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## Summary

This deliverable describes the second version of the PICOS dissemination report. It outlines the general dissemination strategy and explains activities which are planned for dissemination of PICOS and its results in the 3<sup>rd</sup> project year. In addition, the document lists further opportunities which could be used for dissemination. Subject to dissemination will be in particular the PICOS community application and platform prototypes and the concepts and technologies they comprise, as well as the conduction and results of the PICOS user trials. The report is a refinement of the last periods' report V1 (D9.3.1).



### Members of the PICOS consortium:

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IT-Objects GmbH.	Germany
Atos Origin	Spain
T-Mobile International AG	Germany
Leibniz Institute of Marine Sciences	Germany
Masaryk University	Czech Republic

### The PICOS Deliverable Series

These documents are all available from the project website located at <http://picos-project.eu>.

D2.1 Taxonomy	July 2008
D2.2 Categorisation of Communities	July 2008
D2.3 Contextual Framework	November 2008
D2.4 Requirements	November 2008
D4.1 Platform Architecture and Design v1	March 2009
D5.1 Platform description document v1	October 2009
D6.1 Community Application Prototype 1	December 2009
D7.1 a Trial Design Document	December 2009
D9.1 Web Presence	February 2008
D9.2.1 Exploitation Planning	April 2009
D9.3.1 Dissemination Planning	April 2009



## The PICOS Deliverable Series

### Vision and Objectives of PICOS

With the emergence of services for professional and private online collaboration via the Internet, many European citizens spend work and leisure time in online communities. Users consciously leave private information; they may also leave personalized traces they are unaware of. The objective of the project is to advance the state of the art in technologies that provide privacy-enhanced identity and trust management features within complex community-supporting services that are built on Next Generation Networks and delivered by multiple communication service providers. The approach taken by the project is to research, develop, build trial and evaluate an open, privacy-respecting, trust-enabling platform that supports the provision of community services by mobile communication service providers.

The following PICOS materials are available from the project website <http://www.picos-project.eu>.

### Planned PICOS documentation

Slide presentations, press releases, and further public documents that outline the project objectives, approach, and expected results;

PICOS global work plan providing an excerpt of the contract with the European Commission.

### PICOS results

*PICOS Foundation* for the technical work in PICOS is built by the categorization of communities, a common taxonomy, requirements, and a contextual framework for the PICOS platform research and development;

*PICOS Platform Architecture and Design* provides the basis of the PICOS identity management platform;

*PICOS Platform Prototype* demonstrates the provision of state-of-the-art privacy and trust technology to leisure and business communities;

*Community Application Prototype* is built and used to validate the concepts of the platform architecture and design and their acceptability by covering scenarios of private and professional communities;

*PICOS Trials* validate the acceptability of the PICOS concepts and approach chosen from the end-user point of view;

*PICOS Evaluations* assess the prototypes from a technical, legal and social-economic perspective and result in conclusions and policy recommendations;

*PICOS-related scientific publications* produced within the scope of the project.



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## 1 Introduction

Dissemination is a key activity within PICOS, because it complements the main phases of the project as stated in the Annex 1 (Figure 5, p.19). This counts even more for the upcoming 3<sup>rd</sup> project period, considering that more and more PICOS results become available and that it is now better possible, but also even more important, to shape the “big picture” of PICOS in the public and to highlight significant results within this picture.

The following chapters outline the intended and planned dissemination activities for the 3<sup>rd</sup> project period. At first, the subject of such activities is presented, then the strategy is explained and the goals which we aim to achieve. Finally the channels and how they might be used for dissemination are briefly described.

## 2 Subject of Dissemination

The 2<sup>nd</sup> project period comprised important steps to achieve the PICOS goals. It was mainly concerned with the development and implementation of the PICOS Platform and Community Application Prototype (D5.1/D6.1), as well as some first user tests on these prototypes.

Together with the results from the 1<sup>st</sup> project period, this remarks a broad variety of results which may be subject of dissemination in different contexts. Thereby it is planned to focus on specific aspects of the results in specific dissemination contexts. Meaning that, e.g., we could highlight important concepts in scientific publications and at the respective conferences, while live demos of the prototype can be shown at conferences and fairs. Main concepts which will be subject to such activities are the partial identities, privacy advisor, location blurring, as well as the privacy policies.

## 3 Dissemination Strategy & Goals

The activities of dissemination in PICOS are intended to present what PICOS is working on and which results it has achieved. The basic dissemination strategy comprises a combination of various channels, in order to distribute the results and create awareness for the topics they cover.

In particular with regard to the previously mentioned variety of results which may be disseminated, we are able and explicitly aim to present PICOS to different audiences of research and practice. The different channels (as described in the following chapters) therefore complement each other, regarding aspects like the addressed audience and context. Consequently, the results should be distributed on a scientific level (papers, conference contributions, etc.) as well as on an industrial level (standardisation, products, services, trade fairs/corporate events). In the former context, we target other researchers so that they can build upon our results and concepts and further advance them or apply them in new domains, while in the latter context, we target companies and other organisations (e.g. community providers) who can integrate the results and concepts of PICOS in services and products (e.g. community services). Channels of Dissemination



## 4 Channels of dissemination

According to the dissemination strategy indicated above, multiple channels have been established and used for dissemination activities. These are namely the public website, publications and conferences/events as well as liaisons and collaborations with other projects/institutions. These channels were used in various ways during the 1<sup>st</sup> two project periods, as described in detail in the dissemination section of the annual PICOS report. Based on this, the following paragraphs describe the intended activities in particular for the 3<sup>rd</sup> project year. In addition, we will identify further channels and use them as required.

### 4.1 Public Website

The content on the public website is updated continuously according to the project progress. This activity is supported by the newly established “**Achievements**” section, which highlights the results and achievements of PICOS throughout the project. Thereby we aim to transparently show the progress of the project. While details about the Community Application Prototype Deliverable (D6.1) were already complemented, recent discussions within PICOS and the WP9 members were concerned with further possibilities to disseminate the prototype to the public.

As a result of such discussions, we found that a provision of the PICOS Community Application Prototype as a complete download would not provide much benefit to the interested public. Reasons for this are mainly the prototypical nature of the community application, which is intended to demonstrate the developed concepts and features rather than serving as a fully functional end user application and several technical/organisational restrictions (device limitations, etc.). Instead, in order to provide more beneficial information to the public, we plan to provide a number of PICOS **demo videos** on the website together with a description for each video. Each of the videos will demonstrate the use of a specific feature and thereby highlight a specific concept. With this we aim to increase the awareness not only for the possible privacy related problems in some communities but we merely highlight our possible solutions for such problems. We thereby also target usual community users who are not related to the topic from a research or commercial perspective. A further distribution via other platforms than the website might be possible as well.

In the context of the several events where we present PICOS results and promote the project, **downloadable public documentation**, i.e. presentations shown at such events, will further illustrate the prototypes and their capabilities. The event related contents on the website are also complemented by “**event sites**” for specific events, such as the ICT 2008 and the Mobile World Congress 2010. The sites provide an overview of an event and highlight what and how PICOS has been presented, including materials to download (e.g. presentations, pdf documentation, helpful links, etc.). Further of such sites are planned for upcoming important events, where PICOS is present.

For instance, in the case of the Mobile World Congress, which is one of the leading industrial events on mobile communication technology worldwide, the event site provided background information on the event and pre-event documentation (e.g. flyers, stand information). Throughout and after the event, this information was extended and enhanced with the event related presentation and pictures from the event.



Finally, the mentioned activities are complemented by updates in the **press and publications** section, considering that a new press article is scheduled for spring 2010 in the “Forschung Frankfurt” research magazine of the Goethe University Frankfurt and that several publications were recently submitted to conferences or are about to be submitted (please see the next chapter for details).

We will also continuously take into account the meanwhile established website statistics (as announced in V1 of this report) to measure the public PICOS website and in order to be able to improve it.

## 4.2 Publications/Conferences

For the 3<sup>rd</sup> project period, we so far plan the following research publications:

- Submission by GUF to “IFIP SEC 2010 conference”, “How to enhance Privacy and Identity Management for Mobile Communities: Approach and User driven Concepts of the PICOS Project”
- Planned submission by CURE to “SOUPS - Symposium On Usable Privacy and Security”<sup>1</sup> CURE Paper
- Planned presentations by KUL:
  - Kosta, E. & Valcke, P., “Cookies, Spyware and the 2009 Review of the ePrivacy Directive” at the BILETA 2010 Annual Conference “Globalisation, Internet and the Law”, Vienna – Austria, 29-30 March 2010
  - Kosta, E. & Valcke, P., “Treading the Thin Line between ePrivacy and Electronic Communications: An Assessment of Legal Definitions in the EU 2009 Telecoms Package” at the ITS Biennial Conference “Culture, Communication and the Cutting Edge of Technology”, Tokyo – Japan, 27-30 June 2010 (approval pending).
- Planned submission by Deutsche Telekom AG / T-Mobile (Mohamed Bourimi), “Building Usable and Privacy-Preserving Mobile Collaborative Applications for Real-Life Communities: A Case Study Based Report”, (conference not yet decided)

Moreover the following conferences and events for PICOS publications and dissemination could be used, due to their focus on core aspects of the PICOS project:

- IFIP SEC 2010<sup>2</sup>

As indicated already in the first version of this report, the IFIP SEC 2010 conference is from our point of view one of the most important conferences to disseminate PICOS in a scientific context. Therefore we prepared and submitted the above mentioned paper which identifies the problem situation with regard to privacy, trust and Identity management in mobile communities, thereby indicates the motivation for PICOS, outlines the approach we have taken and finally relates to the prototypical implementations

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<sup>1</sup> <http://cups.cs.cmu.edu/soups/2010/>

<sup>2</sup> <http://www.wcc2010.com/sec2010>



- ICT 2010<sup>3</sup>

Based on our positive experiences with regard to our appearance on the ICT 2008 in Lyon, where we were represented with a networking session, we will consider an appearance on the ICT 2010 Exhibition. This time, the focus of a possible appearance would be naturally more on the PICOS prototypes and the benefits for the addressed mobile community end users.

- GSMA Mobile World Congress 2011

Among the more practice oriented events, the Mobile World Congress 2011 could be one of the main important opportunities, to disseminate the (final) results of the PICOS project and to support their adoption in practice. In particular considering on one hand the positive experiences with our 1<sup>st</sup> MWC appearance in 2010 and considering on the other hand the fact, that the event will probably take place right at the end of the project duration.

Besides publications at research conferences, promotion of PICOS will also include presentations and live or interactive demos of the PICOS prototype, such as it was conducted at the MWC 2010 and the Telekom Data Protection Conference in 2009.

In addition, a number of other conferences and events are potentially of interest for the dissemination and promotion of PICOS. They cover various different topics, which PICOS is concerned with and may therefore be interesting for project-related publications:

- Group 10<sup>4</sup>

Conference related to diverse aspects of computer-based systems in the context of groups, organizations and social networks. Will take place in November 2010.

- IFIP Trust Management 2011

Conference related to diverse aspects of Privacy and Security related topics. Date to be announced.

- Communities and Technologies 2011<sup>5</sup>

Conference on a wide range of community related topics, including technical and economic aspects.

- European Identity Conference 2011<sup>6</sup>

Focused on aspects of Identity Management including discussions and workshops from the perspective of researchers and industry representatives.

- Trustbus10<sup>7</sup>

Conference focused on different aspects on the state of the art and practice of trust and privacy in digital business. Including topics related to access control and authentication, reputation, as well as security and privacy for pervasive information systems.

- Mobile HCI 2011<sup>8</sup>

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<sup>3</sup> [http://ec.europa.eu/information\\_society/events/ict/2010/index\\_en.htm](http://ec.europa.eu/information_society/events/ict/2010/index_en.htm)

<sup>4</sup> <http://www.acm.org/conferences/group/conferences/group10/index.html>

<sup>5</sup> <http://ct2011.qut.edu.au/>

<sup>6</sup> <http://www.id-conf.com/>

<sup>7</sup> [http://www.isac.uma.es/trustbus10/general\\_info.html](http://www.isac.uma.es/trustbus10/general_info.html)

<sup>8</sup> <http://mobilehci2010.di.fc.ul.pt/>



Conference which covers the design, evaluation and application of mobile devices and services. The conference is focused in particular on the Human-Computer Interaction with such systems.

- Mobisec 2011<sup>9</sup>  
Conference related to the convergence of information and communication technology in mobile scenarios.
- Trust 2010/2011<sup>10</sup>  
Focused on trustworthy computing from the technical and social perspectives. This includes e.g. mobile trusted computing and privacy aspects of trusted computing.
- Smart-Mobility<sup>11</sup>  
Conference on trusted mobile applications and usages covering all transactions completed in a mobile and convenient ecosystem and securely managed. This includes the management, deployment, adoption & diffusion of mobile applications & services.

Other publications are intended with regard to specific components of the PICOS Platform and its architecture. Such publications may focus single components and the incorporated concepts, methodologies and technologies.

As planned in the last version of this report, one of the topics which will be further investigated are the business aspects of online and mobile social communities. In particular marketing and advertising. These aspects play an important role in the context of communities, as they need to finance their services and especially personal user data is in many cases relevant for commercial activities.

A short article of PICOS was published in the first ATOS Research and Innovation (ARI) Newsletter. The printout version was handed out in the first workshop organized by FP7 project PARSIFALi on March 16th in Frankfurt at Frankfurt Airport Club. ATOS Origin will pursue similar actions during the third year when the focus of such events are aligned with PICOS scope. ATOS is also continuing the search for conferences, such as the MobileHCI in September 2010, offering an appropriate framework to publish PICOS results.

### 4.3 *Cooperations and Liaisons*

Some of the collaborations which were established during the first project period, have been further intensified in the 2<sup>nd</sup> period. This counts especially for the liaison with **ISO/IEC SC 27 WG5** and the projects **ComeIn** and **My eDirector 2012**. Further exchange with these projects is planned but also depends on the specific results and possible constraints of PICOS and the collaborating projects, wherefore a more concrete planning tuned out to be rather complex.

For the 2<sup>nd</sup> version of the PICOS architecture, it is also planned to take into account the results of other projects (e.g. PEPERS, MOBIO). In particular for D4.2 we consider broader trust models with increased functionality on the client side, and secure/trusted shared processing and direct communication between peers is one aspect of this. In this context, the results of the PEPERS project might be of more relevance for us, than in the 2<sup>nd</sup> project period, although the general scenarios of the project are more related to media, journalism and physical security. Further aspects of the 2<sup>nd</sup> architecture will include marketing and advertising.

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<sup>9</sup> <http://www.mobisec.org/>

<sup>10</sup> [http://www.trust2010.org/cfp\\_t.html](http://www.trust2010.org/cfp_t.html)

<sup>11</sup> <http://www.smart-event.eu/10/smart-mobility/calls.htm>



Besides this, also the **standardisation** activities will be an important part of the WP9 work in the 3<sup>rd</sup> project period. In this regard we will continue our active contribution to the privacy architecture work, coordinated by our dedicated liaison officer Zdenek Riha. By this we aim to achieve a sustainable integration of PICOS concepts

#### 4.4 Other Channels

Besides the mentioned activities, other activities contained the elaboration of a PICOS project **flyer** and **ID cards** and the elaboration of a Wikipedia article about PICOS.

We firstly distributed the flyer at the Mobile World Congress 2010 (MWC) in Barcelona, where PICOS was represented at the ATOS Origin stand. The flyer contains beside some basic information about PICOS and its motivation, information about the unique PICOS concepts and features, which are part of the first prototypes. The PICOS ID cards are small cards in the form of business cards, which contain some of the most important facts about PICOS and thereby complement the flyer by providing PICOS “at a glance”. However, the flyer and ID cards were not only distributed at the Mobile World Congress. They will be used for further events, where PICOS is represented and they will also be distributed to partners to distribute them to clients, project-partners, etc. The MWC appearance contained also a PICOS presentation which was presented to visitors at the stand. The presentation provides an overview of the project and is available on the PICOS website<sup>12</sup>.

The **Wikipedia article**<sup>13</sup> contains basic facts about PICOS and its approach within the popular online user generated encyclopaedia. Besides the general importance of Wikipedia, especially the fact that we know from website statistics, that the Wikipedia article about “Identity Management” (where PICOS is mentioned) lead numerous people to the PICOS website in the past, we considered this to be an important step, to promote the project. Hence, we regard the article also to have a kind of ‘educational’ impact, creating awareness for the project and the topics we deal with for a possibly broad audience. The added value is created by the whole context, in which the article is placed (e.g. other articles related to identity management, FP7 research projects, etc.).

The PICOS project could also be part of **lectures and seminars** related to security and privacy topics, at the involved universities. By presenting PICOS (and aspects of it) in lectures and seminars we also aim to support the improvement of awareness for the topics PICOS is concerned with. As we saw throughout the whole duration of PICOS, such awareness is an important aspect with regard to privacy and trust aspects within (mobile) communities.

General information about the project is further promoted on the **website of our partner** ATOS Origin, namely in the publicly accessible “ATOS Research & Innovation” Website<sup>14</sup>.

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<sup>12</sup> [http://www.picos-project.eu/fileadmin/user\\_upload/MWC2010/PICOS\\_intro\\_v2\\_gsma\\_mwc\\_v2.pdf](http://www.picos-project.eu/fileadmin/user_upload/MWC2010/PICOS_intro_v2_gsma_mwc_v2.pdf)

<sup>13</sup> [http://en.wikipedia.org/wiki/PICOS\\_Project](http://en.wikipedia.org/wiki/PICOS_Project)

<sup>14</sup> [http://www.es.atosorigin.com/es-es/business\\_insights/atos\\_research\\_innovation/unidades/seguridad/default.htm](http://www.es.atosorigin.com/es-es/business_insights/atos_research_innovation/unidades/seguridad/default.htm)