TeamAware

TEAM AWARENESS ENHANCED WITH ARTIFICIAL INTELLIGENCE AND AUGMENTED REALITY

Deliverable D14.4

Dissemination and Communication Plan v2

Editor(s):	Yıldıray KABAK
Responsible Partner:	SRDC
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Reviewer(s):	JOAFG, HAVELSAN
Approved by:	SIMAVI
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Abstract:	Dissemination and Communication Plan for all the TeamAware are given in this document. This document will be continuously updated throughout the project.
Keyword List:	Personas, communication tools, communication and disseminations channels, key messages
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Disclaimer	This deliverable reflects only the author's views and the Commission is not responsible for any use that may be made of the information contained therein

Document Description

Document Revision History

Version	Date	Modifications Introduced	
		Modification Reason	**Modified by**
v0.1	03/03/2022	Initial version	SRDC
V1.0	22/05/2022	Final version to be released to the EC	SRDC

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Executive Summary

This is the Deliverable 14.4 Dissemination and Communication Plan v2 (follow up of previous 14.1 Dissemination and Communication Plan), developed within Work Package 14. It aims to plan, organise, and evaluate key communication and dissemination activities undertaken by the Consortium for the promotion of TeamAware's results and findings, including the diffusion of innovations generated, to targeted audiences. The current document is a working document and will be updated throughout the project's duration. A final report on the project's dissemination activities will be submitted in Month 36 of the project. Communication and dissemination objectives are to:

- Raise awareness of the project objectives, results, and scheduled events to build a reputation, create engagement/adherence and support/endorsement
- Widely disseminate the project's concepts, findings, and results throughout the project's life, while constantly revising and evaluating the effectiveness of the selected mediums
- Ensure the long-term impact of the project by establishing appropriate lines of communication in order to maximise influence on policy and decision makers within targeted communities (first responders, research, academia)
- Promote collaboration with similar EU and national level projects
- Inform patients about the relevance of the project's outcomes
- Promote the findings and the results of the project to the targeted audiences in a regular and consistent manner

In the context of the TeamAware Project, this will be done through:

Target audiences - the stakeholders in emergency management including (1) End-user community that represent "potential customers" such as firefighters, first responder organisations, LEAs, MDs, practitioner organisations, and experts, (2) Policy and decision makers that represent "influencers, deciders and regulators" in the area of emergency operations and first responder, (3) Business community: technology developer industry organisations, SMEs, industrial associations, umbrella organisations, national/European level industry platforms, consultants, solution providers, system integrators, (4) Research community: universities, research centres/institutes, academicians, researchers and (5) General public: NGOs, civil society and citizens

Key messages - related to the project's innovative solutions in delivering situational awareness to first responders, its impact and contributions, as well as its collaborative approach.

Key tools - those mediums & channels, which will be utilised per audience in order to facilitate awareness, understanding and action, from the perspective of the different targeted audiences.

Evaluation and monitoring procedures - which will allow for the entire Communication and Dissemination Plan and respective activities to be monitored and assessed on a regular basis during the project life. Minimum success thresholds will be used for each communication tool.

The overall communication and dissemination strategy has been divided into distinct phases, in accordance with the phases of the project, focusing on:

1) **Awareness-raising** - aiming to motivate targeted audiences to become interested in being informed about the progress of the findings and to actively engage in dialogue about the project goals.

2) **Communicating** with targeted-audiences on available project results, aiming to promote a deeper understanding as well as to further motivate their involvement.

3) **Dissemination** of results that will ensure long-term impact and utilisation of the project results.

Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation, or both.

The organisation of the deliverable is as follows:

- Section 1:
- Section 2:
- Section 3:
- Section 4:

1   Introduction

The present Deliverable 14.4, entitled Dissemination and Communication Plan v2 is an update to "D14.1 Dissemination and Communication Plan" and briefly explains the planning activities in disseminating the project results. The results of dissemination activities are presented in D14.5 "Dissemination and Communication Report v1".

In this deliverable, the detailed individual partner dissemination plan is presented as well as the fairs, conferences which are planned to be participate and the journals in which are planned to be published.

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1.1   About This Deliverable

Describe the deliverable, scope and objective.

1.2   Document Structure

Please explain the sections covered by the document, paying attention to the information flow.

1.3   Relation with Other Tasks and Deliverables

Please mention the inputs received by the document and the expected outputs to be provided to other deliverables/tasks.

2   Partner Dissemination and Communication Plan

For each partner, throughout the whole project duration, a detailed partner dissemination and communication plan is prepared. The plan is constructed in line with the work package time plan of the project. As presented in D14.1 Dissemination and Communication Plan, the dissemination activities (and the colour scheme used for each them) are mainly as follows:

Blog
News (Press Release, Media, Video)
Newsletter release
Paper (Conference, Journal)
Exhibition, Fair, Workshop
TeamAware Final Conference
Lecture

The plan is prepared in a spreadsheet and presented in the Appendix.

3   Dissemination Events

One of the project's major dissemination activities will be the participation in conferences and the organisation of a number of dedicated TeamAware workshops, meetings, and other events with the aim to disseminate the project's progress and its results, as well as to receive feedback from stakeholders. In addition, TeamAware partners will present project outputs at international conferences, exhibitions, and workshops. Altogether, the consortium plans to present the project's results at several events, through the organisation of special sessions or workshops. The Consortium has already started to identify relevant future events and this list will be revised and updated during the course of the project. This also includes presentations in technical conferences and exhibitions through the participation of its industrial partners. In their dedicated space, the latest project results and newly developed systems will be presented, expecting to generate interest for the innovative use of technology in TeamAware, among other complementary industrial vendors, public organisations and academic researchers. SRDC is planning to participate at several exhibitions and events, including EU-ICT related events. Moreover, the TeamAware project will be presented in workshops and cluster meetings arranged by the EC. It is also planned to have at least one project presentation/update session at pilot sites. This will include study start up visits, interim updates and final study updates detailing the findings of the TeamAware study.

Furthermore, considering the achievements in "Task 13.4 Final Demonstration and Evaluation", the trials that will be organise in this task are perfect moments to invite first responders and other groups to show the results of the work in a practical setting. It is also envisaged that making (short) videos of these events and publishing them will be part of the dissemination strategy.

The following trade and fairs for TeamAware's dissemination activities are identified.

Table 1: List of Fairs

Ranking	Name	City	Country
B	INTERSEC	Dubai	UAE
C	SECUREXPO	Krasnodar	Russia
A	FDIC	Indianapolis	USA
C	FIRE&SAFETY INDIA	Mumbai	India
C	PYROS	Brno	Czech Republic
C	INDOFIREX	Jakarta	Indonesia
A	Fire Rescue International FRI	Atlanta	USA
B	FLORIAN	Dresden	Germany
A	Interschutz	Hannover	Germany

The following well known journals and conferences for possible dissemination are identified. Examples of journals to be considered according to specialty area are as follows:

- International Journal of Emergency Management
- International Journal of Risk Assessment and Management
- International Journal of Business Continuity and Risk Management
- Environmental Hazards: Human and Policy Dimensions
- The Journal of Risk Analysis and Crisis Response
- International Journal of Crisis Management
- Emergency Management Magazine
- Journal of Safety Research
- Safety Science
- Journal on Data Semantics
- The Journal of Information, Communication and Ethics in Society, Information, Communication and Society Disaster Prevention and Management
- Disasters https://onlinelibrary.wiley.com/journal/14677717
- Journal of contingencies and crisis management https://onlinelibrary.wiley.com/journal/14685973
- Journal of Homeland Security and Emergency Management
- International Journal of Disaster Response and Emergency Management (IJDREM) https://www.igi-global.com/journal/international-journal-disaster-response-emergency/176341
- International Journal of Crisis Response and Management (IJCRAM) https://www.igi-global.com/journal/international-journal-crisis-response-management/235689
- International Journal of Disaster Risk Reduction
- Journal of Industrial Textiles Journal Textile Institute
- Textile Research Journal

Examples of conferences to be considered according to specialty area are as follows:

- ISCRAM (Information Systems for Crisis Response and Management) Conference: Annual Conference, https://iscram.org/
- The International Emergency Management Society: Annual Conference, https://tiems.info/
- International Conference on Information and Communication Technologies for Disaster Management (ICT-DM), http://ictdm.cn/
- IDIMT Interdisciplinary Information and Management Talks, https://idimt.org/
- "NOI", Official Magazine of the Italian Firefighters, edited by the Ministry of the Interiors. https://www.vigilfuoco.it/NOI/
- Feuerwehr Fachjournal https://www.feuerwehr-fachjournal.de/
- Firehouse https://www.firehouse.com/
- Statter911fireblog https://www.statter911.com/
- Ulfirefightersafety https://www.youtube.com/user/ULfirefightersafety/videos
- Reddit- Fire fighters https://www.reddit.com/r/firefighter/
- CMC rescue https://www.cmcpro.com/
- Fireaviation https://fireaviation.com/
- Fire low blog http://www.firelawblog.com/
- Emergency reporting https://www.emergencyreporting.com/blog/
- Fire Critic http://www.firecritic.com/

- Califire https://calfire.blogspot.com/
- European Civil Protection Forum

4   HorizonResultBooster.eu

The Horizon Results Booster[1] is a new package of specialised services to maximise the impact of R&I public investment and further amplify the added-value of the Framework Programmes (FPs). It helps to bring a continual stream of innovation to the market and beyond. It will help to speed up the activities towards creating an impact, providing support to remove bottlenecks.

The projects can benefit from "à la carte" tailor-made services designed to build their capacity for disseminating research results. They can get support, increase their project results' exploitation potential and improve their access to markets.

Services are delivered to FP7, H2020, HE projects at no cost and fully supported by the European Commission.

Specifically, the HorizonResultBooster supplies a series of services:

- Portfolio Dissemination and Exploitation Strategy: the aim of this service is to strengthen the capacity of project groups and projects in disseminating and exploiting their research results.
- Business Plan Development: the aim of this service is to assist beneficiaries to bring their results closer to the market by developing an effective business plan, and by preparing to secure appropriate funding for the implementation of project results.
- Go To Market: the aim of this service is to assist beneficiaries in making their project results ready for commercialisation. The service will support beneficiaries to identify and/or address potential obstacles to the exploitation of project results and reach commercialisation.

In this respect, it is decided to apply to this initiative and improve the dissemination activities with the HorizonResultBooster support.

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[1] https://www.horizonresultsbooster.eu/

5   Evaluation and monitoring of activities

The communication and dissemination strategy will be assessed on a regular basis during the project. The project partners will agree on minimum success thresholds for each tool to be used (Table *2*). Monitoring will be ongoing, and evaluation will take place bi-annually.

Table 2: Evaluation and Monitoring Activities and Indicators

Communication tools	Direction	Target group	Success measures / KPIs
Peer-to-peer interaction Internal meetings Internal reporting	Two-way	Consortium team	• 7 pre-defined consortium meetings • >36 regular online meetings/tele-conferences • 6 semi-annual progress reports • A reserved area for internal document exchange (repository with versioning control)
TeamAware Website	One-way	All	• > 2 blog post per month • > 3 newsletters published on the website • > 250 members for the mailing list
Forum at TeamAware Website	Two-way	All	• > 100 forum members
Promotional tools and materials	One-way	All	• > 1000 visits for the project video • > 3 leaflets translated to partner languages • 1 project roll-up for each partner
Social media	One-way, two-way	All	• > 300 Twitter followers • > 250 members in the LinkedIn page • > 3 posts released per month • > 2 debates started per month
Press and other media	One-way	All	• > 5 press releases or articles published • > 5 news on TV
Scientific publications	One-way	Priority 4 & 3	• > 10 publications/papers released to journals/conferences
3rd party events	Two-way	All	• > 10 international events (conferences, fairs etc.) participated for representing TeamAware
Face-to-face interaction: visits	Two-way	Priority 1 & 2	• > 10 visits to end-users outside the consortium • > 5 visits to policy/decision makers
TeamAware events*	One-way, two-way	All	• 1 international workshop • 3 networking events organised by TeamAware • > 50 attendees for each event
Advisory Board membership	Two-way	Priority 1, 2, 3 & 4	• > 15 Advisory Board members • 3 Advisory Board meeting organised
Stakeholder's acceptance survey**	Two-way	All	• > 10 filled survey per each group
Online Lectures	One-way	Priority 3, 4 & 5	• one online lecture regarding the final expected outcome of TeamAware

			- one online lecture focusing on the general introduction of AR/VR - one online lecture focusing on the user experience of the final TeamAware output

* **TeamAware events:** The scope will be first responder's sensor technologies and operational concept

** **Stakeholder's acceptance survey:** An inquiry will be sent to the stakeholders to evaluate the level of acceptance of TeamAware results and the readiness of the sector. Results will be crucial for the final product definition. Received answers will be used to refine the design of the TeamAware, as well as exploitation strategy followed by the consortium.

6   Conclusion

A concise strategy has been proposed targeting specific audiences and proposing tools, means and time plan per audience. Some tools have already been developed (e.g., social media strategy, newsletter) and communication and dissemination has already started. Importantly the plan includes metrics upon which can be monitored activity and progress and ensure that the intended outcomes are met.

This document is a working document, meaning that the strategy will be evaluated on a yearly basis according to specific success criteria. If needed, the strategy will be adapted, to better suit the project's needs and the latest opportunities offered in the future.

7   Appendix – Partner Dissemination Plan Spreadsheet

7.1   Month 4 – Month 8 (2021)

Type	#	Acronym	Country	Aug 2021 - 4	Sep 2021 - 5	Oct 2021 - 6	Nov 2021 - 7	Dec 2021 - 8
TECHNICAL PARTNERS	1	HAVELSAN	TURKEY		Blog about BMAS, Havelsan in TeamAware, Key Persons			
	2	TREE	SPAIN			Blog about Tree in TeamAware and Key Persons		
	3	THALES	FRANCE			Blog about VSAS, Thales in TeamAware and Key Persons		
	4	EUCENTRE	ITALY				Blog about IMS in TeamAware and Key Persons	

	5	AITEX	SPAIN				Blog about CDS, AITEX in TeamAware and Key Persons	
	6	AVISA	NETHERLANDS					Blog about ADS, Microflown in TeamAware and Key Persons
	7	DUNE	ITALY			Participation to the MILIPOL exhibition in Paris		Blog about TMS, Dune in TeamAware and Key Persons
	8	INT	UNITED KINGDOM					
	9	SRDC	TURKEY	Newsletter release	Blog about Cloud Network and Key Persons		Newsletter release	

	10	AIT	AUSTRIA					
	11	FRAUNHOFER	GERMANY				Blog about system TeamAware system architecture	
	12	LUCIAD	BELGIUM					
	13	ENIDE	SPAIN					
	14	SU	TURKEY					

	15	ITI	GREECE				
	16	ERI	SPAIN				
END USER NETWORK	**17**	SIMAVI	ROMANIA				
	18	RAN	IRELAND				Blog about system TeamAware system requirements
END-USERS	19	BBB	TURKEY				

	20	AAHD	TURKEY				
	21	AHBVP	PORTUGAL				
	22	JOAFG	Austria				
	23	SPP	ROMANIA				
	24	HSEPC	GREECE				

7.2   Month 9 – Month 14 (2022 - I)

#	Acronym	Jan 2022 - 9	Feb 2022 - 10	Mar 2022 - 11	Apr 2022 - 12	May 2022 - 13	Jun 2022 - 14
1	HAVELSAN						
2	TREE			Blog about system TeamAware validation scenarios		Blog about system TeamAware system architecture	
3	THALES				Blog about VSAS Achievements		
4	EUCENTRE						Blog about IMS Achievements
5	AITEX				Blog about CDS Achievements		

6	AVISA					Blog about ADS achievements	
7	DUNE				Participation to the FDIC conference and exhibition in Indianapolis, IN (USA)		Participation to the INTERSCHUTZ trade fair and exhibition in Hannover
8	INT	Blog about CICIS, InnovaIntegra in TeamAware and Key Persons				Blog about citizen involvement, City IoT integration and social media integation	
9	SRDC		Newsletter release		Blog about TeamAware network architecture and ontology	Newsletter release	TeamAware Joint Paper (Conference, Journal)
10	AIT	Blog about interoperability, AIT in TeamAware and Key Persons					TeamAware Joint Paper (Conference, Journal)

11	FRAUNHOFER			Blog about AI Platform, Fraunhofer in TeamAware		Blog about TeamAware data fusion functionalities	Blog about TeamAware system architecture
12	LUCIAD		Blog about AR and HMI, Luciad in TeamAware and Key Persons			Blog about TeamAware mobile interfaces and AR	
13	ENIDE			Blog about Mobile Applications, ENIDE in TeamAware and Key Persons			
14	SU			Blog about AR, SU in TeamAware and Key Persons			TeamAware Joint Paper (Conference, Journal)
15	ITI				Blog about accoustic events management, ITI in TeamAware and Key Persons		TeamAware Joint Paper (Conference, Journal)

16	ERI				Blog about societal, legal, ethical and data protection issues, ETICAS in TeamAware and Key Persons		
17	SIMAVI						
18	RAN					Blog about RAN in TeamAware and Key Persons	
19	BBB						Blog about BBB in TeamAware and Key Persons
20	AAHD						Blog about AAHD in TeamAware and Key Persons

21	AHBVP						
22	JOAFG						TeamAware Joint Paper (Conference, Journal)
23	SPP						
24	HSEPC						

7.3   Month 14 – Month 20 (2022 - II)

#	Acronym	Jul 2022 - 15	Aug 2022 - 16	Sep 2022 - 17	Oct 2022 - 18	Nov 2022 - 19	Dec 2022 - 20
1	HAVELSAN	Initial TeamAware Video				TeamAware in Turkey, press release?	
2	TREE						
3	THALES					Blog about VSAS Achievements	
4	EUCENTRE					Blog about IMS Achievements	
5	AITEX				Blog about CDS Achievements		

6	AVISA						
7	DUNE	Blog about COILS and AMS achievements	Participation to the Fire-Rescue International trade fair and exhibition in San Antonio, Texas, USA				
8	INT						
9	SRDC	Initial TeamAware Video	Newsletter release			Newsletter release	
10	AIT						Blog about TeamAware interoperability services

11	FRAUNHOFER					Blog about TeamAware common first responder situational awareness picture	
12	LUCIAD						Blog about TeamAware AR achievements
13	ENIDE						
14	SU						
15	ITI		Blog about ADS achievements		Blog about ADS achievements		

16	ERI						
17	SIMAVI	Initial TeamAware Video		Blog about pilot implementations of TeamAware, SIMAVI in TeamAware and Key Persons			Presentation of pilot applications. TeamAware in Romania, press release?
18	RAN				Blog about TeamAware Demonstration Plan and evaluation of components		TeamAware in Ireland, press release?
19	BBB			Presentation of pilot site (Video if possible)			
20	AAHD			Presentation of pilot site (Video if possible)			

21	AHBVP	Blog about AHBVP in TeamAware and Key Persons			Presentation of pilot site (Video if possible)		
22	JOAFG	Blog about JOAFG in TeamAware and Key Persons			Presentation of pilot site (Video if possible)		
23	SPP		Blog about SPP in TeamAware and Key Persons			Presentation of pilot site (Video if possible)	
24	HSEPC		Blog about HSEPC in TeamAware and Key Persons			Presentation of pilot site (Video if possible)	

7.4   Month 21 – Month 26 (2023 - I)

#	Acronym	Jan 2023 - 21	Feb 2023 - 22	Mar 2023 - 23	Apr 2023 - 24	May 2023 - 25	Jun 2023 - 26
1	HAVELSAN						
2	TREE						
3	THALES						
4	EUCENTRE						
5	AITEX						

6	AVISA		Blog about ADS achievements				
7	DUNE						
8	INT						
9	SRDC		Newsletter release			Newsletter release	TeamAware Joint Paper (Conference, Journal)
10	AIT						TeamAware Joint Paper (Conference, Journal)

11	FRAUNHOFER						
12	LUCIAD						
13	ENIDE	Blog about TeamAware mobile interaction and HMI					
14	SU			Blog about TeamAware AR achievements			TeamAware Joint Paper (Conference, Journal)
15	ITI						TeamAware Joint Paper (Conference, Journal)

16	ERI						
17	SIMAVI						
18	RAN						
19	BBB				TeamAware in Turkey, press release?		
20	AAHD				TeamAware in Turkey, press release?		

21	AHBVP						
22	JOAFG						TeamAware Joint Paper (Conference, Journal)
23	SPP						
24	HSEPC						

7.5   Month 26 – Month 32 (2023 - II)

#	Acronym	Jul 2023 - 27	Aug 2023 - 28	Sep 2023 - 29	Oct 2023- 30	Nov 2023 - 31	Dec 2023 - 32
1	HAVELSAN						
2	TREE						
3	THALES					Blog about VSAS Achievements	
4	EUCENTRE				Blog about IMS Achievements		
5	AITEX			Blog about CDS Achievements			

6	AVISA				Blog about ADS achievements		
7	DUNE					Blog about TeamAware TMS	
8	INT					Blog about TeamAware CICIS	
9	SRDC		Newsletter release		Blog about TeamAware secure cloud	Newsletter release	
10	AIT						

11	FRAUNHOFER					
12	LUCIAD					
13	ENIDE					
14	SU					
15	ITI				Blog about ADS achievements		

16	ERI					
17	SIMAVI					Blog about TeamAware integration plan	
18	RAN					
19	BBB					
20	AAHD					

21	AHBVP		TeamAware in Portugal, press release?			
22	JOAFG		TeamAware in Austria, press release?			
23	SPP				TeamAware in Romania, press release?	
24	HSEPC				TeamAware in Greece, press release?	

7.6   Month 33 – Month 36 (2024 - I)

#	Acronym	Jan 2024 - 33	Feb 2024 - 34	Mar 2024 - 35	Apr 2024 - 36
1	HAVELSAN				
2	TREE				
3	THALES				
4	EUCENTRE				
5	AITEX				

6	AVISA				
7	DUNE				
8	INT				
9	SRDC	TeamAware Final Conference??	Newsletter release	TeamAware Final Conference??	Newsletter release
10	AIT				

11	FRAUNHOFER				
12	LUCIAD				
13	ENIDE				
14	SU	Lecture on Augmented Reality			
15	ITI	Lecture on final expected outcome			

16	ERI				
17	SIMAVI	Lecture on User Experience			
18	RAN	Lecture on User Experience			
19	BBB				Final TeamAware Video
20	AAHD				Final TeamAware Video

21	AHBVP				Final TeamAware Video
22	JOAFG				Final TeamAware Video
23	SPP				Final TeamAware Video
24	HSEPC				Final TeamAware Video