D1.3 Dissemination Activities Report

ABSTRACT

The main objective of this task is to deliver the outcomes of AffectUs to target audiences, aiming at maximizing the impact of the experiment. Increasing awareness, contacting external communities and complementing the technical development with the business perspective is considered the goal through implementing the actions defined in the Dissemination KPIs of AffectUs. Preparation of relevant material as well as packaging of the project results is within the scope of the specific work presented in this document.

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The AffectUs project is a TagItSmart (Grant Number 688061) Open Call 1 Extension project co-funded by the European Union (EU) Horizon 2020 program.

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DOCUMENT LOG

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0.3.4	15/02/2018	Inclusion of hackathon related material	All
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1.0	27/03/2018	Final version ready	All

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ACRONYMS

Acronym	Description
API	Application Programming Interface
DIT	Department of Informatics and Telematics
HTTP	HyperText Transfer Protocol
HUA	Harokopio University of Athens
KB	Knowledge Base
OWL	Ontology Web Language
REST	Representational State Transfer
TIS	Tag It Smart
UC	Use Case
UI	User Interface

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Executive Summary

The AffectUs project extension has strived during its 6 month duration to effectively disseminate information regarding the outcomes of the project and the produced tools. For this purpose, a number of activities has been designed and implemented in order to support the process.

With relation to social network engagement, Twitter and LinkedIn have been chosen, given the fact that they are more oriented towards professional audiences, with activities ranging from notifications of progress and upcoming events to publication of articles regarding the extension. Links with the respective TIS accounts have been performed via the automated IFTTT framework and tweets were performed prior, during and after the participation to various events.

With relation to produced material, a range of artefacts have been produced, ranging from presentations of the project and tools, to posters/leaflets for the events and newsletters in order to be disseminated through the various channels.

With relation to engagement with communities, links have been created with the Athens node.js community, an active (with approximately 700 members) meetup group, representatives of which have also participated in the hackathon, as well as the FOSS community.

With relation to participation to events, we have been involved in a series of events organized by the TIS project, such as the co-creation workshop in Vaasa, the Athens Info Day regarding the TIS OC2, in which we shared our experiences from our participation in OC1 and gave insights to participants regarding the proposal preparation stage.

With relation to organization of events, we proceeded with the implementation of the AffectUs IoT challenge 2018, a hackathon type of event, in an effort to engage external to the project developers that may further populate the list of identified event notifications that can also be used in the context of the AffectUs notification mechanisms. This is in line with our general HUA strategy of developing a developer community that will exploit smart city data in order to generate and detect events and circumstances that can then be reused in different contexts and frameworks.

Based on the initially declared Dissemination KPIs, we have achieved a wide coverage of these (details in the Conclusions section of this document) and are expected to continue our involvement even outside the extension duration, in order to further capitalize on the results of the project. Indicative future actions include the submission of a journal publication as well as potential participation in the IoT week 2018 along with the TIS project.

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1 Introduction

The aim of this document is to summarize and describe the dissemination work performed in the context of the AffectUs project extension, starting in parallel to the design and implementation stage of the project, but culminating just after the implementation's finalization from M5 and on. The objective of the dissemination stage is to exploit the outcomes of the implementation, increase awareness and attract external audiences to the project outcomes.

The work covers the diffusion of information from the project to its diverse target groups, which encompass the relevant domains, industry sectors, research and developer communities, and end users. The main items to be disseminated and therefore to be included in the dissemination plan and reports are mainly those arising from the activities of the project and more specifically the software artefacts in the form of individual or system-level components.

Dissemination work focuses on web presence and the design and production of project promotional material such as factsheets, newsletters, presentations, project presentations and website content.

1.1 Identified audiences and target groups

The engagement strategy follows three main lines:

- **Industrial stakeholders** – Actions taken towards maximizing the penetration of our proposed technology in this group, represented primarily by TIS partners
- **Research community** – promotion of outcomes within research Community in Europe, but also worldwide
- **Community engagement** – the extension of AffectUs results depends also on their enrichment from the external community engagement, in particular developer communities that may extend the list of identified events

1.2 Channels for engagement

Anticipated channels for engagement include:

- Usage of specialized social networks such as Twitter and LinkedIn, given their focus on business aspects and wide audience base
- Special interest communities such as Free and Open Source groups as well as Meetups organized around relevant tools and technologies used within the project
- Software repositories for the easy distribution of material, including helper documentation as well as the main software artefacts

1.3 Overall graph of Dissemination Plan

The overall graph of the dissemination plan appears in Figure 1, containing the various paths that need to be investigated by the project, including the usage of external channels, engagement with

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communities as well as participation in activities of technical and collaboration nature. More details on the performed activities are included in the following chapters.

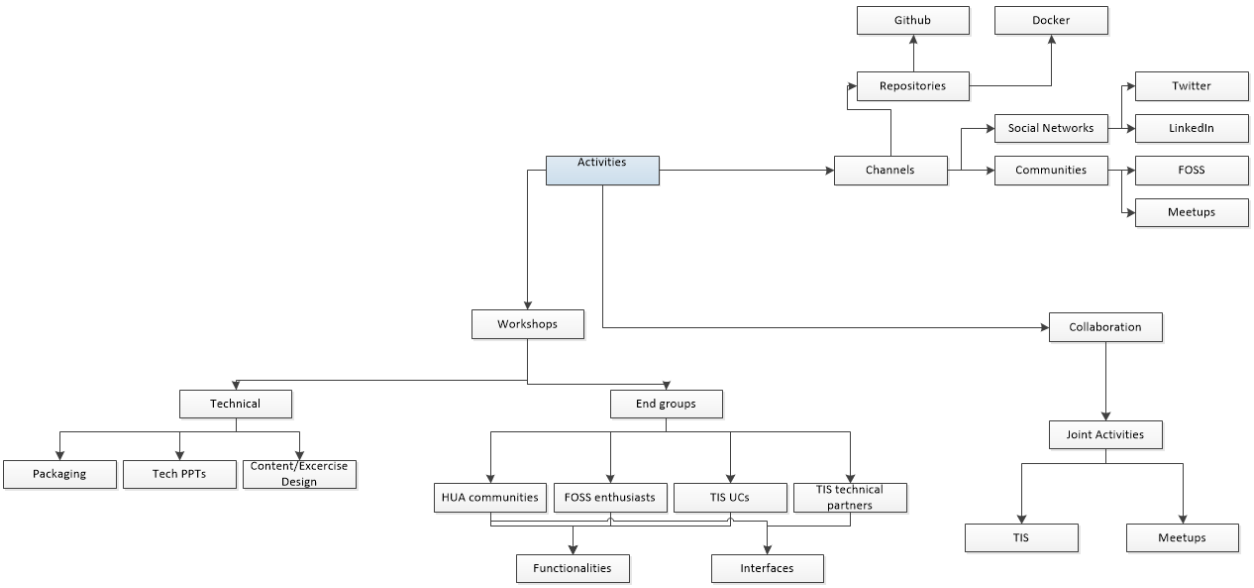

Figure 1: Dissemination plan structure

1.4 Structure of the document

The document is structured as follows. In Section 3, a summary of the generic created material is included, primarily in the form of web presence material. In Section 4 the detailed list and description per event participation is included, along with the outcomes. Specific focus is given to the Hackathon organization, detailing the preparation, created specialized material, scope and supporting tools as well as timeline of actions. Finally, in Section 5 conclusions are drawn including a comparison to the initial dissemination KPIs target list.

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2 Material Created

2.1 Newsletters

2.1.1 Newsletter #1 (December 2017)

The first newsletter of the project was circulated in December 2017, including the main technical objectives of the project, the outcome of the design phase and some early screenshots and features of the ongoing implementation at the time. The newsletter was circulated through HUA mailing lists and the TIS website. Indicative content of Newsletter#1 appears in Figure 2.

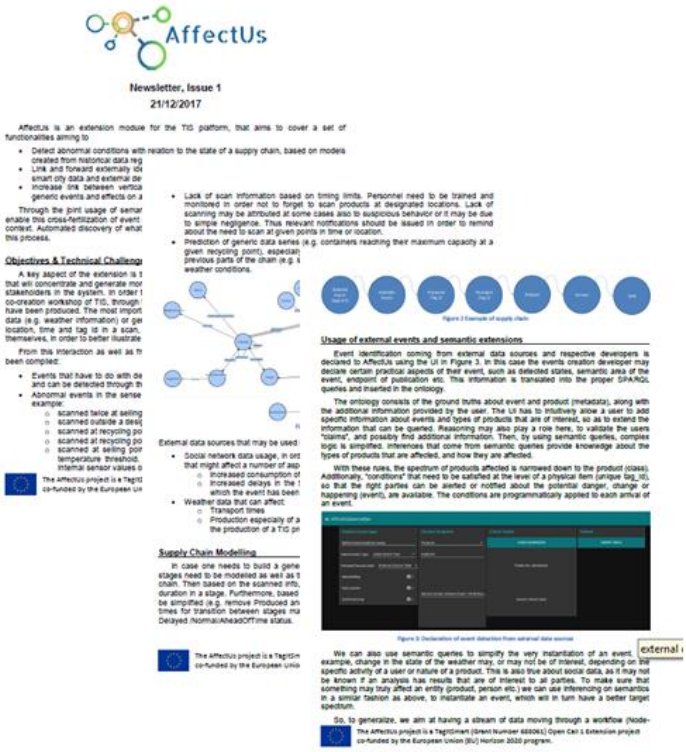

Figure 2: Newsletter #1

2.1.2 Newsletter #2 (March 2018)

The second newsletter of the project was circulated in March 2018, including the final technical achievements of the project, the outcome of the implementation phase and the final screenshots and features. The newsletter was circulated through HUA mailing lists and the TIS website. Indicative content of Newsletter#2 appears in Figure 3.

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Figure 3: Newsletter #2

2.2 Blog Posts

2.2.1 FOSS community blog

A blog post (Figure 4) was created for the Greek Free and Open Source Software community, focusing on the relevant FOSS tools used in the context of AffectUs. The post is available at [7].

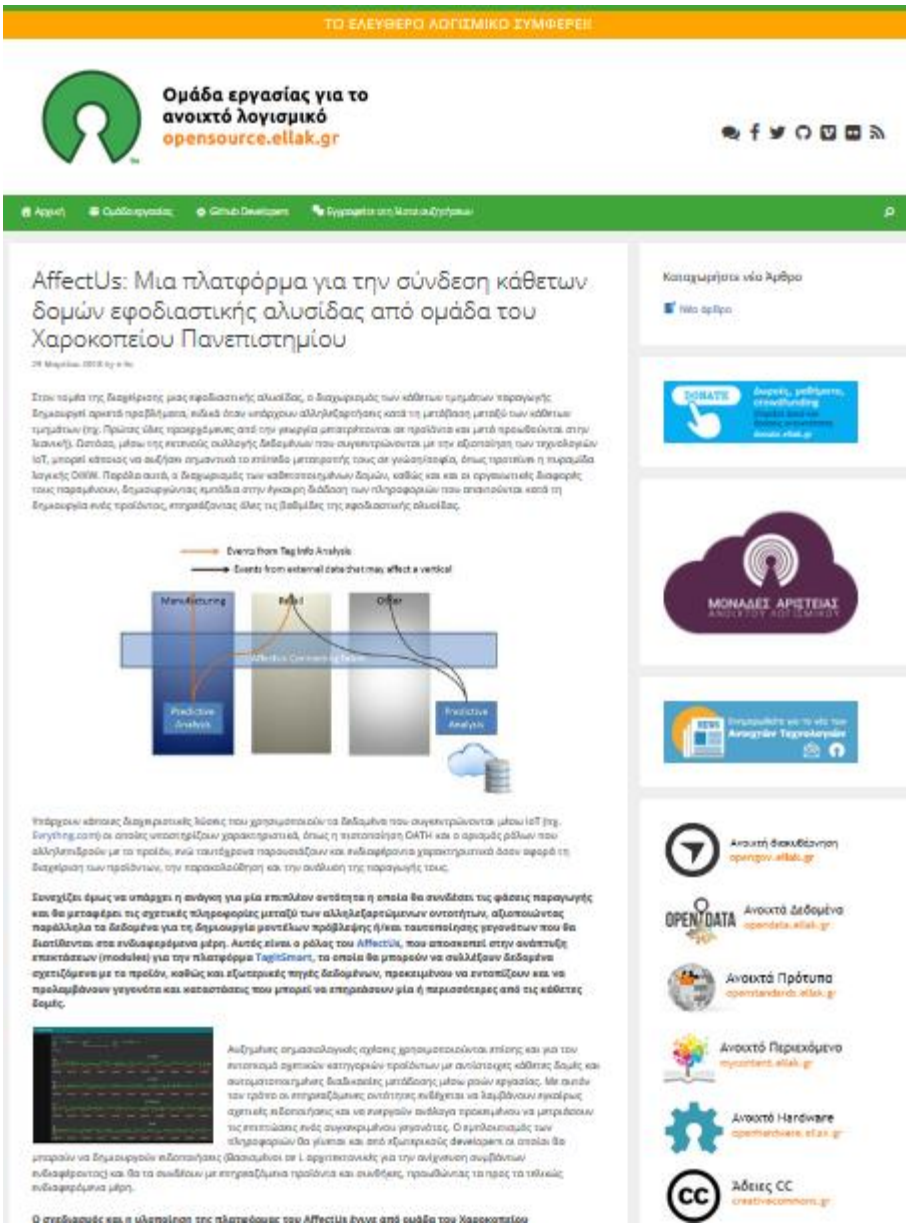

Figure 4: AffectUs Greek FOSS community post

2.2.2 Generic LinkedIn article

A LinkedIn article was created for AffectUs (Figure 5), including numerous crosslinks to the project's github account, as well as other relevant material. The short article was intended to describe the project in a nutshell but also provide more information for the interested reader, towards a more specialized business audience. The article is available in [6].

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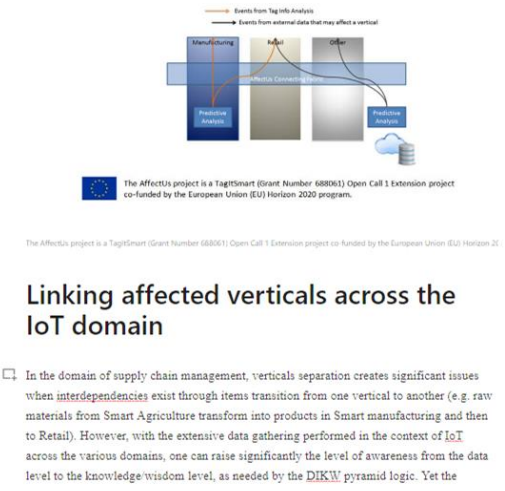

Figure 5: AffectUs LinkedIn Article

After approximately 5 days of publication, the article reached 65 reads, with a variety of audiences and roles interested in it, as can be seen by LinkedIn analytics in Figure 6.

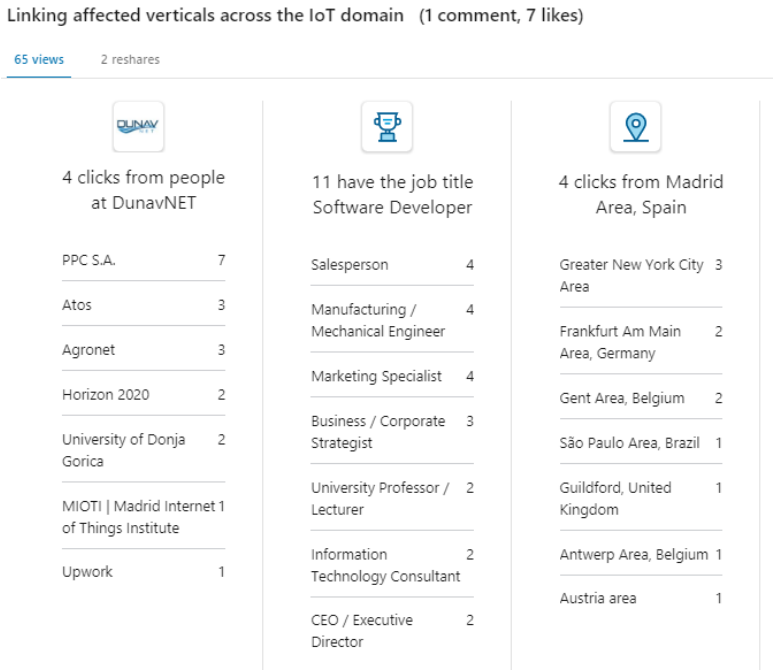

Figure 6: AffectUs LinkedIn Article Analytics

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2.2.3 ML related LinkedIn Article

Another LinkedIn article was created for disseminating the work on the machine learning aspects of the supply chain stage duration modelling of AffectUs[11], appearing in Figure 7.

Figure 7: AffectUs LinkedIn ML related article

2.3 Twitter account creation and activity

A dedicated Twitter account (@AffectUs_TIS) was created for the purposes of the project. Tweets were performed before and during major events participation (such as the Athens node.js meetup and the AffectUs hackathon (Figure 8) in order to boost visibility, adapting each time the used hashtags to fit the purpose and audience. Furthermore, the account was linked through IFTTT with the main TIS account.

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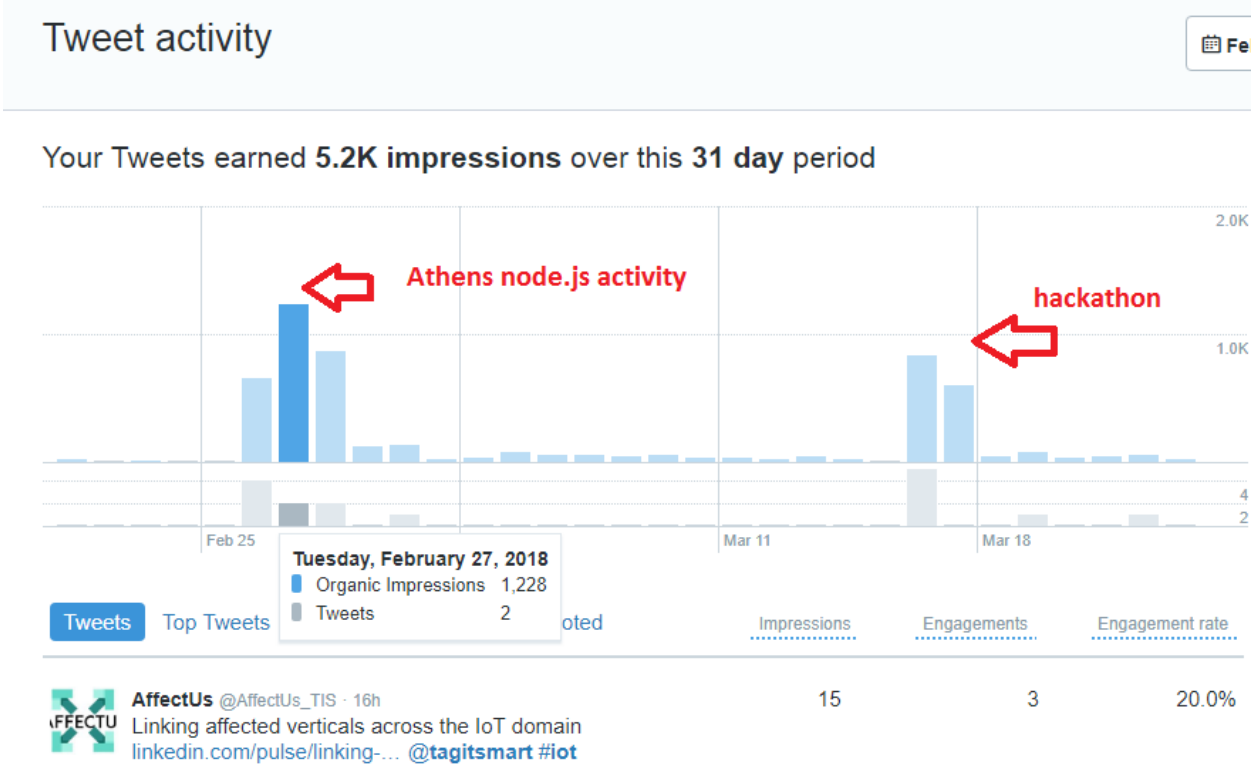

Figure 8: AffectUs Twitter account and statistics

2.4 HUA/DIT website project description

A relevant project description has been included in the official website of the Department of Informatics and Telematics of HUA, appearing in Figure 9.

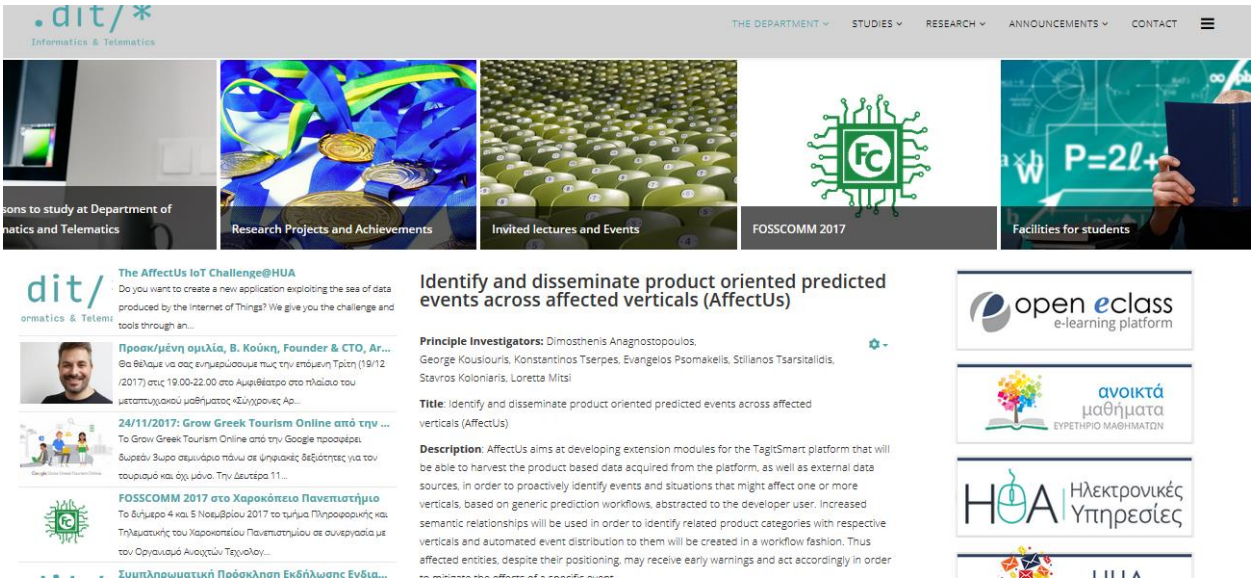

Figure 9: AffectUs description in HUA DIT website

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3 Engagement and Dissemination Events

3.1 Vaasa TIS co-creation meeting

AffectUs participated in the beginning of the project to the TIS organized co-creation workshop at Vaasa, Finland. For the purposes of the workshop, a specific presentation was created in order to indicate the project's approach, describe the main foreseen sequences and receive feedback about its focus and scope by the participating entities. This activity led to the influence of the functionality of AffectUs as well as the extension of its identified events to specific detection cases requested by the participants.

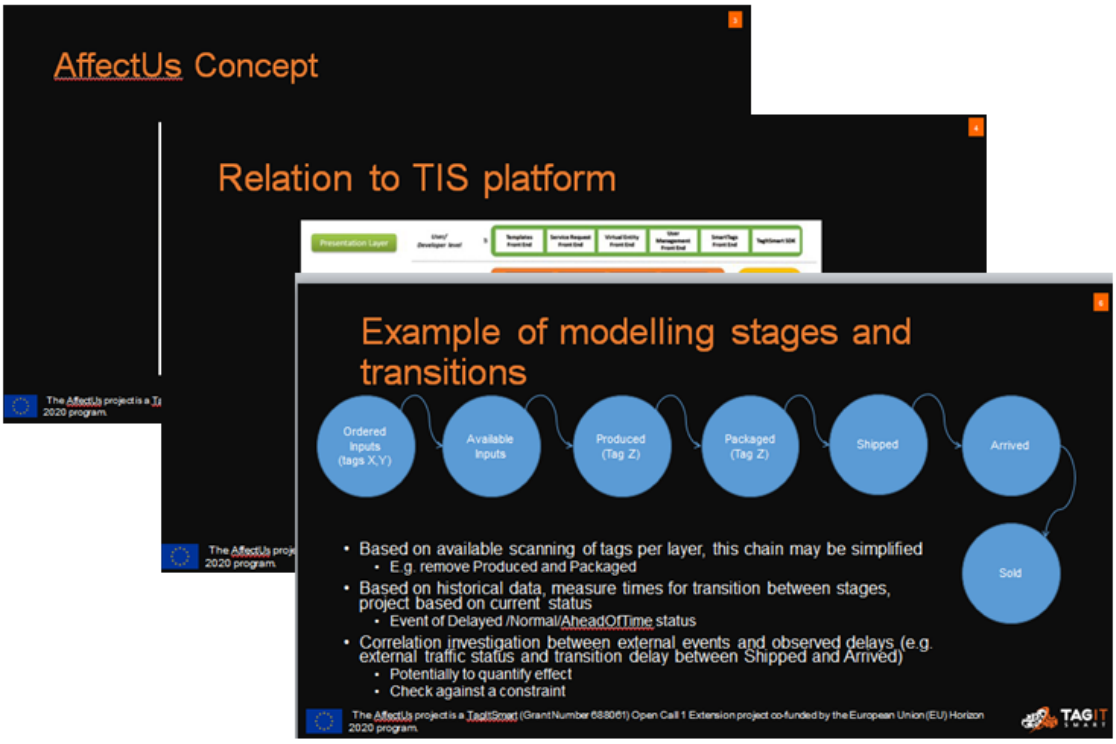

Figure 10: Example from material prepared for the Vaasa co-creation workshop

Figure 11: AffectUs at Vaasa Co-creation Meeting

3.2 Athens technical meeting

During September 2017 we also held a meeting with EVRYTHNG partner of TIS at HUA premises, in order to discuss on the designed approach and receive feedback on the design and functionality aspects of the project.

3.3 TIS Athens Info Day for OC2

AffectUs presented the experiences from our participation in the first TIS Open Call during the Athens Info Day of TIS for Open Call 2. During the event we presented the main aspects of the approach, as well as our experiences from the proposal preparation stage, together with a number of hints for future proposers in terms of points of attention and focus during their proposal preparation.

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Figure 12: AffectUs at TIS OC2 info day

3.4 IoT Hackathon Challenge@HUA

One of the major dissemination goals of AffectUs was to organize a hackathon type of event, in which the produced tools could be tested but also generic interaction with developer communities could be achieved. To this end, a relevant event was organized in 16-17th of March 2018 at HUA premises. The date of the event was selected in collaboration with the local node.js meetup community, in order to attract also participants from this pool. Following, details on the scope, design and outcome of the event are presented.

3.4.1 Hackathon Design and Preparation

3.4.1.1 Hackathon goals, scenarios and challenges

Initially the project drafted and circulated through various channels (DIT website, Athens node.js meetup community etc.) the specific goals and scenarios of the event. Generic information about the project was included as well as the description of challenges and scenarios.

The scenarios were focused around the Internet of Things, Supply Chains and Smart cities concepts. The implementations should be utilized in conjunction with AffectUs project concepts and integrated primarily through the Node-RED environment

Scenario descriptions included:

- Scenario A: Scenario A referred to the exploitation of one or more Open Data sources from Smart Cities (regardless of which city), in order to ingest data, process them and extract events of interest in a given domain, following the DIKW paradigm. As an example, obtaining raw data and applying clustering techniques can help categorize them in two or more categories of interest that are automatically extracted based on non-supervised machine learning approaches. The final outcome (the created event and its publication endpoint) should finally be declared through the AffectUs UI in order to test its functionality and provide feedback.
- Scenario B: Scenario B referred to the rationale of building a supply chain from Things and receiving information from the AffectUs case. For this scenario, the EVRYTHNG platform (http://evrythng.com/) should be used in order to create and manage things, while the modelling of the chain may be performed through the AffectUs respective Create Model UI. Simulation of scanned data (QR code labels) from the things, feeding into EVRYTHNG and then to AffectUs would be needed. The purpose of this scenario is to create an inventory of things, and the respective model of the supply chain through the AffectUs platform.

Goals and Challenges:

The basic challenges that participants who choose **Scenario A** should complete were:

- Integrate at least one external data source and one data management solution in order to store the retrieved data.
- Apply at least one filtering/processing layer (could be based on Machine Learning, statistical analysis etc).

The basic challenges that participants who choose **Scenario B** should complete were:

- Create an account and Things scenario on EVRYTHNG
- Use the AffectUs UI to enable OATH access to the created products and use the Product Owner and Create model UIs
- Achieve the data flow from EVRYTHNG to AffectUs backend and notification mechanisms

In order to get more points, for both Scenarios, the participants should try to complete the following extra challenges:

- Expose everything "as a service": service-based implementation to be able to combine everything efficiently through NODE-Red
- Re-use of external flows, especially flows provided by AffectUs.
- Provide feedback on the functionalities and usability of AffectUs

3.4.1.2 Structure and Process

The hackathon included a warm-up event taking place on Friday 16th of March 2018, at the Department of Informatics and Telematics of Harokopion University of Athens, that marked the beginning of the Hackathon. During this event, we presented the basic functionalities of the AffectUs project, the scenarios on which the participants will compete and tools that can be used for the Hackathon, and answered to any questions regarding the competition. The hackathon continued all day on the 17th of March 2018 at the same premises, exploiting laboratory facilities for practical aspects. Participants were able to consult and discuss with AffectUs members and tool developers around their envisioned solution as well as implementation details. Deadlines for submission of the final solutions were set to the 23rd of April 2018, in order to enable the creation of more mature solutions but also have the chance to present them during the next node.js Athens meetup taking place in the beginning of May. Prizes for the first three implementations are planned, as well as certificates of participation for all involved teams.

3.4.1.3 Software Packaging and involved technologies

All the tools that can be used as well as further instructions and details regarding their use have been uploaded on https://github.com/affectus-hua/tools . Main technologies of interest included Node-RED, Apache Spark, Protégé, MongoDB, RabbitMQ and Docker as a deployment/management platform. The tools were also be provided as a VM for contesters to download and launch.

3.4.1.3.1 Packaging as a Docker Service

This is the most straightforward and fast way of engaging with AffectUs tools, for the Docker aware audience. All that is needed is the provided service description yml file, that can be run from a local Docker environment and setup the AffectUs Docker Swarm, download the images and maintain runtime state for the components.

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3.4.1.3.2 Packaging as Node-RED flows

Individual Node-RED flows have also been provided for parts of the process that can be performed independently and especially for Scenario A. Helper flows were provided with relation to issues such as EVRYTHNG registration, social networks registration, implementation of L architectures (including clustering techniques, data acquisition and filtering) etc.

3.4.1.3.3 Full VM based packaging

The AffectUs VM is the full package that includes everything needed for the usage of AffectUs, including a Docker setup and installation.

3.4.1.4 Poster Creation

A poster was also created for the needs of the Hackathon and used in the promotional activities before the event, appearing in Figure 13.

Figure 13: Hackathon Poster

3.4.1.5 Available Github material

All the documentation was upload on the project's github account[5], appearing in Figure 14. This included the following folders and respective material:

- the project's main documents (D1.1[1] and D1.2[2]) for audiences that needed a deeper insight into AffectUs concept and implementation.
- The complete presentation pdf's (8 files)(Figure 15), including aspects such as
    - Description of the Hackathon process and goals, generic intro into TIS and AffectUs
    - Introduction into Node-RED and L architectures proposed for the implementation
    - Description and guide for provided flows and AffectUs related UIs/functionality
- Other helper material e.g. on SPARQL and OWL external guides
- Available Node-RED flows for a direct implementation start with the relevant import for the Node-RED aware audience
- Details on the available packaged VM containing all the AffectUs tools, including Google download link and credentials

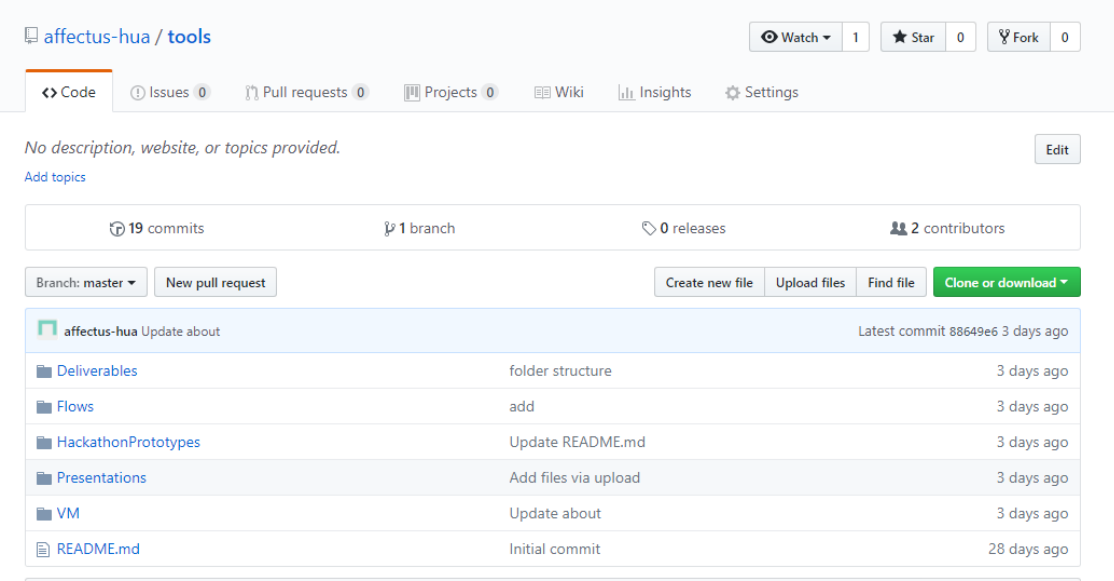

Figure 14: AffectUs github account material

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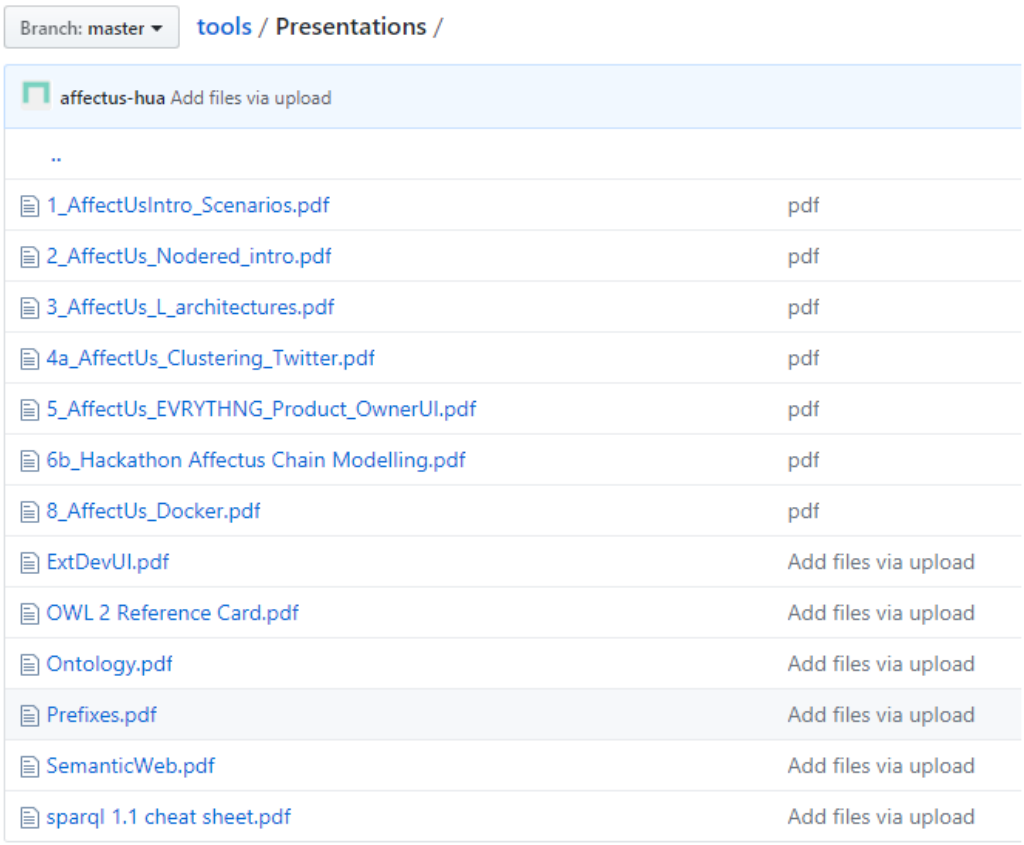

Figure 15: AffectUs github account presentations

3.4.1.6 DIT Website announcement of AffectUs IoT Challenge

The hackathon was also announced through a relevant post in the main DIT/HUA website(Figure 16).

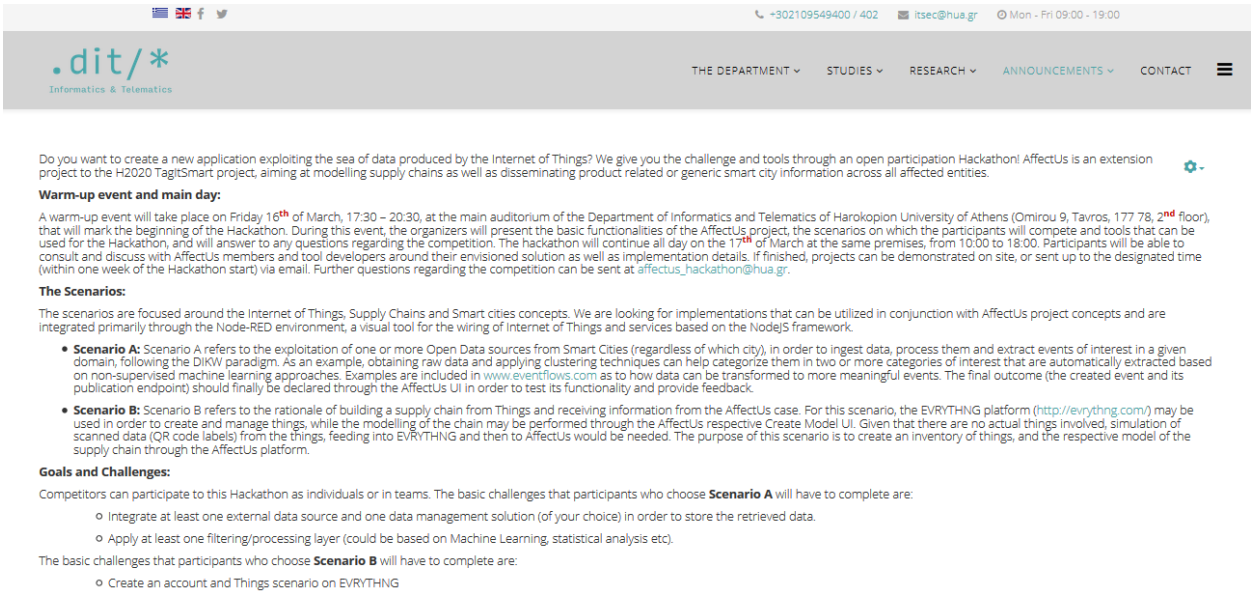

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Figure 16: IT Website announcement of AffectUs IoT Challenge

3.4.1.7 Link with external communities

In order to attract a greater audience, but also a more related audience to the AffectUs technologies, the local node.js community was approached through the relevant meetup group, a very active community involving approximately 700 members[8]. Following discussions and our participation in the regular meetup event at the end of February 2018, we were able to connect and engage with the respective community (Figure 17) and disseminate the AffectUs hackathon, while receiving also organizational help and promotion. During the meetup, a presentation and announcement of the hackathon was performed (Figure 19) to a developer audience of approximately 30-40 people.

Furthermore, relevant tweets were performed from the AffectUs twitter account, related to the event (Figure 18).

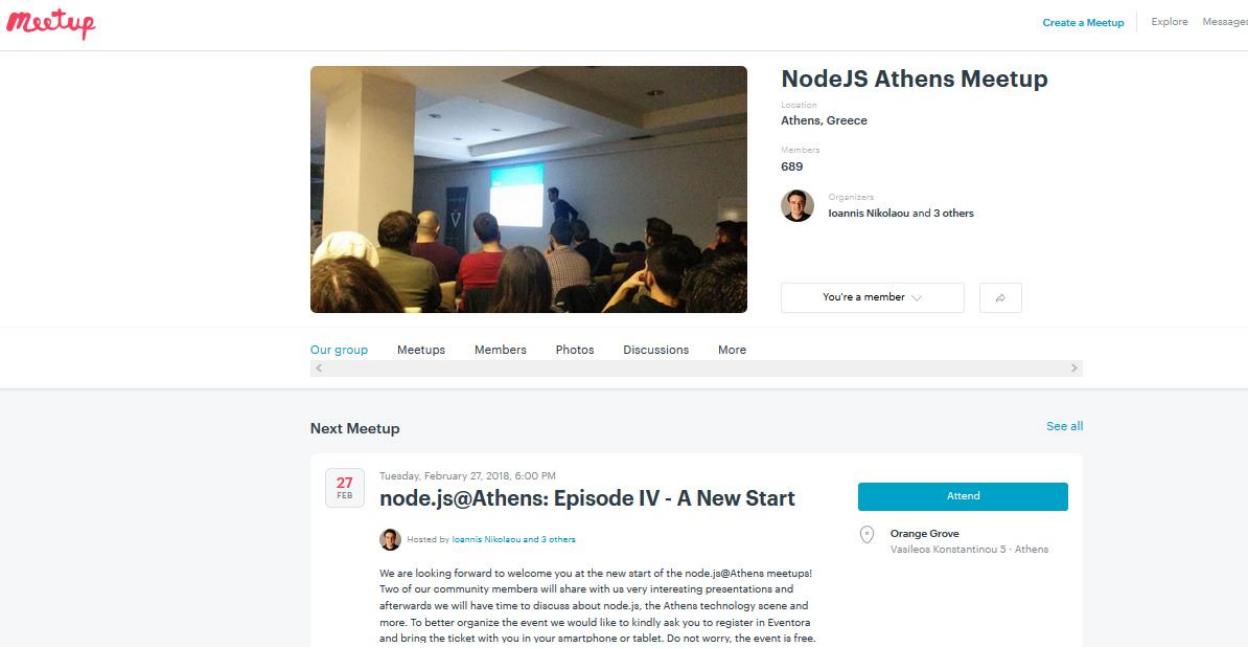

Figure 17: Node.js Athens meetup

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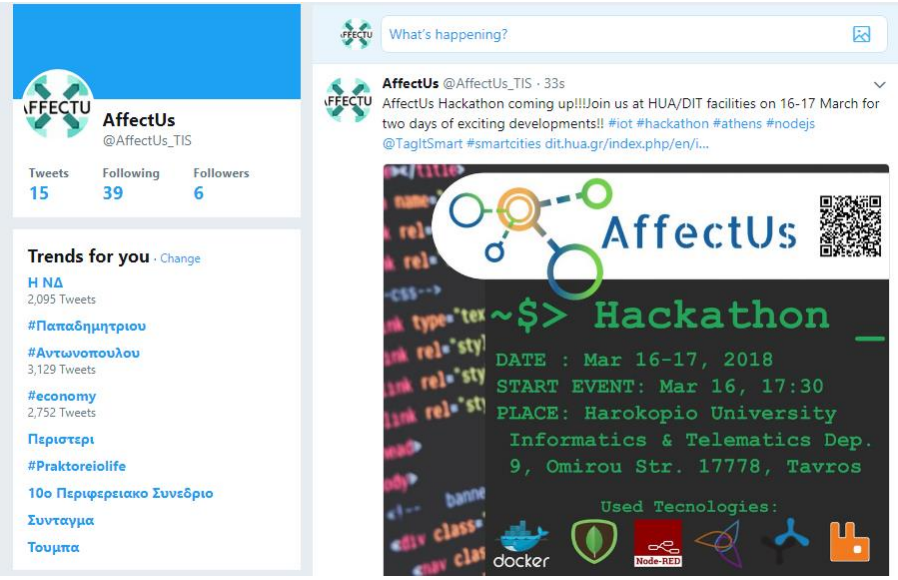

Figure 18: AffectUs official announcement tweet for the event

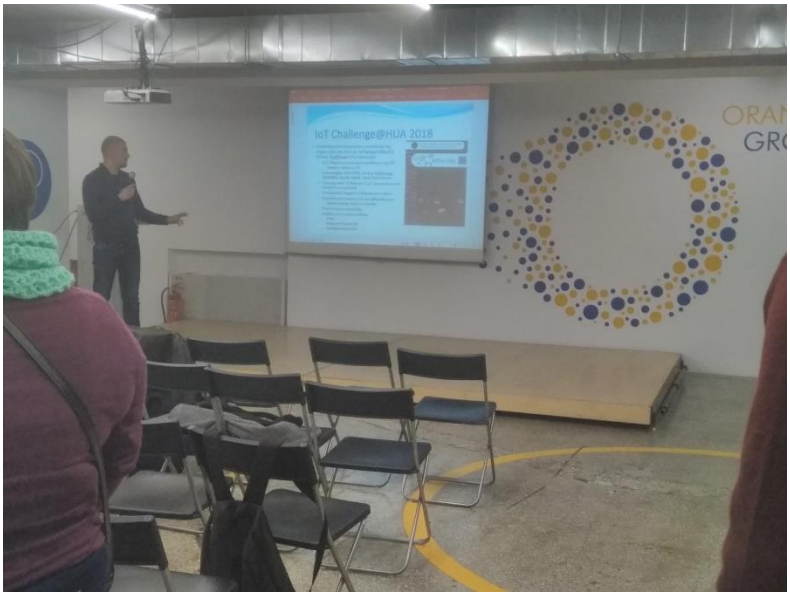

Figure 19: AffectUs Hackathon presentation during the Node.js Athens meetup

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Figure 20: AffectUs Twitter Activity prior and during the hackathon

3.4.1.8 Link with TIS project

Following discussions with the TIS project, relevant material was forwarded in order to be further disseminated through the respective channels such as the main TIS page (Figure 21), internet of things council web page (Figure 22) and other related pages (e.g. [9], [10], Figure 23).

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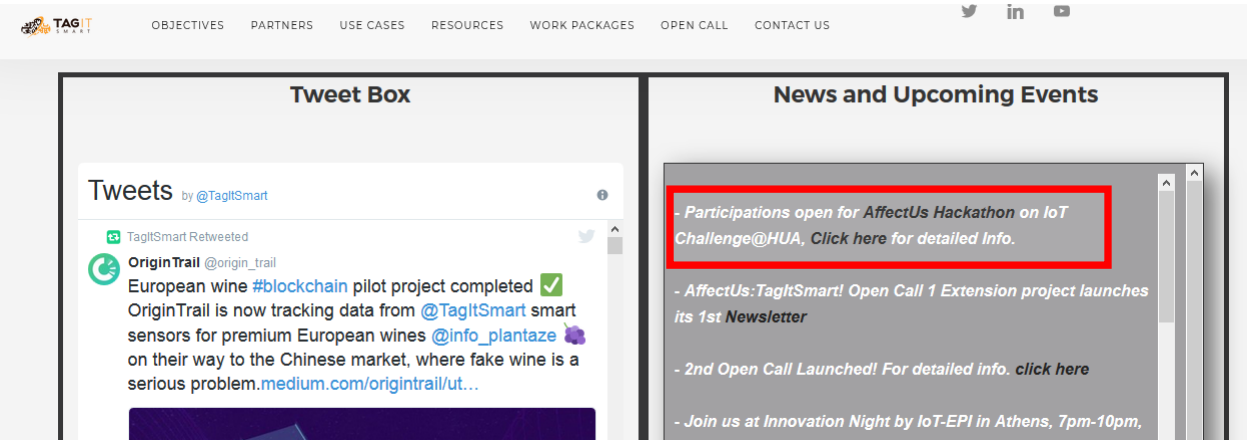

Figure 21: AffectUs hackathon on TIS channels

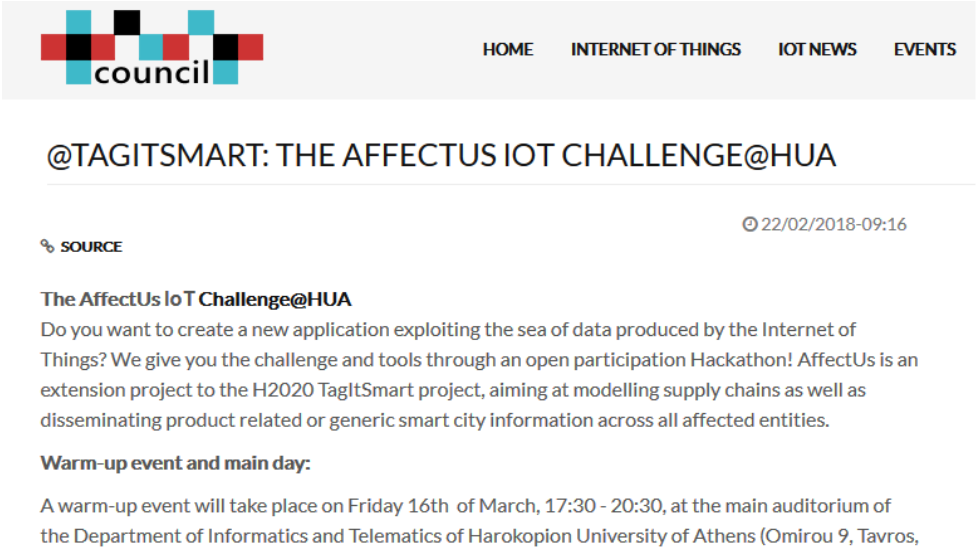

Figure 22: AffectUs Hackathon on the Internet of Things Council page

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Figure 23: Other promoting sites linked to TIS announcement

3.4.1.9 Link with internal HUA communities

In order to enable the involvement of internal HUA students in the process, the link of the Hackathon with two spring semester courses was performed (Internet Digital services course and Artificial intelligence course[3]). To this end, relevant presentations were given in the specific courses along with participation incentives and link to the course projects that are expected from the students in the semester.

Furthermore, HUA has a very active link with the greek FOSS community (indicatively this year's FOSSCOMM conference was performed in HUA premises[4]), to which the hackathon event was promoted and communicated.

3.4.1.10 Supporting structures

In order to support the participants, except for the team's physical presence during the event, two ways were used. Initially a dedicated mailing list but also a slack workspace was created (affectus.slack.com), appearing in Figure 24. In order to better communicate based on topics, 5 different channels were created, as follows:

- One general channel
- One system oriented channel (for VM and Docker oriented questions)
- One machine learning oriented channel
- One semantics oriented channel
- One Node-RED and UI oriented channel

Each channel was dedicated to receive information on the specific topic, with the most involved team member assigned to responding to the external audiences.

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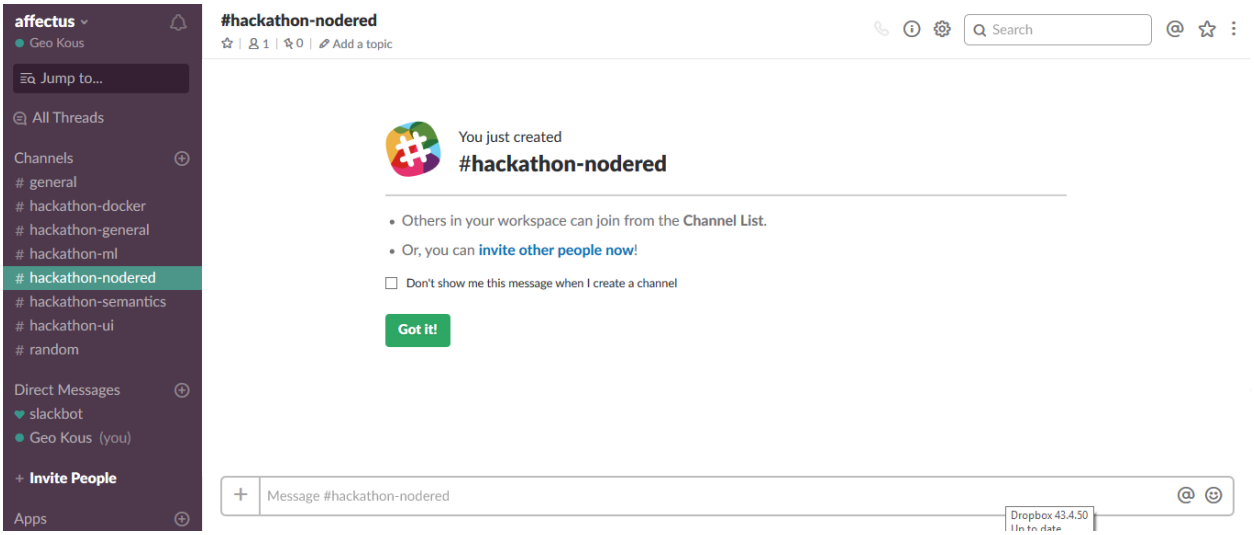

Figure 24: Hackathon Slack Workspace and Channel Setup

Invitation in the channels was performed through shared links for easier inclusion of new members.

3.4.2 Hackathon Implementation and Aftermath

The hackathon was performed successfully during the anticipated days (Figure 25, Figure 26), with approximately 20-25 developers participating. It was agreed that they can form teams of two, while the deadline for the implementations has been extended beyond the initial one week duration to the end of April 2018, in order to ensure more mature and ready to use implementations. At this stage we anticipate the production of approximately 10 implementations from the Hackathon participants.

Furthermore, after discussions with the Athens node.js Meetup community, it was announced that the Hackathon winner is invited in the next meetup to present their results, planned for the first period of May.

3.5 IoT Week 2018

Based on communication with TIS partners, we also anticipate our participation in the IoT Week 2018 event, as part of the TIS OC1 extension project participants.

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Figure 25: Intro presentations of AffectUs hackathon

Figure 26: AffectUs coding presentation and guidelines @IoT Challenge

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4 Conclusions

Following the release of the main components and outcomes of AffectUs, the project has strived to increase the impact of the outcomes with concrete activities.

The related activities were a combination of collaboration actions with the main TIS project, including co-creation workshops and technical meetings, as well as engagement of internal (HUA student bodies) and external communities (Athens Node.js meetup group, FOSS community etc.).

The project has been active in publishing related material in the form of newsletters and tweets, as well as preparing helper material with relation to the project scope, tools usage and configuration.

The IoT Challenge performed during mid March 2018 was an opportunity for audiences to get a first hand experience from the AffectUs scope and tools, while its finalization in the end of April 2018 will also aid in enriching the scope of the externally provided events by events developers.

With relation to the originally anticipated dissemination KPIs, the details are included in Table 1, indicating an extensive coverage of the intended goals.

Table 1: Dissemination KPI list against performed activities

Dissemination Measure	**Scope**	**Action**	**Status**
Website content in TagItSmart website	General	5 updates on recent activities, releases and events as well as feedback and lessons learned in a blog format	2 newsletters sent, 27 tweets performed, 1 factsheet for HUA/DIT website, 2 blog posts (linkedin pulse and FOSS community)
Demos and Presentations	Business Audiences	1 demonstration, 2 presentations to conferences or general events dictated by TagItSmart needs, participation in AIOTI IERC group	1 demonstration during the Hackathon, presentation to InfoDay at Athens for TIS Open Call 2, multiple presentations (8) during the Hackathon, 1 during the Athens Node.js meetup, 1 during Vaasa
Open Access publications	Scientific	Publication to journals/conferences/magazines of the experiment and outcomes (at	1 journal publication is currently in preparation

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	results	least 1)	
Online publishing articles in LinkedIn Pulse	Social Awareness	3 blog posts	1 in LinkedIn pulse, 1 in FOSS
Availability of experimental outcomes	Business, Scientific	Outcomes will be available as open source, enriching open repositories such as github or AppHub	Outcomes available in github
Material	General information	2 newsletters, 1 poster, 1 experiment video	2 newsletters, 1 poster, a third newsletter is anticipated upon hackathon results gathering
Hackathon Organization	General, Technical	One hackathon will be organized in the HUA community and Athens in order to attract external audiences that can also contribute to the combination/extension of the experiment. At least 30 participants specifically for usage of external data sources to identify events that may be reused in the context of AffectUs.	Performed in 16-17 March 2018, results are anticipated by the end of April 2018. Approximately 30 participants took part, we expect around 10 implementations from the formed teams
Co-creation workshop	General, Technical	One co-creation workshop will be organized in order to get external audiences (e.g. developers) feedback with relation to needed functionalities and/or interfaces.	1 in Vaasa with TIS, 1 in Athens with EVRYTHNG

Future plans with relation to AffectUs dissemination relate to the inclusion of these outcomes where feasible in the main outcomes of the project as well as the participation together with TIS in the IoT week 2018 event.

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