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**Deliverable (11.3)
(Dissemination and
Communication Plan)**

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Publishable Executive Summary

This deliverable of the initial Dissemination Plan (M6) identifies **planned needs and interest** of stakeholders to plan the dissemination materials.

An overview of the stakeholder engagement tools is given, and key messages have been identified. A plan of conferences to be attended is provided, although several more will be added continuously.

The document will be amended during the course of the project to reflect new developments and the effectiveness of the planned activities. The objective is to achieve and continuously improve the approach for the exploitation and dissemination of results to enhance the project's impact.

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1 Introduction

1.1 Purpose of the Document

The Dissemination Plan identifies needs and interest of stakeholders and compares it with current dissemination materials.

The objective is to achieve a continuously improving approach with regards to communication, dissemination and exploitation resulting in an enhanced impact.

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1.2 Document Scope

Vision

1.2.1 What do we see in the concept of the FOLDOUT?

It will be essential to formulate a fresh objective for FOLDOUT and its partners. This concerns the concept and the idea of Border Security and the objectives set by the EU. FOLDOUT is in a position to participate constructively in the consolidation of three pillars of Border Security, which are:

- 1. Minimising the threat of illegal cross-border activities*

Working together with international partners enables us to gain insights into current threats as well as to understand regulations for technology supplying companies, Border Authorities and citizens. The aim is to explore, compare and report on the improved security together with FOLDOUT's partners.

- 2. Showcasing Europe's leadership in security technologies*

FOLDOUT will improve the technologies available world-wide for making borders more secure.

- 3. Creating a European Border Surveillance Technology with growth potential*

In cooperation with the FOLDOUT novel technologies will be explored. This exploration will highlight specific areas where there is a need or an opportunity for technology development and research. Such feedback will provide Europe with important directions for RDI, anticipate trends and develop a shared view for the progression of secure society and economy based on these findings.

For these reasons and with these aims in mind, FOLDOUT's new vision is:

A Border Technology to improve detection at the EUs green borders, including the outermost regions.

2 Mission

1.3 WHY do we communicate?

FOLDOUT's mission is to expedite the international dimension of Europe's Border Control technologies. It helps to realize and, if necessary, explore security research and innovation opportunities.

3 Slogan

3.1 WHAT do we communicate?

Though Foliage detection for EU citizens safety.

3.2 Related H2020 Projects:

Collaboration with other project will be initiated during M6 to M12 on disseminating results and pieces of news of interests leveraging each other's social media channels. During the next M13-M24 period we have taken this collaboration to a next level and we have proposed to cooperate at relevant Events. We are waiting for the feedback from other projects.

- H2020 project SMILE : <http://smile-h2020.eu/smile/>
- H2020 project iBorderCtrl : <https://www.iborderctrl.eu/>
- H2020 project PROTECT : <http://projectprotect.eu/>
- H2020 project PERSONA : <http://persona-project.eecs.qmul.ac.uk/project/about/>
- Another potentially interesting project is TRESSPASS (Grant agreement: 787120)

3.3 Events relevant to the dissemination of FOLDOUT

List of Possible Security Events for FOLDOUT to participate in

Date	Location	Name/URL	Attending (Y/N)
16.4.2018	Vienna	http://iaca.int/wwwtest/404/1018-ministerial-border-security-conference	Past. again?
13.9.2018	Vienna	https://www.eu2018.at/calendar-events/political-events/BMI-2018-09-13-Security-Partnership.html	Past. again?
17.09.2018	Trier, DE	https://10times.com/annual-conference-on-eu-border-management	Past. again?
17.10.2018	Tallin	https://www.eulisa.europa.eu/Newsroom/News/Pages/Annual-Conference-2018.aspx	Past. again?
13.11.2018	London, UK	https://smarterborders.iqpc.co.uk/	
12.2.2019	Rome, IT	https://www.smi-online.co.uk/defence/europe/border-security	YES
19.3.2019	Morocco	http://world-border-congress.com/	
10.0.2019	London, UK	https://www.dsei.co.uk/exhibiting/zones/land-zone	

Several Defense related Events are also looked into:

Date	Location	Name/URL	Attending (Y/N)
15.11.2018	Vilnius, Lithuania	https://www.versilietuva.lt/en/events/baltic-miltech-summit-2018-2/	Past. again?
2.10.2018	Vienna, AT	https://www.edf-vienna2018.at/	

3.4 Definitions, Acronyms an Abbreviations

- **EC:** European Commission
- **CA:** Consortium Agreement
- **GA:** Grant Agreement
- **ICT:** Information and communications technology
- **DoA:** Description of Actions
- **SMEs:** Small and Medium-sized Enterprises
- **ROI:** Return on investment
- **WP:** Work package
- **KR:** Key Results
- **EIP:** European Innovation Partnership
- **PoC:** Proof Of Concepts
- **TA:** Target Audience
- **SW:** Software
- **HW:** Hardware
- **R&D:** Research and Development
- **RTD:** Research and Technological Development

Deliverable Description

This is a Public deliverable detailing the Dissemination & Communication Plan for the FOLDOUT project.

4 General communication and dissemination strategy

A central goal of communication and dissemination is to maximise opportunities to communicate, disseminate and promote research and scientific results throughout the duration of FOLDOUT, and beyond. This will ensure that key stakeholders, including Border Authorities can contribute to, and act on the findings in a timely fashion. Dissemination, communication and exploitation activities in FOLDOUT pursue four main objectives, namely to:

- 1) raise interest and awareness around border protection practices,
- 2) encourage citizens in Europe to keep informed on Border Control issues,
- 3) identify expectations among stakeholders and policy-makers,
- 4) disseminate results in strategic and targeted ways.

A coherent, multi-layered strategy to effectively promote and prepare the exploitation of FOLDOUT findings will bundle input from the whole consortium across the entire duration of the project. Effective dissemination, communication and exploitation of findings are central to promoting high-impact research, in particular as the project involves multiple groups of stakeholders as project participants as well as academic and non-academic partners.

WP11 is a cross-cutting work package that will manage communication activities with all work packages. Its main aims are to :

- 1) build a community with all relevant stakeholders, ensuring quick uptake and long-term impact,
- 2) establish an easily recognisable project identity, and
- 3) raise awareness of FOLDOUT at national and international levels.

Based on experience gained in previous projects and with various stakeholders, WP11 will use a variety of communication channels and tools to:

- disseminate the results and outcomes of the FOLDOUT project,
- effectively communicate throughout the project to involve and actively engage relevant stakeholders as necessary,
- facilitate the full exploitation of results and outcomes by diverse groups and audiences.

WP11 will strategically utilise existing stakeholder networks across Europe, as well as national and European networks that FOLDOUT consortium members are involved in.

Recognising the importance of building a significant and responsive community around the FOLDOUT project, especially with Border Authorities, and Procurement agencies are essential for proactive exploitation plans. Efficient and effective publicity and communication will ensure wide-ranging exploitation of FOLDOUT's results. This in turn facilitates their extended use in other contexts and projects. Key messages from the project will directly address the challenges of European Border Control.

5 Overview of FOLDOUT Dissemination and Communication

5.1 Scientific publications and public deliverables

FOLDOUT research results will be published in high ranking, peer-reviewed journals. In accordance with the FOLDOUT policy for publications (see below), these will be open access, as defined in the consortium agreement. The public deliverables of FOLDOUT will be made available through the FOLDOUT public website.

5.2 Participation of FOLDOUT partners to relevant workshops and events

FOLDOUT partners will participate in events relevant to the border surveillance domain. A detailed list of the events to be attended, the targeted form of participation (speech, booth, posters, etc.) and the partners representing the project will be defined in the FOLDOUT Dissemination and Communication plan, prepared at the outset of the project. At the time of writing this document, the partners were considering the events: (Section 3.3)



5.3 Exchanges with related projects

FOLDOUT will propose to establish links with European and national projects who are carrying out research that is relevant for the border surveillance domain. At the outset of the project, a list of relevant (in terms of content and timing) running projects will be established and contacted. For each relevant project interested in the cooperation, a FOLDOUT partner will be designated as contact point. The most suitable form of cooperation can be chosen for each project: workshops, visits, electronic means, etc. (see section 3.2).

5.4 FOLDOUT video trailer

During the course of the FOLDOUT project, a number of trials will take place to demonstrate the potential of the system. The trials will be realized in Bulgaria, Finland, Greece, French Guiana. During the trials execution, project partners involved in the dissemination tasks will be responsible for recording the activities during the trial, by taking photos and video footage during the preparation stages but also during the actual trial.

The video and photographic material that will be gathered will be utilized in order to create short duration videos that will promote the work done both at the individual level (technological, etc) as well as at a system (integration) level, with the results and findings during the trials. The videos, being a dominant mass communication and dissemination medium, will be broadcasted over platforms such as a YouTube and on the FOLDOUT website, and project partners' public websites. Special attention will be given to ethical aspects (no vulnerable people will be in the videos-only actors)

5.5 FOLDOUT prototype demonstrators

During the assessment of FOLDOUT prototypes at the Authorities territory, the data will be captured. FOLDOUT partners can demonstrate their technologies on the captured data and interested Authorities can be informed in existing conferences (e.g. Frontex workshops, Day for Border guards). These field demonstrations deliver added value in real world conditions and will be a powerful means to create awareness at Authorities.

6 Communication and Dissemination Tools

6.1 Website

<i>Description of the action</i>
<ul style="list-style-type: none"> the FOLDOUT Website went only a few weeks after the Kick-Off Meeting Each partner will include updated information about the project and links to the central website to deal with the objectives reported below.

<i>Objectives</i>	<i>Key messages</i>
<ul style="list-style-type: none"> To disseminate FOLDOUT technology Developments To emphasize the usage of networked ICT technologies in Border Control Systems To disseminate the improvements FOLDOUT achieves in improvement of though foliage detection in the running FOLDOUT pilots. 	<ul style="list-style-type: none"> Technology to Assist Border Guards in the daily work (reducing costs and better allocation of resources). FOLDOUT aims to reduce the gap between research, technological developments and practice. ICT technologies improve border management in terms of detection and cost effectiveness. Improved collaboration between stakeholders increasing the interaction and knowledge with the producers of technology and the end users. Technology to get a safer society.

<i>Communicators</i>	<i>Target Audience</i>	<i>Communication Channel</i>
All the project partners: ICT providers, Service providers, Researchers ICT, SME's looking for exploitation opportunities, usability and accessibility issues expert partners.	Policy and Decision makers End users Public Procurement Bodies for Border Control	Website

<i>Tasks</i>	<i>Responsible</i>	<i>Notes</i>
To keep updated content of the website	ALL	

<i>Description of the action</i>		
To keep updated information about the project and links to the central website	ALL	
To keep updated information about the project and links on Social Media	ALL	

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6.2 Video

<i>Description of the action</i>
Give stakeholders and the public an overview of the project, benefits and pilot sites. This video initially planned for previous reporting period should come for the reporting period after the pilots start.

<i>Objectives</i>	<i>Key messages</i>
<ul style="list-style-type: none"> To disseminate how FOLDOUT achieves an improvement of the safety and security in the EU. 	<ul style="list-style-type: none"> FOLDOUT as a sustainable system (reducing costs and better allocation of resources). ICT technologies improve Border management in terms of collaboration and sustainability.

<i>Communicators</i>	<i>Target Audience</i>	<i>Communication Channel</i>
Project partners use the video in presentations, events and online	Border Authorities End users (professionals) General Public	- Website - Social Networks Presentations at conferences and events

<i>Tasks</i>	<i>Responsible</i>	<i>Notes</i>
Introduction of the project	ALL	
Explanation on how FOLDOUT can help stakeholders	ALL	Use of images and interactive video
An overview of a day-to-day of the FOLDOUT pilots.	ALL	Ethics are important!
Interviews with the coordinator and end user partners	ALL	We will count with the experiences of the professionals running the pilots, their experiences with the technology and the feedback on its usability and accessibility.

6.3 Social Media

Description of the action
<p>Social media sites such as YouTube, Vimeo and LinkedIn and Twitter will be used as alternative platforms to engage with key stakeholders and the public in effectively spreading the word about FOLDOUT.</p>

Objectives	Key messages
<ul style="list-style-type: none"> To disseminate FOLDOUT technology developments To emphasize the usage of networked ICT technologies in Border Control Systems To disseminate news and updates 	<ul style="list-style-type: none"> Technology to get a safer society Technology to Assist Border Guards in the daily work (reducing costs and better allocation of resources). ICT technologies improve border management in terms of detection and cost effectiveness.

Communicators	Target Audience	Communication Channel
<p>All the project partners: ICT providers, Service providers, Researchers ICT, SME's looking for exploitation opportunities, usability and accessibility issues expert partners.</p>	<p>General Public Related Projects Policy and Decision makers End users Public Procurement Bodies for Border Control</p>	<p>Twitter LinkedIn</p>

Tasks	Responsible	Notes
<p>To keep updated content of the twitter feed</p>	<p>ALL</p>	<p>Responsibility for tweets will rotate through the consortium</p>
<p>To keep updated information about the project on LinkedIn</p>	<p>ALL</p>	<p>Regular blogs/articles will be published on LinkedIn</p>

6.4 Academic and Technology Publications

Description of the action
<p>Academic and Research Journals that are peer reviewed will be used to disseminate key information about FOLDOUT to the scientific community. They will also contribute to any new or on-going debate within the areas of research and innovation. A publication working group has been established and will draw up an initial list of journals relevant to project topics.</p>

Objectives	Key messages
<ul style="list-style-type: none"> • To engage stakeholders and future clients • To disseminate FOLDOUT technology developments • To emphasize the usage of networked ICT technologies in Border Control Systems • To disseminate the improvements FOLDOUT achieves in improvement of though foliage detection in the running FOLDOUT pilots. 	<ul style="list-style-type: none"> • Technology to Assist Border Guards in the daily work (reducing costs and better allocation of resources). • FOLDOUT aims to reduce the gap between research, technological developments and practice • ICT technologies improve border management in terms of detection and cost effectiveness. • Improved collaboration between stakeholders increasing the interaction and knowledge with the producers of technology and the end users.

Communicators	Target Audience	Communication Channel
All the project partners. ICT providers, Service providers, Researchers ICT, SME's looking for exploitation opportunities, usability and accessibility issues expert partners.	Policy and Decision makers End users Public Procurement Bodies for Border Control	Publications in Academic and Technical journals

Tasks	Responsible	Notes

Actively seeking to present FOLDOUT at the events identified in section 3.3 of this document	ALL	
Collaboration with established and new contact to journalists and other publications	ALL	

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6.5 Conference presentation and Exhibitions

Description of the action
<p>All partner can propose papers for publication or for presentation at conferences/seminars. Bilateral or consortium papers should be considered where more than one partner has proposed or contributed to a similar topic.</p>

Objectives	Key messages
<ul style="list-style-type: none"> • To disseminate FOLDOUT technology Developments • To emphasize the usage of networked ICT technologies in Border Control Systems • To disseminate the improvements FOLDOUT achieves in improvement of though foliage detection in the running FOLDOUT pilots. 	<ul style="list-style-type: none"> • Technology to Assist Border Guards in the daily work (reducing costs and better allocation of resources). • FOLDOUT aims to reduce the gap between research, technological developments and practice. • ICT technologies improve border management in terms of detection and cost effectiveness. • Improved collaboration between stakeholders increasing the interaction and knowledge with the producers of technology and the end users. • Technology to get a safer society.

Communicators	Target Audience	Communication Channel
<p>All the project partners: ICT providers, Service providers, Researchers ICT, SME's looking for exploitation opportunities, usability and accessibility issues expert partners.</p>	<p>Policy and Decision makers End users Public Procurement Bodies for Border Control</p>	<p>the presentation of FOLDOUT at relevant events and conferences.</p>

Tasks	Responsible	Notes

To keep updated content for and about presentations on the sharepoint	ALL	
To keep updated the list of planned conference attendances	ALL	
To keep updated information on conferences and events we will be attending on Social Media	ALL	

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6.6 Policy Briefs

Description of the action
<p>Messages will be tailored to take into consideration the target audience and context of the institution or country in question. How FOLDOUT is linked or can be linked to the current objectives at European and national levels, Linkages to the Horizon 2020 agenda and benefits and needs for a contextualized research and innovation in the security field.</p>

Objectives	Key messages
<ul style="list-style-type: none"> To disseminate FOLDOUT technology Developments To emphasize the usage of networked ICT technologies in Border Control Systems To disseminate the improvements FOLDOUT achieves in improvement of though foliage detection in the running FOLDOUT pilots. 	<ul style="list-style-type: none"> Technology to Assist Border Guards in the daily work (reducing costs and better allocation of resources). FOLDOUT aims to reduce the gap between research, technological developments and practice. ICT technologies improve border management in terms of detection and cost effectiveness. Improved collaboration between stakeholders increasing the interaction and knowledge with the producers of technology and the end users. Technology to get a safer society.

Communicators	Target Audience	Communication Channel
<p>All the project partners: ICT providers, Service providers, Researchers ICT, SME's looking for exploitation opportunities, usability and accessibility issues expert partners.</p>	<p>Policy and Decision makers</p>	<p>Published Briefs</p>

<i>Tasks</i>	<i>Responsible</i>	<i>Notes</i>
Provide input to Policy Briefs	ALL	

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6.7 Briefings for Border Authorities and National Procurement Agencies

Description of the action
<p>The FOLDOUT systems primary customers are Border Authorities. Communications to these authorities are the first steps in towards exploitation of results. The messages and contest must be clear and targeting the needs of the respective agencies and their procurement agencies.</p>

Objectives	Key messages
<ul style="list-style-type: none"> To disseminate FOLDOUT technology Developments To emphasize the usage of networked ICT technologies in Border Control Systems To disseminate the improvements FOLDOUT achieves in improvement of though foliage detection in the running FOLDOUT pilots. 	<ul style="list-style-type: none"> Technology to Assist Border Guards in the daily work (reducing costs and better allocation of resources) FOLDOUT aims to reduce the gap between research, technological developments and practice. ICT technologies improve border management in terms of detection and cost effectiveness. Improved collaboration between stakeholders increasing the interaction and knowledge with the preducers of technology and the end users. Technology to get a safer society.

Communicators	Target Audience	Communication Channel
<p>All the project partners: ICT providers, Service providers, Researchers ICT, SME's looking for exploitation opportunities, usability and accessibility issues expert partners.</p>	<p>End users Public Procurement Bodies for Border Control</p>	<p>Presentations</p>

<i>Tasks</i>	<i>Responsible</i>	<i>Notes</i>
Keep Consortium Informed on upcoming presentations to maximize impact when presenting to end user/ customers/ procurement bodies	ALL	

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