



Deliverable 4.3

Plan for the Use and Dissemination of the Foreground

(Including TAMS4CPS Dissemination and Communication Roadmap)

DISSEMINATION LEVEL		
PU	Public	
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List of Contributions

(Optional, if you want to show in detail which contribution came from which partner/person)

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Executive Summary

The TAMS4CPS PUDF is a document of strategic nature and will be used as a management tool for monitoring the strategies for exploitation, dissemination and communication during the course of the project. It provides a definition of TAMS4CPS target groups, elaborates on the TAMS4CPS approach, presents the project's exploitable foreground, including partner's individual exploitation and dissemination plans and finally a strategy for successful dissemination and communication.

1 Introduction

The TAMS4CPS PUDF is a document of strategic nature and will be used as a basis for monitoring the implementation and planning of strategies for exploitation, dissemination and communication during the course of the project. It includes the **TAMS4CPS Communication and Dissemination Roadmap** in the form of Tables 2,3,4 and 5 including the lists of publications and will be reviewed and updated regularly by the Consortium in conjunction with reporting periods.

The TAMS4CPS PUDF starts with a definition of target groups. Making sure to address the right target groups is essential for a coordination and support action (CSA) such as TAMS4CPS. It continues with the presentation and analysis of exploitable foreground (Table 1) followed by a presentation of partner's individual dissemination and exploitation plans and the dissemination strategy. It should be noted that, as CSA projects such as TAMS4CPS do not deal with intellectual property rights or patents, exploitation, communication and dissemination activities are closely interlinked and not dissociable.

The knowledge generated during the project will mainly be managed through the project website, providing open access to draft materials and project deliverables for all stakeholders and other interested parties. In the following, the TAMS4CPS dissemination strategy is described; it makes use of traditional dissemination tools, such as a project brochure, participation in conferences and fairs, but also enhances dissemination activities via TAMS4CPS theme workshops, social media (Twitter) and webinar sessions.

Effective and continuous dissemination is key to the success of TAMS4CPS – measuring its success allows to judge whether the concepts proposed (e.g. test cases) are accepted in the broader CPS community and have the potential to bring about transatlantic collaboration.

2 Definition of TAMS4CPS Target Groups

European Commission and other policy makers

The European Commission and other relevant policy makers such as decision-makers in the US funding bodies comprise the main target group for TAMS4CPS. The Strategic Research Agenda for Collaboration (SRAC) in particular will be a means to consult funding bodies in the EU and the US regarding priorities for future work programmes and funding schemes fostering collaboration.

Academics and Researchers in the field of CPS

This group comprises scientists and representatives of university and research centers active in the area of modelling and simulation for CPS. Academics and researchers will attend the TAMS4CPS workshops and webinars and will comprise and extend the modelling and simulation for CPS community in the EU and the US. They play an essential role in further refining the CPS definitional framework and detailing identified priorities to be put in the final Strategic Research Agenda for Collaboration (SRAC). This group also involves researchers and academics from related EU-projects projects: CPS Summit, Road2CPS, CPSELabs and INTO-CPS.

Enterprises interested in M&S for CPS

This target group comprises all companies providing services or developing modelling and simulation tools. By means of the SRAC they may align their product development needs with the aims of researchers in order to make happen the development of precisely the modelling and simulation solutions that respond to the needs of industry and other potential users. In order to address this target group a **Stakeholder Analysis Report** will be conducted. It will bring about stakeholder classifications, e.g. as according to the five principal TAMS4CPS themes. Furthermore, this report serves promotional purposes and ensures that only suitable experts participate in workshops, webinars and events.

Clusters, associations, platforms and multipliers

This target group comprises clusters, associations, and other multipliers in the broader field of CPS. Primarily, this involves intellectual communities on international level revolving around conferences such as INCOSE, IEEE systems of systems, ICCPS ACM/IEEE International Conference on CPS, ECSEL, EPoSS, MNBS. Secondly, this group also includes initiatives such as the European Commission's 'Smart Anything Everywhere' initiative, ITEA-ARTEMIS, but also regional organisations with a focus on CPS, such as Industry 4.0 (Germany) and the 'Allianz 4.0 Baden-Württemberg', the Centre for Software Reliability at UNEW the systems of systems community at UNEW or the INCOSE SoS Working Group. Inevitably, these serve as important dissemination channels and help to generate visibility and awareness among other relevant stakeholders.

CPS Experts in the United States and international community

As this project seeks to enhance EU-US cooperation, the previously defined target groups are also relevant in the United States. Next, to modelling and simulation experts, academics and researchers, tool developers and multipliers, funding bodies in the United States, but also in the entire international community are also hoped to be addressed with this project.

3 TAMS4CPS Approach

This section explains the TAMS4CPS approach. The project is divided in three phases, each of which has an essential role for dissemination, communication and the diffusion of achieved results.

Phase 1: Orientation

This phase generates the definitional framework (D1.1), which defines essential CPS concepts and M&S descriptions. The establishment of the definitional framework provides a sound basis for further discussions and workshops and ensures a common understanding of essential CPS concepts and M&S descriptions. D1.1 is disseminated on the project website and as preparational material for workshops, to make sure there is a common understanding of CPS concepts and vocabulary.

Phase 2: Test cases

With the help of selected experts from the EU and the US the consortium will examine five principal themes of M&S (see website: '[M&S for CPS themes](#)') through roadmapping workshops, webinars and follow-up refinement with the means of TAMS4CPS website. For each of the five themes, test cases for validation will be developed. Cooperation with the US Points of Contact and experts is particularly important during this phase of the project and involves transatlantic dissemination and communication efforts.

The five principal TAMS4CPS themes are:

1. Architectures principles and models for autonomous safe secure Cyber-Physical Systems,
2. Systems design, modelling and virtual engineering for Cyber-Physical Systems,
3. Real time modelling for autonomous adaptive and cooperative Cyber-Physical Systems,
4. MBSE applied to computing platforms and energy management for Cyber-Physical Systems,
5. Integration of socio/legal/governance models within modelling frameworks.

Phase 3: Strategic Research and Collaboration Agenda

The input generated in Phase 1 and test cases undertaken in Phase 2 are closely interlinked with Phase 3 and results will directly be processed into the development of the Strategic Research and Collaboration Agenda (SRAC). This will be followed by an Impact Assessment Report to the SRAC where the community of experts and other stakeholders will estimate the significance of the elaborated priorities in relation to commercial and societal improvement with means of a questionnaire. Test cases and the Impact Assessment Report will be retrievable on the project website and can be commented on by all interested stakeholders.

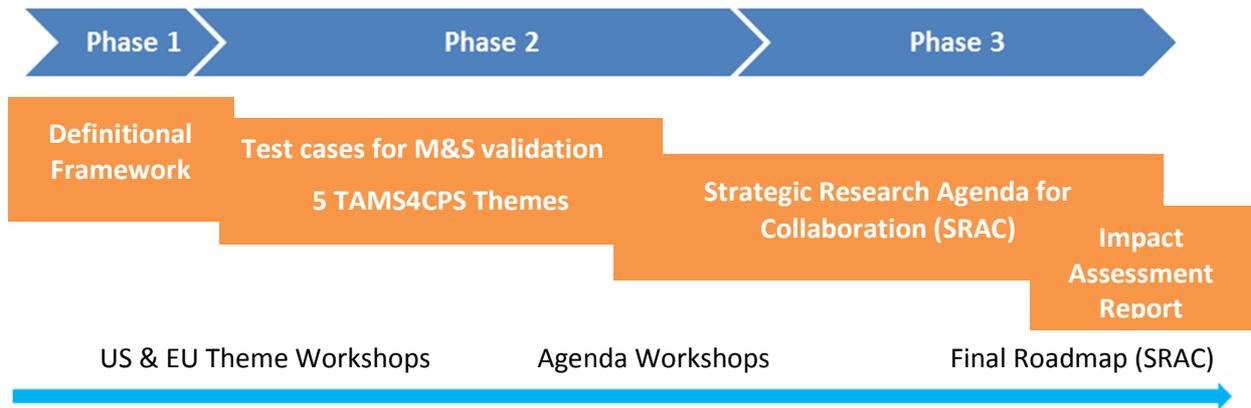


Figure 1: TAMS4CPS Approach

4 Main Results and Analysis of Exploitation Potential

The project’s main result will be the **Strategic Research Agenda for Collaboration (SRAC)**. The Consortium believes that the agenda will have a strong impact on the defined target groups and will function as a guide to both public and private actors. It is hoped to trigger new funding opportunities in modelling and simulation for CPS addressing the specific challenges as identified therein, but also providing new ideas to M&S tool developers in the EU and the US and the entire international community.

Other exploitable results will be all public deliverables. **D1.1 on the Definitional Framework** is already disseminated. It serves as a sound basis for discussions and helps interested stakeholders to come to terms with common understanding of CPS. The [website](#) and **project brochure** serve as a promotional tools, however, the website in particular is an essential resource through which project deliverables, test cases, materials for workshops, the webinar archive and other results can be accessed free of charge. It should be noted that the organisation of materials on the project website is a prerequisite for effective knowledge circulation and makes sure the results are appropriately promoted. .

State of the Art report on modelling and simulation for CPS will be provided as a web resource and will provide major preparational content and structural form for the development of the final SRAC. Experts and workshop participants will be referred to this web resource when getting ready for workshops and webinars.

The **Test cases for M&S validation** will also be provided as a freely accessible web resource; researchers throughout the project life cycle and beyond can retain them.

The **Impact Assessment Report** will provide information on likely impacts of successful research in M&S according to the aspirations and priorities formulated in the final SRAC. It shall be seen as a complementary document to the SRAC and may convince respective target groups to invest in a certain area of M&S for CPS.

A complete overview of all exploitable project results is provided in Table 1 on Exploitable Foreground.

Type of Exploitable Foreground	Description of exploitable foreground	Confidential	Foreseen Delivery	Exploitable products or measures	Sector(s) of application	Timetable, commercial or any other use	Patents or other IPR exploitation (licences)	Owner & Other Beneficiary(s) involved
Definitional Framework (D1.1)		No	April 2015	Report		April 2015	Not applicable	Members of the consortium
Research and Collaboration Strategic Agenda (draft 1) (D 3.1)		No	August 2016	Report		August 2016	Not applicable	Members of the consortium
State of the Art report on M&S for CPS (D2.1)		No	September 2016	Websites, patents, filling, etc.		September 2016	Not applicable	Members of the consortium
Test cases for M&S validation (D2.2)		No	September 2016	Report		September 2016	Not applicable	Members of the consortium
Research and Collaboration Strategic Agenda (final) (D3.2)		No		Websites, patents, filling, etc.		November 2016	Not applicable	Members of the consortium
Impact Assessment Report (D4.5)		No	December 2016	Report		December 2016	Not applicable	Members of the consortium

Table 1: List of Exploitable Results

4.1 Partner's individual dissemination and exploitation plans

4.1.1 Loughborough University (LU)

Loughborough University plans to disseminate the project results and the Strategic Research Agenda for Collaboration (SRAC) via conferences and workshops by not only using them to present papers concerning the project, but also as a ready source of information to shape the strategic agenda. Loughborough University intends to particularly draw on the intellectual community at the IEEE Systems of Systems conference to be held in Kongsberg, Norway during 2016, to publicise and finalise the strategic agenda. We plan to hold a special session at INCOSE 2016 to engage with the community involved in M&S for CPS. In addition the annual IEEE ICCPS (International Conferences on CPS) will be one of the primary target conferences to use as a platform for dissemination. In all these activities, the primary community targeted will be the researchers and practitioners of M&S techniques as relevant to CPS of not only the EU and the US, but the entire international community. In addition to conferences, LU intends to publish open access journal articles, leading to a more widely and lasting means of dissemination.

As a project lead on the webinar program, LU will hold approximately 9 webinars (one in two months) throughout the duration of the project and in addition to those held alongside project workshops, with the first scheduled for 8-10 July, 2015. The webinars will not only be used as a means of engagement with CPS and M&S experts for forming the strategic agenda and fostering collaborations but also as a means of dissemination of project results to a much wider international CPS and M&S community.

4.1.2 Steinbeis Innovation gGmbH (SIG)

SEZ plans to disseminate the project results and the Strategic Research Agenda for Collaboration (SRAC) via the Steinbeis-Network, targeting the CPS community in Germany and the Federal State of Baden-Württemberg in particular (Allianz Industry 4.0) and beyond via articles and publications on the Steinbeis website printed news outlets as well as available press services. This will be complemented by the project website where interested stakeholders can retrieve the SRAC in its different stages of development, the content of all public Deliverables and information material for the webinars.

As coordinator of the Road2CPS project SEZ will foster collaboration across projects and makes strong contributions in enhancing the CPS-EU constituency, e.g. by sharing pertinent information also with the Road2CPS Experts Group. Participation in conferences, fairs and CPS-related events will serve as an effective means to promote project results, distribute flyers and extend the TAMS4CPS Experts Group. It is planned to contact regional and national clusters across Europe including the EEN network in order to incite the take-up of the SRAC and initiation of potential partnerships for research. In addition, SEZ will include the knowledge and experience gained in past projects like Road2SOS, Road4FAME.

Dissemination Channel	Diffusion Mean	Target Group
Entire Steinbeis-Network	Newsletter (print and digital), website, press service	Academia and Research (CPS Community in Germany and beyond)
Road2CPS (Roadmapping Workshops)	Flyer, Events, Road2CPS Experts Group	Academia and Research (CPS Experts EU)
CPS-related conferences and events	Presentations, flyer, expansion of experts group	Academia and Research, Enterprises interested in M&S for CPS, Clusters, associations, platforms and multipliers, European Commission and other policy-makers
ENN and regional clusters	Announcement in ENN network, provision of information to regional clusters	Academia and research, Enterprises interested in M&S for CPS, Clusters, associations, platforms and multipliers

Table 1.1: SIG - exploitation activities

4.1.3 University of Newcastle (UNEW)

Newcastle University will disseminate TAMS4CPS outputs such as the state of the art report and the Strategic Research Agenda for Collaboration via established networks of contacts and also via publications and attendance at conferences and workshops.

The Centre for Software Reliability at UNEW supports a mature community in safety critical systems, including over 1500 members from industry and academia. TAMS4CPS results will be publicised to this community via mail. UNEW also maintains a community of systems of systems (SoS) ‘The COMPASS Club’ via a regular e-newsletter, to which TAMS4CPS outputs will be disseminated. UNEW is a member of the INCOSE SoS Working Group, to which the objectives of TAMS4CPS have already been presented; further TAMS4CPS outputs will be made available to members of this working group throughout the project. In addition to this, UNEW is a partner in three other CPS projects: Road2CPS, CPSE Labs and INTO-CPS. UNEW will make TAMS4CPS results available to these other projects, each of which will be maintaining a community of interest on CPS, consisting of both industrialists and academics.

UNEW will also publish the results of TAMS4CPS in appropriate conference and journal papers. For example, an adaptation of the state of the art report could be submitted to the New Ideas and Trends Papers call of the Elsevier Journal of Systems and Software. Throughout and beyond the lifetime of the project UNEW researchers will be attending workshops and conferences and when opportunities arise will disseminate TAMS4CPS outputs to other delegates.

Communication Channel	Diffusion Mean	Target Group
Entire UNEW-Network	Newsletter (print and digital), website, flyer, e-mail	Academia and Research, Enterprises interested in M&S for CPS (CPS and SoS Community in UK and beyond)
Road2CPS, CPSE-Labs and INTO-CPS (Meetings, Workshops, Events)	Flyer, Events	Academia and Research, Enterprises interested in M&S for CPS (CPS Experts EU)
CPS-related conferences and events	Presentations, flyer, expansion of experts group	Academia and Research, Enterprises interested in M&S for CPS, Clusters, associations, platforms and multipliers, European Commission and US policy-makers

Table 1.2: UNEW – exploitation activities

5 Dissemination Strategy

Dissemination and communication activities play a central role in reaching the project’s major aim that is EU-US collaboration in M&S for CPS. The project’s success is hence also dependent on the success of these activities, which can be subdivided into an *input* and *output side*. The *provision of inputs* is generated by experts during formative workshops and webinars and activities on the *output side* foresee effective communication of preparational documents, the final SRAC and achieving endorsement by key stakeholder groups. It shall be noted, that the SRAC generating project phase (M5-M20) is relevant for both input and output side to a similar degree. The workshops and webinars serve as agenda generating tool and exchange of experts views, but may also create awareness among other people interested in M&S for CPS.

While activities on the input side have strong importance during project implementation, activities on the output side gradually increase in importance as the development of the SRAC progresses. Figure 2 summarises the dissemination strategy of TAMS4CPS including an overview and timeline of the main activities.

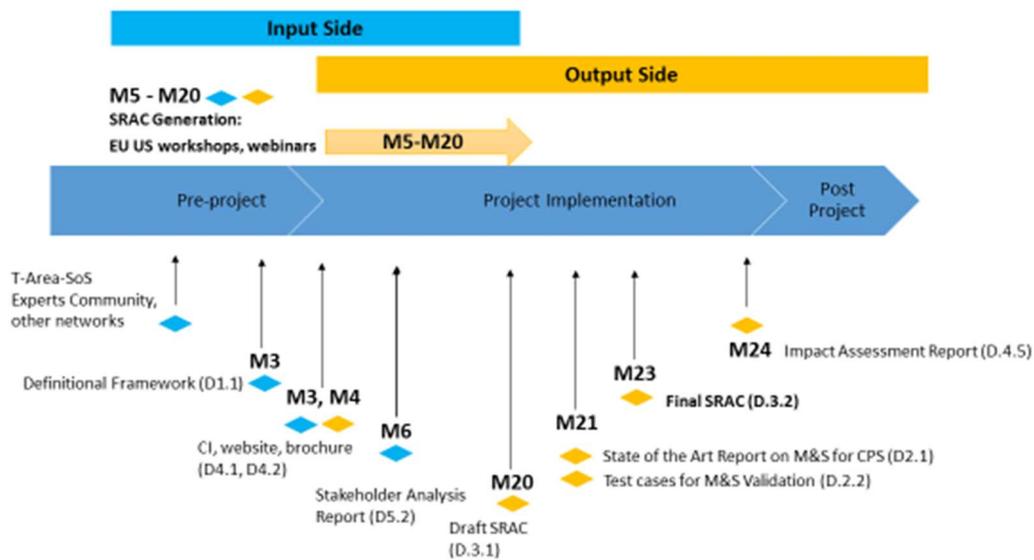


Figure 2: TAMS4CPS Dissemination Strategy – Overview of main activities and timeline

5.1 Dissemination and Communication Tools

Table 2 lists the available TAMS4CPS dissemination tools linking them with respective target groups.

Dissemination Tool	EC other policy makers	Academia and Research in the field of CPS	Enterprises interested in M&S for CPS / industry	Clusters, associations, platforms and multipliers	CPS Experts in the United States and international community
Website	x	x	x	x	x
Project Flyer	x	x	x	x	x
Twitter	x	x	x	x	x
Deliverables (CO)	x				
Deliverables (PU)	x	x	x	x	x
Dedicated workshops		x	x		x
Conference, fairs, events		x	x	x	x
Open-access publications	x	x	x	x	x
TAMS4CPS Workshops and Webinars (including archive)		x	x	x	x
TAMS4CPS Newsletter	x	x	x	x	x

Table 2: TAMS4CPS dissemination tools and target groups

Next, to these traditional dissemination and communication tools, TAMS4CPS will be supported by the following activities:

Expansion of TAMS4CPS Expert Community

The TAMS4CPS community of experts builds on the relevant community established during the T-AREA-SoS project and will be expanded throughout the project. It will particularly focus on M&S experts that are to support transatlantic research in the future.

General Networking

Each of the participating partners have extensive networks available for dissemination (INCOSE, IEEE Systems of Systems technical committee, INCOSE SoS Working Group, see also section 4.1) including the US Points of Contact. Furthermore, partners have built networks in other EU-projects in the area of Systems of Systems and CPS, to mention a few, Compass, Road2CPS, T-Area-SoS, through which they can spread information to relevant networks. Furthermore, TAMS4CPS seeks to coordinate activities with CPS Summit, a sister project to TAMS4CPS coordinated by fortiss GmbH Munich for

dissemination purposes, but also to avoid duplication of efforts. As described in the DoA collaborative activities with CPS Summit will be of great importance for participation in the CPS Weeks's subconference ICCPS - ACM/IEEE International Conference on CPS in April 2016 in Vienna.

Final Event

The TAMS4CPS final event set to take place in the context of an international event in the area of CPS, e.g. similar to 'Cyber-Physical-Systems: Uplifting Europe's Innovation Capacity', that was organised by the Road2CPS consortium, ITEA-ARTEMIS and the European Commission in 2013. The event shall function as an incubator for collaborative research proposals in M&S for CPS and may already present concrete project ideas.

Publication of final SRAC on project website

The SRAC will be the final product of TAMS4CPS and will be published on the project website. It will be available free of charge for all stakeholders and other interested parties. It will also be promoted through relevant clusters, associations, platforms and multipliers.

5.2 Key Performance Indicators

The effectiveness of TAMS4CPS dissemination and communication activities will be measured by **six performance indicators (KPIs)**:

- Seize of audience at conference, fairs and events
- Number of external participants in workshops and webinars
- Website traffic
- Social media interaction (e.g. number of followers on Twitter)
- Expansion of TAMS4CPS experts group
- Size of stakeholder database for industry advisory liaison

The following tables are derived from the **TAMS4CPS Dissemination and Communication Roadmap**, which will be updated regularly by each project partner. They indicate a collection of past and future dissemination activities in the form of conference, fairs, workshops, webinars and publications.

Type of activity	Partner responsible / involved	Title and Location	Date	Communication/Dissemination Targets	Type of audience	Size of audience	Countries addressed
Workshop	UNEW	INCOSE International Workshop (IW), Torrance, California	24-28 January 2015	Raise awareness of the project amongst international systems engineering community, raise awareness of the term “CPS” with systems engineers	Scientific & Industrial Systems Engineers	~40	ALL
Conference	UNEW,	CPSWeek 2015, Seattle, USA	13- 16 April 2015	Raise awareness of the project amongst US and international CPS experts	Scientific, Industry	300	ALL
Project Website	SIG	TAMS4CPS Website http://www.tams4cps.eu/	27 May 2015	Information portal for stakeholders and general public	General Public, CPS experts	-	ALL
Project Brochure /Flyer	SIG	Flyer and development of corporate identity	27 May 2015	Spreading information on project to interested stakeholders	General Public	-	ALL
Roadmapping Workshop	All partners	1 st TAMS4CPS Roadmapping Workshop, Brussels, Belgium	21 May 2015	1 st TAMS4CPS Roadmapping Workshop, introducing roadmapping methodology for further workshops	Scientific, Industry	15	EU
EU- Consultation Meeting	UNEW, SIG, LU (Paul Palmer, Murray Sinclair)	EU-Consultation Meeting:” Digital Revolution in Europe: Converging Visions for a Smarter World http://de.amiando.com/road4fame-consultation.html	22 May 2015	EU-Consultation in the areas of CPS, IoT and FoF	Scientific, Industry, Policy Makers	100	EU
Conference	SIG	ARTEMIS Summer Camp, 2015, Helsinki, Finland https://artemis-ia.eu/calendar/387-artemis%20summer%20camp%202015.html	10 -11 June 2015	Identifying the CPS and embedded systems challenges in preparation of the ARTEMIS SRA 2016	Scientific, Industry, Policy Makers	80	EU

Table 3: Past Dissemination Activities



Type of activity	Contributing Partners and US PoC	Title and Location	Date	Communication/Dissemination Targets	Type of audience	Size of audience	Countries addressed
Workshop	UNEW, LU, GMU	Theme 1 US Workshop: architectures principles and models for autonomous, safe and secure Cyber-Physical Systems, Washington D.C., USA	8-9 July 2015	Triggering EU-US collaboration opportunities, promoting theme 1 test case	Academic, scientific	tbc	EU, US
Symposium	UNEW	INCOSE International Symposium (IS) 2015, Seattle, Washington	13-16 July 2015	Raise awareness of the project amongst international systems engineering community, raise awareness of the term "CPS" with systems engineers (via networking, no formal project presentation).	Scientific & Industrial Systems Engineers	tbc	All
Conference	tbc	2015 Summer Simulation Multi-Conference (SummerSim'15), Chigaco, USA http://www.scs.org/summersim	26-29 July 2015	Promoting TAMS4CPS in the US, discussions on "Complexity and the Role of Modelling & Simulation"	Scientific	tbc	All
Conference	tbc	Embedded Systems Week, Amsterdam, The Netherlands http://www.esweek.org/	4 -9 October 2015			tbc	EU
Conference	tbc	EPoSS Annual Forum 2015 & MNBS 2015, Leuven, Belgium http://www.smart-systems-integration.org/public/news-events/events/eposs-annual-forum-2015-mnbs-2015	12 -15 October 2015			tbc	EU
Conference	SIG, LU, UNEW	ICT 2015 Innovate, Connect, Transform, Lisbon, Portugal https://ec.europa.eu/digitalagenda/en/news/ict-2015-innovateconnect-transform-20-22-octoberlisbon-save-date	20 -22 October 2015	Consultation with EU-policy makers, networking, cooperation and exchange of views with other projects in the area of smart CPS	Scientific, Industry, Policy Makers	tbc	EU

Conference	LU, SIG, UNEW	CPS Week 2016, Vienna, Austria http://cpsweek2016.ocg.at/org.html ICCPS - ACM/IEEE International Conference on CPS http://cpsweek2016.ocg.at/ws.html	11-14 April 2016	Reaching audience for collaborative research in coordination with CPS Summit project	Scientific, Industry	tbc	all
Conference	LU	IEEE Annual Systems of Systems Engineering Conference, Kongsberg, Norway http://eirict.win.tue.nl/docs/SoSE_2016_CFP_v%2010.pdf	12-16 June 2016	Hold a special TAMS4CPS session to engage with the community in M&S for CPS . This will be done by inviting paper submission for peer review and presentation and panel discussion	Academic and Industry	tbc	all

Table 4: Future Dissemination Activities: Conferences and Fairs

Open-Access Publications

At present, there are no open-access publications, except D.1.1 to be retrieved on the project website, however open access is planned for a number of deliverables produced during the project. This section will be updated regularly as a part of the TAMS4CPS Communication and Dissemination Roadmap, which will be maintained throughout the project life cycle. The same is valid for the following table of webinars.

Title of Webinar	Date	Contributing TAMS4CPS Partners and US Points of Contact	Total number of participants
Theme 1: Architectures principles and models for autonomous safe secure Cyber-Physical Systems (review and discussion)	10 July, 2015	LU, UNEW, GMU	tbc

Table 5: TAMS4CPS Webinars

6 Conclusion

As has become clear in this document, TAMS4CPS exploitation, communication and dissemination activities are intrinsically interlinked. From a strategic point of view dissemination and communication activities in particular can be divided in an *input* (existing experts community, definitional framework, CI, project website and brochure, stakeholder analysis and formative workshops and webinars) and *output side* (project website, workshops and webinars, state of the art report, test cases, impact assessment and the final SRAC). Whereas activities on the input side comprise the aim to generate the final SRAC, activities on the output side seek to create awareness of TAMS4CPS results and will ideally feed into proposals and calls for collaborative transatlantic research in M&S for CPS.

So far, activities were mainly concerned with supporting TAMS4CPS on its input side (D1.1 Definitional Framework, expansion of experts' community, and first workshops). However, with the project further advancing activities with relevance for the output side will increase.

