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## Deliverable D9.7

### Dissemination and Communication Plan, year 4

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## Executive Summary

This document is the deliverable “D9.7 – Dissemination and Communication Plan (year 4)” of the VICINITY project (Grant Agreement No.: 688467), funded by the European Commission’s Directorate-General for Research and Innovation (DG RTD), under its Horizon 2020 Research and Innovation Programme (H2020).

The objective of the deliverable is to plan the dissemination and communication activities in 2019, which are conducted to guarantee the high visibility and accessibility of the project and its results. The goal is also to create a solid foundation for the efficient exploitation of the project results after the end of the project.

D9.7 is structured in various sections presenting the 2019 dissemination activity plan which will be supported by the VICINITY partners. **The plan is an update of the plans of the previous years; novelties for 2019 are highlighted.** Particular novelties are

- the release of the VICINITY client/server components in Github,
- activities to strengthen exploitation and impact,
- the Open Call(s) in 2019 that are promoted, and
- the publication of a Springer book on VICINITY.



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

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

## 1. Introduction

The deliverable describes the plan for VICINITY related dissemination activities, public participation and awareness. These descriptions are adjusted for changes and input that has been received so far during the course of the project. It includes:

- Coordination of the dissemination activities of project results to the international scientific and technical community as well as to the addressed VICINITY stakeholders;
- Promotion of the project during events (conferences, workshops, open calls, webinars, etc.);
- Paper submission to national and international conferences, workshops, journals;
- Project demonstrations;
- Preparation of pre-commercial and commercial Flyers and technical Newsletter to potential industrial and scientific users;
- Presenting the key outcomes and the progressions received during these activities; providing useful input for further adopting and updating the project planning towards better meeting stakeholders' needs.
- Improving the visibility of the VICINITY project outcomes.

Summarized, the main objectives are to:

1

Make the objectives of the project as simple to understand as possible. Create recognition of, and willingness to adopt, new formats and approaches. Furthermore, through activities and project results make the VICINITY brand recognizable by stakeholders and provide the necessary leverage on standardization 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. Context within VICINITY

This document gives an overview of the context of D9.7 within VICINITY. D9.7 summarises the plan for dissemination activities, public participation and awareness by VICINITY dissemination and communication plan for 2019. Particular events in VICINITY in 2019 are:

- The open calls running from 2018 and open calls being published in 2019;
- The availability of the VICINITY hardware and software releases since 2018;
- The publication of a book published by SPRINGER documenting the VICINITY hardware and software and promoting it to a broad public.

Regarding the relation to other WPs and Tasks, the current document closely related to other Tasks, specifically:

- T9.1 VICINITY Dissemination, Communication and Data Management Plan
- T9.2 VICINITY Web Portal, Dissemination Channels & Promotional Material

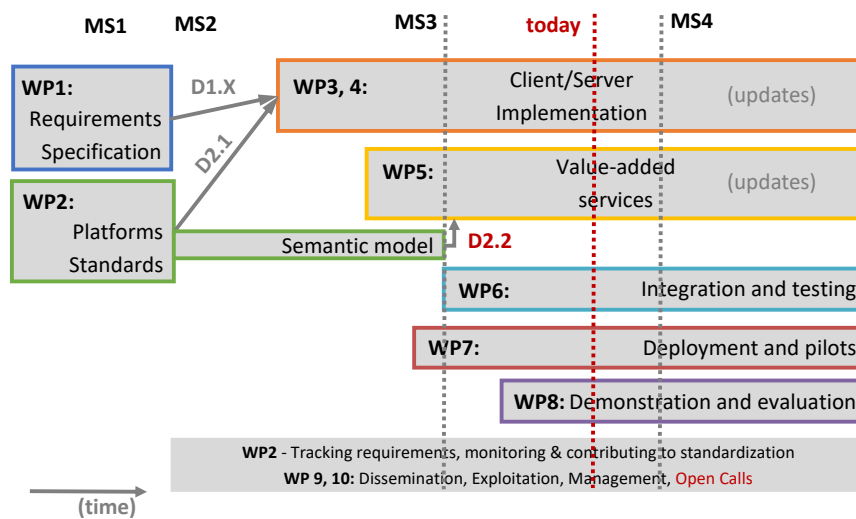


Figure 2 Work Package Architecture

### 1.2. Objectives in Work Package 9 and Task 9.1

Work Package 9 (WP9) “Dissemination of Results & Exploitation” aims at increasing the impact of the project through the wide dissemination of project outcomes and the intense communication of its achievements and activities towards each of the project target groups.

The objectives of Task 9.1 are to coordinate the dissemination activities of project results to the international scientific and technical community as well as to the addressed VICINITY stakeholders.

This Dissemination and Communication plan describe and define 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 get the most out of being engaged in the project. The objectives can be achieved through the promotion of the project during events (e.g. conferences, workshops, meetings), 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.

### 1.3. Structure of the Deliverable

This deliverable follows the structure of D9.5 and D9.6, and is organised in the following chapters:

- **Chapter** Error! Reference source not found. – Error! Reference source not found., it describes the overall structure of the deliverable and introduces the context in terms of objectives and an overview of the overall context.
- **Chapter** Error! Reference source not found. – Error! Reference source not found., it 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** Error! Reference source not found. – Error! Reference source not found., address what platforms should be used and how the message best should be conveyed through available means.
- **Chapter** Error! Reference source not found. – Error! Reference source not found., 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** Error! Reference source not found. – Error! Reference source not found.
- **Annex 1 – 11**, Showcase tools, material used for communication and dissemination.

## 2. Dissemination Strategy

Dissemination means to “make the results of a project public — by any appropriate means other than protecting or exploiting them, e.g. scientific publications”<sup>1</sup>. VICINITY bases its dissemination strategy on sound and well-known communication principles. VICINITY places emphasis on identifying and assessing potential and relevant stakeholders that has a vested interest in the project or will be affected by its outcomes. Stakeholders can be considered any institution, person or company, and knowledge is considered of importance for the success of the project and the direction of further dissemination activities.

### 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 include setting up a strategy for main tasks that needs to be addressed and decisions that belongs to each task:

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

<b>Plan</b>	Identify targets, messages, tools, and channels. Build an adequate and effective communication and dissemination plan to ensure the best impact of project results
<b>Design</b>	Produce dissemination tools: design a comprehensive set of communication material (including the project logo) to ensure an easy identification of the project and a major exposure
<b>Distribute and represent</b>	Use the dissemination channels (both internal and external)
<b>Activities</b>	Organise project events and participate in workshops, conferences, and international/EC meetings.
<b>Sustain</b>	Ensure a persistent and long-lasting visibility of the project activities and outcomes.

Consequently, dissemination activities will maximise VICINITYs impact on prompting dialogues, cooperation and coordination with decision makers, developers, integrators, administrators, end users and establishing connections between European partners.

In order to create a proper understanding of topics to disseminate, the core values of VICINITY need to be reduced to a few sentences with relevant keywords. The general message will be adjusted depending on the intended target group;

<sup>1</sup> See Article 38: H2020 Annotated Model Grant Agreement v5.1 – 06.12.2018 – Communication activities

- One non-technical for simple communication and an overall understanding of the goals of the project.
- Another for a technical audience where a better grasp of the concept and opportunities the project provides will be central.

What approach which will be used depends on the arenas where the dissemination activities will take place.

## 2.2. Roadmap for the dissemination and communication activities

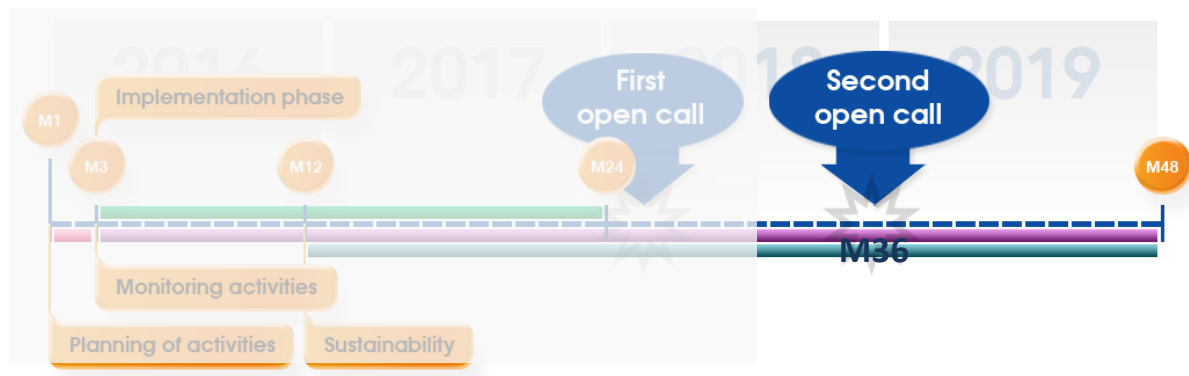


Figure 3: The roadmap describes the most important milestones within communication and dissemination strategy planning and implementation from January 2016 to December 2019.

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

- **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 Annex 5 and Table 13: Project communication . These indicators will be adjusted based on lessons learned that are described in D9.10: “Report on Dissemination Activities, Public Participation and Awareness, year 3” alongside other feedback and new understanding. The achievements of these indicators will be reported in D9.11: “Report on Dissemination Activities, Public Participation and Awareness, year 4” in month 48 of the project.
- **Visibility: 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 Dissemination and Communication plan for 2019 are the “Pilot installations completed” and “Overall evaluation”. This is also when the second Open Call is being launched. At this stage of the project, the main focus is related to pilot, demonstration and evaluation activities that may impact the project (see also Table 18: List of audience and communication strategy and Table 19: List of stakeholders and domain-specific roles. as well as Annex 1: VICINITY dissemination audiences) including how IoT ecosystems can be integrated within the VICINITY framework.

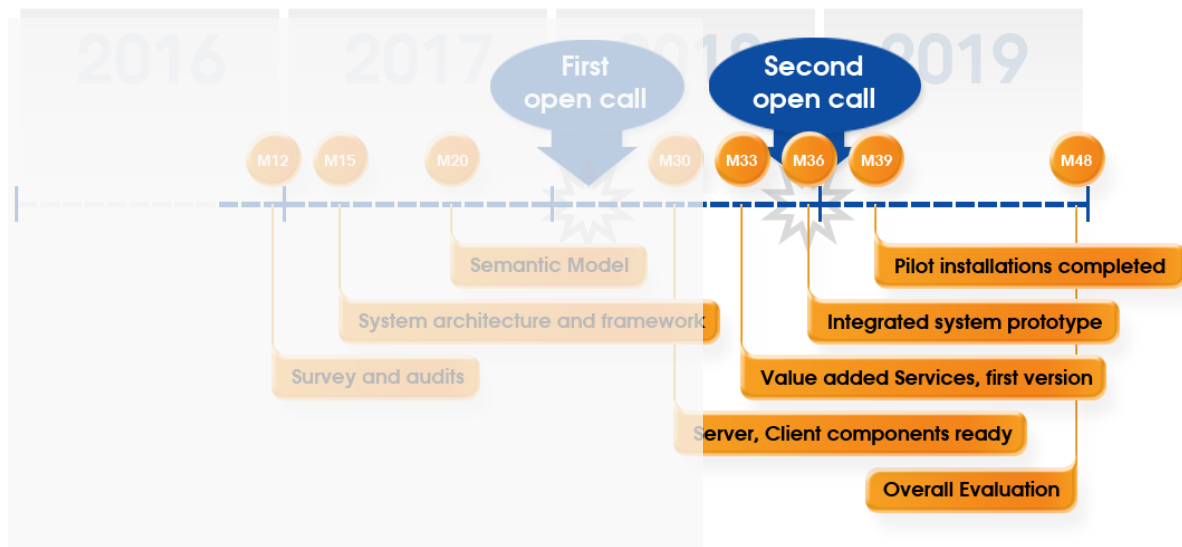


Figure 4: VICINITY main milestones 2017 - 2020

### 2.3. Dissemination Activities

A number of activities have been conducted in 2018 based on the previous Dissemination and Communication plan. A thorough description of reported events and publications is presented in Deliverable 9.10: “Report on Dissemination Activities, Public Participation and Awareness, year 3”.

The goal has been to inform of the project and get in touch with stakeholders for further exploitation and business use cases. 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-2015-30 and ICT-2016-Large-Scale projects.

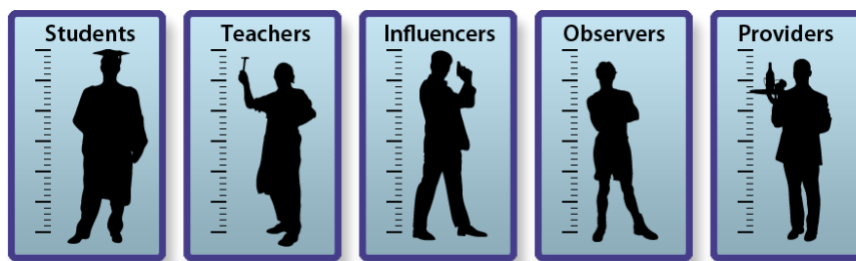


Figure 5: The most important roles participants in the project may have.

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, 2 and year 3. 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.

For more information and detailed explanations, see Annex 2: Roles of participants and stakeholders and Annex 8: Foreseen communication activities.

## 2.4. Damage control

It is impossible to create contingency plans for everything that may happen in such a technologically complex project like VICINITY. Out of 15 participants spanning from 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

#### Action plan 2019

Regarding tools and channels, novelties in 2019 are due to

- the **Open Calls** described in **Section 3.1** that introduce new tools
- the **SPRINGER book** described in **Section 3.4.2**

VICINITY will produce a wide area of outputs and results. The dissemination will depend on what roles VICINITY will serve and expected impact. This will also be guided by 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 2.1: Objectives of the dissemination strategy. See also Annex 3: Main outputs to be disseminated for more in-depth descriptions of the main outputs to be disseminated from each work package.

#### 3.1. VICINITY Open Calls

VICINITY 1<sup>st</sup> Open Call was implemented from 15<sup>th</sup> of March 2018 to 15 of June 2018. The participation in the Open Call was high and 45 proposals from 17 countries across Europe were received. As the dissemination strategy followed in the First Open call was very successful, the consortium has decided to review it only for adapting it to the Second Open Call particularities.

The VICINITY 2<sup>nd</sup> Open Call was launched on 15 December 2018 with 3 months expiry for submissions of proposals. The Open call will be split into two main topics:

Topic A: Value Added services

Topic B: Microservices

It is planned to fund 4 proposals with a maximum of 60.000 € each one. The success criteria for both Open Calls is defined in the following table:

Table 2 Open Calls KPIs

Indicator	Success criteria			
	Year 1	Year 2	Year 3	Year 4
Number of third party services integrated to VICINITY	-	-	-	3 independent Value-Added Services integrated
Number of third party infrastructures integrated	-	-	-	3 IoT infrastructures integrated beyond the current consortium

### 3.1.1. Open Call communication and awareness

An ad-hoc dissemination strategic plan has been designed to promote the second Open call. The plan is based on the previous plan of the first open call see deliverable D9.6, but some points have been improved based on the lesson learned and the different scope of the second Open call.

The plan is structured as follows:

<b>1</b>	<b>Set up</b>	<ul style="list-style-type: none"> <li>• Presentation to the Stakeholders Advisory Board</li> <li>• Presentation in local and international events</li> </ul>
<b>2</b>	<b>Promotion</b>	<ul style="list-style-type: none"> <li>• Social Media (Twitter, LinkedIn, Facebook, Web)</li> <li>• Emails (Stakeholders list, other related projects, Technological platforms, Start-ups hubs, partners' contacts, etc)</li> <li>• VICINITY Web</li> <li>• Webinars</li> <li>• Presentations in local and international events</li> <li>• Press release</li> <li>• One to One meeting</li> <li>• F6s</li> <li>• Funding box</li> </ul>
<b>3</b>	<b>Support</b>	<ul style="list-style-type: none"> <li>• FAQ's section on the Website</li> <li>• Newsletters</li> <li>• Dedicated email account</li> <li>• Webinar/s</li> </ul>
<b>4</b>	<b>Evaluation</b>	<ul style="list-style-type: none"> <li>• Announcements in Social Media</li> <li>• Press Release</li> </ul>
<b>5</b>	<b>Results</b>	<ul style="list-style-type: none"> <li>• Press Release</li> <li>• Special Newsletters</li> <li>• Presentation to Stakeholder Advisory Board</li> </ul>

### 3.1.2. Set-up phase

The initial phase of the Open Call communications was executed between November 2018 and lasted until Mid-December 2018, when the call was promoted based on the Stakeholder Advisory Board valuable feedback.

### 3.1.3. Promotion

This is the most active phase of the process and several means of communication will be used. This phase is executed between the 15<sup>th</sup> December 2018 and 15<sup>th</sup> March 2019.

- Social Media (Twitter, LinkedIn, Facebook). Social media will be used to do relevant announcements, communications and to highlight the schedule of the process.
- VICINITY Web. The VICINITY Web site is the official place to place the Open Call Information and it serves as information repository.
- Webinars; At least one webinar will be held to explain the Open call. It will be held online, and it will be opened to all public without restrictions. The recording webinar will be uploaded to the VICINITY Web site.
- Presentations in local and international events: Whenever possible, VICINITY consortium will present the Open call in external events.
- Press release: A press release has been created to inform about the essential content of the call.
- One to One meeting: When it is required for potential participants, partners can have allocated ad-hoc meetings to provide information.
- F6s; F6S is the tool used to collect the Open Call proposals. Also, they distribute the information among their users.
- Funding box; It is a community builder website, VICINITY promotes the Open Call in their forum.

### 3.1.4. Support

This phase is also executed from 15<sup>th</sup> December 2018 to 15<sup>th</sup> March 2019. During the Open call, a help desk service will provide support to the participants. Questions will be received through a dedicated email [opencalls@vicinity2020.eu](mailto:opencalls@vicinity2020.eu). Answers will be published on the Q&A section on the website, so all participants have the same knowledge about the call, in order to assure a fair treatment to the participants. Newsletters special edition will be sent to the registered participants in the Open call. Also, social media will be used during this phase to communicate relevant information.

### 3.1.5. Evaluation

This phase will be executed between 15<sup>th</sup> March and 15<sup>th</sup> April 2019. During the evaluation phase, timely information will be provided about the status of the process. Social media and newsletters will be sent.

### 3.1.6. Results

This phase will be executed around Mid-June 2019. Provided that contracts have been signed, information about the Final Winners will be published. During this phase the Open Call the winner results has been published.

### 3.1.7. Open Call target audience

The groups of interest for the Open Call have been identified as:

- VICINITY 1<sup>st</sup> Open call participants
- SMEs
- Research Centres
- Start-ups hubs
- Technological platforms
- Other Related projects

- Technological platforms

### 3.2. Target Audience & Channels for Communication

This section is based on the Dissemination & Communication methodology described in Chapter **Error! Reference source not found.: Error! Reference source not found.**. Here is presented the VICINITY's Dissemination and Communication activities for promoting the project and its findings during and after the grant period.

Figure 6 presents an overview of intended target audience of VICINITY, and describes which channels are deemed suitable for reaching out to the stakeholders. Annex 4: Channels for communications elaborates more on the channels, methods and contents that will be used which is all content that is being adjusted when necessary and is also referred to in Annex 8: Foreseen communication activities.

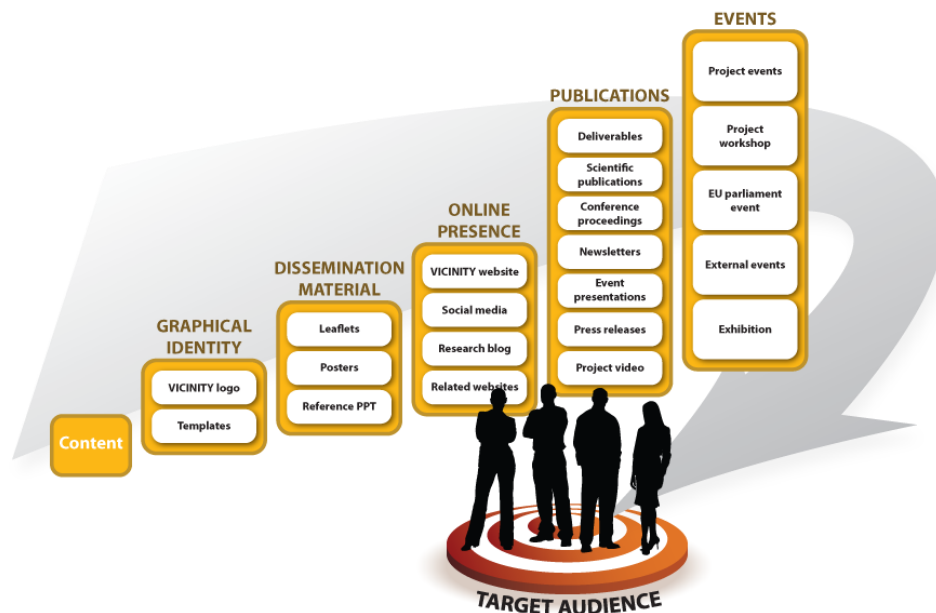


Figure 6: Overview of VICINITY target audience & channels for communication

### 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 7: VICINITY website

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;
- **Design:** Modern, appealing using latest State-of-the-Art functionalities offered by Drupal, a feature rich and stable 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.

The web developments along with the established social channels is enhanced with the essential dissemination material. This 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<sup>2</sup> 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.

<sup>2</sup> The website (9.1) for the VICINITY project (www.vicinity2020.eu) is created and maintained by CERTH.

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, second version which 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.

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- 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.

### 3.4. 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.

**Table 3: List of external channels with global coverage – preliminary lists**

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

Type	Channel	Websites
EU and EC websites and social networks	EU Agenda	euagenda.eu
	Cordis Wire	cordis.europa.eu
	Cordis News	cordis.europa.eu/news/
	Digital Agenda for Europe	ec.europa.eu/digital-single-market/
	EurActiv eScienceTalk	euractiv.com
Stakeholder websites and social networks		Global
Research and education websites		Global
Topic specific websites		Global
Websites of related completed, EC Participant Portal ongoing IoT EPI and newly IoT EPI launched H2020 projects targeting IoT as well as Horizon Europe.	INTER-IoT	ec.europa.eu
	AGILE IoT	lot-epi.eu
	BigIoT	inter-iot-project.eu
	bloTope	tagitsmart.eu
	symbloTe	agile-iot.eu
	IoF2020	big-iot.eu
		biotope.cs.hut.fi
	symbiote-h2020.eu	
	IoF2020.eu	
Generalist and ICT focused websites for news press releases and event promotion	Sci-Dev	Global

### 3.5. 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.

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

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

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- 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.

#### 3.5.1. 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 remaining unchanged.

- 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 files server.
- 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.



### 3.5.2. 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 list of publications. AAU is handling these activities, and this list will grow as more publications are identified and included.

Table 4: Scientific journals, e-journals and e-newsletters.

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 Interdisciplinary scientific research Technology		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 ITS and IoT domains Systems and Computing		Global
Elsevier Transportation Research	Research on ITS and IoT domains	Global
IEEE Transactions on Intelligent ITS and IoT domains Transportation Systems		Global
Journal of Intelligent ITS and IoT domains Transportation Systems		Global
Elsevier Energy & Buildings	Interdisciplinary scientific research	Global
IEEE Transactions on Industrial Interdisciplinary scientific research Informatics		Global
IEEE Transactions on Smart Grid	Energy and ICT	Global
International Journal of E-Health eHealth/ICT and medical domains scientific research and Medical Communications		Global
e-Health Journal	eHealth and ICT/IoT scientific research	Global

## Action plan 2019

- 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. (V5.1, 06.12.2018) “A 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 «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.
- UNIKL organizes a VICINITY/IoT book to be published by SPRINGER Press. A contract has been signed in 12/2018 with Charles Glaser, Chief Editor.

### 3.6. Physical Interactive Dissemination

#### 3.6.1. 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 **Error! Reference source not found.** and follow the roadmap that is outlined in chapter 2.2.

#### 3.6.2. Participation in external events

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 D9.10: Report on Dissemination Activities, Public Participation and Awareness, year 3. 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 Tromsø to Beijing, reaching out to audiences that range from enthusiasts to renowned researchers, covering markets and domains that goes from industry to civil society.

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- 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;

### 3.7. 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.

Table 5: Project tools, channels and target groups

Dissemination tools and channels	Main Target Groups					
	Policy-makers	Standardisation 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					

### 3.8. 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 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.

#### 3.8.1. Objectives of cooperation

IoT-LSP is the main partner VICINITY will use in dissemination activities. It is a European Initiative addressing the new EU-funded H2020 programs about IoT platform development, large scale deployments 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

#### 3.8.2. Types of cooperation

There is strength in numbers and having seven IoT projects with a total funding of 50 M€, offers a clear synergy effect. When participating 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 market. While IoT research and education initiatives – as well as more topic/niche specific websites and cooperation has a clear global perspective.

### 3.9. Collaboration with IoT LSP for communication and dissemination

#### Action plan 2019

- VICINITY will strive to cooperate with remaining, active Large Scale Projects with a focus on dissemination and exploitation where possible.



The IoT European Large-Scale Pilot<sup>3</sup> Programme includes the innovation consortia that are collaborating to foster the deployment of Internet of Things (IoT) solutions in Europe through integration of advanced IoT technologies across the value chain, demonstration of multiple IoT applications at scale and in a usage context, and as close as possible to operational conditions.

VICINITY participates as part of these European Initiative in EPI task force activities, and will continue to participate in the remaining LSP activities, but focus on the

#### 3.9.1. Participation in Events

The collaboration with IoT LSP offers VICINITY the potential to boost its reach while keeping costs under control. Collaboration with LSP Large Scale 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 events. VICINITY partners have been involved in the preparation of several events with different communities engaged. VICINITY was also participating the Stakeholder event of Internet of Farm and Food (IoF2020.eu).

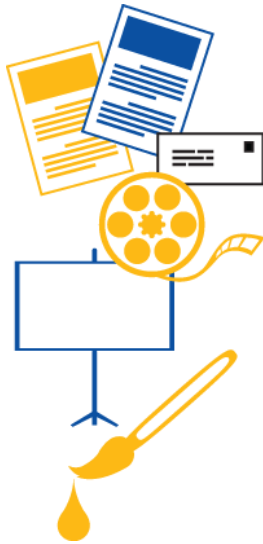
Another example is the Nordic Innovation Tour which served as a good instance of results that can be achieved when cooperating on communication. Information that was provided touched upon topics like open calls, expectations, success stories from previous winners of grants, information from local operators,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

#### 3.9.2. 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

<sup>3</sup> <https://european-iot-pilots.eu/>

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 ad-hoc 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, LSP 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 A: currently foreseen communication activities.

### 3.9.3. IoT LSP Communication activities

IoT LSP is active in participating in conferences and public exhibitions. The initiative focuses 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 LSP 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 LSP organized and related activities:

- Slides, posters, videos and other information for IoT LSP 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

### 3.9.4. IoT LSP Social network feed

IoT LSP 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 LSP 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.



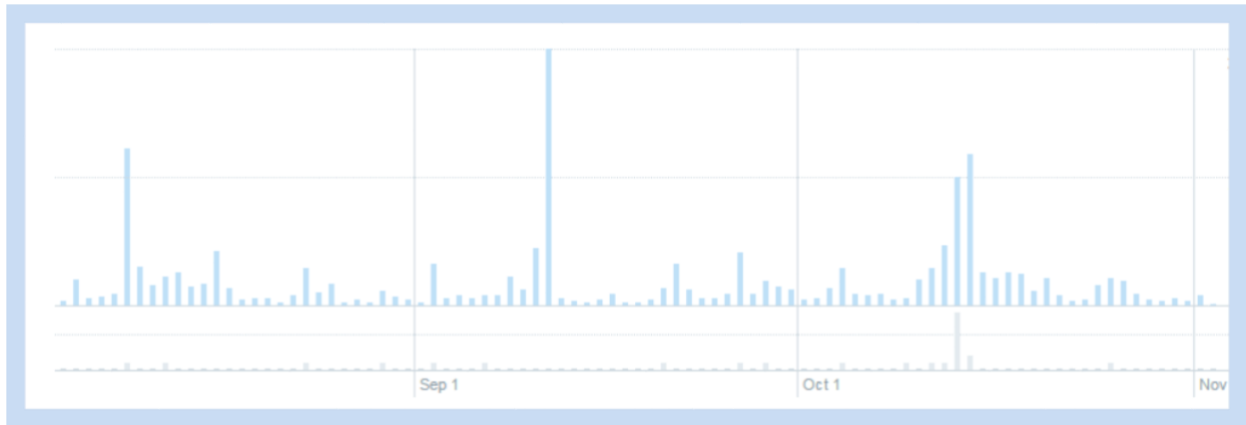


Figure 9: Twitter impact of VICINITY posts

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

### 3.10. Spokesperson

VICINITY needs 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.

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.



### 3.10.1. Spokespersons for main project and domain-related requests

Table 6: List of spokespersons for 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	Présentations, technical details, ETSI, ISO etc.	2016 - 2020
Carmen Perea Escribano	ATOS	Open calls, Exploitation, business models	2018 - 2020

### 3.10.2. Local spokesperson for national press and stakeholder requests

Table 7: List of spokespeople

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 Politécnica de Madrid (UPM) – Spain	2016 – 2020

Spokesperson	Department	Year
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

### 3.10.3. 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.

Table 8: List of native speakers – resources for translations

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

### 1.1. 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. Examples of these KPIs are presented in Annex 5: Indicators for expected impact. The KPIs only serves as guidelines at this final stage of the project.

In summary, Table 9: Dissemination & Communication Summary Chart matches the Communication and Dissemination Supports and Channels with main target Stakeholders groups.

**Table 9: Dissemination & Communication Summary Chart**

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

<i>Presentation &amp; feedback sessions</i> 3	√
<i>Training sessions</i> 3	√
<i>External events</i> 30+	<i>Depending on specific event</i>

## 4. Communication chart

VICINITY is basing its communication strategy on the classic Sender-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 10) 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 21: 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 30: Percentages allocated to dissemination methods/instruments characteristics by project organizations and experts” in “Annex 6: Planned communication matrix”).



Figure 10: 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 10<sup>4</sup> 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:

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

- easy to implement
- cost efficient

<sup>4</sup> 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>

- 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<sup>5</sup>, undertaken on the project Best Form, on what dissemination methods participant in EC funded projects considered most important, revealed the results seen in Annex 6.

See Annex 6: Planned communication matrix for more detailed explanations.

**Table 10: Content of messages conveyed through different instruments.**

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 3 <sup>rd</sup> 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

Each row describes and objective. This objective may be an expected result or event. VICINITY promises interoperability and does initially address ecosystems belonging to four domains. Different sources of

<sup>5</sup> Dissemination Strategy: Final Version | February 2011 –University of Pitești, Romania, LLP/Leonardo da Vinci Programme | Grant agreement number: 2010-1-PT1-LEO05-05164

dissemination for conveying and engaging key stakeholders are presented beneath the corresponding main domain.

Table 29 builds upon the channels and objectives described in Table 10. Both tables can be expanded with more information when additional material is made available. Table 29 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 19: List of stakeholders and domain-specific roles.), and what purpose it is expected to serve.

#### 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 with 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.

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
<b>Logo and graphic identity</b>					
<i>Visual identity January 2016 (month 1)</i>		C		L	
<i>Production of templates for deliverables and standard PowerPoint presentations, February 2016 (month 2), updated August 2017 (month 20)</i>				L	
<b>Printed materials</b>					
Production and distribution of project communication materials: project factsheet, brochures, flyers, handouts, rollups etc. January – December 2019) (month 37 – month 48)		C		L	
<b>Videos</b>					
<i>Creation of two info-graphics videos May 2016 and September 2017 (month 5 &amp; month 21). Furthermore info-video about open calls (month 25) and info video about affected domains (various dates)</i>	C			L	C
<b>Newsletters</b>					
Production of quarterly news mails January – December 2019 (month 37 – month 48)	C	C	C	C	L
<b>Website</b>					
Creation & Management of the website January 2016 – December 2018 (month 1 – month 36). This must continue throughout the duration of the project.	C	C	L	C	C
<b>Social media</b>					
<i>Publication of the project social media strategy February 2016 (month 2)</i>			C	L	C
Update and management of the social networks, incl. project LinkedIn and Twitter accounts February 2016 – December 2018 (month 2 – month 36)	C	C	C	C	L
<b>Assessment and reorientation of communication activities</b>					
<i>Assessment of the project communication and dissemination activities December 2016 (month 12)</i>	C		C	C	L
<i>Re-organisation of the DACS December 2016 – December 2018 (month 12 – month 36)</i>	C		C	L	C

**Table 11: 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. This is described in more detail in Annex 7: Examples of promotional material.



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.

**Table 12: Template for long-time planning of material for activities containing example data**

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	6. May	6. May	Exhibit hardware and results

#### 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 be used to later on adjust strategies to better reach the projected goals:

<b>Project website</b>	Please see KPI in Section 1	
<b>Promotional material</b>	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
<b>Social media &amp; professional networking strategy</b>	Size of the LinkedIn Group	> 150
	Number of Twitter followers	> 100
	Number of Tweets / retweets	> 150
<b>Project biannual e-Newsletter</b>	Number of e-Newsletters published	10
	Size of the dissemination list	> 1 000

**Table 13: 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 to 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 consider how to influence, and how much to influence. VICINITY's project results will be informed on irregular intervals. This may influence the pace of 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.
  - Stakeholders may be interested in monthly or quarterly updates
  - Integrators and media may get to see the project results only when it is completed.
  - 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.

Table 14: Newsletter dates

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

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:**

Table 15: General short pitch of VICINITY

<p><b>Things are made smarter by being aware of what is in their vicinity</b></p> <p>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</p>
--

**Elaborating on VICINITY for general audience:**

Table 16: General long pitch of VICINITY

<p>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.</p>
---

**Elaborating on VICINITY for expert audience:**

Table 17: General long technical pitch of VICINITY

<p>Things are made smarter by being aware of what is in their vicinity.</p> <p>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.</p> <p>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.</p> <p>The project employs a unique approach to directly and seamlessly connect things, while giving your full control of what data you will share.</p>
---

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 includes:

Table 18: List of audience and communication strategy

Audience	How to include	How to engage	When to communicate
Internal participants	Mails	Meetings	Updates
Current and potential stakeholders	Phone	Meetings	Opportunities
Polymakers (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

#### 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.

Table 19: List of stakeholders and domain-specific roles.

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
Service, technology, application provider	IdP	IdP	IdP	IdP
Service recipient, tenant	IdP	IdP	IdP	OM
Standardisation bodies	ImP	ImP	ImP	ImP

#### 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.

### 4.6.3. Communication target audience

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 20: List of traits and what identifies their goals.

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	Standardisation 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 21: 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 roll-ups, 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.

Table 22: Channels / press kit contents

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

#### 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 2019

- HITS will make necessary updates to the templates in case of changes of partner logos or feedback about compatibility 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. A media kit included a project fact sheet, a brochure as well as posters and roll-up banners allowed the project consortium to reach large audiences in a short period of time.

Furthermore, project factsheets are updated on regular intervals to promote VICINITY key concepts and messages. The facts are supported by clear and appealing info-graphics and other visuals for distribution in digital channels (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.

A promotion brochure was produced for the Scandinavian event Arendalsuka in August 2018 (month 32) to disseminate the Smart Parking use case implemented in Tromsø.

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 2019

- HITS work on the project fact sheet is a continuous effort and new versions have been developed or updated on four occasions
- 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 4. 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 (less than 2 minutes) 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 2019

- HITS produced a video in June 2018 (month 30) containing visually engaging infographics in order to simplify complex messages to viewers; and a video in October (month 34) containing the results from GA 6 meeting in Tromsø, Norway and visit to the pilot site using the agreed infographics
- 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 2019

- AAU continues preparing 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

#### 4.8.7. Dissemination & Exploitation

Besides the community building Plan outlined in D9.13, ATOS has designed Atos' dissemination plan to meet the following dissemination objectives:

- Foster community building
- Open call dissemination and awareness
- Disseminate the project results

<b>1</b>	<b>Foster community building</b>	Meet-ups Hackatons
<b>2</b>	<b>Open call Dissemination and awareness</b>	Webinar Meeting Events Mail to contacts ATOS internal, Planetic Newsletters Social Media
<b>3</b>	<b>Disseminate the project results</b>	Articles in several Newsletters (VICINITY, ATOS, Planetic) Events Presentations Participate in papers

In more detail, these activities are presented this way:

**1. Promote VICINITY on the open source community through the following tools**

**Social Media:**

ATOS is very active in Social Media and during YEAR 4 will foster the participation in the VICINITY Project to externals.

**Meetups Organizations**

Meetups are informal events where people from different backgrounds join to discuss about a subject. Atos will organize meetup events to foster the external participation in VICINITY (open source repository promotion, Open call)

**Presentations in events**

ATOS participates in a wide range of technological events, whenever possible VICINITY will try to present the project in some of these events (e.g. IoT Madrid Forum, ARI Digital Show, IoT week)

- Organize one or two hackathons: At least one hackathon will be hold during YEAR 4. See more information about it in D9.13 VICINITY exploitation and business plan
- Organize SAB webinars: ATOS have organized several SAB Webinars during the course of the project, and they will continue do it during YEAR 4.
- Collaborate in the Newsletters with ad-hoc articles. ATOS will write one article about how to collaborate with VICINITY in the VICINITY Newsletters.

**3. Disseminate the project results**

Disseminate the newsletters and relevant communications in relevant forums (e.g. Planetic, Atos R&D internal mailing list), twitter. Attend to technological events and provide VICINITY presentation when possible, and participate in papers preparations.

#### 4.8.8. 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.

#### 4.8.9. 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*

#### 4.8.10. 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.

#### 4.8.11. 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.

#### 4.9. 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 9: 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 **Error! Reference source not found.** And Table 13: 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 multi-publishing of news-content.
- **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 D9.10. 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 head

This Dissemination and Communication Plan 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.

### 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 has been finalized and the second round is 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.

### 5.2. Individual action plans for 2019

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: UNIKL

- 01/2019-11/2019: UNIKL will coordinate the publication of a *book on VICINITY* to be published by SPRINGER press in spring 2020. A contract with SPRINGER was signed 12/2018.
- Summer 2019: UNIKL will organize a *meet-up* on VICINITY to engage new developers among students.
- Winter term 2019: UNIKL prepares a *lecture on the IoT* with “Hands-on” labs based on VICINITY as a free platform.

#### 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 2019 – December 2019 (month 37 – 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 remain 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 2019 – December 2019 (month 37 – 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.
- Publications 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.
- European Commission (2018). H2020 AGA – Annotated Model Grant Agreement V5.1 – 06.12.2018
- „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](http://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: VICINITY dissemination audiences

5 main groups of stakeholders very identified as likely recipients of the project outputs. The consortium planned targeting dissemination activities towards these main groups.

These target groups have changed little since the start of the project, but not all groups are as active any more. The programmes are also changing from Horizon 2020 to Horizon Europe, and the project expects for coming projects and calls to open for new opportunities.

Examples of relevant bodies are included with the stakeholder groups:

<b>Policy-makers and legislators</b>	<ul style="list-style-type: none"> <li>▪ European Council (impetus and direction)</li> <li>▪ Council of the European Union (legislature)</li> <li>▪ European Parliament (legislature)</li> <li>▪ European Commission (executive)</li> </ul>
<b>Standardisation bodies</b>	<p>Priorities for Standards Contributions:</p> <ul style="list-style-type: none"> <li>▪ AIOTI – Alliance for Internet of Things Innovation; Working groups: WG3, WG4, WG5, WG7, WG8, WG9, WG13, WG12</li> <li>▪ ETSI TC Smart M2M – Ontology Development</li> <li>▪ W3C – OGC &amp; Web of Things (WoT) Interest Groups</li> <li>▪ ITU-T SG20 - IoT and applications including smart cities and communities</li> <li>▪ IEEE IoT WG - P2413 Architectural Framework for the IoT</li> <li>▪ CEN TC 278 / ISO TC 204 – ITS Standards</li> <li>▪ ISO/IEC JTC1 SC27 (Information Security) and SC41 (Internet of Things, Sensor Networks and Wearables)</li> </ul> <p>To monitor and influence policy:</p> <ul style="list-style-type: none"> <li>▪ OneM2M Partnership Project – base ontology</li> <li>▪ Continua Health Alliance</li> <li>▪ USEF – Universal Smart Energy Framework</li> <li>▪ CECED – European Committee of Domestic Equipment Manufacturers</li> <li>▪ ITS groups within ETSI, ITU, BSI</li> <li>▪ ETSI Board and SSCC-CG</li> </ul>
<b>Infrastructure &amp; service providers</b>	<ul style="list-style-type: none"> <li>▪ Government Service Providers</li> <li>▪ Computing services providers (grids, clouds and Infrastructure as a Service)</li> <li>▪ Application developers</li> <li>▪ Entrepreneurs</li> <li>▪ National Road Departments</li> <li>▪ Civil society</li> </ul>
<b>Research &amp; Education Community</b>	<ul style="list-style-type: none"> <li>▪ International Research Communities</li> <li>▪ National scientific organisations</li> <li>▪ Research and Education institutions (universities)</li> </ul>
<b>Private sector</b>	<ul style="list-style-type: none"> <li>▪ Private research organisations and research centres</li> <li>▪ Start-up labs</li> <li>▪ Research and business departments</li> <li>▪ Commerce</li> <li>▪ Product Manufacturers</li> <li>▪ Industry</li> </ul>
<b>Related projects &amp; initiatives</b>	<p>H2020 projects on IoT, Smart Cities, Large-Scale Pilots (LSP), National IoT initiatives, IoT EPI: SymbloTe, bloTope, BIG IoT, AGILE, TagItSmart!, Inter-IoT, Actvage (LSP), Autopilot (LSP), IoF (LSP), Monica (LSP), SynchroniCITY (LSP), CREATE-IoT (LSP)</p>

Table 23: VICINITY 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	Standardisation bodies	Infrastructure & 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 24: Role of VICINITY target audiences

## Annex 2: Roles of participants and stakeholders

Several roles as been identified, as presented in Figure 5: 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, Large-Scale Pilots 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. Also, offer evaluation expertise to Open Calls for other IoT projects.

### 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 8: Foreseen communication activities” for a more comprehensive list.

## Annex 3: Main outputs to be disseminated

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. The list will serve as a pointer for the remaining work packages that will be initiated in 2019.

<b>WP1</b>	<p><b>Outputs related to VICINITY concept requirements, barriers, specification and architecture.</b></p> <p>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.</p>
<b>WP2</b>	<p><b>Outputs related to standardization analysis and VICINITY platform conformity.</b></p> <p>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.</p>
<b>WP3</b>	<p><b>Outputs related to VICINITY server implementation.</b></p> <p>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.</p>
<b>WP4</b>	<p><b>Outputs related to VICINITY client infrastructures implementation.</b></p> <p>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.</p>
<b>WP5</b>	<p><b>Outputs related to value-added services implementation.</b></p> <p>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.</p>
<b>WP6</b>	<p><b>Outputs related to VICINITY framework integration and lab testing.</b></p> <p>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.</p> <p>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.</p>
<b>WP7</b>	<p><b>Outputs related to on-site deployment and pilot installations.</b></p> <p>Here the input from WP6 (Integration &amp; Lab testing) and presentation of a detailed plan for pilot installations on a larger scale at real world demonstration pilot sites will be part</p>

	<p>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.</p>
<p><b>WP8</b></p>	<p><b>Outputs related to pilot demonstration and overall evaluation.</b>          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.</p>
<p><b>WP9</b></p>	<p><b>Outputs related to data management plans, dissemination and communication strategies and the exploitation and business plan.</b>          This includes the facilitation of Dissemination &amp; 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.</p>
<p><b>WP10</b></p>	<p><b>Outputs from this work package are all related to project management.</b>          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.</p>

Table 25: Main outputs to be disseminated

## Annex 4: Channels for communications

In order to successfully convey 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 21: Communication tools, channels and target groups.

<b>Graphical identity</b>	<p><i>Keywords: VICINITY logo, Templates</i></p> <p>Design of VICINITY graphical identity, namely project’s logo and dissemination material templates in order to ensure consistency throughout the project duration.</p>
<b>Dissemination material</b>	<p><i>Keywords: Leaflets, Posters, Reference PPT</i></p> <p>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.</p>
<b>Online presence</b>	<p><i>Keywords: VICINITY website, social media, research blog, research website</i></p> <p>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.</p> <p>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.</p> <p>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.</p>
<b>Publications</b>	<p><i>Keywords: deliverables, scientific publications, conference proceedings, newsletters, event presentations, press releases, project videos</i></p> <p>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, <b>Internet of Things Developers Conference</b>, etc.)</p>

	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.
<b>Events</b>	<p><i>Keywords: Project events, project workshop, EU parliament event, external events, exhibition, standardisation bodies</i></p> <p>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.</p> <p>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.</p>

Table 26: Description of the most important channels used for communication.

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 27: 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.

## Annex 5: Indicators for expected impact

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

	Indicator	Goal
<b>Project website</b>	<ul style="list-style-type: none"> <li>▪ Number of visits to the website per year</li> <li>▪ Number of visits to the website per month</li> <li>▪ Percentage of only 1 visit</li> <li>▪ Percentage of monthly new visits</li> <li>▪ Compare (number of newsletter subscriptions of newsletter vs. number of web visits)</li> <li>▪ Average time of visits</li> <li>▪ Top 5 keywords</li> <li>▪ Top 5 web pages visited</li> <li>▪ Gender ratio (male/female)</li> </ul>	<p>4000 (2800)</p> <p>300 (230)</p> <p>30</p> <p>20 (62)</p> <p>600 vs 4000</p> <p>1 minute (3)</p> <p>50/50</p>
<b>Printed publications and materials</b>	<ul style="list-style-type: none"> <li>▪ Number of journals, conference publications</li> <li>▪ Number of press articles and interviews estimated audience of press articles</li> <li>▪ Number of published articles (scientific and technical ones).</li> <li>▪ Fact pages, infographics, etc.</li> <li>▪ Events with posters from VICINITY</li> <li>▪ Number of leaflets disseminated</li> </ul>	<p>&gt; 20 (6)</p> <p>&gt; 50 (-)</p> <p>&gt; 30 (6)</p> <p>&gt; 20 (12)</p> <p>&gt; 20 (8)</p> <p>&gt; 2000 (500)</p>
<b>Participation in external events</b>	<ul style="list-style-type: none"> <li>▪ Contributions external events by December 2019 (month 48)</li> </ul>	<p>12 (26)</p>
<b>Project events</b>	<p><b>VICINITY workshops</b></p> <ul style="list-style-type: none"> <li>▪ Number of workshops conducted</li> <li>▪ Number of participants per workshop:</li> </ul> <p><b>Final conference</b></p> <ul style="list-style-type: none"> <li>▪ Number of participants at the final conference:</li> </ul>	<p>6 (3)</p> <p>30 (30)</p> <p>100</p>
<b>Media</b>	<p><b>TV</b></p> <ul style="list-style-type: none"> <li>▪ Number of reports and interviews individual/shared participation</li> <li>▪ estimated audience figures/impact</li> </ul> <p><b>Radio</b></p> <ul style="list-style-type: none"> <li>▪ Number of reports and interviews individual/shared participation</li> <li>▪ estimated audience figures/impact</li> </ul> <p><b>Video (YouTube)</b></p> <ul style="list-style-type: none"> <li>▪ Number of subscribers of the YouTube channel.</li> <li>▪ Number of followers</li> <li>▪ Number of views</li> <li>▪ Number of likes</li> <li>▪ Number of comments</li> <li>▪ Number of favourited</li> <li>▪ Number of embedded videos</li> </ul>	<p>&gt; 3 (1)</p> <p>&gt; 1</p> <p>&gt; 200 (22)</p> <p>&gt; 100 (22)</p> <p>&gt; 2000 (443)</p> <p>&gt; 400</p> <p>&gt; 50</p> <p>&gt; 50</p>

		> 15 (8)
<b>Social media</b>	<b>Facebook</b>	
	▪ Posts	> 60 (10)
	▪ Clicks in the posts	
	▪ Number of comments	
	▪ Number of “shares”	(1)
	▪ Number of likes in the Facebook page	(88)
	▪ Number of fans	
	▪ Number of private messages	
	<b>Twitter</b>	
	▪ Number of tweets	> 80
	▪ Number of retweets	(321)
	▪ Number of replies	
	▪ Number of clicks in links	
	▪ Number of tweets marked as favoured	
	▪ Number of followers in Twitter	(292)
▪ Number of new followers per year	(156)	
<b>LinkedIn</b>		
▪ Members and followers VICINITY2020	(61)	
▪ Number of posts in the groups	> 60	
▪ Number of posts made by partners		
▪ Number of posts made by third parties		

Table 28: Project dissemination key performance indicators.

## Annex 6: Planned communication matrix

VICINITY must prepare a matrix to address 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:**

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

**Purpose:**

- D – Dissemination
- C – Communication
- 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/O	D	-	√
	M			
Audio/public interview	IdP/OM	D	-	-






Table 29: Each participant should develop their own communication matrix.

For a more comprehensive list of methods/instruments - see **Error! Reference source not found.**

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.

-  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

<i>Method / instrument</i>	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, etc.)	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 30: Percentages allocated to dissemination methods/instruments characteristics by project organizations and experts

## Annex 7: Examples of promotional material

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.

<b>Promotional materials</b>	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
<b>Exhibits and public installations.</b>	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
<b>Theatre and interactive theatre</b>	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
<b>TV/Streaming</b>	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
<b>Reading material</b>	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 31: Promotional material that demands planning and may be relevant on longer term

## Annex 8: Foreseen communication activities

Communication activity or material	Main objective	Target audience	Cost (€) estimate
<b>General</b>			
Development and maintenance of the <b>project website</b> .	The project website will spread the objectives and results widely as possible	At least 5.000 visitors have accessed the website by the end of the project	will 4.500
Production of <b>project documentation</b> (i.e. leaflets, brochures, posters, etc.).	The project brochures will be a key document, to be spread widely as possible	500 copies of the project brochures, 2-3 posters will be distributed throughout the Consortium partner, as project duration.	3.000
Participation in <b>EBN</b> (European Business and Innovation Centre Network) conferences and meetings.	Raise awareness of project results, produced and potential impact	targeted BICs, business consultants, SMEs, business and through them, Small medium-factories in their territory	2.000
Participation in the <b>InfoSystem</b> expo (annually in Greece)	Present the project to stakeholders from different domains	ICT professionals, start-ups, industrial organisations, researchers and academics	3.000
the CeBIT – the World's largest trade fair showcasing ICT solutions (annually in Germany) (cebit.de)	Present the project to stakeholders from the IoT domains	ICT professionals, start-ups, industrial organisations, researchers and academics	
EU ICT Exhibition innovation event organised by EC (twitter.com/ICT2019EU)	Workshop and presentation of the project within ICT domains discussing innovation and policies	ICT professionals, start-ups, industrial organisations, researchers and academics	
the Internet of Things conference (iot-conference.org)	Present the project to professionals and researchers involved in the ICT and IoT domains	ICT professionals, start-ups, industrial organisations, researchers and academics	
the IEEE International Conference on Emerging Technologies (ieeexplore.ieee.org)	Present the project to professionals within in the 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	ICT professionals, industrial organisations, researchers and academics	



<p>Mobile World Congress (mobileworldcongress.com/) 25.-28. February 2019</p>	<p>Focuses on frontier tech. Telco and ICT professionals, Present the project to industrial organisations, stakeholders within Smart researchers and academics Home, Internet of Things, Smart City, Connected Car and Industrial IoT</p>
<p>IEEE World Forum on Internet of Things (wfiot2018.iot.ieee.org)</p>	<p>Present the project to ICT professionals, opinion stakeholders working with makers, industrial policies, principles, and organisations, researchers practices the latest advances and academics and experiences with IoT for the Academia and Research</p>
<p>Internet of Things Developers Conference (iot-devcon.com)</p>	<p>Present the project to ICT professionals, start-ups, stakeholders interested in industrial organisations technical analysis, tutorials, business strategies, and product updates within ICT and IoT domains</p>
<p>International Workshop on Engineering the Web of Things (sisinflab.poliba.it/EnWoT)</p>	<p>Present the project to ICT professionals, start-ups, stakeholders interested in industrial organisations., opportunities and challenges researchers and academics involved in engineering a web of things</p>
<p>Arendalsuken (arendalsuka.no) 12.-16. August 2019</p>	<p>Present the project and Public officials, influence in and annual forum municipalities, opinion where national delegates in makers, politicians, industrial politics, society and industry organisations meet each other and the public, to debate and develop policies for the present and future</p>
<p>Nordic Edge Stavanger 2019 (nordicedge.org) 24.-26. September 2019</p>	<p>Present the project at one of ICT professionals, start-ups, Europe's most important arenas industrial organisations for everyone engaged in technological solutions that will make smarter cities, companies and homes</p>
<p>IoT Week (<a href="https://facebook.com/IoTWeekAarhus/">facebook.com/IoTWeekAarhus/</a>) 17.-21. June 2019</p>	<p>Presents state-of-the-art in IoT ICT professionals, start-ups, including projects findings industrial organisations</p>
<p>AIOTI Signature Event (aioti.eu), September 2019</p>	<p>European pre-standardisation ICT professionals, start-ups, body for findings in H2020 industrial organisations funded projects</p>
<p>Smart City Expo 2019 (smartcityexpo.com)</p>	<p>Present the project at world ICT professionals, start-ups, leading event for smart cities industrial organisations, projects in the context of urban researchers and academics development</p>

Smart IoT London 2019 (smartiotlondon.com) 12.-13. March 2019	UK's only conference and ICT professionals, start-ups, exhibition focused on the industrial organisations Internet of Things in action
IoT Global Congress (iotglobalcongress.com)	Present the project to ICT professionals, start-ups stakeholders working with and industrial organisations smart technology across multiple verticals
IoT Tech Expo Global 2018 (iottechexpo.com)	Present the project to engage ICT professionals, start-ups, and influence stakeholders industrial organisations, interested in exploring the researchers and academics entire Internet of Things ecosystem
IoT Tech Expo Europe 2019 (iottechexpo.com/Europe) 10-11 April 2019, Berlin, Germany, and IoT domains, providing researchers and academics Smart City/Home/ Agri-culture, Big information on innovating Data in IoT: AI & Blockchain, Realizing technologies Digital Twinning and Predictive Maintenance, Industry 4.0: Smart Manufacturing, RFID, Connectivity and Security	Present the project to ICT professionals, start-ups, stakeholders involved in the ICT industrial organisations, researchers and academics
ITAPA 2018 (itapa.sk)	Present the project to ICT professionals, start-ups, stakeholders within the ICT industrial organisations, industry researchers and academics
AIOTI WG 13. Smart Building and Architecture	TINYM will represent VICINITY Building owners, Building in the association and maintenance, IOT suppliers, participate in meetings and IOT vendors contribute to a white paper
Publications to general IoT and ICT related renowned Journals such as <i>IEEE Internet of Things Journal</i> , <i>Journal of Big Data</i> , and <i>Springer Advances in Intelligent Systems and Computing</i>	Present the project to ICT professionals, start-ups, professionals and researchers industrial organisations, involved in the ICT and IoT researchers and academics domains, providing information on innovating technologies
<b>Transport</b>	
Publication to high impact transport related journals such as <i>Transportation Research Part C: Emerging Technologies</i> , or <i>Francis Smart and Sustainable Transport</i> , or <i>IEEE Transactions on Intelligent Transportation Systems</i>	Present the project to Highly respected journals can reach thousands of people all over the world while the events combined attract more than 500.000 visitors every year Transportation amelioration in regards of comfort, efficiency, pollution

Intelligente transportsystemer - ITS-Forum 2019 (event.cw.no/ITS2019)	Present the project to ICT professionals, start-ups, stakeholders involved in the industrial organisations transport domain
Intelligent Transport Systems Forum UAE (itsroadsafetyuae.com)	Present the project to BIC, ICT professionals, industrial professionals and researchers organisations, researchers involved in the Transport and academics Domain
IT-TRANS (it-trans.org)	Present the project and ICT professionals, industrial influence stakeholders organisations, interested in interoperable Leaders, decisions makers solutions as well as for smarter and researchers and integrated systems
IEEE Conference on Intelligent Transportation System (ieee-itc2019.org)	Present and influence ICT professionals, industrial stakeholders involved in the organisations, researchers transport domain that are and academics interested in experimentation, demonstration, case studies, field operational tests and deployments
Cities for Mobility (cities-for-mobility.net)	Present the project and ICT professionals, industrial influence stakeholders organisations, researchers interested in best practices and and academics innovative technologies within the field of Urban Mobility
Smart Mobility World (smartmobilityworld.net)	Present the project to BIC, ICT professionals, industrial professionals and researchers' organisations, interest in innovation and Leaders, decisions makers evolution of ICT and mobility and researchers
ITS Konferansen 2019 (its-norway.no)	Present the project to ICT professionals, industrial professionals, SME and public organisations, researchers officials involved in the and academics Transport Domain
EVOLVE <a href="http://www.evolvearena.com/">http://www.evolvearena.com/</a>	ARENA Shaping the future for our cities ICT professionals, industrial organisations, researchers and academics
Various network meetings and events	Present the project to ICT professionals, SME, start-ups, industrial organisations, researchers and academics involved in the Transport researchers and academics Domain, providing information on intelligent solutions and new IoT applications

**Energy**

Publication to well-known journals Present the project to The journals are well known ... such as Elsevier **Energy & Buildings** or professionals and researchers and with a high impact on the **IEEE Transactions on Industrial** involved in the Energy Domain, Research society while the **Informatics or IEEE Transactions on** providing information on events combined attract

**Smart Grid**, IEEE Transactions on innovating technologies and the more than 850.000 visitors Industrial Informatics, benefits from IoT penetration every year  
*Additionally, VICINITY aims to organize towards more sustainable and special sessions and Call for Papers efficient management of Cities, (CFP) in relevant 2017 IoT-Energy Grids, Buildings conferences and forums*

IEEE Energy Conversion Congress & Present the project and ICT professionals, industrial Exposition (ECCE) influence stakeholders organisations, researchers (ieee-ecce.org/2018/) interested in latest advances in and academics various areas related to energy conversion

Annual Conference of the IEEE Present the project to ICT professionals, industrial Industrial Electronics Society 2018 professionals and researchers organisations, researchers (IECON) involved in the ICT, IoT and and academics (iecon2018.org) energy domains

ICCE International Conference on Present the project to ICT professionals, industrial Consumer Electronics (ICCE) stakeholders interested in organisations, researchers (icce.org) innovative research in all areas and academics of consumer electronics

IEEE PES PowerTech Conference Present the project to ICT professionals, industrial (ieee-powertech.org) professionals and researchers organisations, researchers involved in sustainable energy and academics systems

Start-Up Week Europe Present the project and open start-ups (startupeuropeweek.eu) calls to engage stakeholders within various domains

Start-up Portugal Present the project and open start-ups, opinion makers, (startupportugal.com) calls to engage stakeholders public officials within various domains

European Utility week 2019 Present the project to ICT professionals, start-ups, (european-utility-week.com) stakeholders interested in pilots industrial organisations 12.-14. November 2019 Paris highlighting innovative technologies and solutions

Nordic EV Summit Present the project to ICT professionals, start-ups, (event.tu.no/event/nordic-ev-summit-2018-144856/) stakeholders involved in the industrial organisations mobility and energy domains

### eHealth

Publication to well-known journals Present the project to The journals are well known ... such as the *International Journal of E-* professionals involved in the and with a high impact on the **Health and Medical Communications** Healthcare Domain, providing Research society while the **or Telemedicine and e-Health Journal** information on innovating events attract more than technologies in Healthcare 850,000 visitors every year provided by utilizing IoT devices and software

Health Tech (healthtechevent.com),	Event Present the project to engage health and tech professionals, industrial organisations, researchers and academics. and influence stakeholders interested in meeting, learning and exploring the crossroads in med-tech and sensors
HealthyIoT (healthyiot.org).	Present the project to ICT professionals, start-ups, stakeholders involved in the ICT, industrial IoT and healthcare domains researchers and academics
Digital Health Conference 2019 (acm-digitalhealth.org)	Present the project to Industrial professionals interested in interdisciplinary digital health researchers and academics.
Digital Health World Congress 2019 (digitalhealthcareworldcongress.com )	Present the project the leading ICT technology digital healthcare industrial conference with a specific focus on Medtech, mobile ICT and IoT researchers and academics.
pHealth 2019, Genoa, Italy, 10 – 12 June 2019 <a href="https://phealth2019.unige.net">https://phealth2019.unige.net</a> The event is hosted by the Department of Informatics, Bioengineering, Robotics and System Engineering (DIBIRS) of the University of Genoa, one of the largest universities in Italy	Mobile technologies, wellness, The 2019 Italian version will include 3.000 micro-nano-bio smart system, related bio-data management, analytics pre-conference Summer for personalized health, Schools for graduates and precision medicine, virtual care, PhD students and showcase potential risks for security and the Italian healthcare system privacy, safety chances and related EU and national challenges, the motivation of projects. patients in care processes by game and gamification

Table 32: VICINITY Foreseen Communication Activities

## Annex 9: Roles and responsibilities dissemination activities

Dissemination activities	HITS	UNIKL	ATOS	CERTH	AAU	GRN	OTE	BVR	CAL	IS	UPM	GNO	TINY	ENERC	MPH
<b>Website</b>															
Upgrade and management	C	C	C	L	C										
Constant update	C	C	C	L	C										
Web-based user-forum mgm	C	C	C	L	C										
<b>Newsletter</b>															
Content and dissemination	C	C	C	C	L										
<b>Social and professional networks</b>															
Management	C	C	C	L	C										
<b>Publications</b>															
Pub. in specialized journals, magazines or newsletters		L		C	C				C					C	
<b>Events</b>															
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	L														
Planning and org 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-M36)	C	L	C	C	C	C	C	C	C	C	C	C	C	C	C
<b>Contribution to external events</b>															
Present. of project outcomes at external ICT events (month 1 – month 36)	C	L	C	C	C	C	C	C	C	C	C	C	C	C	C
<b>Assessment and reorientation of dissemination activities</b>															
Assessment of the project CoD activities (M12/M24/M36)	L	C	C	C	C										
Re-organisation of the CoD strategy (month 24 – month 36)	L	C	C	C	C										

<b>L</b>	<b>=</b>	<b>Leader</b>	<b>HITS</b>	<b>UNIKL</b>	<b>ATOS</b>	<b>CERTH</b>	<b>AAU</b>	<b>GRN</b>	<b>OTE</b>	<b>BVR</b>	<b>CAL</b>	<b>IS</b>	<b>UPM</b>	<b>GNO</b>	<b>TINYM</b>	<b>ENERC</b>	<b>MPH</b>
<b>C = Contributor</b>																	

Table 33: Partners' tasks and responsibilities for dissemination activities

## Annex 10: Assessment tools

These tables are based on recommendations described in a paper <sup>6</sup> by the European Commission to ensure that Dissemination and Communication Plan (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<sup>7</sup> other guidelines<sup>8</sup> 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
<p><b>Dissemination strategy</b></p> <p><i>Comment:</i></p> <p>The dissemination strategy is pretty well defined. It was adapted as the project matured and proper results were communicated and stakeholders are strongly involved.</p>	√	4/5
<p><b>Objectives of the dissemination strategy</b></p> <p><i>Comment:</i></p> <p>The objectives are clear, change over the duration of the project; we focus in 2019 more on exploitation than in year one.</p>	√	4/5
<p><b>Roadmap for the dissemination and communication activities</b></p> <p><i>Comment:</i></p> <p>There is agreement on milestones and activities that take place.</p>	√	5/5
<p><b>Dissemination target audiences</b></p>	√	5/5

<sup>6</sup> [http://ec.europa.eu/regional\\_policy/archive/country/commu/2000-2006/docoutils/fiches/EN/03\\_EN.pdf](http://ec.europa.eu/regional_policy/archive/country/commu/2000-2006/docoutils/fiches/EN/03_EN.pdf)

<sup>7</sup> <https://www.luminafoundation.org/files/resources/arewethereyet.pdf>

<sup>8</sup> PMBOK 4th Edition (PMI) Project Communications Management (pp. 252-257).



<p><i>Comment:</i></p> <p>The project knows what audience to reach out to.</p>		
<p><b>Dissemination activities, tools and damage control</b></p> <p><i>Comment:</i></p> <p>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.</p>	√	4/5
<p><b>VICINITY Open Calls – communication and target audience</b></p> <p><i>Comment:</i></p> <p>Information about Open calls and stakeholders are clearly described, and will be communicated in 2019.</p>	√	5/5
<p><b>Online Dissemination and Interaction – online and offline</b></p> <p><i>Comment:</i></p> <p>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.</p>	√	5/5
<p><b>Project public deliverables</b></p> <p><i>Comment:</i></p> <p>Public deliverables, in addition to selected publications, have also been made available on the VICINITY website.</p>	√	4/5
<p><b>Project publications</b></p> <p><i>Comment:</i></p> <p>VICINITY has already been present in media and prepared several papers. The project is also here pretty much in line with the planned schedule.</p>	√	5/5
<p><b>Project events – participation, internal, external</b></p> <p><i>Comment:</i></p> <p>VICINITY has contributed to a number of events and will continue to do so in 2019.</p>	√	4/5
<p><b>Synergies with ongoing initiatives – IoT EPI</b></p> <p><i>Comment:</i></p> <p>Cooperation has worked well with external initiatives. Through joint efforts, task forces and workshops understanding and opportunities has arisen.</p>	√	5/5
<p><b>Spokespeople – internal, external, native speakers</b></p>	√	5/5

<p><i>Comment:</i> These are well defined and is being maintained actively.</p>		
<p><b>Communication chart – conveying messages and channels</b> <i>Comment:</i> A clearly structured chart, and a suitable tool for planning dissemination activities in front of larger events and activities.</p>	√	5/5
<p><b>Expected impact of communication activities</b> <i>Comment:</i> 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.</p>	√	4/5
<p><b>Target Audiences and stakeholders</b> <i>Comment:</i> The list has been updated continuously, 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.</p>	√	4/5
<p><b>Logo and graphic identity, video and infographic</b> <i>Comment:</i> 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.</p>	√	5/5
<p><b>Evaluation of communication efforts</b> <i>Comment:</i> The project has shown good results in achieving the goals it has set out to do. There have been several lessons learning during years 2 and 3. This means it is important to have tools to guide the communication efforts, and the DACS is fulfilling this task, but as well to react quickly on changing needs and requirements from exploitation plans.</p>	√	4/5

## Annex 11: VICINITY design manual



# Design manual



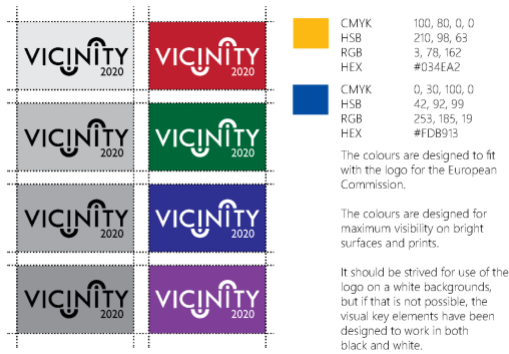
VICINITY  
2020

*version 0.6*

## VICINITY main logo

This logo is used whenever the project is being promoted. It represents detection and unification of nearby devices.

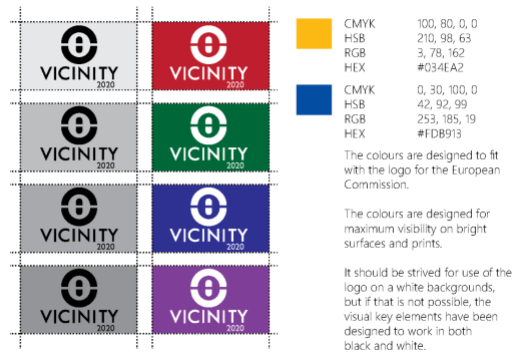
The logo use a sleek and modern visual language that denotes a humanistic and transparent approach to the task at hand. The arcs centers the visual focus on the reversed letter "i", which contains the significance of translation between different standards, protocols and languages.



## 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 sensors, while the different colours represents their ability to understand and differentiate between different standards, protocols and languages.



## 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

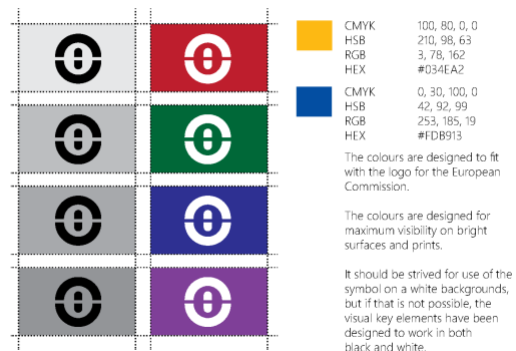
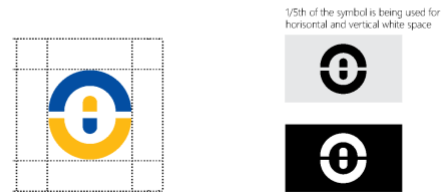
## Content

symbol	page 2
main logo	page 3
alternativ logo	page 4
decorations	page 6
elements	page 5
typography	page 7
icons	page 8
pictures	page 9

## 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.



## 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 chunks of text.

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

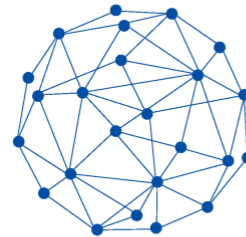
Atlanta book

### "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.



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 address several different usecases. In order to give these visual identities, icons needs to be developed

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.



### Smart home 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

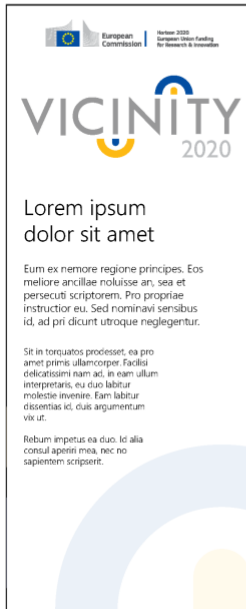


## VICINITY PR material 1

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 exchanging information with other participants and electronic medias like social media and newsletters will be part of the communication strategy.

### Rollup



### 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 exchanging information with other participants and electronic medias like social media and newsletters will be part of the communication strategy.



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