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Abstract: The present deliverable contains the Communication Strategy and Dissemination plan of the Project, aiming to define the purpose of communicating results, news, and other relevant information, alongside with the different dissemination channels identified under the scope of PREVISION.

*** Dissemination Level:** *PU= Public, RE= Restricted to a group specified by the Consortium, PP= Restricted to other program participants (including the Commission services), CO= Confidential, only for members of the Consortium (including the Commission services)*

**** Nature of the Deliverable:** *P= Prototype, R= Report, S= Specification, T= Tool, O= Other*

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Glossary

LEA	Law Enforcement Agency
RTF	Result Transferability Framework
WP	Work Package

Executive Summary

This deliverable, D7.1: Communication Strategy and Dissemination Plan, is the first report of Work Package 7: Outreach, Dissemination and Exploitation. The main purpose of the deliverable is to provide a strategy and plan for communication and dissemination of the emerging project results.

Key aspects include communication of the project and its achievements to society as a whole and dissemination of the results to the scientific and industrial community, together with targeted dissemination aimed at system integrators, end-users, policy makers and potential customers to encourage commercial development and deployment of the PREVISION system and associated sub-systems.

The Communication and Dissemination strategy and plans are described. They cover scientific/technical dissemination such as conference presentations and papers as well as broader communication mechanisms such as Branding/logo, Website, Social Media, Newsletters, Brochures, Posters, and Videos.

1. Introduction

1.1 Motivation

The communication and dissemination actions planned endeavour to create a large awareness of PREVISION tools in order to generate a worldwide market in which European players can expect to have an important role. To disseminate the results of the project, an extensive Communication & Dissemination Plan will be defined at the beginning of the project (Task 7.1) answering the key communication questions: Why (communication goals), Who (outlining the target audiences), What (key messages), Where (communication channels or location), When (relevant deadline) and How (communication material/organization). The plan will be updated and deployed along the project life cycle and beyond.

The plan will also summarize the roles and responsibilities of the partners and the conditions ensuring proper dissemination of the generated knowledge, related to confidentiality, publication and use of the knowledge.

Main target stakeholders to be addressed:

- LEAs organizations
- Local authorities & national/regional public bodies
- Public security agencies
- Private security companies
- Policy makers, legislative framework creation
- Standardization bodies

The following dissemination channels and methods will be used:

- A **project website** will give an overview of the objectives, the consortium and the main activities proposed within PREVISION. The website will serve as a dissemination tool for project related news and share relevant project deliverables with a broad network of relevant stakeholders. The platform will contain all uploaded information in a public area. PREVISION website will be online in month 3 (Task 7.1).
- **Various publications (including Open Access)** will be published in dedicated journals in the field of security, LEAs specific topics, etc. A **project brochure** will be prepared for external communication purposes.
- Various partners will be involved in the development of training material (e.g. user manuals) and in the set-up of training workshops for end users who will participate in the system demonstration.
- The PREVISION dissemination manager will coordinate the organisation of **congresses, workshop, symposia conferences and exhibition fairs**. Specific national workshops will be organised at the

pilot sites, all of them hosted by local communities of the project. At least one international conference will be organised in Brussels (BE), with two other international workshops planned for demonstration proposal. Results and breakthroughs will be presented in European and Worldwide congresses.

- The consortium will interconnect with related European projects and related security associations, projects and platforms.
- The consortium will maintain direct communications with the **European Commission, European Network of National Contact Points (NCPs)** for Security theme.

The goal of this part is to provide a global overview of the communication and dissemination strategy and the activities performed by the PREVISION consortium during the first months of the project together with the future communication and dissemination activities.

The PREVISION dissemination strategy has been performed on two different levels:

- Scientific/Technical Dissemination: Mainly focused on the scientific community.
- Dissemination to industry, and end users

1.2 Intended Audience

This deliverable is a report produced for all the members of the PREVISION project. Specifically, the results of this report are addressed to the following audience:

- LEA partners, as end users of the PREVISION platform,
- the PREVISION project researchers and developers, who will provide technical solutions,
- DevOps engineers and IT professionals managing IT infrastructures,
- Community managers of the companies involved in PREVISION.

1.3 Scope

The main output of this deliverable is a communication and dissemination strategy and plan. The strategy and plans have been developed in the context of the current societal needs (described in Section 2 and 3), followed by an analysis of the market and opportunities. So, Section 2, describes the Dissemination Plan and Activities performed in two different levels (Scientific/Technical and Dissemination to industry). On the one hand, scientific/technical dissemination such as conference presentations and papers as well as broader communication mechanisms such as scientific papers, publications and poster presentations. Activities in the first year of the project are covered together with planned forthcoming events, etc. On the other hand, dissemination to industry cover some specific actions have been specifically targeted of end users.

Section 3 covers everything related to the marketing proposal and dissemination actions of the product such as Branding/ logo, Website, Social Media, Newsletters, Brochures, Posters, and Videos

1.4 Relation to Other Deliverables and Work Packages

This deliverable is based on the work of two tasks in WP7:

- Task 7.1 Dissemination Plan and Activities
- Task 7.2 Communication Strategy and Activities
- Task 7.3 Standardization Activities

It draws information from all the technology development tasks, but particularly the following tasks:

- Task 2.2 Interoperability with Traffic, Telecom and Financial Data Sources
- Task 3.1 Semantic Information Processing
- Task 3.2 Smart Fusion and Incomplete Data Handling
- Task 3.3 AI-base Evidence Discovery

The output from this task specially supports and development of Deliverable D7.2 and D7.5 from Task 7.2 and Task 7.3 Standardization Activities.

2. Dissemination Plan and Activities

The goal of this section is to provide a global overview of the dissemination plan and the activities performed by the PREVISION consortium during the first twelve months of the project together with the future communication and dissemination activities foreseen for the second year.

The PREVISION dissemination plan has been performed on two different levels:

- Scientific/Technical Dissemination: Mainly focused on the scientific community. This include scientific papers, publications and poster presentations as well as discussion in workshops (e.g. CLEF evaluation forum).
- Dissemination to industry, and end users: Some of the actions have been specifically targeted at a single category of end users (e.g. Bilbao Stadium), while others involve multiple target categories simultaneously (e.g. other critical infrastructures, local authorities, etc.). Various actions have been performed at a national or local level by the PREVISION partners in their own countries (e.g. presenting the project objectives and potential results to local authorities and other critical infrastructures, contribution to local priority actions related to the PREVISION objectives), while others have been performed at an international level, for example attending large sectorial events (e.g. MILIPOL event or WIFS workshop on Information Forensics and Security) and presenting the project to a wide range of potential end users.

In addition, all partners are accomplishing their individual dissemination plans stated in the DoA performing the activities described above.

It is important to note that due to the large number of restricted and confidential deliverables, the consortium has to find a balance regarding dissemination and communication activities and the EU restrictions in order to avoid any security or commercially detrimental incidents.

This table presents the dissemination strategy for the first 12 months, detailed per type of activity. It also includes suggestions of monitoring indicators.

Table 1- General publications overview

Dissemination means	Targeted communities	Key Performance Indicators	KPI Target Value	Reach level
Scientific publications	Scientific/research community, industrial companies, SMEs	Number of publications	>15 open-access publications in scientific journals or conferences	International
Workshops, Special Sessions	Scientific/research community	Number of sessions organized, number of attendees	One session per year in the context of a major congress/conference/event, at least 30 attendees	International
Presentations	Industrial companies, SMEs, local/regional/national authorities, EC, LEAs	Number of presentations performed	30 presentations by the end of the project	Private

Table 2. Website, social media and scientific publications description

Website and Social Media	Scientific publications
<p><u>M1-M3:</u> Design and Development of website Design and Development of Social Media (LinkedIn, Twitter)</p> <p><u>M3-M12:</u> Regular update of the website content (news, public deliverables, summary of confidential deliverables...) Regular actions on Social media (LinkedIn, Twitter)</p> <p><u>Monitoring Indicators (to be measured quarterly):</u> Number of page visits to the website Number or references to the project on search engines Number of links/followers on Social Media</p>	<p><u>M1-M12:</u> 4 scientific/academic papers 1 academic paper covering the core of the project</p> <p><u>Monitoring Indicators (to be measured yearly):</u> Number of papers accepted per year Distribution per journal/ top-level conference / mid-level conference publications. Proportion of joint publications Number of different partners authoring each paper.</p>
Promotional Content and Dissemination Material	Pilot Workshops
<p><u>M1-M12:</u> Posting and circulation of a least 2 Newsletters issues At least 1 project fact sheet/brochure 6 press releases about the project At least 1 promotional video</p> <p><u>Monitoring Indicators (to be measured yearly):</u> Quantify of materials produced per year Downloads of materials at the website / visualization of the promotional videos</p>	<p><u>M1-M12:</u> Organization of at least 2 local workshops</p> <p><u>Monitoring Indicators (to be measured yearly):</u> Number of attendees in the workshops Number of Follow-up activities resulting from the workshops</p>
Relevant Scientific Journals	
<p>IEEE Transactions on Pattern Analysis and Machine Intelligence, ACM Transactions on Intelligent Systems and Technology, IEEE Transactions on Knowledge and Data Engineering, Elsevier’ s Artificial Intelligence, IEEE Transactions on Information Forensics and Security, IEEE Transactions on Visualization and Computer Graphics, Elsevier IPM Information Processing Management.</p>	
Non-exhaustive list of candidate Scientific Conference and Workshops	
<p>International Conference on Computer Vision Theory and Applications (ICCV), International event on homeland security (MILIPOL), IEEE Conference on Multisensor Fusion and Integration for Intelligent Systems (MFI), IEEE International Workshop on Information Forensics and Security (WIFS), IEEE International Conference on Emerging Security Technologies (EST), 12th International Conference on Global Security, Safety & Sustainability (ICGS3), Defence & Security International Exhibition (EUROSATORY), ICT Crime (TAPT), Information Retrieval FISH Conference, ACM SIGIR, Conference on Research and Development in Information Retrieval, ECIR European Conference on IR Research, CLEF Conference and Labs of the Evaluation Forum</p>	

Table 3. General plan for dissemination- target groups, motivation, key messages and channels

Targeted groups	Reason for targeting	Key messages	Channels for the delivery of the key messages
LEAs	To familiarise them with the PREVISION solutions in extracting, combining, analyzing and visualising large amounts of structured and unstructured data in the context of criminal investigations and encourage their trial and use.	PREVISION is building solutions that help LEAs to combine various sources of data and to extract actionable intelligence.	E-mails, Press releases, Newsletters, Professional journals and publications
European Commission	EC is funding the project, wants to be informed about the project and, especially, its impact.	The project is progressing as planned. PREVISION is boosting the effectiveness of the Security Union.	E-mails, Deliverables
Industrial companies	To encourage them to take up the PREVISION solutions.	Consider taking up PREVISION solutions and contact us for more information.	Professional journals and publications.
Journalists	The media amplify our dissemination and communications activities.	To be effective in fighting against cybercrime and terrorism, LEAs need to trawl through vast amounts of data from many different sources. PREVISION can help do so automatically and in real-time	Press releases, Newsletters
Universities and scientific research community	This community can build on the research carried out by PREVISION.	Researchers can help curtail cybercrime and terrorism by conducting research that will help LEAs and, more generally, society.	Journal articles, posters at conferences, Wikipedia articles, Website, Conferences, Blog
Project Advisory Board members	To engage our AB members in a dialogue and to gather their feedback on our deliverables and dissemination plans.	Help us to leverage PREVISION results.	All dissemination materials and all public deliverables, Participation in the project's workshops and final conference, Interviews
Policymakers (local, regional and national authorities)	To inform them about PREVISION and its results and build their support, if necessary, for legislation that facilitates cross-border collaboration and proactive law enforcement	Adopt our policy recommendations.	Presentations, Journal articles, Wikipedia articles, Website, Workshops, Conferences
General public	To build support and understanding for LEA use of solutions that enable them to better fight cybercrime and terrorism.	The EC has funded PREVISION, an IA which brings together researchers and LEAs from 13 countries to improve public safety and security.	Videos, Social media (Facebook, Twitter, LinkedIn)

3. Communication Strategy and Activities

The consortium has decided that the communication strategy should use a wide range of available communications mechanisms, but these will be targeted at the correct audience and the correct fora. This is, for example, the reason that Facebook is not used as a dissemination channel for PREVISION project results.

The main communication activities performed by the consortium through different channels include:

Branding/ logo: the consortium has designed a new logo for the project. This logo has been developed by graphic designers of ETRA and can be seen in Figure 1 below:



Figure 1 - PREVISION Logo

This logo has been used in all communications related to PREVISION such as the web page, brochure, Twitter, etc.

Website: The consortium has developed a professional website that can be consulted in the following URL: <http://www.prevision-h2020.eu>. This website front page is shown in Figure 2.

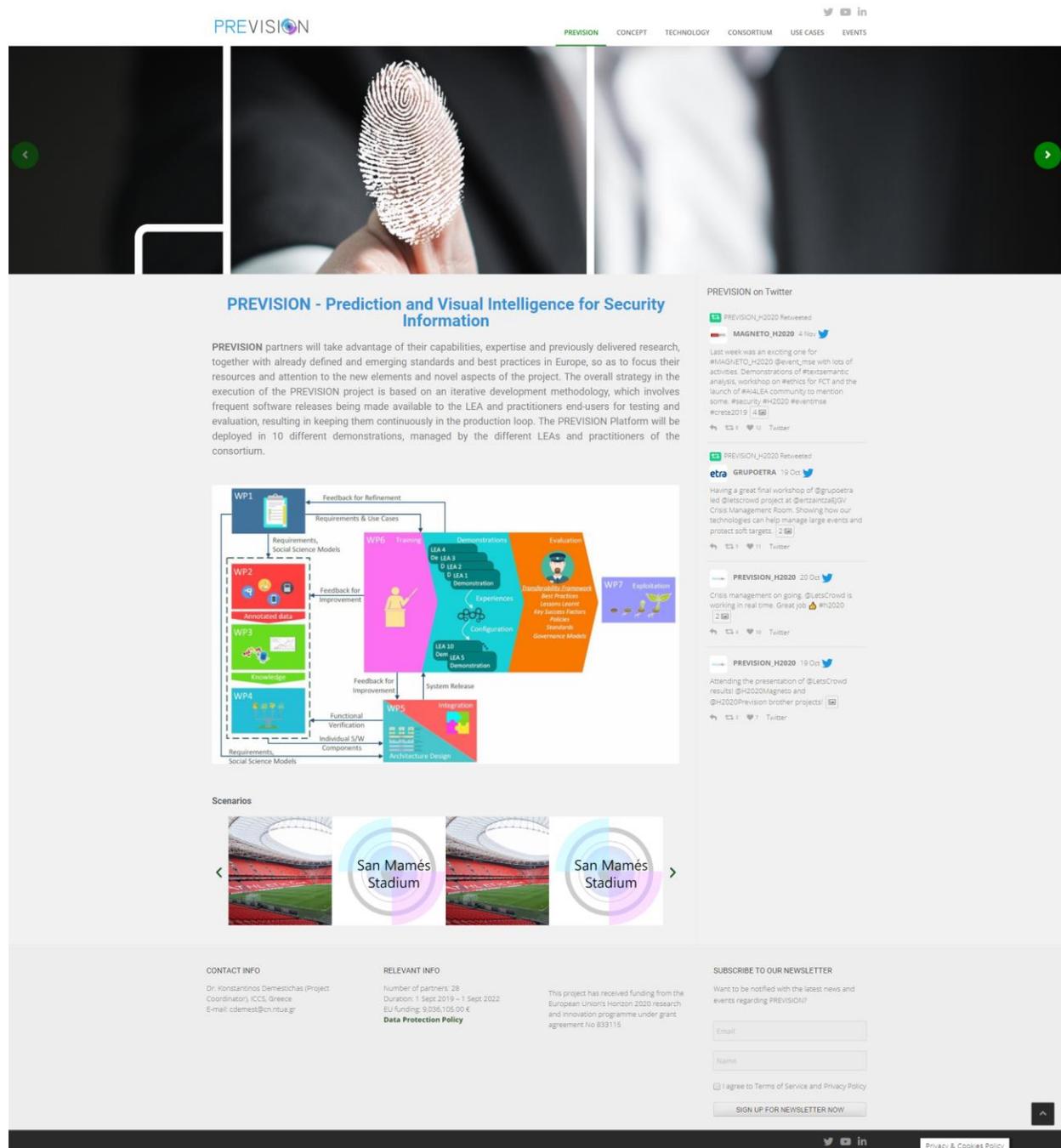


Figure 2- PREVISION Website front page

In different parts of this website can be found the past and future events in which the project is presented, the press articles related to the project, the different document and videos produced by the project: general presentation, brochure, newsletter, promotional video and so on.

Social Media: PREVISION has its own Twitter channel and LinkedIn page where the consortium’s public news and events related to the project will be provided.

The Twitter channel can be seen in Figure 3.



Figure 3- PREVISION Twitter

The LinkedIn page can be seen in Figure 4.

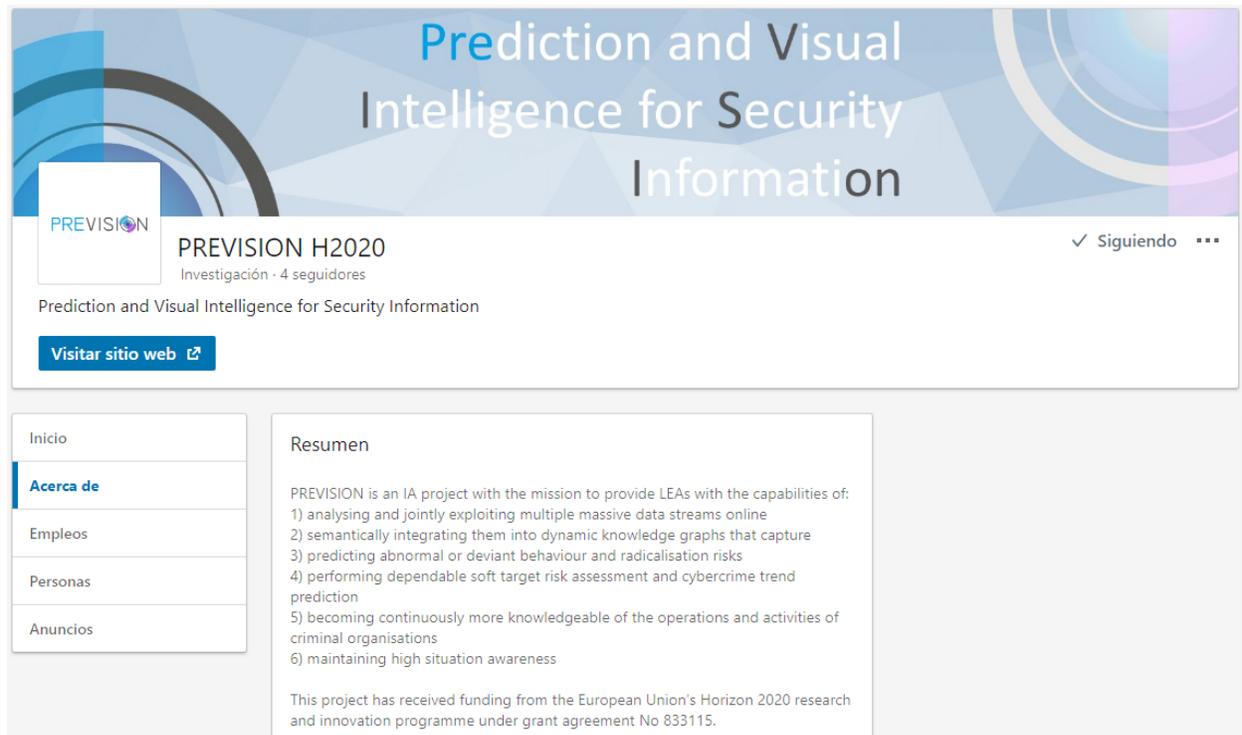


Figure 4- PREVISION LinkedIn

Also, PREVISION has a Youtube channel in order to upload the promotional videos:

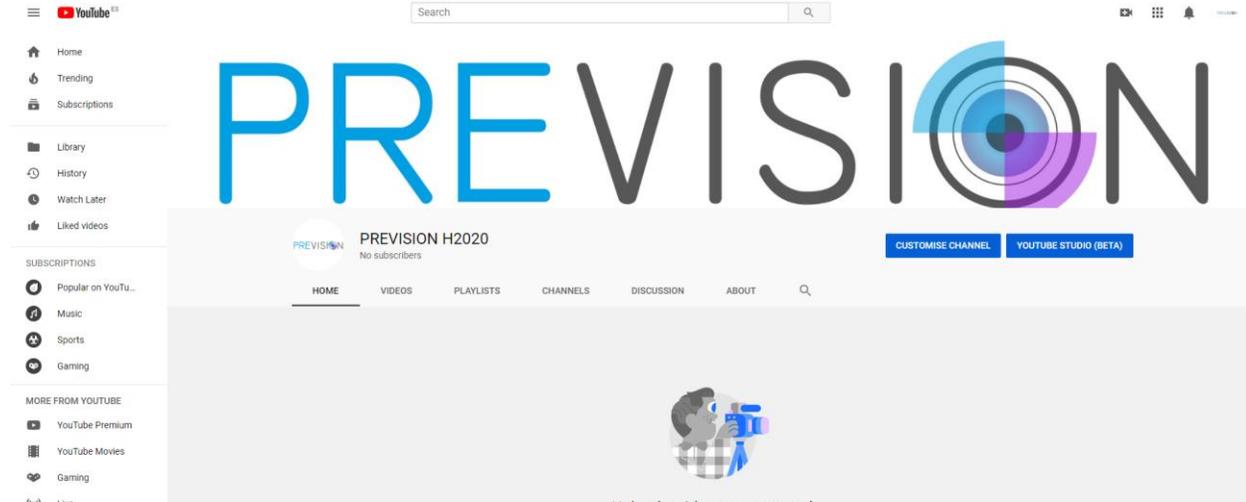


Figure 5- PREVISION Youtube

<https://www.youtube.com/channel/UCz6yIYiy7au31AEpQwXAemg>

Newsletters: The consortium will produce the first PREVISION newsletter at the end of month 9. This newsletter describes the project goals and objectives and the achievements that have been accomplished so far. The front page of the newsletter will be accessible from the project web site.

Brochures: The consortium has produced a project brochure that has been distributed in the main events in which the project has been presented. The brochure is shown in the following Figure 6 and Figure 7 and is available through the website at the following link:



Figure 6- PREVISION Brochure (Side 1)

D0.01 Communication Strategy and Dissemination Plan



Figure 7- PREVISION Brochure (Side 2)

Posters: The consortium will produce a poster showing the project’s main objectives and goals and will be used it in different events where the project will be presented.

Promotional Videos: In case that the consortium consider interesting the production of a professional promotional video it will be recorded for disseminating the project’s objectives and potential results at the end of the project. The promotional video will be available through the website, Twitter, LinkedIn and YouTube channels.

Table 4. Prevision communication measures

Communication means	Targeted communities	Key Performance Indicators	KPI Target Value	Reach level
Leaflets	Local/regional/national authorities, EC, LEAs, industrial companies, SMEs, scientific/research community	Number of stakeholders reached	400	International
Newsletters	Local/regional/national authorities, EC, LEAs, industrial companies, SMEs, scientific/research community	Number of newsletters, number of subscribers	4 newsletters per year, 200 subscribers by the end of the 1 st year	International
Liaison and clustering activities	Scientific/research community	Number of affiliated projects, participation in project clusters	5 affiliated projects, participation in 3 project clusters	International
Training sessions, hands-on workshops	LEAs, local/regional/national authorities	Number of sessions organized, number of trainees	8 sessions by the end of the project, 20 trainees per event	International
Social media	General public	Nº of posts performed, social media metrics (Nº of followers)	One LinkedIn post and one Tweet per week, 500 followers	International

4. Summary and conclusions

The main outputs of Deliverable D7.1 are the PREVISION communication and dissemination strategy and plan, covering the specific dissemination plan of the project.

Section 2 and 3 describes the Communication and Dissemination strategy and plans. This covers scientific/technical and industrial dissemination such as conference presentations and papers as well as broader communication mechanisms such as Branding/ logo, Website, Social Media, Newsletters, Brochures, Posters, and Videos. Also, conferences and technical papers. Activities in the first year of the project are covered together with planned forthcoming events, etc.

This deliverable will be updated during the course of the project. In M14 a second version will be released including an update of the activities performed during the first year and the activities to be performed during the second one. Finally, D7.5 will include all the communication and dissemination activities performed until the end of the project including also the standardization results.

A.1 Security Advisory Board Review – ITTI



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PREVISION D7.1 – Communication Strategy and Dissemination Plan Security Advisory Board Review

Data: 22/11/2019

After carefully checking the deliverable D7.1 I haven't identified any sensitive content. In my opinion, the document meets the requirements for the specified dissemination level (public) and it can be published without any further changes.

On behalf of the Security Advisory Board


Rafał Kozik, D.Sc, Ph.D, Eng,

A.2 Security Advisory Board Review – HfoeD



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PREVISION D7.1 – Communication Strategy and Dissemination Plan

Security Advisory Board Review

Date: 11.11.2019

To whom it may concern,

After carefully checking D 7.1 (v1.6) no sensitive contents were identified in this deliverable. The current dissemination level of this document is “public”. For publication of this deliverable, no further changes are required.

On behalf of the security advisory board

Dr. Sebastian Allertseder