



DURAARK

<http://www.duraark.eu/>

FP7 - ICT - Digital Preservation

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D8.8.2 Dissemination Master Plan and Publicity Material V1

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Executive Summary

After the successful launch of the project's website www.duraark.eu, in this report we present the first version of a detailed dissemination master plan. To attain the objective of outreaching to an audience beyond the consortium, WP8 laid out various dissemination plans and activities, such as publishing in the scientific and industrial outlets, presenting the results at conferences and seminars, and organizing workshop and training programs. In order to implement the plan effectively, the D8.8.2 deliverable will facilitate the information exchange between all project partners and will keep them updated about any incremental or substantial progress in the project. The deliverable is directed towards three levels of communities: General, Scientific and Targeted (architecture, engineering and construction (AEC)) industry. Specific plans for each level are described in the subsequent sections.

Table of Contents

1. Introduction to Dissemination	5
2. Threefold Strategy	6
2.1 General Dissemination	6
2.2 Scientific Dissemination	6
2.3 Targeted Dissemination	6
3. Dissemination Master Plan	7
3.1 DURAARK Dissemination Activities	7
3.1.1 Project Logo	7
3.1.2 Project Website	7
3.1.3 Project Leaflet	7
3.1.4 Project Poster	7
3.1.5 Social Media	8
3.1.5.1 LinkedIn	8
3.1.5.2 Facebook	8
3.1.5.3 Twitter	8
3.1.5.4 Blogging	8
3.1.6 Video	8
3.1.7 Newsletters	8
3.1.8 Events (workshops, tutorials, project courses)	8
3.1.9 Clustering	9
3.1.10 Scientific Publishing Targets	9
3.1.11 Best practices and standardisation	10
4. Individual Dissemination Strategies from DURAARK Partners	11
4.1 LUH (L3S/TIB)	11
4.2 UBO	13
4.3 FhA	15
4.4 TUE	15
4.5 CITA	17
4.6 LTU	18
4.7 CATENDA	19
ANNEX-I: Snapshots from the DURAARK Website	21
ANNEX-II: Snapshots of the DURAARK Poster	22
ANNEX-III: Snapshots of the DURAARK Flyer Front	23

1. Introduction to Dissemination

The DURAARK project is in the process of developing an innovative solution for long-term digital preservation (LDP), particularly in the context of 3D architectural objects. It is very important that the results of this project will turn out to be beneficial to both industrial and scientific sectors. The different dissemination tasks describe the overall strategy for dissemination of the DURAARK project. The main objective of WP8 is to ensure dissemination and exploitation are facilitated through the visibility of the project progress and its final outcomes among the consortium partners, and potential audiences across Europe. Examples include national libraries, archival centres, and SMEs involved in the architecture, engineering and construction (AEC) industry. Furthermore, the dissemination strategy follows a flexible approach, so that it can continuously adapt to changing requirements of events, target groups, and communication channels. Dissemination of the project outcome to the project partners and other designated communities makes twofold contributions, firstly, by providing common and shared understanding of the project goal to the consortium partners, secondly, by informing general, scientific, and targeted audiences about the outcomes and their implications. However, looking at the diverse nature of the relevant audiences, it is important to devise specific dissemination strategies to specific audiences.

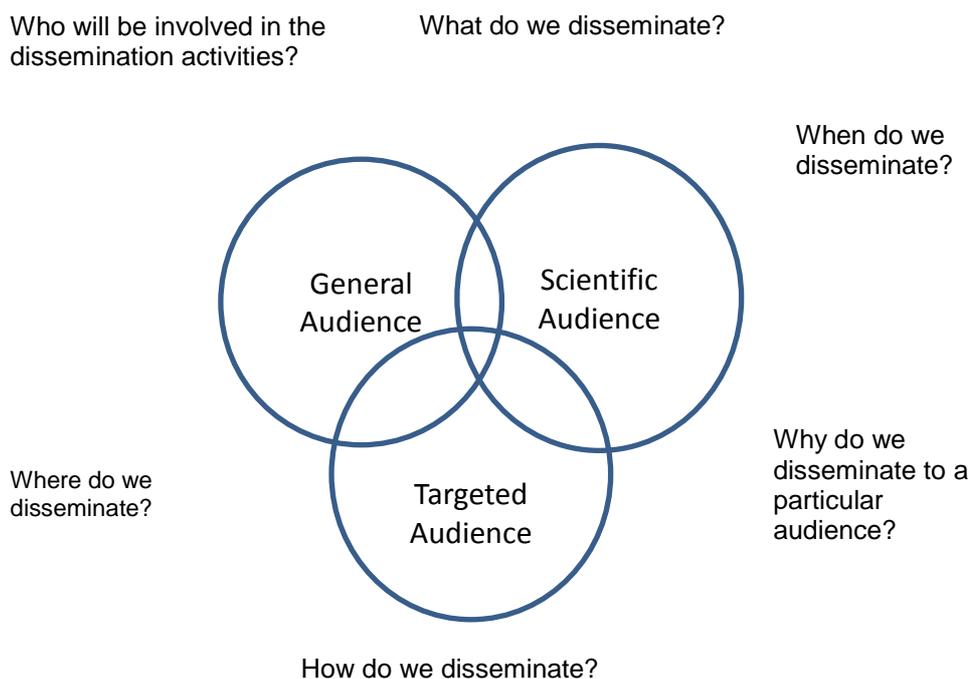


Fig 1. Threefold strategy for Dissemination

As shown in figure 1, the audiences identified in this context are general, scientific, and targeted. Therefore, we need threefold strategy. We formulated the following objectives to get the maximum input from the consortium partners and make the dissemination strategy more effective.

- To spread the project results within the project partner's organizations to encourage adoption of the technology.
- To disseminate project results to the relevant target groups across the European community through publications, presentations, and written material.
- To promote understanding and re-usability of ideas and artefacts developed in the project.
- To encourage commercialization of the 'DURAARK' artefacts.

2. Threefold Strategy

To attain the objectives the WP8 deliverable includes input from all project partners. These activities will bring out the results of the project beyond the project boundaries and provide visibility and public awareness of the project's objectives, technologies, and achievements. Keeping wider group of audience in mind, three levels of dissemination plan is formulated: General, Scientific and Targeted. The dissemination plans for each level are described in the subsequent sections.

2.1 General Dissemination

The general dissemination activities are meant for a general audience. The activities for this level are as follows.

- To create, host and maintain the DURAARK web site. This activity will produce the project website and a first set of publicity material. For example, the website - <http://www.duraark.eu> - is already available for the public.
- To create a logo for the project that can be used for all internal and external publications. The project logo is already finalized.
- To produce publicity materials like posters and flyers after developing the first version of the prototype.
- To demonstrate the DURAARK prototype at various conferences, seminars, and workshops.
- To publish the project outcome in various web media, such as Wikipedia, websites, social media, etc. These activities can be done in an on-going manner to keep the various audiences informed about the project progress.

2.2 Scientific Dissemination

The scientific dissemination activities are meant for academic audience. The research partners will organise and participate in national and international academic events to inform about research activities on the topics covered by the DURAARK project. These activities can be conducted in collaboration or individually by the consortium partners. This activity will be carried out through,

- Presentation of papers at international and national conferences.
- Professional networks established by the project partners.
- Publications in peer-reviewed academic journals, in both paper and electronic formats.
- To participate in conferences, workshops and courses related to long-term preservation of 3D architectural objects. Participation will be done pre- and post- production of the artefact i.e., the long term preservation system for the 3D architectural data.

2.3 Targeted Dissemination

The targeted dissemination activities are meant for industrial and commercial audiences, such as SMEs involved in architecture, engineering and construction (AEC) industry. It is a challenging task to convince the industrial audience to adopt the DURAARK artefacts for commercial use. It requires

cooperation by multiple parties to provide valuable service offerings. Thus critical success factors in the business domain need to be analysed early. To do this, organizations and companies with significant potential of exploiting the project results will be identified and contacted and a market study will be done. This activity includes: on-site illustration, demonstrations, seminars and/or workshops. This result will guide the further development of the DURAARK prototypes to address commercially viable functionality with relevance to both industry and libraries. The dissemination plan will be updated, and become the basis for preparation of exploitation planning among all partners inside the consortium. The DURAARK exploitation plan will be formed as a result of the user and system test evaluations and also the output of the market study.

3. Dissemination Master Plan

This section describes the existing plan and strategy for dissemination of the project activities and outcome. In the following section, the specific activities derived from the internal discussions among consortium partners through DURAARK's wiki page, online and face-to-face meetings are listed.

3.1 DURAARK Dissemination Activities

3.1.1 Project Logo

The logo has been designed (as shown in fig 2). It is used in every DURAARK transaction. It is designed to represent the DURAARK concepts and vision.



Fig 2. DURAARK logo

3.1.2 Project Website

DURAARK website (www.duraark.eu) is online. It will serve as a standard communications tool to disseminate news, events and achievements to the general audience (see attached snapshot of the DURAARK website in Annex-I).

3.1.3 Project Leaflet

DURAARK flyers will be distributed at various events to create general awareness and engage interested communities. The project is in the process of designing the first version of the flyers in the month of July with continuous interaction between the technical and exploitation partners to create a suitable profile of the DURAARK project. The profile will try to cover the various relevant communities in the 3D architectural preservation area (see attached snapshot of the DURAARK flyers in Annex-III).

3.1.4 Project Poster

The DURAARK poster is designed to present in the various events (see attached snapshot of the DURAARK posters in Annex-II).

3.1.5 Social Media

Social media are becoming increasingly important to regularly disseminate results and to stay in direct contact with interested people. The DURAARK consortium will actively participate in existing social networks (examples include, but are not limited to, a presence on LinkedIn, Facebook, Wikipedia, and Twitter). Facebook, Twitter and blogging are linked to the project website.

3.1.5.1 LinkedIn

This media can be utilized to execute the DURAARK dissemination strategy as LinkedIn is one of the most prominent social networking sites for the researchers, practitioners, and commercial users. The project will start its LinkedIn network in autumn 2013.

3.1.5.2 Facebook

DURAARK has created a public page on Facebook. The target of this Facebook site is to bring together people interested in 3D architectural data preservation topics.

3.1.5.3 Twitter

Twitter provides the opportunity of social networking and micro blogging service. There are millions of users that use this service. The objective of DURAARK to be on Twitter is to post comments related to the project activities.

3.1.5.4 Blogging

The project website also provides the blogging facility so that project partners can write and share about the latest happenings on 3D architectural data preservation related topics to the targeted as well as general audience.

3.1.6 Video

DURAARK will also create various publicity materials, whenever possible and advisable, including (animated) short films or (Flash) movies elaborating on the scenarios addressed by the project as well as project aims and ambitions. These key visuals are mapped and linked to the project website that provides information about the project progress, its aims and achievements, intermediate and, ultimately, the project's final results.

3.1.7 Newsletters

DURAARK will also produce newsletters in M16 after the first prototype will be released. Likewise, there will be other updated newsletters after the final release of the DURAARK artefacts.

3.1.8 Events (workshops, tutorials, project courses)

DURAARK members will organise events that are streamlined towards the industry sector represented in the project (e.g. architecture, building management, engineering, etc.) In addition, a wide range of fairs, conferences and workshops within the academia and practice will be attended either by individual partners or combinations of consortium members where DURAARK dissemination activities will be conducted. Also, the schedule and nature of events to be organised

and hosted by the consortium will be agreed upon early in order to start the required activities beforehand.

3.1.9 Clustering

DURAARK will also be disseminated via current and new coordination and collaboration actions, cluster or clustering meetings, as set up under the EC's Framework Programme as well as national activities. The Consortium will ensure that it is represented by at least one project partner at such events. For example, LTU will attend two workshops of long term digital planning in Sweden, autumn 2013, with industrial and archiving partners to identify potential users of the DURAARK systems. Likewise, collaboration with use case working group is going on from the beginning of the project.

3.1.10 Scientific Publishing Targets

The work package for dissemination and exploitation (WP 8) also describes the work that will be done to disseminate the research findings. With regards to the academic community, the respective DURAARK partners intend to disseminate the results of the project via the publication of articles and submission of technical papers in the specialised press (journals, scientific magazines and/or newspapers, also on-line, audio or video media, at international, European, national, regional or local level in order to reach the target stakeholders) and to renown scientific conferences and industrial events, focused on digital preservation. Journal papers are intended to be published to maximize awareness and impact. Some general references to the conferences, journals, and workshops for future publications are listed in Table 1. For specific publication strategies of different consortium partners refer to Section 4.

Conferences	Journals	Workshops
The International Conference on Theory and Practice of Digital Libraries (TPDL) http://www.tpd.eu/	ACM Transactions on Graphics http://tog.acm.org/	Open Planets Foundation Hackathons http://www.openplanetsfoundation.org/category/event-types/hackathon
International Conference on Data Engineering (ICDE) http://www.icde2013.org/	Computer Graphics Forum http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1467-8659	FARO user meeting http://user-meeting.faro.com/information/
ACM International Conference on Information and Knowledge Management (CIKM) http://www.cikm2013.org/	IEEE Intelligent Systems Magazine http://www.computer.org/portal/web/computingnow/intelligentsystems	LIBER (Ligue des Bibliothèques Européennes de Recherche - Association of European Research Libraries) http://www.libereurope.eu/about

International Semantic Web Conference (ISWC) http://iswc2013.semanticweb.org/	Control Engineering in Practice http://www.journals.elsevier.com/control-engineering-practice/	International Workshop on Vision, Modeling and Visualization (VMV) http://vmv2013.inf.usi.ch/
International Conference on Preservation of Digital Objects (iPRES) http://ipres2013.ist.utl.pt/	International Journal for Architectural Computing (IJAC) http://www.architecturalcomputing.org/	Eurographics Workshop on 3D Object Retrieval (3DOR) http://3dor2013.di.univr.it
Symposium on Geometry Processing (SGP) SIGGRAPH Asia http://www.siggraph.org/attend/events/sgp-2013	International Journal of Digital Curation http://www.ijdc.net/	BIM UK forum http://bimaarhus.dk/kalender/
Eurographics (EG) http://www.eg.org/	ACM Transactions on Knowledge Discovery from Data http://tkdd.acm.org/	buildingSMART BIM WEEK & FORUM http://www.buildingsmart.de/kos/WNetz?art=Project.show&id=111
Pacific Graphics – Pacific conference on computer graphics and applications http://www.pg2013.org/	IEEE Transactions on Knowledge and Data Engineering http://www.computer.org/portal/web/tkde	
International Digital Curation Conference (IDCC) http://www.dcc.ac.uk/events/idcc13		
CIPA 2013 Symposium http://www.cipa2013.org/		
Bips Conference 2013 http://bips.dk/konference		

Table 1. List of target conferences, journals and workshops

3.1.11 Best practices and standardisation

DURAARK will also aim to engage in the production of best practices and standards. For instance, within the preservation planning in DURAARK, the IFC format will be examined to identify crucial significant properties and work towards a body of recommendations in this regard. In this way, the project contributes towards the development of standard procedures for the preservation of 3D architectural objects. Apart from standards directly originating from the long-term archiving nature

of the project, DURAARK offers the opportunity to set a standard for 3D point cloud compression algorithms and the associated storage format. Key players in the building industry are working towards harmonised policies on European level and their implementation on national levels. DURAARK is engaged with organisations that are concerned with the future development in the industry like buildingSMART Nordic. For digital preservation policies, it is important that the formats are uniquely identifiable and can be validated in a reliable way. One of the aims of this project is to develop and provide access to tools which meet these requirements. Furthermore, in the same way that the examination and identification of significant properties to be preserved serves towards the contribution of standards, it also contributes towards long term preservation policies themselves.

4. Individual Dissemination Strategies from DURAARK Partners

To make the dissemination and exploitation plan more effective, it is important to align the partner's individual strategy to DURAARK's overall strategy. Within the consortium, each partner has an interest in the result, and therefore each partner has dissemination and exploitation plans as follows.

4.1 LUH (L3S/TIB)

LUH will contribute to the exploitation and dissemination of overall project results (e.g. DURAARK software, datasets and stores, vocabularies and schemas). Next to scientific publication and dissemination, the LUH will build on its strong reputation and position in the area of data and metadata management, digital preservation and data integration to exploit the results produced in WP6 (led by LUH) as well as WP3. This particularly includes the schemas and vocabularies produced in WP3, which offer great exploitation potential for third parties (e.g. architectural institutions in academia and practice). In addition, the semantic data integration and enrichment technologies and the preservation approaches produced in the technical DURAARK WPs will be widely disseminated and exploited on an open source basis to allow other scientific institutions to take advantage of these tools. Infrastructure as well as developed metadata schemas will be made available under open licensing schemes, data will be published on public data registries (such as The DataHub¹) to ensure wide outreach and uptake. To this end, the LUH will use its strong involvement in standardisation working groups as well as dissemination events (e.g. high quality international scientific and industrial-related conferences as well as working groups, consortia and scientific journals) to ensure a wide uptake of DURAARK results.

LUH (TIB) is involved in the German national competence centre for digital preservation "nestor" as well as in the international digital preservation network "OPF". Both networks maintain communication platforms (mailing lists, blogs, wiki), which will be used to disseminate the overall DURAARK project results. Regular network events like the nestor Praktikertag and OPF Hackathons will be used to present the tools to the various digital preservation communities. As the world's largest specialised library for science and technology LUH (TIB) maintains close ties to other national and large research libraries and archives. DURAARK will be presented at conferences tailored towards library and information science (e.g. IDCC, LIBER), as well as at institutional knowledge exchanges.

The specific dissemination plans of LUH (L3S/TIB) are listed in the following table.

¹ <http://datahub.io>

What²	How³	When⁴	Who⁵	Why⁶
The International Conference on Theory and Practice of Digital Libraries (TPDL) 2014	Attending the seminar and making presentation of the DURAARK project	2014	Librarian, Archivists, Museums	To create awareness of the DURAARK project in the librarian community.
iPRES, Melbourne, Australia	Attending the seminar and making presentation of the DURAARK project	October 6-8 2014	Librarian, Archivists, Museums, Information Systems, Scientific Group	To create awareness of the DURAARK project in the preservation community.
Archiving 2014	Attending the seminar and making presentation of the DURAARK project	2014	Librarian, Archivists, Museums, Information Systems,	To create awareness of the DURAARK project in the librarian and archiving community.
International Digital Curation Conference (IDCC), San Francisco	Attending the seminar and making presentation of the DURAARK project	24-27 February 2014	Librarian, Archivists, Museums	To create awareness of the DURAARK project in the librarian and archiving community.
LIBER (Ligue des Bibliothèques Européennes de Recherche - Association of European Research Libraries), Barcelona,	Attending the seminar and making presentation of the DURAARK project	October 2014	Librarian, Information Systems,	To create awareness of the DURAARK project in the librarian community.

² What events and activities, for example conference, journal, workshop, presentation, or activities, such as poster presentation, video presentation, etc.

³ How are you going to attend the events or execute activities

⁴ When are you going to attend or execute

⁵ Who are the targeted communities, for example scientific, industrial, or architects

⁶ Why are you doing this, for example, how will the action contribute to the DURAARK project in terms of dissemination and exploitation

Spain				
BAU 2015, Munich	Attending the tradefare and making presentation of the DURAARK project	19.-24.01.2015	architects	To create awareness of the DURAARK project in the architects community.
Open Planets Foundation Hackathons	Attending the seminar and making presentation of the DURAARK project	In-progress	Librarian, Archivists, Museums, Information Systems, Scientific Group	To create collaboration with development partners
nestor Praktikertag, Hannover	Attending the seminar and making presentation of the DURAARK project	June 2014	Librarian	To create awareness of the DURAARK project in the preservation community.
Presentation at Digitale Langzeitarchivierung an Hochschulen“, Ex Libris and Humboldt-University	presentation of the DURAARK project	29./30. April 2013	Librarian, Information Systems	To create awareness of the DURAARK project in the preservation community.

Table 2. Dissemination plan of LUH (L3S/TIB)

4.2 UBO

UBO will especially exploit the results of WP4 and WP5 in terms of conferences, workshops and journal publications. Additionally, as apart from its academic activities, UBO is strongly networked to industry partners working on point cloud data in general. UBO will evaluate the exploitation potential for the developed methods with respect to other data domains such as engineering. UBO will also consider the exploitation potential for the developed 3D point cloud compression techniques to become a standard for industrial branches and research fields that rely on such data. UBO has compiled a list of suitable conferences and journals for the dissemination of work done in WP4 and WP5. The work that has been done in the first months of the project is currently in the process of being shaped into publications that will be submitted to relevant conferences and journals in the near future.

The specific dissemination plans of UBO are listed in the following table.

What	How	When	Who	Why
EG – Eurographics	Paper submission	April 2014	Computer graphics community	Dissemination of research done in WP4/5
GRAPP – International Conference on Computer Graphics Theory and Applications	Paper submission	January 2014	Computer graphics community	Dissemination of research done in WP4/5
VMV – Vision Modeling and Visualization	Paper submission	2014	Computer graphics and computer vision communities	Dissemination of research done in WP4/5
SMI – Shape Modeling International Conference	Paper submission	2014	Researchers, developers, students & practitioners	Dissemination of research done in WP4/5
WSCG – International Conference in Central Europe on Computer Graphics, Visualization and Computer Vision	Paper submission	June 2014	Computer graphics and computer vision communities	Dissemination of research done in WP4/5
Computers & Graphics (Journal)	Paper submission	2013/2014	Computer graphics community	Dissemination of research done in WP4/5
IEEE Computer Graphics and Applications (Journal)	Paper submission	2013/2014	Computer graphics community	Dissemination of research done in WP4/5
Computer Graphics Forum (Journal)	Paper submission	2013/2014	Computer graphics community	Dissemination of research done in WP4/5

Table 3. Dissemination plan of UBO

4.3 FhA

FhA hosts network activities to discuss research topics for industrial customers and research partners from architecture and/or construction industry. These activities based on the results of DURAARK will deal as a door opener for FhA and for the consortium for further innovative and cooperative research projects or third-party funding from industry.

The specific dissemination plans of FhA are listed in the following table.

What	How	When	Who	Why
Tagung Digitale Bibliothek „Kulturelles Erbe in der Cloud“, Austria	Paper submission	21./22. November 2013	Academia (and industry) in DL and cultural heritage (CH)	To create awareness of the DURAARK project in the CH community.
ELPUB: International Conference on Electronic Publishing	Paper submission	2014	Academia (and industry) in DL	Dissemination of DURAARK with respect to preservation of architectural models
Theory and Practice of Digital Libraries (TPDL)	Paper submission	2014	Academia (and industry) in DL	Dissemination of DURAARK with respect to preservation of architectural models
“Bauen auf Fraunhofer”, Austria	Networking-Event	September 2013	Potential industrial users and architects.	To create collaboration with industrial partners.

Table 4. Dissemination plan of FhA

4.4 TUE

The overall outcomes of the archival framework will be proposed to the wide network of industry partners of the TUE and promoted among public institutions within the Netherlands such as municipalities, and the federal building agency. Future adaptations for specific Dutch needs will be supported by means of knowledge transfer and advisory activities. The concept library archive resulting from WP 3 will be suggested to building product manufacturers, classification authors and vendors of building product catalogues such as the Dutch BouwConnect to facilitate the uniform accessibility of building product information across the national borders of the market. Together with

Catenda and other partners in the buildingSMART and ICIS organisations roadmaps and plans for further exploitation and governance will be made. The DURAARK system will be used for archival, retrieval and analysis purposes of the large amounts of building information models generated in education at TUE and proposed to other educational facilities.

The specific dissemination plans of TUE are listed in the following table.

What	How	When	Who	Why
CIB w78 (IT in Architecture Engineering and Construction) http://2013cibw78.civil.tsinghua.edu.cn/	Paper submission	October, 2013	Architecture, Engineers and Constructors	To create awareness
Goportis Conference 2013 on “Non-Textual Information Strategy and Innovation Beyond Text”	Presentation	March, 2013	The Network of the German National Libraries of Science and Technology (TIB in Hannover), Medicine (ZB MED in Cologne/Bonn) and Economics (ZBW in Kiel/Hamburg)	To create awareness
buildingSMART international technical meeting (Tokyo, JP)	Presentation	November, 2012	Standardisation organisation	To raise awareness of standardization contributions from the project to this standardisation body
CB-NL project community	Presentation		Building and infrastructural sector in the Netherlands	National effort to create concept libraries for the building and infrastructural sector in the Netherlands

Table 5. Dissemination plan of TUE

4.5 CITA

DURAARK is expected to provide results that CITA can directly integrate in on-going research and teaching on Master Level as well as into the collaboration with small and middle-sized enterprises. CITA will exploit the outcome of the DURAARK project in the following way:

- Overview of the state of the art in long-term archiving of data for the building industry will be created, especially the state concerning the use of BIM, requirements concerning legal and practical needs to archive data from side of stakeholders in the industry (authorities, architects, engineers, contractors).
- Identification of common problems in the contemporary use of BIM that challenge data exchange and long term preservation.
- Best practice examples for long-term archiving of BIM and 3D point scan data.
- Elevating the use of the emerging 3D scanning technology in the future design of spatial structures in existing building context through approaches for detection of structures.
- Better representation of historic structures through 3D scanning.
- New modeling and design and building processes through semantic overlay of legacy CAD data, BIM and 3D scan.
- Process to register changes in structures through combination of long-term archiving and 3D scans.

The specific dissemination plans of CITA are listed in the following table.

What	How	When	Who	Why
ACADIA conference series www.acadia.org	Paper submission	2014, 1015, 2016	international academic architectural computing community	ACADIA is the most prestigious conference for the international architectural computing community
Ecaade conference series www.ecaade.org	Paper submission	2014, 1015, 2016	European academic architectural computing community	ECAADE is an excellent platform to exchange on advances in the European architectural computing community
BIPS conference / Denmark http://bips.dk/konferenc e	Paper Submission	2013, 2014, 1015, 2016	Danish BIM related community	The main Danish conference on BIM related questions.
CIPA http://www.cipa2013.org/	Paper submission	2014, 2015	International cultural heritage related community	International conference on building heritage. Has a section on 3d scanning
BIM UK http://bimaarhus.dk/kalender/	Presentation	2013, 2014	Danish BIM related community	Danish conference on advances in BIM
Industriebauseminar / Austria	Presentation	2013	German speaking BIM related	Conference with practitioners from the building sector

			community	
buildingSMART BIM WEEK & FORUM http://www.buildingsmart.de/kos/WNetz?art=Project.show&id=111	Presentation	2014	International BIM related community	BIM conference parallel to the second biggest real estate fair “Expo real” in Europe
FARO user meeting http://user-meeting.faro.com/	Presentation	September 2013, 2014, 2015, 2016	International 3d scanning related professional community	The conference is the prime event to meet the 3d registration community
Byensejendome Year conference	Presentations	April 2013	Building owners Denmark	The conference is collecting Danish building owners.
Presentations at architectural and engineering offices and institutions	Presentations	2013-2016	Danish Architectural and Engineering Community	The exchange and update with the local Danish community base is important for the DURAARK project. Core partners to provide feedback in regular presentations of DURAARK research direction are so far: 3x Architects, CCO Architects, Bane Danmark, Erik møller architects, Slots&Ejendomme.

Table 5. Dissemination plan of CITA

4.6 LTU

The LDP Centre (Centre for Long-term Preservation and Access) at LTU is the Swedish competence Centre for long-term digital preservation. Even though the partners in the LDP Centre are from the public sector, the Centre is open for cooperation with all sorts of organisations and private persons. The work so far has mainly been focused on the public sector, but LTU has requested from municipalities, archives and four big industries to take on the challenge of preserving 3D digital objects and make them accessible for the future. The DURAARK project will provide knowledge and tools to take on some of these requests. The new knowledge from DURAARK will of course also be incorporated in the Master’s Program “Digital Curation” at LTU. The specific dissemination and exploitation activities of LTU are as follows.

- To collect future conferences and dissemination venues LTU team will set up wiki pages, and will liaise with all partners to continuously collect dissemination activities (papers etc.) from all partners and to publish these on the Website.

- To create a skeleton of the dissemination plan in the wiki, so that other members can put the appropriate information in it.
- To facilitate activities, such as writing blogs, uploading conference or journal papers, and utilizing social media network to make the DURAARK website. This activity will make the website more visible and dynamic.
- To design and develop publicity materials, such as flyers, brochures, and posters along with design experts.
- To write scientific articles, such as literature reviews, project findings, etc. and circulate in the wiki for members' comments and suggestions
- To keep all the WP partners notified of any dissemination and exploitation activities.

The specific dissemination plans of LTU are listed in the following table.

What	How	When	Who	Why
NOKOBIT Conference, Norway	Submitting Literature Review on 5 th July, 2013	November 18-20, 2013	Information Systems Scientific Group	To create awareness of the DURAARK project in the scientific community.
ENSAM seminar, Sweden	Attending the seminar and making presentation of the DURAARK project	23 rd October, 2013	Swedish National corporation group on digital preservation	To create awareness among the preservation community
Industrier i Norr Seminar, Sweden	Arranging the seminar and making presentation of the DURAARK project	Autumn 2013	Consortium of potential industrial users	To create collaboration with industrial partners, especially regarding requirements
Long-term preservation day: National Archives and National Library, seminar	Arrange the seminar and present state and plans for the project	September 2013	National Archives and National Library	To create awareness and get feedback on requirements

Table 6. Dissemination plan of LTU

4.7 CATENDA

Catenda delivers solutions and knowledge to the professional actors in the Construction Industry. Catenda's main product bimsync, that supports distribution of and collaboration on building information models and IFC files will be of special interest. DURAARK's results could contribute to a wider market and expand the product line. Catenda will participate in the consortium activities within dissemination and exploitation, but also spread the knowledge of DURAARK's work and results to industry and co-operators in Norway and internationally. DURAARK's results will be very valuable and of high interest to Catenda customers and clients. Catenda will use its network to disseminate the results through conferences, customer meetings, buildingSMART groups, articles

and through the commercial sale of developed software solutions. Some of the activities of CATENDA are as follows:

- Meetings with industrial and governmental organisations, including Statsbygg, Skanska survey, NIKU and others.
- Contribute to the DURAARK website and the blog.
- Keep contacts in the buildingSMART world updated to the development in the DURAARK project.
- Provide info about the DURAARK project on our own website, and link to the DURAARK website and blog.

The specific dissemination plans of CATENDA are listed in the following table.

What	How	When	Who	Why
Meetings with industrial and governmental organisations	Meeting	Continually throughout the project period	Industrial and governmental organisations, including Statsbygg, Skanska survey, NIKU and others	To explore commercial opportunities for the DURAARK system

Table 7. Dissemination plan of CATENDA

ANNEX-I: Snapshots from the DURAARK Website



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DURAARK

February 8, 2012 | Filed under: Home

DURAARK (Durable Architectural Knowledge) will tackle the challenge of building a secure and efficient long-term preservation solution for 3D architectural data. DURAARK is funded by the European Commission within the 7th Framework Programme (Grant Agreement no: 600908).



GA meeting

May 17, 2013 | Filed under: Home

The 1st DURAARK GA meeting takes place in Bonn, Germany on June 25-26, 2013.



Kickoff Meeting

May 15, 2013 | Filed under: Home

Kickoff Meeting was held in Hannover, Germany on March 20th to 22nd, 2013. Some pictures from the meeting, [click for larger images](#):

Advisory Board

May 6, 2013 | Filed under: Home

New page, "Advisory Board", is created.

DURAARK

DURAARK (Durable Architectural Knowledge) is an EU funded project that started on February 1, 2013. Duration 36 months.

RECENT POSTS

- [GA meeting](#)
- [Kickoff Meeting](#)
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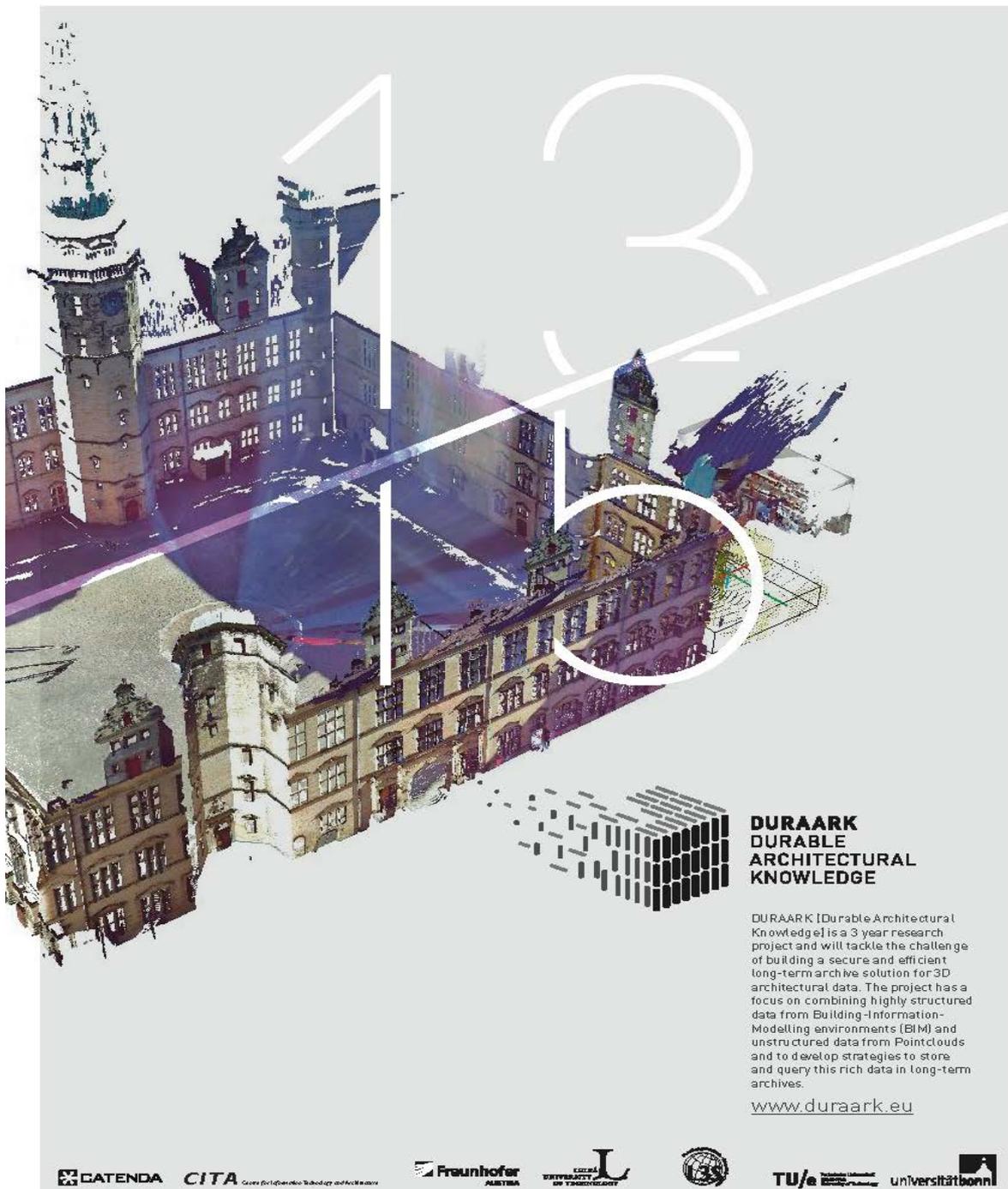
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ANNEX-II: Snapshots of the DURAARK Poster



ANNEX-III: Snapshots of the DURAARK Flyer Front

PROJECT DURAARK (Durable Architectural Knowledge) is a 3 year research project and will tackle the challenge of building processes for preservation and intelligent reuse of architectural data. The project has a focus on combining highly structured data from Building-Information-Modelling environments (BIM) and unstructured data from Point clouds and to develop strategies to store and query this information rich data in long-term archives.

DURAARK is funded by the European Commission within the 7th Framework Programme.
Horvist Agreement no. 400988

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