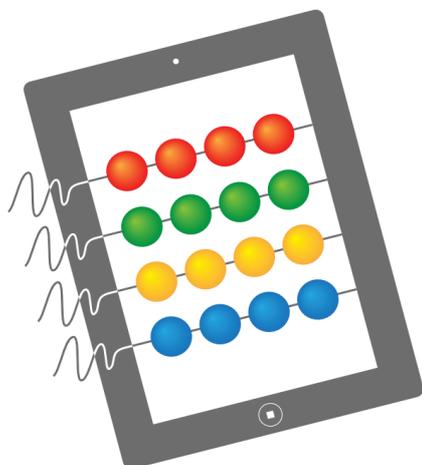




FP7 ICT STREP Project



LEARN PAd

## Deliverable D9.2

# Learn PAd Dissemination, and Initial Exploitation Plans

<http://www.learnpad.eu>



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X-WIKI





<b>Project Number</b>	: FP7-619583
<b>Project Title</b>	: Learn PAd Model Based Social Learning for Public Administrations

<b>Deliverable Number</b>	: D9.2
<b>Title of Deliverable</b>	: Learn PAd Dissemination, and Initial Exploitation Plans
<b>Nature of Deliverable</b>	: Report
<b>Dissemination level</b>	: Public
<b>Licence</b>	: <a href="#">Creative Commons Attribution 3.0 License</a>
<b>Version</b>	: 4.0
<b>Contractual Delivery Date</b>	: 30 April, 2014
<b>Actual Delivery Date</b>	: 30 April, 2014
<b>Contributing WP</b>	: WP9 – Dissemination and Exploitation
<b>Editor(s)</b>	: Darius Silingas (NME)
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## Abstract

This document presents the planning on how Learn PAd project achievements will be disseminated towards target audiences, and the initial planning on how Learn PAd partners intend to exploit project outcomes to make impact. A dissemination strategy identifies target audiences, channels, and dissemination content. It also provides key performance indicators (KPI) and their target values for M15 and M30 that will be used to track and assess progress. Each partner presents individual dissemination plans and how it will contribute to achieving the planned KPI values. The initial exploitation strategy briefly presents common principles and expected exploitation items, which will be refined during the project. Each partner presents initial individual exploitation plans that will also be refined during the project.

## Keyword list

Dissemination strategy, target audience, dissemination channel, key performance indicator (KPI), dissemination plan, exploitation strategy, exploitation item, exploitation plan

## Document History

Version	Changes	Author(s)
0.1	Outline suggested	Darius Silingas (NME)
1.0	Common strategies for dissemination and exploitation activities provided, individual dissemination and exploitation plans contributed by each partner, a draft version for review prepared after consolidation effort	Darius Silingas (NME), Guglielmo De Angelis (CNR), Andrea Polini (UNICAM), Alfonso Pierantonio (UDA), Barbara Thönssen (FHNW), Andrea Sergiacomi (MAR), Jean-Pierre Lorré (LIN), Fabio Mancinelli (XWIKI), Robert Woitsch (BOC)
2.0	The content transferred to the formal document format, review notes addressed, version for QA review	Darius Silingas (NME)
3.0	QA notes addressed, Final version ready	Darius Silingas (NME)
4.0	N.A.	Darius Silingas (NME)

## Document Review

Review	Date	Ver.	Reviewers	Comments
ToC	12 March, 2014	0.1	Vedran Hrgovic (BOC)	Outline approved, recommendations for writing content provided
Draft	16 April, 2014	1.0	Vedran Hrgovic (BOC)	Content OK, recommendation to adopt formal document structure
Internal	24 April, 2014	2.0	Antonia Bertolino (CNR)	Minor improvement suggestions
Candidate Final	28 April, 2014	3.0	All	Approved for delivery

## Glossary, acronyms & abbreviations

Item	Description
BOC	BOC Asset Management GmbH
BPM	Business Process Management
CISIS	Interregional Centre for Informative Statistical and Geographical Systems
CMMN	Case Management Model and Notation
CMS	Content Management System
CNR	Consiglio Nazionale delle Ricerche
Dx.x	Learn PAd Deliverable
EC	European Commission
eCH	Swiss association for e-government standards
EI	Exploitation Item
ESB	Enterprise Service Bus
FHNW	University of Applied Sciences and Arts Northwestern Switzerland
ICT	Information and Communication Technology
KPI	Key Performance Indicator
LIN	LINAGORA GSO
MAR	Regione Marche
NME	No Magic Europe
OMG	Object Management Group
OSS	Open Source Software
PA	Public Administration
R&D	Research and Development
UDA	University of L'Aquila
UNICAM	University of Camerino
WPx	Work package
XWIKI	XWiki SAS

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## 1. Introduction

This document presents the planning on how Learn PAd project achievements will be disseminated towards the target audiences, and the initial planning on how Learn PAd partners intend to exploit project outcomes in order to reach the estimated impacts. The dissemination achievements will be assessed and reported in deliverables D9.3 (due at M15) and D9.6 (due at M30), while the final revised exploitation plan will be presented in deliverable D9.7 (due at M30).

## 2. Dissemination Strategy

Learn PAd takes a proactive and continuous approach on communicating project results towards the target audiences via various channels using dissemination content that is adjusted to a specific channel and its access audience(s).

Learn PAd will disseminate to the following target audiences, which may benefit from Learn Pad results:

- **Public administrations (PAs)** – adopt a better learning solution leading towards service effectiveness, efficiency, and agility;
- **Large business organizations** – adopt a better learning solution leading towards service effectiveness, efficiency, and agility (similar to PAs);
- **e-Learning product vendors** – adopt model-based approaches in their product development and deployment;
- **Modelling product vendors** – exploit use of models for e-learning purposes;
- **Consultants (BPM and e-Learning)** – adopt ideas and tools in service offerings;
- **Universities** – adopt Learn PAd ideas and tools in education, especially in interdisciplinary courses.

Learn PAd will use the following channels to access the target audiences:

- **Project website** – a home to Learn PAd project and an entry point to all Learn PAd dissemination content;
- **Media** – a channel for the most significant project news (project launch, project close out, and intermediate milestones/achievements);
- **Social networks** – Learn PAd will use Twitter, LinkedIn, and SlideShare as the main social networks to communicate project results and attract external audience;
- **Conferences** – Learn PAd aims to present and publish at relevant academic and practitioner conferences oriented to business process management, public administration services, and organizational learning;
- **Research journals** – Learn PAd aims to publish in top-tier journals oriented to business process management, public administration services, and organizational learning;
- **Standardization bodies (OMG)** – use project insights and produced examples to improve modelling languages.

On a regular basis, Learn PAd will communicate the following content via the foreseen channels:

- **Project news** (website, media, social networks);

- **Project insights, ideas, and discussions** (social networks, standardization bodies);
- **Project work examples** (website, social networks);
- **Project deliverables** (website, social networks);
- **Papers and presentations** (conferences, journals, website).

Learn PAd dissemination performance will be assessed and reviewed in project management board meetings (each 6 months) and reported officially in deliverables in the middle of the project (D9.3 due M15) and at the end of the project (D9.6 due M30). The performance dashboard is given below.

Dissemination channel	Key Performance Indicator (KPI)	Target at M15	Target at M30
Project website	Unique visitors	2000	5000
Media	Number of international press releases	2	4
Twitter	Tweets Followers	500 50	1000 100
LinkedIn	Group Members Interactive Discussions	60 30	100 50
SlideShare	Shared Presentations Views (accumulated)	5 1000	10 3000
Academic conferences	Papers Keynotes Co-organized workshops Attendees in co-organized workshops	8 1 0 0	16 2 2 50
Practitioner conferences	Presentations	3	8
Research journals	Scientific Papers	1	4
Standardization bodies (OMG)	Presentations	1	2

**Table 1: Dissemination performance dashboard**

Learn PAd partners will contribute to those dissemination activities that are most suitable to their profile. The academic partners (CNR, UDA, UNICAM, FHNW) will focus on dissemination in academic conferences and journals. Business partners (NME, BOC, LIN, XWIKI) will focus on practitioner-oriented dissemination. Public administration partner MAR will disseminate project results at local and international public administration-oriented events. NME will lead social networking and CNR will manage Learn PAd website, but active contribution is expected from all the partners. The further section presents individual dissemination plans. To emphasize importance of dissemination and exploitation in order to make a real impact, Learn PAd introduced a management role of Exploitation Leader who is responsible for establishing and realizing dissemination and exploitation strategies and

coordinating activities of WP8 and WP9 as well as receiving items for dissemination and exploitation from R&D work packages.

### 3. Individual Dissemination Plans

#### 3.1. NME Dissemination Plans

As a leader of WP9, NME will play a dominant role in Learn PAd dissemination. It will coordinate overall dissemination activities as well as actively contribute to the dissemination activities itself. NME is going to lead Learn PAd dissemination in social networks. It will create Twitter, LinkedIn, and SlideShare accounts and leverage its relationships with existing social network communities to attract followers and members. NME is also planning to perform other dissemination activities that will contribute towards achieving foreseen KPIs:

- 200 tweets at Twitter;
- 10 discussions at LinkedIn;
- 2 presentations at SlideShare;
- 4 presentations at practitioner events ([BPM in Practice](#), [BPM Europe](#), [No Magic World Conference](#) and others);
- 2 presentations at OMG.

NME will also contribute activities that will help to achieve other foreseen KPIs and will collaborate with business partners in preparing and disseminating Learn PAd whitepapers, and collaborate with academic partners in preparing and publishing academic papers.

#### 3.2. BOC Dissemination Plans

As a Learn PAd business partner, BOC will contribute to implementation of the overall dissemination strategy by focusing on:

- Active discussions on the project LinkedIn group with focus on the BOC core competences;
- BOC has a long history of active participations at the scientific and industrial events and conferences, and thus is aiming to produce up to 2 publications concerned with the results achieved in the first period (until M15);
- BOC is looking forward also to promoting the project at the regular BOC strategic partner conference (taking place every two years) and other co-organized events;
- BOC will lead and coordinate the writing of the Business-oriented Learn PAd whitepaper (D9.4).

#### 3.3. XWIKI Dissemination Plans

XWIKI will contribute to achieving the foreseen dissemination KPIs in the following way:

- Writing blog articles on the XWiki company website that describe project activities and link to the project website:
  - 5 articles for M15, redirecting at least 200 unique visitors on the Learn PAd website over the period;
  - 5 more articles for M30, with similar expectations in terms of unique visitors redirected.
- Contribute to animate the Twitter feed:

- Proposing at least 2 tweets per month which are then retweeted with our business and personal accounts in order to gain followers and unique visitors to the project website.
- Contribute to animate the Slideshare account:
  - At least 1 presentation for M30.

### 3.4. LIN Dissemination Plans

LIN participates regularly as a sponsor in industrial open-source events all around the world (Salon Linux, OSCON, CloudExpo, etc.) and plan to use this channel in order to promote the results obtained in the Learn PAd project. LIN will also contribute to research and industrial publications in Internet technical journals such as InfoQ or SOAWorld for example. LIN also considers contributing technical publications dedicated to BPM and PA sectors.

LIN plans to directly contribute the following dissemination achievements:

- 2 industrial publications;
- 4 presentations at industrial fairs.

LIN will also contribute to animate the Twitter feed by producing tweets that can then be retweeted by LIN corporate and research twitter accounts as well as by LIN team participating to the project.

### 3.5. MAR Dissemination Plans

MAR will disseminate the results of Learn PAd focusing on local and international public administration-oriented events; at the same time it will contribute to the dissemination in social networks.

Regarding public administration-oriented events, MAR will target the following possibilities:

- Working groups – MAR will spread the project knowledge in national and international e-government working group organized by “Agenzia per l’Italia Digitale” and CISIS (interregional centre for informative statistical and geographical systems).
- Networking – MAR participates to national and international best practice network. The project is focused also on the provision of better public services and is deeply aligned with the objectives pursued by the European Digital Agenda, so the network [ePractice.eu](http://ePractice.eu) will be an additional dissemination channels for Learn PAd.
- Newspaper, opinion forums and newsletters – MAR will continue writing newspaper articles, participating in questionnaires, newsletters and opinion forums of several institutions, administrations and companies in order to spread the concept of learning by process and good practices that have been carried out in administrations and training schools at a local level thanks to the participation at the project.
- Internal dissemination – many of the people involved in the Learn PAd project will teach at MAR courses. Internal seminars, workshops and special events will be arranged in 2014 and beyond, where the technologies and prototypes developed in Learn PAd will be used to have students develop and test applications.

MAR plans to directly contribute the following dissemination achievements:

- 2 presentations at practitioner conferences;
- 20 posts in Twitter;
- 2 discussions at LinkedIn;
- 2 presentations at SlideShare.

### 3.6. CNR Dissemination Plans

As an academic partner, CNR will contribute to disseminate project achievements both in scientific and divulgation events. In particular, CNR intends perform the following actions:

- Events Participation – CNR will present the main RTD results at appropriate European and International events (outside of Europe) such as Conferences, Fairs, and Congresses.
- Events Organization – CNR will foster the organization of national and international events (such as workshop, tutorial, or discussion forums) where to promote the discussion on the topics covered and results achieved within the Learn PAd project.
- Research papers – there are several different communities that will be highly impacted by the project results. CNR will mainly address the communities of software engineering, formal verification, testing, and monitoring. Among the targeted venues and journals are: Journal of System and Software; Transactions on Software Engineering; International Conference on Software Engineering (ICSE); International Conference on Software Testing (ICST); International Requirements Engineering Conference (RE); International Symposium of Formal Methods (FM). In addition, CNR will also contribute disseminating the results of the Learn PAd projects targeting specific events on e-learning that both the EC and the international communities will organize, as well as in the relevant social networks.

CNR plans to directly contribute the following dissemination achievements (some of the papers targeted below will likely be in cooperation with other partners):

- 4 papers at conferences or workshops;
- 1 paper in scientific journal;
- 1 paper in high-circulation magazine;
- 1 co-organized workshop;
- 2 presentations in SlideShare;
- 20 tweets at Twitter.

Finally, in its role of project coordinator, CNR will also push and pursue the overall dissemination of project results, supporting the Dissemination and Exploitation leader (NME) and will present overall project achievements in keynotes and panels:

- at least 1 keynote in conference or workshop;
- at least 1 panel contribution.

### 3.7. UDA Dissemination Plans

As an academic partner, UDA plans to disseminate the project results by submitting research papers to internationally recognized conferences and journals, and by participating to scientific events. More in detail, UDA intends to pursue

- 4 papers at conferences/workshops;
- 2 papers in journals;
- 50 tweets;
- 2 presentations on SlideShare.

In addition, UDA will design and implement a Content Management System (CMS) for the website of the project and promote it through the social networks.

### 3.8. UNICAM Dissemination Plans

UNICAM plans to disseminate the results of Learn PAd submitting research works to international academic conferences and journals, as well as participating in scientific events.

Moreover, UNICAM intends to present the results of the project to the policy makers at the Italian national level participating to the events related to the introduction of ICT systems in the PA. Finally, UNICAM will contribute to the dissemination of Learn PAd achievements using the social networks.

UNICAM plans to directly contribute the following dissemination achievements:

- 4 papers at conferences/workshops;
- 2 scientific papers published in journal;
- 2 presentations to national events in the area of ICT for the PA;
- 1 co-organized workshops;
- 4 attendees in co-organized workshops;
- 100 tweets;
- 4 presentations on SlideShare.

### **3.9. FHNW Dissemination Plans**

FHNW plans to disseminate project results mainly via scientific contributions to international conferences and/or journals. FHNW will also promote the project results via standardization consortia, such as OMG, and associations such as eCH (a Swiss association for e-government standards) in which FHNW members are active. Here, FHNW will ensure that project results in the area of (meta) modelling find their way into the appropriate standards that are currently under development (e.g. CMMN, Case Management Model and Notation). Finally, FHNW will use their regular presence at trade fairs and other industry events to disseminate project results among practitioners in the field.

FHNW plans to directly contribute the following dissemination achievements:

- 4 papers at conferences/workshops;
- 1 Scientific Paper published in journal;
- 2 presentations at national events in the area of eGovernance for the PA;
- ongoing contributions on the topics of Learn PAd in the Swiss forums [eCH-PBMN-forum](#) and [eCH Forum zur Verwaltungsmodernisierung](#);
- 1 organized workshop on the ICES 2014, hosted by FHNW;
- 4 presentations on SlideShare.

## 4. Initial Exploitation Strategy

While exploitation potential will highly depend on the results of the project, this document presents just an initial exploitation strategy and initial intentions of Learn PAd partners to leverage exploitation items resulting from Learn PAd in their business.

Preliminary, Learn PAd identifies the following broad exploitation item categories:

- **Learn PAd process** - the process of creating and evolving business process model-driven knowledge base and using it for learning purposes. In principle, the process can be exploited as a concept with a completely different software solution.
- **Learn PAd platform architecture** - the architecture of Learn PAd can be exploited to build a custom software solution supporting the needs of a particular organization and reusing just some (or even none) of Learn PAd software components.
- **Learn PAd platform components** - each software component using in Learn PAd platform can be exploited separately based on its functional capability, e.g. publishing business process models, simulating business process or assessing process knowledge.
- **Learn PAd whitepapers and case studies** - can be exploited to convince stakeholders from target audience (public administrations, vendors, etc.) to perform innovations driven by Learn PAd approach, potentially using services from some of Learn PAd partners.

Learn PAd envisions driving the exploitation of its open source software components using open source software (OSS) model. It is planned that the open source / open use platform could be customized and deployed not only within MAR or within the administrative departments at UNICAM, but also in other public administration organizations. It is also expected that open source Learn PAd components will need to be integrated with commercial products, specifically those providing e-learning, modelling, and business process management capabilities. Learn PAd expects that many public administration organizations already have a commercial BPMN-compliant tool for describing their business processes. Thus Learn PAd architecture will support easy integration with different software systems based on well-defined component interfaces that leverage standards such as BPMN.

Learn PAd understands that success of an open source-driven exploitation highly depends on ability to build an active open source developers community and initiate needs for professional services on adopting this open source platform in business organizations. Learn PAd includes partners – XWIKI and LIN – who have a proven experience in succeeding with the OSS model, and it will rely on this expertise to replicate success in Learn PAd case.

Later on, the exploitation items will be defined with more granularly and with more detailed information such as software component definition, its license model, business cases, etc. The exploitation strategy and individual plans will be refined and finalized in D9.7, which is due at the end of the project (M30). The further section provides initial exploitation plans for all the partners.

## 5. Initial Individual Exploitation Plans

### 5.1. NME Initial Exploitation Plans

NME is interested in exploiting Learn PAd outcomes in multiple ways:

- NME expects Learn PAd to deliver a solid success case of using BPMN to represent public administration services that could be used to convince other public administration organizations to implement a similar innovation at their side (exploit whitepapers and case studies);
- NME expects to integrate some of Learn PAd concepts, methodology, and software components in its Cameo Business Modeler product (exploit Learn PAd process, architecture, components);
- NME considers using Learn PAd approach for future development of their e-learning offerings (exploit Learn PAd process, architecture, components).

As a leader of WP9, NME will play an active role in coordinating exploitation activities during the project in order to realize the exploitation potential. The important Learn PAd management role of Exploitation Leader is assigned to Darius Silingas (NME).

### 5.2. BOC Initial Exploitation Plans

Individual exploitation plan of the BOC within the Learn PAd project is aligned with the overall exploitation strategy of the company where promising exploitation items will become candidates for the inclusion in existing or development of new add-ons for existing offerings.

BOC will perform:

- Identification of the promising items out of the project results;
- Transformation of the project results into Exploitation Items (EI);
- Validation of the EI through the project partners (use cases);
- Presentation of the selected EI to the BOC management;
- Initial piloting and based on the acceptance rate inclusion in the offerings.

### 5.3. XWiki Initial Exploitation Plans

XWiki is interested in exploiting Learn PAd outcomes in the following ways:

- Reuse the components that will be developed during the project lifespan in order to improve its OSS product (e.g., natural language and semantic analysis, quality evaluation techniques for content);
- Better understand the needs of PAs in order to investigate new business possibilities (e.g., proposing a solution targeted explicitly to knowledge base management in PAs).

### 5.4. LIN Initial Exploitation Plans

LIN main exploitation opportunities deal with the possibility of enhancing its OSS portfolio and increasing the awareness about its Petals ESB and BPM solutions.

LIN is currently focusing on the following target markets: e-government and telecommunication. Both of these sectors are now concerned by OSS social technologies and LIN plans to push Learn PAd results toward the customers that they already have in these markets in order to accelerate natural diffusion coming from the OSS channel. As the Learn PAd project is targeting civil servants users and applications, LIN is firmly convinced that this provides a real opportunity to develop a next generation BPM-based e-learning platform dedicated to civil servants and PAs.

LIN will thus exploit results of the Learn PAd project thanks to its open–source business model providing professional services such as training, consulting, support on open–source components.

### **5.5. MAR Initial Exploitation Plans**

MAR will exploit the results of Learn PAd to consolidate its position at national and European levels in order to propose novel approach for PA employees to improve their services quality. A successful adoption of Learn PAd in learning of PA employees would be among the main topic taken by regulatory stakeholders. MAR is the project coordinator for an Italian project that aims at codifying PA processes and storing them in a national registry. The result of Learn PAd can complement the repository and could constitute components to integrate e-learning functionality. MAR will support the Learn PAd platform at the national level to be adopted within other PA organizations.

### **5.6. CNR Initial Exploitation Plans**

CNR will exploit the results of Learn PAd to remark its position as a leading expert in both software engineering and BPM communities. Therefore, CNR aims at enhancing its expertise in engineering both e-learning software systems, and business process-based scenarios. With reference to the competences involved, CNR aims at improving its expertise in modelling and validation of technology-enhanced learning systems. In particular, the fields mostly involved include formal verification; linguistic quality evaluation; model-based testing approaches, and monitoring. CNR intends to exploit the reputation and expertise acquired in such fields thanks to Learn PAd activity and results towards two main directions: at European level, to enlarge its network of co-operations and to foster new related follow-up projects in Horizon 2020; at national level, to provide guidance and consultancy to PAs who will be convinced to explore Learn PAd applicability into their departments. As a Government funded body, CNR is committed to collaborate with PAs and to provide technical and scientific support: therefore spreading and transferring Learn PAd results would perfectly fit with its mission.

### **5.7. UDA Initial Exploitation Plans**

As an academic partner, UDA will exploit the results of Learn PAd in two ways. Firstly, within the model-driven engineering community, UDA will explore how e-learning can be beneficial for modelling development processes, especially, in domains that are difficult to formalize due to knowledge-intensive nature. Secondly, UDA will harness the results of the Learn PAd project towards the OSS market within the OSS community, which is built around the Riditt laboratory at UDA. In particular, UDA intends to collaborate with both the local PA and organizations providing software, tools, and services to them in order to accommodate such techniques for documenting existing and newly introduced processes.

### **5.8. UNICAM Initial Exploitation Plans**

UNICAM plans to exploit the project results in order to reinforce and consolidate its position within the research community. Moreover, the various aspects considered by the project will permit to improve the contents of the courses taught at UNICAM in the area of BPM. Finally UNICAM will also foster the adoption of the Learn PAd platform within its offices in order to improve the learning process of its employees.

## 5.9. FHNW Initial Exploitation Plans

FHNW plans to exploit the project results mainly in education: the project already has and will continue to trigger topics of Master theses. Furthermore, project results will be used to augment the contents taught in Bachelor and Master courses related to knowledge management and BPM.

Another major path of exploitation is the eCH initiative, to which FHNW maintains strong relationships and where project results can be brought into practice.

Finally, since FHNW (as most other partners) is aiming to participate in European funded projects also in the future, the prototypical solutions that are expected to be derived for the UNICAM use case (financial project reporting for European projects), as far as applicable to FHNW, will be transferred and used to increase speed and quality of reporting at FHNW.

## 6. Summary and Conclusions

Learn PAd dissemination plans are well defined and include:

- A consistent strategy in identifying target audiences, channels, and dissemination content;
- KPIs for measuring dissemination achievements and target values for assessing the progress at M15 and M30;
- Individual dissemination plans for each partner clarifying on what will be their dissemination focus and how they will contribute to achieving dissemination targets.

Learn PAd exploitation plans are rough and focus on initial ideas and intentions – the potential for exploitation will re-assessed when projects deliverables and other results are available. The initial exploitation plans include:

- Broad categories of exploitation items;
- Software exploitation strategy adopting OSS principles in combination with commercial closed source solutions;
- Initial individual partner intentions to exploit Learn PAd results.

Learn PAd project introduced an important management role of Exploitation Leader, which is responsible for implementing and refining dissemination and exploitation strategies. This role was initially assigned to Darius Silingas (NME).

## **Annex A. Learn PAd Owned Dissemination Channels**

<b>Dissemination channel</b>	<b>Reference</b>
<b>Project website</b>	<a href="http://www.learnpad.eu">http://www.learnpad.eu</a>
<b>Twitter Account</b>	@ProjectLearnPAd
<b>SlideShare Account</b>	ProjectLearnPAd
<b>LinkedIn Discussion Group</b>	Public Administration as a Service <a href="https://www.linkedin.com/groups?gid=6661961">https://www.linkedin.com/groups?gid=6661961</a>

**Table 2: Learn PAd Owned Dissemination Channels**