VICINITY 2020

Project Acronym:	**VICINITY**
Project Full Title:	**Open virtual neighbourhood network to connect intelligent buildings and smart objects**
Grant Agreement:	**688467**
Project Duration:	**48 months (01/01/2016 - 31/12/2019)**

Deliverable D9.6

Dissemination and Communication Plan (year 3)

Work Package:	**WP9 – Dissemination of Results & Exploitation**
Task(s):	**T9.5 – Dissemination and Communication Plan, year 3**
Lead Beneficiary:	**HITS**
Due Date:	**31 December 2017 (M24)**
Submission Date:	**22 December 2017 (M24)**
Deliverable Status:	**Final**
Deliverable Type:	**R**
Dissemination Level:	**PU**
File Name:	**VICINITY_D9.6_Dissemination_and_Communication_Plan_v1.0.pdf**

European Commission
Horizon 2020
European Union funding
for Research & Innovation

Public

IoT European Platforms Initiative

VICINITY Consortium

No	Beneficiary		Country
1.	TU Kaiserslautern (Coordinator)	UNIKL	Germany
2.	ATOS SPAIN SA	ATOS	Spain
3.	Centre for Research and Technology Hellas	CERTH	Greece
4.	Aalborg University	AAU	Denmark
5.	GORENJE GOSPODINJSKI APARATI D.D.	GRN	Slovenia
6.	Hellenic Telecommunications Organization S.A.	OTE	Greece
7.	bAvenir s.r.o.	BVR	Slovakia
8.	Climate Associates Ltd	CAL	United Kingdom
9.	InterSoft A.S.	IS	Slovakia
10.	Universidad Politécnica de Madrid	UPM	Spain
11.	Gnomon Informatics S.A.	GNOMON	Greece
12.	Tiny Mesh AS	TINYM	Norway
13.	HAFENSTROM AS	HITS	Norway
14.	Enercoutim – Associação Empresarial de Energia Solar de Alcoutim	ENERC	Portugal
15.	Municipality of Pylaia-Hortiatis	MPH	Greece

Authors List

Leading Author (Editor)			
Surname	**First Name**	**Beneficiary**	**Contact email**
Sveen	Flemming	HITS	flsveen@online.no
Co-authors (in alphabetic order)			
No	**Surname**	**First Name**	**Beneficiary**	**Contact email**

No	Surname	First Name	Beneficiary	Contact email
1.	Castro	Raúl García	UPM	rgarcia@fi.upm.es
2.	Guan	Yajuan	AAU	ygu@et.aau.dk
3.	Guerrero	Josep M.	AAU	joz@et.aau.dk
4.	Mach	Marian	IS	marian.mach@intersoft.sk
5.	Margariti	Katerina	CERTH	kmargariti@iti.gr
6.	Perea	Carmen	ATOS	carmen.perea@atos.net
7.	Petri	Ioanna	CERTH	ioannapetri@iti.gr
8.	Tryferidis	Athanasios	CERTH	thanasic@iti.gr
9.	Vasquez	Juan C.	AAU	juq@et.aau.dk

Reviewers List

List of Reviewers (in alphabetic order)			
No	**Surname**	**First Name**	**Beneficiary**	**Contact email**
1.	Perea	Carmen	ATOS	carmen.perea@atos.net
2.	Sundvor	Marian	Tiny-Mesh	mariann@tiny-mesh.com
3.	Savaghebi	Mehdi	AAU	mes@et.aau.dk

Public

Revision Control

This document is based on D9.5 Dissemination and Communication Plan (year 2). D9.6 contains upgraded KPIs based on lessons learned during year 1 and2 (M1 – M24). It also contains major changes in sections 3.1 on Open Calls. Lessons learned and the inclusion of more arenas to disseminate the project has been included in section 4.5. The same applies to dissemination tools and material found in section 4.7 and 4.8, alongside updates in contact persons. A more in-depth description of changes can be found in the executive summary of this document.

Version	Date	Status	Modifications made by
0.1	4. September 2017	Initial Draft	Sveen (HITS)
0.2	1. November 2017	First Draft formatted with contributions received	Tryferidis (CERTH), Perea (ATOS), Guan (AAU), Vasquez (AAU), Grimm (UNIKL), Castro (UPM)
0.3	10. November 2017	Deliverable version for final review by partners	Sveen (HITS), Perea (ATOS), Belesioti (OTE), Tryferidis (CERTH), Guan (AAU)
0.4	24. November 2017	Final improvements	Sveen (HITS) , Perea (ATOS), Castro (UPM)
0.5	1. December 2017	Deliverable version uploaded for Quality Check	Sveen (HITS)
0.6	8. December 2017	Quality Check	Sveen (HITS), Hovsto (HITS), Perea (ATOS)
0.7	15. December 2017	Final Draft reviewed	Sveen (HITS), Perea (ATOS)
1.0	22. December 2017	Submission to the EC	Sveen (HITS)

Table of Contents

List of Tables

List of Figures

Public

List of Definitions & Abbreviations

Abbr.	Definition (A-D)	Abbr.	Definition (E-I)	Abbr.	Definition (P-W)
AI	Artificial Intelligence	EBN	European Business and Innovation Centre Network	KPI	key performance indicator
BIC	Business Innovation Centre	EC	European Commission	M2M	Machine-to-Machine (communication)
CMS	Content Management Systems	EPI	European Platform Initiative	OGC	Open Geospatial Consortium
CoC	Communication Chart	EU	European Union	PR	Press Release
COS	Communication Strategy	ETSI	European Telecommunications Standards Institute	Q&A	Question and Answers
DACC	Dissemination and Communication Chart	H2020	Horizon 2020	RIA	Research and innovation action
DACS	Dissemination and Communication Strategy	ICT	Information & Communication Technologies	S&T	Sales & Trade event
DACP	Dissemination and Communication Plan	IEEE	The Institute of Electrical and Electronics Engineers	SME	Small Medium enterprise
DEP	Dissemination and Exploitation plan	IoT	Internet of Things	WOT	Web of Things
DIS	Dissemination Strategy	IPR	Intellectual Property Rights	WP	Work Package
DoA	Description of Actions	ISO	International Organization for Standardization		
DSM	Demand Side Management / Connected Digital Single Market	ITS	Intelligent Transportation System		
		ITU	International Telecommunication Union		

Executive Summary

This document introduces the VICINITY project dissemination and communication strategy (DACs) and its implementation plan to be used by the consortium to ensure the high visibility, accessibility and promotion of the project and its results during the grant period. The goal is also to create a solid foundation for the efficient exploitation of the project results after the end of the project. These DACs will be a reference framework for evaluating the impact of communication and dissemination activities and will be updated and adjusted as the project progresses.

Figure 1: An effective dissemination and communication plan has to address all these questions

To ensure maximal impact of dissemination and communication activities, VICINITY will focus on communicating the potential of interoperability scope to a clearly defined target audience. These specific activities will address the general public to raise awareness on the project and its achievements. The communication activities will also target key stakeholders that have a relevant role in fields and activities that are undertaken by the project.

Considering the technical nature of VICINITY, special attention must also be made to simplify the message, and be very clear about when, how and what should be communicated to who by asking questions as demonstrated in Figure 1. The VICINITY DACS has therefore been structured in a way that should be readable and offer easy access to methods and tools that can be used for both internal and external communication. Various sections cover a wide area ranging from roadmaps, dissemination objectives and KPIs to stakeholders, methods, role assignment and prioritising.

Several new sections have been added to this document. Major changes are found in chapter 3: Dissemination tools and channels where chapter 3.1: VICINITY Open Calls is an important addition. The content of this chapter is reflected in many sections and tables throughout the document. How to inform and engage is considered an essential part of the upcoming communication strategies.

Furthermore, more emphasis has been put on VICINITYs work within standardisation bodies. Value-added services have also received some more attention, considering D9.6 will cover a period of VICINITY where integration at test pilot sites will gain traction and catch the eyes of the public.

This document also demonstrates how the knowledge of the participants and understanding of the project has matured. VICINITY has participated or been present in many meetups and conferences. Through discussions and feedback, communication of the VICINITY concept has gradually become streamlined, which is being presented in section 4.5.4 and 4.5.5.

The media kit and other dissemination sources like rollups, videos, websites and brochures/handouts have received several upgrades, which is presented in section 4.7 and 4.8. Other changes have been related to change of contact persons, cleaning up activities that are not relevant anymore and adjusting dates and figures where deemed necessary.

Summarised it can be said that this updated DACS has improved and presents:

- Dissemination strategy, tools and channels
- Communication charts, tools and activities
- Design profiles, graphic and textual material
- An unambiguous list with contacts and responsibilities
- An annex with extensive lists and examples of dissemination material

The DACS will rely heavily on and influence other deliverables and is considered a living document. The objective is to accommodate for expected and mandatory use of human resources and communication material. The process of preparing for events and publications as there always will be a number of lessons that are expected to be learned during the lifecycle of the project.

1. Introduction

This deliverable is a part of VICINITYs work package no. 9 (WP9) that is titled "Dissemination of Results & Exploitation". The dissemination and communication plan (DACP) describes and defines measures, strategies and indicators that will be used for informing and increasing the impact of VICINITY. Another important aspect of the plan is to ensure stakeholders and participants alike get the most out of being engaged in the project.

The DACS serves a number of functions;

- It introduces best practices for VICINITY dissemination activities
- It lays out contingency plans for what responsibilities and actions to take if unexpected or time critical situations occurs
- It assists in defining target groups and methods to reach out and engage the stakeholders
- It lays out the groundwork for cooperating with other projects
- The DACS also describes how results from dissemination activities should be followed up

The methods and tools described in the DACS discuss topics range from participation in public events to production of dissemination material. As such, the DACS will promote the concepts, domains and solutions for IoT integration that will be developed in VICINITY.

Some important tools and methods to reach these goals are:

- Contribute and promote active participation
- Offer proper and well-developed dissemination material
- Present a well-developed archive with illustration material
- Have a short and long description of the project readily available (elevator pitch)
- Ensuring necessary documentation is available when needed
- Prepare videos for communicating the project and open calls
- Build an active presence in social media, and stimulate project participants to get involved
- Staying relevant by sending newsletters and using other means of reaching out to existing and potential stakeholders. These newsletters will be separated into regular, seasonal and special event related. Some will be targeted directly at stakeholders, while others will deal with matters relevant to internal project participants.

This DACS is also tied in with D9.1: "Project website", so several of these activities have already been initiated (as described in D9.8: "Report on Dissemination Activities, Public Participation and Awareness, year 1"), while others will be kicked off as soon as the deliverable is being implemented.

Summarized, the main objectives of the DACS are to:

1 Make the objectives of the project as simple to understand as possible, and through activities and project results make VICINITY become recognized by stakeholders and provide the necessary leverage on standardisation bodies.

2 Trigger changes within the scientific and technical community by communicating the need for improving IoT interoperability while keeping control of security and privacy issues as well as creating opportunities for introducing new business models and services.

③ Opening up channels for interacting with stakeholders to make certain the project addresses the correct needs and criteria, and that integrators and opinion makers alike are allowed to contribute with valuable input.

1.1. Deliverable structure

The deliverable is organised in the following chapters:

- **Chapter 1 – Introduction**
  Describes the overall structure of the deliverable and introduces the context in terms of objectives and an overview of the overall context.
- **Chapter 2 – Dissemination strategy**
  Describes roadmaps, activities and goals of the dissemination activities. It also presents collaboration activities conducted through the framework provided by IoT EPI, as well as how to manage open calls.
- **Chapter 3 – Dissemination tools and channels**
  Talks about what platforms should be used and how the message best should be conveyed through available means.
- **Chapter 4 – Communication chart**
  Describes how, what and when to communicate, identifying target audience, responsibilities and including communication matrices for better understanding of the role of the project.
- **Chapter 5 – Conclusions**
- **Annex 1 – 4**
  Showcases a wide area of tools, material used for communication and dissemination.

1.2. Mission

"The VICINITY project will build and demonstrate a platform and ecosystem that provides "interoperability as a service" unify, strengthen and advance the implementation of IoT across domains and standards."

VICINITY aims to:

①	**②**	**③**
To create a software platform that allows smart devices to communicate seamlessly across disciplines, vendors and standards, while retaining the ownership and management of data.	To identify and implement new value chains that are built on integration of smart devices, and to ensure a low-level entrance to integrating VICINITY solutions in the value chain.	Identify requirements for future standardisation and contribute to Standards groups and support proposals that could influence development of a market for VICINITY services

1.3. Objectives of the VICINITY project

The project should decide what kind of content should be conveyed as part of the communication plan. The content will cover tasks related to the pilot sites, as well as policy and standardisation activities. More specifically, results from these areas will receive special attention:

- Technical – communicate results of development and integration
- Business – identify and describe value chains in an ecosystems and exploitation potential
- Standardisation – influence standardisation work through information about results and compliance

Additionally, the communication plan will need to address social topics:

Increase the awareness of IoT and privacy challenges among key stakeholders and opinion makers.

Increase the number of stakeholders interested in the implementation and results of pilot installations.

Create the basis for **new value chains** through IoT ecosystems based on VICINITYs domain, device and vendor agnostic platform supporting interoperability as a service.

The VICINITY project can be summarized through four cornerstone objectives that will define not only the outcomes of the project but will also shape its work plan and the scheduling of tasks.

VICINITY has four objectives:

Objective 1: Comply with and contribute to IoT Standards
Objective 2: Informing about implementation and deployment
Objective 3: Informing about value-added services
Objective 4: Communicating advantages with decentralised interoperability

These objectives, background and results are described in more detail in Annex V: Objectives

2. Dissemination strategy

VICINITY bases its dissemination strategy on knowledge of potential and relevant stakeholders. A stakeholder is considered any institution, person or company that has a vested interest in the project or will be affected by its outcomes. VICINITY places emphasis on identifying and assessing these stakeholders in terms of interest in the project. This knowledge is considered of importance for the success of the project and the direction of further dissemination activities.

Dissemination is defined as *"the means through which research results are presented to the public "*[1]. The process must take place in close cooperation with the help of project participants. In order to create and distribute information about an innovation, it is necessary to reach mutual understanding about the communication means and message. Successful dissemination of an innovation produces changes in peoples' thinking and actions. Dissemination is not always a one-way process and the term may sometimes imply a wider meaning by including the overall awareness and visibility of the project. In order to successfully reach out, dissemination should provide awareness even before any results are published.

2.1. Objectives of the dissemination strategy

The aim of the dissemination strategy is to distribute knowledge about the project outputs, innovation potential and business opportunities to all relevant stakeholders. The dissemination activity will also target arenas that define legislations and standards that directly affect the project and the outcome of the efforts. The dissemination strategy must be adapted to present relevant information at the right **time**, right **place**, and in the correct **context** to allow the broadest diffusion.

Dissemination activities will support all work packages ensuring maximum visibility, accessibility and impact of the project activities. Tailored dissemination activities will be designed to make the project outcomes visible and accessible to the different target stakeholders.

The objectives of the dissemination activities includes setting up a strategy for main tasks that needs to be addressed and decisions that belongs to each task:

Plan	The first stage begins by identify targets, messages, tools, and channels. Based on these findings, an adequate and effective communication and dissemination plan has to be built to ensure the best impact of project results.
Design	When producing dissemination tools, it will be necessary to design a comprehensive set of communication material (including the project logo) to ensure an easy identification of the project and a major exposure.
Distribute and represent	Dissemination channels needs to be identified, and dissemination material must be adapted to get full effect from using the channels (both internal and external).
Activities	Project events will need to be organised, and participation in workshops, conferences, standardisation and international/EC meetings should be

---

[1] Definition of "dissemination" in the EU-FP7 context, at "Free of charge helpdesk on Intellectual Property Rights related issues in EU-funded projects (IPR Helpdesk)", Dissemination of Foreground under FP7, www.ipr-helpdesk.org/documents/ES_DisseminationForegroundFP7_0000006629_00.xml.html#N20028

	encouraged. The activities will have to build upon the efforts put into identifying the correct venues for distributing the message.
Sustain	Ensure a persistent and long-lasting visibility of the project activities and outcomes. This will be accomplished by among other things maintaining the project website, use graphical profile and dissemination strategies developed, as well as following up value-added services and encouraging further cross-domain and cross-project activities.

<div align="center">

Table 1: Objectives of dissemination activities covers the entire lifecycle of the project.

</div>

VICINITY dissemination and communication actions will be intrinsically linked to the exploitation of the project's activities and results. Efficient publicity and wide exposure of VICINITY and its achievements will increase stakeholders' engagement with the VICINITY initiative, and the use of VICINITY results beyond the project's lifetime.

Ultimately, communication and dissemination activities will maximise VICINITY's impact on prompting dialogues, cooperation and coordination with decision makers, developers, integrators, administrators, end users and establishing connections between European partners.

The project has produced several leaflets and brochures that are available through the project's website, as well as prepared templates and other material being used to present a uniform and project-centric visual language. These are made available through the cloud services and website that belong to VICINITY. Partners in the VICINITY project have produced additional materials for internal dissemination activities and participation at local events. These are described in more detail in D9.9: "Report on Dissemination Activities, Public Participation and Awareness, year 2".

2.2. Roadmap for the dissemination and communication activities

<div align="center">
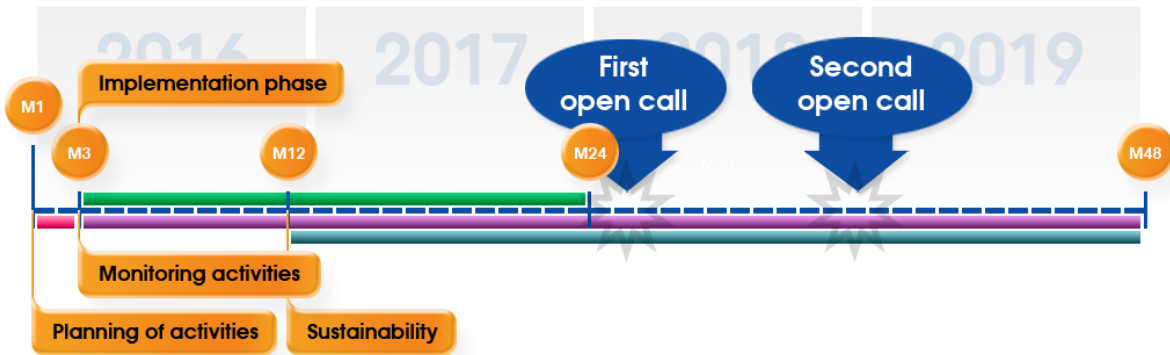
Figure 2: The roadmap describes the most important milestones within communication and dissemination strategy planning and implementation from January 2016 to December 2019.

</div>

The roadmap was designed to reach the dissemination and communication objectives previously defined in a timely and adequate manner:

- **Planning of activities: January 2016 – February 2016 (month 1 – month 2)**
  Identify the communication and dissemination strategy and plan to ensure the best impact of VICINITY outcomes.
- **Implementation phase: March 2016 – December 2017 (month 3 – month 24)**
  Produce a comprehensive set of tools (supports and channels) to diffuse key messages

extracted from research results to the identified targeted groups in a way that encourages them to factor the research implications into their work.

- **Monitoring and assessment: March 2016 – December 2019 (month 3 – month 48)**
  Using assessment tools described in annex 4 to carefully analyse and assess the impact and success of dissemination activities against pre-established KPIs as described in Table 16: Project dissemination key performance indicators. and Table 24: Project communication . These will be adjusted based on lessons learned that are described in D9.9: "Report on Dissemination Activities, Public Participation and Awareness, year 2" alongside other feedback and new understanding.

- **Sustainability: December 2016 – December 2019 (month 12 – month 48)**
  Identify and set up the mechanisms needed to ensure persistent and long-lasting visibility of VICINITY outcomes.

These communication activities are coordinated with the other major milestones in the VICINITY project. The main DAC activities that will take place during these next three years, is the monitoring of activities and preparations of sustainability mechanisms.

The two key milestones that will be part of the DACS in 2018 are the "Server, client components ready" and "Integrated system prototype". This is also when the first Open Call is being launched. At this stage of the project, the main focus of the DACS is related to technological requirements and stakeholders that may impact the project (see also Table 29: List of audience and communication strategy and Table 30: List of stakeholders and domain-specific roles.) including how IoT ecosystems can be integrated within the VICINITY framework.
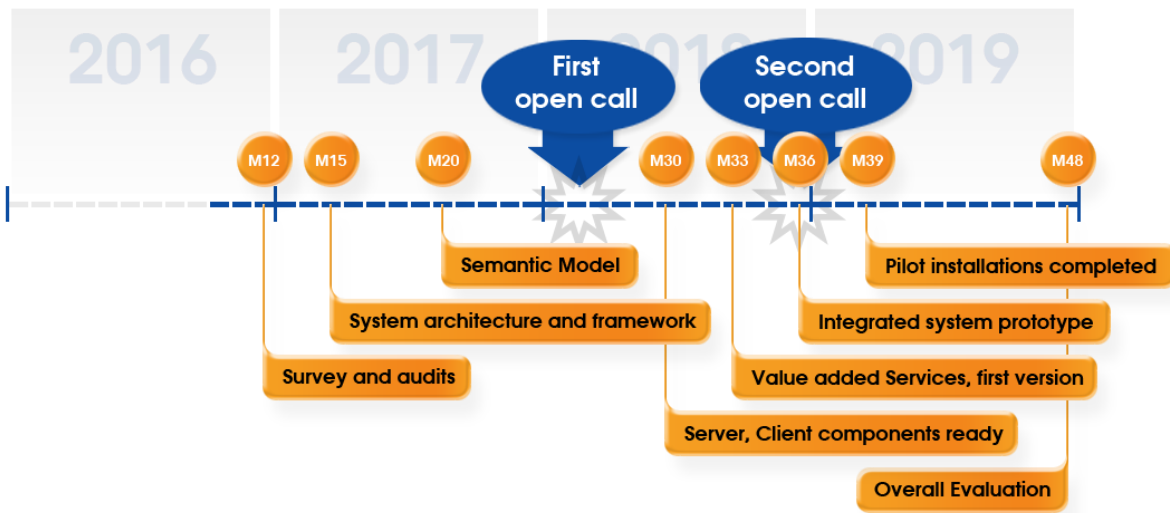
Figure 3: VICINITY main milestones 2017 - 2020

2.3. Dissemination target audiences

In February 2016 (month 2 of the project), partners have identified the following 5 main groups of stakeholders likely to be interested by the project outputs, and therefore targeted by the consortium for dissemination activities. Examples of relevant bodies are included with the stakeholder groups:

Policy-makers and legislators	- European Council (impetus and direction) - Council of the European Union (legislature) - European Parliament (legislature) - European Commission (executive)
Standardisation bodies	Priorities for Standards Contributions: - AIOTI – Alliance for Internet of Things Innovation - AIOIT working groups: WG3, WG4, WG5, WG7, WG8, WG9, WG13, WG12 - ETSI TC Smart M2M – Ontology Development - W3C – OGC & Web of Things (WoT) Interest Groups - ITU-T SG20 - IoT and applications including smart cities and communities - IEEE IoT WG - P2413 Architectural Framework for the IoT - CEN TC 278 / ISO TC 204 – ITS Standards To monitor and influence policy: - ISO/IEC JTC1 SC27 (Information Security) and SC41 (Internet of Things, Sensor Networks and Wearables) - OneM2M Partnership Project – base ontology - Continua Health Alliance - USEF – Universal Smart Energy Framework - CECED – European Committee of Domestic Equipment Manufacturers - ITS groups within ETSI, ITU, BSI - ETSI Board and SSCC-CG
Infrastructure & service providers	- Government Service Providers - Computing services providers (grids, clouds and Infrastructure as a Service) - Application developers - Entrepreneurs - National Road Departments - Civil society
Research & Education Community	- International Research Communities - National scientific organisations - Research and Education institutions (universities)
Private sector	- Private research organisations and research centres - Start-up labs - Research and business departments - Commerce - Product Manufacturers - Industry

Related projects & initiatives	H2020 projects on IoT, Smart Cities, Large-Scale Pilots (LSP) National IoT initiatives IoT EPI ▪ SymbIoTe ▪ bIoTope ▪ BIG IoT ▪ AGILE ▪ TagItSmart! ▪ Inter-IoT

Table 2: VICINITY dissemination target audiences

2.4. Roles of dissemination target audiences

The main groups represent stakeholders with one or more expected roles. By providing input on resources, concepts, strategies, impact and engagement, they will shape and contribute to restructuring of the dissemination activities. The respective stakeholder groups and expected/relevant fields of contributions are described in the table below

	Policy-makers	Standard-isation bodies	Infrastruc-ture & service-providers	Research & Education Community	Private sector	Related projects & initiatives
Give feedback on project activities and results	√	√		√	√	√
Help identify priorities and tailor project activities to the needs of the end-users				√		√
Help implement and develop services that will bring the benefits of VICINITY developments to the end-users			√		√	
Increase the exploitation perspectives of the project results						√
Consider project outputs for that may influence VICINITY future cooperation	√	√				
Enhance project's visibility through promotion throughout their contact network		√		√	√	√
Maximize the impact and cost-effectiveness of project activities						√

Table 3: Role of VICINITY target audiences

2.5. Dissemination Activities

A number of activities have been conducted in 2017. A thorough description of reported events and publications is presented in Deliverable 9.9: "Report on Dissemination Activities, Public Participation and Awareness, year 2"

The goal has been to inform of the project and get in touch with stakeholders. All partners have been engaged in these activities, and communication efforts and dissemination material have been adapted based on feedback and acquired knowledge.

The communication strategy has been adapted to also combine dissemination with similar efforts as part of the IoT EPI framework. This has provided VICINITY with the opportunity to profile to stakeholder, customers and combine forces with Horizon2020-funded ICT-30 projects.
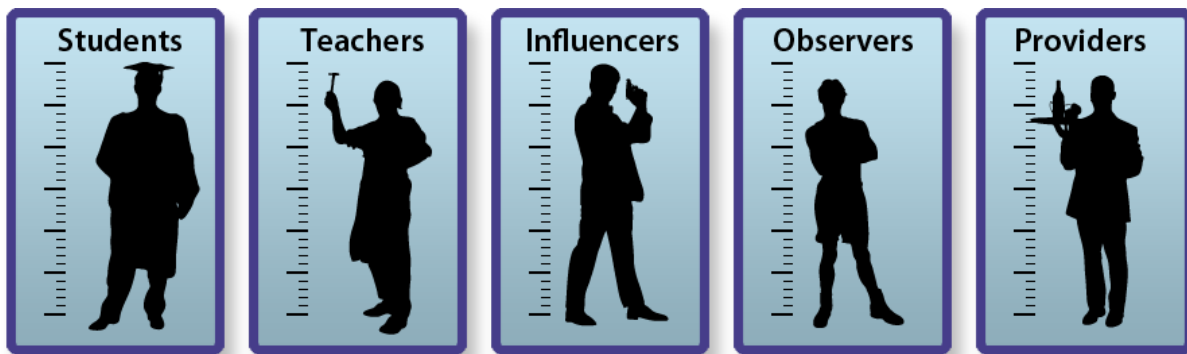
Figure 4: The most important roles participants in the project may have.

The activities where VICINITY will contribute or be present in the coming period will be based on strategic choices of the roles that would be most beneficial to the projects influence. Some of these choices have been adjusted based on lessons learned from year 1 and year 2. An improved understanding of expectations and changes in the market has had an impact on how the project is communicated. More products are targeting IoT interoperability, which raises the importance of presenting VICINITY as an alternative to other projects and commercial solutions.

Several roles as been identified, as presented in Figure 4: The most important roles participants in the project may have. VICINITY must decide when it is most beneficial for the project in terms of human and financial resources to become:

Student – learn and engage in dialogue

① This role is best suited for discussions and visits to pilot sites, vendors and other stakeholders where the goal is to learn more about barriers and opportunities, standards and architecture. Partaking in interviews and attending conferences focusing on IoT ecosystems – in particular within their own domain – and other key issues are other examples where participants from VICINITY would benefit from assigning resources.

Teacher – inform about project results and opportunities

② When promoting the VICINITY IoT ecosystem and concept of semantic interoperability as a service as an alternative to vendor/standard centric development platforms,

conferences, publications, editorials and videos are the ways to go. The same applies to participation in IoT EPI and cooperation with vendors and other service providers.

Influencer – influence or lobby for services and integration of relevance to VICINITY through networks and organizations

3

Invitation to, and participation in, standardization bodies and other organizations working within regulations are considered prioritized activities. These should in general be accepted when the opportunity present itself. Resources should also be spent on attendance in governmental bodies that operates within juridical issues related to technological requirements and business models.

Observer – be present at activities with relevant projects and contributions

4

In particular efforts offered by teleconferences and participants in other IoT EPI projects, should be followed closely to see what direction they intend to go with future technological solutions. This means venues within the IoT domain on an operational level are considered important. The same applies to subscribing to newsletters and offers to the development community.

Integrator – present the potential that lies within integration and cooperation on both technical and organizational levels.

5

Spending resources on exhibitions and participating as keynote speakers is the preferred way to establish contact with relevant integrator communities. By reaching out software and hardware developers alike, the potential for reaching the critical mass needed for increased adoption rate increases. Participating in consortiums alongside other cloud service providers and business developers is therefore very relevant to VICINITY.

These are just a few examples of considerations that have to be made in order to get the most out of future attendance. This attendance also includes other activities that have been identified as relevant to VICINITY:

- Attendance and organization of events, conferences and workshops
- Dissemination activities through contributions of material and contents to relevant publications
- Invited talks and keynotes - VICINITY aims to be invited to talks and keynotes to present results, get attention and invest in knowledge and contributions from current and potential stakeholders.
- Presenting opportunities through open calls and in partnership with other IoT EPI projects
- Flyers and academic and commercial brochures
- Newsletters – internal, external and IoT EPI
- Demonstrations at pilot sites – open to the public and used to generate interest for the project and potential in using interoperability to integrate new value-added services.

See "Annex 1: Currently foreseen communication activities" for a more comprehensive list.

The DACS will also assist in describing how project partners and consortium can communicate benefits of the project. The list is preliminary, and will be further explored in D9.7: Dissemination and Communication Plan, year 4, where exploitation strategies will have a central position.

2.6. Damage control

It is impossible to create contingency plans for everything that may happen in such a technologically complex project like VICINITY. 15 participants spanning 9 countries are bound to run into situations where they have to answer for design choices or handle damage controls.

It is never a good idea to shuffle problems under the rug. In case of situations with far-reaching effects, best practise within damage control has to be applied.

There are many recommendations that are being offered on the net, but they can all be condensed down to a few simple rules.

1. **Be prepared.**
   In case of serious issues, always refer to the project coordinator - Christoph Grimm at UNIKL. If necessary coordinate the message with pilot site leaders or a participant spokesperson.
2. **Be proactive.**
   If something happens, make sure to take the initiative. Be swift. Do not wait for the stakeholders, press or someone else to learn about it first.
3. **Be honest.**
   Tell it as it is. Explain what you know – what happened, and what you plan to do about it. Also say something about how to avoid it for future. Feel free to also invite stakeholders to present suggestions – that may send positive signals, and give support.
4. **Be available**
   Many stakeholders may be left with unanswered questions or uncertainty. Take action, be present in the channels the stakeholders prefer. Update websites if necessary. It is however recommended to stay away from using social media to inform about technical issues and privacy problems. Email is the recommended choice, as updates in social media have the potential of spinning out of control through retweeting and sharing.

3. Dissemination tools and channels

VICINITY will produce a wide area of outputs and results. This list of the work packages in VICINITY describes some of the main outputs that will disseminate to a selected set of the target audience. Since most of these work packages have not been completed or even initiated as of yet, this list will serve as a pointer.

How the dissemination will be implemented will depend on what roles VICINITY will have and what expectations of impact fuel the actions that will be taken. This will also be based on assessments made by the participants, as the DACS offer guidelines but cannot dwell on day-to-day or event specific activities.

Examples of some of the considerations for dissemination tools to use for addressing issues related to technical requirements are listed below:

1   **Consolidated guidelines** to develop IoT gateways and ontology (IoT and service providers, related projects and initiatives).

2   **Information material** for stakeholders (IoT community, related projects and initiatives).

3   **User Forum Events proceedings** (IoT and service providers, research and education community, private sector, related projects and initiatives).

4   **Implementation and integration of VICINITY IoT Gateways, discovery functionality and cloud service** (IoT and service providers, research and education community, policy makers, related projects and initiatives).

5   **Open Access Data Repository Deployment** (IoT and service providers, research and education community, policy makers, related projects and initiatives) in order to optimize the exploitation of those results, project partners agree on the following preliminary exploitation plans.

The above topics that are tightly tied in with the objectives that are described in 1.3: Objectives of the VICINITY project and 2.1: Objectives of the dissemination strategy.

WP1	**Outputs related to VICINITY concept requirements, barriers, specification and architecture.** Survey methodology and questionnaires, effects on domains like building, energy, transport, health, security and privacy, legal and ethics and the technical domain. An overview of pilot sites, risks, actors and datasets do also belong to the outputs. The specifications also include technical and business requirements demonstrated with UML diagrams and use case descriptions. Finally, the outputs will also describe architectural design and methodologies that will be applied there.
WP2	**Outputs related to standardization analysis and VICINITY platform conformity.**

Public

	These includes topics like discussions on IoT interoperability, ontologies, standards requirements for the different pilot sites and use cases, as well as describing standard bodies that are relevant to the VICINITY project and outcome.
WP3	**Outputs related to VICINITY server implementation.** This will include a description of the VICINITY gateway API, standard IoT descriptors and how internet based repositories can be used for automatic recognition and mapping to a VICINITY ontology. This also includes auto device discovery features and how they can be integrated into the VICINITY IoT ecosystem.
WP4	**Outputs related to VICINITY client infrastructures implementation.** Among these outputs, a framework for designing a VICINITY Gateway Adapter will be presented. It will also include describing specific IoT infrastructures that are needed in pilot applications along with a further description of the auto-discovery platform used for discovering standard IoT assets. Finally, agents used in pilot applications implementations and VICINITY Security Services will be communicated.
WP5	**Outputs related to value-added services implementation.** Specifically, this includes detailed definition in the scope of each defined pilot use case, and how implementation based on the determined requirements and pilot sites surveys. The outputs will also contain results of the testing, validation, evaluation and upgrades of value-added services during the pilot realisation.
WP6	**Outputs related to VICINITY framework integration and lab testing.** In this context, information about how developed components are integrated in the server and client infrastructures and deployment of the first version of the VICINITY prototype will be central to the content of the output. The same goes for the results of implementation of a control and energy management systems, including advanced smart metering infrastructure and demand response. Communicating the results of testing and validation of the integrated energy solutions in the labs and use of real-time hardware in the loop demonstration along with security and privacy evaluation of the VICINITY prototype will be presented.
WP7	**Outputs related to on-site deployment and pilot installations.** Here the input from WP6 (Integration & Lab testing) and presentation of a detailed plan for pilot installations on a larger scale at real world demonstration pilot sites will be part of the results being presented. Evaluation and demonstration of the VICINITY framework and actual installation and integration of the identified IoT devices per use case to the VICINITY platform will be an output that will receive special attention. Deployment of the value-added services and establishment of pilot test and evaluation infrastructures will be considered an important part of the output to disseminate.
WP8	**Outputs related to pilot demonstration and overall evaluation.**

	This work package will generate information about the testing and measurement points used to ensure the outcomes of the use cases can be determined unequivocally.
	The evaluation criteria for the pilot systems and how they include the ability to be self-adaptive, robust, safe, intuitive, affordable and interconnected will be a part of the outcome. This includes KPIs and energy efficiency metrics to ensure a long battery life for connected devices.
WP9	**Outputs related to data management plans, dissemination and communication strategies and the exploitation and business plan.**
	This includes the facilitation of Dissemination & Communication strategy definition, content of the Data Management Plan and data structures.
	Another output will be information about how to coordinate dissemination activities and how to increase the outreach of the project through web and social media presence. A description of creating stakeholder engagement throughout the project and maximizing the exploitation potential of VICINITY outputs will also come through as a part of the output. Finally, the identification of VICINITY exploitation business cases and their validation with stakeholders belongs to the output.
WP10	**Outputs from this work package are all related to project management.**
	They describe status of the projects – both timewise and on financially. The inclusion of technological and scientific orientation of the project will be part of it. The same goes for a description of the high-quality standards at all levels and guarantee of the accomplishment of the objectives.
	Another output will be the reports of resources, overall project performance and risks, ethics, and contingencies that have been put in place. Finally, the establishment of appropriate communication channels with funding actors as well as consortium partners will belong to expected outputs.

Table 4: Main outputs to be disseminated

3.1. VICINITY Open Calls

Through the EC funding of VICINITY and other IoT EPI projects, it is expected to allocate funds for open calls. VICINITY has set aside a total of € 500.000 is reserved as financial support for third parties through a well-defined open call procedure, with a maximum of € 80.000 available per each external entity that will qualify through the open calls procedure.

Open calls in VICINITY are envisioned in the project to integrate further, preferably public, IoT infrastructures. Another objective of the open call is to test and validate VICINITY concepts through creating and deploying additional value-added services using VICINITY technology. This will serve several purposes;

- allow external entities to participate in the developments of the project
- extend the scale and scalability of VICINITY of use-case demonstrations
- validate IoT interoperability and interoperability services and
- enable cross domain value added services and discovery functionality
- efficiently raise the awareness of industrial communities of VICINITY and its capabilities.

The results will provide VICINITY with valuable experience, and evolved interoperability.

VICINITY will organise two separate Open Calls during the lifecycle of the project. The open calls are under of the management of strategic industrial partner ATOS, which will exploit relationships from European Technology Platform NESSI (Networked European Software and Services Initiative) and BDVA (Big Data Value Association). ATOS will identify subjects, candidates for VICINITY open calls for integration of third party systems and added-value services based on adherence to success criteria presented in Table 5: Success criteria for results of open calls.

Indicator	Success criteria			
	Year 1	Year 2	Year 3	Year 4
Number of 3rd party services integrated to VICINITY				3 independent value added services integrated
Number of 3rd party infrastructures integrated	-	-	-	3 IoT infrastructures integrated beyond the current consortium

Table 5: Success criteria for results of open calls

3.1.1. Open Call Communication and awareness

Communication activities shall ensure that stakeholders are aware of open calls. Understanding the scope and requirements is considered essential for successful results. Achievements are measured in impact, outreach and value-added services.

In order to promote the Open Call, to obtain the widest audience and to reach targeted applicants, a special dissemination campaign has been planned.

The dissemination campaign will raise awareness and attract the interest within the IoT community (companies and research centres). Dissemination of the call is the key tool to involve participants and attract the most suitable and high-quality applications.

The Open Call Dissemination campaign is separated into four phases:

1	**Set-up**	This phase is developed 4 months before "the official open day". During this phase the following tasks are undertaking: • Identify the key messages • Identify the target audience • Collect a list of potential participants, the source for this list will be partners contacts, innovation and research authorities, technological platforms, etc. • Create the dissemination material: Press release, special newsletters, social media messages, and presentations. • Create a KPI list • Create the dissemination calendar • Prepare the messages in FS6 tool
2	**Pre-campaign**	The dissemination campaign will start one month before the "official open day", so a pre-dissemination campaign will be undertaken. During this period, potential applicants will have the opportunity to know VICINITY and get familiar with the open call. The following actions are planned: • VICINITY web announcements • Intensive campaign in social media (Twitter, Linkedin, Facebook) • Press release • Present the open call in IoT EPI events • Exploit established synergies through the IoT-EPI Task Forces • Announcements on EU institutional web sites and networks • Disseminate the call among partners contacts • E-mail campaign • Webinars • Evaluate the results • Promote the open call in FS6
3	**Launch**	During this phase, the potential applicants should be assisted. This includes activities and preparations like: • Hold webinars • Social media messages • Monitor and evaluate the results • Q&A page • Support the participants through email
4	**Reporting**	During this phase, results will be gathered, and actions carried out will undergo evaluation. When conclusions are reached, the results should be presented: • Publish the results in the web

- Publish special newsletters
- Disseminate the results in social media
- Evaluate KPI

Table 6: Description of VICINITY open calls from the project website.

The project aspires to make information about open calls to be accessible for all interested parties. IoT EPI has a pronounced strategy that main target group should startups and SMEs. The assumption is that several of these may be put off by terminology and is mainly focused on the impact. A tentative, unofficial description of Open Call 1 was presented during the IoT EPI Innovation Night Tour. A finalized description will however be prepared in first quarter of 2018.

Information on the VICINITY open calls has been made available on the project website[2], but will also be publicised on F6S[3].

3.1.2. Open Call target audience

VICINITY is committed to adhere to Horizon 2020 standards[4] with respect to transparency, equal treatment, conflict of interest and confidentiality. All calls for third parties will be published on the Horizon 2020 Participants Portal and on the projects own web site. The calls are open for submission for at least 3 months, and will immediately publish if call deadlines are changed on the call page on the participant's portal. All registered applicants will also be informed of the changes to either submission deadlines or contract bound obligations.

The call is open to individuals, associations, organisations or businesses legally registered in a member state of the European Union or in an H2020 associated country[5]. Only single parties may receive funding – no consortia are allowed.

The targeted applicants for VICINTIT Y Open call are:
- SMEs
- Cities, Regions
- Start-ups
- Big Companies
- Research groups
- Universities, etc.

Furthermore, considering the amount of countries that are considered eligible for applying for funding through open calls (28-member countries + 16 associated countries), emphasis will be put on preparing textual and visual content in a way that is easy to disseminate.

VICINITY aims to also reach out the associated member countries (marked with orange in figure 7). Communicating conditions, alongside opportunities and obligations will therefore receive special

---

[2] vicinity2020.eu/vicinity/content/open-calls

[3] f6s.com/opencall1vicinity

[4] http://ec.europa.eu/research/participants/data/ref/h2020/other/wp/2016-2017/annexes/h2020-wp1617-annex-ga_en.pdf

[5] http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/3cpart/h2020-hi-list-ac_en.pdf

attention. Examples of such conditions are: proposals and reports are to be submitted in English, responsibilities, roles of 3rd parties, issues related to IPR and GDPR, etc.

Member countries	Blue
Associated countries	Orange
Outside of map	Israel, Tunisia
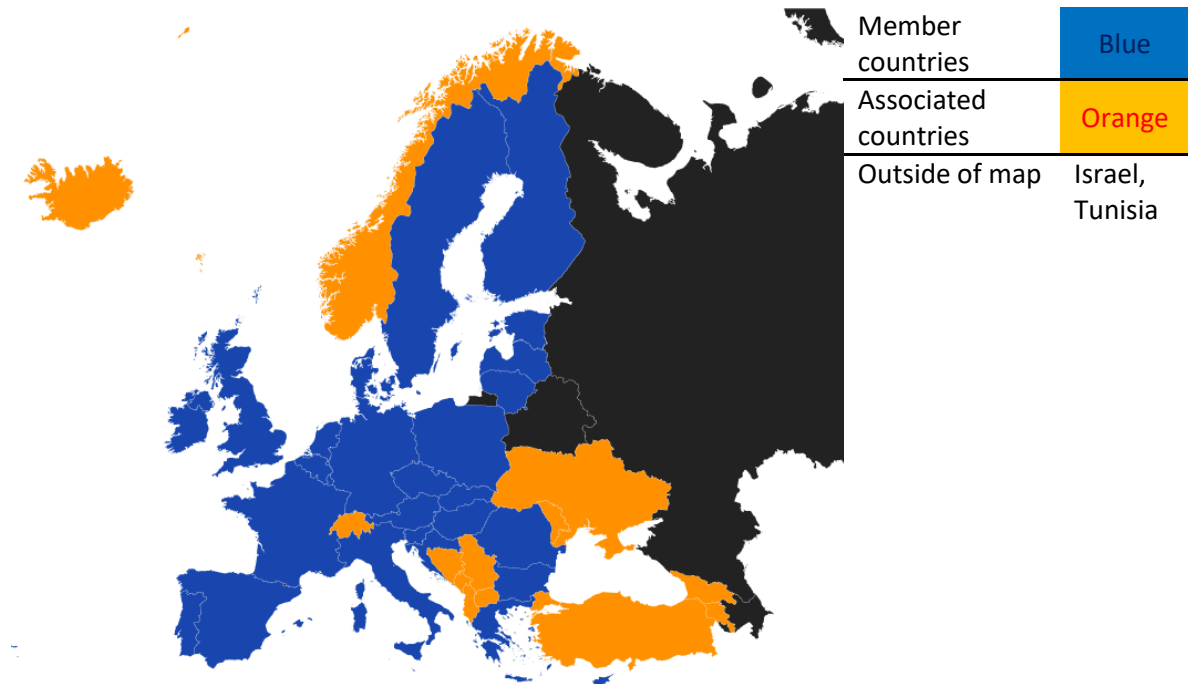
Figure 7: Countries eligible for H2020 funding[6] (image source: free vector maps.com)

3.2. Target Audience & Channels for Communication

This section is based on the Dissemination & Communication methodology described in Chapter 4: Communication chart. Here is presented the VICINITYs Dissemination and Communication activities for promoting the project and its findings during and after the grant period.

Figure 5 presents and overview of intended target audience of VICINITY, and describes what channels are deemed suitable for reaching out to the stakeholders. Table 8 elaborates more on the channels, methods and contents that will be used. This is all content that is being adjusted when necessary, and is also referred to in Annex 1: Currently foreseen communication activities.

Figure 5: Overview of VICINITY target audience & channels for communication

Graphical identity	*Keywords: VICINITY logo, Templates* Design of VICINITY graphical identity, namely project's logo and dissemination material templates in order to ensure consistency throughout the project duration.
Dissemination material	*Keywords: Leaflets, Posters, Reference PPT* Public release of newsletter, leaflets and brochures, press releases and short project videos (1-3 minutes long) for a short introduction to the project. The dissemination material with target an audience that ranges from technical integrators to public officials as well as the general public. It will therefore be necessary to keep the message clear and simple. The DACS will therefore focus on key topics related to VICINITYs goals, achievements and general news of interest.
Online presence	*Keywords: VICINITY website, social media, research blog, research website* Development and maintenance of the VICINITY website to serve as a major dissemination tool in terms of project's concept, objectives and outcomes and report uploading. It will also have a part to act as an active "blog of research", where partners can put articles about intermediate results, events etc. The website will coherent with the general communication strategy. Periodically updates of the website, according to users' evaluation session planned in dissemination plan will be carried out. By providing a usable content management system (in the form of a Wiki) for the news section of the website, the dissemination manager will be able to upload latest news instantly. The project Wiki will also serve as a collaborative

	environment between the project partners (for collecting content for deliverables, exchanging reports, etc.). Strong presence on VICINITY Social Media channels, such as Facebook, Twitter, LinkedIn, Google +, YouTube etc., applying continuous updates and engaging a wide number of visitors in order to help the consortium to reach a wider spread with their dissemination activities. Establishment of synergies with similar projects so as to identify commonalities and to avoid redundancy. This will be accomplished through dedicated meetings specified on the VICINITY website, well in time, so that they can be attended by different Consortium partners in the project.
Publications	*Keywords: deliverables, scientific publications, conference proceedings, newsletters, event presentations, press releases, project videos* A considerable number of publications both in conferences and journals establishing presence and diffusing innovative outcomes so as to raise awareness both in industrial players and the scientific research community. The feature of constant updating characterises also the publication plan of VICINITY, whereas the publications generated during the project will be submitted where possible to open access journals (i.e. IEEE Internet of Things Journal and Internet of Things conference, IEEE International Conference on Emerging Technologies, ICT Innovations Conference, Internet of Things Developers Conference, etc.) Delivery of project public documentation and publication to the project's website, reporting the VICINITY developments and proposed solutions towards raising awareness and further engaging the target community and public audience.
Events	*Keywords: Project events, project workshop, EU parliament event, external events, exhibition, standardisation bodies* Organisation of project events, to raise awareness among the target audience, analyse project activities, establish tools and lay groundwork for interactions and provide project partners with useful inputs from target stakeholders to further improve the VICINITY solutions. Contributing to or participating in external events, to raise key stakeholders' awareness and facilitate knowledge sharing, thus increasing the project impact. Targeted events include events organised by the EU Commission's Unit supervising the project, other EC Conferences and thematic clustering meetings, annual events organised under the aegis of the EC. An updated agenda, the so called calendar, via the web and the user interface. Within the dissemination plan an updated agenda via the web and user interfaces will provide useful information about the events and actions related to the project Interactions with worldwide forums and institutes for the effective dissemination of the project results and the cross-fertilization of ideas and concepts.

Table 8: Description of the most important channels used for communication.

In order to successfully convey the above listed messages to the respective target audiences and reach the highest impact possible, the project consortium will assess the most suitable communication channels for targeted dissemination activities, as described in Table 32: Communication tools, channels and target groups.

Dissemination tools refer to all material supports used to present the content of the project or open calls to an external audience. By dissemination channels we mean all media through which the project results are conveyed and relayed to the target audiences. In particular, we distinguish internal and external dissemination tools and channels. The table that is listed below serves as an evaluation of the most important tasks with a specific attention paid to dissemination material and online presence:

Dissemination tools and channel	Internal	External
Project website	√	√
Web-based user forum	√	
Other websites (partner websites, EC services, etc.)		√
Social media and professional networks (text, video, images)	√	√
Project events	√	
Other IoT related events		√
Target publications and scientific magazines		√
Media (radio, TV, printed publications)		√
Mailing lists and contact databases	√	√

Table 9: Dissemination tool and channels

As displayed in the table, some channels can be both internal and external: this is the case of social networks and mailing lists. In the first case, project results will be disseminated through LinkedIn or Twitter groups created on purpose for the project (internal channel) and through external groups that can be of interest to VICINITY, either because they are related to IoT or because they belong to related initiatives and programmes (external channels). In the case of mailing lists and contact databases, the VICINITY project is building the contact network based on the stakeholder that will be an internal resource of the project used for targeted communications. In addition, each partner will use its own database of contacts to disseminate information on the project to their networks.

3.3. Online Dissemination and Interaction

The online presence will give the project vast exposure on the web, while providing the consortium with an additional channel to share project information and materials and exchange feedback with interested stakeholders.

3.3.1. Project Website

Figure 6: VICINITY website

The web developments along with the established social channels will be enhanced with the essential dissemination material, which is expected to enhance the project's main ambitions and objectives through the engagement of all the related stakeholders' groups and public audiences.

The homepage will support the communication strategy by providing a clear overall view of what the project is about and guide the visitor towards sections of interest. The homepage with a separation between the overall structure and website content.

The website [7] has several roles it needs to fulfil, and it is essential to identify what these roles in order to develop a functional strategic approach. In order to reach out to the intended target groups, the online presence should cover are:

- Public image of the project and main online access point for the different target groups.
- Information source: highlight project objectives, activities, outcomes and relevant updates in the field of IoT communication.
- Repository of information: store and make available project resources and publications to general public, specialized public and reviewers.
- Gateway to F6S portal for Open Calls applicants and other interested parties.

In order to reach out to a wider audience, the VICINITY website should be characterised by an emphasis on readability, ease of use and attention to information hierarchy, interaction design, responsive design and a platform agnostic approach.

This will be an integrated part of future expansion of online presence, and describes how technical decisions directly impact the dissemination process.

In more detail, this encompasses the following points.

- Style: Dynamic. The project is research- and practice-oriented, involving and fostering interactions – through meetings, forum discussions and workshops. Therefore, the homepage features call-to-action, animated icons, Tweet feed, User-forum feed, Infographics. These visuals encourage the visitor to navigate through the different pages; Navigation: user-friendly and intuitive;

---

[7] The website (9.1) for the VICINITY project (www.vicinity2020.eu) is created and maintained by CERTH.

- Design: Modern, appealing using latest State-of-the-Art functionalities offered by Drupal, a feature rich and stabile content management system;
- Optimization: The website is optimized for the search engines and a Google analytics code is installed in order to monitor user activities and provenance.

Supporting well established frameworks and design patterns is an integral part of creating an environment that adheres to dissemination strategies. Being scalable and extendable means the website can be tailor made to different target audiences, roles and installation sites.

The VICINITY website is expected to grow in both content and complexity during the lifecycle of the project. In order to achieve the goals that have been defined in the DACS, a lot of effort has been placed in structuring an overall structure that will stay recognisable through all other permutations of the project. Submenus will for instance be sources for regular restructuring based on changes in information from pilot sites, feedback, different dissemination activities and emphasis on different topics. It is therefore important that the technical framework, CMS and information architecture all supports guidelines that are laid out in tables with dissemination profiles.

There are parts of the website that also has to adhere to the criteria laid in Chapter 3 of the Deliverable 9.2: Data Management Plan, first version. This is affected in particular by descriptions found in 3.2.IPR management and security. Therefore, in order to reach out to the intended target audience and avoid negative publicity as described in Annex 3, the website will be publicly accessible, but it also features a restricted area, only accessible with a password by the project partners, the EC project scientific officer and the project review panel team: it contains documents and confidential information related to the project's internal activities and reporting (e.g. Grant Agreement, Consortium Agreement, Deliverables, consortium meeting presentations and minutes).

Internal dissemination will benefit from being built on top of a personalised platform. VICINITY has integrated a web forum on the website which supports login and personal profiles. The forum is created and maintained by UNIKL and integrated to the project website by CERTH. During the course of the project, it would be beneficial for the internal dissemination activity to expand the web-based user forum (T9.2). By turning it into a collaborative platform providing areas for exchanges on various topics related to open calls, IoT services and applications, it will allow representatives from different domains and participants that are service providers and application developers to discuss technical matters, and researchers to describe their needs and their constraints.

Action plan

- CERTH will continue developing and adapting the website, modules and extension based on specifications for website development and target audience (part of the communication strategy) and technology (part of the dissemination strategy). This will be built upon content presented in the deliverable 9.1: "Project website".
- January 2018 – December 2019 (month 25 – month 48): the website is enriched with contents, in line with information about project, results, ongoing efforts, open calls etc. that is consistent with dissemination activities that are described in the DACs.
- From December 2019 (month 48); the website will be maintained beyond the end of the project lifetime by CERTH.

3.3.2. External dissemination channels

Project results and activities will be disseminated on a series of external websites for awareness purposes. The project will also target a specific audience for a deeper understanding of the project or project specific aspects.

This table contains a preliminary list of known outlets for dissemination activities. Some of the dissemination tools and channels will also be used for communication purposes.

Participant	Website
TECHNISCHE UNIVERSITAET KAISERSLAUTERN **(UNIKL)**	uni-kl.de
ATOS SPAIN SA **(ATOS)**	es.atos.net
ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS **(CERTH)**	certh.gr
AALBORG UNIVERSITET **(AAU)**	vicinity.et.aau.dk
GORENJE GOSPODINJSKI APARATI D.D. **(GRN)**	gorenjegroup.com/si/
HELLENIC TELECOMMUNICATIONS ORGANIZATION S.A. **(OTE)**	cosmote.gr/otegroup/
(ORGANISMOS TILEPIKOINONION TIS ELLADOS OTE AE **(OTE)**	cosmote.gr/otegroup/
BAVENIR SRO **(BVR)**	bavenir.eu
CLIMATE ASSOCIATES LIMITED **(CAL)**	climate-associates.com
INTERSOFT A.S. (IS)	intersoft.sk
UNIVERSIDAD POLITECNICA DE MADRID **(UPM)**	upm.es
GNOMON Informatics SA **(GNOMON)**	gnomon.com.gr
TINY MESH AS **(TINYM)**	tiny-mesh.com
HAFENSTROM AS **(HITS)**	hafenstrom.com
ENERCOUTIM – ASSOCIACAO EMPRESARIALDE ENERGIA SOLAR DE ALCOUTIM **(ENERC)**	enercoutim.eu
DIMOS PYLAIAS CHORTIATI **(MPH)**	pilea-hortiatis.gr

Type	Channel	Website
EU and EC websites and social networks	EU Agenda Cordis Wire Cordis News Digital Agenda for Europe EurActiv eScienceTalk	euagenda.eu cordis.europa.eu cordis.europa.eu/news/ ec.europa.eu/digital-single-market/ euractiv.com
Stakeholder websites and social networks		Global
Research and education websites		Global
Topic specific websites		Global
Websites of related ongoing IoT EPI and newly launched H2020 projects targeting IoT	EC Participant Portal IoT EPI INTER-IoT TagItSmart AGILE IoT BigIoT bIoTope symbIoTe	ec.europa.eu Iot-epi.eu inter-iot-project.eu tagitsmart.eu agile-iot.eu big-iot.eu biotope.cs.hut.fi symbiote-h2020.eu

Generalist and ICT focused websites for news press releases and event promotion	SCi-Dev	Global

Table 10: List of external channels with global coverage – preliminary lists

Action plan

March 2016 – December 2017 (month 3 – month 24): VICINITY will define a strategy of external dissemination of each output and will inform partners as soon as it is done, for further dissemination throughout their own websites and networks.

3.4. Offline Dissemination

This process of making the results and deliverables of a project available to the stakeholders and to the wider audience is the main objective of all dissemination efforts. Offline dissemination has the added advantage of being a physical, tangible entity that occupies space. Sometimes it can be brought along and distributed, other times it simply imposes on the audience. But it represents a channel that is hard to overview and that engages by addressing several of the senses simultaneously. This opens for a more visual engaging way of raising awareness about the project, its aims, activities and results.

It is advantageous to follow certain rules when offline material – regardless of what strategies that is to be implemented; well prepared headlines, use colours wisely, focus on the benefits – and keep the tone and the message aligned to the intended target audience.

There are a number of media outlets that can be used for offline dissemination. These can be divided in the following very general categories;

1 FLYER, BROCHURE, BOOKLET
Professional flyers, brochures and any other custom printing.

2 POSTER, EVENT STAND
Communication materials to highlight VICINITY at events, conferences and workshops.

3 WORD, POWERPOINT TEMPLATE
Project templates to facilitate the work of partners and improve consistency and impact.

4 COPYWRITING
Press releases, presentations and other content writing services.

In this context can writing content for digital media be considered part of an offline dissemination activity as long as it can be delivered as printouts.

3.4.1. Project public deliverables

A major expression of external dissemination is the production of deliverables. Over the entire project duration, the VICINITY consortium will produce a wide range of official and public deliverables. All of them will be made available on the project website resources area in order to spread the project excellence and disseminate knowledge as widely as possible.

Action plan

- Project deliverables are drafted using the Word template designed at the beginning of the project. This, and future, templates is available on Nextcloud – the VICINITY projects password protected fileserver.
- A list of key deliverables to be reviewed by the Advisory Board before final submission to the EC will be drafted by ATOS.
- The final compressed PDF version of public deliverables is uploaded on the project website in the public access section, or on the restricted page, depending on the dissemination level of the deliverable.

3.4.2. Project publications

The VICINITY consortium commits to release tailored publications showcasing project outputs, in open access peer-reviewed journals or specialised magazines. Some of these will be tailored for specific events, most notably meetings in standardisation bodies. Other publications will be prepared each time the project has key findings to disseminate. In addition, project partners will possibly contribute to eJournals, blogs and newsletters targeting a larger public with shorter articles and news, as well as to policy oriented publications to enhance project outreach to policymakers. Those publications will be based on the results of the activities, including but not limited to development guides, study reports, recommendations, lessons learned, and event outcomes:

- Guides
- Monitoring reports with recommendations
- Global picture
- Outcomes of the web-based user forum
- Experiences: lessons learnt on the implementation of IoT related activities
- Guidelines to set up and configure an appliance for the deployment of standard compliant
- Open Access Repositories
- Event reports showing event outcomes

The Consortium has compiled a preliminary list of publications. AAU is handling these activities, and this list will grow as more publications are identified and included.

Publication name	Area of interest	Coverage
iSGTW e-Newsletter	Distributed computing	Global
DG CNECT Newsletter	Newsletter on Information Society	Europe
International Journal of Science and Technology	Interdisciplinary scientific research	Global
GEANT/CONNECT Magazine	Communication Infrastructures	Europe
Research *EU magazine	S&T research	Europe
Internet of Things Journal	ICT and IoT domains	Global
Journal of Big Data	ICT and IoT domains	Global
Springer Advances in Intelligent Systems and Computing	ITS and IoT domains	Global
Elsevier Transportation Research	Research on ITS and IoT domains	Global
IEEE Transactions on Intelligent Transportation Systems	ITS and IoT domains	Global
Journal of Intelligent Transportation Systems	ITS and IoT domains	Global
Elsevier Energy & Buildings	Interdisciplinary scientific research	Global
IEEE Transactions on Industrial Informatics	Interdisciplinary scientific research	Global
IEEE Transactions on Smart Grid	Energy and ICT	Global
International Journal of E-Health and Medical Communications	eHealth/ICT and medical domains scientific research	Global
e-Health Journal	eHealth and ICT/IoT scientific research	Global

Table 11: Scientific journals, e-journals and e-newsletters – preliminary list

Action plan

- Over the project duration: project partners commit to release at least 10 publications, preferably joined ones among consortium partners
- Each time they identify one interesting Call for papers/articles they wish to apply to, the partners are invited to complete the internal online table to provide information on
- Before submitting a scientific publication, partners are invited to send a draft version to the consortium members According to Art. 29 of the Annotated Model Grant Agreement of the European Commission. (V2.0.1, May 2015) "Beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of - unless agreed otherwise — at least 45 days, together with sufficient information on the results it will disseminate"
- Therefore, "Any other beneficiary may object within — unless agreed otherwise — 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests »
- According to Art. 29 of the Annotated Model Grant Agreement of the European Commission. (V2.0.1, May 2015) « Each beneficiary must ensure open access (free of charge, online access for any user) to all peer-reviewed scientific publications relating to its results"
- Publication that are open to the public will be designed into an eBook for dissemination in both internal and external channels
- All partners contribute to the promotion and dissemination of the various publications.

3.5. Physical Interactive Dissemination

3.5.1. Project events

Project events will come as a dissemination support to WP1, WP2, WP3, WP4, WP5, WP6, WP7 and WP8's objectives. They will help spreading the project outputs to the respective target audiences, facilitate valuable feedback from respective stakeholders, and provide ground for discussion and brainstorming.

Strategies for reaching out to the target audience that is defined in chapter 3.2: Target Audience & Channels for Communication are described in more detail in chapter 2 and follow the roadmap that is outlined in chapter 2.2.

3.5.2. Participation in external events

Figure 7: Snapshots from workshops and introduction to VICINITY

This channel of dissemination will be used to facilitate knowledge sharing, personal interaction, and community building with targeted audiences from the EU during related science and technology events, trade fairs and exhibitions. VICINITY partners will use their participation in external events as an additional opportunity to establish synergies with other initiatives having similar scope in order to avoid duplication of effort and save resources.

The objective is to represent the project in 3 European events each year – with one project partner at each event. All partners will look for major events in the field to contribute to and report their contributions to AAU. The outcomes of these activities are presented in chapter 3 of D9.9: Report on Dissemination Activities, Public Participation and Awareness, year 2. The most notable is that VICINITY has been visible on a number of arenas during the last year:

> Workshops   10
> Conferences   8
> Exhibitions   5

VICINITY has been presented at locations ranging from as Brussel to Beijing , reaching out to audiences that range from enthusiasts to renowned researchers, covering markets and domains that goes from industry to civil society.

Action plan

- AAU drafts an indicative list of target events and circulate it among partners ;
- Project partners complete the table with inputs on additional interesting meetings they identified;
- Partners inform and provide details on their planned participation to future events to WP9 partners;
- After each external event they contributed to, partners send CERTH a short news providing info on their participation, to be posted on the project website;

3.6. Tailoring tools and channels to the audience

The figure below presents an overview of VICINITY tools and channels to be used to disseminate the information to the relevant dissemination target groups. The table applies to tools and channels that are relevant to the project and corresponding open calls alike.

Dissemination tools and channels	Main Target Groups					
	Policy-makers	Standard-isation bodies	IoT & service-providers	Research & Development Community	Private sector	Related projects & initiatives
Web-based user forum	√	√	√	√	√	√
Workshops	√	√	√	√	√	√
User-forum event			√	√	√	
Final conference	√		√	√	√	√
Publications	√	√	√	√		√
Project Public Deliverables	√	√	√	√	√	√
Contributions to external events	Contributions to external events					

Table 12: Project tools, channels and target groups

3.7. Synergies with ongoing initiatives

VICINITY will not limit its dissemination activities to the goals of awareness and understanding. More than informing, the project will aim at triggering involvement in and endorsement of its activities and results, seeking to enhance links and synergies with similar initiatives. Therefore many of the initiatives whose channels are used for dissemination purposes (please refer to table 7 – List of external channels – Preliminary list) will be closely considered in order to create synergies whenever possible.

VICINITY has already participated in several meetups, events and been active in innovation tours organised by IoT EPI. More is being planned, and the project is using the results to improve on the reach out to the target audience.

Figure 8: Workshops conducted with other IoT EPI projects.

3.7.1. Objectives of cooperation

IoT-EPI represents one of the main partners that VICINITY will be using in dissemination activities. It is a European Initiative addressing the new EU-funded H2020 programs about IoT platform development, and gives access to a partner network consisting of 120 established companies.

Alongside with other partners, it creates the framework for projects to cooperate across domains, technologies, pilot sites and stakeholder interest and roles. The main purpose is to coordinate dissemination and communication efforts in order to:

- Foster connections with other communities that would be difficult to reach otherwise
- Create long-term research collaboration
- Increase project visibility
- Maximize project impact
- Share knowledge on IoT related topics
- Share experience on technical challenges encountered
- Avoid work duplication
- Networking.

Figure 9: Some of the participants from IoT EPI activities in Vienna, 2016.

3.7.2. Types of cooperation

There are strength in numbers, and having seven IoT projects with a total funding of 50 M€, offers a clear synergy effect. When participates under a common platform, the visibility of projects and expected impacts are strengthened:

- Mutual promotion of events and news by exchange of announcements published on project website or newsletters
- Logo inclusion on project materials like event flyers, banners, etc.
- Mutual invitations to participate in and speak at project workshops and conferences
- Joint organisation of events
- Joint applications for external events: booths, networking sessions, workshops, conferences
- Exchange of feedback on project publications and deliverables.

Different type of project cooperation initiatives, are targeting different markets. In general, websites addressing ongoing and newly launched H2020 IoT projects are targeted towards the European marked. While IoT research and education initiatives – as well as more topic/niche specific websites and cooperation has a clear global perspective.

3.8. Collaboration with IoT EPI for communication and dissemination

IoT-EPI is a European Initiative addressing the new EU-funded H2020 programs about IoT platform development. At the core of IoT-EPI are the seven research and innovation projects: Inter-IoT, BIG IoT, AGILE, symbIoTe, TagItSmart!, VICINITY and bIoTope.

VICINITY is expected to participate as part of the European Initiative (IoT EPI[8]), and has participated in pitch coaching workshops and task force activities.

3.8.1. Participation in Events

The collaboration with IoT EPI offers VICINITY the potential to boost its reach while keeping costs under control. Collaboration among all ICT-30 projects and being represented in large events as a group provides VICINITY a higher visibility among IoT stakeholder. Offering a common message is a cost efficient way of ensuring increased awareness among big companies, start-ups ecosystems and developers alike.

This collaboration has already taken place in events like IoT Week and IoT Meet-up in Belgrade and Vienna. VICINITY partners have been involved in the preparation of several events with different communities engaged.

Another example is the Nordic Innovation Tour which served as a good instance of results that can be achieved when cooperating on communication. Information that was provided touched upon topics like open calls, expectations, success stories from previous winners of grants, information from local operators, authorities and other relevant stakeholders.

Figure 10: All projects were present in Valencia, 2016

The common message that is provided through the EPI supports the individual ones that each project are giving, thus the combination and synergies among projects empower the view of the Europe as an enabler of the future IoT landscape.

---

[8] iot-epi.eu

3.8.2. The role of VICINITY

VICINITY, as one of the RIAs, is committed to contribute to events with material that is requested by the organisers. The project has prepared material that complies with the objectives outlined in chapter 1.3, and follow through on the roadmap found in chapter 2 and those activities that are presented in chapter 3.2. The material listed below is presented in more detail in D9.9: Report on Dissemination Activities, Public Participation and Awareness, year 2:
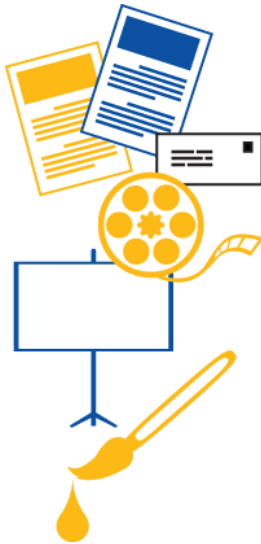
- **Posters**
  covering project main message and description of the pilots
- **Slides**
  providing deeper insights of the activities that are planned
- **Videos**
  a 2-minute summary of the main project activities and the approach VICINITY follows. Other videos that has been or will be produced include information relevant to the open calls, the different main domains (energy, mobility, health, building), as well as adhoc adjusted videos based on slides and voiceovers.
- **Leaflets**
  showcasing the pilots and the ecosystems
- **Cards**
  contact information and links to further information about the project.
- **Logo and visual material**, input to presentations and direct communication with the coordinators.

This material has been provided to IoT EPI and is actively being used at events and other joint efforts. New versions will be released on irregular intervals, but will follow the general plan described in chapter 4.5 and annex 1: currently foreseen communication activities.

3.8.3. IoT EPI Communication activities

IoT EPI is active in participating in conferences and public exhibitions. The initiative focus on presenting the participating projects, and is careful to present logo, mission statements, domains and other kind of project documentation. Several of the participants in VICINITY are very active at conferences, seminars and other kind of events. Content pertinent to IoT EPI and other contributions under the framework are to be prepared for inclusion in their own presentation and communication material.

VICINITY will therefore provide materials for IoT EPI organized and related activities:

- Slides, posters, videos and other information for IoT EPI graphic material
- Participation and organisation of events – Describing scope, communities and dates
- Open calls of the project – objectives, key dates, status and support to applicants
- Content for newsletters, tele conferences, media kit, videos and resource libraries

3.8.4. IoT EPI Social network feed

IoT EPI is very active in social networks, VICINITY contributes to the material they are posting and also engaging people through the participation in the on-line discussions promoted by the IoT-EPI and created in the events they have organised. This channel offers a high visibility of the project as it can be seen in the analytics of twitter reach of VICINITY account.
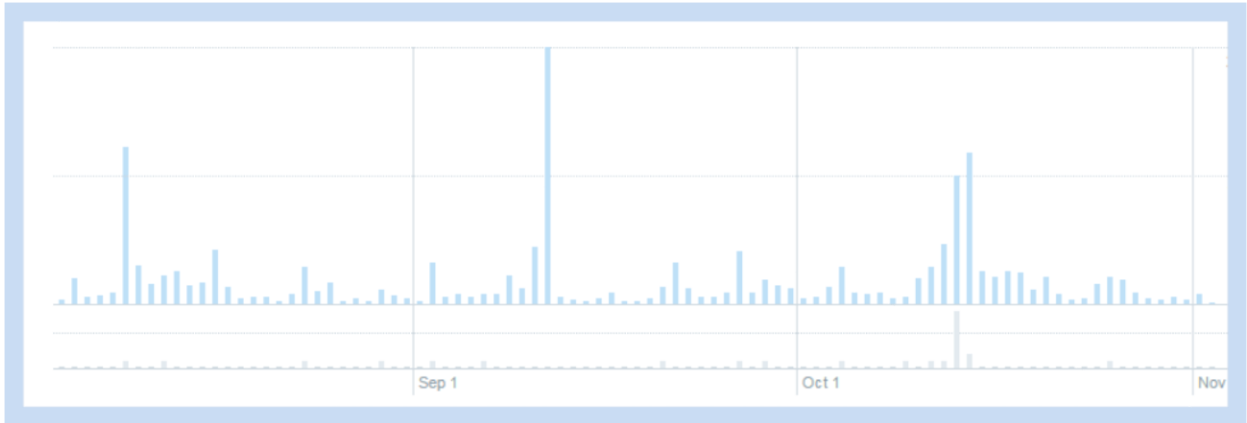
Figure 11: Twitter impact of VICINITY posts

The three peaks presented in the figure above are aligned with the organisation of events by IoT EPI, thus becoming this channel as a top opportunity for communication that will be exploited.

3.8.5. Open Call management

A major challenge VICINITY will be facing is how to increase the impact of the scheduled open calls. IoT EPI will provide support in dissemination activities, and will assist in obtaining relevant participants to the open calls released by ICT-30 projects.

VICINITY will take action and participate in administration and creation of the overall framework. Specific needs of the VICINITY Open call demand an exhaustive control of the whole process. VICINITY aims to collaborate with other projects. The goal is to increase the impact and quality of the proposals.

Coordination of activities is considered a necessity in order to reach this objective.

Public

3.9. Spokesperson

VICINITY will be in need of spokespeople that are assigned responsibilities for specific areas:

- The project,
- The open calls,
- The main domains (eHealth, energy, building, mobility),
- Technology,
- Standardisation activities

Additionally, in a project like VICINITY where 9 different countries are represented, it will be an advantage to have local spokespeople, both representing the different participants, but also for the language of different countries the participants are located in.

The spokesperson need to operate more as a communication facilitator, ensuring that the information that is conveyed is correct and up to date. The spokesperson will also have to function as a mediator between internal and external stakeholders, thus preparing that questions, answers and knowledge are made comprehensible for all actors.

A spokesperson needs good communication skills, comprehension and attention. The spokesperson will also need the ability to cooperate with the different participants, and making certain that goals and objectives as understood correctly. Being able to avoid too much technical jargon will therefore be in important task for the spokesperson.

There are certain demands that affect a spokesperson. Availability is a key factor, as the need for a spokesperson may be time critical. The same goes for the handling of resources, as the role as a spokesperson may grow more important as the project progress. Situations may also arise where a personal presence is necessary. It will also be up to the spokesperson to temporarily assign other people from the group to communicate certain aspects of the topics that needs to be disseminated or explained.

A spokesperson may serve a number of different purposes, as some of these examples demonstrate:

- Informing about project results and conclusions to interested parties
- Prepare the ground for updates in strategy or goals
- Explaining the impact of the project results and the ramifications it will have
- Assist in decision processes for prospective stakeholders

As VICINITY advances, the spokesperson may also serve as the "face" of the project, giving the project both a human touch as well as something relatable. For this reason the spokesperson will also be one of the most important distribution channels for dissemination and communication material.

3.9.1. Spokespersons for main project and domain-related requests

Spokesperson	Department	Channel	Year
Christoph Grimm	UNIKL	Requests project office	2016 - 2020
Natalie Samovich	ENERC	Stakeholder outreach	2016 - 2020
Flemming Sveen	HITS	Stakeholder and public presentation and information material	2016 - 2020
Keith Dickerson	CAL	Presentations, technical details, ETSI, ISO etc.	2016 - 2020
Carmen Perea Escribano	ATOS	Open calls, Exploitation, business models	2018 - 2020

Table 13: List of spokespersons for domain-related requests

3.9.2. Local spokesperson for national press and stakeholder requests

Spokesperson	Department	Year
Christoph Grimm	Technical university of Kaiserslautern (UNIKL) - Germany	2016 – 2020
Carmen Perea Escribano	Atos Spain SA (ATOS) - Spain	2016 – 2020
Thanasis Tryferidis	Centre for Research and Technology Hellas (CERTH) - Greece	2016 – 2020
Josep M. Guerrero	Aalborg university (AAU) – Denmark	2016 – 2020
Sašo Vinkovič.	Gorenje Gospodinjski Aparati d.d. (GRN) - Slovakia	2016 – 2020
Ioannis P. Chochliouros	Hellenic Telecommunications Organization s.a. (OTE) - Greece	2016 – 2020
Stefan Vanya	Bavenir, s.r.o. (BVR) - Slovakia	2016 – 2020
Nigel Wall	Climate Associates Limited (CAL) – United Kingdom	2016 – 2020
Karol Furdik	Intersoft a.s. (IS) - Slovenia	2016 – 2020
Raúl García-Castro	Universidad politecnica de Madrid (UPM) – Spain	2016 – 2020
Konstantinos Kaggelides.	Gnomon informatics s.a. (GNOMON) - Greece	2016 – 2020
Mariann Sundvor	Tiny mesh as (TINYM) – Norway	2017 – 2020
Asbjørn Hovstø	Hafenstrom as (HITS) – Norway	2016 – 2020
Natalie Samovich	Enercoutim (ENERCC) – Portugal	2016 – 2020
Alexandra Maria Ananika	Municipality of pilea-hortiatis (MPH) - Greece	2016 – 2020

Table 14: List of spokespeople

3.9.3. List of native speakers – resources for translations

If VICINITY is to get its message of "Interoperability as a Service" across with all the potential and impact that will represent across, it will be of the outmost importance to avoid glaring mistakes.

Inaccuracies in the communication will affect the impression of the project. So being able to run quality checks on everything from spelling errors to wrong translations is essential in the dissemination process.

In depth knowledge of language, phrasing, terminology and other specifics of domains and areas in question are therefore qualities that have to be addressed.

Last name	First name	Organization	Language	Year
Dickerson	Keith	CAL	UK English	2016 – 2020
Guan	Yajuan	AAU	Chinese (mandarin)	2016 – 2020
Heinz	Christopher	UNIKL	German	2016 – 2020
Oravec	Viktor	BVR	Slovak	2016 – 2020
Perea Escribano	Carmen	ATOS	Spanish	2016 – 2020
Samovich	Natalie	ENERC	Portuguese	2016 – 2020
Sveen	Flemming	HITS	Norwegian	2016 – 2020
Tryferidis	Thanasis	CERTH	Greek	2016 – 2020

Table 15: List of native speakers – resources for translations

3.10. Expected impact of the dissemination activities

Through VICINITYs focus on "Interoperability as a Service", the project expects to influence and stimulate the scientific and technological collaboration between IoT developers and integrators. Important topics within standardization work and smart cities deployment will be among the areas

Another important goal of VICINITY is to turn European IoT research and researchers more relevant and competitive. Bringing European technology and values onto a worldwide marketplace will open for many new opportunities.

Promoting and integration of widely accepted guidelines and standards will receive special attention in order to achieve a better interoperation and interoperability of IoT devices. Creating knowledge and material that later on will be included in papers and official documents and be open and influence IoT development and public decisions is yet another goal.

Information and results from dissemination activities will be gathered and analysed in order to identify strengths and weaknesses in the communication. Goals have been defined, and KPIs will represent data the success rate can be measured against and alternative be used to adjusted the dissemination or communication strategies.

A list of indicators that will be used as basis contains these elements:

	Indicator	Goal
Project website	▪ Number of visits to the website per year	4000 (2800)
	▪ Number of visit to the website per month	300 (230)
	▪ Percentage of only 1 visit	30
	▪ Percentage of monthly new visits	20 (62)
	▪ Compare (number of newsletter subscriptions of newsletter vs. number of web visits)	600 vs 4000
	▪ Average time of visits	1 minute (3)
	▪ Top 5 keywords	
	▪ Top 5 web pages visited	
	▪ Gender ratio (male/female)	50/50
Printed publications and materials	▪ Number of journal, conference publications	> 20 (6)
	▪ Number of press articles and interviews estimated audience of press articles	> 50 (-)
	▪ Number of published articles (scientific and technical ones).	> 30 (6)
	▪ Fact pages, infographics, etc.	> 20 (12)
	▪ Events with posters from VICINITY	> 20 (8)
	▪ Number of leaflets disseminated	> 2000 (500)
Participation in external events	▪ Contributions external events by December 2019 (month 48)	12 (26)
Project events	**VICINITY workshops**	
	▪ Number of workshops conducted	6 (3)
	▪ Number of participants per workshop:	30 (30)

IoT European Platforms Initiative

	Final conference ▪ Number of participants at the final conference:	100
Media	**TV** ▪ Number of reports and interviews ▪ individual/shared participation ▪ estimated audience figures/impact	> 3 (1)
	Radio ▪ Number of reports and interviews ▪ individual/shared participation ▪ estimated audience figures/impact	> 1
	Video (YouTube) ▪ Number of subscribers of the YouTube channel. ▪ Number of followers ▪ Number of views ▪ Number of likes ▪ Number of comments ▪ Number of favorited ▪ Number of embedded videos	> 200 (22) > 100 (22) > 2000 (443) > 400 > 50 > 50 > 15 (8)
Social media	**Facebook** ▪ Posts ▪ Clicks in the posts ▪ Number of comments ▪ Number of "shares" ▪ Number of likes in the Facebook page ▪ Number of fans ▪ Number of private messages	> 60 (10) (1) (88)
	Twitter ▪ Number of tweets ▪ Number of retweets ▪ Number of replies ▪ Number of clicks in links ▪ Number of tweets marked as favorited ▪ Number of followers in Twitter ▪ Number of new followers per year ▪	> 80 (321) (292) (156)
	LinkedIn ▪ Members and followers VICINITY2020 ▪ Number of post in the groups ▪ Number of post made by partners ▪ Number of post made by third parties	(61) > 60

Table 16: Project dissemination key performance indicators.

In summary, Table 17: Dissemination & Communication Summary Chart matches the Communication and Dissemination Supports and Channels with main target Stakeholders groups.

COMMUNICATION & DISSEMINATION SUPPORTS AND CHANNELS	KPIs	INTEGRATOR	VALUE-ADDED SERVICE PROVIDER	END-USER
Project documentation				
Leaflet	1 initial version + update	√	√	√
Poster	1 initial version + update		√	
Reference PPT presentation	1 initial version + update	√	√	√
Project publications				
Press releases	At least 1 per year	√	√	√
Project newsletter	14 (quarterly issue)	√	√	
Articles and proceedings	3 publications per year (in average)		√	
Project deliverables	See list of deliverables	√	√	√
Open access repository	1 deposit per year	√		
Project video / slideshow	1 initial version + update	√	√	√
Online presence				
Project website	1 website, monthly updated	√	√	√
Related websites	10+	*Depending on specific website*		
LinkedIn	At least 1 monthly update	√	√	√
Twitter	At least 1 weekly update	√	√	√
Events				
Presentation & feedback sessions	3	√		
Training sessions	3		√	
External events	30+	*Depending on specific event*		

Table 17: Dissemination & Communication Summary Chart

3.11. Lessons learned

The project has now reached one of the major milestones. Equipment is to be installed at the pilot sites, and VICINITY services are to be integrated with the local infrastructure.

VICINITY has received feedback throughout interaction activities with stakeholders. Input in the form of questions and suggestions have been implemented when possible. Some of the results of this are presented in chapter 4.10: Evaluation of communication efforts.

The focus on communicating different aspects of VICINITY towards specific domains seems to have worked favourably. There have been some common issues being brought up. Some stakeholders find it challenging to relate to yet another solution that promises interoperability and the term "ecosystem" can sometimes be considered a bit alien. A term that seems to resonate very well with all stakeholders is the product promise of secure data – that you can decide how much of your own information you want to make visible to other IoT assets and digital services.

Future efforts need to pay more attention to the expectation of stakeholders and be clearer on what separates VICINITY from other ongoing efforts in harmonising communication between smart things across different domains.

Videos that have been produced have served well in gaining the attention of stakeholders. Several videos has been prepared – one main video and two for promotion purposes, alongside one video that describes key concepts related to eHealth, assisted living and mobility. This has worked well in communicating anticipated effects, and will be employed on other domains as well. The main video will undergo an update to address new issues that arose and were clarified during the second year of VICINITY.

The joint efforts with IoT EPI in task forces have contributed with ideas and frameworks to use as basis for further stakeholder engagement. This will prove valuable, as Open Calls will be the next subject

For these reasons the project will continue focusing on the communication practices. Many EC funded projects[9] have applied a dissemination model that focus on awareness, understanding and action. VICINITY will build upon this approach, but will pay more attention to amendments and standardisation.

The future dissemination and communication efforts will therefore build upon the following goals:

Dissemination for awareness

1 Stakeholders must be aware of the goals VICINITY aims to achieve. This is particularly relevant when it is not required to possess detailed technical knowledge, but rather should be aware of activities and impacts. By condensing the message and present a more birds-eye view, it makes oral dissemination much easier, and will assist in making VICINITY more well-known within relevant communities.

Dissemination for understanding

2 VICINITY will have to target stakeholders directly. A dissemination activity that is tailored to the stakeholders' needs is necessary to communicate the benefits and

---

[9] https://www.google.no/search?q=dissemination+for+awareness+eu&oq=dissemination+for+awareness+eu

opportunities the project offers. By understanding the core concepts and goals, it will also be easier to communicate other aspects – including barriers, impact and opportunities with a specific focus on value-added services.

Dissemination for change

3 The influence and action of a stakeholder will change as VICINITY concepts are being integrated, adopted and adapted. In order to achieve the intended results, this demands that the stakeholder has the necessary skills and comprehension of the project, methodologies and technology.

Dissemination for standardisation

4 The standardisation activities will be influenced by direct participation and dissemination of findings and recommendations. Through active engagement stimulated by targeted communication activities, industry partners as well as other private and public partners will contribute to the standardisation activities with results from stakeholder requirements and gap analysis.

4. Communication chart

VICINITY is basing its communication strategy on the classic ender-Message-Channel-Receiver (SMCR) model of communication. It was first described by David Berlo, and it sits well with the project need to communicate ongoing activities, results and open calls. The simplified S-M-C-R model (Figure 12) illustrates how the communication process takes place. In order to make the communication more efficient, factors that affect the impact are identified.

When communicating, a message is being transmitted from a source to a receiver. In the case of VICINITY, the message being conveyed will vary based on the recipients, but the core concepts of IoT and interoperability will still be the main factor. The channels being used will also vary, but the most relevant are listed in Table 32: Communication tools, channels and target groups .

The stakeholders that may influence, decide and integrate are the main target audience, which demonstrates why the dissemination process is so dependent on a proper understanding of the communication works. However, it will be necessary to also keep a keen eye on what channels are most successful based on previous experiences (see Table 20: Percentages allocated to dissemination methods/instruments characteristics by project organizations and experts).

Figure 12: Berlo's Sender-Message-Channel-Receiver (SMCR) model

4.1. Messages to be conveyed

Information should be presented in a way that is easy to understand for the intended audience; this will in general connote that one avoids the use of technical, domain specific jargons. These are considerations that need to be made almost regardless of the background the target audience. Instead the emphasis should be on presenting information that is easy to disseminate, and then go more into the details later on in the communication process. These considerations will affect all the communication activities, including:

- VICINITY key facts, objectives and expected results;
- VICINITY events;
- VICINITY outputs and outcomes.

The reason for communication will govern how the content is phrased and what topics are being emphasised. The reason may also vary between the different stakeholders. Table 18[10] presents a matrix to assist in adapting content to stakeholders. The matrix also describes the desired outcome, which may differ based on activity and domain, and if the objective is to impact or influence:

Description	Buildings	Mobility	Energy	Health
Becoming known, or better known, in the community	Facts	Results	Objectives	Objectives
Educating the public about the issue your organization addresses	Facts	Facts	Outcomes	Facts
Recruiting program participants or beneficiaries	Interview	Events	Facts	Events
Recruiting volunteers to help with your work	Interview	Invitation	Events	Invitation
Rallying supporters or the general public to action for your cause	Events	Invitation	Events	Events
Announcing events	Flyer	Flyer	Media	Mail
Presenting Open Calls and garner interest for proposals from 3rd party integrators	Events	Events	Outcomes	Media
Celebrating honours or victories	Web	Web	Web	Poster
Raising money to fund your work	Facts	Objectives	Results	Results
Countering the arguments, mistakes, or, occasionally, the lies or misrepresentations of those opposed to your work.	Facts	Facts	Results	Results
Dealing with an organizational crisis that's public knowledge – a staff member who commits a crime, for example, or a lawsuit aimed at the organization.	Objectives	Objectives	Results	Results

Table 18: Content of messages conveyed through different instruments.

Each row describes and objective. This objective may be an expected result or event.
VICINITY promise interoperability, and do initially address ecosystems belonging to four domains. Different sources of dissemination for conveying and engaging key stakeholders are presented beneath the corresponding main domain.

---

[10] Based on suggestions made in section 1: "Developing a plan for communication" of the Community Tool Box at http://ctb.ku.edu/en/table-of-contents/participation/promoting-interest/communication-plan/main

Table 19 builds upon the channels and objectives described in Table 18. Both tables can be expanded with more information when additional material is made available. Table 19 will also assist in identifying material and contents that needs to be prepared and produced. This information will be tied in with what target groups that should be addressed (Table 30: List of stakeholders and domain-specific roles.), and what purpose it is expected to serve.

VICINITY must prepare a matrix to addresses the needs of each participant. Key issues include the need to identify and state what goals that will be achieved and operate with clearly defined information. The matrix will contribute to make a clearly defined mandate and thus anchor the activities within the organisation.

Furthermore, the matrix also clarifies how invitations to pilot sites are handled, and assists in organising material that is relevant for long and short meetings. This is also valuable to later follow-up activities.

Main target groups being identified are:	Purpose:
IdP – Entities Impacted by the Project	D – Dissemination
ImP – Entities Impacting the project	C – Communication
OM – Opinion Makers	E – Exploitation

Channels	Target group	Purpose	Material available	Material needed
Posters, brochures, and fliers	IdP	D	√	√
Social media	IdP/OM	D/C	√	-
Press releases and press conferences	ImP/OM	D	√	-
Letters to the Editor	ImP/OM	C	-	-
Columns and reports	ImP/OM	D/C	-	√
News stories in both print and broadcast media	IdP/OM	D/E	√	√
Outreach and presentations to other Horizon programs, IoT providers, community groups, municipalities and institutions.	ImP	C	√	-
Special events and open houses that participants and stakeholders are holding	ImP/OM	D/C/E	√	√
Word of mouth	IdP/OM	C	-	-
Newsletters	IdP/ImP	D/C	-	√
Email + project related signature line	-	C	√	-
Public demonstrations	IdP/ImP/OM	D	-	√
Audio/public interview	IdP/OM	D	-	-

Table 19: Each participant should develop their own communication matrix to help planning. A table like this may assist in defining what material is available and what needs to be prepared

For a more comprehensive list of methods/instruments - see Table 20: Percentages allocated to dissemination methods/instruments characteristics by project organizations and experts.

In order to be efficient, the dissemination tools should have special features, meaning:

- easy to implement
- cost efficient
- reach a broad audience
- reach relevant target groups and stakeholders
- facilitate sustainability

In order to identify what dissemination channel that is most suited for VICINITY in terms of resources and impact, it is helpful to take a look at the findings of other projects. A survey[11], undertaken on the project Best Form, on what dissemination methods participant in EC funded projects considered most important, revealed the results seen in Table 20: Percentages allocated to dissemination methods/instruments characteristics by project organizations and experts.

These figures are based on opinions from a large body of interviewees, but figures can be considered representative for a larger set of measured results as well. The lessons learned from this survey, is that social media, emails/newsletters and be considered the most cost efficient way of getting the message through to the intended target audience. But the most efficient way of actually making an impact on the target audience is only done through networking.

In regards to cost efficiency, workshops and public events, and public appearances/support, can be the least cost efficient tools by far.

In general, focusing on a more traditional presence offers the best balance between spending resources and measuring the impact. For this reason, VICINITY will put its main efforts on maintaining the project website, email bursts, assist in creating a good foundation for word to mouth dissemination and discussions with stakeholders, producing newsletters and flyers, and being present at forums and in social media.

Other dissemination channels will be chosen when the time and place is suitable, but will not have the primary focus in year 2 of the project.

---

[11] Dissemination Strategy : Final Version | February 2011 –University of Piteşti, Romania
LLP/Leonardo da Vinci Programme | Grant agreement number: 2010-1-PT1-LEO05-05164

VICINITY 2020

a very large percentage (80-100%) of interviewees agreed on this factor

a large percentage (60-80%) of interviewees agreed on this factor

an average percentage (40-60%) of interviewees agreed on this factor

a low percentage (20-40%) of interviewees agreed on this factor

a very low percentage (0-20%) of interviewees agreed on this factor

Method / instrument	Easy to be implemented %	Cost efficient %	Reach a broad target group %	Reach relevant target group & stakeholders %	Facilitates sustainability %
Project website	74,030	69,254	71,344	73,134	72,537
Networking / Lobbying with relevant stakeholder	37,612	48,955	36,418	80.597	66,866
Informal internal meetings and round tables	73,134	62,985	14,328	48,955	44,478
Thematic workshops, conferences, public events	29,254	19,701	55,522	74,627	61,194
Formal meetings and round tables with stakeholders and external experts	42,090	43,284	32,836	70,746	57,612
Email pools / groups	76,119	81,791	63,284	63,881	39,403
Face to face dissemination	61,194	63,582	31,343	71,940	57,015
Newsletters	73,731	71,045	64,179	75,224	52,239
Flyers	74,030	50,746	60,299	62,090	27,164
Internet forum / blogs / YouTube	65,075	74,925	60,597	58,209	54,030
Press releases	44,776	44,776	66,567	46,866	29,254
Other project meetings	56,119	50,746	23,284	58,806	49,851
Specific professional newspapers and magazines	26,269	20,896	40,000	66,567	46,269
Dissemination platforms and networks	36,119	37,910	58,209	65,075	65,075
Pilots / testing	27,164	23,582	30,149	68,657	50,746
Posters	69,254	40,597	57,910	57,612	33,433
Printing of documents (manuals, surveys etc.)	45,970	24,776	39,403	66,269	59,701
DVD / CD Rom / USB	49,552	34,925	42,388	54,627	56,716
Sustainable implementation and usage of project	39,701	31,045	40,597	60,597	42,985
Internet based networks (Facebook, Twitter)	74,925	80,597	70,448	55,821	55,224
Conference papers	62,687	25,672	55,522	51,045	31,642
Involvement of a dissemination expert as official project partner	34,627	21,791	37,313	57,612	50,448
Intellectual property rights	19,403	18,806	12,836	21,791	36,716
Daily newspapers and magazines in general	23,582	22,687	72,537	44,478	32,537
Professional public relation manager / expert	35,821	13,731	42,985	49,552	41,791
Gadgets / Giveaways (pens, calendars, note pads,	34,328	11,343	54,030	42,985	32,537
Radio	19,104	23,881	62,687	36,418	22,687
TV	9,552	7,761	70,448	40,000	4,179
Promotion clips	17,015	11,045	56,418	56,418	41,493

Table 20: Percentages allocated to dissemination methods/instruments characteristics by project organizations and experts

4.2. Objectives of the communication activities

VICINITYs objectives, activities and findings will be communicated to IoT developers and integrators, stakeholders and civil society at large. To reach out and properly promote the project demands that it will have to be used a language and content that conveys the message in a clear and intelligible way. In this regard, VICINITY has developed a communication strategy that aims to pursue the following objectives:

- Raise public awareness and ensure maximum visibility of the project key facts, objectives, activities and findings;
- Announce and promote VICINITY events, contributing to upgrade its attendance and engagement potential;
- Inform about open calls, objectives and potential, increasing attention and number of proposals from stakeholders.
- Support the dissemination objectives.

Figure 13: A large number of online and offline dissemination channels will be part of the DACs.

CERTH will set up the most appropriate mechanisms and tools for maximum visibility and impact ensuring that all partners contribute to communication activities, and assess the communication results following the dissemination strategy defined in the present DACS.

The following list presents in more details the communication actions:

Communication activities	ATOS	ENERC	CERTH	HITS	AAU
Logo and graphic identity					
Visual identity January 2016 (month 1)		C		L	
Production of templates for deliverables and standard PowerPoint presentations etc. February 2016 (month 2), updated August 2017 (month 20)				L	
Printed materials					
Production and distribution of project communication materials: project factsheet, brochures, flyers, handouts, rollups etc. January 2016 – December 2019) (month 1 – month 48)		C		L	
Videos					
Creation of two info-graphics videos May 2016 and September 2017 (month 5 & month 21). Furthermore info-video about open calls (month 25) and info video about affected domains (various dates)	C			L	C
Newsletters					
Production of quarterly news mails January 2016 – December 2019 (month 1 – month 48)	C	C	C	C	L
Website					
Creation & Management of the website January 2016 – December 2017 (month 1 – month 24)	C	C	L	C	C
Social media					
Publication of the project social media strategy February 2016 (month 2)			C	L	C
Update and management of the social networks, incl. project LinkedIn and Twitter accounts February 2016 – December 2017 (month 2 – month 24)	C	C	C	C	L
Assessment and reorientation of communication activities					
Assessment of the project communication and dissemination activities December 2016 (month 12)	C		C	C	L
Re-organisation of the DACS December 2016 – December 2017 (month 12 – month 24)	C		C	L	C

Table 21: Partner's tasks and responsibilities for communication activities (C: Contributor, L: Leader)

Explanation of codes in table	C	Contributor	L	Leader

4.3. Identifying proper channels and current status

The communication process leans heavily on understanding the dissemination channels, since it refers to the source of information for the target audience. By learning more about the current status and the target audience, developing a proper strategy for dissemination channels is greatly simplified. By identifying and separating relevant channels into groups, it is possible to sort the channels on purpose and content. This will assist in providing an estimate of how many resources that will have to be put into preparations and production of material that should be used when participating or contributing. These are significant findings, since certain kinds of promotional material should be ordered far ahead of the actual event or usage it is prepared for.

Promotional materials	Items such as caps, T-shirts, and mugs. These can serve as effective channels for the message. There is not planned or developed any strategy for VICINITY to make use of such means, but they do represent an option later on.
Exhibits and public installations.	VICINITY may benefit from participating more and be visible in the public eye. It is still too early to develop a strategy for this, but partnering with other IoT EPI projects in smart city expos, creating interactive house or cross-domain installations can contribute to demonstrating how IoT and cross domain solutions can be relevant, and also trigger interest in developing, using or funding further activities.
Theatre and interactive theatre	This is a tool that especially the automotive industry has been using to demonstrate how mobility will change how we live and what benefits one would gain from integrating the solutions in the everyday life. This can be a powerful way to present an issue, or to underline the need for services or change. It is not something that VICINITY as a project has capacity to undertake, but certain participants may find it relevant to contribute to future exhibits.
TV/Streaming	Moving pictures that reach large audience can carry straightforward messages and present news and entertainment programs that deal with your issue or profile your organization. VICINITY will benefit from presenting results on a later stage in the process when exploitation has started and results can be reported. This will be dealt with in more detail in D9.7.
Reading material	Reading matter that is intrinsically interesting to the target audience can be used to deliver a message through a story that readers are eager to follow, or simply through the compelling nature of the medium and its design. For VICINITY this might be reports in magazines, high visibility publications, or inlays in other publications.

Table 22: Promotional material that demands planning and may be relevant on longer term

Additionally, the different participants will have an advantage by preparing a list of coming activities, which are made available so other projects and stakeholders may combine efforts. An example of a template contains the name and date of the event, including a deadline when the material should be ready. A description that assists in understanding the use and content of the material should also be included. The more information that is available, the more efficient an effort that follows the DACS will become.

Public

Event	Date	Deadline	Description
IoT meetup	28. February	10. February	Exhibit gateway and GUI
University of Tromsø workshop	14. March	5. March	Presenting project and standards
Smart city week	10. May	6. May	Exhibit hardware and results

Table 23: Template for long-time planning of material for activities containing example data

4.4. Expected impact of communication activities

KPIs will be used to evaluate the project and achievements. The KPIs are used to measure the impact of different project communication activities. Social media, emails, participation, visitor statistics etc., are just a few of the data that will used to later on adjust strategies to better reach the projected goals:

Project website	Please see KPI in Section 1	
Promotional material	Timely production of dissemination material:	All material to be produced on time
	Number of events where the factsheet is used:	16+6
	Number of events where the poster is used:	16
	Number of brochures:	2
	Number of events where the brochure is used:	16
	Number of copies distributed (brochures):	1 300 hardcopies + eBrochures
	Number of events where a roll-up banner is used:	4
	Number of press releases:	4
	Number of videos to be produced:	2
	Number of video views:	500
Social media & professional networking strategy	Size of the LinkedIn Group	> 150
	Number of Twitter followers	> 100
	Number of Tweets / retweets	> 150
Project biannual e-Newsletter	Number of e-Newsletters published	10
	Size of the dissemination list	> 1 000

Table 24: Project communication KPIs

4.5. Communication

Communication is about how to reach the target audience and ensure the message is received and understood. The message may need to be adapted to the situation and how it is going be used and presented.

There are several different channels that may be used, as discussed in section 3.2: Target Audience & Channels for Communication.

4.5.1. Communication frequency

A communication strategy needs to take into account both how to influence, as well as how much to influence. VICINITYs project results will be informed on irregular intervals. This may also influence the pace of the evaluation efforts.

- Sometimes it may be necessary to communicate interim results before the full evaluation is completed.
- VICINITY may also communicate results when various stakeholders want to learn about or evaluate the projects current status. This is something that can be planned in advance.
  - o Stakeholders may be interested in monthly or quarterly updates
  - o Integrators and media may get to see the project results only when it is completed.
  - o Some results are presented when developing or adjusting strategies, while other are primarily shared when summarizing the results.

4.5.2. Social Media

Communication with stakeholders through social media is in general planned to take place twice a week; Tuesday and Friday. This is estimated to be a regular activity, but may take place more often or seldom based on activities in the project or project relevant information in other news outlets.

4.5.3. Newsletters

Newsletters are meant to cover project related information in somewhat more detail than can be communicated through social media. The newsletters are organised and handled by AAU. They are initially planned to be sent four times a year, the same as other EC projects. This interval may decrease as the project progress, and more results and newsworthy information can be communicated to the participants and stakeholders.

2016	2017	2018	2019
	Thursday 1. March	Thursday 1. March	Friday 1. March
	Thursday 1. June	Friday 1. June	Monday 3. June
	Friday 1. September	Monday 3. September	Monday 2. September
Thursday 1. December	Friday 1. December	Monday 3. December	Monday 2. December

Table 25: Newsletter dates

Excerpts from the newsletters will be sent to IoT EPI for publication and inclusion in their own newsletters.

4.5.4. Info mails

Info mails will be sent on irregular intervals. They contain information about important proceedings, results from demonstrations, updates on policies, as well as call to action that demands immediate attention.

The info mails will mainly be targeted at an internal audience (participants, IoT EPI projects). The mails will still employ the official VICINITY layout and being managed by Mailchimp, the same email administration system that is used for the newsletters.

4.5.5. Elevator pitch

It is considered important to be able to quickly inform stakeholders and media about what issues VICINITY deals with and what the perceived impact will be. Being able to present the project in simple terms is the core of an elevator pitch. By outlining the project in 20 seconds or less, the project can create an interest with the stakeholder that allows for a more in-depth description of features, benefits and cost savings on a later occasion.

For this purpose three sets of elevator pitches have been prepared;

A general pitch:

> ## Things are made smarter by being aware of what is in their vicinity
>
> VICINITY is an IoT platform that make your devices smarter and better by enabling all of them to communicate with each other and apps or other digital services

Table 26: General short pitch of VICINITY

Elaborating on VICINITY for general audience:

> VICINITY makes your devices smarter and better by enabling all of them to communicate with each other.
>
> You don't have to worry about privacy: VICINITY does not send or store your personal data in the cloud. Your data is only visible to those you allow to gain access either it being people or digital services.

Table 27: General long pitch of VICINITY

Elaborating on VICINITY for expert audience:

Things are made smarter by being aware of what is in their vicinity.

VICINITY is an IoT platform that makes your devices smarter and better by enabling all of them to communicate with each other and other value-added services.

You don't have to worry about privacy: No information is sent to a central cloud. Your data is only disclosed to, and remains within the allowed digital vicinity.

The project employs a unique approach to directly and seamlessly connect things, while giving your full control of what data you will share.

Table 28: General long technical pitch of VICINITY

Furthermore – the slogan: VICINITY – smart things made smarter, will also be used to describe specific domains:

- VICINITY: eHealth made smarter
- VICINITY: mobility made smarter
- VICINITY: buildings made smarter
  VICINITY: energy made smarter

4.6. Target Audiences

Potential audiences, both internal and external, should be identified early in the evaluation planning process. Knowing the audience, especially if there are multiple audiences, early in the evaluation process is important because it may require making a different communication strategy for each audience.

VICINITY has identified and will address the following audience:

- Present and prospective developers and integrators of smart devices.
- Stakeholders within public administration, start-ups/entrepreneurs and institutions.
- Early adopters, non-technical users, and residents of health homes.
- Standardisation bodies

More specific, the audience include:

Audience	How to include	How to engage	When to communicate
Internal participants	Mails	Meetings	Updates
Current and potential stakeholders	Phone	Meetings	Opportunities
Policymakers (regionally and nationwide)	Venues	Meetings	Results
Standardisation bodies	Membership	Meetings	Results
Entrepreneurs and administrators	Cooperation	Forums	Invitation
Technical integrators	Stakeholders	Meetings	Research
Developers of IoT: smart devices related to e-health and household appliances.	Meetings	Standard	Opportunities
Prospective residents and their families	Interview	Workshop	Request
The media (regionally, nationwide, globally)	Cooperation	Press kit	Results
The general public	News	News	Conclusions
Other	News	News	Relevance

Table 29: List of audience and communication strategy

4.6.1.Stakeholder Identification

The initial stakeholder list has been divided into three categories that will influence parts or the entire project. These stakeholders have been identified as:

- Entities Impacted by the Project (IdP)
- Entities Impacting the project (ImP)
- Opinion Makers (OM)

By learning more about the domains and roles of the stakeholders, VICINITY can better define how and what should be communicated. In order to make the message relevant, it is also necessary to learn how the stakeholder can influence the decision-making processes of other stakeholders as well as participate in forming public opinions.

Stakeholders	Buildings	Mobility	Energy	Healthcare
Regulatory authority	ImP	IdP	ImP	ImP
Municipal politician	ImP	OM	OM	ImP
Municipal administration	ImP	ImP	ImP	ImP
Municipal operator	ImP	OM	OM	ImP
Facility owner	IdP	IdP	IdP	IdP

IoT European Platforms Initiative

Stakeholders	Buildings	Mobility	Energy	Healthcare
Service, technology, application provider	IdP	IdP	IdP	IdP
Service recipient, tenant	IdP	IdP	IdP	OM
Standardisation bodies	ImP	ImP	ImP	ImP

Table 30: List of stakeholders and domain-specific roles.

4.6.2. Identifying traits of the stakeholders

Following up on the stakeholder identification, it is necessary to gain more knowledge about the stakeholders. Knowing their needs and interest, may give rise to new opportunities. When applying this knowledge to define goals, VICINITY may also benefit from a more focused and user-centric dialogue.

Main topic	Goals	Topics
Demographics	Gather statistic	Gender, age, ethnic and racial background, income, etc.
Geography	Focus on target area	Reach out to an entire town or district, on one or more neighbourhoods, or on people who live near a particular geographic or man-made feature.
Employment	Field of work	Particular line of work, or in people who are unemployed.
Health	Risks and opportunities	Learning about particular conditions – high blood pressure, diabetes, etc.
Health	Promotion	"Eat healthy, exercise regularly" – at the whole community.
Behaviour	Targeting messages	To smokers, or refusing to accept help
Attitudes	Change mind, create understanding	Introducing sensors, monitoring and involving next of kin

Table 31: List of traits and what identifies their goals.

4.6.3. Communication target audience

Besides disseminating project results among the research community, policy-makers, and the private sector, VICINITY will make a particular effort towards communicating project information to a wider audience.

Dissemination tools and channels	Main Target Groups					
	Policy-makers	Standard-isation bodies	IoT & service-providers	Research & Dev. Community	Private sector	Related projects & initiatives
Visual identity	√	√	√	√	√	√
Factsheet			√	√	√	
Poster			√	√	√	
Brochure			√	√	√	
Website	√	√	√	√	√	√
Social Networks	√	√	√	√	√	√
Videos	√	√	√	√	√	√
Quarterly Newsletter	√	√	√	√	√	
Press releases	√	√	√	√	√	√

Table 32: Communication tools, channels and target groups

4.7. Channels and reports

VICINITY needs to identify what channels should be used, and implements methods for catching the feedbacks from the target audience. By evaluating the feedbacks, necessary adjustments can be made to the content and source of communication as described in the DACS.

The channels that VICINITY focuses on can be separated into 5 main groups:
- Dissemination channels – like rollups,videos, cards, flyers, brochures etc.
- Communication channels – like email, newsletter, word-of-mouth, social media
- Promotion material – like handouts, goodie bags, pins/badges etc.

In addition to these, VICINITY will have more special sources of information for stakeholders and the public. This will typically be reflected in two groups:
- Press kit content
- Video content

What channels to use and what to look for in the reports will be based on how successful they are in achieving the expected results (as described in the KPIs). VICINITY will therefore also have to take into account where and how to identify where compelling places for the dissemination activities can be found. This will ideally be on a site or topic where the issue is already of relevance to the stakeholders. For VICINITY, this will typically be at seminars, conferences and discussions about main topics – like health, energy, parking, buildings etc.

The content of these channels and reports will be developed, evaluated and expanded during the lifecycle of VICINITY.

Press kit content	
Dissemination element	**Description and explanation**
Portraits	Pictures of Christoph Grimm, work package leaders, head of domains
Portrait descriptions	Name, position, role, brief background and previous accomplishments.
Elevator pitch (public/press)	Text tailored to the public/press. Sales oriented, focusing on service and opportunities.
Elevator pitch (technical specialists)	Text tailored to technicians and integrators. Focusing on protocols and integration.
Elevator pitch (entrepreneurs)	Text tailored for business developers and value chain beneficiaries.

Table 33: Channels / press kit contents

Public

4.8. Communication tools and activities

To reach the above listed goals, VICINITY will produce and use a set of modern communication tools and channels described below. Please, note that some of them will also be used for dissemination purposes.

4.8.1. Logo and graphic identity

The design has been processed in order to give the VICINITY project an independent identity.
Based on the same colour palette, fonts and logo, a set of templates have been designed by ENERC. The templates ensure that the VICINITY visual identity is consistent through the duration of the project. These sets of templates include:

- A template for project deliverables;
- A template for project PowerPoint presentations.
- A design handbook

Action plan

- HITS will make necessary updates to the templates in case of changes of partner logos or feedback about compability issues.
- CERTH uploads templates when necessary onto the restricted area of the project website to make them accessible to all partners.

4.8.2. Media Kit

A pre-packaged set of promotional materials of the project have already been developed and distributed through various mass media channels for publicity use. This media kit, designed by HITS, including a project fact sheet, a brochure as well as posters and roll-up banners will allow the project consortium to reach large audiences in a short period of time.

A project factsheet was produced in February 2016 (month 2) to promote VICINITY key concepts and messages, including clear and appealing info-graphics to be distributed on the web (social media, communities, partners' networks, external blogs, etc.). Printed copies will be limited to the dissemination of information in external events where online promotion is neither possible nor sufficient. Later on, two other main factsheets were produced, and participants used extracts for local dissemination activities.

A promotional brochure was designed in October 2016 (month 10) to disseminate VICINITY main results and success stories. It has later on been reworked thrice, and is shared online. Printed versions are available in English and Norwegian. The project wants to keep the cost and ecological impact as small as possible, so prints are only made when deemed necessary. Specific thematic brochures for research and technology have been created by AAU with support from other participants in support of the different activities of the project.

Posters and/or roll-up banners has also been designed and promoted at local and international that have been organised or contribute to by VICINITY. Some posters have been laminated in order to make them reusable and limit the number of printed copies. Some project events had specific posters and/or

roll-up banners prepared. The project fact sheet, brochures, posters and roll-up banners has been uploaded in PDF-format onto the project website for easy downloading and sharing.

Action plan

- HITS work on the project fact sheet is a continuous effort and new versions have been developed or updated on four occasions, with more to come.
- Partners continue to provide feedback received from stakeholders. This influence how graphical and textual material is adapted to best reach out to the target audience.
- Posters and roll-up banners will be prepared/adjusted to support specific tasks and activities;
- The content of the media kit continues to be updated and uploaded onto the website. The media kit will be made accessible to both the general public and the partners/EC;
- Material promoting the aim of the project Open Calls will be prioritized in year 3. This provides partners and stakeholders an opportunity to contact stakeholders and other relevant parties in order to raise further awareness on the project.

4.8.3. Infographic videos

Easily shared on the web and displayed on wide screens at events, infographic videos are also a very effective way to communicate. Two short (<2 minute) VICINITY videos have been produced to promote the projects objectives and challenges. More will be prepared as the project proceeds. At least, one video will be prepared to promote open calls, while minor videos communicating the affected domains will be based on extracts from the main video. Finally, a video will be produced at the end of the project to summarize the main outcomes. They will be shared and used as much as possible by all partners.

Action plan

- HITS produced a video in June 2017 (month 30) containing visually engaging infographics in order to simplify complex messages to viewers;
- Partners will validate the content of the infographics
- AAU disseminates the infographics among the VICINITY network of contacts;
- Partners promote these videos through their respective channels.

4.8.4. Website

The project website is intended to serve as a main dissemination as well as communication tool. It will be used as a gateway to diffuse project information as widely as possible. This website will include multimedia content and informative pages presenting the VICINITY partnership, concept, vision, objectives and activities like open calls and meetups. It also offers a complete list of official newsletters and access to subscription services. The dynamic website benefits from an eye-catching design and is easy to navigate on due to the use of flat information hierarchy, breadcrumbs, animated menus and context sensitive layout and text. It is accessible with tablets and smartphones and links to and from other tools and content developed by other IoT EPI related on-going initiatives.

Every effort has been made to make the project website active for several years after the end of VICINITY.

See action plan in Section 1.

4.8.5. Press releases

Press releases (PR) will be widely disseminated to outside media outlets to announce important news about the project.

Action plan

- CERTH will prepare a PR for any important announcement (milestones, major achievements, etc.) and PRs on relevant project publications will be elaborated in cooperation with AAU according to *T9.3 Dissemination activities*;
- Partners validates the content of the press releases prior to any diffusion;
- CERTH disseminates the PRs among the VICINITY network of contacts, and uploads it onto the project website resources area so that they remain accessible to the general public;
- Partners send the press release through their extended networks of contacts to maximize awareness.

4.8.6. Newsletters

VICINITY releases newsletters on a quarterly basis. This will enable the consortium to update the project community with latest project activities and results.

The content of the newsletters is coordinated with the content on the websites. The information presented is extracted from one-to-one interviews, discussions about how the participants and stakeholders see themselves and their role in the project, as well as reach out to get insights from technical partners and business partners. The project coordinator provides an editorial for every issue as well as delivers more material on progress of the project and relevance to other ongoing efforts.

A new approach has been implemented where stakeholders and participants are challenged to present good use cases and stories. Finding material and popularize their findings is considered an important contribution to the communication efforts of both the project and the open calls.

Action plan

- HITS designed a template of project newsletters at February 2016 (month 2). This was adjusted in month 18 based on feedback on compatibility and layout. A new version will be prepared if deemed necessary.
- Partners provide content for the newsletters and invite additional contacts to subscribe to the newsletter. This was streamlined in year 2, and will continue to be improved on throughout the lifecycle of the project.
- AAU prepares a new edition of the newsletter every 3 months based on partners' inputs. This process will be evaluated afterwards.
- AAU releases the newsletters through e-mail blast to registered community members. Activities will be upheld to increase the number of subscribers.

- CERTH uploads each newsletter edition on the website, for the general public to access

4.9. Design profile

Different channels will use different design profiles. These will be based on the target audience, the content and focus of the communication channel. Two design profiles have been defined during the course of the project.

4.9.1. Project profile handbook (new version)

The VICINITY2020 logo (ENERC version) being used for project related communication. This profile will be used on invitation letters, the project website and posters, roll-ups and other material used to promote the Horizon/ICT-30 projects.

Project logo: Wide version *Project logo: Tall version* *Project logo: small symbol*

4.9.2. Product promise

During interviews and testing of how to describe VICINITY, "simplicity" was a term that was used. This is a product promise that for the time being can be used to describe what VICINITY can offer the stakeholders. Simplicity offers a number of advantages, and key points for the simplicity can be described like this:

- Less time spent on training
- Easier to implement – reducing installation costs
- Easier to configure – making it possible to quickly adapt installations to different settings
- Simpler to integrate smart devices from different vendors – open the potential for purchasing devices that are more suitable both in regards to price range and functionality.

4.9.3.Phrasing and terminology

When it comes to textual communication, the best practice is to use short words with few syllables, and dropping buzzwords. This includes the process of adapting terminology and content to the audience.

VICINITY has defined six target groups so far;

- Policy-maker
- Standardisation bodies
- IoT & service-providers
- Research & Development Community
- Private sector
- Local and national agencies
- Related projects & initiatives

Since VICINITY address several domains, it will also be necessary to adapt common terminology to the different domains. These topics will be applied to all information related to installation and integration work, conveying information to and experience from information meetings and in general in all public communication and dissemination, that be with brochures and fliers, stands, presentations or news mails and exhibits.

4.10. Evaluation of communication efforts

VICINITY use the results presented in the report on Dissemination Activities, Public Participation and Awareness to evaluate current communication plans. So far, the results have been very favourable thanks to the continued efforts of the partners in the project as described in Annex 2: Roles and responsibilities dissemination activities.

The communication plan has met the current objectives by good margin, and is well on track. Based on the KPIs listed in Table 16: Project dissemination key performance indicators. And Table 24: Project communication KPIs, the project is well ahead of expected results – both when it comes to measured outreach and material that has been prepared and disseminated.

Still, when evaluating the communications plan, there are a few things that should be examined to assess its merit. Experts suggest that communication should be:

- **Minimalist (as short and succinct as possible to achieve the goals)**
  This is something the project has aspired to deliver, and which is presented in chapter 4.5.5: Elevator pitch
- **Automated if possible (easier to monitor and share)**
  The project is subscribing to free services from Talkwater.com to receive updates on IoT industry, while Mailchimp is used for multipublishing of newscontent.
- **Local (meet the needs of campus administrators, funders, local media, etc.)**
  VICINITY has been present at a number of local events, as it has been outlined in D9.9. The project has been engaging in activities on behalf of the consortium, and on occasions also in joint activities organised by IoT EPI.

Evaluating the communications plan provides the opportunity to adjust the communications goals and campaign strategy in the following ways:

- Formally or informally, ask audience members, stakeholders, and funders or potential funders for their reactions and suggestions for improvement
- Improve the communications processes where needed based on the feedback and constructive suggestions

Evaluating the communications plan also provides the opportunity to monitor the communications goals and campaign strategy in the following ways:

- Track any completed communications events, presentations, or reports
- Track any solicited and/or unsolicited feedback coming from audiences or stakeholders
- Track the development of interest in the evaluation from potentially new audiences or stakeholders that were not previously considered

The feedback the project currently has received has been positive. The concept is however hard to grasp, and the core message has undergone several adjustments before ending up with the current elevator pitch that is presented in chapter 4.5.5.

5. Conclusions and the road ahead

This Dissemination and Communication Plan (DACP) has strategies for where and how to apply content, tools and resource indicators. It explains contexts, defines roles and assigns responsibilities. The plan also provides some insight into how to handle situations that may arise in the duration of VICINITY.

The document presents the projects profile handbook, which is an integral part of the visual aspects of the communication efforts. The DACP described in detail communication channels and target audience (participants, stakeholders, media, public officials etc.) that were of particular interest to the project. Furthermore, it touched upon measures to take in order to achieve the biggest impact. This included descriptions of what roles partners will be serving, and how this also may influence how time and other resources best should be applied for maximum results.

Several action plans were presented. These described some of the current results and what actions that would be taken to evaluate and improve on the content and dissemination process. The DACP serves as strategy document, but some of its content will be dynamic by nature. KPIs will have to be updated as the project learns more about the different domains and changes in policies.

The document does also briefly discuss DACS related to exploitation activities. The DACS also touches upon how to join forces with other IoT EPI projects to increase the impact of exploitation activities, as it is outlined in chapter 3.1 and subsequent pages.

VICINITY is expected to contribute to the IoT European Platform Initiative (IoT EPI). The project is one of 7 other Horizon2020 funded IoT projects, and special attention has been paid to the connotation this has for the project and resource usage. Some communication efforts are coordinated with IoT EPI projects. This means VICINITY must harmonise parts of the DACS with IoT EPI. This has so far been limited to use of certain graphical elements, and participation in joint events like exhibitions, workshops and hackathons. The results have been very positive, and have given both the projects and the participants' opportunities to establish good personal relationships as well as exchange ideas and contacts.

Since the document describes VICINITY as an ongoing effort, and chapter 3.11 described some of the lessons that have been learned. It discussed how this influenced further directions presented in the DACS. It was also referred to KPIs that are presented in D9.9: Report on Dissemination Activities, Public Participation and Awareness, year 2. Analysing these figures, demonstrated that the project is currently well ahead of planned goals. Both the physical and the digital presence has reached out to a wider audience and generated more visitors, followers and stakeholders than anticipated. A more in-depth analysis of the dissemination results can be found in chapter 6 of D9.9.

Finally, the DACP also presented tables and best-practise reporting methods, and included points to a number of other sources and tools that could be applied throughout the duration of VICINITY.

5.1. The road ahead

The coming year will introduce several events that will be newsworthy. The pilot sites will become operational, VICINITY will introduce a working version of a framework offering Interoperability as a Service (IaaS), and will demonstrate the auto-discovery feature interconnecting ecosystems from various domains. The first round of Open Calls will be published, and some SMEs will get the opportunity to demonstrate how they will integrate VICINITY and offer value-added services build on the platform.

All these results will demand updated brochures and folders, the video needs to be updated to reflect that the project has matured, and both website and news mails will enter a new phase where it is expected that more stakeholders will be more aware of VICINITY. It is expected that dissemination efforts also will generate more feedback from the public, stakeholders and integrators. The project will therefore have to consider best practise for streamlining support questions and request for material.

VICINITY may have to consider contingency plans if unexpected situations should arise. Security is a major issue and selling point for the project. The project must have a spokesperson and routines to fall back on if it can be demonstrated that the project cannot upheld its promise of transparency, if public keys or passwords are leaked or data is sent to unsecured locations. It is unlikely, but there may also be a backlash from other integrators or vendors of solutions offering semantic interoperability. There may also be other events that will demand for actions to be taken. Future versions of DACS will include sections related to damage control that are based on lessons learned during the next stage of the project.

5.2. Individual action plans

The coming year will include a number of activities that participants need to contribute to or continue upholding. The individual action plans for the participants are listed below.

Action plan: CERTH

- CERTH will continue developing and adapting the website, modules and extension based on specifications for website development and target audience (part of the communication strategy) and technology (part of the dissemination strategy). This will be built upon content presented in the deliverable 9.1: "Project website".
- January 2018 – December 2019 (month 25 – month 48): the website is enriched with contents, in line with information about project, results, ongoing efforts, open calls etc. that is consistent with dissemination activities that are described in the DACS.
- From December 2019 (month 48); the website will be maintained beyond the end of the project lifetime by CERTH.
- After each external event they contributed to, partners send CERTH a short news providing info on their participation, to be posted on the project website;
- Simplifying the process of forwarding material from the website will continue in year 3. This will give partners and stakeholders opportunity to contact other relevant parties in order to raise initial awareness on the project.
- CERTH will prepare press releases (PR) for any important announcement (milestones, major achievements, etc.) and PRs on relevant project publications will be elaborated in cooperation with AAU according to T9.3 Dissemination activities;
- CERTH disseminates the PRs among the VICINITY network of contacts, and uploads it onto the project website resources area so that they remains accessible to the general public;
- CERTH uploads each newsletter edition on the website, for the general public to access

Action plan: AAU

- AAU disseminates the infographics among the VICINITY network of contacts

- AAU prepares a new edition of the newsletter every 3 months based on partners' inputs. This process will be evaluated afterwards.
- AAU releases the newsletters through e-mail blast to registered community members

Action plan: Partners

- January 2018 – December 2019 (month 25 – month 48): VICINITY follows up on external dissemination strategies for further dissemination throughout the partners' websites and networks.
- All partners contribute to the promotion and dissemination of the various publications.
- Project partners complete the table with inputs on additional interesting meetings they identified;
- Partners inform and provide details on their planned participation to future events to WP9 partners;
- Partners promote videos and infographics through their respective channels.
- Partners send the press release through their extended networks of contacts to maximize awareness.
- Partners provide content for the newsletters and invite additional contacts to subscribe to the newsletter.

Action plan: Other

- The final compressed PDF version of public deliverables is uploaded on the project website in the public access section, or on the restricted page, depending on the dissemination level of the deliverable.
- Publication that are open to the public will be designed into an eBook for dissemination in both internal and external channels
- Posters and roll-up banners will be created later on during the project in support to specific tasks and activities;
- The content of the media kit has been uploaded onto the website, and is currently placed in a restricted area. It will later on be made accessible to both the general public and the partners/EC;

6. References

A number of different sources have served as a foundation for this deliverable, in particular the header of tables. This is not an extensive list of references, but serves as an overview of source of inspiration and insight:

- Alexandra Ruete Directorate-General for Research and Innovation European Commission - Communicating Horizon 2020 projects
- European IPR Helpdesk - Fact Sheet: The Plan for the Exploitation and Dissemination of Results in Horizon 2020
- Sally Harmsworth, Sarah Turpin, TQEF National Co-ordination Team - An Expanded Interactive Workbook for Educational Development Projects: Creating an Effective Dissemination Strategy, July 2000

- The EU Framework Programme for Research and Innovation Horizon 2020: Communicating EU research and innovation guidance for project participants, v1.0 2014
- Carrada, Giovanni (2006), A Scientist's Survival Kit; Communicating Science. EU Publications
- Office, Luxembourg.
- European Commission (2004), European Research - A guide to successful communications. EU Publications Office, Luxembourg.
- European Commission (2008). Scientific evidence for policymaking. Publications Office, Luxembourg.
- European Commission Project Cycle Management Guide, DG Development
- European Commission (2010). Communicating research for evidence-based policymaking. A practical guide for researchers in socio-economic sciences and humanities. Publications Office, Luxembourg.
- „Valorise or Vaporise" – State-of-the-Art - dissemination and exploitation in EU Projects, a Survey Report by C-E.N.T.E.R. (Competence, Cooperation, Communication in the C-E.N.T.E.R. of Dissemination and Exploitation of EU Project Results, 505336-LLP-1-2009-1-AT-KA4-KA4MP), www.c.enter-network.eu
- Rogers E., Diffusions of Innovations, New York NY, Free Press, Third Edition, 1983.

Some of the findings and definitions have been extracted from these projects:

- Sci-GaIA - Dissemination and exploitation plan & communication chart, June 2015
- BONVOYAGE - Deliverable d8.5: Web site and logo
- MIGRATE – Massive InteGRATion of power Electronic devices - Deliverable 7.1: Dissemination and Communication Plan
- PrimeFish - Deliverable No. 7.2: Communication Plan
- ehcoBUTLER - D7.1 Dissemination and Communication Plan
- CITYkeys - Deliverable 4.1 Dissemination and communication plan
- BestFrom - Dissemination Strategy, Final Version | February 2011
- CHAIN-REDS – Dissemination, Training and Outreach

Annex 1: Currently foreseen communication activities

Communication activity or material	Main objective	Target audience	Cost (€) estimate
General			
Development and maintenance of the **project website**.	The project website will spread the objectives and results as widely as possible.	At least 5000 visitors will have accessed the website by the end of the project. Current number of visitors are 2.800.	4,500
Production of **project documentation** (i.e. leaflets, brochures, posters, etc.).	The project brochures will be a key document, to be spread by the Consortium as a whole and by each Consortium partner, as widely as possible.	500 copies of the project brochures, 2-3 posters will be distributed throughout the project duration. Current version produced and distributed: 400	3,000
Participation in **EBN** (European Business and Innovation Centre Network) conferences and meetings, that bring together Business Innovation Centres (**BICs**), which represents thousands of SMEs.	Raise awareness of targeted groups (SMEs, business consultants) about project results, produced innovations and potential impact.	BICs, business consultants, and through them, Small medium-factories in their territory.	2,000
Participation in the **InfoSystem** expo (annually in Greece)	Present the project to stakeholders from different domains.	ICT professionals, start-ups, industrial organisations, researchers and academics.	3,000, 5,000 and 4,500 (cost of exhibition space) respectively
the CeBIT – the World's largest trade fair showcasing ICT solutions (annually in Germany) (cebit.de)	Present the project to stakeholders from the ICT and IoT domains.	ICT professionals, start-ups, industrial organisations, researchers and academics.	
EU ICT Exhibition key European ICT research and innovation event organised by the European Commission (twitter.com/ICT2018EU)	Workshop and presentation of the project to stakeholders within ICT domains discussing innovation and policies.	BIC, ICT professionals, start-ups, industrial organisations, researchers and academics.	
the Internet of Things conference (iot-conference.org)	Present the project to professionals and	ICT professionals, start-ups, industrial	

	researchers involved in the ICT and IoT domains, providing information on innovating technologies.	organisations, researchers and academics.
the IEEE International Conference on Emerging Technologies (ieeexplore.ieee.org)	Present the project to professionals within in the ICT and IoT domains.	ICT professionals, industrial organisations, researchers and academics.
the ICT Innovations Conference (vi-seem.eu)	Present the project to professionals and researchers involved in the ICT and IoT domains, providing information on innovating technologies.	ICT professionals, industrial organisations, researchers and academics.
Mobile World Congress (mobileworldcongress.com/)	Focuses on frontier tech. Present the project to stakeholders within Smart Home, Internet of Things, Smart City, Connected Car and Industrial IoT	Telco and ICT professionals, industrial organisations, researchers and academics.
IEEE World Forum on Internet of Things (wfiot2018.iot.ieee.org)	Present the project to stakeholders working with policies, principles, and practices the latest advances and experiences with IoT for the Academic and Research Community	ICT professionals, opinion makers, industrial organisations, researchers and academics.
the Internet of Things Developers Conference (iot-devcon.com)	Present the project to stakeholders interested in technical analysis, tutorials, business strategies, and product updates within ICT and IoT domains.	ICT professionals, start-ups, industrial organisations.
International Workshop on Engineering the Web of Things (sisinflab.poliba.it/EnWoT)	Present the project to stakeholders interested in opportunities and challenges involved in engineering a web of things	ICT professionals, start-ups, industrial organisations., researchers and academics.
Arendalsuken (arendalsuka.no)	Present the project and influence in and annual forum where national delegates in politics, society and industry meet each other and the public, to debate and	Public officials, municipalities, opinion makers, politicians, industrial organisations.

	develop policies for the present and future.	
Nordic Edge Stavanger 2018 (nordicedge.org)	Present the project at one of Europe's most important arenas for everyone engaged in technological solutions that will make smarter cities, companies and homes	ICT professionals, start-ups, industrial organisations.
Smart City Expo 2018 (smartcityexpo.com)	Present the project at world leading event for smart cities projects in the context of urban development.	ICT professionals, start-ups, industrial organisations, researchers and academics.
Smart IoT London 2018 (smartiotlondon.com)	Present the project the UK's only conference and exhibition focused on the Internet of Things in action.	ICT professionals, start-ups, industrial organisations.
IoT Global Congress (iotglobalcongress.com)	Present the project to stakeholders working with smart technology across multiple verticals.	ICT professionals, start-ups and industrial organisations.
IoT Tech Expo Global 2018 (iottechexpo.com)	Present the project to engage and influence stakeholders interested in exploring the entire Internet of Things ecosystem.	ICT professionals, start-ups, industrial organisations, researchers and academics.
IoT Tech Expo Europe 2018 (iottechexpo.com/Europe)	Present the project to stakeholders involved in the ICT and IoT domains, providing information on innovating technologies.	ICT professionals, start-ups, industrial organisations, researchers and academics.
ITAPA 2018 (itapa.sk)	Present the project to stakeholders within the ICT industry.	ICT professionals, start-ups, industrial organisations, researchers and academics.
Publications to general IoT and ICT related renowned Journals such as IEEE *Internet of Things Journal, Journal of Big Data*, and Springer *Advances in Intelligent Systems and Computing*	Present the project to professionals and researchers involved in the ICT and IoT domains, providing information on innovating technologies.	ICT professionals, start-ups, industrial organisations, researchers and academics.

Transport

Publication to high impact transport related journals such as Elsevier *Transportation Research Part C: Emerging Technologies*, or Taylor & Francis *Smart and Sustainable Transport*, or IEEE *Transactions on Intelligent Transportation Systems* or *Journal of Intelligent Transportation Systems.* conference and exhibition	Present the project to professionals and researchers involved in the Transport Domain, providing information on intelligent solutions and new IoT applications for Public Transportation amelioration in regards of comfort, efficiency, pollution, etc.	Highly respected journals can reach thousands of people all over the world while the events combined attract more than 500,000 visitors every year.
Intelligente transportsystemer - ITS-Forum 2018 (event.cw.no/ITS2018)	Present the project to stakeholders involved in the transport domain.	ICT professionals, start-ups, industrial organisations.
Intelligent Transport Systems Forum UAE (itsroadsafetyuae.com)	Present the project to BIC, professionals and researchers involved in the Transport Domain.	ICT professionals, industrial organisations, researchers and academics.
IT-TRANS (it-trans.org)	Present the project and influence stakeholders interested in interoperable solutions as well as for smarter and integrated systems.	ICT professionals, industrial organisations, Leaders, decisions makers and researchers.
IEEE Conference on Intelligent Transportation System (ieee-itsc2018.org)	Present and influence stakeholders involved in the transport domain that are interested in experimentation, demonstration, case studies, field operational tests and deployments.	ICT professionals, industrial organisations, researchers and academics.
Cities for Mobility (cities-for-mobility.net)	Present the project and influence stakeholders interested in best practices and innovative technologies within the field of Urban Mobility	ICT professionals, industrial organisations, researchers and academics.
Smart Mobility World (smartmobilityworld.net)	Present the project to BIC, professionals and researchers interest in innovation and evolution of ICT and mobility.	ICT professionals, industrial organisations, Leaders, decisions makers and researchers.
ITS Konferansen 2018 (its-norway.no)	Present the project to professionals, SME and public officials involved in the Transport Domain	ICT professionals, industrial organisations,

		researchers and academics.	
Various network meetings and events	Present the project to professionals and researchers involved in the Transport Domain, providing information on intelligent solutions and new IoT applications.	ICT professionals, SME, start-ups, industrial organisations, researchers and academics.	
Energy			
Publication to well-known journals such as Elsevier *Energy & Buildings* or *IEEE Transactions on Industrial Informatics or IEEE Transactions on Smart Grid*, IEEE Transactions on Industrial Informatics, *Additionally VICINTY aims to organize special sessions and Call For Papers (CFP) in relevant 2087 IoT-Energy conferences and forums*	Present the project to professionals and researchers involved in the Energy Domain, providing information on innovating technologies and the benefits from IoT penetration towards more sustainable and efficient management of Cities, Grids, Buildings, etc.	The journals are well known and with a high impact on the Research society while the events combined attract more than 850,000 visitors every year.	…
IEEE Energy Conversion Congress & Exposition (ECCE) (ieee-ecce.org/2018/)	Present the project and influence stakeholders interested in latest advances in various areas related to energy conversion	ICT professionals, industrial organisations, researchers and academics.	
Annual Conference of the IEEE Industrial Electronics Society 2018 (IECON) (iecon2018.org)	Present the project to professionals and researchers involved in the ICT, IoT and energy domains.	ICT professionals, industrial organisations, researchers and academics.	
ICCE International Conference On Consumer Electronics (ICCE) (icce.org)	Present the project to stakeholders interested in innovative research in all areas of consumer electronics.	ICT professionals, industrial organisations, researchers and academics.	
IEEE PES PowerTech Conference (ieee-powertech.org)	Present the project to professionals and researchers involved in sustainable energy systems-	ICT professionals, industrial organisations, researchers and academics.	
Start-Up Week Europe (startupeuropeweek.eu)	Present the project and open calls to engage stakeholders within various domains.	start-ups	

Start-up Portugal (startupportugal.com)	Present the project and open calls to engage stakeholders within various domains.	start-ups, opinion makers, public officials	
European Utility week 2018 (european-utility-week.com)	Present the project to stakeholders interested in pilots highlighting innovative technologies and solutions.	ICT professionals, start-ups, industrial organisations.	
Nordic EV Summit (event.tu.no/event/nordic-ev-summit-2018-144856/)	Present the project to stakeholders involved in the mobility and energy domains.	ICT professionals, start-ups, industrial organisations.	
eHealth			
Publication to well-known journals such as the *International Journal of E-Health and Medical Communications* or *Telemedicine* and *e-Health* Journal	Present the project to professionals involved in the Healthcare Domain, providing information on innovating technologies in Healthcare provided by utilizing IoT devices and software.	The journals are well known and with a high impact on the Research society while the events attract more than 850,000 visitors every year.	…
Health Tech Event (healthtechevent.com),	Present the project to engage and influence stakeholders interested in meeting, learning and exploring the crossroads in med-tech and sensors	health and tech professionals, industrial organisations, researchers and academics.	
HealthyIoT (healthyiot.org).	Present the project to stakeholders involved in the ICT, IoT and healthcare domains.	ICT professionals, start-ups, industrial organisations, researchers and academics.	
Digital Health Conference 2018 (acm-digitalhealth.org)	Present the project to professionals interested in interdisciplinary digital health research.	Industrial organisations, researchers and academics.	
Digital Health World Congress 2018 (digitalhealthcareworldcongress.com)	Present the project the leading technology digital healthcare conference with a specific focus on medtech, mobile ICT and IoT domains.	ICT professionals, start-ups, industrial organisations, researchers and academics.	

Table 34: VICINITY Foreseen Communication Activities

Annex 2: Roles and responsibilities dissemination activities

Dissemination activities	HITS	UNIKL	ATOS	CERTH	AAU	GRN	OTE	BVR	CAL	IS	UPM	GNOMON	TINYM	ENERC	MDH
Website															
Upgrade and management	C	C	C	L	C										
Constant update	C	C	C	L	C										
Web-based user-forum man.	C	C	C	L	C										
Newsletter															
Content and dissemination	C	C	C	C	L										
Social and professional networks															
Management	C	C	C	L	C										
Publications															
Pub. in specialized journals, magazines or newsletters		L		C	C				C					C	
Events															
Planning and org. of trainings		C		L	C				C						
Planning and org. of W1	L	C	C	C	C			C	C	C	C	C	C	C	
Planning and org. of W2	C	L	C		C			C	C	C	C				
Planning and org. of W3	C	C		C	C	C		L		C	C		C		
Planning and org. of W4	C	L		C	C	C	C	C		C	C			C	C
Planning and org. of W5		C	C	C	C	C	C	C	C	C		C	C	C	C
Planning and org. of W6	C	C	C	C	C	C	C	C		L	C	C	C		
Planning and org. of W7	C	C		C	C	C	C	C	C	C	C		L	C	C
Planning and org. of W8	C	C	C	C	C	C	C	C	C			C	L	C	C
Planning and org. of W9	C	C	L	C	C	C	C	C	C	C	C	C	C	C	C
Planning and org. of user-forum event	L														
Planning and org. of final conference	L														
Running demo at workshop and other project events	C	C	C	L	C	C	C	C	C	C	C	C	C	C	C
Produce print and audio-visual material for distribution	L	C	C	C	C										
Present. of project outcomes at external ICT events (M1-M24)	C	L	C	C	C	C	C	C	C	C	C	C	C	C	C
Contribution to external events															
Present. of project outcomes at external ICT events (month 1 – month 24)	C	L	C	C	C	C	C	C	C	C	C	C	C	C	C
Assessment and reorientation of dissemination activities															
Assessment of the project CoD activities (M12/M24)	L	C	C	C	C										
Re-organisation of the CoD strategy (month 12 – month 24)	L	C	C	C	C										

L = Leader
C = Contributor

	HITS	UNIKL	ATOS	CERTH	AAU	GRN	OTE	BVR	CAL	IS	UPM	GNOMON	TINYM	ENERC	MDH

Table 35: Partners' tasks and responsibilities for dissemination activities

Horizon 2020
European Union funding
for Research & Innovation

Public

Annex 3: Participant descriptions

6.1. Dissemination organisation

The cornerstones of VICINITYs efforts to reach out to the general public and relevant stakeholders, are exploitation, communication and dissemination. These cover three main objectives:

1. Set up the most appropriate mechanisms and tools for maximum visibility and impact
2. Ensure that all partners contribute to dissemination activities, and
3. Assess the dissemination results.

The main organisation contains of a WP leader, and managers for each of the main tasks.

6.1.1. Work package leader

ATOS is also task leader for Stakeholder Engagement and is responsible for identifying and approach stakeholders interested for IoT interoperability during the whole projects life cycle.

6.1.2. Communication and dissemination manager

HITS is task leader for the VICINITY Dissemination, Communication and Data Management Plan and is responsible for coordinating and establishing procedures and deliverance of a comprehensive Dissemination and Communication plan describing the core dissemination strategy, activities and tools. All VICINITY partners deliver contributes.

6.1.3. Exploitation manager

ATOS also handles the Exploitation Strategy and Business Plan Development where partners' exploitation activities are monitored for identifying maximum synergies.

6.1.4. Communication, dissemination and exploitation partners

CERTH is responsible for the VICINITY Web Portal, Dissemination Channels & Promotional Material and focus on establishing and conducting the overall web and social media presence of the VICINITY project, creating awareness about the project, its objectives and outcomes (public documents, scientific publications, open source assets etc.) with stakeholders group and public audience.

AAU handles the VICINITY Dissemination Activities which coordinates the dissemination activities of project results to the international scientific and technical community as well as to the addressed VICINITY stakeholders.

The list in annex 1 presents each partners' tasks and responsibilities for dissemination activities in more detail.

6.1.5. AALBORG UNIVERSITET (AAU)

The Department of Energy Technology at Aalborg University, Denmark, is one of the 5 departments in the Faculty of Engineering and Science. It is an internationally leading department that operate within the cross-disciplinary field of power electronics and its application. AAU will establish a test laboratory to replicate implementation of technology that is installed at the different pilot sites.

AAU will disseminate the research done at international conferences, articles in international journals, keynote speeches in international conferences and congresses, and so forth. Part of the outcomes will be presented in PhD/industrial courses and seminars.

AAU will propose a special issue in an international journal and a number of special sessions in international conferences about this topic to enhance the visibility and to stablish the new state-of-the-art to be generated by this project, as well as attract new collaborators besides the project.

6.1.6. ATOS SPAIN SA (ATOS) SA

Atos SE (Societas Europaea) is a leader in digital services with pro forma annual revenue of circa € 12 billion and circa 100,000 employees in 72 countries, serving a global client base. The office participating in VICINITY is based in Spain.

ATOS leads the «Dissemination of results and exploitation» workpackage of the project. In particular, Atos will be responsible for stakeholders' engagement through user requirement elicitation.

6.1.7. BAVENIR SRO (BVR) SRO

Spin-off SME based in Bratislava, disposing with senior personnel with proven experience in field of project management and research projects. Principal focus of the company is bringing to the market innovative solution with high usability in the field of internet of things, electronic law and security

Main role in project:
Specify implement and subsequently operate (beyond the project duration) the VICINITY interoperability platform. Moreover, bAvenir will take part of the activities with stakeholders, namely the elicitation of end-user requirements and the definition of VICINITY business cases.

Will communicate the VICINITY interoperability platform beyond the project duration and approach organisations and external entities to join VICINITY platform as end-users and to encourage them to exploit the available added value services. Reach out to developers targeting specific user segments, geographic and language areas to join the platform, connect their innovative

VICINITY enabled services and solutions to make them available to end-users.

6.1.8. CLIMATE ASSOCIATES LIMITED (CAL)

Provides evaluation and consultancy services to major companies and organizations in the ICT sector in order to improve energy efficiency reduce costs and lower their carbon footprint. Active participants in international standardization initiatives aimed at minimizing the environmental impact of ICT through the introduction of reduction, recycling and mitigation into projects and international standards.

Main role in project: Quality Manager

Plans to feed the results of the project into ETSI and ITU M2M and IoT activities, thus making them more relevant to a wider range of use cases and ensuring that Europe maintains a leadership role in these activities, thus helping to meet the objectives of the EU Connected Digital Single Market (DSM).

6.1.9. DIMOS PYLAIAS CHORTIATI (MPH)

Pilea–Hortiatis is a municipality in the Thessaloniki regional unit –the second largest Greek city- in the administrative region of Central Macedonia, Greece. It will participate in the realisation of the eHealth Use-Case providing its infrastructures to be utilized as the test-bed for components validation and will contribute to the specification of user requirements as well as evaluation of the eHealth demonstrator.

The associated department of Programming and Development continuously extends its communication channels with organisations, industries and SMEs in order to introduce and apply innovative technologies in the eHealth, energy, smart-cities and socio-economic domains. Towards this direction, the Municipality has successfully established synergies in coordination with the coordination partner in both National and European levels.

Plans to further promote the results of VICINITY project with follow-up synergies in collaboration with CERTH at national level as well as in European level in future calls. Within the framework of VICINITY project, several educational events will be organized by at the Municipality Hall in order to inform its citizens and respective stakeholders for the additional services provided by VICINITY integrated solution and developed tools as well as elicit the user requirements and evaluation results for the eHealth Use Case. The outputs of the VICINITY will continuously feed the ongoing activities of the Municipality towards maximizing the impact of the project to a larger number of citizens and potential stakeholders.

6.1.10. ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS (CERTH)

The Centre for Research and Technology-Hellas (CERTH) is the only research centre in Northern Greece and one of the largest in the country and it was founded in 2000. CERTH is supervised by the General Secretariat for Research and Technology (GSRT) of the Greek Ministry of Education and Religious Affairs, and participates in several cross-disciplinary scientific areas.

CERTH CENTRE FOR RESEARCH & TECHNOLOGY HELLAS	As a leading European Research Institute in the ICT domain and its contribution to the dissemination strategy for VICINITY project results and advances will be based on a multi-scale approach with central axis the academia, research, industry and EU policy makers that act as the basic drivers
	CERTH will put efforts on diffusing the knowledge to the wider public and the key stakeholders regarding the innovative aspects of the project to high impact journals, open academic conferences as well as more specific conferences and major exhibitions/ worldwide workshops, thus ensuring that the insights gained from research in the project will be taken up and used in other contexts.

6.1.11. ENERCOUTIM - ASSOCIACAO EMPRESARIALDE ENERGIA SOLAR DE ALCOUTIM (ENERC)

Promotes rural economic and social development through the optimization of local resources, supporting multidisciplinary and technology-based projects in the areas of clean energy and sustainability. As main responsibilities, ENERC will be in charge of strategic technology planning and integration coordination, designing potential models for municipal energy management.

ENERCOUTIM ALCOUTIM SOLAR ENERGY ASSOCIATION	Participate providing the facilities and the experience in implementing solar production integrated into municipality smart city efforts. To this end, ENERC will actively participate in communicating the deployment, management and evaluation of the "Smart Energy Microgrid Neighbourhood" Use Case. This will be handled through stakeholders' workshops, regional replication plan assessment, and information about further uses and applications assessments within auto production RES models.

6.1.12. GNOMON Informatics SA (GNOMON)

Provides services for the design and development of innovative and reliable enterprise grade software systems. Focus areas are eHealth, eProcurement and bespoke software development

gnomon INFORMATICS	Provide background knowledge in the specific field of assisted living and tele care in the context of social workers. Additionally contribute communicate the use case pilot setup, assessment and benchmarking.

6.1.13. GORENJE GOSPODINJSKI APARATI D.D. (GRN) DD

Manufactures home appliances mainly sold on European markets, with a focus on user friendly and energy-efficient solutions that are sold under different brand names. Assist in development and integration of technology and value-added services.

	Actively participate in dissemination about client infrastructures implementation, providing expertise in the design of gateway adapters and propose a flexible approach will be proposed. Added-value services, integration and on-site deployment will be communicated to worldwide customer lists, pilot sites, and stakeholders alike.

6.1.14. HAFENSTROM AS (HITS) AS

Develops climate-friendly energy solutions for intelligent ports. This allows them to serve as an electric energy hub for maritime, mobile and onshore activities. HITS is responsible for the user requirements specifications and demonstration of transport domain use case.

	The project results will be disseminated in the fora of European Innovation Partnership on Smart Cities as well as relevant standardization organizations; Intelligent Transport Systems (ISO TC204, CEN/TC 278), Information Security (ISO/IEC SC27), Sensor Networks (ISO/IEC WG7), Internet-of-Things (ISO/IEC JTC1), Societal security (ISO/TC 223, CEN/TC 391), Health Informatics (CEN/TC 251, ISO/TC 215).

6.1.15. HELLENIC TELECOMMUNICATIONS ORGANIZATION S.A. - OTE AE (ORGANISMOS TILEPIKOINONIONTIS ELLADOS OTE AE) (OTE)

The incumbent telecommunications provider in Greece. High-speed data communications, mobile telephony and internet access are among the services that are being offered. The focus is on optimising the operation of its infrastructure, as well as on offering quality service. OTE will actively participate in evaluation Security & Privacy issues as well as the technical specification and implementation of several system Components.

	Dissemination activities will focus on communicating project results to the international scientific and technical community as well as to the addressed VICINITY stakeholders. Furthermore the project and results will be promoted during events (conferences, workshops, etc.), paper submission to national and international conferences, workshops, journals and project demonstrations, preparation of pre-commercial and commercial brochures and newsletter to potential industrial and scientific users.

6.1.16. INTERSOFT A.S. (IS) AS

Spin-off of the EU R&D project KnowWeb funded by the EC within the 4th Framework Programme. The company was founded with intention to build on international experience of Finnish and Slovak partners in software development and knowledge management. IS will participate on the integration of the system, system evaluation and validation of results as well as on the managerial activities of the project.

IS will disseminate the project results to the target groups of potential customers, primarily focusing to SMEs in the region of Eastern Slovakia but also addressing a broader scope of business partners in Central Europe, Germany, and Scandinavia. IS will use dissemination channels such as the company web site (http://www.intersoft.sk), focused leaflet/brochure, social media and video presentation, as well as workshop or conference presentations. To target the research community and increase the awareness of the project achievements IS plans to participate on local and international conferences and contribute to scientific journals of relevant areas

6.1.17. TECHNISCHE UNIVERSITAET KAISERSLAUTERN (UNIKL)

The University of Kaiserslautern (UNIKL) is a medium sized university based in Germany. UNIKL and other contributors, in particular CAL/ETSI intend to drive the standardization process, contributing the quantitative evidence, complex validation scenarios, and demonstration sites.

Main role in the project: Project coordinator

As an academic partner, UNIKL will disseminate the project results by enhancing existing lectures and creating new lectures or seminars on the topic. UNIKL contributes to scientific conferences such as DATE or FDL, with scientific publications but also chairing Special Sessions on the topic of Internet of Things and M2M Communication, where the results of the project can be made visible and take part in the scientific discussion with other experts on the topic.

6.1.18. TINY MESH (TINYM) AS

Develops sensors and complete IoT platforms based on mesh technology, and participates in several research projects in the crossing between smart buildings, energy neighbourhoods and smart grids

Practical implementation through their work with definitions of use case Smart building which will be presented at conferences and through keynote presentations. TINYM will take practical ownership of the various demo sites through the role as of WP leader.

6.1.19. UNIVERSIDAD POLITECNICA DE MADRID (UPM)

The largest Spanish technological university More than 2,400 researchers, in 216 Research Groups, 10 Research Centres and 55 Laboratories- Develops VICINITY ontology network, and contribute to the overall design, integration, operation, and standardization of the VICINITY system and its components.

Dissemination actions will deal with dissemination of project findings in journals and scientific conferences as well as participation in different research events (e.g., panels, tutorials, workshops) where the results of the project can be made visible and take part in the scientific discussion with other experts on the topic.

Annex 5: Assessment tools

These tables are based on recommendations described in a paper [12] by the European Commission to ensure that the DACS conforms to EU requirements (Article 69) and that it contains:

- Aims and target groups
- The strategy and content of information and communication measures. This is to ensure transparency for all target groups
- Outlines a budget for implementation of the DACS, such as participation in events and production of dissemination material
- Participants and contacts that are responsible for implementation of the DACS
- Details of how the DACS should be evaluated

There are several[13] other guidelines[14] for assessing the DACS. These provide a bird's eye view by offering a framework for asking about issues being addressed. The VICINITY DACS has done the outmost to meet the expectations of the project participants and stakeholders and follow the best practices that are outlined in the guidelines mentioned above. Not all elements apply to VICINITY as a project, but do still present a sound framework for QA activities to improve on the document.

This table provides a tool for improving the efficiency and the coherency of the communication measures and also serve as a checklist for the annual review and adjustment of the DACS.

	Status	Score
Dissemination strategy *Comment:* The dissemination strategy is pretty well defined. It will need to be adapted as the project matures and proper results are communicated and stakeholders are getting involved.	√	4/5
Objectives of the dissemination strategy *Comment:* The objectives are clear. However, lessons learned tell that the objectives may go through some minor changes when the message mature.	√	4/5
Roadmap for the dissemination and communication activities *Comment:* There is agreement on milestones and activities that will take place.	√	5/5
Dissemination target audiences *Comment:* The project knows what audience to reach out to.	√	5/5

---

[12] http://ec.europa.eu/regional_policy/archive/country/commu/2000-2006/docoutils/fiches/EN/03_EN.pdf
[13] https://www.luminafoundation.org/files/resources/arewethereyet.pdf
[14] PMBOK 4th Edition (PMI) Project Communications Management (pp. 252-257).

Dissemination activities, tools and damage control	√	4/5
Comment: The audience is pretty clearly defined – which assists in identifying tools and methods. This is necessary both to reach out to the correct target audience with the right message, but also to address issues that are out of the control of the project that may arise.		
VICINITY Open Calls – communication and target audience	√	3/5
Comment: Information about Open calls and stakeholders are described, but the actual Open Calls material is currently being prepared by the VICINITY consortium.		
Online Dissemination and Interaction – online and offline	√	5/5
Comment: This section is well anchored with the project and participants. A lot of material has been prepared, and have already been used on a number of occasions. The project is well ahead of the goals at this point in time.		
Project public deliverables	√	4/5
Comment: The project has prepared what has been expected so far. These deliverables has also been made available on the VICINITY website.		
Project publications	√	4/5
Comment: VICINITY has already been present in media and prepared several papers. The project is also here pretty much in line with the planned schedule.		
Project events – participation, internal, external	√	4/5
Comment: VICINITY has contributed to a number of events and fulfilled its obligations towards the EC, participants and stakeholders.		
Synergies with ongoing initiatives – IoT EPI	√	5/5
Comment: Cooperation has worked well with external initiatives. Through joint efforts, task forces and workshops understanding and opportunities has arisen.		
Spokespeople – internal, external, native speakers	√	5/5
Comment: These are well defined and is being maintained actively.		

Communication chart – conveying messages and channels	√	5/5

Comment:
A clearly structured chart, and a suitable tool for planning dissemination activities in front of larger events and activities.

Expected impact of communication activities	√	4/5

Comment:
The strategy has laid out the goals, and it seems like the project is pretty much on route based on the KPIs that has been registered.

Target Audiences and stakeholders	√	4/5

Comment:
The list has been updated in year 2, and the project has gained more awareness of who the stakeholders are. Dialogue and preparations of pilot site has helped flesh out markets and communication means.

Logo and graphic identity, video and infographic	√	5/5

Comment:
Participants in the project have developed a number of different visual elements that are being used in current communication. They do adhere to the colour profile and general rulesets that were laid out in the profile handbook that was prepared at the start of VICINITY.

Evaluation of communication efforts	√	4/5

Comment:
So far the project has shown good results in achieving the goals it has set out to do. There have been several lessons learning during year 2, and it is expected that VICINITY will get a lot more traction in year 3. This means it is important to have tools to guide the communication efforts, and the DACS is fulfilling this task.

Annex 6: VICINITY project objectives

6.1.20. Objective 1: Comply with and contribute to IoT Standards

VICINITY concept defined in compliance to the existing and emerging IoT standards with ambition of contributing to them

VICINITY definitions shall be driven by results achieved in the frame of objective 1 in conformity with the existing IoT standards and with consideration of the State-of-the-Art achievements in the field. Furthermore, VICINITY will contribute to standards-driven development and integration through open calls.

In particular, the following goals shall be achieved:

	Comparative study of the actual State-of-the-Art solutions and standards on IoT interoperability
	Analysis **on relevant regulatory requirements** in particular application domains (energy, health, security and privacy)
	Definition of **VICINITY IoT ontologies**
	Specification of **VICINITY Technical requirements and solution architecture**
	Identification of **VICINITY contributions to the relevant standards** according to gaps identified during the elaboration of the VICINITY Architecture, Services and Requirements based on the testing and evaluation.
	Verification of VICINITY use cases and **Key Performance Indicators.**

Deliverable 2.1: "Analysis of Standardisation Context and Recommendations for Standards Involvement" describes the importance of supporting interoperability between different IoT systems in various IoT platforms based on different standards. Furthermore, D2.1 presents several recommendations for how approach these goals, e.g. participation and contribution to AIOTI and other standardisation organs.

Public

Monitoring development in IoT ontologies and architecture and ensuring requirements are met and specifications are followed is another example of proposed activities. These goals can be briefly summarized as; participate, contribute, lead, monitor, learn, adapt, follow up and influence.

VICINITY does not have capacity to participate in all standardisation bodies, and will therefore have to prioritise where the project best can contribute and influence existing and emerging standards – in particular within the IoT and privacy domain. For this reason, an important part of the objective will also be to find and contribute to standard groups that should adopt the VICINITY requirements, and support proposals that could help develop the market for VICINITY services.

6.1.21. Objective 2: Informing about implementation and deployment

Open interoperability gateway and web-based Neighbourhood Manager available on the internet

The core components of the VICINITY virtual neighbourhood ecosystem shall be implemented and deployed according to the technical requirements extracted from barriers captured within the frame of Objective 1.

Objective 2 employs several approaches to achieve the goals:

- **Informing about implementation of an open VICINITY gateway of semantic interoperability connected to the internet**, which can be easily integrated without sharing any details about the particular client IoT deployments
- **Informing about development of a web-based Neighbourhood Manager connected to the internet**, through which the operator of particular infrastructure can decide which data they wish to share with whom and to what extent
- Communicating how the automated integration to open gateway shall be possible using **VICINITY semantic discovery and dynamic configuration features**. Moreover, how specific VICINITY back-end component shall monitor internet-based repositories for IoT semantic descriptors. It should be informed that as soon as a semantic IoT descriptor appears in any of the monitored repositories, the VICINITY auto-discovery device shall be able to recognize it and dynamically map it to the gateway.
- Introducing implementation of **state-of-the-art security and privacy assuring mechanisms** in order to ensure trust over IoT landscapes

To achieve the goals stated in the objective, it will be necessary to identify what domain the stakeholders belong to. Such domains can be identified in Table 29: List of audience and communication strategy and Table 30: List of stakeholders and domain-specific roles.

It is assumed that stakeholders within the technical domain will be a key factor in the adoption rate of the VICINITY platform. These stakeholders can be separated into four main groups:

1	**Service Providers**	Presenting opportunities that arise from providing enhanced cross-domain services within the semantic interoperability ecosystem that VICINITY will offer.
2	**ICT Application Developers**	Inform what tools and options allow extracting, combining and aggregating data that otherwise would have been unattainable, and how these could be used in the development of applications

3	**Hardware Providers**	Provide documentation of API and other technical requirements that will allow building services on top of VICINITY gateways, thus extending the market and opportunities of domain centric services.
4	**Standardisation Bodies**	Communicate requirements for future standardisation, as well as providing recommendations to prioritized standardisation activities to be carried out during the course of VICINITY.

Each stakeholder group will be presented a different take on VICINITY. Examples of opportunities and value-added services that stakeholders may provide are described in more detail in WP3 and WP5.

6.1.22. Objective 3: Informing about value-added services

In order to succeed, the VICINITY concept has to explore new business models. Emerging IoT ecosystems connected to the VICINITY interoperability platform offer opportunities by exploiting the unleashed volume of semantically enhanced information.

Therefore it will also be necessary to explain and inform how the VICINITY project will facilitate the creation of diverse services across IoT domain, and how these will open commercial benefits for application developers and service operators.

By assisting in defining sales strategies based on product promises, VICINITY can participate in conceptualising solutions and domains that may benefit from IoT ecosystems the VICINITY platform may facilitate. This includes presenting concepts, best practises and opportunities originating from open calls. The sales strategies should provide incentives for local SMEs to branch out to European markets and stimulate European innovation.

A sales strategy could for instance focus on how VICINITY provides information that can optimize resource usage. Such opportunities would be of interest to many domains. The examples could address use within as diverse fields as mobility and advanced traffic management systems, assisted living and smart energy.

Another example can be to present how the VICINITY platform offers an opportunity to move from time-based/frequency-based work processes to state-based work processes. This means that a stakeholder is only spending resources when a situation actually arises.

These represents examples represent of opportunities that could be described in open calls, or presented in close partnership with another ICT-30-CALL project supported by the IoT EPI communication plan.

 visualises the role of VICINITYs interoperability platform in the IoT ecosystem. Placed in the middle, VICINITY opens the potential in creating services that interconnects semantic content from a large spectrum of architectures.

Horizon 2020
European Union funding
for Research & Innovation

Public

European
Platforms
Initiative

Figure 14: VICINITY serves as the centerpiece that ties interconnects ecosystems and value-added services through its interoperability platform

An indicative list of some value-added services demonstrated by the VICINITY project is:

Business Intelligence services over IoT data in the context of distributed renewable energy production, linked to local consumers and public authorities managing public buildings. This will allow facilities managers, energy producers, and equipment owners to visualise interconnectedness and potential value of interoperable access to such information. KPI could be developed for Energy and Energy efficiency domains management.

Energy micro-trading solution would be modelled, that would study a potential for the owners of small-scale private renewables to trade self-generated excess energy, as well as model their energy demand regulation capacities by shifting peak demand to off-peak times.

AI-based services in the context of smart parking management and assisted living - In the ITS domain, a balanced parking plan taking into account user preferences, parking history of vehicles and actual demand will be provided by the AI-based services utilising prediction and optimization algorithms. In the eHealth-related domain, data streams and user profiles recommendations about prevention and health condition improvements will be provided by AI-based services.

Third party advanced value-added services via VICINITY open call applications in order to extend the business and technology scope of value added services beyond the resources and capabilities of the consortium. These services could be linked to quick response teams, service management and, aggregate data for profiling, predicting resource usage and offering optimised load balancing.

Assisted living and eHealth being supporting remote health monitoring and implementation of social care alarms. These would be well suited to caring of an aging population, but would also be part of services provided within the field of fitness tracking and preventive medicine. Here the use of wearable IoT devices – for instance using smart watches – could be included in social networking services for fitness tracking and registering calories consumed.

Intelligent buildings would use a combination of data from air quality, humidity, temperature and emission to form a profile of indoor climate conditions. These could be used for planning maintenance, managing smart appliances or UV added values service for predictive infrared/max sun exposure services to the citizens.

A more comprehensive list of value chains and potential revenue sources is described in more detail in WP5.

6.1.23. Objective 4: Communicating advantages with decentralised interoperability

The objective aims to presents VICINITYs ability to integrate proprietary IoT infrastructures and to demonstrate how decentralized interoperability works.

Other information that will be present is VICINITYs ability to apply rulesets from the neighbourhood manager for message exchanging. More specifically, it will focus on content arising from proprietary IoT platforms across a diverse set of domains. The information will also present how VICINITY will demonstrate the VICINITY gateway allows for IoT assets to communicating using VICINITY supported standards. Finally, attention will be given to automatically integration of devices using the VICINITY semantic discovery features combined with dynamic configuration functionality.

The achieved decentralised interoperability shall be demonstrated on cross-domain topics. This is illustrated in , and outlined in more detail below:

Smart Energy - Interconnection of buildings and/or energy producers within a neighbourhood. This integration allows them to operate as a group – the building through its IoT assets and meters, and the energy producers through their external network. Thus, they may negotiate their potential forecasted energy flexibility (both consumption and distributed generation) within a Smart Grid ecosystem. The strength of this approach is that it allows for the realisation of collective dynamic Demand Side Management (DSM) strategies.

Smart Buildings - In a **Smart Building perspective** a crucial point is that, all information gathered from wired and wireless communication systems along with numerous technologies of the building's users can be captured and interpreted unambiguously and semantically correct as well as can be made available to other systems that need this information elements into their business process.

Intelligent Transport - Implementation of smarter, cleaner and safer transport through the integration of smart parking and intelligent building infrastructures via VICINITY.

Distributed eHealth at Home - Assisted living for the elders and people with special needs shall be demonstrated facilitating existing commercial equipment and sensors along with available communication channels to bring together end-users and their relatives, doctors and help-centre assistance providers. This also encompasses demonstrating collecting and analysing data to prevent medical scenarios. Another use case is based on a preventive medicine scenario involving citizens where collection of data and analysis of equivalent KPIs on a municipality level shall be demonstrated.

Third party IoT infrastructures via VICINITY open call application. This is demonstrated in order to increase impact by validating VICINITY concepts and extending the integration scope of VICINITY.

Figure 15: VICINITY offers decentralised interoperability between IoT devices and services. This functionality is present even across domains, functionality and shared data settings in virtual neighbourhoods.
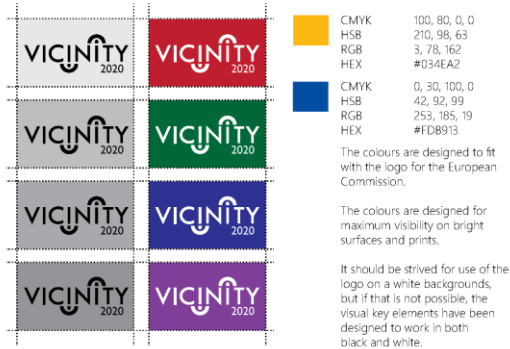
Annex 7: VICINITY design manual

Design manual

VICINITY 2020

version 0.6

VICINITY main logo

This logo is used whenever the project is being promoted. It represents detection and unification of nearby devices.
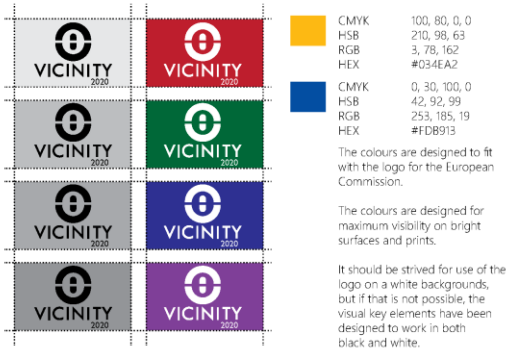
The logo use a sleak and modern visual language that denotes a humanistic and transparent approach to the task at hand. The arcs centers the visual focus on the reversed letter "i", which contains the significance of translation between different standards, protocols and languages.

1/5th of the logo is being used for horisontal and vertical white space

	CMYK	100, 80, 0, 0
	HSB	210, 98, 63
	RGB	3, 78, 162
	HEX	#034EA2
	CMYK	0, 30, 100, 0
	HSB	42, 92, 99
	RGB	253, 185, 19
	HEX	#FDB913

The colours are designed to fit with the logo for the European Commission.

The colours are designed for maximum visibility on bright surfaces and prints.

It should be strived for use of the logo on a white backgrounds, but if that is not possible, the visual key elements have been designed to work in both black and white.

VICINITY logo alternatives

Sometimes it is necessary to use other formats on the main logo. If there are restrictions in regards to the width of the logo size, this alternative can be used instead.

The logo use a stylistic visual language that profiles the platform the product represents. The curves above and beneath the logo represents sesors, while the different colours represents their ability to understand and differentiate between different standards, protocols and languages.

1/5th of the logo is being used for horisontal and vertical white space

	CMYK	100, 80, 0, 0
	HSB	210, 98, 63
	RGB	3, 78, 162
	HEX	#034EA2
	CMYK	0, 30, 100, 0
	HSB	42, 92, 99
	RGB	253, 185, 19
	HEX	#FDB913

The colours are designed to fit with the logo for the European Commission.

The colours are designed for maximum visibility on bright surfaces and prints.

It should be strived for use of the logo on a white backgrounds, but if that is not possible, the visual key elements have been designed to work in both black and white.

VICINITY about

This design manual is part of an ongoing process that addresses visual communication related to the H2020 ICT-30 project VICINITY.

The document will be updated when necessary.
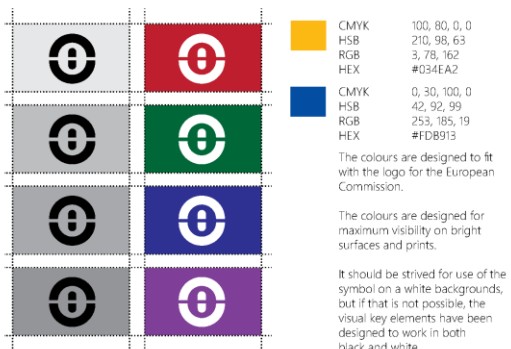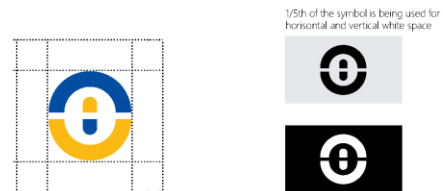
Flemming Sveen
Communication manager
VICINITY

Content

VICINITY symbol

This symbol is used when there are natural to use visual components from they main logo, but where lack of space or format make a smaller graphic element more fitting

The symbol consists of the arcs being used in the main VICINITY logo. The dimensions is altered to make i work in both expanded and minimized mode.

1/5th of the symbol is being used for horisontal and vertical white space

	CMYK	100, 80, 0, 0
	HSB	210, 98, 63
	RGB	3, 78, 162
	HEX	#034EA2
	CMYK	0, 30, 100, 0
	HSB	42, 92, 99
	RGB	253, 185, 19
	HEX	#FDB913

The colours are designed to fit with the logo for the European Commission.

The colours are designed for maximum visibility on bright surfaces and prints.

It should be strived for use of the symbol on a white backgrounds, but if that is not possible, the visual key elements have been designed to work in both black and white.

VICINITY typography

Fonts represents a very important aspect of a projects visual identity. The typographical elements of VICINITY should communicate a humanistic and modernistic approach, represented by thin hairlines and rapid, successive strikes that improves the readability of larger chuncks of text.

The fonts being used throughout the project VICINITY should primeraly be the font Atlanta, light. If this is not available, another grotesque should be used - preferrably Helvetica.

Atlanta book
....
VICINITY main

Atlanta book
....
VICINITY sub header

Atlanta demi
....
VICINITY line header

Atlanta book
....
VICINITY main body

Atlanta oblique
....
VICINITY illustration text

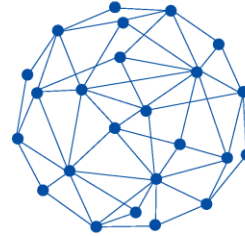Atlanta book
....
"VICINITY quote"

VICINITY elements

Certain other elements will be made available for extra visual impact. These should be used with discretion.

Such extra elements will usually only be placed on the background, or together with other logo elements.

European Commission | Horizon 2020 European Union funding for Research & Innovation

This collection of nodes can also be used as part of a background. It is visually demanding, and should be used with care.

Strong blue version

Background grey version

VICINITY icons

The project will adress several different usecases. In order to give these visual identities, icons needs to be dveloped

Such elements will usually be placed next to the name of the use case or used as background elements

Health and assisted living

The icon symbolise how digital means can be used to measure health - here represented by a patients pulse.

Parking and mobility

The icon symbolise how the urban space is dominated by vehicles, and how it are these which are adressed in this case.

Smarthome and buildings

The icon symbolise the traditional way of thinking of a home - a place with walls, roof and where one is secluded from the surroundings.

Energy and smart grid

The icon symbolise how energy are being used, and what usually is perceived as the most visual way of using and distributing energy.

VICINITY symbolism

The project will include references to software and hardware, including other elements that are part of smart homes, smart cities, health and transport.

Such elements will usually be placed next to descriptive elements, in brochures and presentation material.

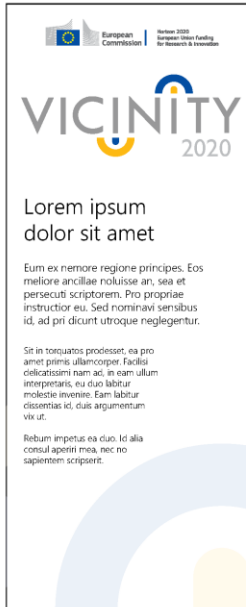| Userdefined | App | Smart city | Neighbourhood |
| Configuration | Cluster | Usergroup | User |
| Search & detect | Infrastructure | Communication | Funding |

VICINITY PR material 1

The project will need a number of channels for communicating philosophy, material, stakeholders etc.

The channels will be everything from rollups to giveaways and hand-outs. Material for exhanging information with other participants and electronic medias like social media and newsletters will be part of the communication strategy.

Rollup

Lorem ipsum dolor sit amet

Eum ex nemore regione principes. Eos meliore ancillae noluisse an, sea et persecuti scriptorem. Pro propriae instructior eu. Sed nominavi sensibus id, ad pri dicunt utroque neglegentur.

Sit in torquatos prodesset, ea pro amet primis ullamcorper. Facilisi delicatissimi nam ad, in eam ullum interpretaris, eu duo labitur molestie invenire. Eam labitur dissentias id, duis argumentum vix ut.

Rebum impetus ea duo. Id alia consul aperiri mea, nec no sapientem scripserit.

Stickers

Cards

Pins, badges and buttons

VICINITY PR material 2

The project will need a number of channels for communicating philosophy, material, stakeholders etc.

The channels will be everything from rollups to giveaways and hand-outs. Material for exhanging information with other participants and electronic medias like social media and newsletters will be part of the communication strategy.