Sixth Framework Programme
Information Society Technology

RE-TRUST

Remote EnTrusting by RUN-time Software auThentication

Project Number:  **FP6 - 021186**

Deliverable: **D5.3**

Dissemination Plan
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1. Summary

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2. Introduction

This document describes the RE-TRUST Project dissemination plan. The purpose of the plan is to raise awareness of the project to make RE-TRUST a successful and sustainable project. This plan includes both electronically supported dissemination activities to a wide audience, traditional academic publications as well as industrial collaboration between the RE-TRUST project and selected user communities. It summarizes the steps taken to date and future opportunities to be exploited by the project to communicate the insights and outcomes gained to interested parties in commercial, industrial and academic circles with maximum impact.

Usual channels will be used to disseminate results externally to the broadest possible audience, e.g., by means of: (i) website for public awareness, (ii) scientific papers in journals, conferences, workshops, etc. and (iii) tutorials, classes, seminars and press releases.

The purpose of the Deliverable D5.3 is to present the Dissemination Plan of the RE-TRUST project. In particular D5.3 includes all the activities for the dissemination of the project results to the widest possible academic and industrial audience. The results concern the main achievements that have been accomplished in the first year of the project (September, 2006 – September, 2007).

This deliverable includes dissemination activities of all the partners and categorizes activities according to the intended target audience: academic, industrial and general.

The activities targeted at academic audiences will be primarily organized around presentations at conferences, more detailed discussions and participation at workshops; and preparation of papers for conference proceedings and journals. These activities will allow for peer-review of the research results of the project, give the outcomes of project increased credibility and thus encourage its adoption.

The activities targeted at industrial audiences will also be driven partly by exposure to industrial members at conferences and workshops but also directly via a close collaboration with industry partners on problems related to the project that arise in practice. Controlled access to knowledge generated within the project will be provided via BSCW – a structured means of collaboration online, allowing for interaction among project members and industrial participants and for disseminating information to persons and organizations interested in the project outcomes.

The activities targeted at a general audience will be achieved using the project’s website (http://www.re-trust.org/). The website will be designed to introduce the objectives and results of the project to persons and organizations of varying background. The website will be
regularly updated to provide feedback on the project progress, discoveries and events. It will serve as one of the major tools for disseminating the project results to a general audience.

In this deliverable we categorize the activities by type and desired outcome. The intent of this document is to serve both as a clear picture of the achievements to date and as a basis for the future dissemination strategy. During the first twelve-months of the project, five types of dissemination activities took place involving the majority of partners.

2.1 Outline

This document contains the Dissemination plan of the RE-TRUST project. It consists of a set of opportunities, tasks and rules to be used to motivate the communication of the outcomes of the project, in order to maximize its impact on academic, industrial and general communities and obtain as much reuse of knowledge and technology as it can from expert parties around the world.

Our goal is to achieve the maximum amount of publicity for the project to increase the chances for its sustainable development. While not a core part of the technical aspects of the RE-TRUST project efforts, dissemination activities have an impact its technical progress because they validate the relevance of the project and its outcome and influence some of its scope and design considerations. For this reason the plan of these activities is a part of this early stage of the project.

The remaining document is organized as follows:
Section 3 describes the activities that are in progress or have been completed and how they achieve the objectives of the dissemination plan.
Section 4 describes the activities planned in the immediate future of the project.
Section 5 presents some concluding remarks.
3. Completed and On-going Activities

The following activities have been carried out towards to the goal of ensuring the maximum impact and widest dissemination of the knowledge acquired by the RE-TRUST project.

3.1 Logo and Graphical Identity

A graphical identity is composed of visual elements that aim to represent a project. The RE-TRUST graphical identity includes a distinctive logo, colors and templates for presentations and project documents. These elements help give the project a consistent and recognizable identity as well save time and effort for the members of the project by giving guidelines and templates to minimize the amount of design work that is necessary.

![Figure 1: RE-TRUST Project Logo](image)

The design of the logo is not only meant to evoke the goals of the project, but is itself protected using technology created by the project. The logo not only serves as a distinctive branding for the project, it also is a didactic tool that can be used to explain the problem the project sets out to solve, the challenges that are faced and once solved, how the project outcome achieves its goal. A design goal in creating the logo was to create an unusual application for the protective technology developed by the project to generate interest and awareness in the general community and further help disseminate the knowledge gained by RE-TRUST.
3.2 Website

A RE-Trust website (http://www.re-trust.org and http://re-trust.dit.unitn.it/) was created, and regularly updated and serves as the front face of the project. Visitors to the website are able to find relevant information such as an overview of the project, research papers, links related to the project and an agenda of events. The website also serves as a central location to organize conference calls, meetings and other types of collaboration between the project partners.

A planned addition to the website is an RSS news feed that will automatically alert interested users of the availability of new or updated contents on the Re-Trust website, thus without requiring their periodic manual check on the site to see if there is anything new posted.

The website will also offer to the users the possibility of registering their names and e-mail addresses so that they can be notified when news or events are added to the site. Registered
users will also have regulated (read only) access to project documents that are used by the project members and to the wide collection of relevant papers that are continuously added to the BSCW repository (see below).

Finally, an addition to the Re-Trust website that is being considered is the possibility of offering to the registered users a forum for discussions, questions, exchanges of idea and solutions in the area or trusted computing. In the past, the University of Bochum has opened a forum on trusted computing, but it does not seem to be active anymore and – to the best of our knowledge – presently there is no independent active forum for the community of researchers and people interested in trusted computing. The forum will be activated if there is a sufficiently large number of registered users that will manifest an interest in such an initiative.

3.3 BSCW
The primary means of disseminating information among partners within the project is via BSCW (Basic Support for Co-operative Work). This is an online tool that provides a shared workspace supporting document uploading, event notification, group management and co-ordination. Selective access to the BSCW allows the early but controlled dissemination of the progress, experimental results and outcomes of the project to be made available to industrial partners, members of the scientific board and other persons and companies which express an interest.

3.4 Conference Call
As part of the project plan, a monthly conference call is held by the co-ordinating partner with all partner institutions to monitor their progress, report on difficulties and disseminate effectively the results from each partner and ensure a cohesive approach to the achievement of the project goal.

3.5 Mailing list
One mailing list for the partners and members of the scientific/industrial board was created and maintained by the project coordinators. Each project member serves as an ambassador for the whole project and a project wide list ensures that each member is well-versed in the status and direction of the project.
3.6 Workshops

Four workshops were held in the first twelve months of the project. The objectives of these workshops were to:

- Simulate discussion with external experts
- Define the core problem of the project
- Task planning

Each workshop involved external experts who gave presentations on issues related and relevant to the project and engaged participants in brainstorming sessions. The intent of the workshops was to allow a flow of relevant expert experience into the project. In addition, the invitation and involvement of world-renown experts ensured that awareness of the existence and outcomes of the project flowed outward to the rest of the world.

In addition to these four project-wide workshops, each of the partners will be encouraged to hold smaller seminars targeting their own and surrounding institutions. In the first twelve months of the project, four such seminars were organized:

At the University of Trento, Italy, a series of five one-hour seminars were organized and given by visiting researcher Dr. dalla Preda on the topic of “Abstract Interpretation” and its relevance and application to RE-TRUST. These seminars were attended by project members at the University of Trento as well as by members of the faculty giving Department wide exposure to the project and its goals.

At the University of Trento, Italy, project members presented one-hour seminars on theoretical and practical outcomes of the RE-TRUST project to date during regularly scheduled bi-monthly Software Engineering seminars organized and attended by graduate students and faculty from IRST.

In St Petersburg, Russia, an international workshop on Mathematical Methods, Models and Architectures for Computer Networks Security was organized on September 13–15, 2007. Two project members gave invited talks on topics directly related and emanating from the RE-TRUST project. This workshop was well attended by experts in the area from both academic and industrial communities.

At the Katholieke Universiteit Leuven, Belgium, a seminar on Observable Cryptography and its impact on the RE-TRUST objectives was organized by visiting researcher Sebastian Faust. This seminar was attended by twenty-five security experts including the project members based at KUL, Belgium.
In parallel with regular workshops, members of the RE-TRUST project participate and present at well-reputed international conferences. The objective is two-fold: to promote the results of the tools and security models developed by the RE-TRUST project as well as to receive feedback, peer-review and validation of the output from the project.

Partners will collaborate to produce research papers, technical reports, articles and presentations related to project. These include subjects such as hostile hosts, obfuscation, watermarking, tamper-proofing, cryptography, software engineering design and reverse engineering.

### 3.7 Publications

The following table summarizes the publication, presentations and invited talks during the first twelve months of the project.

<table>
<thead>
<tr>
<th>Type</th>
<th>Title</th>
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<tr>
<td>Paper</td>
<td>Brecht Wyseur, and Wil Michiels, and Paul Gorissen, and Bart Preneel, &quot;Cryptanalysis of White-Box DES Implementations with Arbitrary External Encodings&quot;, in Selected Areas of Cryptography, SAC 2007, August 16-17, Ottawa, Canada.</td>
</tr>
<tr>
<td>Paper</td>
<td>Dries Schellekens, and Brecht Wyseur, and Bart Preneel, &quot;Remote Attestation on Legacy Operating Systems with Trusted Platform Modules&quot; in REM 2007 workshop</td>
</tr>
<tr>
<td>Type</td>
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In the immediate future, the following activities are planned:

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<tr>
<th>Type</th>
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<tbody>
<tr>
<td>Paper</td>
<td>&quot;Application-oriented trust in distributed computing&quot;</td>
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<tr>
<td></td>
<td>Riccardo Scandariato (KUL), Yoram Ofek (Trento), Paolo Falcarin, Mario Baldi (Politecnico Torino).</td>
</tr>
<tr>
<td>Workshop</td>
<td>Alessandro Zorat was invited and presented the RE-TRUST project in the e-smart conference <a href="http://www.strategiestm.com/conferences/esmart/07/index.htm">http://www.strategiestm.com/conferences/esmart/07/index.htm</a> the 2007 edition -- September 2007 in Sophie Antipolis (France) and summarized the results of RE-TRUST project.</td>
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4. Planned dissemination activities

In the initial twelve months of the project, the major targets of the dissemination plan is a general user community to raise an awareness of the problem the project sets out to address and its importance; and the academic user community to gather the interest and critical feedback required to tackle the challenging security problem addressed by the project.

In the next twenty four months the overall dissemination activities will continue in an accelerated manner, specifically, more publications, presentations and Internet-based. This is due to the fact that the people who are working on the project are becoming more familiar with remote entrusting paradigm, and consequently, producing more results, i.e., there is more to talk about.

4.1 Links to other related projects

Additional links to the other projects and relevant conferences in this area will be added to the website, so that interested people will have a quick way of reaching the current developments in this field of research.

4.2 Open access to the project BSCW (Basic Support for Co-operative Work)

While the BSCW initially was intended and used only for the people directly working on the project, its contents have been steadily growing and include a wide collection of relevant papers and documents that were deemed useful or interesting with relation to the project.

Thus, the BSCW has become a good-sized repository of bibliographic material in trusted computing with specific related information in security, cryptography and software engineering. People interested in trusted computing in general and in the RE-TRUST project in particular will be able to access the repository in a controlled manner – provided they have registered themselves through the RE-TRUST website (see above).

4.3 Forum and a news letter

The following will be offered via the project web page:

1. News letter mailing list as quarterly service to people who will subscribe via the web page. The news letter will be distributed after each quarterly meeting.
2. Forum on trust in general and on remote entrusting in particular that will operate by subscribing to in on RE-TRUST web page.

The above will require some minimum number of subscriptions, at least 30.
4.4 Publications

Among the most relevant conferences and journals the following have been identified and those will be the primary targets for the dissemination of the results obtained in the RE-TRUST project. Preference will be given to international conferences that will be held in Europe, although it must be acknowledged for the next year many of the most important conferences will be in the USA and in the Far East.

Journals (some examples):
- ACM Transactions on Programming Languages and Systems (TOPLAS)
- Communications of the ACM
- IEEE Transactions on Information Theory
- IEEE Transactions on Software Engineering
- ...

Conferences and workshops (some examples):
- IEEE International Working Conference on Source Code Analysis and Manipulation (SCAM-08 will be held in September 2008, in Beijing – China)
- Information Hiding Workshop (IH-08 will be held in October 2008, in Santa Barbara – USA)
- ACM Symposium on Information, Computer and Communications Security (ASIACCS-08 will be held in March 2008, in Tokio – Japan)
- IEEE International conference on Software Maintenance (SM-2008 will be held in September 2008, in Beijing – China)
- Theory of Cryptography Conference (TCC-08 will be held in March 2008, in New York – USA)
- EuroCrypt Conference (EuroCrypt-08 will be held in April 2008, in Istanbul, Turkey)
- ACM Symposium on Theory of Computing - (STOC-08 will be held in May 2008, in Victoria – Canada)
- ACM Digital Rights Management Workshop
- ...


IST 2008:

Another plan for dissemination is to participate to the European IST conference that will be held in 2008.
Our plan is to propose:
1. Workshop or a session within that conference on remote entrusting issues, and
2. Information booth in the exhibit area to present the RE-TRUST project and its results.

Book (edited):
During the 2nd year plenary workshop (in the end of 2nd year) the project management will discuss the possibility of publishing the project results in a book edited by the project.

4.5 Exploitation plan and intellectual property right

Exploitation of the research results of the project will be done while the project management is consulting all partners and the scientific/industry advisory board, specifically, regarding product solution definitions. Some potential exploitation venues include European Committee for Standardisation (CEN), Trusted Computing Group (TCG), European Telecommunications Standards Institute (ETSI), 3rd Generation Partnership Project (3GPP), Open Mobile Alliance (OMA) and the Java Crd Forum (JCF). The details of these organizations are included in Annex 1, Section 1.5. Standardization with these groups will lead to multiple product developments that are based on the remote entrusting principles.

At this point it is hard to predict what will be the research results of this project. However, the basic principle that will be implemented by the project management team is that research results with commercial potential should be exploited. In general, project results (e.g., design, analysis, prototyping) will be published and become public domain, unless there are specific clauses and restrictions in the consortium agreements.

Original discoveries in which a partner (or partners) decides to file as a patent application will be kept confidential until the filing process is completed. Note that after a predefined period of time patent applications are published (public domain) by the EPO (European Patent Office), USPTO (US patent and trademark office), etc. By law a patent application inventors are exactly the people who contributed to the specific invention. The patent ownership is a somewhat more complicated and will be based on two primary contractual components:

- The inventor intellectual property agreement with his employer (one of the consortium partners) and
- The consortium agreement among the partners.
4.6 Raising public participation and awareness

Raising public awareness will be primarily by making available project results through RE-TRUST web site and when appropriate press releases, while coordinating with all project partners.

The potential impact is broad and far reaching. The project management will ensure that whenever a significant result is materialized it will reach the public, by contacting industrial and scientific reporters of newspapers and magazines, in regional, national and European levels. Another venue for reaching a wider audience is through potential contribution to various standard activities. Furthermore, the project management while consulting with the advisory board will have a major commercialisation focus, while trying to identify product solutions for various market segments. Any commercialisation success will be brought to the attention of the public by contacting industrial and scientific reporters of newspapers and magazines.

5. Conclusions

During the second twelve months of the project, the members will continue to the emphasis on targeting general user-communities as well as focus on publishing in reputable conferences and peer-reviewed journals. The publication feedback, review by experts and publications in internationally respected academic literature is critical to the success of the third stage of the dissemination plan and to the project as a whole.

During the third twelve months of the project, the members will leverage the success of the first twenty-four months of the project to engage and encourage the industrial adoption of the outcomes of the project and thus ensure the success of the project is sustainable and the rewards and knowledge gained are widely distributed.

All partners will continue to identify target groups and appropriate dissemination channels (identification of relevant conferences, journals etc.). At the end of the project, an international open workshop will be organized for presenting the project results together with other related research activity performed elsewhere – this will be done through specific invitation and open call. The workshop will be co-located with a main security-related conference, in order to reach a larger base of both authors and participants.

As mentioned earlier, additional functionalities will be added to the RE-TRUST website and the BSCW repository to allow regulated access to external people interested in trusted computing and the RE-TRUST project in particular.