



ELU – Enhanced Learning Unlimited

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Dissemination and Use Plan

Authors:	Giunti Interactive Labs S.r.l.	
Contributors:	ELU Consortium	
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Ort France	ORT
Centre Henri Tudor	CRP Henri Tudor
GIUNTI Interactive Labs S.r.l.	GIUNTI ILabs
ELIOS Lab-University of Genoa	DIBE
Center for futurism education-Ben Gurion University	BGU
Informatics and Telematics Institute, Centre for Research and Technology Hellas	CERTH
Danshir	DS
Czech Technical University	CTU
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V0.2	31.07.2006	G. Bo	TOC with assigned responsibilities and description of expected content for each section included. TOC has been slightly modified.
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Responsible of the document:

Giunti Interactive Labs S.r.l.

Defined Contributors of the document:

ORT
Tudor
DIBE
BGU
CTU
UHK
MTA
RTU
SIIT
CTV
UOL
GIUNTI
CERTH
DS

Other Expected Contributors:

None

Executive Summary

This document is the D7.1.1 Dissemination and Use Plan (DUP) for the ELU Project (IST-4-027866). ELU started in January 2006 and has duration of 30 months. It is expected to finish in May 2008.

This deliverable relates to the dissemination aspects of Work Package 7 “Dissemination and Exploitation Planning”, which is led by Giunti Interactive Labs. The DUP aims at describing the planned strategy for the internal and external dissemination of the project’s objectives and also at stating a preliminary approach to the market analysis and exploitation of the ELU project’s results and outputs. The DUP is conceived in conjunction with all the Consortium partners in order to give way to the most effective strategy and to obtain the highest return in terms of mass-knowledge on the project’s topics and of economic gain.

This deliverable, in particular, addresses specific dissemination actions and proposes an approach to the future exploitation of ELU project results and outputs. This document is just the starting point. Follow-on actions including meetings and discussions will continue for the duration of the project to ensure that we are still working properly addressing the target objectives. The Dissemination and Use Plan will be used as a guideline and for reference by members of the consortium for the duration of the project.

After an introduction to the general aims of dissemination and preliminary exploitation planning, D7.1.1 is subdivided into two main sections (Chapter 2 and Chapter 3).

Chapter 2 offers a detailed description of the dissemination activities performed and planned for promoting the ELU project and its achievements and results. These activities are divided in a rich and complementary set of project promotion actions:

- Establish the ELU Web site, with a password-protected section, where all deliverables can be downloaded, rather than sending paper copies.
- Preparation of a multimedia presentation of the project, which will include a slides presentation, a brochure, and CD/DVD leaflet and a video clip.
- Establish ELU Special Interest Group (SIG).
- Gain press coverage (both national broadsheets and specialist press).
- Participation in relevant conferences.
- Participation in relevant e-learning and IDTV standardisation forums (IEEE, ISO, CEN, DVB, etc.).
- Disseminate ELU through the management structures of participating partners.
- Use exiting subject-specific forum, consensus creation forum or concertation meetings.

Notwithstanding a good dissemination policy, many projects fail to be fully exploited because of poor communication amongst those actors expected to carry out the exploitation process. To avoid this, the primary objective in preparing an exploitation plan is to set out a convincing case to secure financing, internal or external, for the start-up or expansion of a business venture. Having this in mind, Chapter 3 in this document is intended to give some preliminary ideas about the methodological approach that will be adopted in the development of the exploitation plan for ELU. As a background information for activities that will lead to the production of deliverables D7.1.2 and D7.1.3, the following can be found in the present document:

- An overall, high-level, market description. This offers an overview of the worldwide perspectives and highlights the role of Europe as a world driver for digital TV, the expected penetration of interactive TV and related revenues.
- A brief description of the current market status and projected trends in the ELU countries.
- A preliminary and introductory definition of the ELU offer, in terms of technology, contents and services.
- A proposal for a methodology suitable to define the ELU business model and the corresponding exploitation planning.

More detailed analysis and market/business modelling activities will be performed after the delivery of this document and its guidelines, the outcomes of which will be documented and described in deliverables D7.1.2 (project month 23) and D7.1.3 (project month 29).

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