Deliverable 5.1: Dissemination and communication plan and activities - first report

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Work Package 5: Dissemination and exploitation

TraininG towards a society of data-saVvy inforMation prOfessionals to enable open leadership INnovation

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Executive Summary

The present deliverable initially introduces the set of major goals and main instruments for disseminating the activities of the MOVING project. Subsequently, a detailed presentation of the MOVING website and communication kit is provided. After that, the dissemination actions that were taken in the first year are reported, and the plan for the dissemination activities in the second year is presented. The deliverable closes with a short summary and conclusion on dissemination activities.

More specifically, in the first section the overall goal and the main instruments for disseminating the MOVING project are presented. The dissemination instruments include: i) the project website and promotional materials, ii) the social media presence by creating accounts in dissemination channels such as Twitter, SlideShare, YouTube, etc., iii) the participation and presentation of MOVING results in existing events, including presentation of results in scientific and industry-oriented events; benchmarking activities, and invited talks in such events, iv) the organisation of MOVING scientific dissemination events in conferences and in workshops, v) the organisation of MOVING user days or periodic seminars for the members of the user groups, vii) the organisation of open doors and information days for users and potential exploiters, and viii) the newsletters, press-releases and any other dissemination routes. The second section presents the project's website that serves as a central repository of news and other materials related to the project (e.g. deliverables, demos, presentations and software releases), together with the communication kit that includes the project presentation, leaflet and poster. The third and the fourth sections report on the dissemination activities that were carried out in the first year and the plan for dissemination activities in the second year, respectively. Finally, the fifth section presents the conclusion of this dissemination and communication plan and activities - first report.

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1 Overall dissemination goals and main dissemination instruments

This section presents the overall dissemination goals of the project and the main dissemination instruments that are needed for succeeding in them. For disseminating the main results of MOVING, a detailed set of dissemination actions is needed to reach the target groups of scientists (particularly young researchers like Master's students and PhD students) and public administrators (coordinators, decision makers, trainers, compliance officers etc.). In order to establish a coherent dissemination plan we have identified four different directions that will act as the motivation of all dissemination activities: i) Raising awareness of the potential of the MOVING platform for the sectors of the information technologies, decision science and education by establishing the necessary communication channels for reaching the relevant target groups. For instance, scientists can be reached through the **project's website**, and the **project's promotional materials**, the project's presence in well-known **social networking sites** and its presence in relevant **scientific journal, conferences, and workshops or benchmarking activities**; public administrators in the scientific and industrial sectors, respectively can be reached through participation in relevant events. ii) Fostering technology uptake by bringing the MOVING technologies to the attention of other developers of solutions and providing APIs that will allow the easy integration of them in new applications. This will be achieved by participating to or by **organising of dissemination scientific events**, such as conferences, workshops and special sessions, or **by organising open doors and information days** presenting the MOVING platform. iii) Reaching out to the end users by making sure to establish communication links with other stakeholders' in information technologies, decision science and education, besides the ones that are already committed to the project. This will be achieved by **organising the MOVING user days** where the consortium will demonstrate the MOVING prototypes to potential users. And, iv) diffusing the scientific and technological achievements by making sure that the outcomes of MOVING in advancing the state-of-the-art in information literacy, will become known among peers. This will be achieved by publicizing in the **press releases** and in the **newsletters** of the project all important milestones and events that can be of interest to different audiences on national and international level, or by radio and TV appearances as well as release of project videos in social media, or **other dissemination routes.**

2 MOVING website and communication kit

The present section describes the project website and the communication kit of MOVING. The official website of MOVING can be accessed via the following link: http://moving-project.eu. The communication kit of the project can be accessed by following the link http://moving-project.eu/index.php/moving-communication-kit/, and all its materials are publicly available for download. These materials, which are already being used, provide a brief overview of the current status and the performed activities in MOVING. More specifically the communication kit of the project is composed of the project overview presentation, the project leaflet and the project poster.

These have already been distributed at project-related workshops and conferences, where project members participated. The project presentation, leaflet and poster describe in a concise way the project goals, key issues, technical approach and expected achievements and impact; the presentation is available in electronic form, while the latter two are both printed and published online in the project's website.

2.1 Website

2.1.1 Website structure

As mentioned earlier the MOVING website can be accessed via the following link: http://moving-project.eu. This website was created based on the WordPress CMS (Content Management System) and its design is fully responsive in order to provide an optimal viewing and interaction experience (i.e. easy reading and navigation with a minimum of resizing, panning, and scrolling) across a wide range of devices, such as desktop computer monitors, laptops, tables and smartphones. Moreover, for enhancing the visibility and accessibility of the website we integrated the Yoast SEO, a Search Engine Optimisation (SEO) WordPress Plugin, in order to ensure that the existing content on the website will be easily reachable and indexable by the online search engines. Finally, analytics about the accessibility and use of the website are collected with the help of the Piwik analytics platform.

The visitors of this website can get a detailed and up-to-date view about the activities of the MOVING project, can obtain the published dissemination materials (newsletters, presentations, leaflet and poster), subscribe to our mailing lists, and access the outcomes of the project, i.e. a set of publicly released MOVING tools, services and demos and related tools and demos by the MOVING partners, the project's deliverables, publications and presentations.

The homepage of the website is depicted in Figure 1 below. The main components of this webpage are:

- The clickable MOVING logo, which is visible in every webpage of the website and links to the project homepage.
- The main menu of the website composed by the menu items "Home", "News", "About MOVING", "Publicity", "Tools & Services" and "Results".
- The sliding banner of the website with images from the cities that our plenary project meetings took place, and an overlaid text box with the dates of these meetings.
- The "Latest News" area that contains brief descriptions and links for the six most recently added posts on the website, where the latter are displayed in a 2x3 grid format.
- A "Search here" area that enables the visitor to search content that is available on the website, such as previous posts, comments, events, tools, dissemination materials and so on;
- A Twitter Feed that displays the activity of the MOVING (@MOVING_EU).
- The "Archives" area which stores and lists the posts that have been added to the website, on a monthly basis.

- The footer of the website, which is visible in every webpage of the site, providing information about the Project Coordinator, the Funding Agency and ways to Contact us, and containing details about Legal Issues and the adopted Privacy Policy.

Figure 1: Homepage of the MOVING website.

Concerning the items of the main menu which is displayed in every webpage of the MOVING website:

- The "Home" item directs to the homepage of the website (see Figure 1 above).
- The "News" item links to a webpage that lists the posts of the website, where each post is a separate news item, in reverse chronological order (i.e. the most recent is displayed first), as depicted in Figure 2.
- The "About MOVING" item contains a submenu with links to i) the description, ii) the consortium, iii) the work packages and iv) the use cases of the project, as shown in Figures 3(a)-3(d).
- The "Publicity" items includes a submenu that links to materials and activities related to the dissemination of the MOVING project, namely i) the Communication Kit of the project (further details about this can be found in the next Section 2.2), ii) a calendar of events that are relevant to the project, i.e. either organised/attended by members of the consortium or being of particular interest to the MOVING project, iii) the published newsletters of the project, and iv) information about contacting us and subscribing to our mailing list, as depicted in Figures 4(a)-4(d).
- The "Tools and Services" item leads to a webpage with two lists, the first list includes the MOVING tools, services and demos (providing also a short description for each one of them) and the second list which includes the related tools and demos by the MOVING partners that will be further improved for the needs of the MOVING project, as presented in Figure 5.
- The "Results" item links via its submenu to the webpages that list the project's deliverables, publications and presentations, as shown in Figures 6(a)-6(c).
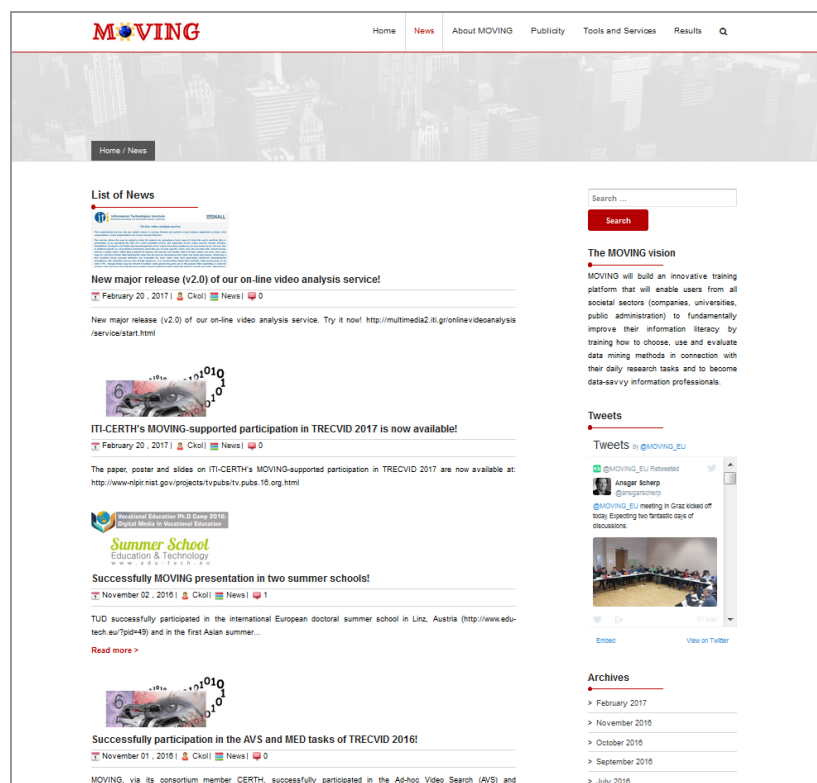

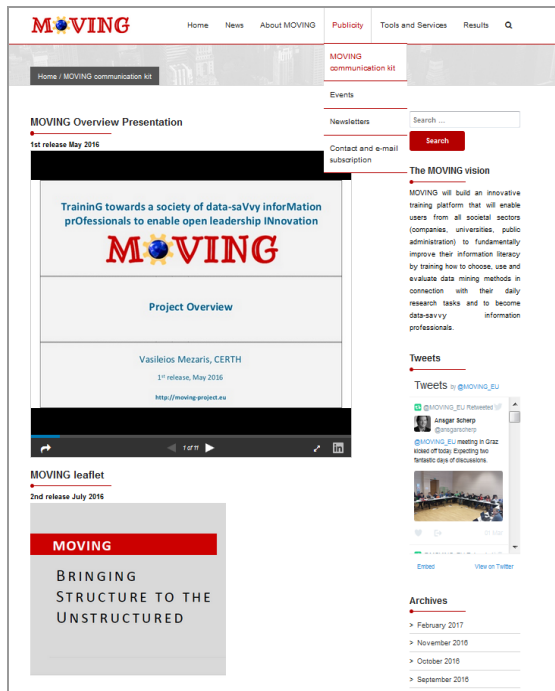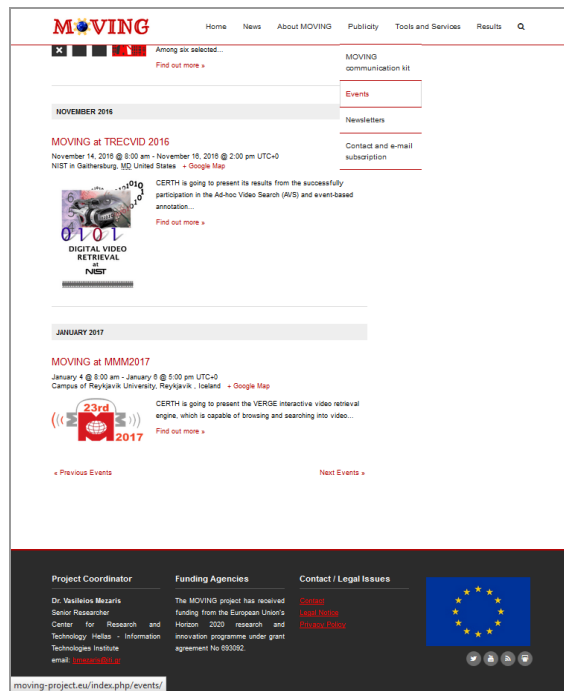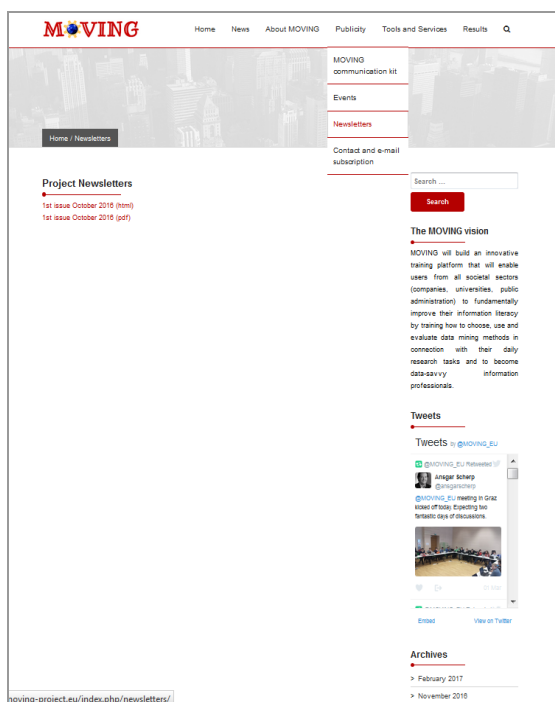**Figure 2:** The News webpage of the MOVING website.

(a)

(b)

(c)

(d)

Figure 3: (a) The "description" webpage of the project's website, (b) the "consortium" webpage of the project's website, (c) the "workpackages" webpage of the project's website, (d) the "use cases" webpage of the project's website.
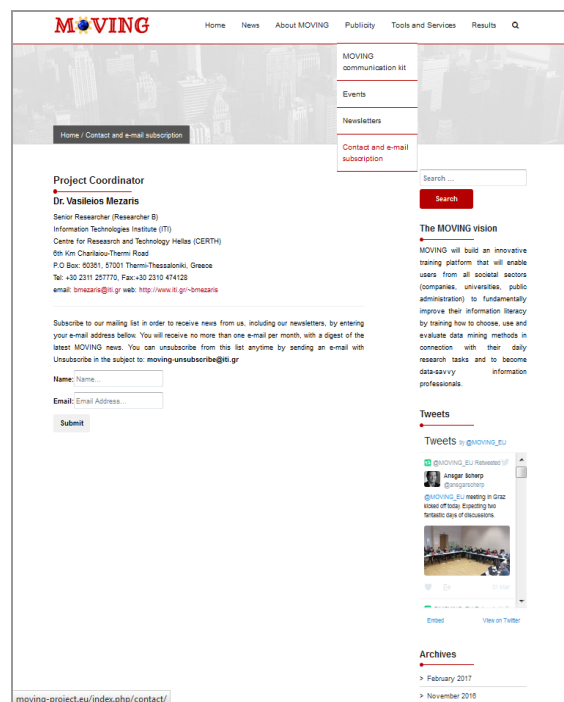
(a)

(b)

(c)

(d)

Figure 4: (a) The "MOVING communication kit" webpage of the project's website, (b) the "events" webpage of the project's website, (c) the "newsletters" webpage of the project's website, (d) the "contact and email subscription" webpage of the project's website.

Figure 5: The "tools and services" webpage of the project's website with the two lists: i) the MOVING tools, services and demos (providing also a short description for each one of them) and ii) the related tools and demos by the MOVING partners that will be further improved for the needs of the MOVING project.

(a)   (b)   (c)

Figure 6: (a) The "deliverables" webpage of the project's website, (b) the "presentation" webpage of the project's website, (c) the "publications" of the project's website.

2.1.2 Website analytics

The installed tool for getting the analytics of the project website and evaluating the visibility / accessibility of its content is the Piwik Open Analytics Platform (available from: https://piwik.org). As stated in the official website, Piwik is a free open-source software, that allows 100% data ownership, user privacy protection, user-centric insights and is fully customizable and extensible.

As depicted in Figure 7, the Piwik Dashboard reports the website's analytics for varying timeframes (e.g. day, week, month, year, user-defined). These analytics contain:

- Information about the website visits (reporting among other the number of unique visits, the number of actions per visit, and the number of page views).
- An active list with access details about the most recent visits (for monitoring the accessibility of the website in real time).
- Data about the referrer websites (i.e. the websites that pushed their visitors to our website) and the number of visits for each of them.
- Details about the temporal length of the visits in the website.
- A clustering of the website's visits based on server time, giving a clue about the most intense/active time-frames in the day.
- The visitor's map that illustrates in a world-wide basis the countries with visitors in our website, as well as the number of visits per country.
- Details about the visitors' browsers.
- Information about the search engines that used for reaching the website, and the number of visits per search engine.
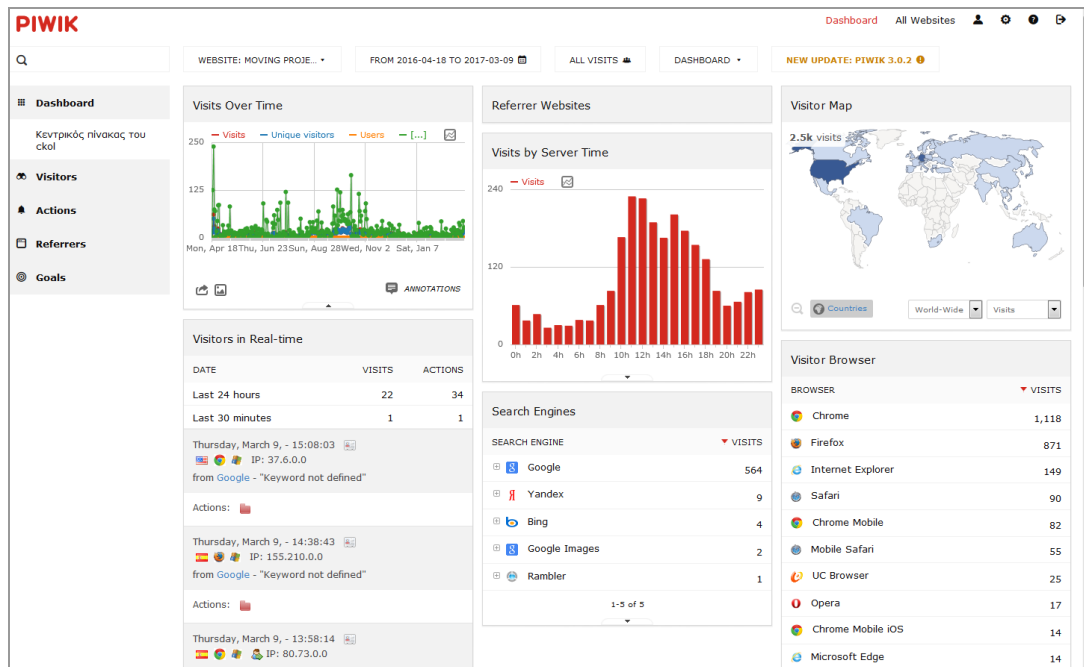
Figure 7: A snapshot of the Piwik Dashboard showing the analytics of the MOVING website from 18th of April 2016 till the time of writing (09-03-2017).

However, the Piwik Analytics platform was installed a bit after the website's online release, so there are maybe some missing data concerning the website's operation and use for the initial period.

As shown in Figure 8, the website has over 6908 page views with 4310 unique page views, and 2462 unique visits so far. The distribution of these data in a daily basis also presented in Figure 8 with October 12 being the most active in terms of website views and visitors.
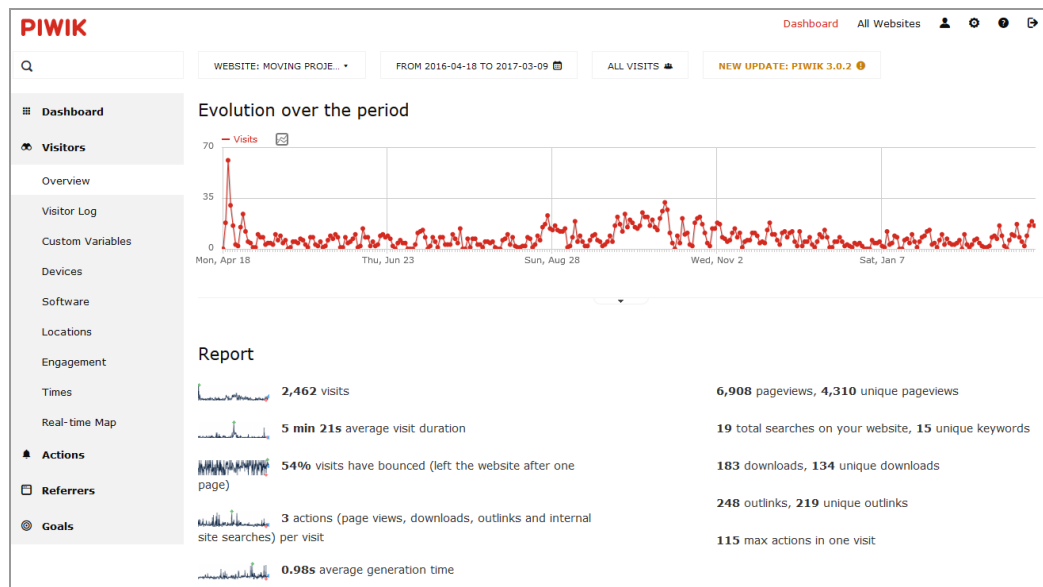
Figure 8: An instance of the Piwik analytics plugin, showing the total number of the website views and unique visitors so far (date: 09/03/2017).

The map depicted in Figure 9 reports the points of origin for the recorded website visits. As shown, the website attracted visitors from several different counties from all continents. Moreover, the countries with the highest number of visits contain Germany, the United States and Italy, with the latter two not being represented in the consortium. This indicates the website's visibility also in countries with no direct relation with the project, which is an indicator of its success in disseminating the project's activities and outcomes in a wide range of countries from all over the world.
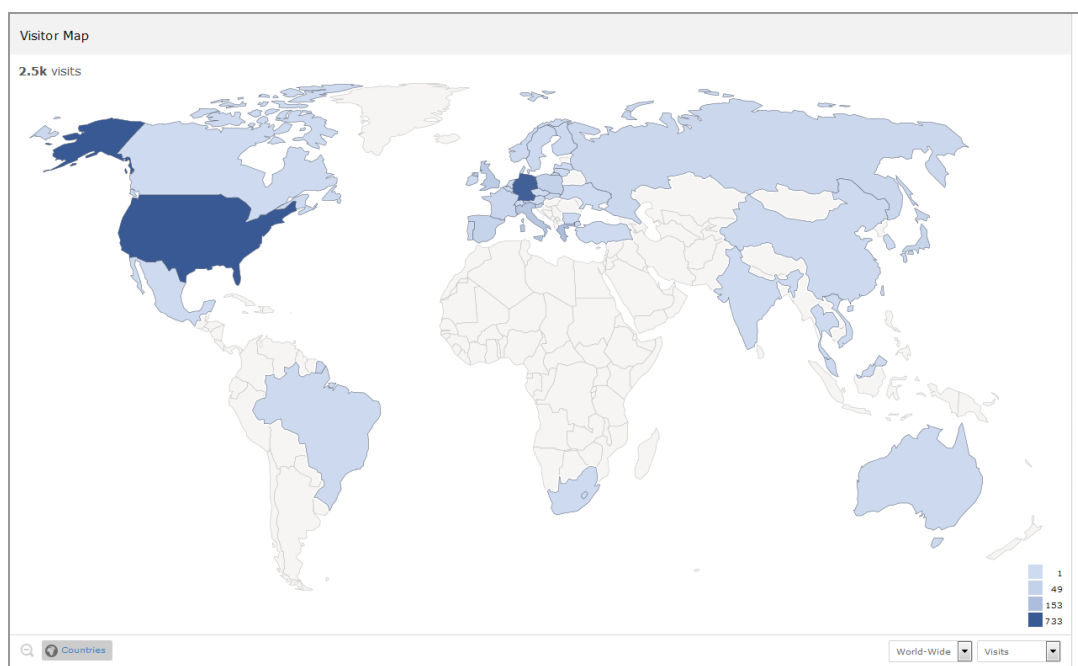
Figure 9: An instance of the Piwik analytics plugin, showing the spatial distribution of the website views in the global map (date: 09/03/2017).

Figure 10 bellow presents the referrer websites with the highest number of views. As illustrated in this figure the project website was reached by visitors pushed from different online sources and communication channels (38 in total). The latter contain:

- Websites/blogs of project partners such as CERTH-ITI (www.iti.gr, www.mklab.iti.gr), ZBW (www.zbw.eu) and KC (www.know-center.tugraz.at).
- Websites of other EU funded projects such as the Aligned project (aligned-project.eu).
- Social media platforms such as Twitter, Facebook and Yammer.
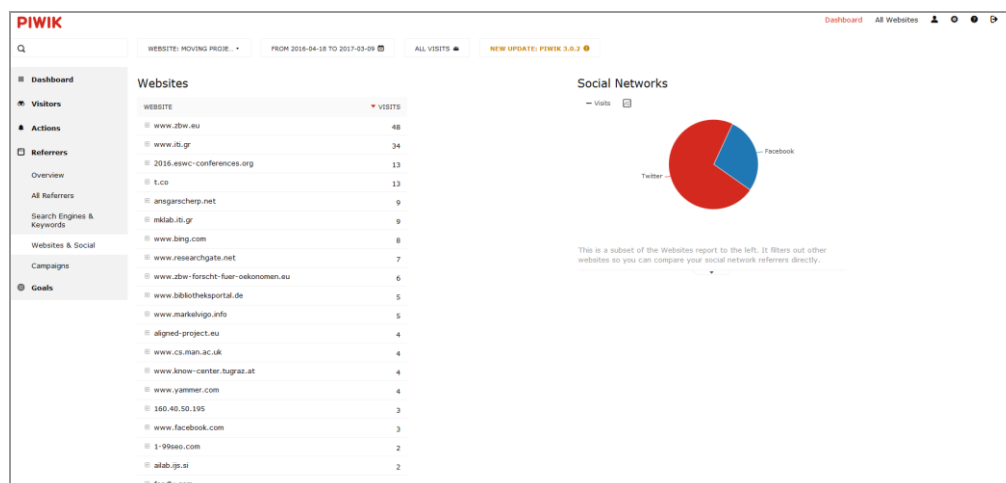
Figure 10: An instance of the Piwik analytics plugin, showing the referrer websites with the highest number of visits (date: 09/03/2017).

2.1.3 Website SEO

The MOVING website is the first place for announcements of MOVING news and activities. We have already published 23 news items at the time of writing. Not only are the news items tagged, we take care to use and repeat key terms as well as reference the main subject (e.g. event name) in news titles, for the purposes of SEO.

The baseline approach for enhancing the accessibility of the website's content via the online search engines is the definition of tags (i.e. short sentences) that briefly describe the main subject of this content. Search engines are indexing those tags to give more weight to the content when the query includes one of these terms. Such tags have been defined for every post of the project website, through the WordPress Dashboard. However, the sophisticated searching approaches of the modern search engines require the application of more elaborate tools for improving the accessibility of content available online. These tools are known as Search Engine Optimisation (SEO) tools.

Based on this fact, and aiming to strengthen the visibility and accessibility of the website's content via the search engines, we have installed the WordPress plugin of the Yoast SEO platform (https://yoast.com). This tool is used during the creation of each post and page of the website. It provides clues and suggestions about a number of different factors that could improve the accessibility of the released content by the text-based search engines. The more of these factors are met, the more the website's reachability by the search engines is increased.

Figure 11 presents the Yoast SEO tab that appears in the WordPress Dashboard after the installation of the Yoast SEO WordPress plugin under any editable material (post or page). This tab contains specific features and conditions that improve the "visibility" of the post or page by the search engines. For start, the Yoast SEO tab gives an idea of how the snippet of the webpage looks like when the latter is among the results returned by a search engine after a text-based search. Via this editable area of the Yoast SEO tab we are able to form appropriately the snippet of the webpage (determining both its URL and meta-description) following the guidelines of the platform, in order to make the webpage compatible with the features of the search engines. Right bellow is the focus keyword area, where the user is requested to define some terms that will be used for highlighting the main subject of the webpage and for strengthening its accessibility by the searching algorithms. For best performance these terms should be included both in the URL and the meta-description that appears in the webpage snippet, as well as in the first paragraph of the webpage's content. Moreover, if there are figures within a post or page these figures should also include the defined focus keyword(s) in order to be directly related with the content of the post or page, and used as links to it. Finally, other factors that could improve the performance of a post or page in terms of reachability by the search engines are the use of headings and the existence of outbound links.

After taking care of all these factors the Yoast SEO tool computes a SEO score for evaluating the accessibility of the post or page, and uses this score for categorising it using a traffic light system (see the traffic light symbol in the upper left corner of the Yoast SEO tab in Figure 7). According to this system, the red light corresponds to "bad SEO score" that means hard accessibility by the search engines, the orange light corresponds to "OK SEO score" that means normal accessibility by the search engines, and the green light corresponds to "good SEO score" that means easy accessibility by the search engines.
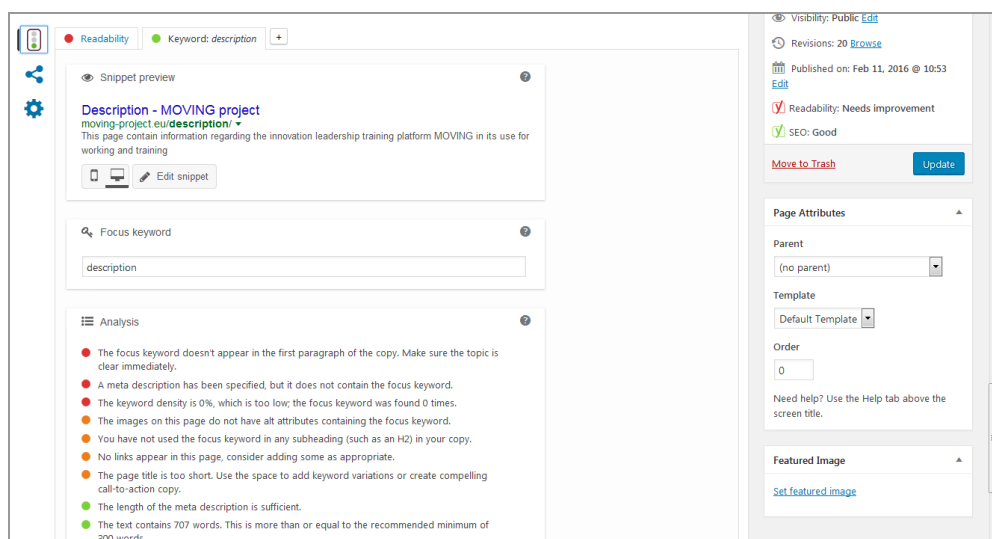
Figure 11: An instance of the Yoast SEO tab that appears in the WordPress Dashboard under any editable material.

All of the posts and pages of the website have been marked with "OK SEO score" which means that are normally reachable by the search engines, while some of them have been marked with "good SEO score", being the most optimised in terms of reachability via the text-based search engines.

In general, after installing and using the Yoast SEO platform the website's accessibility via the text-based search engines has been increased. More specifically, during the first month of operation the website was included in the first page of the search engines' results when the searching term was "moving", with many other less relevant webpages being listed above. After the application of the SEO approach described above, the website's ranking was remarkably improved and right now is the ninth recommended answer.

2.2   Communication kit: project presentation, leaflet and poster

As mentioned earlier, the communication kit of the project can be accessed by following the link http://moving-project.eu/index.php/moving-communication-kit/, while its materials are publicly available for download. These materials, which were already been used, provide a brief overview of the current status and the performed activities in the MOVING project. Updated versions of them will be released regularly, incorporating the latest developments and achievement, and allowing the visitors of the website and any interested party to have an up-to-date view about the progress made in MOVING.

The overall project presentation

The project presentation was created using the Microsoft Office PowerPoint. The template of the presentation is the one designed for and adopted in MOVING, and following the creation of this presentation is also used as the standard template for all MOVING presentations (see Section 3.6). The project overview presentation has been already used for promoting the MOVING project in various events which are reported in Section 3.

Figure 12 presents the current (1st) release of the presentation that contains:

- The motivation behind the project, which will cover the need to create new qualitative data analysis tool and technologies to overcome the high vocational training costs, to increase the companies education and to use the valuable information that comes from the internet.
- A set of uses cases for stressing the need for building the MOVING platform and its technologies.
- A brief description of the project's goals and promise.
- The objectives and the expected outcomes of the project.
- The overall approach with two diagrams that illustrating the overall MOVING concept and approach.
- Details about the project consortium and its funding agency.
- Information for contacting us.

Figure 12: The slides of the MOVING overall project presentation.

The project leaflet

The project's leaflet is a tri-fold leaflet that follows the roll fold design and was designed by CERTH using the Microsoft Office Publisher. The leaflet has been printed in glossy paper for use in dissemination events, and is also available from the project's website in digital form (pdf). The leaflet follows the design and colour concept devised for the project's identity.

The current (1st) release of the project's leaflet provides an overview of the MOVING project, similarly to the overall project presentation, as illustrated in Figure 13.

(a)

(b)

Figure 13: The two sides of the project's leaflet; (a) the flap, back, and front panels of the leaflet, and (b) the three inner panels of the leaflet.

The project poster

The MOVING project poster was created with the help of Microsoft Office PowerPoint and follows the portrait orientation. As shown in Figure 14, the poster provides an overview of the MOVING project covering the same aspects as the overall project presentation and leaflet. The only difference

here is that the information is structured and presented in a single piece of A0-sized paper. The poster follows the design and colour concept devised for the project's identity.

Figure 14: The MOVING project poster.

3 Dissemination activities in the first year

This section reports on the dissemination activities that took place during the first year of the project's lifetime.

3.1 Social media presence

Twitter

The @MOVING_EU Twitter account was set up on February 2016 and has tweeted 35 times at the time of writing, and we now pursue the goal of increasing the use of it to at least 1 tweet per week. The account is already being used for spreading the activities of the MOVING project to the world, starting with a number of tweets about our kick-off, plenary, and integration camps. The followers of this account are able to see the latest news of the project, while the tweets of a number of related and worth-to-follow Twitter accounts will be also displayed via re-tweets, providing a more enriched and comprehensive set of information relevant to MOVING technology development. Tweets are mostly generated by the project coordinator CERTH but all partners can tweet directly from the account e.g. live tweeting from an event they are attending. To raise the Twitter visibility, as well as promoting it on the project's website, we take care where appropriate to mention relevant Twitter users in the tweets or use the correct hashtags (e.g. for a current event). For the project we established the hashtag #MOVING_EU and we use it each time we mention the project. We also check mentions of MOVING in Twitter which may lead to a conversation with followers and observers. The account also will try to follow more key Twitter users from the target communities of the project; currently we have collected 32 accounts to follow, covering the project domains. By following what these accounts tweet, MOVING can re-tweet information relevant to MOVING technology development, as well as tweet to these accounts when appropriate about its technology offer and benefits. We have at the time of writing 35 followers. As we continue to tweet, and to follow other Twitter accounts, we expect this number to increase. Through mentions and hashtags, MOVING tweets become also visible outside of the circle of its own followers, and MOVING benefits from the fact that all tweets are public and searchable. A snapshot of the tweet feed of @MOVING_EU is shown in the following Figure 15.

Figure 15: A snapshot of the MOVING Twitter account.

SlideShare

A SlideShare account (MOVING_EU) was set up in order to host presentations prepared for demonstrating and disseminating the progress and the developments of MOVING. These presentations vary from overall project presentation (such as the one included in the project communication kit) to more specific ones (e.g. related to MOVING technologies) that were prepared for supporting the participation to conferences, meetings, workshops, international benchmarking activities and so on. Links to these presentations were added on the project's website (see the "Presentations" webpage). We have currently 8 SlideShare presentations posted (with 918 total views at the time of writing) to the project SlideShare account. Figure 16 presents a snapshot of the MOVING SlideShare account.
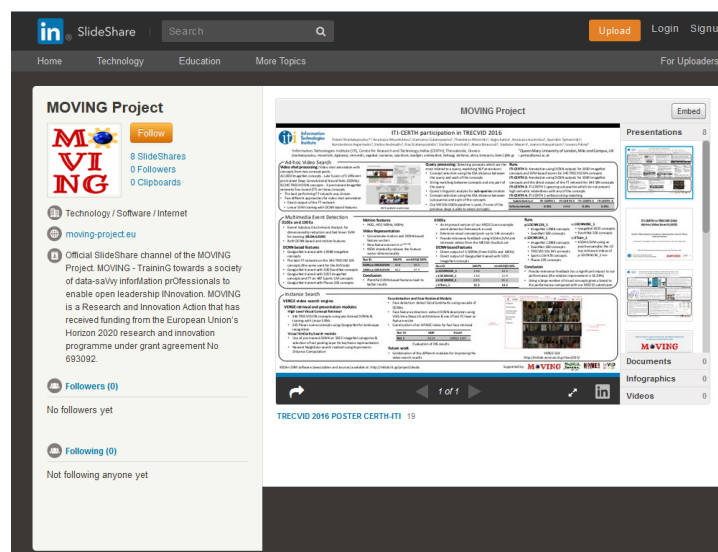
Figure 16: A snapshot of the MOVING SlideShare account.

YouTube and Videolecture.NET channels

The YouTube account MOVING_EU and the Videolecture.NET account MOVING were set up for publishing videos that demonstrate and promote the activities and achievements of the project. For the time being the channels contain the short video made from converting to a video file the MOVING overall project presentation, the demo videos: i) of the novel HCF-IDF profiling method that is used in the MOVING platform, and ii) of the interactive online demonstrator with audio and video analysis results in lecture and non-lecture videos.

More specifically, the MOVING channels in YouTube and Videolecture.NET are used as an on-line repository of videos that:

- Provide a brief overview of the current status and the progress made at different phases of the project's life.
- Demonstrate the developed MOVING technologies, tools and applications.
- Will cover internal activities of the project, such as interviews and training procedures.
- Are related to the MOVING presence in events such as international conferences, meetings, workshops and so on (e.g. video captured oral presentations, where possible).

The following Figure 17 depicts the snapshots of the YouTube and Videolecture.NET channels.
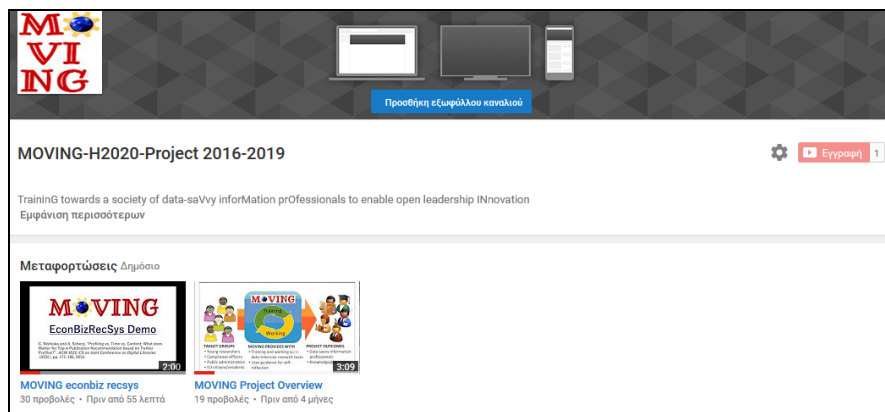
(a)

(b)

Figure 17: Snapshots of the MOVING YouTube and Videolecture.NET accounts.

ResearchGate

The MOVING consortium decided in the second plenary meeting that took place in November 2016 to also set up a ResearchGate project account (MOVING), as ResearchGate represents the largest academic social network in terms of active users. This social networking site enables MOVING to share the project papers and communicate with scientists and researchers that are focused in relative research and technologies to MOVING; this activity is complementary to posting the project's publication in the Zenodo repository, as detailed below in Section 3.6.3. At the time of writing there were 80 total reads, 10 followers and 352 project audience of the project (project audience is made up of project followers, collaborators and followers of collaborators. It measures visibility by showing how many researchers receive updates when something happens in the project). Figure 18 presents a snapshot of the ResearchGate account.
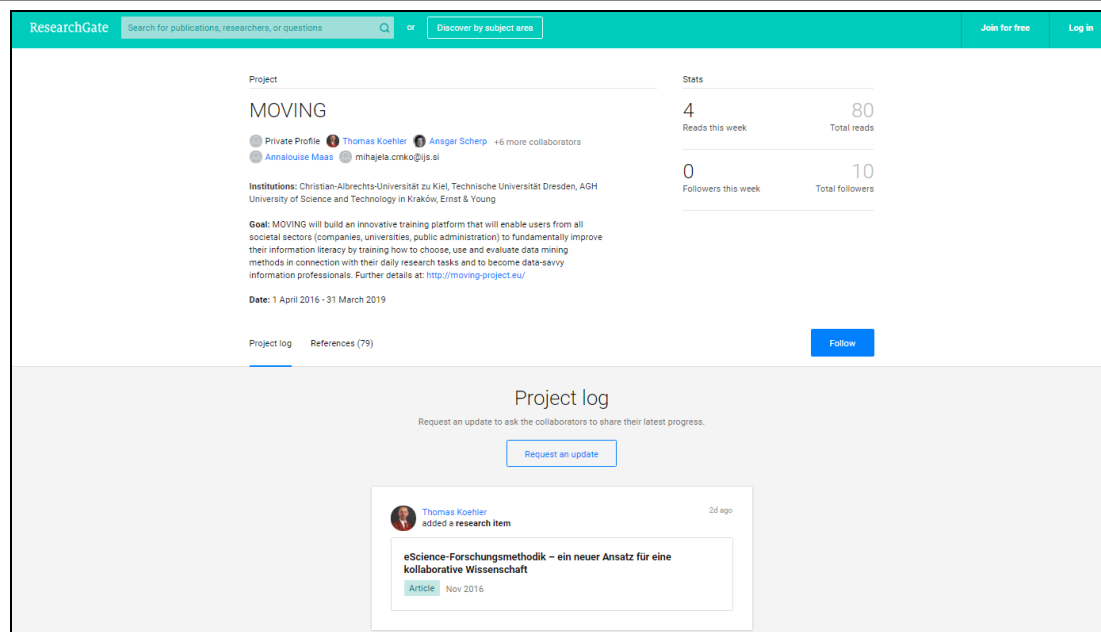
Figure 18: Snapshot of the MOVING ResearchGate account.

3.2 Participation and presentation of MOVING results in existing events

In order to disseminate the MOVING technologies we participated in several scientific conferences via talks and poster presentations, in a benchmarking activity, in summer schools, in seminars and in other events, as presented in the three tables (Tables 1, 2 and 3) below. Participating in these conferences enabled a two-way communication between the MOVING partners and other researchers, also giving to the MOVING researchers the chance to discuss about possible solutions to problems that could not be solved until now or that are part of ongoing research.

The following table provides an overview of publications, presentations and event participations in the context of MOVING that have been reported until mid March 2017. In the first column of the table is the event where one or more MOVING partners participated; the second column gives the location and date of the event, the third column gives the name of the attendee, the fourth column is the title of the paper or presentation, the fifth column indicates the type of the dissemination activity, and the last column reports the type and the estimated size of the audience.

Table 1: Events attended by members of the consortium.

Event	Date	Attended by	Title	Type of dissemination activity	Audience (Indicative Number)
Paper presentations in scientific events					

Event	Date	Attended by	Title	Type of dissemination activity	Audience (Indicative Number)
23rd Int. Conf. on MultiMedia Modeling (MMM'17) http://mmm2017.ru.is/	4-6 January 2017, Reykjavik, Iceland	A. Scherp, ZBW	A Comparison of Approaches for Automated Text Extraction from Scholarly Figures https://zenodo.org/record/345104	Paper presentation. ZBW presented the MOVING generic pipeline evaluation for text extraction	Researchers (150)
23rd Int. Conf. on MultiMedia Modeling (MMM'17) http://mmm2017.ru.is/	4-6 January 2017, Reykjavik, Iceland	V. Mezaris, CERTH	VERGE in VBS 2017 https://zenodo.org/record/240854	Paper presentation. CERTH presented the MOVING technique VERGE interactive video retrieval engine, which is capable of browsing and searching into video content	Researchers (150)

Event	Date	Attended by	Title	Type of dissemination activity	Audience (Indicative Number)
ScaDS retreat https://www.scads.de/en/	4-5 January 2017, Laubusch, Germany	T. Köhler, TUD	Training towards a society of data professionals. Potential contributions to ScaDS phase II – experiences and results from neighbouring activities of MZ (Media Centre)	Project presentation	Researchers (25)
Online Educa 2016 www.online-educa.com	30 November -2 December 2016, Berlin Germany	T. Köhler, TUD	Online Education and Research Technologies	Poster presentation. TUD presented MOVING poster at exhibition.	People from Business, Education & Research and the Government & Public Sector domains (>2300)
TRECVID 2016 http://trecvid.nist.gov/	14-16 November 2016, Gaithersburg, MD, USA	V. Mezaris, CERTH	ITI-CERTH participation in TRECVID 2016 https://zenodo.org/record/200498	Benchmarking activity and paper presentation. Participation in the AVS and MED tasks	Researchers and developers (> 50 teams and > 800 researchers)

Event	Date	Attended by	Title	Type of dissemination activity	Audience (Indicative Number)
ACM Multimedia 2016 http://www.acmmm.org/2016/	15-19 October 2016, Amsterdam, The Netherlands	V. Mezaris, CERTH	Deep Multi-task Learning with Label Correlation Constraint for Video Concept Detection https://zenodo.org/record/162404	Paper presentation. CERTH presented the MOVING new transfer learning approach that is based on a deep convolutional neural network	Researchers (>500)
IEEE Int. Conf. on Image Processing ICIP 2016 http://2016.ieeeicip.org/	25-28 September 2016, Phoenix, AZ, USA	V. Mezaris, CERTH	Video Aesthetic Quality Assessment using Kernel Support Vector Machine with Isotropic Gaussian Sample Uncertainty (KSVM-iGSU) https://zenodo.org/record/159243	Paper presentation. CERTH presented a new machine learning method	Researchers (>200)

Event	Date	Attended by	Title	Type of dissemination activity	Audience (Indicative Number)
International Conference on Multidimensional Finance, Insurance and Investment – ICMFII 2016 http://icmfii.com/?page_id=1267	26-29 June 2016, Alcoy, Spain	A.M.J. Skulimowski, PBF	Including Financial Criteria in the Strategic Planning of Knowledge Repository Operation https://www.slideshare.net/MOVING_EU/moving-pbfskulimowskiamj-icmfii201606alcoy	Paper presentation. PBF presented the MOVING first results of the exploitation strategy	Researchers(65)
Joint Conference on Digital Libraries, JCDL 2016 http://www.jcdl2016.org/	19-23 June 2016, Newark, NJ, USA	C. Nishioka, ZBW	Profiling vs. Time vs. Content: What does Matter for Top-k Publication Recommendation based on Twitter Profiles? https://zenodo.org/record/61391	Paper presentation. ZBW presented the novel HCF-IDF profiling method that will be used in the MOVING platform	Researchers, practitioners, managers, and students (>200)
The International Workshop on Dataset Profiling and Federated Search for Linked Data (PROFILES 2016); https://profiles2016.wordpress.com/	30 May 2016, Anissaras, Greece	C. Nishioka, ZBW	Information-theoretic Analysis of Entity Dynamics on the Linked Open Data Cloud https://zenodo.org/record/61386	Paper presentation. ZBW presented the MOVING clustering techniques over the dynamics of entities	Researchers (>25)

Event	Date	Attended by	Title	Type of dissemination activity	Audience (Indicative Number)
International Science 2.0 Conference and EEXCESS Final Conference https://www.open-science-conference.eu/archive/science-2-0-conference-2016/home/	3-4 May 2016 Cologne, Germany	T. Köhler, TUD	Data driven online research. Potential specifications in relation to user needs. https://www.zenodo.org/record/439045	Poster presentation. TUD presented the MOVING project.	Researchers, librarians, practitioners, politicians, (200)
13th ESWC 2016 http://2016.eswc-conferences.org/	29 April -2 May 2016, Heraklion, Crete	A. Scherp, ZBW	MOVING: Training Towards a Society of Data-savvy Information Professionals https://zenodo.org/record/61520	Project presentation via the EU Project Networking Session. Demonstration of the multimedia analysis service of MOVING	Researchers (>35)
General Online Research 2016 https://www.gor.de/gor16/sessions.php	02-04 March 2016, Dresden, Germany	T. Köhler, TUD	Moving research methodology toward escience https://conftool.gor.de/conftool16/index.php?page=browseSessions&form_session=37&presentations=show	Paper Presentation. TUD presented the e-science concept	Researchers (>250)

Event	Date	Attended by	Title	Type of dissemination activity	Audience (Indicative Number)
Presentations in industry groups					
Erstes Data-driven Future Forum: Learning 4.0 – Der Mensch in der Industrie 4.0 http://www.know-center.tugraz.at/erstes-data-driven-future-forum-learning-4-0-der-mensch-in-der-industrie-4-0/	23 March 2017, Graz Austria	S. Thalmann, KC	Learning 4.0 and MOVING	Project presentation	Finance, Education, Policy, Industry (25)
Presentation at the Global Assurance R&D	13-14 February 2017, Germany	M. Wiese, EY	Unstructured Data	Project presentation	Financial Auditors, Other (5)
Presentation at the EMEIA BD Groups	17 January 2017, Germany	M. Wiese, EY	Unstructured Data	Project presentation	Financial Auditors, Other (10)
Presentation at the GSA Innovation Group	12-13 October 2016, Germany	M. Wiese, EY	Unstructured Data	Project presentation	Financial Auditors, Other (20)
Invited talks					

Event	Date	Attended by	Title	Type of dissemination activity	Audience (Indicative Number)
International Doctoral Summer School 2017 "Technology and Education" http://event.uny.ac.id/vocedu-school	24-31, March 2017, Yogyakarta, Indonesia	T. Köhler, TUD	MOVING. Changing science methodology in the context of digitisation.	Invited talk. Project Presentation	Junior researchers (65)
ACM SIGMM Rising Stars Symposium of ACM Multimedia 2016 http://www.acmmm.org/2016/?page_id=706	15-19 October 2016, Amsterdam, The Netherlands	A. Scherp, ZBW	About Multimedia Presentation Generation and Multimedia Metadata: From Synthesis to Analysis, and Back	Invited talk. Project presentation	Multimedia experts and practitioners across academia and industry (>150)
Asian summer school: Vocational Education Ph.D Camp 2016, http://icvet.uny.ac.id/node/350	14-17 September 2016, Yogyakarta, Indonesia	T. Köhler, TUD	The Role of Digital Media in Vocational Education	Invited talk. Project presentation	Junior researchers (65)
International European doctoral summer school in Linz http://www.edu-tech.eu/?pid=49	1-7 September 2016, Linz Austria	T. Köhler, TUD	Education research and IC Technology	Invited talk. Project presentation	Junior researchers (35)

Event	Date	Attended by	Title	Type of dissemination activity	Audience (Indicative Number)
Kiel Week Discussions on Science 2.0	22 June 2016, Kiel, Germany	A. Scherp, ZBW	Digitisation of Science with Computer Science	Invited talk. Project presentation	Researchers (~40)
28th GI-Workshop on Foundations of Databases http://www.gvdb2016.uni-goettingen.de/index.php	24-27 May 2016, Nörten-Hardenberg, Germany	A. Scherp, ZBW	Mining and Managing Large-scale Linked Open Data	Invited talk. ZBW presented MOVING in the context of LOD	Researchers (35)
3rd Internal Meeting of the DFG RTG 1743 genes environment inflammation http://www.dfg.de/en/	10 May 2016, Kiel, Germany	A. Scherp, ZBW	About Knowledge Discovery, Ontologies and Life Sciences	Invited talk. Project presentation	Researchers (~60)
Research Colloquium of the Institute for the World Economy https://www.ifw-kiel.de/kiel-institute-for-the-world-economy/	6 May 2016, Kiel, Germany	A. Scherp, ZBW	About Knowledge Discovery, Ontologies and Life Sciences	Invited talk. Project presentation	Researchers (~15)

Event	Date	Attended by	Title	Type of dissemination activity	Audience (Indicative Number)
Ministry of Economic Affairs, Employment, Transport and Technology http://www.schleswig-holstein.de/EN/Home/home_node.html	18 April 2016, Kiel, Germany	A. Scherp, ZBW	Linked Open Data	Invited talk. Project presentation	Public administrators (~30)
Lectures					
Talk at 11	6 July 2016, Hamburg, Germany	A. Scherp, ZBW	MOVING	Lecture. Project presentation	Researchers (65)
Talk at 11	30 June 2016, Hamburg, Germany	A. Scherp, ZBW	MOVING	Lecture. Project presentation	Researchers (65)
Work 4.0 at Know-Center	21-22 March 2017, Graz Austria	V. Pammer-Schindler, S. Thalmann, KC	MOVING Platform and ATS presentation	Lecture. Project presentation	Finance, Education, Policy, Industry (12)

Table 2: Other presentations events attended by members of the consortium.

Event	Date	Attended by	Type of dissemination activity	Audience (Indicative Number)
Other presentations in scientific events				

Event	Date	Attended by	Type of dissemination activity	Audience (Indicative Number)
Final IESI Conference on "ICT-Enabled Social Innovation to support the implementation of the EU Social Investment Package" https://ec.europa.eu/jrc/en/event/conference/final-iesi-conference	14-15 March 2017, Brussels, Belgium	A. M. Skulimowski, PBF	Presentation of the MOVING platform capabilities during a discussion	European policy makers and advisors, representatives of government, innovative companies, universities, business schools, social networks, associations, foundations, banks, and independent researches. Representatives of the EU Institutions of JRC, EMPL, RTD, CNECT, GROW, ECFIN, SECGEN, SRSS, EPSC (111)
10th IFIP WG 8.9 Working Conference, CONFENIS 2016 http://webcampus.ifs.tuwien.ac.at/confenis2016/home	13-14 December 2016, Vienna, Austria	A.M.J Skulimowski, PBF	On the occasion of presenting the paper: "Software Innovation Dynamics in CMSs and its Impact on Enterprise Information Systems Development" MOVING mentioned as prospective further research area, and A.MJ Skulimowski provided a general outline of the MOVING project	Researchers in Information Systems (40)

Event	Date	Attended by	Type of dissemination activity	Audience (Indicative Number)
CIT 2016: 16th IEEE International Conference on Computer and Information Technology" http://nsclab.org/cit2016/	8-10 December 2016, Yanuca Island, Fiji	A.M.J Skulimowski, PBF	On the occasion presented the paper: "Impact of future intelligent information technologies on the methodology of scientific research" MOVING mentioned as an application area	Researchers, IT practitioners (70)
The Information Society perspectives and IT sector development in Poland http://pndig.pl/	19-21 September 2016, Rzeszów, Poland	A.M.J Skulimowski, PBF	On the occasion presenting the paper: "Perspectives of the selected information society technologies development by 2025" Leaflet dissemination. MOVING project mentioned as a case study	Academics, students, representatives of IT companies and administration (120)

In addition to the conference publications reported in the first section of Table 1 above, Table 3 presents the journal/magazine publications of the MOVING consortium. In the first column of the table is the name of journal/magazine where partners published; the second column indicates the publication date, the third column gives the names of the authors, the fourth column is the title of the paper and the fifth column reports on the type of publication.

Table 3: MOVING journal/magazine publications.

Journal/Magazine	Publication date	Authored by	Title	Type of publication
Synergie. Fachmagazin für Digitalisierung in der Lehre https://www.synergie.uni-hamburg.de	November 2016	T. Köhler, A. Scherp, C. Koschtial, C. Felden, S. Herbst, TUD, ZBW	eScience-Forschungsmethodik – ein neuer Ansatz für eine kollaborative Wissenschaft https://www.zenodo.org/record/439051	Magazine publication. TUD presented the MOVING project

Journal/Magazine	Publication date	Authored by	Title	Type of publication
Image and Vision Computing Journal https://www.journals.elsevier.com/image-and-vision-computing/	September 2016	C. Tzelepis, Z. Ma, V. Mezaris, B. Ionescu, I. Kompatsiaris, G. Boato, N. Sebe, S. Yan, CERTH	Event-based Media Processing and Analysis: A Survey of the Literature https://zenodo.org/record/55801 http://www.sciencedirect.com/science/article/pii/S02628856 1630083X	Journal publication. CERTH presented a survey regarding the event-based media processing and analysis that MOVING will follow

3.3 Organisation of MOVING scientific dissemination events

The organisation of the MOVING scientific events intends to: i) raise awareness on the potential of the MOVING platform for the sectors of the information technologies, decision science and education, ii) disseminate the scientific achievements of the MOVING platform, and iii) raise the societal awareness of the MOVING platform and its potential. Besides the participation and the presentation of MOVING results in existing events, as well as the MOVING publications in journals and magazines, as outlined in the previous section, MOVING organised a workshop in the first year and has already planned to organise a special session in the second year (details regarding the special session you can find in Section 4.3). In the following paragraph a summary of the organising workshop of MOVING is given.

Workshop: Text and Data Mining (TDM) to gain knowledge for research questions in economics

ZBW organised a workshop for economists on "Text and Data Mining (TDM) to gain knowledge for research questions in economics". The agenda of the workshop is available online under: http://www.zbw.eu/fileadmin/pdf/veranstaltungen/2016-workshop-tdm.pdf. The workshop was held at the ZBW in Hamburg premises on the 25th of November 2016. Researchers from institutions such as the German Institute for Economic Research (DIW), the Bundesbank, and the University of Kiel were invited to a workshop which aimed to identify possible applications and implementation scenarios for Text and Data Mining in economic research. Dr. Ansgar Scherp from ZBW presented the EU project MOVING. Four possible application cases in the context of Text and Data Mining at EconStor were then proposed as a basis for the ensuing discussion:

- Identification of publication-intensive institutes/chairs/faculties for a specific topic.
- Development of thematic trends over time.
- Finding relevant research funding institutions for a specific topic.
- Finding relevant datasets for a specific topic.

Key questions in the discussion addressed the relevance of these application cases to the MOVING project, as well as other potential Use Cases of TDM. Intensive and constructive discussions showed that TDM is a very relevant tool for the in-depth analysis of research literature. The workshop's participants (12 different researchers in economics from PhD students to Professor) saw great potential, especially in the area of thematic trends and for the identification of used datasets and applied research models.

3.4 Organisation of MOVING user days

The organisation of the user days intends to: i) demonstrate the MOVING prototypes to potential users, ii) evaluate the experimental realisations of the components of the MOVING platform, iii) inspect and comment on the results, iv) provide feedback for improvements on both the technologies and areas for future work. In the context of the MOVING user days partner PBF organised 2 expert seminars.

In the first seminar, "3rd MOVING PBF Working Seminar", which took place on 17th of June 2016, Dr A.M.J Skulimowski presented the MOVING-related research to 8 local experts and PhD students.

In the second seminar, which took place on 23rd of June 2016, Dr A.M.J Skulimowski presented the MOVING-related ideas and research, exchanged experience in knowledge repository research and discussed of further cooperation possibilities with 8 local experts and academic guests from the Tamkang University, and National Chengchi University, Taipei.

3.5 Organisation of MOVING open doors and information days

MOVING open doors are organised in order to: i) present results and illustrate them by demonstrations of the MOVING user studies, ii) offer the users and potential exploiters the possibility to experiment with the MOVING platform, iii) provide a user forum for networking with professionals working in related areas, iv) receive feedback received during these demonstrations from users outside the consortium that will be fed back to improve the technologies, workflow and procedures of the MOVING. MOVING information days are organised in order to disseminate MOVING's objectives and intermediate results Europe- and world-wide. For the first year of the project the consortium did not organise such an event; however, partner CERTH has already planned to organise an open door day at CERTH premises in May 2017, and partner JSI is planning to organise a special session in the context of the 2nd UNESCO World OER Congress (details regarding these events can be found under Section 4.3).

3.6 Newsletters, press-releases and other dissemination routes

3.6.1 Newsletter

By project month 6, the project partners published the 1st issue of the project newsletter, which was prepared and distributed to them by CERTH. The newsletter of the MOVING project was uploaded to

the project's website and distributed to the consortium for disseminating the project achievements. The consortium plans to publish newsletters in a 6 to 9 month basis. As presented in Figure 19(a)-(f) below, the first newsletter included:

- A welcome message.
- A brief description of what is MOVING.
- The MOVING concept and approach.
- First tools, demos and results of the project.
- Consortium's participation in various dissemination and communication activities.
- Details about the project consortium.
- Information for contacting us and details regarding the project's funding agency.

(a)   (b)   (c)

(d)   (e)   (f)

Figure 19: The 1st issue of the MOVING newsletter.

3.6.2 Press release

By project month 2, the project partner CERTH prepared and distributed to the project partners the first press release, following agreement on the wording of it by all partners. The press release in its entirety reads as follows:

In April 2016 a multinational consortium started a three-year "Research and Innovation Action" to develop an innovative training platform that will enable people from all societal sectors (companies, universities, public administration) to fundamentally improve their information literacy by training how to use, choose and evaluate data/text mining methods in connection with their daily research tasks. This type of information literacy education is important for one to become a data-savvy information professional and will have a decisive impact on the innovative capacity of the European society. The above undertaking is carried out as part of the EU-funded Horizon 2020 EU project MOVING.

The MOVING project will train people to cope with the large amount of Internet-based information they are faced with as part of their daily professional duties. The project's platform will provide them technical support as well as social advice to organise, filter and exploit these information in a more efficient and sustainable way. The core challenge of our current knowledge society is not the access to information itself, but whether people have the ability to manage them in a professional way. Responding to this challenge, the project will develop the open, innovation training platform "MOVING" that is both:

(a) A working environment for the quality and usability analysis of large text collections and free online contents with data mining methods, equally open to people from science, public administration and business, and

(b) A training environment with information, training and exchange offers in the broad field of digital information management.

Together, these characteristics form the two sides of the same coin, because they can develop their full potential only in conjunction with each other.

On the one hand, users of the MOVING platform will thus able to:

- Get access to an extensive and exclusively compiled source inventory which includes both full-texts of open scientific literature and their metadata, as well as web and digital video contents.

- Use searching and semantic analysis of large-scale digital contents which are currently not widely available.

- Generate knowledge for public administrators and young researchers that cannot be derived from existing solutions in a comparable speed and comprehensiveness.

On the other hand, MOVING makes its own functioning understandable to its users and supports

them through:

- A detailed and scientifically proven help system that will provide guidance in their everyday workflows, featuring web-tools such as glossaries, tutorials, and detailed guidance for specific issues of interest.

- An individually configurable training program that can be tailored around each user's vocational expertise, and will provide learning modules, including courses, videos, exercises, etc.

- The platform forum, featuring a multitude of discussions and solutions, which will be supported by a vivid social community of people from different sectors of society (science, administration, business), but with similar interests or problems to be solved.

Users of the MOVING platform will thus train on their own questions/tasks and of the experience of other users. They will be strongly encouraged to share their knowledge and experiences. Moreover, they will also be actively educated about their behaviour and "learning progress", which will both be guided by the platform. This is intended to raise awareness of the use of such a platform and give ideas what the results actually mean, how they come about, and what could be possibly done additionally using the MOVING platform.

About MOVING: MOVING (TraininG towards a society of data-saVvy inforMation prOfessionals to enable open leadership INnovation) is a Research and Innovation Action that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 693092. MOVING started in April 2016 and will run until March 2019. Its goal is to build a training platform that will enable users from all societal sectors to fundamentally improve their information literacy and become data-savvy information professionals. The project is coordinated by CERTH (Centre for Research and Technology Hellas, Greece), and the consortium's partners are Ernst & Young Gmbh Wirtschaftsprüfungsgesellschaft (Germany), Technische Universitaet Dresden (Germany), Kompetenzzentrum fur Wissensbasierte Anwendungen und Systeme Forschungs- und Entwicklungs Gmbh (Austria), Institut Jozef Stefan (Slovenia), Deutsche Zentralbibliothek fuer Wirtschaftswissenschaften - Leibniz-Informationszentrum Wirtschaft (Germany), the University of Manchester (UK), Gesis-Leibniz Institut für Sozialwissenschaften e.v. (Germany), and Fundacja Progress and Business (Poland). For more information see: http://moving-project.eu.

The consortium will publish more press releases at suitable times, e.g. when important milestones or project results have been achieved, and if and when this fits into the project's communication strategy.

3.6.3   Other dissemination routes

Project logo

The project logo has been created by the consortium partner ZBW and is the following:

Figure 20: The MOVING logo.

Power Point presentation

The PowerPoint presentation prepared and distributed by CERTH. All project members use this template to create their MOVING PowerPoint presentations.

Figure 21: Front Slide of MOVING's PowerPoint Presentation Template.

Zenodo

The MOVING consortium set up the MOVING H2020 Project community into the Zenodo repository in order to ensure compliance with Open Access policies for the project's publications and datasets. This community was set up in order to collect the materials that were created within MOVING. The repository at the time of writing includes 9 conference papers, 1 journal, 1 magazine, 3 posters as well as 3 presentations with the MOVING achievements that were presented during the participation on the MOVING consortium in various conferences and events. Also the repository includes the MOVING concept detection scores for the MED16train dataset that were used by consortium partner CERTH for the TRECVID 2016 MED task. Figure 22 presents a snapshot of the MOVING community at Zenodo.
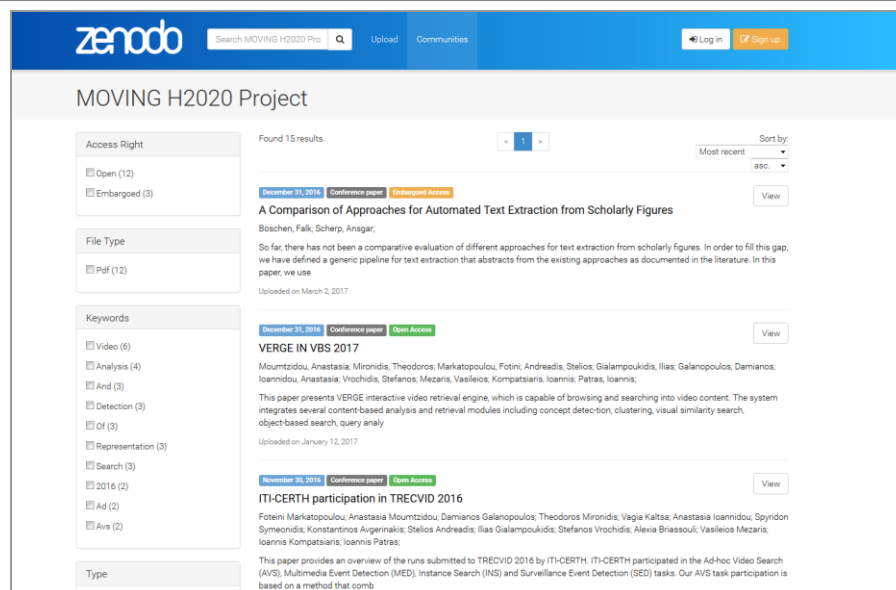
Figure 22: Snapshot of the "MOVING H2020 Project" community at Zenodo.

Collaboration between MOVING and ALIGNED projects

There are many relevant research projects in Europe which develop various technologies similar to MOVING's technologies. Therefore it is important that a direct contact between such projects and MOVING should be established. Communication with these research projects will familiarize them with the MOVING technologies, making possible for them to examine and possibly support their uptake. In this context the MOVING project along with the EU H2020 project ALIGNED (http://aligned-project.eu/) have established a joined collaboration on the exchange of knowledge and datasets for text and data mining. The goal of this joined collaboration is to gain improved representation models and understanding of textual content used in the two projects. The consortium partner Wolters Kluwer Germany of ALIGNED brings in its strong expertise in information services and knowledge about the representation and processing of datasets in the legal, business and tax sectors domains. While in MOVING, the Knowledge Discovery group of the consortium partner ZBW – Leibniz-Information Centre for Economics develops advanced tools and methods for the processing and improved understanding of textual data.

Interview at ZBW mediatalk

Prof. Dr. Ansgar Scherp from ZBW illustrated the project details for ZBW mediatalk, on the 5th of July 2016. Among others Dr. Scherp presented that the MOVING's key characteristics is its interdisciplinary. Didacts, media experts and computer scientists work together to develop new forms of retrieval and organisation of information, documents, data and so on. You can read the interview details under: https://www.zbw-mediatalk.eu/2016/07/science-2-0-research-project-moving-big-data-analyses-for-non-computer-scientists/.

Article in the newspaper "unizeit"

On 16th of July 2016 Martin Geist interviewed Prof. Dr. A. Scherp from ZBW where he presented the news coverage of MOVING in the Kiel's university newspaper "unizeit" (in German). The article can be found under: http://www.uni-kiel.de/unizeit/index.php?bid=870701.

Industry and research contacts

Prof. Dr. A. Scherp form ZBW managed 4 industry contacts two with 2 large enterprises (relative to e-commerce and IT) and two with 2 SMEs (relative to software engineering and data management).

Dr. Angela Fessl and Dr. Viktoria Pammer Schindler from KC presented the MOVING mockups and the MOVING ATS widget in two new research partners in order to raise the awareness and familiarize them with the MOVING platform.

Individual partner's dissemination activities

Each partner of the consortium has a link to MOVING's web page and promotes MOVING in all his/her presentations. Also each partner ensures a wider general dissemination of MOVING results by reposting news and activities of the MOVING project on their own websites and Twitter pages.

4 Plan for dissemination activities in the second year

This section presents the plan for our dissemination activities in the second year.

4.1 Website, social media and press communications

In general, we plan to continue our website and social media presence activities as already initiated in the first year, with the main change being the planned intensification of the activities via the already established social media channels so as to further promote MOVING's work. Specifically,

- **Website:** Since information literacy is the main goal of the project, our future efforts will focus on reinforcing the association of the project's name "MOVING" with terms related to "information literacy", aiming to make the project website one of the top recommended answers by search engines when someone looks for this kind of information.
- **Twitter:** Our plan for the project's twitter account includes trying to follow more key Twitter users from the target communities of the project, covering the project domains. By following what these accounts tweet, MOVING can re-tweet information relevant to MOVING technology development, as well as tweet to these accounts when appropriate about its technology offer and benefits. We will continue to tweet original information about MOVING (news, publications, etc.) and will also use more mentions and hashtags in our MOVING tweets, to further promote the visibility of MOVING.
- **SlideShare:** Regarding slideshare presentations, apart for linking them on the project's website, we plan to also announce them via the project's Twitter account, for increasing their visibility.

- **YouTube and Videolectures.NET:** For enhancing the accessibility and visibility of the videos that will be kept on this channel, apart from the links to these videos on the MOVING website, we plan to disseminate them through the MOVING Twitter account.

- **ResearchGate:** For enhancing the visibility of the project to the ResearchGate platform, apart from continuing to share all project's research with the followers, we plan to follow other researchers' relevant projects, to see what peers are working on, keep up with the new developments in the project's field, and add comments and questions to interact directly with others about their research.

- **Zenodo:** We plan to keep adding all the future presentations and publications to the repository. For the second year we will also upload the public MOVING datasets as we mentioned already in D6.2: Data management plan.

- **Other social media platforms:** Once the project results are tangible we will also take into consideration whether it is advisable to be present on other business and social media platforms such as LinkedIn, Google+ and/or Facebook. As stated earlier, we currently believe that - in addition to the project website – Twitter, and ResearchGate are the most suited and most effective (social media) dissemination channels to focus on, also taking into account available resources and manpower.

4.2 Participation in events

The two tables below provide an overview of planned and targeted dissemination events suitable for the presentation of MOVING results within the coming 12 project months, respectively. More specifically Table 4 presents the already planned dissemination events, where consortium partners have already submitted or plan to submit project's results, while Table 5 presents a non-exhaustive list according to the nature of the participation and / or connection and serves as an orientation to what kind of further events we intend to target in the second year. It reflects the status as of March 2017; more target conferences and workshops are likely to be identified during the course of the second year, while some of those listed likely not to be attended.

Table 4: Already planned target dissemination events.

Event	Date	Event description	Authors	Title	Audience

Event	Date	Event description	Authors	Title	Audience
9th Conference on Professional Knowledge Management, Learn and Knowledge Management in the Era of Industry 4.0 (LeWIn4.0) http://wm2017.aifb.kit.edu/en/	5-7 April 2017, Karlsruhe, Germany	LeWIn4.0 is conference is on knowledge management in the digital era	F. Günther, TUD	MOVING the Industry 4.0	Researchers
9th Conference on Professional Knowledge Management, Learn and Knowledge Management in the Era of Industry 4.0 (LeWIn4.0) http://wm2017.aifb.kit.edu/en/	5-7 April 2017, Karlsruhe, Germany	LeWIn4.0 is conference is on knowledge management in the digital era	A. Fessl, KC	Adaptive and Reflective Training Support for Improving Search Behaviour in Industry 4.0	Researchers
ESWC 2017 http://2017.eswc-conferences.org/	28 May -1 June 2017, Portoroz, Slovenia	ESWC is a major venue for discussing the latest scientific results and technology innovations around semantic technologies	C. Nishioka, A. Scherp, ZBW	Keeping LOD Caches Up-to-date based on the Predicted Life Span of Triples	Researchers and practitioners in Semantic Web

Event	Date	Event description	Authors	Title	Audience
ESWC 2017 http://2017.eswc-conferences.org/	28 May -1 June 2017, Portoroz, Slovenia	ESWC is a major venue for discussing the latest scientific results and technology innovations around semantic technologies	T. Blume, M. Schulte-Althoff, A. Scherp, T. Gottron, ZBW	Formal Definition and Empirical Evaluation of a Parameterised Schema-level Index for LOD	Researchers and practitioners in Semantic Web
ESWC 2017 http://2017.eswc-conferences.org/	28 May -1 June 2017, Portoroz, Slovenia	ESWC is a major venue for discussing the latest scientific results and technology innovations around semantic technologies	M. Abdel-Qader, A. Scherp	Systematic Analysis of the Adoption of Vocabulary Changes on the LOD-Cloud	Researchers and practitioners in Semantic Web
EICS 2017 http://eics.acm.org/2017/	26-29 June 2017, Lisbon, Portugal	Engineering usable and effective interactive computing systems	A. Apaolaza, M. Vigo, UMAN	WevQuery: Testing Hypotheses about Web Interaction Patterns	People who study or practice the engineering of interactive systems

Event	Date	Event description	Authors	Title	Audience
KICSS 2017 TBA	TBA	Technology and knowledge exchange in the field of knowledge science, information systems, and system science and creativity support systems	T. Koehler, A.M.J Skulimovsky, TUD, PBF	Increasing creativity through social media as research tool?	Researchers / scholars
GeNeMe 2017 www.geneme.de	TBA	The conference presents innovative technologies and processes for the organization, cooperation and communication in virtual communities and is a forum for professional exchange especially in the fields of knowledge management and e-learning	T. Koehler, TUD	Research methodology 2.0 - supporting online research communities	Professionals on ICT community R&D from both academia and industry as well as junior researchers

Event	Date	Event description	Authors	Title	Audience
EC-TEL 2017 http://www.ec-tel.eu/index.php?id=777	12-15 September 2017, Tallinn, Estonia	The conference explore how data can be used to change and enhance learning in different ways and to collect evidence for technological innovations in learning	A. Fessl, KC	Adaptive Training Support for Improving Search Behaviour: A Concept	Researchers, practitioners, educational developers, entrepreneurs and policy makers to address current challenges and advances in the field of data driven approaches in digital education

Table 5: Additional potentially relevant dissemination events.

Event	Date	Event description	Audience
WSDM 2018 http://www.wsdm-conference.org/2018/	TBA	WSDM is a premier conference on web inspired research involving search and data mining	Researchers
WWW 2018 TBA	Date TBA, Los Angeles, California, USA	WWW is a premier venue for discussing the latest updates and the future of the Web	Researchers, academics, businesses, and standards bodies

Event	Date	Event description	Audience
MMM 2018 http://mmm2018.chula.ac.th/	5-7 February 2018, Bangkok, Thailand	MMM is a leading international conference for sharing new ideas, original research results and practical development experiences from all multimedia modelling related areas	Researchers and industry practitioners
Learntec Prices https://www.learntec.de/website/die-fachmesse/preisverleihungen/index-2.jsp	30 January - 1 February 2018, Karlsruhe, Germany	Learntec Prices is the number one exhibition in digital education	Researchers and practitioners and qualified specialists from the e-learning and education sector
TRECVID 2017 http://www-nlpir.nist.gov/projects/tv2017/index.html	13-15 November 2017, Gaithersburg, MD, USA	TRECIVID is an international benchmarking activity focusing on a list of different information retrieval (IR) research areas in content-based retrieval and exploitation of digital video.	Researchers
CIKM 2017 http://www.cikm2017.org/	6-10 November 2017, Pan Pacific Singapore	CIKM is a conference on information and knowledge management. This year topic the conference highlights technologies and insights that materialize the "Smart Cities, Smart Nations" vision shared by many urban areas and their countries	Researchers and developers from the knowledge management, information retrieval, and database communities
ECEL 2017 http://www.academic-conferences.org/conferences/ecel/	26-27 October 2017, Porto, Portugal	This is an international conference on e-learning	Academic scholars, practitioners

Event	Date	Event description	Audience
ACM MM 2017 http://www.acmmm.org/2017/	23-27 October 2017, Mountain View, CA USA	ACMMM is the premier multimedia conference and worldwide event	Multimedia experts and practitioners across academia and industry
IICE 2017 http://www.iicedu.org/	23-26 October 2017, Dublin, Ireland	IICE is a biannual conference dedicated to the advancement of the theory and practices in education	Academics and professionals from various educational fields
ISWC 2017 http://iswc2017.semanticweb.org/	21-25 October 2017, Vienna, Austria	ISWC is the premier international conference, for the Semantic Web / Linked Data Community	Researchers, practitioners and industry specialists in semantic web
MMSP 2017 https://www.beds.ac.uk/mmsp2017/venue	16-18 October 2017, Luton, UK	MMSP is the IEEE 19th International Workshop on Multimedia Signal Processing	Researchers and developers working on multimedia signal processing
ECGBL 2017 http://www.academic-conferences.org/conferences/ecgbl/	5-6 October 2017, Graz, Austria	ECGBL is a conference on various aspects of games-based learning	Academic scholars, practitioners, game designers

Event	Date	Event description	Audience
ECML-PKDD 2017 http://ecmlpkdd2017.ijs.si/	18-22 September 2017, Skopje, Macedonia	ECML is a premier European machine learning and data mining conference and builds upon a very successful series of 27 ECML and 20 PKDD conferences, which have been jointly organised for the past 15 years	Senior and junior researchers
2nd World OER Congress 2017 http://www.oercongress.org/	18-20 September 2017, Ljubljana, Slovenia	This congress will examine solutions to meeting the challenges of mainstreaming OER practices in education systems worldwide; Will showcase the world´s best practices in OER policies, initiatives and experts and will provide recommendations for the mainstreaming of OER with links to best practices	Policy makers
ICEEE 2017 http://sdiwc.net/conferences/6th-international-conference-on-e-learning-and-e-technologies-in-education/	18-20 September 2017, Lodz, Poland	This conference covers topics on e-learning and e-technologies in education like e-learning curricula	Academics, researcher and practitioners

Event	Date	Event description	Audience
ICTEL 2017 http://adtelweb.org/24th-international-conference-on-teaching-education-and-learning-ictel-12-13-sept-2017-london-uk-about-41	12-13 September 2017, London, UK	This is an international conference on teaching, education and learning	Academics, researcher and practitioners
IAC-TLEl August 2017 https://www.conferences-scientific.cz/inpage/conference-vienna-iactlel-2017/	18-19 August 2017, Vienna, Austria	IAC-TLEI is an international academic conference on teaching, learning and e-learning	Scholars, educators and PhD students
KDD 2017 http://www.kdd.org/kdd2017/	13-17 August 2017, Halifax, Nova Scotia, Canada	KDD is a premier interdisciplinary conference for data science, data mining, knowledge discovery, large-scale data analytics, and big data	Researchers and practitioners
AC-ETeL 2017 https://www.academic-conferences.eu/inpage/conference-ac-etel-2017/	11-14 August 2017, Prague, Czech	This academic conference covers topics on Education, Teaching and E-learning	Academics, researcher and practitioners
SIGIR 2017 http://sigir.org/sigir2017/	7-11 August 2017, Tokyo, Japan	SIGIR is the premier on conference on research and development in information retrieval	Researchers and practitioners and specialists in information retrieval

Event	Date	Event description	Audience
IAC-TLEl July 2017 https://www.conferences-scientific.cz/inpage/conference-budapest-iactlel-2017-july/	5-7 July 2017, Budapest, Hungary	IAC-TLEI is an international academic conference on teaching, learning and e-learning	Scholars, educators and PhD students
EDULEARN 2017 https://iated.org/edulearn/	3-5 July 2017, Barcelona, Spain	EDULEARN is one of the largest International Conference on Education and New Learning Technologies	Lecturers, researchers, technologists and professionals from the educational sector
ECE 2017 https://ece.iafor.org/	30 June -2 July 2017, Brighton, UK	ECE is the European conference on education, is organised by IAFOR (International Academic Forum) a confederation of leaders and opinion formers, and this year topic of the conference is "educating for change"	Academics, researchers, professionals, education advisors, business leaders, students, and government and public sector
DICTAP 2017 http://sdiwc.net/conferences/7th-international-conference-digital-information-communication-technology-applications/	29 June -1 July 2017, Bratislava, Slovakia	This is an international conference on digital information and communication technology and applications, that covers the topic of e-learning	Academics, researcher and practitioners

Event	Date	Event description	Audience
ICMR 2017 http://www.icmr2017.ro/	6-9 June 2017, Bucharest, Romania	ICMR is the premier scientific conference for multimedia retrieval worldwide	Researchers in multimedia retrieval
ICE 2017 http://cieducationeurope.com/	4-8 June 2017, Stockholm, Sweden	ICE is an international conference on education	Faculty and administrators that will share innovative methods in teaching at all levels of education

Tables 1, 2, 3, 4 and 5 present the list of all the attended, planned and targeted events in a tabular format. The events are in reverse chronological order and also can be seen in the project's website under: http://moving-project.eu/index.php/events/month/ in a calendar format.

4.3 Organisation of events

Besides participating and planning to participate to existing events, as outlined in the previous sections, MOVING plans to also organize a number of events such as special sessions, workshops and demonstrator/evaluation activities specifically for promoting its vision and results. The current plan includes the organisation of a MOVING special session, a workshop and an open door day. We should emphasize that the following events do not represent the complete set of events that MOVING plans to organize.

More specifically, consortium partner JSI plans to organise the "European projects for OER and Open Education" (http://www.oercongress.org/event/european-commission-open-education-projects/) showcase session, in the 2nd UNESCO World OER Congress 2017 (http://www.oercongress.org/) that will take place from 18th to 20th of September 2017 in Ljubljana, Slovenia. This session will be filmed by JSI and the material will be published to the Videolectures.NET portal.

Consortium partner CERTH plans to organise an open door day at its premises in Thessaloniki, Greece where the technologies of the institute will be presented. The event will take place mid May 2017 and CERTH plans to present in a stand the MOVING project in general and specifically emphasize the MOVING video analysis demonstrator.

Finally, MOVING consortium partners ZBW, TUD and CERTH have proposed to organise a workshop at the ACM Multimedia 2017 Conference that will be held in October 2017 at Mountain View, California, USA. The title of this workshop proposal is: "MultiEdTech – Multimedia-based Educational and Knowledge Technologies for Personalized and Social Online Training". At the moment, the proposal has been submitted and is under evaluation.

5 Conclusion

The focus of this deliverable was to report our dissemination activities regarding the MOVING website and communication kit, MOVING's social media presence, and the presentation of the project's technology and results in existing events. In Sections 2 to 4 of the present document we reported in detail the website structure and analytics, the project communication kit, the project social media presence and the participation in different types of events and different levels of involvement of MOVING. The wealth of dissemination activities already carried out have helped MOVING to reach a considerable number of people; and this is expected to grow in the following months.

More specifically, MOVING achieved participation in 34 events, both in the scientific and industry communities that include fifteen presentations and dissemination of MOVING in conferences or workshops, a benchmarking activity, nine invited talks, three lectures, four presentations in industry groups, and two summer schools. MOVING organised a workshop, two expert seminars, and published two journal/magazine publications. For the second year, MOVING is in the process of organizing a special session in the OER congress, an open door day at CERTH premises and possibly a workshop at the ACM Multimedia 2017 conference. The MOVING vision was spread among approximately 5788 participants that attended the presentations of the project and even more by dissemination through the partners who participated in the events. Also the MOVING project was disseminated through social media in many groups in relative project technologies, as well as through projects and other mailing lists.