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Cassandra **Common assessment and analysis of risk in global supply chains**

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Executive summary

This deliverable is a status report on the dissemination activities and results in the CASSANDRA project. These status reports are made regularly, with four more to come. Together, these make up deliverable D7.3 – Dissemination results. In this fourth report, the results of the dissemination activities that have taken place in the first year of the project are discussed. It builds on to the first three status reports, delivered in M4, M6, and M12 (D7.3, D7.3.1, and D7.3.2). The M4 report covered the starting phase of the project. Therefore, it described many activities are related to presenting the project to the world. Results included the project logo, press releases, the project website, templates, a brochure and other dissemination material. This report primarily describes an update of the various dissemination results in section four. The first year of dissemination primarily included presenting the CASSANDRA project, key concepts and initial outcomes to various audiences (policy makers, industry and science) all over the world. Now that the project is in its second year, more results are becoming available and find their way in (scientific) papers and presentations at conferences and in journals.

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1 Introduction

Work package 700 (WP700) of CASSANDRA deals with dissemination, networking and consensus building on the project results. This work package includes several dissemination activities, which are reported on regularly. This is the fourth in a series of reports on the results of the dissemination activities. Previous reports were published in M4, M6, and M12 of the project. This is the M18 report, the rest are scheduled to be published in months 24, 30, 36 (May-13, Nov-13, May-14). Together, these reports make up CASSANDRA deliverable D7.3, in which the dissemination results are presented. As dissemination activities typically result in external exposure of the project, for example in articles or presentations, these status reports do not provide all the dissemination materials themselves, but provide an update of the activities that have taken place and lead to visibility of the project.

The basis for the dissemination activities is the implementation of the dissemination plan, which is also developed in WP700.

2 Update on the website

2.1 New material

The Cassandra website is updated regularly to reflect Cassandra-related news and upcoming related events. The ‘downloads’ section accessible to the public now also features the newsletters, brochures and whitepapers. Also, public deliverables are made available on the website. The website also contains a newsletter subscription option. The newsletters available cover interviews, ideas and results on project concepts and the Living Labs.

2.2 Website usage

Already in the first days after the project kick-off, a project website was created. The website (deliverable D7.2) also features a partner restricted website, which is used for information exchange between parties. All project templates, deliverables, many meeting reports and project and WP presentations can be found in the partner restricted website. Furthermore, news, general information, informational documents, public deliverables and a calendar of upcoming events are available to the public.

There are statistics available on the use of the site. The CASSANDRA website generated **13019 visits**, which came from all over the world (see Figure 1). The average visitor visited 2.53 pages per visit.

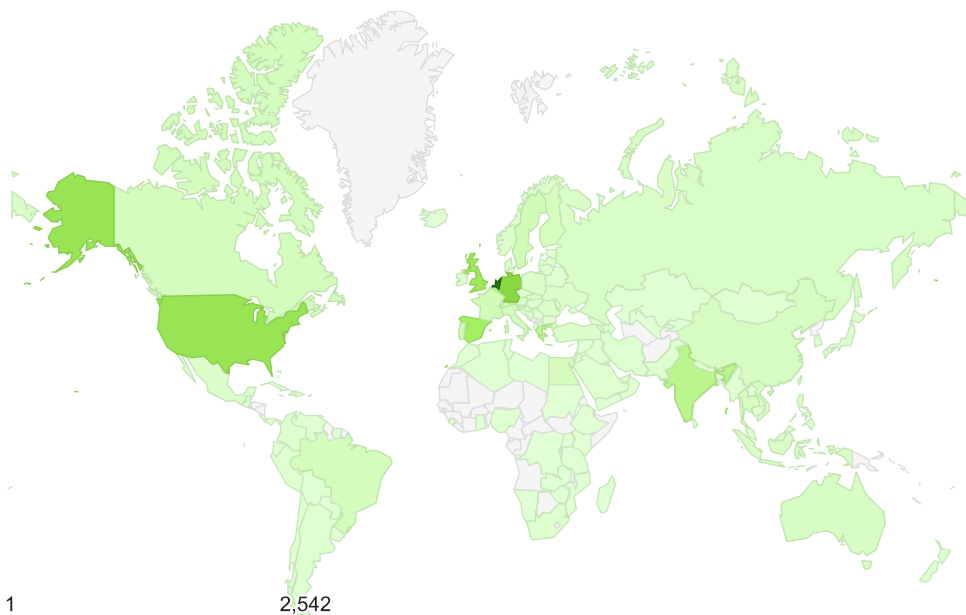


Figure 1: geographical overview of visitors (Oct 31 2012)

3 CASSANDRA visibility

3.1 Visibility of the project

The press releases have led to visibility of the project in professional journals and websites. Especially in the first couple of months, a variety of press has paid attention to the project. In the second half year, this has shifted from take-up on the press release to more in-depth interviews with key members of the project consortium.

Now that the project has started to yield results, more and more of the dissemination results include presentations on specific outcomes or parts of the project and output to (scientific) conferences and international scientific journals.

The various partners are disseminating the Cassandra idea, concepts and results to their own and other communities. This results in good exposure to the logistics and supply chain industry, the IT industry, trade communities, service providers, and authorities at different levels (e.g. port, national, European). Furthermore, given the diversity of backgrounds and expertise of the researchers that are working on the project, the scientific dissemination also targets a variety of scientific and practitioner communities, including technical disciplines, transport and trade communities, e-government, and public administration. The list of dissemination results is included in section four.

The Cassandra message is spreading over the world, through the publications, conference presentations, presentations by our customs partners, etc. One notable event was the 5th European Conference on ICT for Transport Logistics (ECITL '12) from November 7-9, 2012 in Gothenburg, Sweden, where the Cassandra team had a big exposure. Furthermore, a workshop for shipper and freight forwarders has been carried on October 30 in Brussels. Finally, key people in the Cassandra consortium have advisory roles in various forums related to the Cassandra topic. Another notable event was a TEDx talk given by prof. Yao-Hua Tan at TEDxBinnenhof (the political centre of The Netherlands), see <http://www.youtube.com/watch?v=TEndj6xS584>.

3.2 CASSANDRA presentations, templates and posters

In the first months of the project, a presentation template was developed, alongside a “CASSANDRA in 20 minutes” presentation. This presentation contains the core concepts of the project and can be used to present the project to a variety of audiences. Furthermore, presenters can choose specific slides to focus on. As such, the presentation functions as a source for presentations about the project. A self-running version of this presentation is also available to project members seeking to introduce the project. Also, a (8-minute) condensed version of the presentation is available. These documents are updated regularly with developments in the project.

To ensure a uniform way of presenting the project, templates for presentations, white papers and deliverables are available. Finally, for visibility, CASSANDRA table flags, ballpoint pens, posters and roll-up posters are available. The roll-up posters are used for CASSANDRA stands and are available in five different designs. The posters are available in four different designs (example in Figure 2) and are available in the ISO/DIN A0 format, making them easy to print for partners.

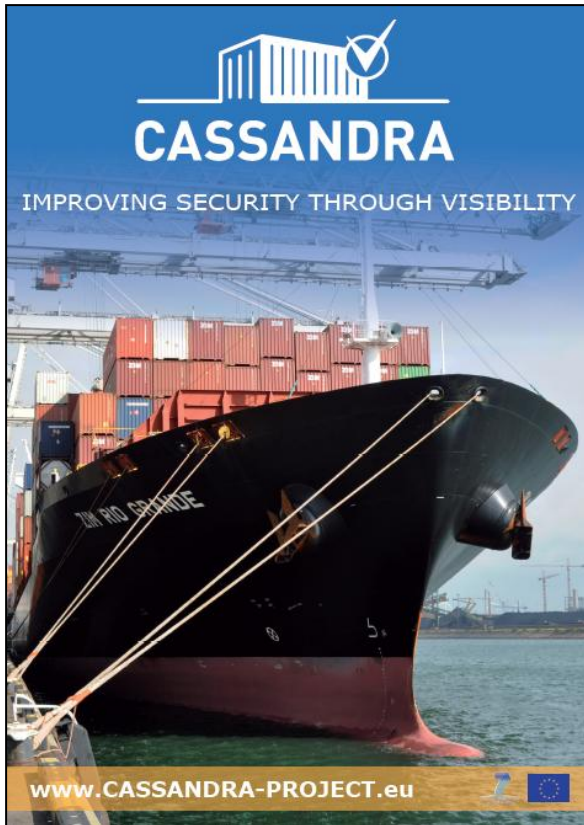


Figure 2: one of the CASSANDRA posters

3.3 CASSANDRA brochures

The WP700 dissemination team created a CASSANDRA project brochure. This brochure contains a concise description of the project and is in a folding brochure format. There are different versions available, which can be used depending on the quality that partners would like to use. The brochure has been printed and distributed amongst the work package leaders, for further distribution. The brochure is also available on the CASSANDRA website and is distributed on conferences and other gatherings where CASSANDRA is presented. In October 2012 the brochure has been updated.

3.4 Newsletter

In July 2012 the 2nd newsletter has been published. Beside a description of the Living Lab EU-Asia, an interview with Dutch and UK Customs on CASSANDRA and the data pipeline is presented. Furthermore, selected news article and forthcoming CASSANDRA events are described.



Figure 3: Newsletter No. 2

3.5 CASSANDRA social media presence

CASSANDRA has an active project group at LinkedIn (FP7 CASSANDRA) to facilitate dissemination, information sharing and project event promotion. CASSANDRA partners can use the social media group to actively involve different audiences into the project and promote events using invitation functions of the groups. The group now has 192 members, of which 23% is from the transport, logistics and supply chain industry, 17% from the information technology and services industry, 11% from government administration, and 8% from research.

3.6 CASSANDRA conferences and workshops

On October 30 2012 TNO hosted the CASSANDRA Strategic Shipper & Freight Forwarder workshop in Brussels. Shippers and Freight Forwarders of the European Shippers Council and CLECAT discussed during the workshop different strategies of the CASSANDRA project in the following fields:

- Business cases and benefits of supply chain visibility and its adoption by the business community
- Liability issues on data access in supply chains by the usage of a data pipeline
- Business – Government interaction

The workshop gave the opportunity to Shippers and Freight Forwarders to influence different strategies of the CASSANDRA project.

The CASSANDRA project hosted the session on "Security and Risk Assessment in Logistics" at the European Conference on ICT for Transport Logistics (ECITL) conference which took place in Gothenburg (Sweden) from November 7th to 9th, 2012. The session highlighted concepts like data sharing in supply chains, the project's risk based approach as well as mid-term results of the work packages. The session was followed by interesting and fruitful discussions which clearly indicated the relevance of the CASSANDRA topics.

4 Dissemination results

CASSANDRA was presented to a variety of relevant audiences at a number of events. The previous status report covered the dissemination results up until May 20 2012. This section covers the dissemination results between May and November 21 2012. For completeness, the list of the results included in the previous reports is now included in appendix A.

Type	Main	Title	Date	Place	Type of audience	Size	Countries addressed	Info
Poster session	ZLC	MIT Supply Chain Student Poster Session and Networking Night	19-01-12	Cambridge, MA, USA	Scientific, industry	50	USA	
Publication	CBRA	Future development of e-Customs: a survey study with Swiss companies	dd/mm/yyyy		International Journal		worldwide	International Journal of e-Government Research, accepted for publication
Press releases	ATOS	El proyecto europeo Cassandra mejorará el acceso a los datos y acelerará las inspecciones aduaneras	28-05-12	Madrid, SP	Scientific, industry, policy		Spain	electronical magazine Nexotrans
Press releases	ATOS	Atos es uno de los líderes del consorcio compuesto por empresas de innovación. Para ver la noticia pulsar sobre el titular.	25-05-12	Madrid, SP	Scientific, industry, policy		Spain	electronical magazine Socinfo
Press releases	ATOS	PROYECTO CASSANDRA. Atos impulsa el proyecto europeo para mejorar la seguridad en la cadena de distribución	25-05-12	Madrid, SP	Scientific, industry, policy		Spain	electronical magazine Logística y Transporte
Press releases	ATOS	Cómo mejorar la visibilidad de la cadena de distribución	30-05-12	Madrid, SP	Scientific, industry, policy		Spain	electronical magazine Cadena de Suministro
Press releases	ATOS	Atos impulsa el proyecto europeo Cassandra para mejorar la seguridad en la cadena de distribución	dd/mm/yyyy	Madrid, SP	Scientific, industry, policy		Spain	electronical magazine Interempresas
Presentations	ATOS	Technical implementation and standardization needs in system based supervision	07-11-12	Gothenburg, Sweden	Scientific, industry, policy		world	Presentation at ECITL conference
Paper	IBM	Smarter Planet solutions for Customs risk management	01-06-12	n/a	Customs administrations	All 170+ WCO members	Worldwide	WCO News Magazine, Volume 68, pages 42 - 43, June 2012
Paper	IBM	Smarter Planet solutions for Customs risk management	sep-12	n/a	Customs administrations		Worldwide	IBM publication of the article that was published in the WCO news magazine
Meeting	IBM	Presented Cassandra to Belgian Customs CEO and advisors	09-09-12	Brussels, Belgium	Customs administrations		Belgium	

Conference	ISL	Optimizing Supply Chains Using System Based Supervision and a Risk Based Approach	14-09-12	Hamburg, Germany	Scientific, Industry	20	World	HICL2012 Conference, presentation by Nils Meyer-Larsen
Publication	TUD	Enhancing Visibility in International Supply Chains: The Data Pipeline Concept	dd/mm/yyyy		Scientific community		World	International Journal of e-Government Research, accepted for publication
Publication	TUD	A Stakeholder Analysis of Business-to-Government Information Sharing: the Governance of a Public-Private Platform	dd/mm/yyyy		Scientific community		World	International Journal of e-Government Research, accepted for publication
Publication	TUD	Special Issue on An Overview of the State of the Art and Future Trends in ICT Innovation for Business-to-Government Interaction	dd/mm/yyyy		Scientific, policy		World	Special Issue of International Journal of e-Government Research, containing four CASSANDRA articles
Presentation	TUD	Blurring public-private boundaries: governance of information sharing in global trade networks	06-05-12	College Park, MD, USA	Scientific, policy	100	World	Dg.o presentation
Conference	TUD	2ND WORKSHOP ON IT INNOVATIONS ENABLING SEAMLESS AND SECURE SUPPLY CHAINS: WITNESS 2012	05-09-12	Kristiansand, Norway	Scientific, policy	100	World	Panel and four talks on CASSANDRA
Presentation	TUD	Demonstration of IT Innovations in Global Supply Chains: Living Labs	05-09-12	Kristiansand, Norway	Scientific, policy			Presentation at WITNESS workshop
Presentation	TUD	Enhancing business and government interactions in global trade	18-05-12	Delft, NL	Scientific, industry, policy			Presentation at CESUN conference
Conference	ISL	CASSANDRA session "Security and Risk Assessment in Logistics" (moderation)	07-11-12	Gothenburg, Sweden	Scientific community	40	Europe	ECTIL conference
Presentations	TUD	Information Exchange in Container Logistics	07-11-12	Gothenburg, Sweden	Scientific, industry, policy		world	Presentation at ECITL conference
Thesis	TUD	Information Sharing in Global Containerised Trade: From Abstract Organizational Values to Concrete Systems.	24-08-12	Delft NL	Scientific community		NL	MSc Thesis
Publication	TUD	Agent-based Modeling and Simulation of Multi-organizational Interactions in International Trade.	04-12-12	Macau	Scientific community	400	world	

Comercial presentation	ATOS	Cassandra presentation	08-10-12	Brondby, Denmark	DSV (Global transport and logistic company)	4	Denmark	
Presentation	ATOS	Technical implementation and standardization needs in system based supervision	09-11-12	Goteborg, Sweden	Industry	20	EU	ECITL 12
Presentation	GS1	GS1 Conference - Industry & Standards event - Overview of Cassandra	10-09-12	Dublin, Ireland	Industry	150	worldwide	Overview of Cassandra Project & Role of GS1 – present to Transportation and Logistics Industry Engagement group (by Shirley Arsenault)
Presentation	GS1	GS1 in Europe Regional Forum	17/10/2012	Bucharest, Romania	Member organizations of GS1	50	Europe	Overview of Cassandra Project & Role of GS1
Presentation	GS1	GS1 in Asia Pacific Regional Forum	11-01-12	Manila, Philippines	Member organizations of GS1	50	Asia	Overview of Cassandra Project & Role of GS1
Presentations	CBRA	Risk Assessment and Management for zones, regional and national authorities	11/06/2012	Dubai, UAE	Industry		Worldwide	Training course organized by the World FreeZone Convention
Presentations	CBRA	Emerging and evolving risks	26/09/2012	Marrakech, Morocco	Policy makers		Worldwide	WCO PICARD conference
Presentation	Descartes	How to re-construct the SC from dashboard data	09-11-12	Gothenborg, Sweden	Scientific, industry, policy	40	Europe	ECITL 2012 conference
Presentation	TNO	Computational auditing as part of horizontal supervision	09-11-12	Gothenborg, Sweden	Scientific, industry, policy	40	Europe	ECITL 2012 conference
Presentation	TNO	A future vision on PCSs	23-11-12	Brussels, Belgium	Scientific, industry, policy		Europe	e-Maritime 2012 conference
Workshops	TNO	CASSANDRA Strategic Shipper & Forwarder workshop	30-okt-12	Brussels, Belgium	Industry	40	Europe	CASSANDRA Strategic Shipper & Forwarder workshop
Presentations	TNO	CASSANDRA overview	30-okt-12	Brussels, Belgium	Industry	40	Europe	CASSANDRA Strategic Shipper & Forwarder workshop
Workshops	TNO	CASSANDRA advisory board meeting 2012	13-11-12	Brussels, Belgium	Scientific, industry, policy	20	World	CASSANDRA advisory board meeting 2012
Presentations	TNO	CASSANDRA overview & strategic issues	13-11-12	Brussels, Belgium	Scientific, industry, policy	20	World	CASSANDRA advisory board meeting 2012
Workshop	TNO	CASSANDRA Strategic Shipper & Freight Forwarder	30-10-1012	Brussels, Belgium	Trade and Logistics	20	Europe	
Exhibition	HMRC	Multimodal Exhibition	01-05-01	Birmingham, UK	Trade and Logistics	150	UK	Annual Multimodal Exhibition
Publication	HMRC	Can Cassandra answer the riddle of what's in the box?	18-05-02	UK	Freight Business	100.000	UK	Freight Business Journal Issue

								3 2012
Presentation	HMRC	Association of Freight Software Suppliers	18-06-12	Heathrow Airport	Freight Forwarders	30	UK	Annual meeting of AFSS
Presentation	HMRC	World Economic Forum workshop	18-07-12	Washington, DC	Academic, Trade and Government	50	North America	World Economic Forum 2012 workshops
Presentations	DCA	Cassandra presentation for DG-TAXUD committee	jun-12	Brussels, Belgium	Policy makers			
Presentations	DCA	World Economic Forum: Resilience and risks in global supply chain	jun-12	Brussels, Belgium	All of the above			Preparation workshop (WEF)
Presentations	DCA	World Economic Forum: Resilience and risks in global supply chain	jul-12	Washington, DC	All of the above			Preparation workshop (WEF)
Presentations	DCA	Seminar 'Achterland versnelling' at Venlo Freight Village	sep-12	Venlo, Netherlands	Scientific, industry, policy			
Presentations	TUD	Cassandra and its Living Labs	08-11-12	Zoetermeer, Netherlands	Industry	5	World	Presentation for Dutch branch of European Shippers Council and Dun&Bradstreet
Presentations	TUD	Cassandra innovations and living labs presentation	07-11-12	Aalsmeer, Netherlands	Scientific, industry, policy	12	Netherlands	Presentation for Dutch shipper and Dutch NVWA
Presentations	TUD	Cassandra presentation for international financial institution	01-10-12	Amsterdam, Netherlands	Industry		Netherlands	Presentation for a bank, incl discussion on Living Labs (with DCA)

5 Conclusion

This document describes dissemination activities that have taken place up until the time of writing. It is the fourth in a series of status reports on the dissemination of the CASSANDRA project. Future dissemination activities will be steered by the dissemination plan. To coordinate the efforts and to establish a level of quality in the various activities of the consortium members, the WP700 partners also established an editorial board.

6 Appendix A – dissemination results until May 2012

Type	Main	Title	Date	Place	Type of audience	Size	Countries addressed	Info
Discussions	CBRA	one-to-one discussions on CASSANDRA	17/11/2011	Brussels, BE	industry	120	European	CLECAT conference
Discussions, flyers	CBRA	CASSANDRA brochure	18/11/2011	Lyon, FR	industry	150	Worldwide	ODASCE
Presentations	CBRA	CASSANDRA presented	02/12/2011	Dnipropetrovsk, UA	policy makers, scientific	50	European	
Presentations	CBRA	CASSANDRA presented	05/12/2011	Lausanne, CH	Scientific	40	Worldwide	Master's class at UNIL HEC
Presentations	CBRA	CASSANDRA presented	12/12/2011	Vienna, At	industry, policy makers	60	20+ countries	OSCE-UNECE round table
Publication	TUD	The data pipeline	12/12/2011	Geneva, CH	Policy, Authorities, Industry	200	World	Discussion paper for the United Nations Global Trade Facilitation Conference 2011, Authors: Eveline van Stijn (TUD), David Hesketh (HRMC), Yao-Hua Tan (TUD), Bram Klievink (TUD), Sietse Overbeek (TUD), Frank Heijmann (DCA), Markus Pikart (UN), and Tom Butterfly (UN)
Presentations	DCA	The Pipeline Interface: a research concept to improve compliance in international trade	12/12/2011	Geneva, CH	Policy, Authorities, Industry	200	World	UNECE Global Trade Facilitation conference, December 2011
Presentations	DCA	The Pipeline Interface: a research concept to improve compliance in international trade	dec-11	Brussels, BE	Policy makers		EU	EU Commission to Unit Policy Taxud, december 2012
Publication	TUD	A Web-Based Data Pipeline for Compliance in International Trade	11/2011	Antwerp, BE	policy makers, scientific		EU	TUD paper at the VLW 2011 conference
Publication	GS1	High Visibility	11/2011		Industry		World	Shirley Arsenault in Cargo Security International
2012								
Publication	TUD	Three protocols for securing the data pipeline for the International Supply Chain	dd/mm/yyyy	Lisbon, Portugal	Scientific community		World	J. van den Berg, P. Pruksasri, W.J. Hofman, International Conference e-Commerce 2012, Lisbon, Portugal
Conference	TNO	eFreight conference 2012	09-05-12	Delft, Netherlands	Industry, scientific community	100	World	Local host of eFreight conference

								2012, resulting in strong CASSANDRA exposure
Conference	CBRA	CASSANDRA presented	09-05-12	Delft, NL	Industry	20	Global, European focus	eFreight conference
Conference	CBRA	CASSANDRA in conference papers, brochures	12-05-12	Chicago, US	Scientific community	20	Global, US focus	POMS Production and operation management conference
Presentation	ISL	Cassandra	22-02-12	Cologne, DE	GS1 Member Org. & Members	20	Germany	by Rainer Müller
Workshop	ISL	Logistics for LIFE Workshop	08-03-12	Oslo, NO	Scientific, Industry	50	Europe	by Nils Meyer-Larsen
Presentation	ISL	Security in Intermodal Transports	02-04-12	Brussels, BE	Industry	30	USA	Executive Masters Program of Intermodal Transportation Institute (University of Denver), by Rainer Müller
Conference	EUR	Towards a Counterfeit-Proof Global Supply Chains	19/04/2012	Chicago	Scientific community	2000	USA	23rd Annual POMS Conference
Conference	EUR	Coordinated risk management for supply chain and government	07-01-12	Amsterdam	Scientific community	1500	The Netherlands	POM World Conference
Presentation	ATOS	Infoday	31-01-12	Brussels, BE	Scientific, policy		Europe	Trans-European Transport Network
Leaflets	ATOS	Industrial Technologies 2012	19-21/06/2012	Aarhus, DK	Scientific, industry, policy		Europe	
Presentation	ATOS	MIBE 2012	20-21/06/2012	Santiago de Compostela, ES	Scientific, industry, policy			Maritime and Brokerage Event
Conference	EUR	A Business Intelligence framework for Risk assessment in Business Networks	10-06-12	Barcelona	Scientific community	300	Spain	20th European Conference on Information Systems (ECIS 2012)
Workshops	EUR	Towards a Model for Collaborative, Business Intelligence-supported Risk Assessment	20-02-12	Vienna	Scientific community	100	Austria	6th International Workshop on Value Modeling and Business Ontology (VMBO 2012)
Workshops	TUD	2nd International Workshop on Process-Aware Logistics Systems	03-09-12	Talinn, Estonia	Scientific community	30	All	http://events.it-sudparis.eu/palis/
Publication	TUD	A Context-aware Normative Structure in MAS	3-8/06/2012	Valencia, Spain	Scientific community	800	All	AAMAS 2012 conference: http://aamas2012.webs.upv.es
Publication	TUD	Norm Contextualisation	04-06-12	Valencia, Spain	Scientific community	50	All	COIN workshop: http://ict1.tbm.tudelft.nl/coin2012

Publication	TUD	Integrity of Supply Chain Visibility: Linking Information to the Physical World	26-06-12	Gdansk, Poland	Scientific community	40	All	Workshop on Governance, Risk and Compliance in Information Systems (GRCIS 2012)
Presentations	TUD	An ontology-based event-driven architecture for integrating information, processes and services applied to international trade	26-06-12	Gdansk, Poland	Scientific community		EU, world	ONTOSE@C AiSE2012
Presentations	TUD	Towards an orchestration architecture for service delivery in international trade	20-02-12	Vienna, Austria	Scientific community	40	EU, USA	VMBO
Presentations	DCA	The Pipeline Interface: a research concept to improve compliance in international trade	feb-12	Ankara, Turkey	Policy makers		Turkey	Visit to Turkish Customs at a seminar in Ankara on the celebration of 40 years trade relations NL-Turkey in february
Presentations	DCA	The Pipeline Interface: a research concept to improve compliance in international trade	mrt-12	Netherlands	Industry		Netherlands	NL Shipper Council International Trade Advisory Board March 2012
Presentations	DCA	The Pipeline Interface: a research concept to improve compliance in international trade	feb-12	unknown	Industry, policy makers			Meeting of the Customs Business Consultation Group February 2012
Presentations	DCA	The Pipeline Interface: a research concept to improve compliance in international trade	15-02-12	Brussels, BE	Policy makers		EU	EU Commission to Unit Taxud IT, february 15 2012
Presentations	DCA	The Pipeline Interface: a research concept to improve compliance in international trade	mei-12	Shanghai, China	Scientific, industry, policy		China	Seminar on 40 years Dutch-Sino relations May 2012, Shanghai, China
Presentations	DCA	The Pipeline Interface: a research concept to improve compliance in international trade	mrt-12	Rotterdam, Netherlands	Policy makers		Singapore, Netherlands	Singapore Customs visit to NL, march 2012, Rotterdam
Presentations	DCA	The Pipeline Interface: a research concept to improve compliance in international trade	24-02-12	Rotterdam, Netherlands	Policy makers		EU	To all Customs Liassons of EU member states to the EU on the occasions of the introduction of a new NL Customs Attachee to Brussels, on February 24 in Rotterdam

Presentations	DCA	The Pipeline Interface: a research concept to improve compliance in international trade	mrt-12	Utrecht, Netherlands	Scientific, industry, policy		Netherlands	Seminar on modernisation in Supervision of the Dutch tax Administration, March 2012 in Utrecht
Interviews	DCA	Who knows what's in the container?	dd/mm/yyyy	n/a	Policy makers		World	Interview Pipeline and Cassandra, will be sent separate, published in Internal Customs Network and send to all trade consultation relations of NL Customs and World Bank
Interviews	HMRC	Customs 'revolution' in the pipeline	02-05-12	n/a	All of the above		World	Lloyd's Loading List
Interviews	HMRC	Just who is Cassandra?	18-05-12	n/a	All of the above		World	Lloyd's Loading List
Presentations	TNO	Innovation in international trade logistics - Thrust and Control	07/02/2012	Rotterdam, NL			NL	AEO Event
Presentations	TNO	Customs innovation for Turkish customs? By Albert	01/2012	Turkey				
Paper+Presentation	TNO, TUD	User profiles as components in dynamic logistic chains	09/05/2012	Delft, NL	Scientific, industry, policy	100	EU	e-Freight conference 2012
Paper+Presentation	TNO	Real time decision making to achieve sustainable logistics."	09/05/2012	Delft, NL	Scientific, industry, policy	100	EU	e-Freight conference 2012
Presentations	TNO	CASSANDRA	09/05/2012	Delft, NL	Scientific, industry, policy	100	EU	e-Freight conference 2012
Presentations	TNO	CASSANDRA	21/4/2012	Shanghai, China	Dutch China business audience	70	World	Dutch week Shanghai
Presentations	DCA	customs and trade	21/4/2012	Shanghai, China	Dutch China business audience	70	World	Dutch week Shanghai
Presentations	TNO	CASSANDRA	31/1/2012	Brussel, BE	Scientific, industry, policy		EU	Supply chain Security workshop DG ENTR
Presentations	TNO	CASSANDRA	30/05/2012	Vienna, Austria	Scientific, industry, policy		EU	Europro
Presentations	TNO	Trade facilitation & Extended single window	04/04/2012	Etten Leur, NL	Scientific, industry, policy		NL	DIALOG Year event
Conference	GS1	GS1 Global Forum	16/02/2012	Brussels, Belgium	Member organizations of GS1	250	worldwide	Overview of Cassandra Project & Role of GS1
Conference	GS1	GS1 Conference - Industry & Standards event - Overview of Cassandra	28/03/2012	Brooklyn, NY, USA	Industry	50	worldwide	Overview of Cassandra Project & Role of GS1 – present to Transportation and Logistics Industry

								Engagement group (by Shirley Arsenault)
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Below are the dissemination results reported in the Nov-11 status report

Type	Main	Title	Date	Place	Type of audience	Size	Countries addressed	Info
Presentations	TUD	De nieuwe overheid en cloud computing: meer voor minder?	04/02/2011	Breukele n, NL	Scientific, policy		NL	Workshop, Nyenrode University
Presentations	TUD	Keynote presentation	07/02/2011	Gent, BE	Industry		EU	VMBO 2012
Presentations	TUD	Inaugural Address "Technieken voor Verantwoord Vertrouwen"	29/04/2011	Delft, NL	All of the above	100	NL	Video: http://collegera.ma.tudelft.nl/mediasite/SilverlightPlayer/Default.aspx?peid=0f3ff873076a49e79366611019e985701d
Presentations	TNO	CASSANDRA concept (Gerwin Zomer)	10/05/2011	Munich, DE	Scientific, industry, policy		EU	e-Freight conference 2011
Presentations	TNO	CASSANDRA interoperable solutions (Wout Hofman)	10/05/2011	Munich, DE	Scientific, industry, policy		EU	e-Freight conference 2011
Presentations	ISL	Visibility and Predictability in Intermodal Transports	09/06/2011	Harstad, NO	Scientific, policy	20		NOFOMA 2011, by Rainer Müller
Presentations	ISL	Visibility and Security in Intermodal Transports	22/06/2011	Chios, GR	All of the above	40		ECONSHIP 2011, by Rainer Müller
Presentations	TNO	CASSANDRA – Introduction to the project	23/06/2011	Breda, NL	Industry	350		Nationale Distributiedag (NDL/HIDC)
Presentations	TNO	CASSANDRA – Introduction to the project	23/06/2011	Breda, NL	Industry	350		Nationale Distributiedag (NDL/HIDC)
	CBRA	WCO Council survey	23/06/2011	Brussels, BE				
Workshops	ISL	Information on current European Projects on Container Visibility	29/06/2011	Arlington /Washington DC, USA	Policy, authorities		US	Cargo Security Supply Chain Industry Day, by Prof. Dr. Frank Arendt
Press releases	TNO	CASSANDRA improves supply chain security through visibility	30/06/2011	Delft, NL	All of the above		EU, world	
Press releases	ISL	CASSANDRA verbessert die Sicherheit und Transparenz von Supply Chains	30/06/2011	Bremerhaven, DE	All of the above		DE	
Press releases	TNO	CASSANDRA verbetert beveiliging logistieke keten door meer transparantie	30/06/2011	Delft, NL	All of the above		NL	
Press releases	TNO	CASSANDRA improves supply chain security through visibility	30/06/2011	Delft, NL	All of the above		EU, world	
Press releases	TNO	CASSANDRA verbetert beveiliging logistieke keten door meer transparantie	30/06/2011	Delft, NL	All of the above		NL	

Web sites/Application	TNO	CASSANDRA	01/07/2011	Delft, NL	All of the above		Worldwide	
Web sites/Application	TNO	CASSANDRA	01/07/2011	Delft, NL	All of the above		Worldwide	
Presentations	CBRA	WCO Academy lecture	04/07/2011	Brussels, BE	Scientific, industry, policy	75	world	
Press releases	ATOS	CASSANDRA: mejorando la seguridad de la cadena de distribución a través de la visibilidad.	13/07/2011	Madrid, SP	All of the above		SP	
Press releases	ISL	Sicherheit von Containertransporten via Bremerhaven in die USA im Fokus von Hafensort und ISL	09/08/2011	Bremen, DE	All of the above		DE	Regional press release for CASSANDRA stakeholder in Northern Germany
Web sites/Application	CBRA	LinkedIn group ("FP7 CASSANDRA")	10/08/2011		Scientific, industry, policy		Worldwide	
Conference	TUD	1st Workshop on IT Innovations for Seamless and Secure Supply Chains (WITNESS 2011)	28/08/2011	Delft, NL	Scientific, industry, policy	50	EU, world	
Presentations	TNO	Supply chain visibility with linked open data for SC risk analysis	28/08/2011	Delft, NL	Scientific, industry, policy	50	EU, world	At WITNESS 2011, by Wout Hofman
Presentations	TNO	Smart Trade Logistics – Compliance as an opportunity	28/08/2011	Delft, NL	Scientific, industry, policy	50	EU, world	At WITNESS 2011, by Gerwin Zomer
Presentations	TNO	Supply chain visibility with linked open data for SC risk analysis	28/08/2011	Delft, NL	Scientific, industry, policy	50	EU, world	At WITNESS 2011, by Wout Hofman
Presentations	TNO	Smart Trade Logistics – Compliance as an opportunity	28/08/2011	Delft, NL	Scientific, industry, policy	50	EU, world	At WITNESS 2011, by Gerwin Zomer
Presentations	TUD	A web-based data pipeline for compliance in international trade	28/08/2011	Delft, NL	Scientific, industry, policy	50	EU, world	At WITNESS 2011, by Sietse Overbeek and Bram Klievink
Presentations	TUD	Keynote presentation	29/08/2011	Delft, NL	Scientific, industry, policy	50	World	WITNESS Workshop
Presentations	TUD	Keynote presentation EGOV conference	30/08/2011	Delft, NL	Scientific, industry, policy	150	World	EGOV conference
Presentations	TUD	Guidelines for Single Window Implementations for Global Supply Chains	01/09/2011	Delft, NL	Scientific, industry, policy	20	EU, world	Paper presented at EGOV 2011, by Eveline van Stijn, Thayanan Phuaphanthong, Somnuk Kertho, Markus Pikart, Wout Hofman, and Yao-Hua Tan
Presentations	ISL	Improving Security in Intermodal Transports	05/09/2011	Berlin, DE	Scientific, industry, policy			Future Security 2011, by Rainer Müller

Presentations	ISL	Impact of Supply Chain Visibility and Security on International Container Transport	08/09/2011	Hamburg, DE	Scientific, industry, policy			HICL 2011, by Nils Meyer-Larsen
Flyers	ISL	CASSANDRA brochure	13/09/2011	Bremerhaven, DE	All of the above		Worldwide	
Workshops	INTRASOFT	ePractice event: Effective & Efficient eGovernment Services	15/09/2011	Brussels, BE	Policy makers	100		Simple participation and discuss with conference attendants about the project content
Presentations	CBRA	CASSANDRA contributions regarding the future of customs research and education	16/09/2011	Geneva, CH	Scientific, policy	200	World	PICARD 2011, Toni Männistö
Flyers	ISL	CASSANDRA roll-up poster	21/09/2011	Bremerhaven, DE	Industry		EU	
Publication	TUD	Innovative ICT solutions for monitoring and facilitating international trade	21/09/2011		Scientific, industry, policy	5000	world	Network Industries Quarterly, Vol. 13, No. 3, pp. 26-29 by Eveline van Stijn, Yao-Hua Tan, and Bram Klievink
Presentations	TNO	Cassandra algemene presentatie, Integrity Advisory Board	23/09/2011	Brussel, BE	Industry, policy	10	EU	
Conference	GS1	GS1 Conference - Industry & Standards event - Overview of Cassandra	29/09/2011	Cologne, DE	Industry	50		Overview of Cassandra Project & Role of GS1 – present to Transportation and Logistics Industry Engagement group (by Shirley Arsenault)
Presentations	TNO	Taking care of the ethical issues in CASSANDRA negotiation	29/09/2011	Brussels, BE	Scientific, industry, policy	100	EU	
Flyers	ISL	Living Lab brochure / White paper	10/2011	Bremen, DE	Industry, Policy, Authorities		Worldwide	
Presentations	TUD	Keynote presentation	06/10/2011	Egmond aan Zee, NL	Policy makers	150	NL	National Customs Training Seminar
Presentations	TNO	CASSANDRA	6/10/2011	Rotterdam, NL	Customs		NL	Directie Douane
Presentations	TNO	Cassandra Draft Integration Architecture	06/10/2011	Egmond aan Zee, NL	Policy makers	150	NL	VTD EDP-Audit 2011
Flyers	CBRA	CASSANDRA brochure	07/10/2011	Rome, IT	Industry	150	Europe	TAPA Q4 conference
Presentations	CBRA	CASSANDRA presented	11/10/2011	Espoo, FI	Industry, policy	100		Frontex conference
Presentations	ISL	Supply Chain Visibility enhancing Security & Efficiency	13/10/2011	Thessaloniki, GR	Scientific, policy		EU	ECITL 2011, by Prof. Dr. Frank Arendt

Presentations	CBRA	CASSANDRA presented	18/10/2011	Stockholm, SE	Industry, policy	50	Sweden	Security user conference
Presentations	TNO	Concepts and Architecture for large-scale Enterprise Interoperability	19/10/2011	Cherossos, Greece	Scientific	50	EU	EI2N 2011, by Wout Hofman and Matthijs Punter
Flyers	CBRA	CASSANDRA brochure, discussions	20/10/2011	Hague, NL	Industry	2	Europe	EUROPOL, Operations Department 08-OC Networks
Flyers	CBRA	CASSANDRA brochures, discussions	20/10/2011	Paris, FR	Industry, policy	6	world	Milipol, worldwide exhibition on state security
Publication	TNO	Cassandra Draft Integration Architecture	24/10/2011	Bonn, DE	Scientific community	500	EU, world	
Presentations	ISL	Improving Security in Intermodal Chains / Risk Assessment in Container Security	25/10/2011	Santiago de Chile, Chile	All of the above		South America	IAME Conference 2011, by Rainer Müller
Articles in popular press	CBRA	WCO News article	28/10/2011	Brussels, BE	Industry, policy	2000	world	
Article	ISL	CASSANDRA verbessert die Sicherheit und Transparenz von globalen Containertransporten	11/2011	Hamburg, DE	All of the above		DE, Maghreb-Region	Journal: "Mediterranes" ; Published by: EMA - European Mediterranean Association; Authors: Prof. Dr. Hans-Dietrich Haasis (ISL), Rainer Müller (ISL), Leif Peters (ISL)
Presentations	CBRA	CASSANDRA presented	02/11/2011	Frankfurt, DE	Scientific, industry, policy	100	Europe	3rd NCAS conference, Future of Aviation Security
Presentations	CBRA	CASSANDRA presented	02/11/2011	Delft, NL	Scientific community	24		De- and reregulation of the network industries
Presentations	TUD	Keynote 11e ODASCE European Customs Conference 2011	17/11/2011	Lyon, FR	Policy makers		EU	
Conference	GS1	GS1 Taiwan - Transportation & Logistics workshop	17/11/2011	Taipei, Taiwan	GS1 Member Org. & Members	20	Asia	Overview of Cassandra Project & Role of GS1 – present to Transportation and Logistics Industry Engagement group (by Shirley Arsenault)
Presentations	TNO	CASSANDRA	18/11/2011	Barcelona, ES	Scientific, industry, policy		EU, world	Worldbank Trade Logistics Event
Seminar	GS1	RFID & IOT Seminar	19/11/2011	Taipei, Taiwan	Industry	100	Asia	Overview of Cassandra Project & Role of GS1 – present to

								Industry (by Shirley Arsenault)
Exhibition	ISL	CASSANDRA (and INTEGRITY) presentation	29/11/2011	Hamburg, DE	Industry		DE, EU	Intermodal Europe 2011 - Container Transport and Logistics across Road, Rail and Sea - Trade Fair
Cargo Security International	GS1	Supply Chain Security	Oct/Nov 2011	Brussels, BE	Scientific, Industry		world	
Presentations	TUD	Keynote presentation		London, UK	Scientific, industry, policy		EU	GRCIS 2011
Presentations	TUD	Keynote presentation		Utrecht, NL			NL	ICT and Logistics

7 Disclaimer and acknowledgement

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Any executive summary specifically intended for publication may however be made known to the public by the author and/or the Coordinator.

7.3 Acknowledgement

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