dissemination activities, condition for a sustainable impact, will play a crucial role during the life of ISTOK-SOYUZ. Moreover, the project's success is mainly based on information flows about collaboration opportunities and on promoting what the project has revealed in terms of cooperation

models, operation of networks among the various stakeholders within the ICT sector both in Europe and in addressed countries.

The picture below represents an overview of dissemination activities planned by the project according to the ARDP (version 1).



Erreur ! Source du renvoi introuvable.	ISTOK-SOYUZ	Report on Awareness raising and dissemination campaign (v1.0)
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Annex 1. Project logo

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Annex 2. Project poster

Erreur ! Source du renvoi introuvable.	ISTOK-SOYUZ	Report on Awareness raising and dissemination campaign (v1.0)
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Annex 3. Project flyer

Erreur ! Source du renvoi introuvable.	ISTOK-SOYUZ	Report on Awareness raising and dissemination campaign (v1.0)
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Annex 4. Project banner

Erreur ! Source du renvoi introuvable.	ISTOK-SOYUZ	Report on Awareness raising and dissemination campaign (v1.0)
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Annex 5. Project letterhead

Erreur ! Source du renvoi introuvable.	ISTOK-SOYUZ	Report on Awareness raising and dissemination campaign (v1.0)
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Annex 6. Project web banner

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Annex 7. Project leaflet