Deliverable 0.7

Report on raising public participation and awareness

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Abstract

This deliverable describes NOBEL 2 partners' effort in order to inform the general audience of the main project results.

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1 Introduction

1.1 Purpose and Scope

This deliverable describes the dissemination objectives of NOBEL 2 and the related actions undertaken by the partners in order to disseminate project results among the common audience.

1.2 Reference Material

1.2.1 Reference Documents

Annex1 NOBEL Annex 1 to the contract, version February 2008

1.3 Document History

Version	Date	Authors	Comment
0.1	26 February 2008	Marco Schiano	First version

1.4 Document Overview

The document is organized as follows.

- Section 2 explains the dissemination objectives of NOBEL 2.
- Section 3 describes some dissemination actions of NOBEL 2.

2 Dissemination objectives of NOBEL 2

NOBEL 2 general objective is the progress of metro and core transport networks aimed at supporting broadband services in Europe. The subjects addressed by the project include: architectural solutions and scenarios for future transport networks, traffic engineering and resilience strategies and techno-economic analysis, optical packet and burst switching for long-term network evolution, control and management planes advanced paradigms, transparent optical networks, just to mention the most important ones.

It is clear that these technical subjects are within the competence of very specialized engineers and scientists with many years of experience in the field.

Indeed, the mass of European citizen who will benefit from the NOBEL 2 results, stay well behind the technological fields addressed by the project. Figure 1 shows the relationship between the final users and the various elements of a modern telecommunications service system.

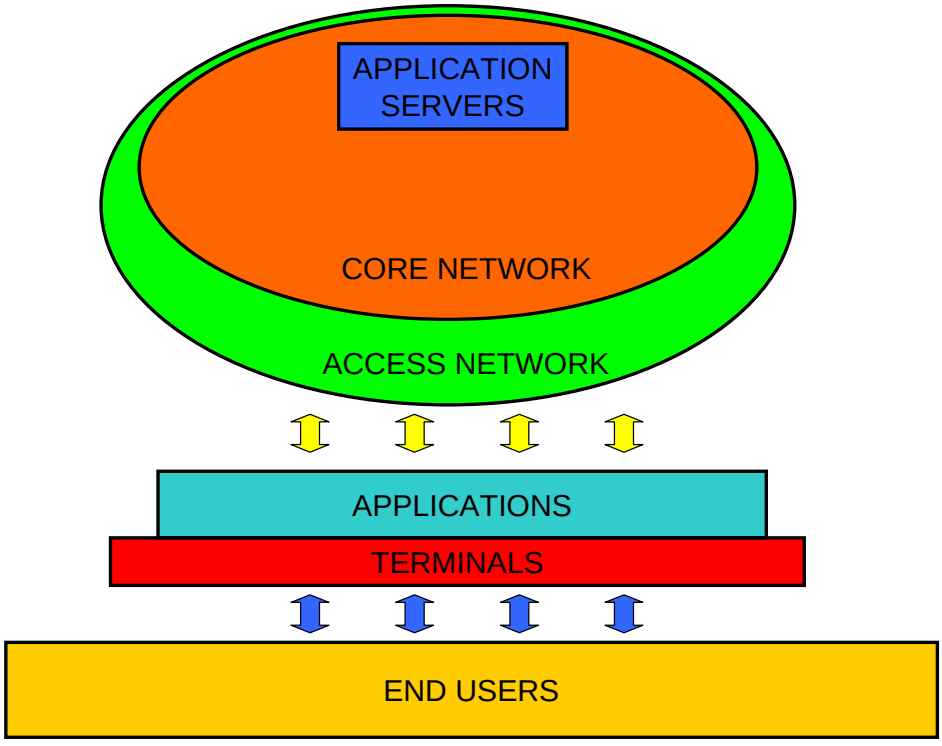

Figure 1: End users relationship with advanced communication systems elements

The end users have a direct interaction with terminals and applications, while networks and servers are completely outside the users' visibility. This is indeed a desirable characteristic of the modern telecommunications service systems where the customers can access any

available service regardless of the specific technology used for the network, with just a minimum knowledge of the terminal features.

This is the basic reason why mass customers must not be aware of the technological details of complex telecommunication networks. On the contrary, operators are spending remarkable efforts in order to make end user services independent from platforms and networks, the final objective being the possibility of using applications regardless of the customer location and access technology.

Therefore, telecommunication services end users are neither requested nor encouraged to learn more about the network technology, and their only need is that the full chain of Figure 1 works properly and supplies effectively the requested services.

Considering this peculiar nature of the transport network research, NOBEL 2 partners have decided to focus their dissemination activities on the scientific and industry community with special emphasis on conferences, scientific magazines and standardization bodies. These dissemination activities are described in details in the deliverable D0.5: “Final plan for using and disseminating knowledge”.

However, a few dissemination actions dedicated to an audience of non-specialist people have been organized as described in the next section.

3 Dissemination actions in NOBEL 2

3.1 Exhibitions

NOBEL 2 WP leaders have prepared a poster illustrating the project achievements that have been shown in the e-Photon/One booth at the ECOC 2007 exhibition. A picture of the booth is shown in Figure 2, and the NOBEL 2 poster is shown in Figure 3.

Figure 2: e-Photon/One booth at ECOC '07 exhibition

Figure 3: NOBEL 2 Poster at ECOC '07 exhibition

3.2 Press release and general audience papers

NOBEL 2 achievements have been described in the ICT results article: “Ubiquitous broadband, more than optical illusion”,

(http://cordis.europa.eu/ictresults/index.cfm/section/news/tpl/article/BrowsingType/Features/ID/89529).

3.3 NOBEL 2 White Paper on Transport networks

NOBEL Board and WP leaders have prepared a White Paper on Transport Networks for the general audience and media.

The paper presents the basic innovations of the future transport networks in a simple language that should be understood by everybody.

It will bridge a gap in dissemination of project results that is due to the complicated technical concepts developed in NOBEL. It will be useful to circulate NOBEL ideas among non-technical people.

The White Paper can be downloaded from the project website: http://www.ist-nobel.org/Nobel2/servlet/Nobel2.Main?seccio=3_1_4_4_1