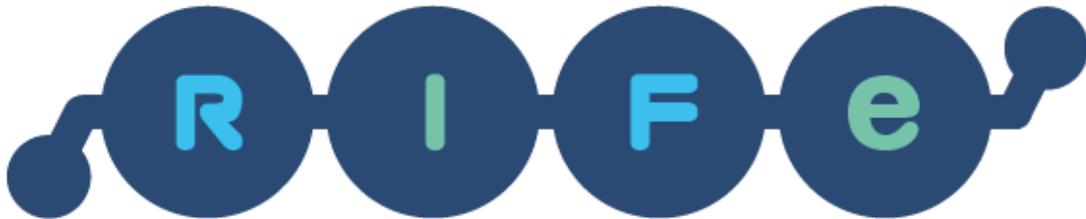




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D5.2: Dissemination and Communication Plan

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Authors	Renaud Sallantin, Cédric Baudoin, Arjuna Sathiaselalan, Andres Arcia-Moret, Martin Potts, Miguel Alarcón, Monique Calisti, Dirk Trossen
Reviewers	Alicia Higa, Monique Calisti

Abstract	<p>This deliverable describes the core strategy and operational aspects related to the dissemination and promotion activities which RIFE is pursuing and provides the plan for the foreseen future activities until the end of the project.</p> <p>It also includes a description of the main activities already undertaken by the project partners in the first 6 months of the project.</p>
Keywords	Future Internet architectures, Information-Centric networks (ICN), Delay-Tolerant Networks (DTN)

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Nature of the deliverable *:		R
Dissemination Level		
PU	Public	✓
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to bodies determined by the RIFE project	
CO	Confidential to RIFE project and Commission Services	

*R: Report, P: Prototype, D: Demonstrator, O: Other

Executive Summary

The vision of RIFE is to address the problem of providing affordable and sustainable access to the Internet by realising an *architecture for an Internet for everybody* that enables access to information and services at economically sustainable price points unmatched by today's technologies, while also offering solutions capable of dealing with existing challenges, such as intermittent connectivity, existing in very diverse and dynamic scenarios. In this perspective, the RIFE project aims to provide innovative concepts and technologies with an important potential for broad adoption and exploitation.

RIFE is expected to provide the following major outcomes based on prior R&D work the various project's partners have contributed to:

1. The definition of *a unifying architecture* with clear interfaces provided to application developers. The focus will be placed on the convergence between emerging technologies such as ICN, DTN and caching mechanisms;
2. A set of service and application functions that will enable the full utilisation of the RIFE architecture in real-life settings;
3. The development of *novel dissemination strategies* that jointly optimise available bandwidth, storage and computation resources, integrating diverse network environments into the single RIFE architecture.

To achieve these ambitious objectives, the plan is to build upon:

- A RIFE prototype platform that will first be implemented and then tested against Key Performance Indicators (KPI) in both test bed and emulation settings;
- An operational trial that will be set up within a community network that is linked via real-life satellite connectivity.

Finally, an accurate evaluation of the commercial viability of the RIFE's platform will be realised to provide the basis for a sustainable value chain, and establish RIFE as a key driver in the wider community of practitioners and researchers in this field. Dissemination and communication activities are crucial to ensure this ambition vision to be achieved.

The RIFE work package 5 (WP5) is dedicated to "Dissemination and Exploitation" and aims at defining, maintaining and coordinating the appropriate mechanisms and tools ensuring broad visibility of the project's work and results

This document describes how RIFE is following a comprehensive and effective approach to dissemination and promotion activities so as to support project partners in their daily activities, and more broadly to help promote the overall concept of an Internet for everybody, by firstly elaborating on what are our main dissemination and promotion goals.

From this perspective, this deliverable presents the foundation of the dissemination and promotion strategy and the means and actions implemented and/or planned to be implemented in order to assist the RIFE project in all its core actions (from stakeholder engagement to community building), including preparation of promotional material (in the form of flyers, presentations, videos, etc.), participation to relevant events, and publications, etc.

The dissemination and communication plan, which will evolve in line with the development of the overall project work and activities in close collaboration with all work packages, is written primarily as a guide for project's partners and for the target stakeholders to have a clearer understanding of the intended dissemination and promotion activities.

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1 Introduction

The dissemination activities began from the beginning of the RIFE project and will be carried out during its entire lifetime so as to effectively promote the work and main achievements from the various technical work packages. This is achieved by:

1. Close coordination among the project's partners to ensure that all are involved in WP5 activities and more precisely in Task 5.3 "Dissemination".
2. Building up on a set of common tools that facilitate broad communication and promotion of the RIFE's achievements towards different target groups.

While there exists a set of tools that are used to distribute and promote information and outcomes publicly, as described in further detail in Section 3 "Initial Dissemination Activities: M1- M6 February – July 2015", specific tools have been established to facilitate "internal dissemination" of the work and achievements of the various partners and work packages.

In particular, a documentation portal, based on MediaWiki has been established in order to:

- Facilitate collaboration among the partners of the consortium;
- Enable collaborative input on common topics / work streams;
- Allow information about dissemination activities to be effectively shared and collected.

The wiki-based platform allows multiple users to collaborate easily on web documents: since pages, documents and discussion topics can be easily linked together to create a fully navigable document structure.

The private RIFE wiki-based portal is reachable at <http://wiki.rife-project.eu>. A specific module has been set up in order to keep it private for registered users only.

The following Figure 1 shows the Dissemination reporting page:

Date, Location, Name of Conference	Type of Activity	Audience	Countries Addressed	Size of Audience	Partner(s)
NetFutures 2015, March 2015	presentation	FI architecture cluster	EU	30	IDC
07.05.2015, Cambridge Wireless Virtual Networks SIG	presentation	UK networking industry	UK, EU	70	IDC

Figure 1: Dissemination reporting page

The RIFE documentation portal collects information about several RIFE activities, including but not limited to the following:

- Conference/workshop attendance
- Project publicity

- Press Releases
- Deliverables
- Other activities

The objectives and functionalities of the private wiki were described in deliverable D5.1 “Public and Internal Website” submitted in April 2015 (M3).

The remainder of this document focuses on:

- Section 2 “The Dissemination strategy” presents details about the main objectives and target groups;
- Section 3 “Initial Dissemination Activities: M1- M6 (February – July 2015)”, the dissemination activities pursued so far, including information about the main communication channels and achievements the RIFE partners have worked on in the first six months of the project;
- Section 4 “Plan Of Activities: M7- M36 (August 2015 – January 2018)”, the planned activities for the remainder of the project from M6 until its end at M36, and some final concluding remarks in Section 5 “Conclusion”.

2 Dissemination Strategy

2.1 Objectives

The overall aim of the RIFE's dissemination activities is to ensure wide reaching impact among identified stakeholders. From this perspective it is crucial to ensure that promotional material, publications and results are extensively disseminated and promoted within the Open Access and related knowledge communities, widely announced via appropriate channels, and properly tuned to the targeted stakeholders. This requires the coordinated efforts of all project partners to:

- Establish the most appropriate communication and dissemination channels;
- Identify the core message to be promoted (through the established communication channels) in relation to specific outcomes and possibly adapt it to the specific targeted stakeholders;
- Liaise with related projects, standardization activities and R&D initiatives so as to maximize the potential impact of RIFE.

The RIFE dissemination strategy embraces two main objective levels: one internal and one external. The **internal objective** of the RIFE dissemination strategy is to provide the consortium with efficient tools and means of communication to effectively promote the work and results of RIFE. The **external objective** of the RIFE dissemination strategy is to make known as widely as possible the findings and recommendations of the RIFE project. In particular, one of the main goals is to disseminate the project's findings as widely as possible, to ensure end-users will be able to access the services provided by the project and the stakeholders will adopt the RIFE technology.

To this purpose it is necessary to implement a broad range of dissemination activities to create awareness for all targeted stakeholders (see Section 2.3 below), which implies, in the first place, to identify both the broad audience RIFE aims to reach and how this breaks down into specific stakeholders categories. This is key in order to achieve and ensure wide and sustainable impact.

2.2 Strategic approach

It is helpful to think about dissemination in three different ways, corresponding to different activities, and in different periods of the project.

2.2.1 Dissemination for Awareness

The RIFE project is not only an audacious technical challenge, but also a wonderful human-oriented adventure. Targeting the provisioning of an Internet for Everybody and thus fulfilling one of the fundamental requirements in today's digital age, RIFE needs to conquer the public opinion.

Creating such an awareness of the project's work will help the "word of mouth" type dissemination and help the consortium to build an identity and profile within the different involved communities.

2.2.2 Dissemination for Understanding

There will be a number of groups/audiences that we will need to target directly with the dissemination activities, since they could benefit from what the RIFE project has to offer. It is important, therefore, that these groups/audiences have a deeper understanding of RIFE's project work.

2.2.3 Dissemination for Action

Action refers to a change of practice resulting from the adoption of services or approaches offered by the RIFE project. These groups/audiences will be those people that are in a position to “influence” and “bring about change” within their organisations. These are the groups/audiences that will need to be equipped with the right skills, knowledge and understanding of RIFE work resulting in real change.

The RIFE project has to undertake all three levels of dissemination, passing through each of the stages in turn. A project requires its potential audience to be AWARE of its aims and objectives, and they will then become interested enough to wish for a more detailed UNDERSTANDING. Involvement in both of these two stages will provide the basis for dissemination for ACTION.

At the start of RIFE, the consortium outlined and agreed upon an initial dissemination plan (the present deliverable, delivered by M6). This deliverable presents the initial agreed upon dissemination strategy and plan. This strategy and plan will be continually monitored, updated and reported upon during the course of the project, based on key performance indicators. In this sense, the dissemination strategy will be a living document that evolves with and over the course of the project’s duration, learning from the project’s dissemination experiences and adapting to its changing needs. A mid-term Dissemination Report will be produced by M18, while the final dissemination deliverable will be a Final Dissemination Impact Report produced at the end of the project (M36).

2.3 Target Groups

Stakeholder engagement is the key to the success of any dissemination initiative, and stakeholder identification is the first and foremost important task in effective stakeholder engagement. One of the main tasks of RIFE is thus to define and agree upon stakeholder categories, to create a taxonomy of stakeholders, and to analyse their motivations (i.e. their interests, needs and drivers).

This definition and classification can be achieved based on the applicability scenarios introduced in WP2 Task 2.1 “Usage Scenarios” and comprehensively defined in the deliverable D2.1 “Usage Scenarios and Requirements” (based on a first categorisation: user-centric, deployment-centric and business-centric).

For effective dissemination it is necessary to understand stakeholder motivations: this will enable the consortium to effectively engage, communicate with and promote future dialogue between different stakeholders. Indeed, the combination of the stakeholders’ relevance to RIFE and motivations will help the consortium to define specific communication strategies for different groups of stakeholders.

The stakeholders’ categories will provide an initial point of reference for the dissemination strategy; however, they may be updated and redefined as the project progresses.

Functionally, we can broadly classify stakeholders into the following categories:

2.3.1 Academia/Research institutions

This includes organisations whose primary focus is higher education and research, such as universities and other academic institutes. The topics of interests can be categorized into two main fields:

- Network Technology: Information Centric Networking (ICN), Delay Tolerant Networking (DTN), and Caching technologies;
- Network Economy.

The main communication and dissemination means of this category of stakeholders are scientific publications, presentations and talks at related conferences and workshops, besides access to all relevant publications (when possible according to publishers' copyright policies) and public deliverables via the project's web pages.

2.3.2 Industry

This includes innovative private companies providing end-users solutions, as well as manufacturers, suppliers, distributors, service providers, vendors, system integrators, at the frontline of addressing the need for a ubiquitous Internet.

Moreover, RIFE's ambition is to offer new employment opportunities and enable the emergence of new companies/spinoffs. For example, opportunities to become a Virtual Network Operator are expected and will be elaborated upon as part of the exploitation activities.

Besides access to all relevant RIFE's presentations, publications and public deliverables via the project's web pages, this category of stakeholders relies on participation in industrial fora /events, contribution to standardization activities and direct contacts established by the project partners to their customers and or business partners.

2.3.3 Government

This includes representatives from different levels of governmental organisations such as the European Commission, inter-governmental organisations, member state governments or local governments. Indeed, in many sensitive aspects related to the large spread of the Internet, close relations with the local governments need to be developed.

In this sense, specific events will be targeted so as to be able to promote the findings and outcomes to policy and decision makers principally in Europe. This is expected to take place in the second half of the project when a more consolidated evaluation of the results will allow a better understanding of how the RIFE's technologies could enable new paradigms in order to provide an Internet for everybody.

2.3.4 Media and broad end-users audience

This category includes the major media, including television, radio, newspapers, magazines, journals, blogs, and websites, which are specifically dedicated to promote adoption of innovative ICT technologies to the broad public.

This is in order to reach on one hand, journalists, bloggers and social media specialists and on the other hand to reach as many potential end-users of the RIFE's technology, namely citizens for which the project's outcomes could facilitate access to the Internet, which is of high relevance especially in several emerging countries.

On-line publications/contributions in existing blogs, advertisement via dedicated videos and presentations, participation in selected events is key to embrace this category.

3 Initial Dissemination Activities: M1- M6 (February – July 2015)

During the first part of the project, dissemination activities concentrated on describing the project’s goals and achieving visibility in the relevant communities the RIFE’s partners are actively involved in. This was achieved through a series of actions as explained in the following Section.

3.1 Leaflet and Poster

In order to inform and present the project’s objectives, core concept and planned outcomes, WP5 partners have worked on producing adequate promotional material.

From this perspective, a leaflet and a poster were created (Figures 2 and 3 below) which outline the project’s objectives and its main activities in a simple and intuitive way. Both the leaflet and the poster inform relevant stakeholders by providing an introductory overview about RIFE and by distributing paper copies of the flyer and by displaying the poster at events the project partners attend and by making them available in an electronic version via the project web pages.

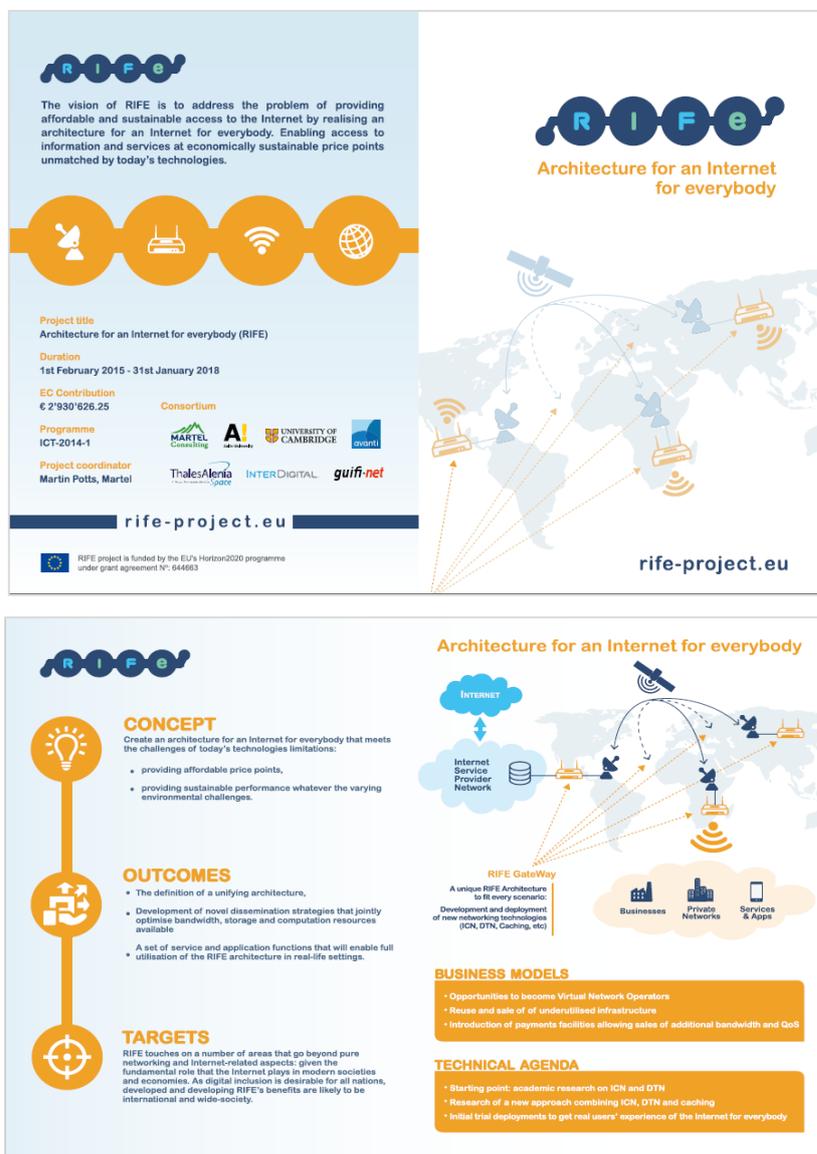


Figure 2: RIFE Leaflet: Internal and external page screenshots

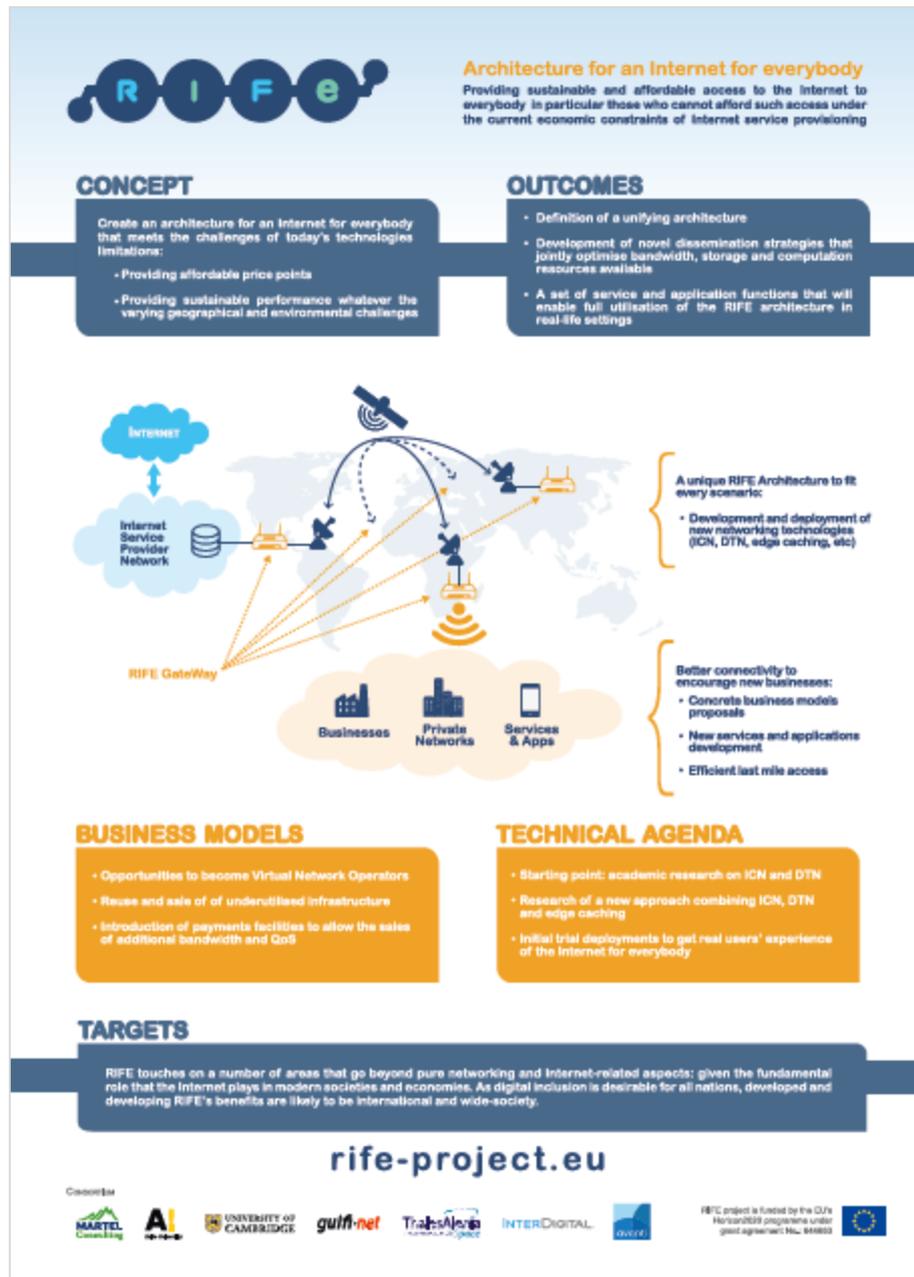


Figure 3: The RIFE Poster

3.2 Website

A project’s website (<http://rife-project.eu>) has been set up at the very beginning of the project (M1). The RIFE website is designed to be one of the main entry point for all target stakeholders, including the general public, and serve as a reference point for the project in the broad ICT community, with specific focus on presenting the main R&D and Innovation achievements and outcomes to the target stakeholders.

The objectives and functionalities of the public website have been described in deliverable D5.1 “Public and Internal Website”, which was submitted in April 2015 (M3).

As a dynamic dissemination and communication tool, the public website is connected to the various social media channels (see Section 3.3.) and is being regularly updated with the most relevant project information about outcomes and results, including papers, slides, public deliverables, news related to promotional activities via for instance participation to and presentations at selected events, etc.

The following Figure 4 shows an updated view of the main homepage of the project:

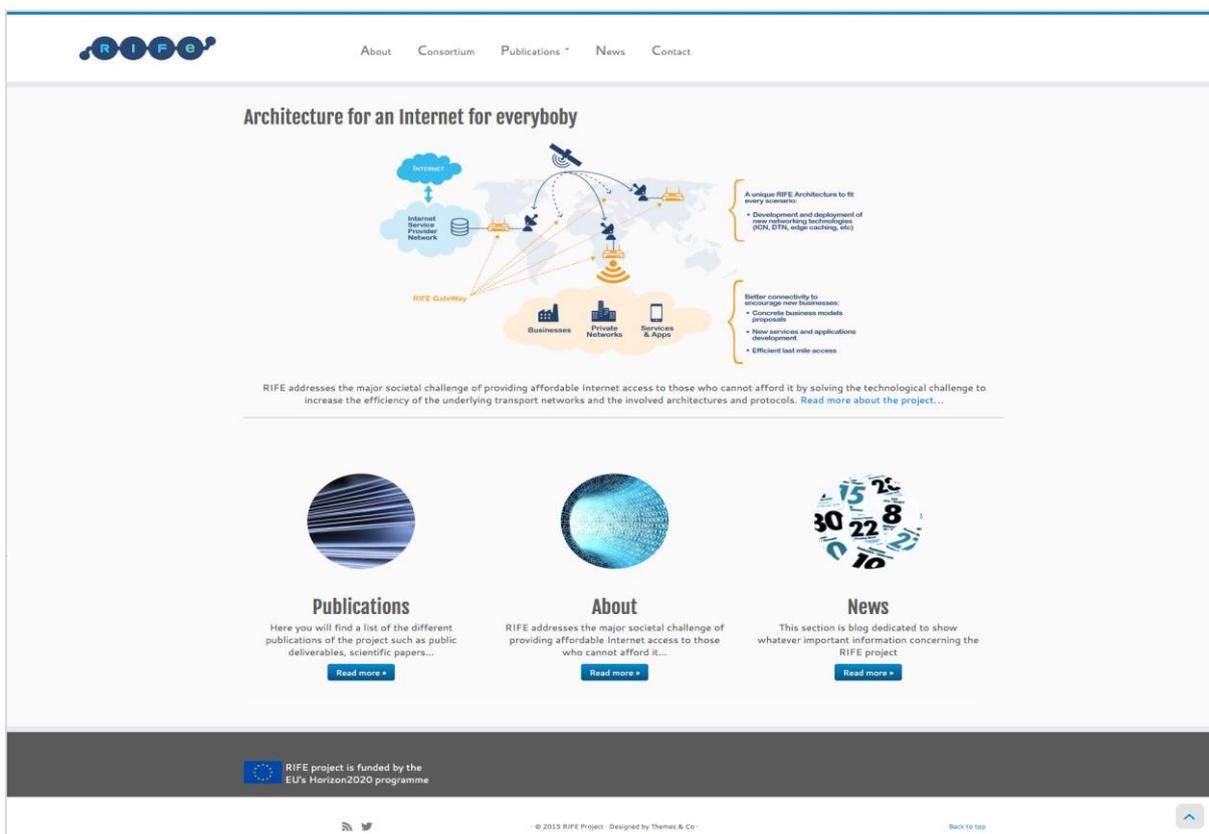


Figure 4: Main homepage of the project

As the main dissemination and communication channel, the RIFE website will be continuously updated during the entire project's lifetime (and maintained also for one year after the end of the project), so as to effectively provide a clear and appealing communication interface that is easily navigable with guaranteed access to all relevant public information.

3.3 Social Media

The social media activity has concentrated on Twitter to easily and rapidly spread information about the project's and various partners' activities. This social media is a powerful tool to disseminate the most relevant information about the project by reaching communities directly related to the ongoing activities.

A Twitter account (@RIFE_project) has been set up at the beginning of the project (M1). During the first months of the project the activity of the account is still rather limited, but in the months to come a more systematic and significant activity will be planned once the first specific project's outcomes is made available and publicly promoted.

The following Figure 5 shows the homepage of the RIFE's Twitter account:



Figure 5: RIFE Twitter Account

3.4 Conferences and workshops

In the first six months of the project, a large number of papers have already been published in top-notch conferences to present RIFE to the industry and research community regarding its objectives and its advanced technologies. The plan is to continue with top-level scientific publications, targeting key academic and industrial events for disseminating the RIFE results.

3.4.1 Journals and conference publications

Accepted papers:

- Pro-Diluvian: Understanding Scoped-Flooding for Content Discovery in Information-Centric Networking, Liang Wang, Suzan Bayhan, Jörg Ott, Jussi Kangasharju, Arjuna Sathiseelan, Jon Crowcroft, ACM ICN, 2015.
- Exploiting the power of multiplicity: A holistic survey of network-layer multipath, J. Qadir, A. Ali, K. Yau, A. Sathiseelan and J. Crowcroft, IEEE Communications Surveys and Tutorials, Accepted for publication.
- Does the Internet deserve everybody?, Y. Elkhatib, G. Tyson and A. Sathiseelan, ACM SIGCOMM NS Ethics Workshop, August 2015.

- Could we Fit the Internet in a Box? G. Tyson, A. Sathiaselan and J. Ott. In Proc. Embracing Global Computing in Emerging Economies Workshop (EGC), Almaty, Kazakhstan (2015)
- Exploring the Role of Smart Data Pricing in Enabling Affordable Internet Access, A. Sathiaselan, G. Tyson and S. Sen, IEEE INFOCOM Smart Data Pricing Workshop (SDP 2015), Hong Kong, April 2015

Submitted papers:

- Pushing the Frontier: Exploring Content Delivery in Africa, Roderick Fanou, Gareth Tyson, Pierre Francois and Arjuna Sathiaselan. Submitted to ACM Conference on emerging Networking EXperiments and Technologies (CoNEXT), 2015.
- Peer provided cell-like networks built out of thin air, Zafar Gilani, Andres Arcia, Arjuna Sathiaselan and Jon Crowcroft, ACM Hotnets, 2015.
- Inferring network infrastructural behaviour from wireless connectivity data, Zafar Gilani, Arjuna Sathiaselan, Jon Crowcroft, Velkjo Pejovic. CCNC 2016.
- Assisted network discovery for next generation wireless networks, Andrés Arcia, Antonio Araujo, Jose Aguilar, Laudin Molina, Arjuna Sathiaselan. CCNC 2016.
- Faircache: Introducing Fairness to ICN caching, Submitted to IEEE INFOCOM, Liang Wang, Gareth Tyson, Arjuna Sathiaselan, Jussi Kangasharju, Jon Crowcroft.
- Towards an Information Centric Networking Architecture for Universal Internet Access, Dirk Trossen, Arjuna Sathiaselan and Joerg Ott, Submitted to ACM CCR.

3.4.2 Presentations / talks

To generate visibility for the RIFE's work and to collect feedback several presentations were given as described hereby:

- **TVWS: Challenges and Experiences from Latin America and Africa.** Andrés Arcia-Moret (N4D Lab, UCAM) presented in the Global Access to the Internet for All (GAIA) – IRTF working group meeting at the IETF 93, in Prague. He talked about TV White Spaces challenges and experiences on deployments in Africa and Latin America. Andrés also explained how low cost technologies work for capturing spectrum dynamics and showcased current development of a service for assessing White Spaces in the developing world.
 - [Presentation slides \(PDF\)](#)
- **Ethics in Internet Engineering workshop.** The Ethics in Networked System Research project held a one day workshop at GTC (Oxford) on 13th March where about 25 leading philosophers, ethicists, and Internet engineers from around the world will discuss the intersection of their disciplines. Our partner, Dr. Arjuna Sathiaselan from the University of Cambridge gave a talk.
 - [More information about the workshop here.](#)
- **Networking for Development.** In this talk, Dr. Arjuna Sathiaselan from the University of

Cambridge focused on the need to address the socio-economic barriers for enabling universal access. He specifically discussed the challenges we faced as academics while exploring a technological solution that on paper showed immense promise but faced obstacles on the ground/in-the-wild. The conclusion of the talk reports some results from a survey we conducted across several network operators (in both developed and developing regions) to understand their take on our proposed solution. This survey was part of the RIFE project.

Beyond the trial engagements planned within RIFE at the facilities of guifi.net, RIFE has been actively seeking opportunities for demos and showcasing in other environments. Specifically, the environment provided by Bristol-Is-Open (BIO), a unique joint venture between Bristol Council and Bristol University, has been explored as an experimental playground and engagement tool with future cities and community stakeholders. IDC specifically is in the process of signing a separate collaboration agreement as a strategic partner to BIO, providing access to experiments and communities within BIO. At the time of writing this deliverable D5.2, discussions are ongoing with BIO on installing a number of WiFi-enabled access points that are IOverICN-enabled and provide access to RIFE-enhanced infrastructure for local community access. We expect that this engagement not only accelerates the testing and experimentation capabilities of the project but also opens up opportunities for stakeholder engagement, specifically with local councils concerned with community access to the Internet, with incubators and start-up communities (Bristol is home to a vibrant incubation community with direct access to BIO facilities) and research organisations. The trial and demonstration work is also planned as a joint effort with the POINT project, which is technically managed by IDC, in order to disseminate the IOverICN solutions, enriched with caching capabilities developed in RIFE.

4 Plan Of Activities: M7- M36 (August 2015 – January 2018)

In this section we provide an outline of the planned dissemination activities for the upcoming months on the basis of the emerging dissemination opportunities.

Besides continuing to update the website and broadly advertising the RIFE's achievements via the project web pages and social media channels, participation to relevant events will also be an important channel to directly reach the target stakeholders. Moreover, liaisons with related EC projects are being discussed and will allow for synergies to be created in the overall R&D scene.

4.1 Conferences and workshop

To continue the establishment of RIFE scientific legitimacy, a large number of publications, workshops and conference publications are expected.

Thus, the most selective conferences and journals are targeted, such as:

- IEEE/ACM Transactions on Networking
- Computer Networks
- IEEE Communication Magazine,
- ACM SIGCOMM, ACM MobiCom, ACM Sigmetrics,
- IEEE Infocom, IEEE CCNC
- ACM CoNext, ACM IMC
- PAM

Their high impact factor will assure RIFE the exposure it deserves.

The following papers are already in preparation, while some conferences have been targeted for their relevance:

- Where Economics and Networks Collide: A Survey of Economics Based Research In Networking, for IEEE Communications Surveys.
- No-Wires-Attached ICTD For The Next Billions: A Survey of Using Wireless Access Technologies for Development. With Junaid, for IEEE Communications Surveys.
- RIFE Innovation paper, Dirk Trossen, Arjuna Sathiseelan and Joerg Ott for Communications of the ACM.
- Position/invited paper for 1st International Workshop on Future Internet Architecture for Developing Regions (FI4D).
- Content Caching and Delivery in Wireless Networks 2015 for Conext.
- ITS Journal - International Telecommunications Society Journal (next call June 2016).
- IEEE Communications Magazine for Wireless Technologies for Development (next call December 2015).
- Master Thesis regarding sustainability of alternative networks business models (to be published beginning 2016).

4.2 Standardization efforts

Regarding RIFE's ambition to be broadly deployed, monitoring but also contributing to standardization bodies is an essential task. So far, we have identified several standardization organisations that will be useful for pushing the RIFE's vision forward and push its outcomes for interoperable systems. Specifically, the consortium's targets are:

- ETSI: European Communication Standard Institute with the goal of introducing satellite-related work, specifically regarding backhaul reservation, allocation and scheduling solutions into suitable working groups within ETSI.
- IETF: Internet Engineering Task Force, with the goal of introducing content placement and best-effort traffic engineering solutions into suitable working groups. In addition, we are currently investigating the possibility of organizing a joint BOF event for the formation of a new IETF WG on IP-over-ICN solutions, together with the POINT H2020 project.
- IRTF: Internet Research Task Force, provides a suitable route for evangelizing the vision and the solutions of RIFE towards a practitioner audience in the space of global access. Specifically, the GAIA working group (Global Access for the Internet for All) is a key forum for RIFE, also due to the fact that RIFE's Dr. Arjuna Sathiaselan is the co-chairman. We intend to increase the visibility of RIFE through informational and trial-related drafts but also architectural work that strives towards laying out key architectural foundations for a Future Internet for Everybody. In addition, we aim at injecting key contributions into the ICNRG (Information-centric Networking RG), specifically on the intersection of ICN and DTN as well as utilization of IPoverICN solutions in RIFE.

One draft has already been published:

Alternative Network Deployments. Taxonomy, characterization, technologies and architectures, [draft-irtf-gaia-alternative-network-deployments-00](#), J. Saldana, Ed., A. Arcia-Moret, B. Braem, E. Pietrosemoli, A. Sathiaselan, M. Zennaro and Abdus Salam, Internet draft, IRTF GAIA Working Group, September 2015.

5 Conclusions

This document presents RIFE's dissemination and promotion plan and describes a number of key activities that the project's partners are focusing on, and will follow up on in order to guarantee broad visibility of the project's work and results in the European landscape and beyond so as to engage targeted stakeholders both at the European and at the international level.

From the very beginning of the project, the RIFE's partners have already been active in several ways and pursued various promotional activities, including:

- Creation of the RIFE project website – including an internal communication and information exchange wiki-based platform – and an initial promotion via Twitter.
- Several scientific publications at top-notch international conferences and workshop.
- Participation at various events to give presentations/talks about the projects' main objectives and initial work/achievements.
- Creation of the first informative leaflet of the project.
- Creation of the first poster presenting RIFE's main concept and planned objectives.

The work of WP5 will continue to be intensive in the upcoming months as several efforts are planned in order to support the broad and effective promotion of the project's results for all identified stakeholders. This will be closely coordinated with all other RIFE's work packages and details about previous and upcoming dissemination and communication activities will be discussed and reported in D5.3 and D5.9 (at M18 and M36, respectively) as planned.