

Impact Report

Deliverable 2.2 – Service Web 3.0

White paper

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Abstract (for dissemination)	This document provides information on impact measures of dissemination activities i.e. conferences, tutorials, summer schools, etc., which members of the Service Web 3.0 consortium (co-) organized or participated in. The mentioned dissemination activities also encompass events where researchers and industry representatives were trained on topics in the core focus of the Service Web 3.0 project. These activities have been carried out using different dissemination channels as identified in the project's Dissemination Strategy. These events took place in numerous countries in Europe, America and Asia – the geographical distribution of activities is also presented in this deliverable.
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EXECUTIVE SUMMARY

The aim of this deliverable is to present the analysis of impact of the dissemination, training and collaboration efforts of the Service Web 3.0 project as well as other activities carried out by the project members. Therefore, the document reports on methodology of dissemination activities including conferences, tutorials, summer schools, etc., which members of the consortium (co-)organized or participated in. It also elaborates on community building initiatives e.g. workshops, special sessions as well as training on topics being in the focus of the Service Web 3.0 project.

These activities have been applying different dissemination channels as identified in the project's Dissemination Strategy. The dissemination strategy was shaping all activities undertaken. The events organized or supported by Service Web 3.0 took place in numerous countries in Europe, America and Asia. The geographical distribution of these activities is also presented in the deliverable.

1. INTRODUCTION

Service Web 3.0 aimed at providing a comprehensive roadmap for propagation and application, in real scenarios, artefacts and technologies standing behind the vision of Web of Services. Therefore, the project members were to spread the information on the Web of Services and related topics creating the community of Web of Services (Internet of Services). This was the main aim of the dissemination activities carried out within the project. On the other hand, the dissemination activities were also to spread the information on the project itself. These two aims interweaved one with another, so the impact measures that are described within this deliverable reflect realisation of both these aims.

Dissemination is an essential part of every FP7 initiative. The dissemination activities are crucial for a new technology adoption. A typical technology adoption process consists of three phases: creation of awareness, evaluation, and trial and adoption. The dissemination activities target mainly at creation of awareness and understanding of the developed technologies and tools, thus contributing to their future adoption. The dissemination activities carried out within the project followed these phases defining for each success measures to be achieved to constantly monitor the project outcomes and take corrective actions, if needed. These success measures are described in this deliverable and reflect also the impact achieved by the project.

2. METHODOLOGY OF DISSEMINATION AND TRAINING

The main goal of the Service Web 3.0 project was to promote innovative technological achievements in the field of Web of Services. The promotional slogan of the project was defined as follows: “Realizing a world where billions of services are exposed and consumed via advanced Web technology”. The dissemination activities carried out were to make this vision understood by parties external to the project.

The dissemination strategy was based on experience from the field of marketing. The marketing practice as well as theory suggests that almost every innovation has to go through a defined path in order to constitute a final off-the-shelf product. This process includes four major phases: awareness, evaluation, trial and adoption. The vision of Web of Services being an important next step in the migration from the computer-users society into the society of knowledge is not an exception. Moreover, as the idea behind it is of distributed and technologically sophisticated nature, the potential route of its realization along the innovation supply chain may take a long time.

The duration of the transformation from the initial ideas to profitable products can be significantly shortened by taking appropriate dissemination actions. Philip Kotler, an expert in the field, argues that very often the diffusion of information about the product or innovation is as important as results and potential gains from the marketable good. Thus, the actions carried out aimed at building a network of stakeholders to rise awareness of the key issues as well as spinning collaborative actions beyond the project itself.

Within the next subsections, three mentioned phases i.e. provision of awareness, understanding and adoption are discussed in detail.

2.1. PROVISION OF AWARENESS

The awareness phase concerns building the project’s identity and profile. The dissemination channels exploited to achieve the defined aims include inter alia:

- promotion during various events including conferences and workshops via leaflets, posters, conference stands, panel discussions, etc.,
- industry-oriented presentations and fairs dealing with reaching the potential future adopters of the technologies developed,
- organisation of conferences and workshops to bring the community together, this includes especially launch or continuation of conferences and workshops being the source of the project idea, namely:

- European Semantic Web Conference (ESWC)
 - European Semantic Technology Conference (ESTC)
 - Asian Semantic Web Conference (ASWC)
 - International Conference on Business Information Systems (BIS)
 - International Conference on Electronic Commerce (ICEC)
 - International Semantic Web Conference (ISWC)
 - Future Internet Symposium (FIS)
- preparation of special issues of journals to assure the dissemination channel with a significant impact on the research communities,
 - web activities (maintaining the project website): online and electronic dissemination via the project website,
 - sponsoring activities,
 - publications (journals, white papers, conferences, symposia, workshops).

2.2. PROVISION OF UNDERSTANDING

The understanding phase is about familiarizing with technologies promoted by the project, groups that may benefit from exploiting research results from these areas. The dissemination activities related to this phase involve research-oriented and training activities including:

- subject presentations (keynote and invited speeches),
- poster presentations and participation/organisation of workshops in the related fields,
- tutorials with hands-on sessions being an in-depth theoretical and practical overview of the topics addressed by the project as well as its outcomes,
- university training: educating students, managing training materials (including the web-based training) and face-to-face events e.g. open lectures and seminars that may be collocated with project meetings to familiarize students with the work of researchers coming from other institutions,
- summer schools enabling transfer of theoretical and practical knowledge, as well as creating links

between participating individuals and institutions.

2.3. PROVISION OF ACTION/ADOPTION OF THE OUTCOMES

The last level of the dissemination concerns specific actions to be undertaken with regard to the adoption of products or approaches offered by the project. This phase can be influenced by a group external to the project consortium e.g. standardization bodies. This level of dissemination concerned with familiarising users with a new technology, is targeted at people that may initiate changes within their organizations and are strongly connected with the exploitation activities. To achieve the aim of technology adoption, the dissemination activities have to deal with promotion of the developed road maps, demonstrations of potential application scenarios as well as addressing the standardization bodies.

3. IMPACT REPORT

The measures of the performed dissemination activities mainly concern quantity of events and activities (number of publications, press releases, keynote speeches, presentations at conferences, industry workshops, tutorials, scientific sessions, etc.) undertaken in order to ensure the awareness and understanding of the project ideas. However, of the utmost importance besides quantity is of course the impact of all activities carried out. Apart from opinions from participants of workshops and sessions devoted to the project related topics, the following success measures were defined within the project dissemination plan:

1. Provision of visibility
 - a. Number of sponsored / supported events
 - b. Visibility at conferences from the field of SWS and SW
 - i. Number of participants of co-organized conferences,
 - ii. Number of participants of events related to support action in any other way.
 - c. Number of subscribers to the Service Web 3.0 newsletter
 - d. Number of Service Web 3.0 website hits
2. Provision of understanding
 - a. Dissemination activities at conferences:
 - i. Number of subject presentations (keynote and invited speeches)
 - ii. Number of poster presentations
 - iii. Number of workshops organised
 - b. Training activities
 - i. Number of tutorials together with the number of participants
 - ii. e-Learning materials (web casts) – number of interested parties that benefited from the materials
3. Provision of action/adoption of the Service Web 3.0 outcomes
 - a. Standardisation activities – number of standards submitted, number of standardization bodies, where Service Web 3.0 was represented.
 - b. Demonstration – movie audience size.

The value of each measure defined is presented and/or discussed in the next section.

3.1. Success measures - details

Provision of visibility

1. Number of sponsored / supported events

The consortium organised 31 conferences, symposiums, forums and workshops.

The list of events is presented below. These events are described in detail in the D.2.3 deliverable.

Conferences

2008:

- 11th International Conference on Business Information Systems (BIS 2008)
- Information Systems 2020 Conference
- 5th European Semantic Web Conference (ESWC 2008)
- 10th International Conference on Electronic Commerce (ICEC 2008)
- 2nd European Semantic Technology Conference (ESTC 2008)
- 1st Future Internet Symposium (FIS 2008)
- 3rd Asian Semantic Web Conference (ASWC 2008)

2009:

- 2nd International Conference on Business Process and Services Computing (BPSC 2009)
- 12th International Conference on Business Information Systems (BIS 2009)
- 6th European Semantic Web Conference (ESWC 2009)
- 2nd Future Internet Symposium (FIS 2009)
- 3rd International Conference on Semantic Computing (ICSC 2009)
- 3rd European Semantic Technology Conference (ESTC 2009)
- Asian Semantic Web Conference (ASWC) 2009

Workshops

2008

- Advances in Semantics for Web services Workshop (semantics4ws'08)
- 1st IEEE International Workshop on Semantics for Business Process Management (SBPM 2008)
Special Session (COMPSAC 2008)

2009

- International Workshop on Intelligent Service Management (ISM'09)
- 2nd Workshop on Mashups, Enterprise Mashups and Lightweight Composition on the Web (MEM 2009)
- 1st Workshop on the Economics of Knowledge-based Technologies (ECONOM 2009)

- 1st Workshop on Service Discovery and Selection in SOA Ecosystems (SDS-SOA 2009)
- 3rd Workshop on Social Aspects of the Web (SAW 2009)
- 2nd Workshop on Advances in Accessing Deep Web (ADW 2009)
- International Workshop on the Role of Services, Ontologies, and Context in Mobile Environments (RoSOC-M 2009)
- 3rd STI Roadmapping Workshop “Charting the next generation of semantic technology”
- Exploiting Structured Information on the Web (ESIW 2009)
- Workshop on Semantic Extensions of Middleware: Enabling Large Scale Knowledge Applications (SEMELS 2009)
- 8th Semantic Web Services Challenge Workshop (SWSC 2009)
- 3rd Workshop on Non-Functional Properties and SLA Management in Service-Oriented Computing (NFPSLAM-SOC 2009)

Forums and Special Sessions

- 1st OCG Forum Semantic Systems (FSS 2009)
- 2nd STI International Offsite (STI Offsite 2009)
- Special Session on Semantic-Based Interoperability at the 3rd IEEE Conference on Semantic Computing (ICSC 2009)

2. Visibility at conferences in the field of SWS and SW (number of participants of co-organized conferences, number of participants of events related to the support action in any other way)

The number of participants varied at all events organised. In 2009 we observed a decrease in the number of participants, especially coming from the industry sector. On average the number of participants of conferences/symposia oscillated between 100 and 150, however the total number of participants including also students, non-registered participants (persons accompanying keynote speakers, registering onsite, etc.) is hard to determine. Some exemplary statistics are as follows:

- ASWC over 80 participants,
- BIS2009: 135 participants,
- ESTC2009: 240 participants,
- FIS2009 over 80 participants.

The tutorials on average were attended by 15-18 people.

3. Number of subscribers to the Service Web 3.0 Future Internet Interest Group

As of January 2010, the Future Internet Interest Group mailing list subscriptions totalled to 44 members. These people receive updates on events organised and activities concerning the Future Internet Assembly. This number should be accompanied by the number of participants of the Services WG that was created and maintained by project members. This group currently consists of 61 actively working participants.

4. Number of Service Web 3.0 website hits and other Service Web 3.0 Website Statistics

Throughout the duration of the Service Web 3.0 project, the project website - <http://www.serviceweb30.eu/> - generated 15,719 visits, 12,343 absolute unique visitors, and 42,083 page views, from 130 countries/territories (9,045 European visits, 4,369 American visits, and 1,791 Asian visits). Statistics provided by Google Analytics are current as of January 31, 2010.

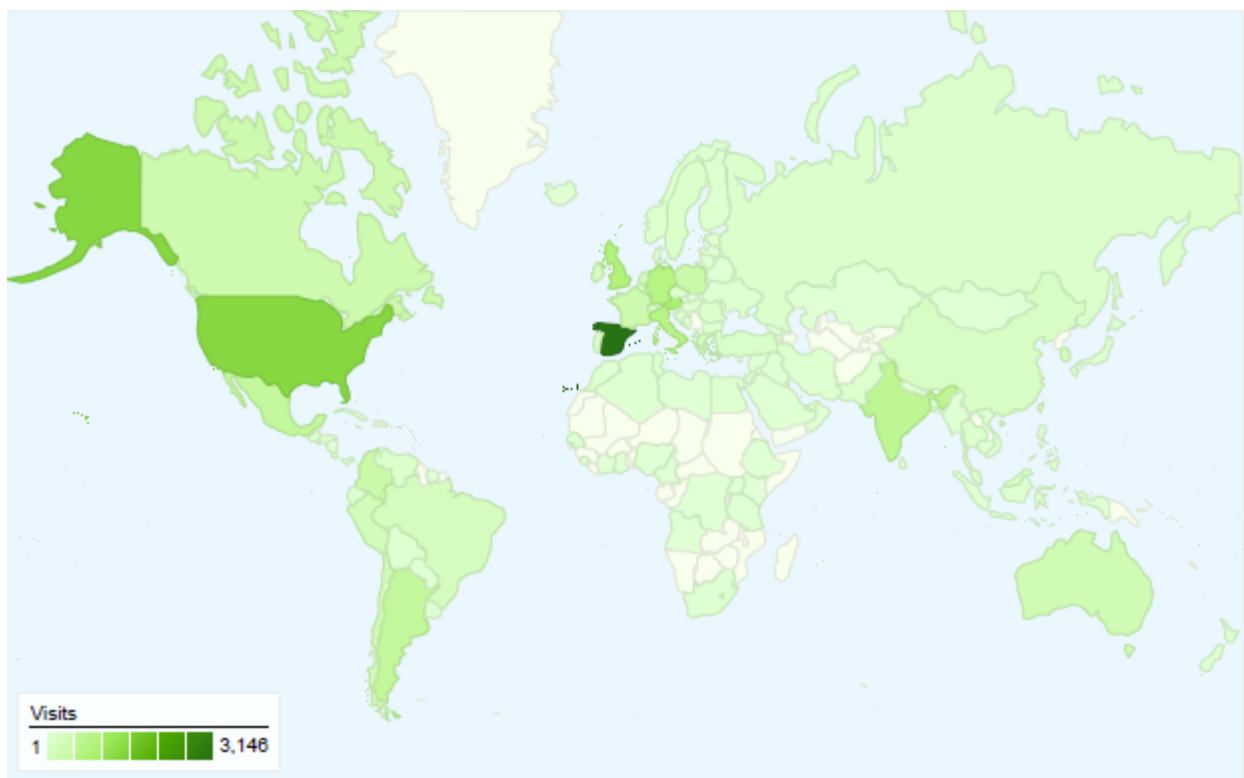


Figure 1 Visits per country

When it comes to the number of downloads of publications and deliverables posted on the Service Web 3.0 website, they are as follows:

Publications:

- *PSMs in a Networked Age*, hits: 486
- *Scalable Semantic Computing – Presentation*, hits: 461

- *Scalable Semantic Computing*, hits: 434
- *Towards the Service Web*, hits: 399
- *SOA WS and QoS*, hits: 369
- *Semantics-Driven Interoperability on the Future Internet*, hits: 242

Deliverables:

- *D1.1 Service Web 3.0 Public Roadmap*, hits: 715
- *D3.4 Collaboration Activities Plan - M6*, hits: 472
- *D3.1 Standardisation Activities Report*, hits: 355
- *D3.2 Community Building Procedures*, hits: 319
- *D2.1 Dissemination Plan*, hits: 292
- *D3.4 Collaboration Activities Plan - M12*, hits: 285

Provision of understanding

1. Dissemination activities at conferences

- a. Number of subject presentations (keynote and invited speeches)**
- b. Number of poster presentations**
- c. Number of workshops organised**

As already discussed, within the project duration, 14 workshops were organized (for the list see 1. Number of sponsored / supported events). There were 10 keynote and invited speeches, the list follows:

2008

- Presentation at ARIS Process Day Poland, “Semantyka w modelowaniu procesów biznesowych – klucz do automatyzacji i podniesienia efektywności czy dodatkowe obciążenie dla projektantów procesów?”, October 2008, Warsaw, Poland,
- Presentation at CR&IT Conference, From Business Modelling to Service Oriented Architectures, December 12th, 2008

2009

- Invited talk of John Domingue at the University of Aberdeen on the Future Internet and SOA4All, February 25th, 2009
- Invited talk of John Domingue at LTN Event on the Future Internet in London
- Invited talk of John Domingue on Future Internet and SOA4All at the Austrian Computer Society's OCG Forum Semantic Systems 2009, <http://www.sti2.org/ocg-forum-semantic-systems>

- John Domingue Keynote, Future Internet. A Semantics and Services Perspective. Wealth of Networks 2009: Digital Economies and the Next-generation Internet. Bringing together researchers, industry and the UK community to explore the future of the Digital Economy in the UK. March 24th, 2009, Congress Centre London, hosted by University of Southampton, <http://wealthofnetworks2.wordpress.com/agenda/>
- Open Lecture on the Future Internet at Faculty of Informatics and Electronic Economy, Poznan University of Economics, Poland (June 6th, 2009)
- Lecture of John Domingue - a perspective on the Future Internet at the Semantic Week in Amsterdam on 23rd June, 2009)
- Invited talk of Agata Filipowska at Theseus Symposium in Berlin (<http://www.eubusiness.com/Internet/theseus.09>), June 29th, 2009
- Invited talk of Prof. Witold Abramowicz during the conference for industry, Ogrody Innowacji TP (<http://ogrodyinnowacji.tp.pl/>), September 2009

Besides major events, project participants held a number of face-to-face meetings, fair presentation, etc. Detailed list of these events is included in D.2.3

2. Training activities

a. Number of tutorials and summer schools together with the number of participants

The project consortium organised 3 tutorials. The tutorials on average were attended by 15-18 people. Besides tutorials, we organised 5 summer school attracting people coming not only from academia, but most of all, from industry. The list of tutorials and summer schools is presented below.

Tutorials

- “Semantic Management of Business Processes in the Future Internet” at the 1st Future Internet Symposium (FIS 2008)
- “Introduction to the Semantic Web” tutorial at the 7th International Semantic Web Conference (ISWC 2008)
- “Web Service Crawling and Annotation“ tutorial at 2nd Future Internet Symposium (FIS 2009)

Summer schools

- 6th Summer School on Ontological Engineering and the Semantic Web (SSSW 2008)
- 4th Summer School organized by the Berufsakademie Heidenheim and Poznan University of Economics
- 2nd Asian Semantic Web School (ASWS 2008)
- 1st Semantic Web Services Winter Retreat (SWS-Retreat 2009)
- 1st IEEE 2009 Summer School on Semantic Computing (SSSC 2009)

b. e-Learning materials (web casts) – number of interested parties that benefited from the materials

All presentations held at tutorials and summer schools were recorded. For instance Semantic Web Service Winter Retreat was recorded by Videolectures.net and The Open University has provided Podcasts from the event. In addition, presentation are also available for download.

Provision of action/adoption of the Service Web 3.0 outcomes

1. Standardisation activities – number of standards submitted, number of standardization bodies, where Service Web 3.0 was represented.

The members of the project were actively supporting the standardisation efforts of the cross projects initiatives through the STI Standardization & Reference Architecture Service and Conceptual Models for Services (CMS) Working Group (<http://cms-wg.sti2.org>) that is a follow-up of the WSMO Working Group. The standardization is a long-lasting activity, so it is hard to present the direct success measures, besides of a quantity of the WG and number of meetings held.

2. Demonstration – movie audience size.

The video was offered in both Flash and QuickTime formats, in three different sizes, with the required embed code and several social tagging and bookmarking options displayed on the project website. Additionally, The Open University provided a Podcast format to be included in their iTunesU platform, as well as disseminating the video through the KMi vimeo channel - <http://vimeo.com/5907327>.

The video was also placed on YouTube in October 2009, referring interested viewers to join the Future Internet Interest Group and take the Service Web 3.0 survey (which contributed towards our total of 80 survey participants). As of January 31, 2010, the YouTube “Relevance” based search ranked the “The Future Internet: Service Web 3.0” video as 1st for “Internet of Services,” 2nd for “Future Internet,” and 3rd for “Web 3.0,” with views totalling to 9,432. Screenshots from additional YouTube statistics included below.

Statistics & Data
[More Insight Statistics](#)

 Share statistics for this video: **Public** | [Private](#)
Total Views: 9,432

Comments: 10
Favourites: 148
Ratings: 33
Average Rating: 4.82
Links

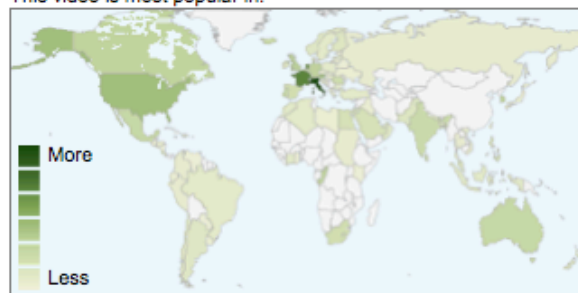
	Date	Link	Views
A	Jan 13, 2010	First embedded on - www.maestroalberto.it	227
B	Dec 20, 2009	First referral from related video - Evolution Web 1.0, Web 2.0 to Web 3.0	217
C	Oct 28, 2009	First referral from - twitter.com	182
D	Oct 22, 2009	First view from a mobile device	267
E	Oct 22, 2009	First referral from - www.facebook.com	257
F	Oct 22, 2009	First embedded on - www.google.com	197
G	Oct 19, 2009	First embedded on - www.facebook.com	397
H	Oct 19, 2009	First referral from YouTube search - future internet	175
I	Oct 15, 2009	Other / Viral	1,500
J	Oct 15, 2009	First referral from YouTube search - web 3.0	586

Audiences

This video is most popular with:

Gender	Age
Male	35-44
Male	45-54
Male	25-34

This video is most popular in:


Figure 2 - Service Web 3.0 Video - YouTube Statistics Overview

The video was also shown at several conferences and events throughout the past year, such as the 9th International Conference on Knowledge Management and Knowledge Technologies (iKnow 2009), the 1st SWS Winter Retreat 2009, the 2nd STI Offsite 2009, and the 2009 Dagstuhl seminar entitled, “Perspectives Workshop: Semantic Web Reflections and Future Directions.” In addition, the following project’s external parties are using or distributing the video: Fraunhofer Institute for Applied Information Technology, Planner Digital, Video Report Canarias, Miami Lakes Educational Center.

3.2. Major events organised

This section provides a concise overview of the major events organized by the project consortium members.

3.2.1. Asian Semantic Web Conference (ASWC)

The Asian Semantic Web conference is a yearly conference discussing latest research and development of the Semantic Web and related technologies. The ASWC conference taking place in Asia, is targeted at both academia and industry. It assembles researchers from wide variety of relevant disciplines such as artificial intelligence, knowledge modelling, logic, databases, social networks, Web services, distributed computing, Web engineering, information systems, natural language processing, multimedia, and human-computer interaction. On the contrary to the European Semantic Web concept, the Semantic Web in Asia is new and an emerging topic which marks the importance of an institutionalized and long-term event within the Asian region.

The 3rd Asian Semantic Web Conference (ASWC 2008) took place in Bangkok, Thailand. There were 37 accepted papers arranged across 12 research tracks. In conjunction with the ASWC conference, 5 workshops were organised: Workshop on Collective Intelligence (CI 2008), Workshop on Data Integration through Semantic Technology (DIST 2008), Workshop on New forms of reasoning for the Semantic Web: scalable, tolerant and dynamic (NEFORS 2008), 1st Workshop on Semantic Web Applications and Human Aspects (SWAHA 2008), Workshop on State of the Art Semantic Technology Adoption Results (SASTAR 2008) .

The 4th Asian Semantic Web Conference (ASWC 2009) took place in Shanghai, China. It attracted about 80 participants from 16 different countries. The majority of the participants (55 %) were coming from Asia, 5% from North America and 40% from Europe. There were 25 accepted papers arranged across 8 research tracks, as well as 4 demos and 8 posters. Two workshops took place: 1st Asian Workshop on Scalable Semantic Data Processing and 1st Asian Workshop on Social Web and Interoperability. There were three tutorials: Semantic Wikis and Applications, Semantic Search and Explanation of OWL Entailments and its role in inconsistency handling in OWL.

ASWC 2008

Venue: Bangkok, Thailand

Date: February 2-5, 2009

Website: www.aswc2008.org

ASWC 2009

Venue: Shanghai, China

Date: December 6-9, 2009

Website: <http://www.aswc2009.org/>

3.2.2. International Conference on Business Information Systems (BIS)

The International Conference on Business Information Systems is organized since 1997 and by now, is a well-respected event. It is one out of four most important conferences in Europe regarding information systems.

The BIS conference aims to help exchange knowledge between scientific communities, people involved in the development of business IT applications and consultants helping to properly implement computer technology and applications in the industry. The BIS conference offers possibilities to discuss the up-to-date research concerning the wide range of the development, implementation, application and improvement of business applications and systems.

Each BIS conference has different theme, which distinguish each edition. The theme of the 11th International Conference on Business Information Systems (BIS 2008) – “Business processes and social contexts - reaching beyond the enterprise” -- reflected recent developments in provision of services over the Web and efforts in utilizing social phenomena of blogs, wikis, and folksonomies by enterprises and public administrations. The conference was a forum for the exchange and dissemination of topical research in the development, implementation, application and improvement of computer systems for business processes.

Main theme of the conference in 2009 was "Information Systems for Agile Organizations". The theme reflected recent tendencies in making organizations more responsive to external conditions. On the one hand, improved methods for better data and information management are used. On the other hand, flexible information systems are developed. In both areas semantic technologies are heavily exploited. They allow to bridge various dimensions: personal, social, mobile, organizational and content-related. They relate internal data and external information. Finally, when applied to area of business processes, they permit to extend collaboration between organizations. All of these phenomena move forward the development of flexible business information systems.

BIS 2008

Venue: Innsbruck, Austria

Date: May 5-7, 2008

Website: http://bis.kie.ae.poznan.pl/11th_bis/

BIS 2009

Venue: Poznań, Poland

Date: April 27-29, 2009

Website: http://bis.kie.ae.poznan.pl/12th_bis/

3.2.3. International Conference on Business Process and Services Computing (BPSC)

The International Conference on Business Process and Services Computing was first organized in 2007, as a part of SABRE Conference.

The goal of Business Process and Services Computing (BPSC) conference is to be a leading international forum to discuss and publish research findings and IT industry experiences related to process-centric service-oriented paradigm as it applies to the development and integration of enterprise and e-business information systems.

The main motivation for the BPSC conference is to combine research and industry solutions for modern business process automation that is based on services computing. The BPSC conference looks at process management as a new paradigm with semantics and meta-models fundamentally different from applications that simply implement business processes.

BPSC 2009 identified most hopeful trends within the business process research field and proposed new directions for consideration by researchers and practitioners involved in the large-scale software development and integration.

Venue: Leipzig, Germany

Date: March 23-24, 2009

Website: <http://bpsc.sabre-conference.com>

3.2.4. European Semantic Technology Conference (ESTC)

The European Semantic Technology Conference brings together the world's leading theorists, pacesetters, developers, engineers, and senior practitioners within organizations, liable for information technology and systems, in one place to show them how to integrate this unparalleled technology into their procedures. ESTC is believed to be Europe's most prominent and authoritative conference focusing on the growth of the ICT semantic technology markets, highlighted by showcased industry practices,

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advancements in the field of semantic technologies achieved in the past year, and successful marketing strategies in delivering semantic applications that generate new revenues. Every year participants present their knowledge how to develop a cohesive strategy for managing semantic technology initiatives and utilize these to evolve the operations and increase effectiveness of their organizations.

The 2nd European Semantic Technology Conference (ESTC 2008) was held in Vienna, Austria. The structure of ESTC program focused on presentations on experiences with utilizing semantic technologies in industry. Consequently presented papers provided participants with a strategic overview of how semantic technology can be applied within their organisations.

The 3rd European Semantic Technology Conference was held in Vienna, Austria. The conference was designed to allow participants to network with and learn from one another. The ESTC program was divided into learning tracks focused on specific areas of practice: Life Sciences, Telecommunications, eHealth, Financial Services, eTourism. The program consisted of series of technical workshops, seed workshop, paper presentations, high level keynotes and demos as well as product presentations from vendors.

ESTC 2008

Venue: Vienna, Austria

Date: September 24-26, 2008

Website: www.estc2008.com

ESTC 2009

Venue: Vienna, Austria

Date: December 2-3, 2009

Website: www.estc2009.com

3.2.5. European Semantic Web Conference (ESWC)

The ESWC conference was first organized in 2004 as the European Semantic Web Symposium. After the success of this first event, the symposium was expanded and upgraded to a European Semantic Web Conference. From 2010 on, the ESWC is named Extended Semantic Web Conference to underline the international Character behind the event.

The mission of the ESWC conference is to bring together researchers and practitioners dealing with different aspects of semantics on the Web.

The 5th European Semantic Web Conference (ESWC 2008) was the 2008 European forum for

dissemination and discussion of the results in research and application in all aspects of the Semantic Web. ESWC 2008 also featured a tutorial program, system descriptions and demos, a posters track, a Ph.D. symposium and a number of collocated workshops.

The 6th European Semantic Web Conference (ESWC 2009) continued the tradition of the previous ESWC editions being the European forum for dissemination and discussion of the latest results and application of Semantic Web technologies. ESWC 2009 also featured a tutorial program, system descriptions and demos, a posters track, a Ph.D. symposium and a number of collocated workshops.

ESWC 2008

Venue: Tenerife, Spain

Date: June 1-5, 2008

Website: www.eswc2008.org

ESWC 2009

Venue: Heraklion, Greece

Date: May 31 – June 4, 2009

Website: www.eswc2009.org

3.2.6. Future Internet Symposium

Future Internet Symposium is relatively new initiative, the first FIS was held in 2008. The symposium deals with the main requirements, which Future Internet must satisfy:

- an Internet of Things, where every mobile and stationary electronic device will be an active participant in the network;
- an Internet of Services, where applications live in the network, and data becomes an active entity;
- an Internet of Content & Media, where most of the contents are generated by end-users;
- an Internet of Publicity, Privacy and Anonymity, where people and software must understand how much trust to extend to others;
- an Internet of Mobility and Ubiquity, where connectivity everywhere is expected, and depended upon.

All these growing Internets, and the others that we have yet to imagine, require further research, especially at the interdisciplinary boundaries where opportunities as well as problems lie.

The 1st Future Internet Symposium (FIS 2008) was held in Vienna, Austria. The event attracted many

practitioners and theorists from all over the Europe. Three days of symposium were packed with three technical sessions accompanied by keynote speeches conducted by the top researches in the area, series of workshops and tutorials.

Following the highly successful first symposium in 2008, the 2nd Future Internet Symposium (FIS 2009) was organized in Berlin, Germany. It was a multidisciplinary forum that sought to integrate research and researchers from all facets of the Internet enterprise. During three days of symposium participants had an opportunity to attend presentations of conference papers arranged in 3 sessions accompanied by keynote speeches performed by leader researched in the area of future Internet, series of workshops and tutorials.

FIS 2008

Venue: Vienna, Austria

Date: September 28-30, 2008

Website: www.fis2008.org

FIS 2009

Venue: Berlin, Germany

Date: September 1-3, 2009

Website: www.fis2009.org

3.3. Discussion

An organisation of a successful event in the fields of information systems and computer science is a difficult undertaking. This is not because of the organisational issues (promotion, reaching the potentially interested community, on-site organisation or other arrangements), but because of the strong competition i.e. a number of conferences and workshops in the area of information systems organized each year. As attracting people to an entire new conference or other event may be difficult, the Service Web 3.0 was built on pillar of established, well-known conferences. This seems to be the key to success of the dissemination activities carried out within the project, as it allowed to reach the targeted community. Additionally, after establishing the Service Web 3.0 project, a new community around the Future Internet emerged. To support exchange of ideas within the community and align research efforts, a new event, designed especially for this new field, was created, namely the Future Internet Symposium.

It is also important to try to organize events in various geographical locations, also on different continents. The activities described within the deliverable were carried out in many countries across 3 continents. Figures below present the geographical distribution of the selected major events that were

organised or co-organised by the Service Web 3.0 members. These do not include activities such as keynote and invited speeches, lectures for students, face-to-face meetings, business talks, roadmapping workshops, or project promotion via leaflets, posters, etc.

Figure 3 presents the geographical distribution of conferences organised by the consortium members and being in the scope of the Service Web 3.0 project.

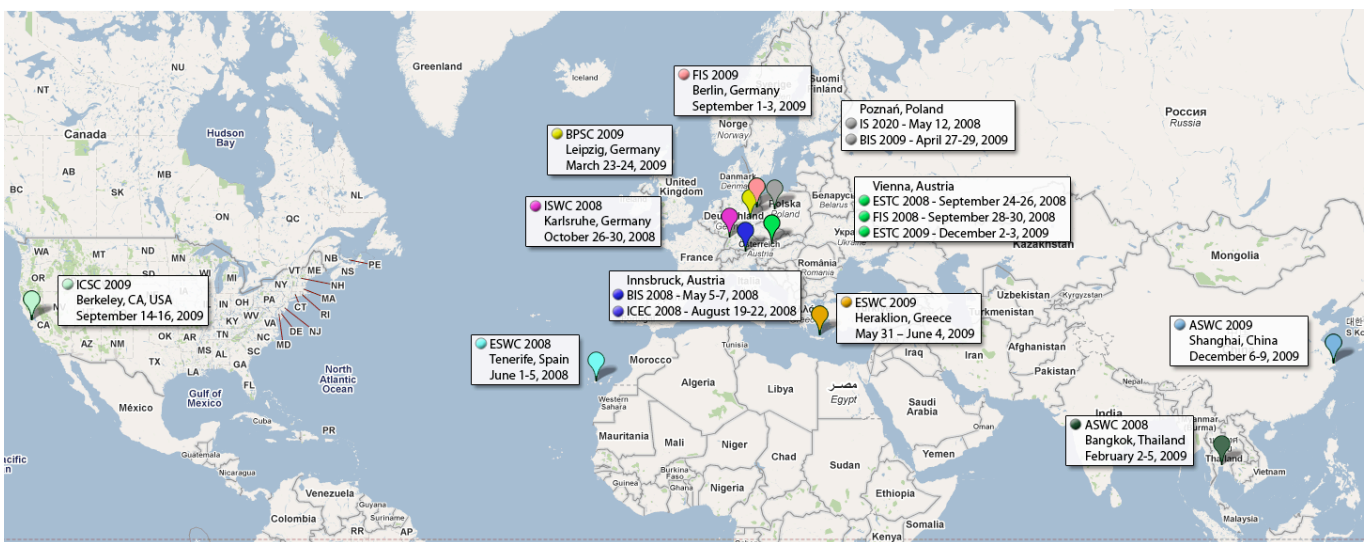


Figure 3. Conferences organized or coorganised by Service Web 3.0

Figure 4 **Error! Reference source not found.** presents the geographical distribution of summer schools organised by the consortium members and targeted at training representatives of academia and industry on topics being in the focus of the Service Web 3.0 project.

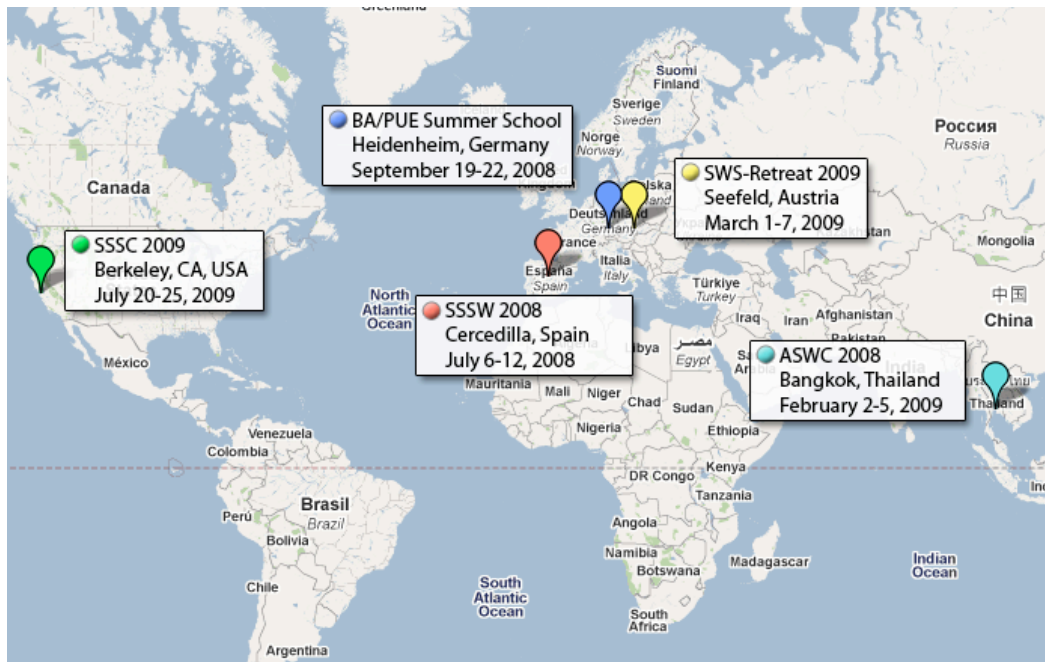


Figure 4. Summer schools organized by members of Service Web 3.0

Figure 5 Error! Reference source not found. presents tutorials that were held by the Service Web 3.0 members.

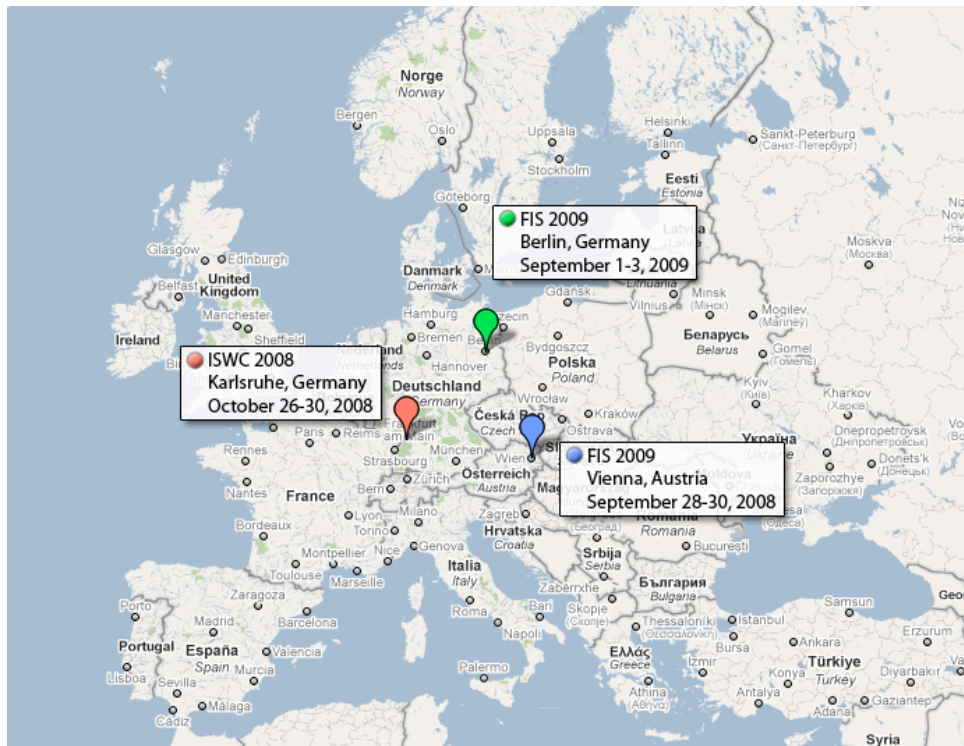


Figure 5. Tutorials held by members of Service Web 3.0

Figure 6 presents the number of workshops organized that were to create community around the project and let the ideas promoted by it to last beyond its duration.

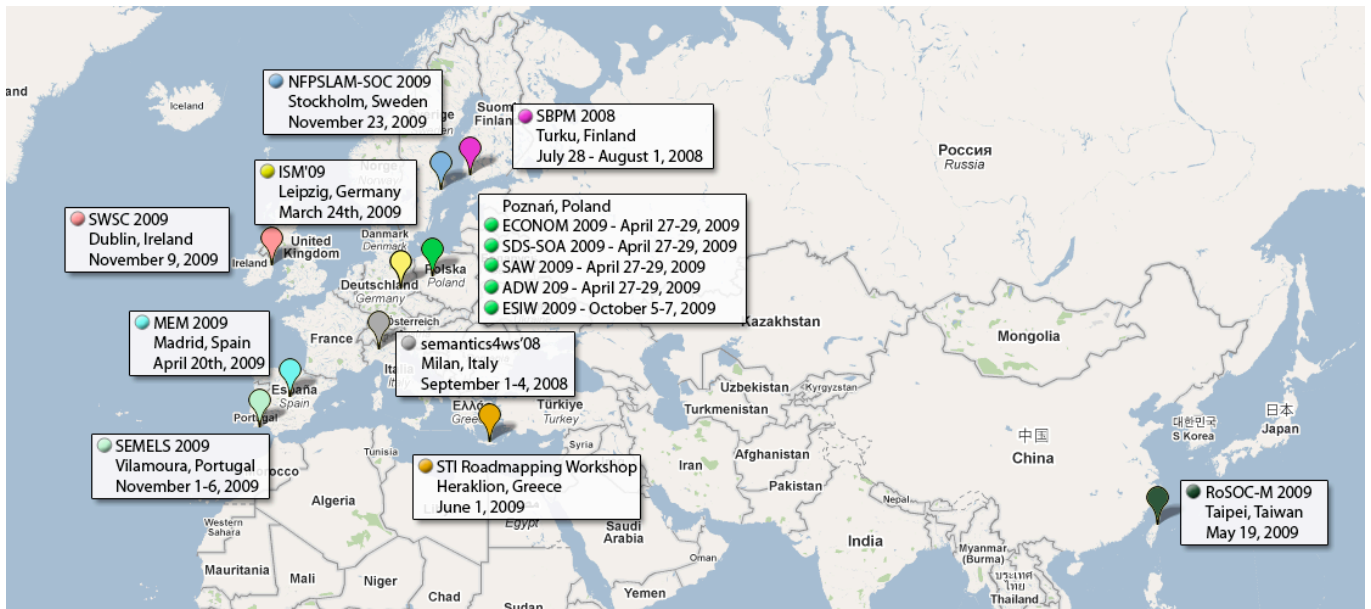


Figure 6. Workshops organized by Service Web 3.0 participants

The variety and innovative nature of the activities undertaken is also of great importance. Therefore, the members of the consortium tried to propose something interesting to participants of organised events. These activities include organisation of:

- extensive demo sessions e.g. the ESWC the demo session included over 60 demos,
- European Day at European Semantic Web Conference to facilitate creation of links between the project,
- offering high quality publication possibilities to attract researchers,
- meetings between conference participants enabling networking and new project creation e.g. ESTC,
- organisation of sessions during various events on the 5th of 7FP (and other financing schemes) and meetings where project ideas were presented and discussed e.g. BIS, ESWC, ESTC.

Worth mentioning is also the role of the STI International, a global network of research institutes carrying out research, education, innovation and commercialization activities on semantic technologies facilitating deployment of these technologies within industry and society, and therefore having a great impact on the whole community. The STI International as a well recognize organization also facilitated the

communication with the standardization bodies.

Other important observation from the organised events is the decreasing number of participants coming from the industry. In our opinion, new ways of reaching this kind of audience should be developed and applied, as because of the budget cuts – the industry members had to limit the number of travels. This also concerns the innovation possibilities – only the most promising technologies will be investigated.

Therefore, the Web 2.0 paradigm that creates new dissemination opportunities should be more thoroughly investigated. The Web 2.0 dissemination activities may to some extent substitute the costly participation in various events. Apart from the e-learning materials, dissemination movie and interactive web site, also such channels as Facebook, blogs etc. may be used to promote a new technology at a big scale and low cost. The organised events showed that what is important is community building. People try to group and attend conferences that are important in the field and may provide them with news and knowledge that is hard to gather when not attending these events. Web 2.0 may facilitate the community building, although, the face to face discussions and meetings are still one of the most effective ways to exchange knowledge and share various, very often opposite views on a subject.

4. SUMMARY AND CONCLUSIONS

Within this deliverable we presented the analysis of impact of the dissemination, training and collaboration efforts of the Service Web 3.0 project. First, the methodology of dissemination activities was mentioned, then the achieved success measures were described and shortly discussed.

The activities undertaken by the project members were carried out in many countries across 3 continents. These activities have been applying different dissemination channels as identified in the project's Dissemination Strategy. They range from conferences, tutorials, summer schools to community building initiatives e.g. workshops, special sessions as well as training on topics being in the focus of the Service Web 3.0 project, so as to ensure that the ideas promoted by the project will last beyond its duration.