

AERODAYS, 19-21 June 2006



HOW TO BETTER EXPLOIT AND DISSEMINATE RESULTS

LESSONS LEARNED



LESSONS LEARNED FROM...

Two very large IP projects (managed by Airbus)...

- ENHANCE (FP4): 38 M€, 53 partners, 3 years, 10 countries
- VIVACE (FP6): 74 M€, 63 partners, 4 years, 10 countries

- Different national cultures, and political and economic background: mix of large & small companies, universities, research centres => difficulty to understand each other, not only on the “what” but also on the “how” to do
- Different target industries and industrial sectors involved, and different perspectives on the return on investment made
- Sometimes lack of previous experience of co-operation
- No real understanding of IPR issues

Engineers don't know how to communicate properly!





Project identity and motivation

- Create as early as possible an official logo and a project motto (available at the Kick Off)
- Create, maintain and share a detailed PowerPoint presentation of the project and a nice introductory article
- Create an international Jokes book ("Celebrate your differences and learn from them")
- Brief/induct new workers - a summary of the project objectives and state must be available
- A public web site available at the start of the project is also a good tool to develop the project identity
- Share an operational vision from the start



STARTING WITH THE RIGHT TOOLS

Plan your dissemination/exploitation events from the very beginning:

- **Produce advanced and innovative dissemination and training materials**
- **Set up electronic means of dissemination (Web sites, newsletter)**
- **Organise public dissemination events with large audiences**
 - ☺ **Forums**
 - ☺ **Open Days as required, internal workshops...**
- **Communicate with appropriate User Groups & National Assoc.**
- **Exchange information with other related European projects through common dissemination actions**
- **Standardize!**



Produce the proper information

- **Make your deliverables easy to evaluate**
 - Executive summary
 - Detailed table of content
 - List of keywords (Include keywords in the template)
- **Create summary documents in regular issues:**
 - Monthly/bi-monthly progress reports for Tasks/Milestones requested halfway through the project!
Think "Google search"!
 - Project Newsletter (4 issues a year?)
- ☹ **Do not underestimate the administrative effort required for these**



INTERNAL CIRCULATION...

→ FOR INTERNAL CIRCULATION OF INFORMATION, WE NEED:

- A shared accessible filing system on the internet
- Agreed document numbering and a review process (described in QA manual) and review
- Agreed classification of documents (public, confidential, restricted) and guidance on audience targeted
- Simple copy rights and a common © mention in each document to be included in templates
- A list of Frequently Asked Questions
- An internal review process
- A CD-Rom Copy of everything every 6 months

Don't forget internal reviews of deliverables in your budget estimation



BUDGET ISSUES

Dissemination and exploitation require:

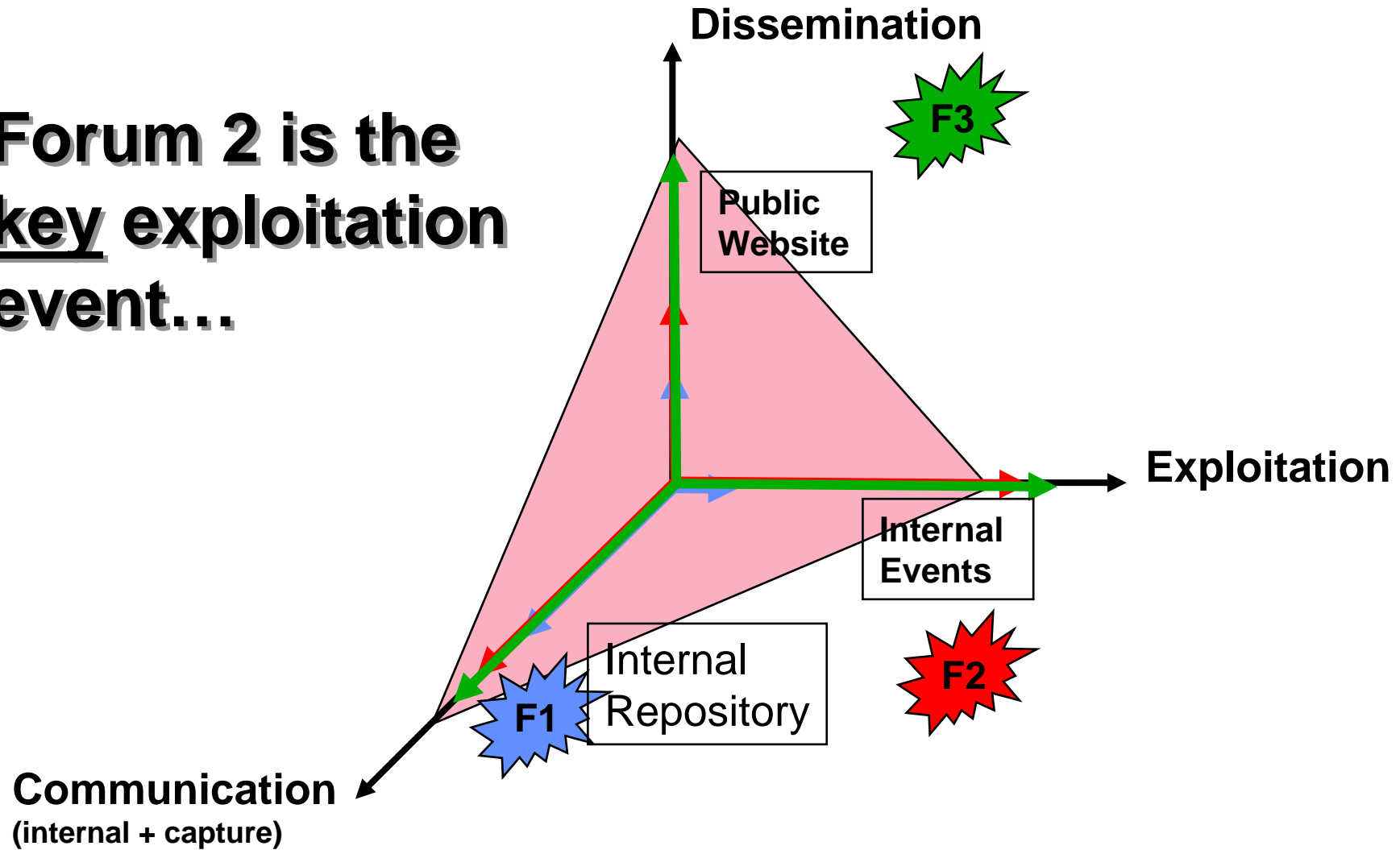
- A very large travel budget
- An approved process for reimbursement of costs not validated by the EC (for presentations in Europe, to rent facilities for Forums...)
- Lots of man-months to produce and manage:
 - ❖ Newsletters
 - ❖ Dissemination documents (leaflets, flyers, posters)
 - ❖ Web site content
 - ❖ Events based on demonstrations...

If you don't explicitly put them in your proposal, your boss won't pay for them!



Communication Strategy: Forums

Forum 2 is the key exploitation event...





Forums Uses

- **Internal workshop**
- **Management tool...**
 - **Each forum is a “motivating milestone” with explicit deadline**
 - **Team building**
 - **Quality assessment of WP/Tasks**
 - **Technical assessment by the European Commission**
- **Exchange with other projects and institutions**
- **Produce public dissemination and training material**

... raise awareness of the project!



Forum 1 statistics

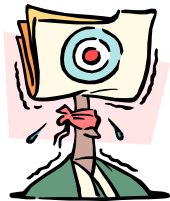
- **172/176 attendees — target was 130**
- **60 companies (10 non VIVACE)**
- **10 countries, including USA (4) and Brazil (2)**
- **3 EC reviewers**
- **57 presentations and demonstrations, 1 poster, 9 sessions, all WP involved**
- **Financially “on target”**

Big and successful dissemination event!

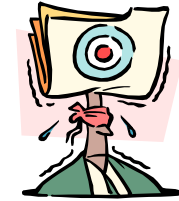


Tell a good story!

- Your project's results are not just a set of independent tools, and activities
- You share a common integrated vision
- You sell a « bright future » to
 - Your bosses
 - Your supply chain
 - The Press (if you can't avoid them)
 - The EC citizen (well, at last you should try.)



Structure your dissemination and exploitation around a theme...





POST MORTEM ACTIVITIES

→ LARGE PROJECTS NEVER DIE...

- Project public web site must remain active for 4 years
- Keep it alive on your intranet
- Mails about the project don't stop immediately
- Many opportunities to present your project results throughout the project completion
- Future projects will exploit your results

POST-MORTEM ACTIVITIES COST MORE THAN YOU THINK!



The VIVACE Forum 2



VIVACE
2004 - 2007

VIVACE
Value Improvement through
Virtual Aeronautical Collaborative Enterprise



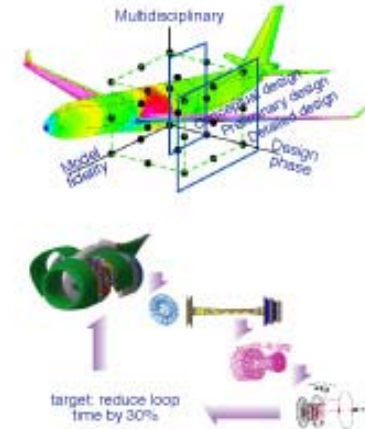
In the end, VIVACE will deliver a Virtual Product Design and Validation Platform based on a distributed concurrent engineering methodology supporting the Virtual Enterprise.
The critical size of VIVACE and its integrated platform structure are helping its deployment of results toward the European aeronautical supply chain and in particular toward the small and medium suppliers.



USE ANY OPPORTUNITY TO SELL YOUR PROJECT!

Integrated R&T project, led by Airbus and co-funded by the European Commission, was launched in July 2004. It is planned to run for 4 years. The project gathers 63 companies and institutions co-operating in the project, including 8 small and medium enterprises.

VIVACE is developing advanced capabilities (Knowledge Enabled Engineering, Multidisciplinary Design and Optimisation, Design to Decision Objectives, Engineering Data Management, Distributed Information Systems Infrastructure for Large Enterprise and Collaboration Hub for Heterogeneous Enterprises) applied to real engineering and business scenarios from the aircraft and engine sectors.



The main result will be an Aeronautical Collaborative Design Environment and associated Processes, Models and Methods. This environment will help to design an aircraft and its engines as a whole, providing to the aeronautics supply chain in an extended enterprise, virtual products with all requested functionality and components in each phase of the product-engineering life cycle. VIVACE will make its approach available to the aeronautics supply chain via existing networks, information dissemination, training and technology transfer actions.