



## Public project website, brochure and other dissemination materials

VOIce-based Community-cEntric mobile Services for social development

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## PROJECT DELIVERABLE REPORT

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## SUMMARY

The report presents the initial results of VOICES Work Package 7, which is dedicated to the *Dissemination, Exploitation and Community Building* objective toward the dissemination of information about the project, and making available, publicizing and promoting its results. In the first quarter of the project, the following materials have been delivered:

- A public project website accessible at: <http://www.mvoices.eu>
- A project brochure (flyer) presenting the project in a concise manner.
- A project presentation in Microsoft PowerPoint, presenting the project, the partners and all work packages.

In the following section, a description of the target groups is given for the VOICES website and the other dissemination materials.

## INTRODUCTION

According to the requirements of European Union's Seventh Framework Programme (FP7) for research and development, dissemination of project results is a central activity within the VOICES project. Therefore, dissemination activities were planned from the very beginning of the project, and will continue throughout the project duration of 30 months.

All actions aimed at disseminating the VOICES project results, or at public relations, are bundled into the activities of Work Package 7 Dissemination, Exploitation and Community Building.

The above named activities are led by the VU University Amsterdam (VUA), but all partners actively participate in the dissemination activities, especially within their own tasks. VOICES partners collaborate in this work package, by making project results and other project activities public through Work Package 7, so that all publications, events, etc., related to the VOICES project will be reported using the same communication channels. Especially the Web Foundation, France Telecom, The Netherlands Organisation for Applied Scientific Research (TNO), The Centre for Advanced Studies, Research and Development in Sardinia (CRS4), Council for Scientific and Industrial Research (CSIR), and W3C will have a substantive role in dissemination, exploitation and community building activities.

### **The Objectives of Work Package 7 in the VOICES project are:**

- (a) To disseminate information about the project, and making available, publicize and promote its results.
- (b) To ensure local exploitation of the results beyond the project.
- (c) To further community building in the target countries to enhance uptake of project results.

This deliverable (D7.1) is focussed on objective (a). At the start of the project a project website was set up, containing informative and promotional items on the project. Apart from the website, a project flyer, and a general project presentation were prepared. These materials will be updated throughout the project period with information about events and results related to the project. The website is publicly accessible on the following URI: <http://www.mvoices.eu>

Apart from web-based and paper-based dissemination, VOICES also uses frequent face-to-face encounters to communicate about the project. A number of dissemination activities took place in Mali, Burkina Faso and Ghana, during the first road show related to the WP5 m-agro knowledge sharing pilot, which took place in January 2011. These activities are presented in pictures on the following pages.

[http://www.mvoices.eu/2011/03/25\\_Voices-W4RA\\_Public\\_Report.pdf](http://www.mvoices.eu/2011/03/25_Voices-W4RA_Public_Report.pdf)

A few photos of these activities are shown in the following paragraphs.



Fig 1 Face to face dissemination about the project: meeting with farmers and community radio staff members in the Tominian area, Mali, in January 2011, during the first WP5 activity.



## DISSEMINATION ACTIVITIES : PROJECT WEBSITE

The project website contains informative and promotional items concerning the project. It is to be updated throughout the project period with information about events and results related to the project. The website is publicly accessible on the following URI.

<http://www.mvoices.eu>

### The project logo

The project logo was designed and selected through a participatory process amongst all partners. The logo designer was Franco Papeschi from the Web Foundation. The logo is a clear and catchy design, expressing the project objectives. It shows the target continent Africa, and also visualises wireless communication, which represents the two main channels of voice technologies in Africa: mobile telephony and (community) radio.



Fig 2 Voices logo

### Target groups for the website

The target group of the VOICES website is broad and diverse. The website must therefore contain information for a broad audience. We can make a target group segregation based on different interests and backgrounds.

Most evident is the target group interested in voice technologies, from a technological or more specifically, software developers' point of view. A sub-group is the telecom/internet and web world, interested in the new technologies related to mobile access/voice content. Another specific target group within the ICT world are local African software developers, web entrepreneurs and other local ICT service providers who are especially targeted, since this group is supposed to deploy the new voice services within the African context. An international community of voice/web/software developers is supposed to emerge as a result of the Open Source toolbox which will be delivered from the project. African community radio stations will be interested in knowing about new integration of radio and mobile telephony.



Fig 3 Radio Savannah in Tamale

From the scientific point of view, researchers, research institutes and universities interested in web science and mobile technologies will be interested to learn about the VOICES results and newly developed methodologies, through the publications and conference talks.

Business and industry will be interested to learn how the VOICES toolbox will be deployed in a “bottom-of-the-pyramid” environment. African entrepreneurs might want to learn about the VOICES approach, and become a (business) partner and deploy the project results.

From the social development point of view a totally different group will be targeted, which is especially interested in project results and its long-term impact. This group encompasses e.g. NGOs (non-governmental organizations), development agencies, donor organizations, local governmental organisations, civil society organizations etc. This group will be especially interested in the deployment, sustainability and impact of the VOICES project results, and will be directed on the longer term. The results and methodologies used in the two pilots, (WP4 *m-Health Knowledge Sharing Pilot* and WP5 *m-Agro Knowledge Sharing Pilot*) and the overall results of VOICES are especially interesting for this group. The results of WP1 *Business Models and Sustainable Architecture* is also interesting for this group.

Very particularly: NGOs and organizations interested in either “Regreening Initiatives in Africa” or Health Services will visit the VOICES website.

The VOICES website is set up to provide clear and useful information to these very different visitors, and to accommodate their information needs.

### About the website

The VOICES public website acts as a place to make publicly available VOICES content, software, tools, services and other deliveries, and publicize presentations and publications from partners such as papers and articles at seminars and conferences, in scientific or technology journals, and exhibitions. The website will be updated regularly, to make it lively and attractive. News items about, or related to the project, will be communicated through the website.



Fig 4 Workshop and face to face dissemination in Gourcy, Burkina Faso during the WP5 – m-Agro pilot in January 2011, targeted at farmer organizations and seed producers in Burkina Faso.

The website contains the following information.

Home – general information

About VOICES – introduction to the project and backgrounds

Work Packages – all work packages described

News & events – frequently updates all events

Partners – all partners shortly described

Pilots – all updates on the pilots will be made available here

Publications – related to the project and its results are found here

Links – partners and other useful links

Contact – contact information of project coordinator

Many pictures are shown on the website, expressing the environment and the context for the project results.

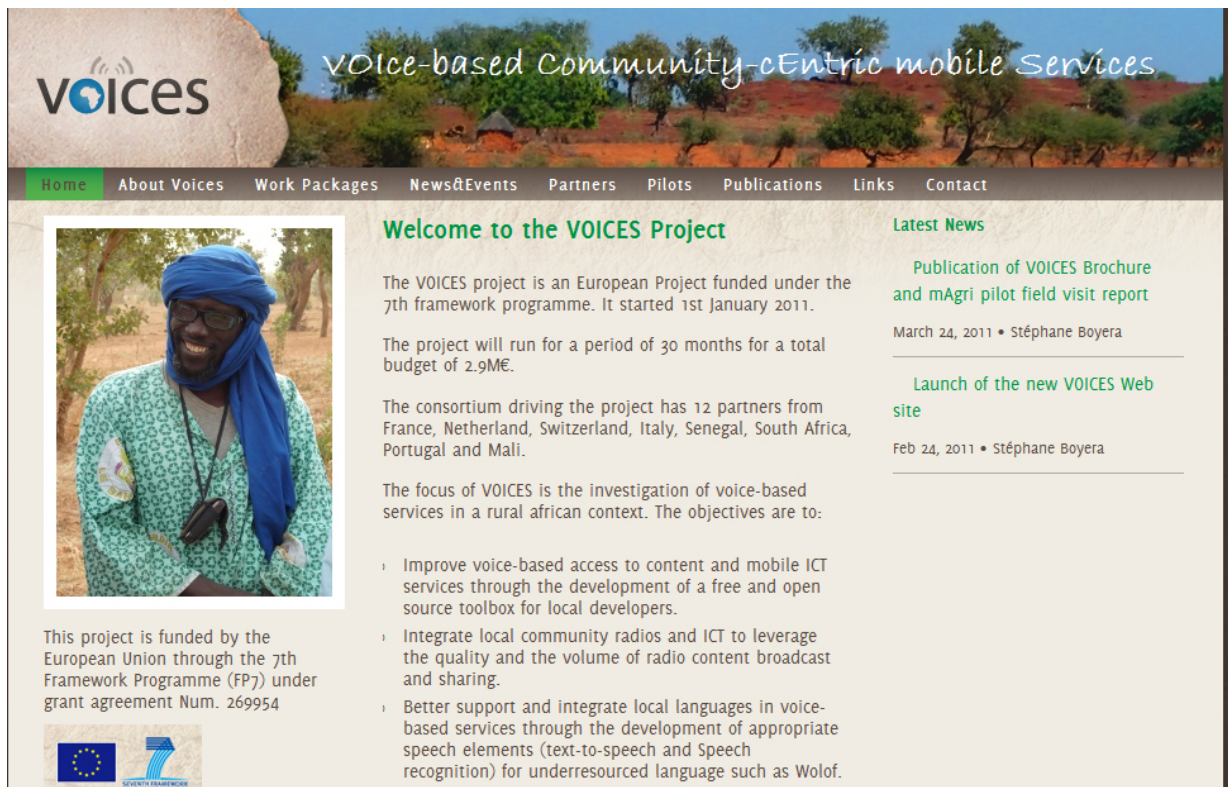


Fig 5 Screen shot of the mvoices.eu website

**Future functionality of the VOICES website**

This website, which is launched in the third month of the VOICES project, is only the very first step, and this site will evolve in the next few months.

For now, this is only a static site that provides basic information about the VOICES project. In the future, we will enrich it and have more dynamic capabilities, such as a blog, a voice-based access, photo and video galleries, etc.

Voice access: A voice-based mobile access to the VOICES website will be created, during the project

Languages: A French version of the website will be made available. Other languages (Wolof, Portuguese, Swahili, other local African languages) are considered, if necessary.

Video: a project film will be made available on the website, as soon as more results are to be presented.

Audio: more radio content will become available as part of the voice web functionality.



## OTHER DISSEMINATION MATERIALS: BROCHURE AND PRESENTATION

### The project flyer

The project brochure is a one-pager in full-colour and gives a short description of the project, the partners and the project objectives. It is downloadable (in PDF format) from the VOICES website, on the following link:

[http://www.mvoices.eu/2011/03/25\\_D7.1\\_VOICES\\_brochure.pdf](http://www.mvoices.eu/2011/03/25_D7.1_VOICES_brochure.pdf)



Fig 6 Screenshot of VOICES flyer

The project flyer is targeted at a broad audience, and is aimed at giving general information about the project, its partners and its backgrounds only. In the following months fact sheets will be created, using the above lay-out, which will explain more in-depth about the project results, and specific aspects of the project. Each fact sheet will target a specific audience, depending on its subject.

**The project presentation**

The project presentation is a Microsoft PowerPoint slideshow with text and pictures about VOICES, and is targeted at a broad audience. The slideshow presents the overall project and zooms into all work packages, their specific objectives, their deliverables and roadmap. The presentation will be updated regularly, as new project results come available and have to be presented on conferences and public events.

## CONCLUSION

We may conclude that the VOICES website and additional materials will represent the public portal for the VOICES project, in which all updates and project results are stored, concentrated and presented in an attractive manner.

The project website targets a broad audience and has for that reason to offer a vivid content, which will be updated frequently.