

LUISA

Learning Content Management System Using Innovative Semantic Web Services Architecture

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Deliverable D8.1 Dissemination Plan

Ana Frutos

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EXECUTIVE SUMMARY

The LUISA plan for dissemination is the operational framework to protect, manage and communicate LUISA project's ideas, knowledge and results within the principles and rules set out by LUISA Consortium.

In this deliverable, the ways of LUISA dissemination are analysed and organized. In a few words, two major issues are proposed: dissemination is set up not only for the project itself, but also for the aim of catching feedback from all the actors reached by the project. In such a sense, dissemination activities are an efficient support to:

- Identify and sensitise learning professionals in the value chain, as well as potential final users; make them aware of the existence of the product and its objectives.
- Get the informative elements that help validating the critical success factors of the LUISA idea and innovation.

Dissemination activities that will be carried out during the LUISA project in order to achieve the necessary dissemination for its system and services are described here.

This Report is the first deliverable from Work Package VIII – Dissemination Plan – in the first phase of the LUISA Project.

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Authors (Partner)	Ana Frutos (Atos Origin)		
Responsible Author	Ana Frutos		Email ana.frutos@atosorigin.com
	Partner	Atos Origin	Phone +34 91 214 8835

Project Consortium Information








Partner	Acronym	Contact
Atos Origin S.A.E. (Coordinator)	ATOS 	Nuria de Lama Atos Origin S.A.E. c/ Albasanz 12 E-28037 Madrid, Spain Email: nuria.delama@atosorigin.com Tel.: +34 91 214 9321 Fax: +34 91 754 3252
University of Alcalá de Henares	UAH 	Dr. Miguel-Angel Sicilia Information Research Unit University of Alcalá Ctra. De Barcelona, Km 33.6 E-28871Alcalá de Henares (Madrid), Spain Email: msicilia@uah.es Tel.: +34 91 886 6603 Fax: +34 91 885 6646
University of Uppsala	ULL 	Dr. Ambjorn Naeve University of Uppsala Kyrkogårdsgatan 2 C Uppsala Email: amb@nada.kth.se Fax: +46 184-716-294
Open University	OU 	Dr. John Domingue Knowledge Media Institute, The Open University, Walton Hall, Milton Keynes, MK7 6AA, United Kingdom Email: j.b.domingue@open.ac.uk Tel.: +44 1908 655014 Fax: +44 1908-653-169
University Henri Poincaré	UHP 	Dr. Monique Grandbastien University Henri Poincaré Vandoeuvre les Nancy 54506, PO Box 239, France. Email: monique.grandbastien@loria.fr Fax: +33 383-278-319
Giunti Interactive Labs S.r.l.	GIUNTI 	Dr. Fabrizio Giorgini Giunti Interactive Labs S.r.l. Abbazia dell'Annunziata Via Portobello Baia del Silenzio 16039 Sestri Levante (GE), Italy Tel.: +39.0185.42123 Fax: +39.0185.43347
EADS – Corporate Research Centre	EADS 	Anne Monceaux EADS – Corporate Research Centre Avenue Didier Daurat - Centreda 1, Toulouse, 31700, France. Email: anne.monceaux@airbus.com Tel.: +33 561-184-725 Fax: +33 561-187-611

TABLE OF CONTENTS

EXECUTIVE SUMMARY.....	3
TABLE OF CONTENTS.....	6
1 INTRODUCTION	7
1.1 Purpose of this document.....	7
1.2 Document Structure.....	7
1.3 Audience.....	8
2 DISSEMINATION SPECIFICATIONS	9
2.1 Overview of LUISA dissemination baseline	9
2.2 General Context	10
2.3 Target Groups Identification	12
3 DISSEMINATION CHANNELS	15
3.1 Continuous Dissemination Activities	15
3.2 Project Final Dissemination Result	15
3.3 Dissemination Tools	16
3.3.1 Logo and project image design	16
3.3.2 Design of Brochures, Posters and promotional Material	16
3.3.3 Design of Project website.....	17
4 DISSEMINATION ACTIVITIES COMPLETED & FORESEEN.....	18
4.1 Dissemination Activities Completed.....	18
4.1.1 Dissemination Tools.....	18
4.1.2 Articles / Participation at events related to the area	30
4.2 Dissemination Activities Foreseen	38
4.2.1 Production and presentation of papers	38
4.2.2 Conferences/Exhibitions/Workshops.....	39
5 CONTRIBUTION OF THE DISSEMINATION PLAN FOR LUISA OBJECTIVES.....	40
ANNEX A	41
A.1 Conferences / Exhibitions / Workshops planned.....	41
A.2 Conferences / Exhibitions / Workshops foreseen.....	42
A.2.1. e-Learning events	42
A.2.2. Semantic Web Services events	44

1 INTRODUCTION

In this section the formal aspects of this deliverable are stated: purpose, structure and audience of the document.

1.1 Purpose of this document

The objective of this deliverable is to define the dissemination strategy and to provide the supporting tools for the diffusion of the project concept and the capture of the essential information that is necessary to fully spread LUISA project to the potential future users and communities, either academical or industrial, through two actions:

- To create scientific and social awareness on the LUISA system potential impact to the different user categories and involved organisations.
- To seek potential target groups for the deployment phase.

Dissemination will be used from the project to the external actors, in order to sensitize them with the project's idea goals. This dissemination activity will help to identify the respective position of the actors and their importance in the e-Learning technology chain proposed.

This document describes the plan for dissemination activities to be carried out during the LUISA project in order to achieve the necessary marketing dissemination for the LUISA system and services.

1.2 Document Structure

The present deliverable is split into three major chapters:

- First of all, dissemination specifications, strategy and results as defined at the beginning of it for LUISA project, to be followed regarding the project promotion and dissemination. LUISA context and the main groups to be targeted are described in general lines.
- Subsequently, the dissemination channels foreseen (either continuous or final results) and their requirements are presented, as well as the tools that will help dissemination purposes:
 - Logo and project image design
 - Preparation, publishing and updating of LUISA website.
 - Preparation and dissemination of LUISA project brochure. The brochure has been printed in order to be distributed during the workshops/conferences/exhibitions and all the dissemination events where the consortium participates. A sample copy can be found in this deliverable.

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- Finally, LUISA dissemination activities and development of tools, completed and foreseen, are presented.
 - Participation or organisation of workshops, conferences and exhibitions to disseminate and promote LUISA idea
 - Presentation of LUISA project to different external players that might have an interest in further deployment.
 - Future actions planned to be carried out.

An annex is attached in order to enumerate in detail potential specific dissemination activities for the near future.

1.3 Audience

This document is public, with access not only to LUISA Project Consortium and the Commission Services, but also to other audiences interested in LUISA.

2 DISSEMINATION SPECIFICATIONS

In this section, general objectives and guidelines of LUISA dissemination plan are described: overview and dissemination goals and general context in which this deliverable is written. Target groups for LUISA dissemination purposes are also identified.

2.1 Overview of LUISA dissemination baseline

Dissemination entails all the range of actions that contribute to the availability¹ of the project results to all potential stakeholders.

The dissemination goal is to ensure that LUISA is known among learning and semantic communities and introduced to them, in order to be used in the future as an enhanced concept of e-Learning systems. As the LUISA concept is newly under learning materialization, there is a major objective of creating awareness amongst the main target groups.

LUISA partners are committed to let specific interest groups and LUISA test users express their ideas during the early stages of LUISA development, especially when gathering LUISA requirements. This is to achieve the usability of the project solution.

The following elements have been defined with the aim to effectively disseminate the project results:

- **Accessibility, availability, and adaptability of information**, so as to facilitate access to information to LUISA target group.
- **Relevance and compatibility** of the provided information, so as to provide each group and category of e-Learning actors with easily comprehensible information that addresses its particular concerns.
- **Interaction with end users** (learning actors), so as to closely monitor the end-users' needs and responses and create and maintain links to the market.
- Initial **validation of the information** within the project, so as to ensure quality and adequacy of the means and methods employed.
- **Diversification of the dissemination nodes**, so as to reach a greater audience through multiple means.
- **Sustained interactivity**, so as to ensure frequent contact between information providers (the consortium) and the information receivers (potential final users and customers).

¹ Availability of project results is understood to comprise a full range of elements from informative ones (i.e. new products, prototypes) up to training or involvement in the decision-making.

As the LUISA solution is in an early development phase, there is a need to ensure that an interactive user feedback channel is created. This has to be employed by users to provide us with their opinion, suggestions and criticism to the current situation of the project.

2.2 General Context

The mission of LUISA is that of exploiting the advantages of a Semantic Web Service architecture to enrich and make more flexible the processes of specifying, discovering and composing learning needs in the context of Learning Management Systems and Learning Object Repositories.

The broad objective of LUISA's dissemination plan is to facilitate the successful dissemination and exploitation of the work results on a trans-national basis across the European Union. The current deliverable corresponds to the WP8 and is the final dissemination plan of the work carried out within the project. The lead partner of WP8 is Atos Origin.

The dissemination of LUISA results aims to maximize the visibility of the project processes and outcome in order to:

- Comply with the IST Programme requirements
- Identify target communities and environments for use
- Track market trends and problems
- Generate ideas for new projects
- Help to define a go-to-market strategy

The major responsibility of this deliverable is to:

- **Define goals:** to develop a common understanding of dissemination necessities and to define the major target communities.
- **Define target groups**
- **Shape content:** to decide information to deliver, to shape the key messages, and to define the right format(s) and channels based on LUISA assets and needs.
- **Define target activities**

More specifically during this project the consortium will attempt to:

- Promote LUISA technology and services to the potential recipients
- Get a critical mass of "early users", obtaining relevant feed-backs and significant statistical data
- Promote "best practices" towards potential user organisations
- Disseminate the work carried out and results achieved to the wider possible audience
- Support the exploitation of project results

- Keep track of technical and market changes affecting the project

The scope of the dissemination activities is beyond the initial awareness focus, and is oriented towards the spreading of the results to the potential clients and other interested parties. An innovative and ambitious project like LUISA has to become the focal point for the researchers and leading-edge industrials in the area of e-Learning and Semantic Web Services.

By the time of the creation of the dissemination plan, several dissemination activities have taken place and many others are foreseen during the project duration and after the project completion.

LUISA dissemination phases

The dissemination of LUISA results will be an ongoing and progressive process, carried out in three phases as described in table 1:

Dissemination	Normal Output	Dissemination Channels	Project Months
Phase I: Technical Phase	White papers	Conferences Workshops	M1 – M17
Phase II: First Prototype	First prototype of LUISA System Technical papers	Road shows Exhibitions Conferences Workshops Publications	M18 – M26
Phase III: Final Project Result	User experiences Demonstrators CD production	Conferences Presentations Workshops Publications	M27 - M30

Table 1. Dissemination Strategy Periods.

LUISA is developed in stages like any new idea. Accordingly, we separate our promotion strategy into three phases, according to the project evolution.

- The key issues of the first phase, which covers the first eighteen months of the project duration, are the product positioning and the identification of the target audience that is potentially interested in the work carried out by the LUISA consortium. An additional issue is the identification of an appropriate mix of dissemination activities, targeting the creation of awareness of the work developed by the consortium.

Initially the dissemination will be focused mostly on academical and scientific audiences and will also aim to establish contact with related projects in order to take advantage of possible synergies. Main outputs

will be white papers outlining LUISA approach and expected results, presented in conferences and workshops within the area of knowledge management and Semantic Web Services.

- The second dissemination phase covers the period from month eighteen to month twenty-six of the project duration. In this phase, the main output of the project will consist on the first software prototype of LUISA project. A technical paper describing this platform will be generated. Not forgetting previous goals and target groups, the focus will be enlarged in order to reach other actors such as:
 - Academic audience: learners, teachers...
 - Educational Institutions: Universities with on-line learning resources, Learning Enterprises...
 - Enterprises interested in e-Learning solutions for the training of their staff.
- During the third phase, starting on month twenty-seven, promotion should concentrate on *LUISA solution* that will support the exploitation activity. LUISA result will be visible and developed to be pre-commercially presented to enterprises and re-vending enterprises. The prototype will be disseminated via the entire array of dissemination channels, including conferences, presentations, workshops and publications.

2.3 Target Groups Identification

LUISA aims at defining a standard technological solution for e-Learning. It does not introduce new actors in e-Learning solutions but creates a different way of giving semantic intelligence for those actors, with the purpose of creating and accessing contents. Those actors traditionally are tutors, trainees, content authors and system managers and administrators. Each type of actor has different needs and requirements.

The target user communities where we aim to disseminate LUISA are the potential roles of an e-Learning system. They belong mainly to academic environments, but also to industries and companies, where on-line training is often chosen as a way to train and develop the skills of their employees.

The fact that some of the potential users of LUISA might not have the necessary IT skills has to be considered in order to ensure effective dissemination tools.

The main geographic target area comprises the EU Member States and Associated Countries, not excluding other countries as USA if there are events and projects with interests common to those of LUISA. Nevertheless, further and specific information on the market that will be addressed by the consortium will be provided in the respective deliverables.

Apart from many varied target audiences, some concrete groups have to be tackled in a direct way by LUISA through dissemination activities. That is the case of the learning and semantic communities, since all our results will be of great impact for them, apart from the fact that they will have for sure a better understanding of this work.

A first set of targeted groups is as follows:

- **General audiences:** Effective communication channels are those with a broad audience. The opportunities of producing article for the mass media (newspapers, magazines, etc.) will be explored, especially in synergy with events devoted to the topic of new solutions for e-Learning and Semantic Web Services technologies.
- **User groups / Associations:** One of the most evident results of the dissemination activities is gathering user groups. An active involvement of final users (teachers, trainees and learning communities as well as semantic research groups) is very desirable. Collaboration with them implies a better understanding of user needs in terms of accessing learning resources and the particularities of specific areas.

To reach these groups the following strategies might be considered:

- Personal meetings with representatives of different organizations: These meetings are intended to create awareness of the LUISA services and their benefits at the top level of the organisation. This could allow, in a second step and if considered appropriate, to disseminate the information among their members. Together with this endorsement of the LUISA Services, the possibility to establish cooperation agreements with the organisations could also be an option.
 - Attendance to meetings / talks / conferences organized by those institutions where LUISA services could be presented.
 - Distribution of printed material by personalised mail. Most of these associations send regular mails to their members to keep them informed on topics that can be of their interest. LUISA could take advantage of this fact.
 - Setting up banners and links to the associations' websites.
-
- **Semantic Web Researchers and Developers:** Semantic web communities are of great importance for LUISA dissemination purposes, as the semantic web future is being defined. As LUISA primary and secondary results, new semantic standards will be produced, and it will be of great interest letting them be known among semantic web forums.
 - **Learning professionals:** Learning professionals are also of great importance for a proper dissemination of LUISA project results. So, the aim here is to create a positive opinion and favourable disposition among learning professionals to integrate LUISA services into their settings.

Among the possible strategies to approach this group, the following points should be considered:

- Contacts with universities are probably the best way to reach a wide group of learning professionals. These contacts might provide an opportunity to explain project goals in detail.
- Learning and semantic congresses, courses and exhibitions are also considered adequate environments for the presentation of the project and its results.
- **Learning authorities:** All the improvements in learning and its effective use of resources should be taken into account by learning authorities from an ethical point of view. The communication strategy for this target groups seeks to stress the ways in which LUISA could support the e-learning/e-training and skills development related policies. Contacts with learning authorities should be done in the form of personal meetings.
- **Private Learning sector and industry:** As it happens with the public learning sector, the learning private sector shares the same concerns on effectiveness, efficiency and costs, though maybe, in this case, the importance of the latter is stressed. In this context, LUISA services might be seen as particularly attractive. So, a feasible approach to the private learning sector should aim at the potential benefits of better service provision and cost savings.

To this end the communication strategy should consist mainly of the following:

- Personal presentation of the project to representatives of private learning institutions or any other private organization that might use the technologies envisaged by LUISA in a similar way.
- Presentations at learning and semantic congresses, courses and exhibitions.

3 DISSEMINATION CHANNELS

In order to be effective and organized in communicating LUISA solution, a set of dissemination channels have to be considered for the full duration of the project. This section is subdivided into three subsections, describing LUISA dissemination activities (continuous and foreseen as final results) and LUISA dissemination tools planned to be created before the end of the project.

3.1 Continuous Dissemination Activities

These dissemination activities will be present since the beginning of LUISA and through the whole duration of the project:

- Project visibility and achievements to scientific and industry community.
- Cooperation with other projects and working groups.
- Initiative to link project web site with other web sites on thematically related areas.
- Attendance to workshops, trade fairs, conferences and events.
- Participation at events related to the area to increase awareness of the project.
- Articles.
- Release of newsletters and e-newsletters.

3.2 Project Final Dissemination Result

The package that will publicly be made available at the end of the project in terms of methods, components, and documentation, highlighting the key innovations produced by LUISA project, includes the following elements:

- **Infrastructure artefacts** that could be subject to reuse in similar projects. This could be for example building blocks for Semantic Web Services and also for e-Learning applications that take advantage of ontologies and semantic web technologies. The main tangible outcomes are the following:
 - An **Ontology for Learning Objects as required for capability and goal specification**. This goes beyond current RDF mappings of the LOM standard by integrating elements specific to formulating learner needs. It will respect and extend in an additive way existing standards and specifications in the area of e-Learning. Using a bottom-up approach, we will start with the Domain Application Use Case Scenarios and will provide some guidelines to apply them to other Domains.
 - The **architectural specification** of LUISA.

- A **reference implementation prototype** for the LUISA architecture, which could be used as point of departure for adoption of our approach.
- A **guide for annotating e-learning SWS**, summarizing the key points of the annotation technique developed.
- **Concrete tools.** The need for annotation of web services will result in the extension of an existing SHAME-based tool² serving the purpose of facilitating annotation. Also, a CD with the final results of LUISA project will be created.
- **Reports on case studies.** Case studies in the Academic Learning and in the Industrial training will be reported as testing and validation environments and will serve as proof of concept.

Reusing project results in new environments can be estimated case by case, output per output, and the effort required depends highly on the specific environment chosen.

3.3 Dissemination Tools

At the beginning of LUISA project, the following dissemination tools and materials were defined to be created: logo and project image design, a brochure, a poster and a website. They are described below.

3.3.1 Logo and project image design

A LUISA logo has been designed for dissemination purposes. It is a dynamic logo projecting an innovative and looking-to-the-future feeling.

It will be included in all documents, dissemination materials and presentations in events and conferences, in order to create a visual image of the project to be remembered.

3.3.2 Design of Brochures, Posters and promotional Material

Brochures, posters and promotional materials will follow LUISA image rules. The aim of these materials will be to spread LUISA mission and objectives with different formats adapted to the events where LUISA will be presented. Brochures, posters and other promotional materials will be accessible by every LUISA partner in the project portal. In most cases, dissemination material will be downloadable by any visitor of the LUISA website. First versions of the brochure and poster have been created at the beginning of the project. Some hundreds of printed versions of the LUISA brochure have already been used.

² <http://shame.sourceforge.net>

At least two different brochures will be created through the duration of LUISA. The first one has been created at the beginning of the project, for disseminating LUISA main concepts, objectives and innovation ideas. The second one will be subsequently created to describe LUISA specific developed solutions and prototypes.

3.3.3 Design of Project website

LUISA consortium has set up a web site providing information on the project activities and results and will co-operate with established European networks. The web site has been appropriately designed for making simple visitors access and to comply with accessibility basic rules.

Contents have been structured with the objective of exposing with clarity the main goals and contents of LUISA project, and will be updated periodically, highlighting recent information.

4 DISSEMINATION ACTIVITIES COMPLETED & FORESEEN

In this section the specific activities planned for LUISA, already achieved or still to come, are enumerated and described.

4.1 Dissemination Activities Completed

At this time of the project some dissemination tools have already been created and some additional activities have been carried out, like publication of papers and attendance to relevant events, among others.

4.1.1 Dissemination Tools

LUISA dissemination tools are presented below: logo, brochure, poster, website and power point templates.

4.1.1.1 Logo and project image design

Symbol

The logo, a dynamic and young image, represents a girl working in a computer. The goal is to create an easy and very effective connection between the name of the project and the drawing of a girl.

The curve shapes in the girl's hair and in the weaves besides the computer represent the capability of change and adaptation to the future.



Figure 1: LUISA logo



Figure 4. Brochure –Triptych interior

Poster

A poster has been created in order to be used in participations at exhibitions.

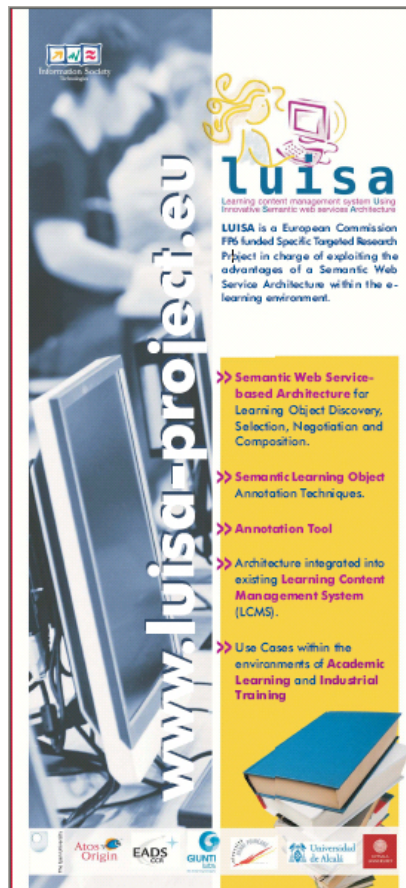


Figure 5. LUISA Poster.

4.1.1.3 Design of project website

LUISA website, available at <http://www.luisa-project.eu> since month 3 of the project, is used to establish an on-line communications centre presenting the project and its results to a worldwide audience.

At this level of functionality, the website is giving an overview of the project's main aspects. In addition visitors can get informed about events taking place during the calendar year, or contact LUISA coordinators through email. The look and feel follows LUISA general format rules.

Visitors have the possibility of registering to the website. By **user registration** we come up with a list of interested parties that may be helpful to distribute information during the project lifecycle.

By login:

- LUISA users will have access to newsletters.
- LUISA consortium partners can add and modify content to the portal.

A screenshot of the LUISA website's login area. It features a yellow header with the word "Login" and a paperclip icon. Below the header are two input fields for "Username" and "Password". A checkbox labeled "Remember me" is positioned below the password field. A "Login" button is centered below the checkbox. At the bottom, there are two links: "Lost Password?" and "No account? Register".

Figure 6. Luisa website's registration area.

LUISA website has seven **main sections**, some of them subdivided into subsections: home, overview, objectives, dissemination, partners, work plan, deliverables. These main sections are presented below.

- **Home:** LUISA presentation.



Figure 7. Luisa website's home page.

- **Overview:** LUISA project overview.



Figure 8. Luisa website's overview page.

- **Objectives:** LUISA main objectives.

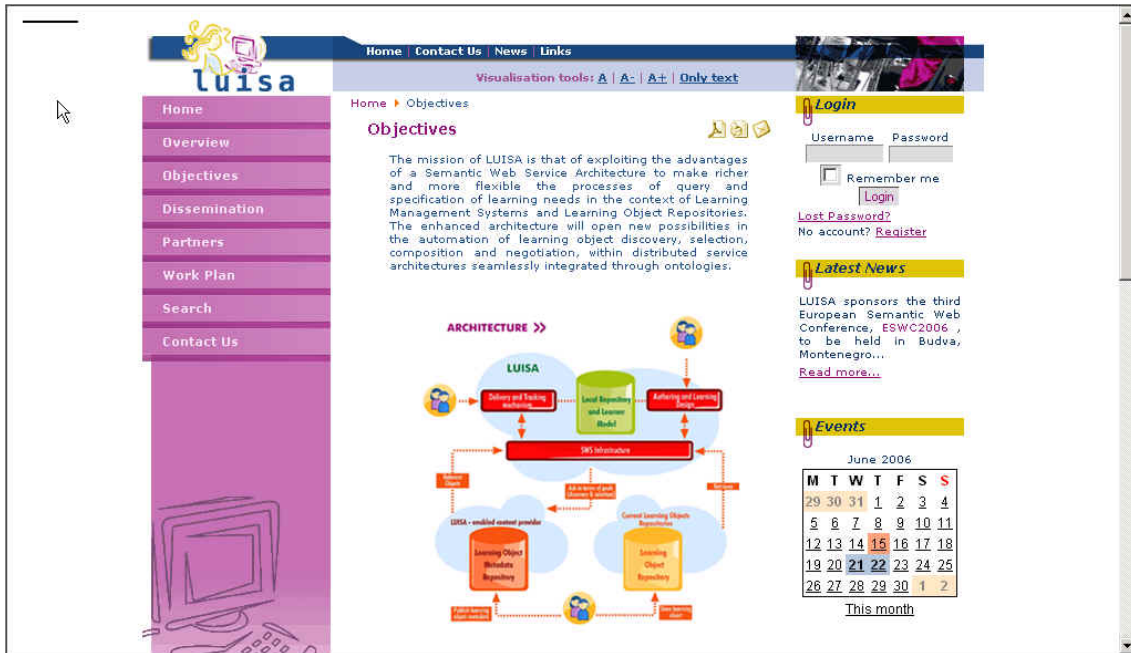


Figure 9. Luisa website's main objectives page.

- **Dissemination:** Dissemination activities performed in the project: white papers, congresses where LUISA has been presented, etc.



Figure 10. Luisa website's dissemination activities page.

- **Partners:** Consortium description and partners presentation.



Figure 11. Luisa website's partners presentation page.

- **Work Plan:** in this section LUISA architecture and different work packages are presented.

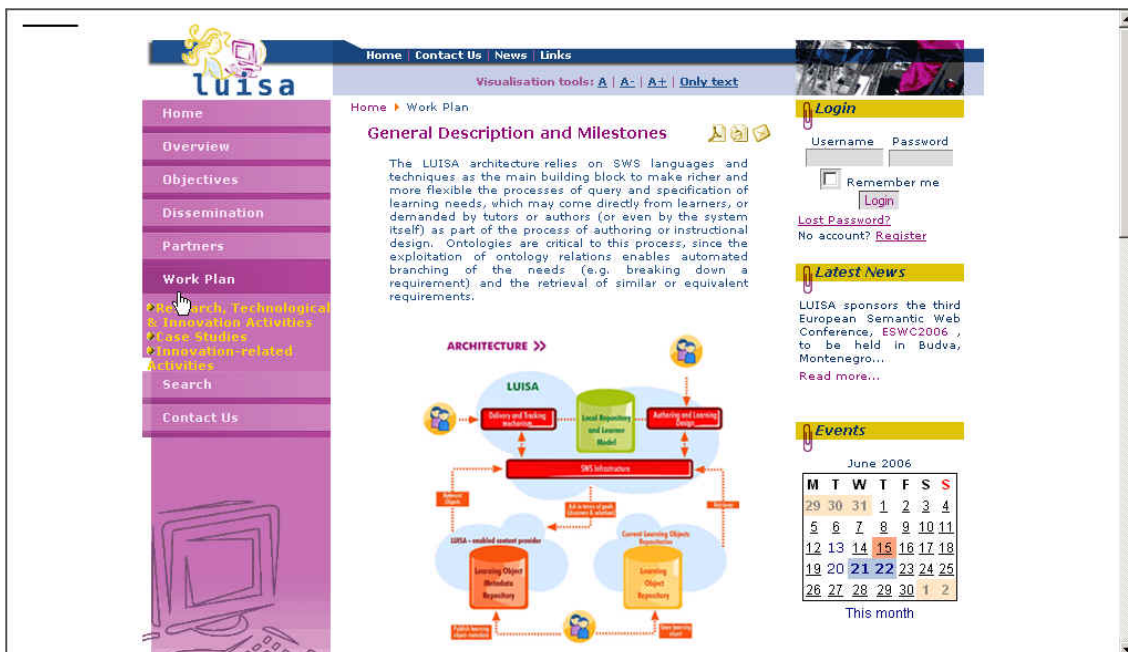


Figure 12. Luisa website's work plan description page (I).

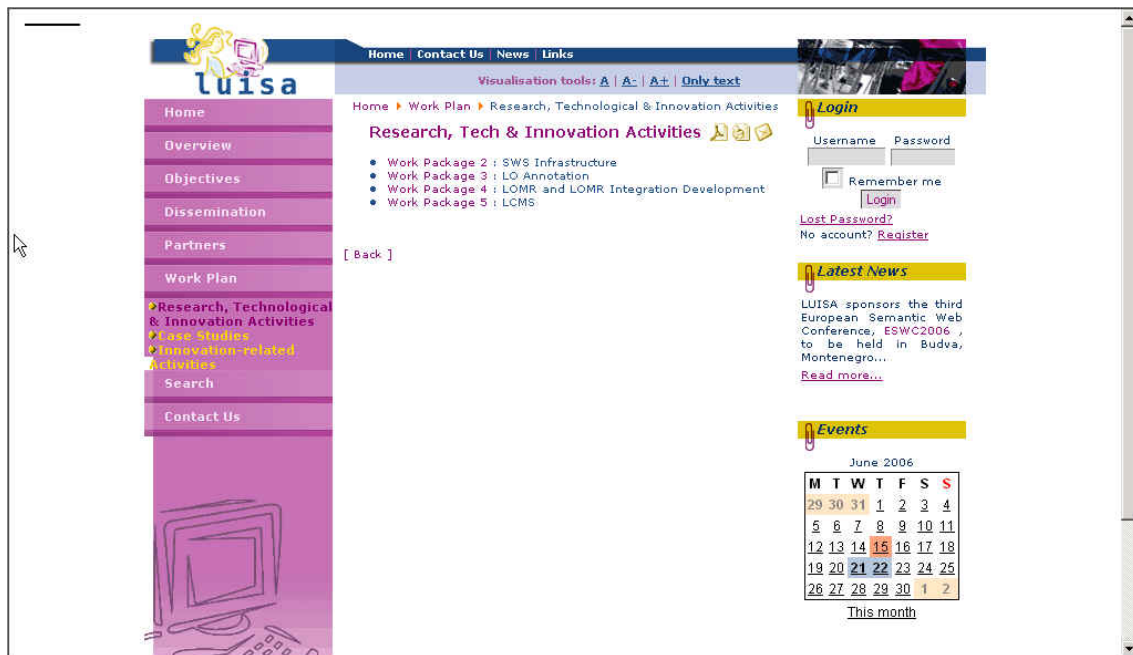


Figure 13. Luisa website's work plan description page (II).

- **Deliverables:** in this section public LUISA deliverables will be exposed.



Figure 14. Luisa website's deliverables presentation page.

- **LUISA website has also other sections:** Search, Contact Us, News & Latest News, Related Links, and Events.

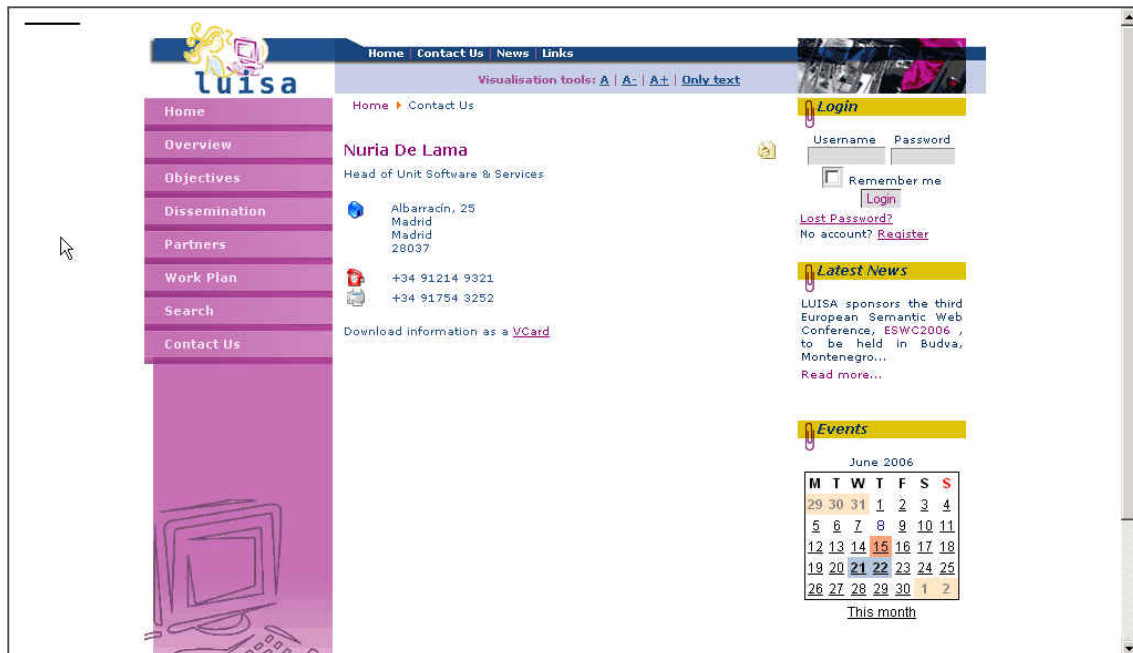


Figure 15. Luisa website's "Contact Us" page.

LUISA website is currently growing and being dynamically updated with new contents, especially in *news*, *events*, *dissemination* and *deliverables* sections. Sections will be added when the project evolution makes it necessary.

4.1.1.4 LUISA Dissemination Message

The core of LUISA dissemination activities should be based on a few, sound and clear messages, adapted as much as possible to targeted audiences.

The core information will cover the following elements:

- LUISA concept (what is it?)
- LUISA objectives
- Added value & benefits

For those purposes, LUISA will include the following elements in the main dissemination material:

LUISA acronym	L earning Content Management System U sing Innovative S emantic Web Services A rchitecture
Slogan	Towards a semantic-based e-Learning enhanced platform
Global Mission Statement	The mission of LUISA is to enrich and make more flexible the processes of specifying, discovering and composing learning needs in the context of Learning Management Systems and Learning Object Repositories.
Operational Mission Statement	The mission of LUISA is that of exploiting the advantages of Semantic Web Service Architecture to make richer and more flexible the processes of query and specification of learning needs in the context of Learning Management Systems and Learning Object Repositories.
Impact	The scientific and technological objective of LUISA is to put results in a context of relevant learning scenarios - both academic and industrial - for evaluation and also to serve as a blueprint for technology adoption. The outcomes of LUISA are expected to make a significant contribution to the automation of learning technology systems beyond current standards, fostering the advancement of web-based learning with an increase in the capacity to locate, search and negotiate learning resources mediated by semantic tools.

<p>Main Objectives</p>	<p>Developing a Semantic Web Service-based Architecture for Learning Object Discovery, Selection, Negotiation and Composition.</p> <p>Developing Semantic Learning Object Annotation Techniques. Semantic Web Services, whose functional and non-functional characteristics need to be described, can effectively disseminate learning Objects.</p> <p>Annotation Tool development. Our approach requires the addition of semantics to learning objects metadata, and for this sake, we will further develop an authoring tool, extending current ones.</p> <p>Integration of the architecture into existing LCMS. The SWS infrastructure and the Annotation tool have to be seamlessly integrated into existing Learning Content Management Systems to exploit the advantages of widely spread systems in the e-learning community.</p> <p>Case study reports. The implementation of the architecture will be put into practice in real-world case studies (one in the Academic e-Learning and other in the Industrial e-Training), converting existing learning resources to the ontological representation, serving both as a proof of concept for the architecture in all of its scenarios, and also as a vehicle to analyze empirical usage findings in a real-world context.</p> <p>WSMO extension. From a methodological perspective, LUISA is also a major validation of the generic SWS infrastructure provided by other initiatives as WSMO, especially due to the fact that the domain of learning technology is especially metadata-intensive, since it aims at describing richer content structures and pedagogical properties. Some of the components to be developed under LUISA's performance are:</p> <ul style="list-style-type: none"> • An extension of WSMO to deal with LOMR requirements. • An extension of WSMO to support the process languages.
<p>Added values or benefits of LUISA</p>	<p>LUISA adds the power of semantics to e-Learning technologies:</p> <ul style="list-style-type: none"> • While semantic web enriches data structures used for describing web contents, Semantic Web Services represent the dynamic part of the semantic web extending it from a distributed source of information to a distributed source of services. • The use of Semantic Web Services enables mechanization in service identification, configuration, comparison and combination.

<p>LUISA benefits focused to e-Learning technicians</p>	<p>LUISA architecture will open new possibilities in the automation of learning object discovery, selection, composition and negotiation within distributed service architectures seamlessly integrated through ontologies.</p> <p>This opening will ease the integration with existing Learning Management System and existing Learning Objects Repositories, providing ways to annotate current Learning Objects to spread their use.</p>
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Table 2. Summary of LUISA dissemination main points.

4.1.1.5 Power-Point Templates

LUISA public and private presentations will be unified under the same look & feel, with the help of a template. Below two examples of LUISA power point slides are presented (front and content pages).



Figure 16. Luisa power point presentation front page (example).

Dissemination Activities Completed: TOOLS (IV)



- **LUISA WEBSITE (I)**

- Communications centre
- Worldwide audience

- Project's website content:
 - Overview (innovative aspects of LUISA)
 - Objectives
 - Dissemination events (papers, congresses attended, sponsorships...)
 - Consortium
 - Workplan: Architecture, work packages
 - Other sections: calendar, contact, news...

- www.luisa-project.eu

11

Figure 17. Luisa power point presentation content page (example).

4.1.2 Articles / Participation at events related to the area

LUISA will seek visible presence and representation at key related-areas events, such as seminar, workshops, showrooms, exhibitions, publications, etc., frequented by significant numbers of target individuals and organisations.

The dissemination and exploitation of results achieved by the moment, in relation to results expected by the end of LUISA project, are enumerated below in table 3.

Dissemination Event Types	Dissemination Done (01/09/2006)	Dissemination Planned
Sponsorships	1	Not defined
Organisation of conferences, workshops and panels	1	Not defined
Electronic and print publications	5	At least 5
Contact with potential users, demonstrations given, patents applied for, etc. (synergies created)	1	Not defined
Invited talks	4	Not defined
Demonstrations given	0	Not defined
Presentations for potential users	1	Not defined
Press releases	2	At least 3
Courses Given	1	Not defined
Other dissemination activities	1	Not defined

Table 3. Dissemination Activities completed in relation with Dissemination Activities planned as minimum for the project.

Further details about dissemination activities are presented below and are also available at LUISA website.

4.1.2.1 Sponsorships

The financing of events carried out by other organizations or projects are one of LUISA dissemination channels.

Event	Third European Semantic Web Conference, ESWC2006
URL	http://www.eswc2006.org/
Date	11 th - 14 th June, 2006
Event Description	ESWC2006 presented the latest results in research and application in Semantic Web technologies (including knowledge markup languages, Semantic Web services, ontology management and more). ESWC 2006 also featured a special industry-oriented event providing European industry with an opportunity to become even more familiar with these technologies. It offered a tutorial program, focusing on the latest in Semantic Web technologies.
LUISA Sponsoring	The LUISA consortium sponsored the ESWC'06, the most relevant European Semantic Web conference, with 750 euros. The LUISA logo was included in the conference web site and in the proceedings together with an acknowledgement.

Table 4. Sponsorships.

4.1.2.2 Organisation of conferences, workshops and panels

LUISA will create and participate in discussion forums to directly disseminate to the public and will participate exhibiting posters in them.

Type	Panel – LUISA poster exhibition
Title	Semantic Web: Architecture for Microlearning Object Repositories.
Place of Presentation	Second Internationally Microlearning Conference 2006. Innsbruck, Austria.
URL	http://www.microlearning.org/
Date of Presentation	June 2006
LUISA Participants	Ambjörn Naeve (ULL), Miguel Ángel Sicilia (UAH), Sinuhé Arroyo (UAH).

Table 5. Poster exhibition.

4.1.2.3 Electronic and print publications

The production of scientific papers is foreseen during the project duration and at the end of the LUISA project depicting the project's results. This type of dissemination is of course crucial for the project.

LUISA partners endeavour to publish all research results in a number of different places.

The publications achieved by the moment are presented in the following tables.

Title	Bridging the semantic gap in standards-based learning object repositories
Place of Publication / URL	European Conference on Digital Libraries Alicante, Spain http://tcs.uned.es/wslo2006/
Authors	Elisa Rodríguez (UAH), Miguel Ángel Sicilia (UAH), Sinuhé Arroyo (UAH).
Date of publication	September 2006

Description	<p>Semantic learning object repositories are essentially characterized for the storage of object metadata in formal languages and linked to ontologies, which becomes the key asset for advanced retrieval and composition functionality. The mismatch between current practice based on XML records and the richer semantics required for semantic systems raises the need for bridging both kind of components. This practical matter requires an examination of two important technical aspects. On the one hand, a re-examination of current interoperability specifications is required for compatibility with the semantic approach. And on the other hand, there is a need to develop effective mapping techniques from metadata elements in the form mandated by established standards and the ontological representations required by semantic repositories. This paper provides an initial exploration of these two aspects. Concretely, overall architectural issues are examined taking as a point of departure the IMS DRI specification and the design of a generic and flexible mapping mechanism from IEEE LOM XML records to a WSML ontological representation of learning objects is provided. These two elements are being used as the foundation for an approach to harvesting metadata from existing LOM repositories to an <i>ad hoc</i> ontology of learning objects based on LOM.</p>
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Table 6.1. Publication.

Title	From microcontents to micro-learning objects - which semantics are required?
Place of Publication / URL	<p>EAMIL (European Academy for Microlearning) Workshop Day 2006: Microlearning/eLearning 2.0)</p> <p>Innsbruck, Austria</p> <p>In conjunction with the:</p> <p>Second Internationally Microlearning Conference 2006</p> <p>Innsbruck, Austria</p> <p>http://www.microlearning.org/index.php?blogid=1</p>
Authors	Salvador Sánchez Alonso (UAH), Miguel Ángel Sicilia (UAH), Elena García Barriocanal (UAH), Tito Armas (UAH).
Date of publication	June 2006

Description	<p>Microlearning has been considered as a specific pedagogical approach that focuses on the use of microcontents as a special, small and subjective account of the concept of “learning resource”. In other direction, the learning object paradigm focuses on the reuse of learning resources by means of metadata. At first glance, both approaches may be considered as complementary. However, the micro approach to learning (arguably) emphasizes subjective views, quick creation of information and a degree of casualness. This entails that the creation of metadata should follow the same philosophy, which would eventually result in a specific style or idiom in the creation of learning objects. Further, the micro approach would result in a much larger cardinality of the set of available learning objects, which also poses challenges to the current architecture of repositories and specifications. This paper provides an initial discussion on some of these issues, aimed at fostering further work in the intersection of both paradigms.</p>
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Table 6.2. Publication.

Title	A Semantic Service-based micro-learning framework
Place of Publication / URL	<p>EAMIL (European Academy for Microlearning) Workshop Day 2006: Microlearning/eLearning 2.0)</p> <p>Innsbruck, Austria</p> <p>In conjunction with the:</p> <p>Second Internationally Microlearning Conference 2006</p> <p>Innsbruck, Austria</p> <p>http://www.microlearning.org/index.php?blogid=1</p>
Authors	Sinuhé Arroyo (UAH)
Date of publication	June 2006
Description	<p>Microlearning deals with relatively short small learning units and short-term focused activities. The applicability and impact of this novel learning technology can be greatly increased by incorporating rich semantics to the description of the subject learning units. In this paper Microlearning is put into the contest of the Semantic Web and Semantic Web Services with the aim of detailing a solid framework and reference SOA that uses the communication facilities of an ESB. The ultimate goal is to evaluate the applicability of the approach to the necessities and requirements posed by Microlearning.</p>

Table 6.3. Publication.

Title	Learning processes and processing learning: from organizational needs to learning designs
Place of Publication / URL	ADALE, International Workshop on Adaptive Learning and Learning Design Dublin, Ireland http://www.fit.fraunhofer.de/~kravcik/ADALE.html
Authors	Ambjörn Naeve (ULL), Miguel Ángel Sicilia (UAH)
Date of publication	June 20th 2006.
Description	Learning activity or learning process models represent the basic material elements of any learning event. However, the organizational learning setting requires the consideration of objectives outside the individual, and the transformation of these activities into measurable, efficient behavior. In order to <i>process</i> learning activities with technological tools, such characteristics must be properly modeled. This paper describes a model for such a process-oriented view on learning in organizations, and sketches how that framework could be integrated with IMS <i>Learning Design</i> , a language for the description of pedagogical arrangement of multi-role activities.

Table 6.4. Publication.

Title	Making Learning Objects useful with Semantic Web Services
Place of Publication / URL	ADALE, International Workshop on Adaptive Learning and Learning Design Dublin, Ireland http://www.fit.fraunhofer.de/~kravcik/ADALE.html
Authors	Ambjörn Naeve (ULL), Miguel Ángel Sicilia (UAH)
Date of publication	June 20th 2006.
Description	Learning activity or learning process models represent the basic material elements of any learning event. However, the organizational learning setting requires the consideration of objectives outside the individual, and the transformation of these activities into measurable, efficient behavior. In order to <i>process</i> learning activities with technological tools, such characteristics must be properly modeled. This paper describes a model for such a process-oriented view on learning in organizations, and sketches how that framework could be integrated with IMS <i>Learning Design</i> , a language for the description of pedagogical arrangement of multi-role activities.

Table 6.5. Publication.

4.1.2.4 Contact with potential users, demonstrations given, patents applied for, etc.

Contact with other projects is recommended in order to exploit the synergy between them and to take advantage of common dissemination.

Contact	The UAH recently became a non-funded member of KW, working on Work Package 3.3, Semantic Delivery Platform.
Objective	In this context, the aim of the joint work is centered on integrating the LUISA architecture with the research carried on KW WP 3.3 so far. In detail, during the coming months work will deal with easing that the discovery, negotiation and composition of the learning materials across heterogeneous platforms and projects, with special focus on contextual aspects.
URL	http://knowledgeweb.semanticweb.org

Table 7. Synergies created.

4.1.2.5 Invited talks

Description	Invited talk on Semantic Web, Semantic Web Services and their application to e-Learning
URL	http://www.newi.ac.uk/computing/research/index.shtml
Date	April 3 rd – 8 th , 2006
LUISA Participants	Miguel Ángel Sicilia (UAH)

Table 8.1. Public talk.

Description	Presentation of LUISA at a workshop in connection with the Prolearn review meeting in Hanover
URL	http://www.microlearning.org/index.php?blogid=1
Date	March 21 th – 24 th , 2006
LUISA Participants	Ambjörn Naeve (ULL)

Table 8.2. Public talk.

Contact	Presentation of LUISA during the last plenary Knowledge Web (KW) meeting held in Budva (Montenegro).
URL	http://knowledgeweb.semanticweb.org
Date	June, 15 th -16 th , 2006.
LUISA Participants	Sinuhé Arroyo (UAH)

Table 8.3. Public talk.

Contact	Presentation of LUISA in LICEF-UQAM (Montreal, Canada)
URL	http://www.liceftelug.quebec.ca/eng/index.htm
Date	April 2006
LUISA Participants	Miguel Ángel Sicilia (UAH)

Table 8.4. Public talk.

Contact	Presentation of LUISA in I-KNOW'06 (6th International Conference on Knowledge Management) conference (Graz, Austria).
URL	http://i-know.know-center.tugraz.at/i_know_06
Date	6-8 September 2006
LUISA Participants	Ambjörn Naeve (ULL)

Table 8.5. Public talk.

4.1.2.6 *Demonstrations given*

No demonstrations of software developed in the project have been given in this period.

4.1.2.7 *Presentations for potential users*

LUISA's targets and prototype will be presented to potential users, in order to disseminate LUISA project but also to receive feedback in order to enhance the results and prototypes.

Name	Presentation of LUISA project within Airbus HR department
Objective for LUISA	Let LUISA be known among potential LUISA final users.
Date	March 2006
LUISA Participants	EADS

Table 9. Presentation to final users.

4.1.2.8 *Press releases*

In this section we present the different press releases in which LUISA is presented.

Title	"300 delegates discuss the next generation of the web at the European Semantic Web Conference"
Released at	ESWC2006 post conference press release
Date	July 2006

Table 10.1. Press release.

Title	LUIZA project is referenced in Wikipedia, as an external link of the Semantic Web concept
Released at	http://en.wikipedia.org/wiki/Semantic_Web#External_links
	March 2006

Table 10.2. Press release.

4.1.2.9 Courses given

Course	PhD seminar on "Semantic Web Services for e-learning"
Description	UPM: Information Engineering Research Unit. Computer Science School. UAH.
Date	April 2006

Table 11. Course.

4.1.2.10 Other dissemination activities

LUIZA project web site has been created and its contents are renewed as LUIZA makes progresses.

Activity	Project web site
Description	LUIZA web site has been created and is available at the following URL: http://www.luisa-project.eu .

Table 12. LUIZA web site.

4.2 Dissemination Activities Foreseen

There are several dissemination actions planned for the next coming months that correspond to the proposed dissemination channels.

All LUIZA partners were requested to provide information on their completed/foreseen activities among LUIZA project.

4.2.1 Production and presentation of papers

Where possible, LUIZA partners will endeavour to publish all algorithms, ontologies, technical and research results in a number of different places:

- Academic Journals.
- Academic Conferences: focusing on academic conferences of a suitable level such as those organized by recognized national and international bodies.
- The Broader European Citizenry: LUIZA will endeavour to get broad articles into general magazines more aimed at the broader European citizenry. These might include popular science publications. We will also

use the informational resources of IST and the CEC in general which are aimed in this direction.

At this time of the project, five papers have already been accepted and presented in different publications and events. The consortium foresees participation on several others.

4.2.2 Conferences/Exhibitions/Workshops

At this time of the project, participation on several events has taken place and the consortium foresees participation on additional ones of different kinds:

- Academic Workshops: LUISA members will be active either in participating in different workshops or arranging them.
- Government and European Organized Events: LUISA partners will take part in Government and European-organized events.
- LUISA will foster co-operation with other projects and networks within FP6 by organizing different workshops for academic discussion to take place at various stages of the project. Particularly, a LUISA workshop will be held at the end of the project. The aim of this workshop is to demonstrate the results of the project to academics, potential end-users and potential business partners. In addition, another workshop might be organized in the context of a major internal conference in the second year.
- The Commercial Sector: The commercial sector will be reached mainly through the presence of members of the project at international and national academic events. In addition, a significant proportion of interested people belonging to industry circles will attend most of the academic events planned.

In Annex A a series of draft lists of the planned events to take place is reported. Each list, at this stage, contains events that are already planned as well as potential events in which LUISA project can be promoted. However, since the project has just started, we envisage much longer lists of events over the whole duration of the project.

5 CONTRIBUTION OF THE DISSEMINATION PLAN FOR LUISA OBJECTIVES

The LUISA plan for dissemination is the operational framework to protect, manage and communicate LUISA project ideas, knowledge and results within the principles and rules set out by LUISA Consortium. It is envisioned as a semi-automatic solution to support the process of declaration, documentation, and reporting dissemination of know-how, knowledge and results based on LUISA strategy. It also states clear, concise and consistent dissemination of LUISA project's objectives, activities and results, defining key messages that need to be communicated in the various publications according to purpose of dissemination and target audience.

This dissemination plan is to be seen as a living document that establishes a base and guidelines to follow for dissemination during the entire LUISA project. Specific tools, events attended or other LUISA dissemination results can and, in fact, should be updated during the life of the project.

ANNEX A

In this annex, specific and potential dissemination activities expected for the near future that fit the LUISA dissemination strategy are described in detail.

A.1 Conferences / Exhibitions / Workshops planned

Table A1 shows events in the near future in which LUISA is going to be presented.

Name	Data	
eChallenges	URL	http://www.echallenges.org/e2006/
	Date and Location	25 - 27 October Barcelona, Spain
	Description	The eChallenges e-2006 Conference is the sixteenth in a series of annual conferences supported by the European Commission, which bring together over 600 delegates from leading commercial, government and research organisations around the world to bridge the Digital Divide by sharing knowledge, experience, lessons learnt and good practice in thematic areas including Technology Enhanced Learning.
EDEN event	URL	http://www.eden-online.org/eden.php?menuId=306
	Date and Location	25-28 OCTOBER, 2006 Castelldefels, Spain
	Description	One of the continuing missions of EDEN is to ensure active forums for exchange of academic and professional experience that promote efficient navigation and information reach on this rapidly evolving scene. Importantly, these conferences have a community feel to them. Given the rate of attendance, they can be regarded as not only contentwise and highly relevant but also major social events which induce prospective co-operation. Also, they serve as the media of establishing rapport and receiving feedback.

Table A1. Dissemination events that take place in the near future.

A.2 Conferences / Exhibitions / Workshops foreseen

A.2.1. e-Learning events

Table A2 shows a list of potential events (conferences, exhibitions and workshops) that might be useful for dissemination purposes under the e-Learning field.

Name	Data	
ECEL 2006: The European Conference on e-Learning	URL	http://www.academic-conferences.org/ecel/ecel2006/ecel06-home.htm
	Date and Location	September 11 to 12 Winchester, UK
	Description	The European Conference on e-Learning (ECEL 2006) invites researchers, practitioners and academics to present their research findings, work in progress and conceptual advances in any branch of e-learning.
Interactive Computer Aided Learning, ICL 2006	URL	www.icl-conference.org/
	Date and Location	September 27 – 29 Austria
	Description	This interdisciplinary conference aims to focus on the exchange of relevant trends and research results as well as the presentation of practical experiences gained while developing and testing elements of interactive computer aided learning. Topics of interest include but are not limited to e-Learning related activities.
EC-TEL 2006	URL	http://www.ectel06.org/
	Date and Location	October 1 – 4 Crete, Greece

	Description	The First European Conference on Technology Enhanced Learning provides a unique forum for all research related to technology-enhanced learning, as well as its interactions with knowledge management, business processes and work environments. It will provide a competitive yet broad enough forum for technology enhanced learning research in Europe and world-wide through specialized workshops and the main conference. The EC-TEL 2006 will provide unique networking possibilities for participating researchers throughout the week and include project meetings and discussions for EU/IST projects funded within the 6th framework program under the action line of "Technology- Enhanced Learning and Access to Cultural Heritage".
World Learning of	URL	http://learnevents.com/
	Date and Location	November 14-15 Birmingham, UK
	Description	An essential two-day conference for all senior learning & development professionals; the World of Learning Conference brings together senior learning & development professionals with leading experts and practitioners in the field to explore the hottest issues in learning solutions.
ONLINE EDUCA BERLIN 2006	URL	http://www.online-educa.com/
	Date and Location	November 29 – December 1
	Description	Meeting the networking needs of the international e-learning and distance education industry, the annual Online Educa Berlin conference is the key networking venue for strategists and practitioners from all over the world.
Kaleidoscope Convergence	URL	http://www.noe-kaleidoscope.org/?lang=en&PHPSESSID=vsifu6o6hp5d19rl8qalalidm3
	Date and Location	December 4 – 6 Amsterdam, NL
	Description	Kaleidoscope's goal is to inform knowledge transfer between education, industry, and the wider society. Through its scientific programme, Kaleidoscope is helping to build a dynamic knowledge-based economy for Europe, engaging with social, economic and political stakeholders at all levels.

Table A2. Potential dissemination events in e-Learning field.

A.2.2. Semantic Web Services events

Table A3 shows the potential events (conferences, exhibitions and workshops) useful for dissemination purposes under the Semantic Web Services Field.

Name	Data	
AST 2006 Applications of Semantic Technologies	URL	http://km.aifb.uni-karlsruhe.de/ws/ast2006
	Date and Location	6th of October, 2006 Dresden, Germany
	Description	Semantic web is a major international research effort with the goal to make web content available for intelligent knowledge processing. It draws on standard and novel techniques from various disciplines within Computer Science, including Knowledge Management, Artificial Intelligence, Databases, Internet Technology, Software Agents, eCommerce, etc. The methods and tools developed and integrated for this purpose – often called Semantic Technologies – are generic and have a very large application potential outside the domain of the semantic web.
ASWC 2006 1st Asian Semantic Web Conference	URL	http://aswc2006.org/
	Date and Location	September 3 – 7 Beijing, China
	Description	International and European based conference series such as the International Semantic Web Conference (ISWC) and the European Semantic Web Conference (ESWC) present the latest results in research and application of semantic web technologies. In order to expand these efforts into the East, it is time to initiate similar series in Asia.
SAMT2006 First International Conference on Semantics And digital Media Technology	URL	http://wiki.ontoworld.org/index.php/SAMT2006
	Date and Location	December 6-8, 2006, in Athens, Greece.
	Description	The First International Conference on Semantics And digital Media Technology (SAMT) targets to narrow the large disparity between the low level descriptors that can be computed automatically from multimedia content and the richness and subjectivity of semantics in user queries and human interpretations of audiovisual media - The Semantic Gap.

Table A3. Potential dissemination events in SWS field.