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**AEGIS**

Advanced Big Data Value Chains for Public Safety and Personal Security

## **WP6 - Dissemination and Communication**



# **D6.1 – Plan for Dissemination, Communication and Stakeholder Engagement**

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## EXECUTIVE SUMMARY

This document, entitled “Plan for Dissemination, Communication and Stakeholder Engagement”, provides the detailed and well-targeted dissemination plan that will uptake all possible and appropriate dissemination channels and means also exploiting the collaboration and open deliberation capabilities provided by contemporary social networking. The scope of this document is to report the work performed in Task 6.1 on Planning Dissemination, Communication and Community Engagement. The main goals of this task are:

- To produce the strategy and the plans for dissemination, communication and stakeholder’s engagement throughout the project’s period
- To provide the 1<sup>st</sup> list of potential dissemination, communication and users’ engagement activities to be performed by the consortium during the 1st project period (M1- M18)

Initially, an introduction to the dissemination and communication objectives of the project is provided. The AEGIS dissemination plan reflects the target groups addressed in the project and thus the identification of the different stakeholders is provided at the early beginning.

Then, special focus is delivered at presenting the AEGIS means of communication. A short introduction to the holistic design approach and presentation of the AEGIS project logo and dissemination material layout designs complement the deliverable’s structure and content. The document presents the overall methodology behind the design of this project’s dissemination material (logo, leaflet, poster, and newsletter) and gives an initial overview of the material design layouts.

Apart from the means of communication, a list of potential Channels and Opportunities, Scientific Journals and Conferences, Related Projects, Initiatives and Working Groups are provided in order to cover all the main channels of dissemination. Special focus is delivered on the dissemination of project activities to the different demonstrators and this reflects also the analysis performed in this section.

Finally, and following the definition of dissemination means and mechanisms, the concrete AEGIS implementation plan for dissemination and communication is provided. The main scope of the AEGIS project is to provide and follow a fully-fledged dissemination plan, in order to disseminate the AEGIS framework in an extended way and in full compliance with the draft exploitation plan, as provided in the DoA. Along with the planning about dissemination and activities, a list of KPIs (e.g. number of publications in conferences, number of blog posts etc.) is defined in order to periodically monitor the performance of dissemination and communication activities of the project.

The execution of dissemination & communication activities will take place in the rest of the project period and be reported in the following WP6 Tasks (T6.2-Project Communication Activities & T6.3-Dissemination and Community Engagement). Therefore the role of this document is to screen the landscape prior to the actual implementation of dissemination & communication activities during the project period.

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**ABBREVIATIONS**

AAL	Ambient Assisted Living
AEGIS	Advanced Big Data Value Chains for Public Safety and Personal Security
BDVA	Big Data Value Association
D	Deliverable
DAD	Decide-Announce-Defend
DoA	Description of Actions
EFFRA	European Factories of the Future Research Association
H2020	Horizon 2020 Programme
ICT	Information and Communications Technology
IEEE	Institute of Electrical and Electronics Engineers
IFIP	International Federation for Information Processing
IMS	Information Management System
IoT	Internet of Things
KPI	Key Performance Indicators
KSI	Key Success Indicators
M	Month
NGOs	Non-governmental organization
PSPS	Public Safety and Personal Security
R&D	Research & Development
WP	Work Package

## 1. INTRODUCTION

### 1.1. Scope of the Deliverable

The scope of the Deliverable is to present the strategy and work plan for the dissemination activities of AEGIS [1] and in parallel to define the main marketing methods and material tools (communication means) in order to support and enhance the dissemination activities during the whole project period. The main goal of the task is:

- To identify major target audience and optimal communication strategies at the very early beginning of the project.
- To define the overall dissemination strategy of the project, including the detailed planning of the dissemination tasks to be carried out by the project partners. As part of this action we define the optimal tools and means which will support the dissemination activities.
- To define and implement an ample management framework for the dissemination activities, including monitoring mechanisms and performance metrics, for evaluation and feedback adjustment of on-going activities
- To establish a consistent and high quality project theme/brand which will consist a powerful trend about the project and develop dynamic, personalized and content rich material (leaflet, poster, other dissemination material) in order to continuously promote and further enhance the dissemination activities
- To ensure the stakeholders' engagement in project activities

The role of this task is to set the plan for dissemination, communication and community engagement, supporting that way the implementation of dissemination (T6.3-Dissemination and Community Engagement) and communication (T6.2-Project Communication Activities) activities of the AEGIS project.

### 1.2. Structure of the document

Towards the delivery of a detailed dissemination & communication plan from the early beginning of the project, there are different tasks performed setting that way the structure of the document.

- A presentation of the main **dissemination and communication** objectives along with the detailed **stakeholders' engagement strategy** is provided, highlighting that way the scope of this plan.
- The early definition of the **main target groups** of AEGIS for the dissemination and communication of project activities is then presented, cross correlated with the different dissemination and communications objectives of the project.
- A non-exhaustive list of **dissemination and communication means** is defined, providing that way an overview of the activities to be considered for dissemination & exploitation.
- Then, the detailed **dissemination and communication plan** (activities) of AEGIS project is provided, highlighting also the KPIs for monitoring the dissemination and communication activities. Special focus is delivered for the definition of activities to be performed during the 1<sup>st</sup> project period.

The plan will be updated after the first reporting period of the project in D6.4 (M18) and will contain updates on the initial plan, new actions and activities to be performed as well as a report of what has been conducted during this first reporting period. Planning will be active until the end of the project in order to timely identify emerging opportunities and respond accordingly.



## 2. PROJECT DISSEMINATION & COMMUNICATION OBJECTIVES AND STAKEHOLDERS' ENGAGEMENT

Before starting the analysis about the dissemination and communication plan and the associated activities, it is worth presenting the main objectives behind dissemination and communication in AEGIS project. The analysis is also complemented with the definition of the objectives towards stakeholders' engagement to facilitate the extraction of the main target groups and the relevant (dissemination and communication) activities to be performed in the project. The next section presents the high level AEGIS framework about dissemination and communication, setting that way the layout for the strategy definition about dissemination, communication and stakeholders' engagement plan.

### 2.1. AEGIS Dissemination Objectives and Strategy

As an initial task towards the definition of the strategy, we have to highlight the objectives behind dissemination; what is the expected impact of the associated activities.

The dissemination activities deal with the diffusion of scientific and technological knowledge generated within the context of the AEGIS project, aiming to ensure both a mid- and long-term impact by informing the target audience of the consortium. The dissemination strategy to be applied in the project is aligned with the high level objectives:

- DISS. OBJ. I: To ensure maximum **visibility** of the project in the **target audiences** via appropriate key messages.
- DISS. OBJ. II: To timely diffuse the **scientific and technological** knowledge generated in the project within and beyond the project's consortium.
- DISS. OBJ. III: To establish **liaisons with other projects** and **initiatives** for knowledge and innovation transfer.
- DISS. OBJ. IV: To **engage the targeted audiences** to get feedback and validate the project's results.
- DISS. OBJ. V: To attract **potential users / clients** and stimulate the appropriate market segments to support the project's exploitation strategy.
- DISS. OBJ. VI: To encourage the **development of further outcomes** in new initiatives.

It is clear that the dissemination objectives span from activities related with the technical background of the AEGIS project to wider audience dissemination activities. The high level objective is to ensure that the outcomes of the project will massively be diffused to the different target groups promoting that way the maximum of exploitation of AEGIS outcomes and this is highlighted in the AEGIS Dissemination Strategy with:

- DISS.STEP.0: **Define** the key AEGIS outcomes and the AEGIS messages to be effectively disseminated by the consortium partners
- DISS.STEP.1: **Brainstorm** to identify appropriate dissemination channels and reasonable ways for the AEGIS project to leverage them.
- DISS.STEP.2: **Categorize** the dissemination channels into: (a) Local (regional) actions, including liaison points, talks, local media publications (b) Backbone dissemination actions (papers and presentations, major liaison points, meetings, large

demonstrations...) (c) Specialized actions (at task-level or partner-level, including publications, presentations, contributions to other initiatives, etc.)

- DISS.STEP.3: **Prioritize** the dissemination opportunities of the project to identify the corresponding timeframe of execution of these activities, taking also into account the potential of each partner of the consortium
- DISS.STEP.4: **Set** tangible goals and objectives about the potential impact of each dissemination activity, to further complement the strategy about dissemination

The different steps of AEGIS dissemination strategy are presented as part of the definition of the dissemination plan in this document.

## 2.2. AEGIS Communication Objectives and Strategy

In general, communication activities include actions contributing to the diffusion of the project's results beyond the consortium and the direct stakeholders, maximising its contribution to innovation and attracting a wide range of stakeholders who are invited to benefit from the project's advancements.

The communication strategy is driven by the following communication objectives as defined at the early beginning of the project:

- COMM.OBJ. I: To **create awareness** of the project among the full range of potential adopters / users in the general public.
- COMM.OBJ. II: To provide a clear **view of the project's concept, goals** and results by formulating adapted key messages, and preparing communication material.
- COMM.OBJ. III: To create an **active community** of **potential users** and collect feedback to be taken into account by the project's activities.
- COMM.OBJ. IV: To prepare the **ground for the exploitation** of project results.
- COMM.OBJ. V: To support **targeted dissemination** of the project results.
- COMM.OBJ. VI: To **foster the wide adoption** of the project's **results** in industry and society.

In order to ensure that the different communication objectives are effectively addressed and expectations of the target audience groups are met, particular attention will be paid to adapt the communication means, the measures and the content to the needs and knowledge levels of the targeted groups as well as to the status/progress and needs of the project. To this direction, AEGIS will put into action an iterative communication and learning process in which the consortium will strive to better understand its target audiences in order to focus on the channels that actually create traction for the project. AEGIS will apply a clear evaluation framework to measure the level of response per communication mechanism and interpret the corresponding insights, through a simplified version of the Bullseye Framework<sup>1</sup>. The AEGIS communication approach bears the following steps that are expected to be implemented in an agile, iterative manner to allow flexibility and adaptability to the AEGIS project needs:

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<sup>1</sup> <https://mng.lincolnwdaniel.com/the-bullseye-framework-for-getting-traction-ef49d05bfd7e#.ck7cveq3j>

- COMM.STEP.0: **Decide** on the key AEGIS messages and the AEGIS branding to be effectively communicated. Indicative questions to be answered are: “What is AEGIS?”, “Which are the unique selling points of AEGIS?”, “Which are the AEGIS core values?”
- COMM.STEP.1: **Brainstorm** to identify appropriate communication channels and reasonable ways for the AEGIS project to leverage them.
- COMM.STEP.2: **Rank** the communication channels into: (a) Inner Circle with communication channels that seem most promising right now, (b) Potential Circle with communication channels that seem like they could possibly work, (c) Long-shot Circle with communication channels that exhibit slight chances of success.
- COMM.STEP.3: **Prioritize** the communication channels to identify the inner circle per phase of the project (e.g. the three communication channels that seem most promising) and the corresponding timeframe of execution.
- COMM.STEP.4: **Test** in smaller scale the communication channels classified in the “inner circle”, estimating the acquisition cost<sup>2</sup> and the number of visitors / stakeholders to acquire.
- COMM.STEP.5: **Measure** the impact of the communication channels classified in the “inner circle”, indicatively in response rate (e.g. clicks, website traffic) and conversion rate (e.g. create account, become early AEGIS adopters).
- COMM.STEP.6: **Focus** on the successful communication channels that produced promising results (e.g. in terms of user acquisition and engagement) and try to scale them to the extent that it is possible.

### 2.3. Stakeholder Engagement Objectives and Strategy

Along with the definition of the dissemination and communication objectives, we need to highlight (as a fundamental step of the AEGIS strategic plan) the importance of AEGIS stakeholder’s early engagement.

Stakeholder engagement is the establishment of “a two-way communication process that provides a mechanism for exchanging information and promoting stakeholder interaction”[4] with the project activities. It provides an opportunity to improve stakeholders’ understanding of the issues being examined within the context of the project. “Effective engagement can bring about better understanding for business objectives, possibly new ways to initiate or plan for a particular situation, and a better understanding of the technical activities by experts and community members”

The overall objective of proactive and effective stakeholder engagement is “to establish a transparent framework that ensures a greater input from stakeholders and their support for the decisions to be taken”. To accomplish these objectives, stakeholder engagement must be taken into account from the beginning and encompass the whole planning and design process

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<sup>2</sup> The customer acquisition cost estimation can be calculated as follows:

Cost of customer acquisition = Total marketing campaign costs related to acquisition (not retention) / Total customers acquired

In the above marketing campaign costs refer to the direct costs associated with running communication activity.

[4]. Unfortunately, the objectives and the framework of the AEGIS project are too technical for many stakeholders to comprehend. As a result, their input may be seen as a hindrance to the process and as something that ultimately adds little value. Taking this viewpoint tends to result in a decide-announce-defend (DAD) approach, which means that many stakeholders are unaware of the technical details that have been made until a mature version of the project has been implemented and the impacts of those decisions must now be defended to the external stakeholders.

Towards this direction, the main steps towards stakeholder engagement in AEGIS project are:

- STAKE. STEP. 0: To **identify and categorize stakeholders** based on their degree of influence on the decision-making process and the degree to which they are directly impacted by the result
- STAKE. STEP. 1: To **engage or partner with stakeholders** in the decision-making process.
- STAKE. STEP. 2: To **listen the needs and concerns** of all stakeholders
- STAKE. STEP. 3: To **provide the information that stakeholders** need to understand the options and that decision makers need to make informed decisions
- STAKE. STEP. 4: To consult with decision makers to **determine options for addressing stakeholder needs**
- STAKE. STEP. 5: To **present the outcomes** of the decision making process towards fulfilling end users objectives

By having defined the high level objectives and strategy behind stakeholder's engagement in AEGIS project, we need to define the specific AEGIS target groups which are directly linked to the project activities.

## 2.4. AEGIS Target Audience

By having defined the goals and objectives for dissemination and communications (**Why?**), we have to specify (**Who?**) the potential targeted audiences of AEGIS along with their specific interest in the project. The main motivation behind the selection of target groups is the main objectives of AEGIS project defined as:

- To roll-out improved **intelligence** conveying cross-sector and multi-lingual tools, turning the **Big Data 4Vs** (Volume, Variety, Veracity, Velocity) into Value
- To deliver an open, secure, privacy-respectful, configurable, scalable cloud based **Big Data infrastructure** as a Service benefiting all actors in the value chain
- To identify and semantically link diverse cross-sector information sources contributing to the generation of a trustful data sharing value chain around **Public Safety and Personal Security Domain**
- To introduce new Business Models and Data-driven Shared Economy principles promoting that way the concept of a **marketplace for open (publicly available)** and private datasets where both local communities and individuals may contribute

Considering the wide range of applications and services developed in AEGIS project, we have identified different types of end users directly linked with the dissemination& communication activities and objectives of the projects. The AEGIS target groups include: (i) Open Community Members with main focus on open data management and exploitation; (ii)

Business Users focusing on business stakeholders in PSPS domain and (iii) Developers with focus on technical aspects examined in the project further segmented at: (i) Smart Home environment & Ambient Assisted Living companies, (ii) Insurance companies; (iii) Smart driving; (iv) Public authorities & NGOs; (v) Local Communities; (vi) Data Scientists; (vii) Independent Developers.

A more detailed presentation of the AEGIS Target Audience is provide following the high level hierarchy as presented above

#### *2.4.1. End Users Community*

This target group correspond to the ultimate business end-users of AEGIS concepts and tools. End Users community will define the stakeholders that directly involved and using the services provided by the AEGIS platform. These could be further split into the following:

- **Smart Home Solutions providers:** The rapid adoption of Internet-connected devices supports a new digital foundation in home environment. A Smart Home uses technology to provide home owners greater comfort, convenience, and security as well as energy efficiency. Smart Home residences can include any number of “smart” appliances, lighting, heating, air conditioning, TVs, computers, entertainment audio & video systems, security, and camera systems. Therefore, this is an emerging market of companies providing connected hardware components (**Smart Home Technology Vendors**), further associated with business services (**Home Automation and Well-being, Energy and Utilities, Safety and security**) towards the establishment of a well-being environment.
- **Ambient Assisted Living Service providers:** Assisted living exemplifies the shift from "care as service" to "care as business" in the broader health care arena. As a consumer-driven industry, assisted living offers a wide range of options, levels of care, and diversity of services. Assisted living evolved from small "board and care" or "personal care" homes and offers a "social model" of care (compared to the medical model of a skilled nursing facility). The assisted living industry is a segment of the senior housing industry and assisted living services can be delivered in stand-alone facilities or as part of multi-level senior living community. ICT and Ageing – European Study on Users, Markets and Technologies defined AAL as the intersection of Telecare, Telehealth and Smart Homes. Taking the overlap of the three value domains is unnecessarily restrictive and the AAL market is better described as the evolution of Telecare, Telehealth or Smart Homes where solutions actively support people to address challenges in living. This is the focus of the ALL service providers, to exploit ICT technologies and offer services (**Nursing home, Hospitals, Social Care**) that facilitate the well-being of elderly people.
- **Insurance companies:** Big data opportunities in insurance (**Insurance Brokers, Financial Institutes**) field include premium calculation, fraud detection and prevention and increased loyalty. In a business where profits are made or lost by measuring the risk associated with each customer, knowing each customer well is absolutely critical. As such, big data technologies permit the use of customer data to enable a more complex, and personalised mode of calculation. New insurance

models, and big data technologies, allow for the passive collection of data (driving style, speed, times and places of use, fuel consumption, roads used, etc.) which in turn enable the application of pay-as-you-serve insurance models using real-time risk analysis.

- **Smart driving solutions providers:** Modern vehicles are defined as ‘IoT devices on four wheels’ and are equipped with a plethora of sensors to collect data about themselves and their environment. The continuous collection and processing of vehicle data served for many years only one purpose: guaranteeing the vehicle’s functionality. Nowadays, and considering the integration of data from different end points, there are new and emerging ways of exploiting vehicle data, spanning from drivers’ safety, driving style, driving economy etc... Vehicle lifecycle data (e.g. acceleration, speed, brakes, gear shift, engine speed) together with road information (e.g. road size, speed limits, curves, accident hot-spots), and other environmental information (e.g. weather, traffic) are combined and further correlated to provide added value services to the end users. This is actually the goal and the business model of the so named “smart driving” companies (**Automotive Developers, Automotive Manufacturers, Transportation Companies, Ride Sharing Services**) and Insurance companies, to offer augmented driving experience to car-owners.

Along with the identification of commercial end users of the platform that maybe get interest about the different business applications developed in the project, special interest is delivered for dissemination of the AEGIS as a marketplace that different individuals or communities may get benefit: the **public entities & end users** stand as potential business target groups of the AEGIS.

- **Public authorities, End users, Local Communicates:** AEGIS is about integrating open data from different data sources further correlated to generate useful knowledge for the development of PSPS applications. Open data available from public authorities [namely Public safety / law enforcement authorities like **Emergency Medical Service, Fire Service, Search and Rescue, road management services** (Road Maintenance, Traffic Authorities)] will be retrieved, get semantically enhanced and further exploited (as part of a common data marketplace) towards the development of useful applications in Public Safety and Personal Security domain. The same approach may be considered for the local communities, cooperatives etc. that are willing to exploit their datasets with focus in the development of PSPS application for their community members.

On the other hand, **public authorities** that are involved in AEGIS project will get access to new age data analytics techniques of cross sector issues while faster and more effective decision making procedures based on (real-time) multi-lingual big data will facilitate the definition of novel business services through identification of opportunities in PSPS sectors that can be renovated though substantial support by data technologies.

Therefore, the AEGIS platform itself and the business applications developed on top can be exploited by the public entities, as the means for providing useful services to their communities.

This target group is considerably large, as it includes groups of distinct business sectors, professional and industrial communities (e.g. automotive industry, smart home automation industry, etc.). Nonetheless, when examining the scope of AEGIS, they share a common set of goals, tools, processes and technological background that allows us to proceed with a common dissemination and communication plan.

#### *2.4.2. Technology Providers*

Along with the business perspective of the project and the development of a marketplace for the development of PSPS applications, special interest is delivered at the dissemination of AEGIS as a technology. This target group encompasses the industrial technology providers that develop and commercialize products, software applications, methodologies and training services for the AEGIS Stakeholders. Among others, we consider: providers of ICT infrastructure, Data modelling, Big Data infrastructure providers, and business analysts. More specifically:

**(Big) Data Industries:** This is an emerging trend in data analysis as new integrated infrastructures are developed based on **novel data technologies**, accompanied by complex data models to meet the needs of various sectors and data brokerage schemes. The data handling and management processes developed in AEGIS project (as part of the platform) will enable low-cost access to constantly growing volumes of cross-sectorial multi-lingual big data and further lower data processing and analytics costs through utilisation of decentralised cloud-based architectures and novel micro-services processing paradigms. Therefore, it is of high interest of the consortium to disseminate and communicate the outcomes of the work to **data industries** in the domain.

**IT industries & Individual Developers:** will get benefit from improved access to data repositories with harmonised data allowing them to **focus on application development** rather than data harmonisation efforts. AEGIS platform offers a secure environment for experimentation with sensitive data structures and data processing through utilisation of cloud-based services. On the other hand new business opportunities related to innovative PSPS sector, building on top of existing solutions and devices will raise. Therefore there is a high potential of dissemination of AEGIS technological outcomes to IT companies and individuals offering data analytics and enriched visualization solutions.

We highlight in this section the different target groups that could show some interest about AEGIS technology outcomes. These are IT companies, web entrepreneurs, software engineers of solutions for big data domain which actively participate in project events, may exploit project's open source results and inspire the consortium for new ideas and applications.

#### *2.4.3. Industry Associations & Technology Clusters*

Closely associated with the previous technology oriented target group but from a different point of view, we are highlighting the role of **Industry Associations & Technology Clusters** as potential target audience for AEGIS dissemination and communication. European initiatives and clusters (like Big Data Value Association (BDVA) [2] and FIWARE[3]), research communities, associations, federations (like Information Management System (IMS), European Factories of the Future Research Association (EFFRA), International Federation for

Information Processing ( IFIP), etc.) are defined as potential target groups of the AEGIS project. These communities will get benefit from the open tools and open models produced by AEGIS and will further act as catalyst for the dissemination of the AEGIS results to technology providers worldwide, thus enhancing the project results commercial acceptance and exploitation.

#### *2.4.4. Researchers and Academia*

Focusing also in the innovation of the project, the goal of the consortium is to disseminate the research activities performed during the project period. This target group corresponds to research and academic organisations, scientific journals, Committees, Internet Fora, and other working groups in the research fields related to the AEGIS work. It also includes the related research projects that are active during the execution of AEGIS project – mostly European projects, but also other national and international projects.

The multidisciplinary nature of AEGIS will allow reaching different scientific communities. Apart from the core technical developments defined in the project, special effort will be delivered on the dissemination of the business oriented innovations of the project (e.g. establishment of an innovative home automation framework, innovations in smart automotive applications). This requires a co-ordinated strategy able to increase the synergies between demonstrators and technical partners whilst balancing the implementation of the core AEGIS concepts with the additional research work on each of the involved scientific areas.

#### *2.4.5. Policy Makers & Standardisation Organisations*

This target group includes public bodies at national and European level (regulators, policy makers), as well as standardization associations. Within the project we are considering the adoption of innovative techniques in the big data domain, with special focus on privacy and security. Therefore, the project outcomes could support future research and innovation directions based on project's acquired knowledge, supporting also the standardisation activities in the big data management domain. Therefore, very specific dissemination and communication activities will be defined to ensure the tight (bilateral) interconnection of the consortium with these target groups.

#### *2.4.6. General public audience*

This target group encompasses the public in general, including dissemination activities focused on the public awareness about the AEGIS project as a platform and the different business applications. This category includes the civil society representatives and the general public (anyone interested in the project) that may utilise the project's results in their daily lives may, understand the benefits offered by the platform and potentially take part in the activities of the project: As the data providers of the platform, the citizens as individuals may also get benefit from the AEGIS platform. By considering the framework as a marketplace that the data holders upload their data to get benefit from 3<sup>rd</sup> party service, we are ensuring that even individuals will show interest to the platform, paving the way for disseminating project activities to mass non-expert audience. It will be reached by traditional means, such as press releases, references to the project in broad-scope media (newspapers, magazines, documentaries) and the project website.



## 2.5. Target Groups Enrolment in Dissemination& Communication Activities

Having defined the AEGIS dissemination and communication objectives and the different stakeholders groups of the project, a cross matrix analysis is provided to facilitate the definition of a concrete management structure for dissemination, communication activities.

Table 1 cross-references the target groups as identified above with the major AEGIS objectives about dissemination as identified above.

Dissemination Objectives AEGIS Stakeholders	DISS. OBJ. I	DISS. OBJ. II	DISS. OBJ. III	DISS. OBJ. IV	DISS. OBJ. V	DISS. OBJ. VI
<b>Business Stakeholders (Industrial)</b>	■	■		■	■	■
<b>Business Stakeholders (Public Sector/ Local Communities)</b>	■	■		■	■	■
<b>Demonstrator Participants</b>	■	□		■	□	
<b>ICT Technology Providers</b>	■	■		■	■	■
<b>Industry Associations &amp; Technology Clusters</b>	■	■	■	□	□	□
<b>Researchers and Academia</b>	■	■	■	■	□	
<b>Policy Makers &amp; Standardisation Organisations</b>	■	■	□			□
<b>General Audience</b>	■					

Table 1: AEGIS Dissemination Objectives vs. Target Groups Matrix

Table 2 cross-references the target groups as identified above with the major AEGIS objectives about communication as identified above.

AEGIS Stakeholders	Communication Objectives					
	COMM. OBJ. I	COMM. OBJ. II	COMM. OBJ. III	COMM. OBJ. IV	COMM. OBJ. V	COMM. OBJ. VI
<b>Business Stakeholders (Industrial)</b>	■	■	■	■	■	■
<b>Business Stakeholders (Public Sector/ Local Communities)</b>	■	■	■	■	■	■
<b>Demonstrator Participants</b>	■	■	■		■	
<b>ICT Technology Providers</b>	■	■	■	■	■	■
<b>Industry Associations &amp; Technology Clusters</b>	■	■	□	□	■	□
<b>Researchers and Academia</b>	■	■	□		■	
<b>Policy Makers &amp; Standardisation Organisations</b>	■	□		□	■	
<b>General Audience</b>	■	□		□	■	□

Table 2: Communication Objectives vs. Target Groups Matrix

Finally, Table 3 cross-references the target groups as identified above with the major stakeholders' engagement objectives presented in previous section. In contrary to the dissemination and communication objectives where the main goal is on the mass presentation of AEGIS results to external audience, the main focus of stakeholders' engagement objectives is on the Demonstrator Participants which will be actively participating in AEGIS project activities during the project period.

<div> <div>Stakeholders Engagement Objectives</div> <div>AEGIS Stakeholders</div> </div>	STAKE. OBJ. I	STAKE. OBJ. II	STAKE. OBJ. III	STAKE. OBJ. IV	STAKE. OBJ. V	STAKE. OBJ. VI
<b>Business Stakeholders (Industrial)</b>	■	■	□	□	□	□
<b>Business Stakeholders (Public Sector/ Local Communities)</b>	■	■	□	□	□	□
<b>Demonstrator Participants</b>	■	■	■	■	■	■
<b>ICT Technology Providers</b>	■	■	□	□	□	□
<b>Industry Associations &amp; Technology Clusters</b>	■	□	□	□	□	■
<b>Researchers and Academia</b>	□					□
<b>Policy Makers &amp; Standardisation Organisations</b>	■	□	□	□	□	■
<b>General Audience</b>	□					□

Table 3: Stakeholder Engagement Objectives vs. Target Groups Matrix

The aforementioned analysis highlights the impact of AEGIS project to each specific target group and further facilitates: 1) the definition of the dissemination and communication means of the project and 2) the list of dissemination, communication and stakeholders engagement activities (and subsequently the overall dissemination, communication & stakeholders engagement strategy of the project) to be performed in the project (directly linked to the target groups) as presented in the following sections of this document.

Having identified the core objectives and target groups of the AEGIS platform, we proceed with the definition of the dissemination and communication means, as the way to succeed on the diffusion of the knowledge gained in the AEGIS project.

### **3. AEGIS DISSEMINATION & COMMUNICATION MEANS**

The goal of this section is to ensure that the technical and business progress in AEGIS project will be promptly communicated via a series of channels. Different tools are considered in order to reach the identified target groups, including but not limited to websites, presence on social media, newsletters, flyers and brochures, workshops, press releases, scientific papers, presentations and demonstrations at specialized and general ICT events, and direct liaison activities with Working Fora, Public Bodies and relevant research projects. As the list of these channels is non-exhaustive, a short reference on the main dissemination and communication means is provided. A high level taxonomy is provided in this section, first presenting the communication channels established in the project.

#### **3.1. AEGIS Communication Means**

##### *3.1.1. AEGIS Project Website*

The AEGIS project will establish an active and attractive web presence through its website that contributes in creating awareness about the AEGIS project. It will be constantly updated in order to be consistent with the project's advancements and the project branding. The AEGIS project website has been launched in M3 and is available under the following domain: [www.aegis-bigdata.eu](http://www.aegis-bigdata.eu).

A detailed documentation of the AEGIS website is reported in D6.2 “Project Website and Web 2.0 Channels”.



Figure 1: The homepage of the AEGIS Web Site

### 3.1.2. Presence in Social Media

In recent years, social media has become ubiquitous and instrumental for communication, networking and content sharing purposes. Successful social media activities will additionally help AEGIS to increase its visibility and maximise its potential outreach. Therefore, AEGIS project will actively engage in social media as a channel for communication of the project idea and outcomes as well as for interaction with target audiences.

In M3, the AEGIS accounts in 6 social networks (i.e. Twitter, Facebook, Slideshare, YouTube, ResearchGate, and Paper.li) are set up and activated.

A detailed presentation of the project Web 2.0 presence is reported in D6.2 “Project Website and Web 2.0 Channels”.

### 3.1.3. Blog Posts

The AEGIS blog constitutes an integral part of the AEGIS website. The consortium will periodically share (both scientific and technical) perspectives, advancements and lessons learnt in order to nurture the interest of the website visitors and timely provide insights on the project's innovative directions. All AEGIS partners are committed to publishing posts in the AEGIS blog as well as to reporting their dissemination activities (e.g. representation of AEGIS in events, AEGIS presentations, etc.) in detail through corresponding posts (to be published under the “News & Events” section of the AEGIS website).

### 3.1.4. Press releases

Digital press releases are established as an effective mechanism to promote the AEGIS outcomes at a local or national level. To this direction, all partners are expected to send out press releases on their own markets in their local language, explicitly mentioning the AEGIS project and that it is funded by the EC. Press releases for significant project milestones will be also prepared in the English language. A screenshot of the 1<sup>st</sup> project press release initiating the activities performed in the project is presented in Figure 2.

A common press releases' template will support the implementation of the associated communication activities.



Figure 2: Initial AEGIS Project Press Release

### 3.1.5. Communication and Dissemination Material

AEGIS will design and develop the necessary communication and dissemination material, namely:

- **Project logo & branding:** At the beginning of the project, the project logo along with the overall graphic layout for all dissemination tools and material was defined in order to convey the project's objectives. This activity delivered the design layout for all the electronic and paper based material, such as the project leaflets and posters, press releases, and newsletters.
- **eNewsletters:** Electronic newsletters will be published online in the AEGIS website in order to accumulate the AEGIS news of interest to stakeholders and be easily retrieved.
- **Brochures, posters, slides and leaflets:** Such material will present at various levels of analysis the project concept and achievements. Some of these materials are further described in the following paragraphs due to their core role in the communication and dissemination activities.
- **Videos:** A promotional video, describing the AEGIS main aspects, will be delivered at the first period of the project. A project video which will present the project results and outcomes will be available by the end of the project.

The following section describes the dissemination and communication material that has been already prepared as part of the AEGIS communication activities. The main focus of the AEGIS communication and dissemination material is to provide a solid and coherent visual identity to the interested stakeholders who can contribute to development, evaluation, uptake and exploitation of the AEGIS outcomes, at appropriate times and via appropriate methods.

#### 3.1.5.1. Project Logo & Theme

The project logo was designed in order to be consistent with the project scope and signify the successful branding, dissemination and future exploitation of the project's outcomes. The AEGIS logo acts as the visual and graphic theme of the project, whose production was mainly based on the following axes:

- Clear design and visualization, that is intuitive enough to gain the attention of the main target groups and general public.
- Selection of colours that reflect the overall idea of big data infrastructures towards the provision of PSPS solutions.
- Alignment to the objectives and key directions of the AEGIS project. Again the message should focus on AEGIS big data infrastructure to promote business services for different stakeholders around the public security and personal safety domain, thus the initial motto for the communication activities reflects the project's title:

***Advanced Big Data Value Chain for Public Safety and Personal Security***

The final logo version that was voted by the partners as the most representative is presented in the following figure:



Figure 3 AEGIS Final Logo Version

The logo can be downloaded from the BSCW shared-Workspace-System tool and the AEGIS project website. The colour used in documents should be the same as the colours of the logo as follows:

- “AEGIS blue”: RGB 0/162/202 (HEX #00a2ca)
- “AEGIS yellow”: RGB 230/173/30 (HEX ##e6ad1e)

With regard to reproduction quality and visibility, all partners shall adhere to the following guidelines:

- Please use only the logos that can be downloaded from the document repository BSCW [5]; and do not copy them from any other place. Reproduction quality needs to be ensured.
- In order to ensure the logo’s visibility, the minimum logo size for print is 5 cm in length. Online, the logo must not be smaller than 36 pixels at 72 ppi.

In fact, the logo validation was a matter of discussion between the partners in the project’s kick off meeting. The majority of the partners voted for a contest process to take place with different logo designs. HYPERTECH and Fraunhofer provided alternative designs (as presented below) with the partners voting for the final selection of the AEGIS project logo presented in Figure 3.



Figure 4: AEGIS Short Listed Logo Designs



### 3.1.5.2. AEGIS Leaflet Layout Design

AEGIS has produced a version of two-sided printed and electronic leaflet that reflects the scope of the project. The leaflet presents the scope, approach and the anticipated impact along with the AEGIS consortium partners' details. The leaflet is available in English and can be downloaded from the project website. The design and format of the different versions of the leaflet is presented:



Figure 5: AEGIS 1<sup>st</sup> Leaflet Version - Business Stakeholders

Thanks to its availability in both printed and electronic versions, the AEGIS leaflet enables the consortium partners to use it in dissemination events and workshops, as well as to disseminate it through their respective websites.

A second version of the AEGIS Leaflet, focusing mainly on the technical activities of the project will be available in Month 6 of the AEGIS project.

### 3.1.5.3. AEGIS Project Poster

AEGIS has produced an early poster that reflects the main scope of the project. The poster presents the scope, approach and the high level architecture in a minimal but appealing manner.

Thanks to its availability in both printed and electronic versions, the AEGIS poster enables the consortium partners to use it in dissemination events and workshops, as well as to disseminate it through their respective websites.

The AEGIS Poster appears in **Figure 6**: AEGIS Project Poster.



Figure 6: AEGIS Project Poster

### 3.1.5.4. AEGIS Newsletter Layout Design

Every 6 months, the project will produce a digital newsletter addressing all key stakeholders. The newsletter will be an information tool aiming at updating stakeholders about the project implementation progress as it will report all the essential information to guarantee an up-to-date communication flow. The AEGIS newsletter will be directly accessible from the project website and will provide accumulative information about:

- Project Progress and Results
- Dates, details, comments regarding project related conferences, meetings, events or publications
- Project-related news
- Consortium News

The following figure shows the preliminary AEGIS Newsletter Design Layout.



Figure 7: AEGIS Newsletter Layout Design

## 3.2. AEGIS Dissemination Channels and Opportunities

By recognising the major target groups (Section 2) and the means/ways of communication in the project, this section presents a set of pathways and channels featuring high opportunities for scientific publications, linking with relevant projects, linking with initiatives and working groups etc... towards disseminating project objectives. The definition of the different dissemination means is directly aligned with the dissemination objectives of the project as presented in Section 2 and subsequently with the different AEGIS target groups.

A high level taxonomy of the dissemination means is provided to highlight the potential dissemination activities delivered in the project.

### *3.2.1. Scientific Publications and Presentations*

Publications in scientific journals and conferences with topics relevant to the research and innovation work will target the scientific communities directly or indirectly in the scope of AEGIS. These activities reinforce the project awareness, allow AEGIS concepts and solutions to leverage other research projects, foster cross-project cooperation and provide a fundamental means of peer reviewing of the scientific approaches of AEGIS.

Complementing means such as organization and/or participation in thematic panels, roundtables and special conference sessions, workshop talks, poster presentations and specialized demonstrations at scientific events will also be used. Examples of scientific journals where scientific publication on AEGIS results could be published:

- Big Data Research
- Journal of Big Data
- International Journal of Big Data Intelligence
- Big Data and Information Analytics

Conferences where the AEGIS consortium may disseminate the main innovations of the project:

- IEEE International Conference on Big Data Science and Engineering (BigDataSE)
- International Conference on Cloud Computing and Big Data Analysis
- IEEE International Conference on Information Reuse and Integration
- The INNS Big Data conference
- IEEE International Conference on Big Data and Cloud Computing

A detailed list of conferences and journals for dissemination of AEGIS Scientific Publications is presented in Annex B.

### *3.2.2. Liaison and Participation in Fora & Thematic Events*

In order to raise project awareness, to present the project results and to liaise with potential stakeholders, the AEGIS partners will actively participate in events such as Concentration Meetings, industry and professional initiatives, thematic working groups and “Information Days”, along with offline and online events of big data industry. In addition and as part of stakeholders’ engagement process different workshops and training sessions will be organized in order to:

- Raise awareness, engagement and acceptance of demonstrator occupants and stakeholders, including the preparation and distribution of appropriate material
- Involve end users in the requirements definition activities of the project
- Train and contribute to the adoption of the AEGIS concept and operation in the different demonstration areas.

During the events, partners will disseminate AEGIS project results by networking and cooperating, holding presentations, organizing stands, distribution project dissemination materials. Additionally, during the events Partners will inform potential industry stakeholders of AEGIS and will invite them to participate in the project activities.

In Annex, there is a list of yearly conferences to be potentially attended by project partners.

### *3.2.3. Liaison and Networking with Working Groups and R&D project*

This is a co-activity focusing both in stakeholder's engagement and dissemination of project outcomes. AEGIS Consortium Partners will liaise and network with other projects and initiatives exchange knowledge and experience organise meetings, attend workshops. Additionally, partners will establish synergies with other ongoing strategic roadmaps and Coordination and Support Actions in order to interact and collaboratively address emerging needs, challenges and opportunities through further promoting the AEGIS high impact framework and results.

Within this context, AEGIS will establish clear synergies with (among others):

- Big Data Value Association
- Big Data Europe
- EU funded projects in Big Data domain
- EU funded projects in Linked Data domain
- EU funded projects in the business domains addressed in the project (smart automotive, smart home, smart insurance)

In Annex, there is a list of Working Groups and R&D project to be potentially attended by project partners.

### *3.2.4. AEGIS Contribution in Standardization*

As different research organization are participating in AEGIS project activities, special focus is delivered on planning and the roadmap actions towards possible proposals for standardization as delivered from the AEGIS specifications to the associated Standardization bodies. A non-exhaustive list of potential standardization groups has been selected and briefly described with respect to the following criteria:

- The type of standardization organization
- The focus on big data and AEGIS project main aspects
- The openness of organization and
- The success of standardization of the AEGIS specifications.

The full list is presented as part of the Annex. The AEGIS project dissemination effort will target to deliver a punch list for possible synergies with already existing standardization groups and bodies. The idea is to sustain already established communications of AEGIS consortium partners with the different working groups, towards presenting the outcomes of the work performed during the project period.

This is a non-exhaustive presentation of different channels that should be regarded as an initial planning tool for the AEGIS partners' consortium. There is no commitment to publish in/link with/contact all identified events, initiatives and contacts. We need to consider this dissemination channels management as a living document to be updated at the different versions of the deliverable.

### 3.3. Use of EU emblem and statement in Dissemination & Communication material

As AEGIS members are the beneficiaries of EU funding, the European Union emblem shall be used in all project dissemination materials/press releases/media contacts to acknowledge the support received under EU programme (High resolution emblems can be found here: <http://europa.eu/about-eu/basicinformation/symbols/flag/>).

The name of the programme (Horizon 2020) shall be used as verbal brand, i.e. references to it will be made without a regulated visual mark or logo. Basic rules:

- The minimum height of the EU emblem shall be 1 cm.
- The name of the European Union shall be used in conjunction with the name of the programme or fund and it shall be spelled out in full.
- The typeface to be used in conjunction with the EU emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana. Italic and underlined variations and the use of font effects are not allowed.
- The positioning of the text in relation to the EU emblem is not prescribed in any particular way but the text should not interfere with the emblem in any way.
- The font size used should be proportionate to the size of the emblem. The colour of the font should be reflex blue (same blue colour as the EU flag), black or white depending on the background.

The following AEGIS statement about EU financing shall be used throughout the whole project duration when communicating about the project:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 732189.

When displayed together with another logo, the EU emblem must have appropriate prominence.

Both elements: (1) the statement above and (2) EU emblem should be used according to the rules when communicating about the project (in promotional materials, project templates, project deliverables, project website, social media etc.).

If it would not be possible to include both elements e.g. when publishing articles in magazines (due to lack of space or especially in cases where we have no control of the final publication format or contents) please make sure to at least include the phrase: “the project is co-founded by the European Union”.

Deliverables and scientific publications published in the framework of AEGIS, must additionally include a disclaimer excluding EU responsibility. The following disclaimer to be used: The content of this report does not reflect the official opinion of the European Union.

Responsibility for the information and views expressed in the therein lies entirely with the author(s).

By identifying relevant to AEGIS project channels, we promote the potential of dissemination of the project outcomes by the consortium partners. Having defined the list of communication and dissemination means in this section, we proceed with the definition of the dissemination and communication plan for the project. We have to point out that a high level plan is defined for the full project period, though the main focus of this document is on the 1<sup>st</sup> period of the project (M18)

#### 4. IMPLEMENTATION PLAN FOR DISSEMINATION, COMMUNICATION & STAKEHOLDERS ENGAGEMENT

This section delivers the plan for dissemination and communication activities of AEGIS project along with the activities towards stakeholders' engagement. The 1<sup>st</sup> version of this document (dissemination& communication plan) is covering the full project period, though emphasis is delivered at the implementation of the dissemination activities up to M18.

**Dissemination activities** are characterised by active, a priori awareness and validation by the targeted audiences and will be collectively performed by all partners, according to each partner's profile and expertise. The industrial partners will approach relevant industry-sectors, as well as their distributors and client networks, while the academic and research partners will focus on disseminating the project results towards research institutes and universities across Europe.

On the other hand, **communication activities** include all actions contributing to the diffusion of the project's results beyond the consortium and the close groups, maximising its contribution to innovation and attracting a wide range of stakeholders who are invited to benefit from the project's advancements. In this direction, the project:

- Defines concrete and measurable objectives for the communication activities and will link these objectives with the appropriate target groups.
- Implements a solid, modern and inclusive communication strategy, accompanied by a realistic plan to reach these objectives.
- Set up the different channels, tools and mechanisms that will be used to implement the communication plan and reach the targeted audiences.
- Defines the guidelines for the implementation of communication and dissemination actions (e.g. project identity, messages to convey, internal reporting rules, etc.).
- Closely monitors the impact of the communication in order to be able to apply corrective actions whenever necessary and identify opportunities that can maximize visibility.

As a parallel activity associated with the implementation of dissemination and communication plan, we are highlighting also the activities to ensure the stakeholder engagement to meet AEGIS objectives expressed in Section 2.

Figure 8 presents the organization - management of dissemination activities for the AEGIS Project, identifying the major classes, as a basic step for the further integration of dissemination activities:

- As a high level objective for the defined activities, the administration of materials (including the website, the social media presence, newsletter, general promotional and informational materials, etc.) is the main field of the communication plan. These activities are carried out mostly by the core partners of WP6, in Tasks T6.1& T6.2.





Figure 8: AEGIS Project Plan Overview

Then, by managing the different dissemination and stakeholders engagement activities performed during the project period we highlight:

- Geographically restricted actions (local, regional, national), such as contacts with close stakeholders and business actors as part of the requirements work, or further project dissemination to local media, etc. are defined as part of the dissemination actions. In general, these tasks are to be executed by the local partners through direct contacts. We have to point out that this layer covers the ad hoc dissemination activities to be performed at the different project demonstrators.
- The backbone dissemination actions corresponding to the publication of scientific and public papers presenting the project as a whole, project presentations at major EU events, mass presence meetings, large-scale demonstrations etc. All these actions define the core messages of the project and due to their high importance should be jointly supervised by the key technical partners of the project. This is a main part of the dissemination and communication activities to be performed in the project, ensuring that way the mass visibility of the AEGIS project.
- Specialized actions, such as publication of specialized papers by individual or small clusters of partners (task level or WP level). Some examples include papers about a specific business application as defined in the project. Special focus will be delivered on the dissemination of the project business applications developed in the project at local markets, activities associated also with further exploitation of project outcomes.

The whole organization-management framework for the AEGIS dissemination activities is delivered in a way that ensures that each of these main blocks of activities is well addressed, in order to maximize the impact of the project. Moreover, and in a way to ensure that these activities do produce a coherent and comprehensive set of results for the project, an alignment with the objectives of dissemination actions as these have been defined in previous section is considered.

The management framework shall also introduce synergies between the different activities. For instance, promotional materials should be properly shared and reused in a way that safeguards the authorship of each partner. This will further improve the quality and effectiveness of the produced materials.

In addition, as part of the organization-management framework we are highlighting also the time framework for the implementation of the different dissemination, communication and stakeholders' engagement activities. This is a vertical time-plan provided as part of the AEGIS strategy, taking into account the different objectives presented in section 2.

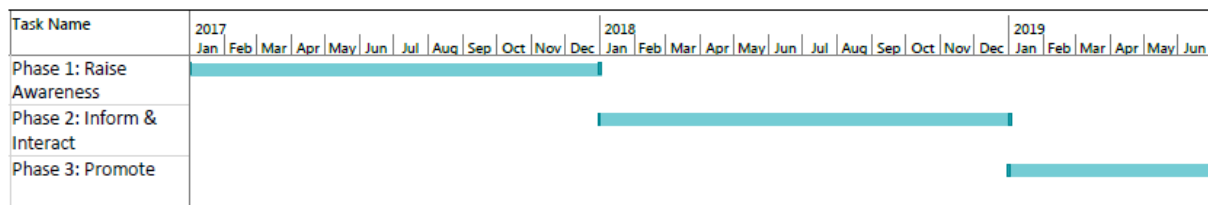


Figure 9: Timeframe for Dissemination, Communication & Stakeholders Engagement

More specifically:

- The 1<sup>st</sup> phase of the plan (M1-M12) is about “**Raising Awareness**” for the project’s objectives and attract interest from R&D and business communities, infrastructure support organisations and public authorities. This is the most important step of the proposed framework towards the early engagement of externals in project activities. The main focus is delivered on communication and stakeholders’ engagement activities.
- While the 1<sup>st</sup> phase of the plan is focusing on the establishment of the framework for dissemination and communication, the 2<sup>nd</sup> phase (M13-M24) focuses at ensuring the sustainability and duration of the established framework by continuously diffusing knowledge about project activities.
- The 3<sup>rd</sup> phase (M25-M30) is about massively promoting the outcomes of the AEGIS project to wide audience and targeted communities, by exploiting the full list of dissemination and communication tools.

It needs to be noted that a final Phase “IV: Post-project Dissemination” is also envisaged to guarantee further promotion and exploitation of project’s results beyond the contractual implementation, yet it has not been depicted in the figure above as this objective goes beyond the AEGIS project active period.

By having defined the different phases of the AEGIS plan, we are presenting the list of dissemination, communication and stakeholders’ engagement activities to be performed in the project. We have to point out that a preliminary analysis is provided for the full project period, though the main focus is about the concrete definition of the plan for the 1<sup>st</sup> project

period. A period granularity has been selected for planning and managing of the dissemination, communication and stakeholders' engagement activities, facilitating that way the monitoring of activities performance. Towards this direction, a list of monitoring KPIs is defined and further reported, to ensure the continuous monitoring of the level of fulfilment of the different activities during the project period.

#### 4.1. Communication Plan, Activities and Monitoring Indicators

In accordance with the time-plan for Dissemination, Communication and Stakeholder Engagement in Figure 9, the initial communication plan builds on 3 core phases that aim at raising awareness (Phase I), diffusing knowledge (Phase II), and maximizing outreach (Phase III) as depicted in the following figure. An additional phase, Phase IV: Post-project Communication, is also envisaged to guarantee further promotion of project's results beyond its contractual implementation and will be detailed as needed in due time.



 <b>Phases</b> <b>Communication Mechanisms</b>	<b>Phase I: Raise Awareness (M1-M12)</b> <i>Comm. Obj. I, II, III, V</i>	<b>Phase II: Diffuse Knowledge (M13-M24)</b> <i>Comm. Obj. I, II, III, V</i>	<b>Phase III: Communication Culmination (M25-M30)</b> <i>Comm. Obj. I, II, III, IV, V, VI</i>	<b>Phase IV: Post-Project Communication</b>
<b>(C1) AEGIS Project Website</b>	C1.I) Design & Development of an intuitive and responsive project's web site; Search engine optimization	C1.II) Regular update of the website content; Watch website's analytics to measure impact and provide content of interest	C1.III) Regular update of the website content; Clear visibility of results, demo / application material in an interactive way	
<b>(C2) Social Media Presence</b>	C2.I) Establishment of presence in:  Reproduce relevant content and monitor relevant hashtags; Upload public material; Follow influencers of the domain; Engage with other projects and initiatives	C2.II) Promote project's outcomes and events; Interact with followers to get feedback; Answer on comments and private messages on the various channels; Upload public material; Reproduce relevant content and monitor relevant hashtags	C2.III) Promote project's outcomes and events; Interact with followers to get feedback; Answer on comments and private messages on the various channels; Upload public material; Reproduce relevant content (more sporadically)	
<b>(C3) Project's Blog</b>	C3.I) Deploy project's blog; Provide blog posts related to project's positioning & technologies	C3.II) Provide frequent blog posts to initiate discussions on specific issues relevant to the project to receive feedback	C3.III) Publish frequent blog posts to demonstrate and promote project's results	
<b>(C4) Traditional Media</b>	C4.I) Press release to announce the project's launch	C4.II) Press releases to announce the significant events / results	C4.III) Press releases to promote the business case of the project's results	
<b>(C5) Communication Material</b>	C5.I) Design logo and project identity; Prepare project factsheet, brochure, banner, e-Newsletter and promo video	C5.II) Prepare revised brochure, banner and frequent releases of e-Newsletter; Publish blogs / news in EU instruments (e.g. Cordis News, research*eu magazines etc.)	C5.III) Prepare final brochure, banner, frequent releases of e-Newsletter and video demonstrators; Publish blogs / news in EU dissemination instruments	

Figure 10: AEGIS Phased Communication Plan

In the beginning of each phase, the **AEGIS branding** and the **AEGIS communication messages** (including the Unique Selling Points) (COMM.STEP.0 according to section 2.2) will be revisited in order to ensure that they are up-to-date with the latest project's advancements.

During Phases I and II, the 5 core steps of the communication strategy defined in section 2.2 will be iteratively undertaken, i.e. COMM.STEP.1 "Brainstorm" (in the first days of each phase), COMM.STEP.2 "Rank" (within the first month of each phase), COMM.STEP.3 "Prioritize" (within the first month of each phase), COMM.STEP.4 "Test" (throughout the specific phase), and COMM.STEP.5 "Measure" (by the end of each phase or each testing period). In Phase III, lessons learnt for the AEGIS communication strategy from Phases I and II will be taken into account in order to implement only step COMM.STEP.6 "Focus".

Table 4 presents the AEGIS project communication mechanisms and their associated key performance indicators per phase. The main focus is on the definition of tangible activities for the 1<sup>st</sup> reporting period (M18) but a holistic analysis is provided for the full project.

Communication Mechanism	Circle	Status (1-5) <sup>3</sup>	Communication Key Performance Indicators					Means of Verification
			Description	Target Value for Phase I	Target Value for Phase II	Target Value for Phase III	Total Target Value	
(C1) AEGIS Project Website	Inner	2	No of Unique Visitors	1.000	+2.000	+2.000	5.000	Google Analytics <sup>4</sup>
			Average duration of visits	2 min	3 min	3 min	2 min	
			No of Page Views	2.000	+4.000	+4.000	10.000	
(C2) Social Media Presence	Inner	2	No of accumulative followers	200	+250	+300	750	Social Networks' Built-in Analytics, Tweetchup <sup>5</sup> , Klout <sup>6</sup> , Google Alerts for AEGIS
			No of accumulative posts	300	+350	+350	1.000	
			No of interactions (discussions, retweets, etc.)	50	+100	+150	250	
(C3) Project's Blog	Inner	2	No of posts	10	+15	+25	50	AEGIS Website Built-in Analytics, Social Networks' Built-in Analytics
			No of interactions (e.g. comments)	10	+30	+60	100	
(C4) Traditional Media	Potential	2	No of press releases	1	+3	+4	8	Material available in the AEGIS Website
(C5) Communication Material	Potential	2	No of factsheets, brochures and banners	2	+3	+5	10	Material available in the AEGIS Website
			No of eNewsletters	2 (M6, M12)	+2 (M18, M24)	+1 (M30)	7	Material available in the AEGIS Website
			No of videos	1	0	+1	2	Videos in the AEGIS YouTube channel

<sup>3</sup> Status in M3 (at the time this deliverable was written): 1 – Idea, 2 – Testing, 3 – Tested, 4 – Focusing, 5 – Abandoned,

<sup>4</sup> <https://analytics.google.com>

<sup>5</sup> <http://tweetchup.com/>

<sup>6</sup> <https://klout.com/>

Communication Mechanism	Circle	Status (1-5) <sup>3</sup>	Communication Key Performance Indicators					Means of Verification
			Description	Target Value for Phase I	Target Value for Phase II	Target Value for Phase III	Total Target Value	
			No of blog posts in EC portals	1	+2	+3	6	Links available in the AEGIS website

Table 4: AEGIS Communication Success Indicators per Mechanism

## 4.2. Dissemination Plan & Activities and Monitoring Indicators

The same approach is followed for the definition of the definition of AEGIS dissemination plan and the associated activities at the different phases of the project.


 Dissemination Mechanisms	AEGIS Phases			Phase IV Post Project Dissemination Activities
	Phase I: Raise Awareness (M1-M12) Diss. Obj. I, III Activities' Intensity: Low Target Audiences: ALL	Phase II: Inform and Interact (M13-M24) Diss. Obj. I, II, III, IV Activities' Intensity: High Target Audiences: ALL	Phase III: Promote (M25-M30) Diss. Obj. II, III, IV, V, VI Activities' Intensity: High Target Audiences: ALL	
(D1) Organisation of Project Events	D1.I) Organisation of workshops in scientific conferences	D1.II) Organisation of workshops in scientific conferences, industry events & fairs; Organisation of hackathon	D1.III) Organisation of workshops in industry events; Organisation of hackathon & demo events	
(D2) Participation to Conferences & Workshops	D2.I) Participation to events; Presentation of project scope; Interaction with participants	D2.II) Presentation of project's results to events; Representation in booths	D2.III) Presentation of project's results and business case to events; Representation in demo sessions	
(D3) Scientific Publications	D3.I) Publication of position papers / review papers in conferences	D3.II) Publication of methodology papers in conferences	D3.III) Publication of overall project's results in journals & industry magazines	
(D7) Standardisation Contributions	D7.I) Registration / participation to relevant working groups; Alignment with existing standards	D7.II) Participation to working groups' telcos and events; Presentation of project's outcomes	D7.III) Participation to working groups' telcos and events; Presentation of project's demos	

Figure 11: AEGIS Phased Dissemination Plan

Table 5 presents the AEGIS project dissemination plan, detailed per type of activities, as these have been defined in previous sections. In the beginning of each phase, the **AEGIS dissemination plan and activities** will be revisited in order to ensure that they are up-to-date with the latest project's advancements. Thus, the main focus is on the definition of tangible activities for the 1st reporting period (M18) but a holistic analysis is provided for the AEGIS project.

Dissemination Mechanism	Status (1-5) <sup>7</sup>	Dissemination Key Performance Indicators					Means of Verification
		Description	Target Value for Phase I	Target Value for Phase II	Target Value for Phase III	Total Target Value	
(D1) AEGIS Workshops, Demo Events &	2	No of Thematic Workshops	0	+3	+1	4	Number of people attending the workshops/ demos/

<sup>7</sup> Status in M3 (at the time this deliverable was written): 1 – Idea, 2 – Testing, 3 – Tested, 4 – Focusing, 5 – Abandoned,

Dissemination Mechanism	Status (1-5) <sup>7</sup>	Dissemination Key Performance Indicators					Means of Verification
		Description	Target Value for Phase I	Target Value for Phase II	Target Value for Phase III	Total Target Value	
Hackathons		No of Hackathons	0	0	+1	1	Hackathon. Number of post activities resulting from the workshops. Number of accesses to the online content related with the demonstrators.
		No of Targeted Demo Events	0	+1	+3	4	
(D2) Participation in For a & Thematic Events	2	No attended events	5	+ 8	+ 7	20	Number of national and international Fora and events effectively reached by the consortium members Number of national and international Fora and events were AEGIS project was presented
		(with) AEGIS Project Presentation	3	+ 6	+ 6	15	
(D3) Scientific Publications and Presentations	2	No of scientific papers	3-5	3-5	3-5	11-15	Number of scientific papers accepted per year. AEGIS publications distribution per journal / top-level conference / general-specialized issue/article etc. Number of jointed papers submitted by the partners of the consortium
		No of articles/journal papers	2 (1 in M6)	+3	+3	8	
(D7) AEGIS Links with Technical Groups & Standardization Bodies	2	No of contacts with working groups	0	+1	+ 2	3	Number of contacts with working groups or standardization bodies. Number of participants in these working groups Level of acceptance/interest about AEGIS outcomes
		Presentation of AEGIS project outcomes in standardization bodies	0	+2	+3	5	

Table 5: Draft Strategy and Success Indicators per Type – Dissemination

We have presented above the list of dissemination activities to be performed during the project period. The analysis covers both the detailed activities to be performed and the monitoring KPIs that will ensure the compliance with the DoA objectives about dissemination.

By having defined the different dissemination and communication means in previous section, these are further instantiated to set the dissemination & communication plan of the AEGIS project. The next section is focusing mainly on the activities towards engaging external stakeholders in project activities, tightly linked with the dissemination and communication plan as presented above. The overall analysis is stakeholder specific, considering the AEGIS target groups as identified in Section 2.

### 4.3. Stakeholders Engagement Plan & Activities and Monitoring Indicators

Finally, the detailed plan towards stakeholders' engagement in AEGIS project is presented in the next Table (Table 6), followed by the list of the associated activities to be performed during project period.


 AEGIS Phases Stakeholders Engagement	Phase I: Raise Awareness (M1-M12) Diss. Obj. I, III Activities' Intensity: Low Target Audiences: ALL	Phase II: Inform and Interact (M13-M24) Diss. Obj. I, II, III, IV Activities' Intensity: High Target Audiences: ALL	Phase III: Promote (M25-M30) Diss. Obj. II, III, IV, V, VI Activities' Intensity: High Target Audiences: ALL	Phase IV: Post-Project Communication
	(D4) Community Building / Engagement with Stakeholders	D4.I) Establishment of contact points; Liaison with industry communities and networks; Promotion of project's communication material; Interviews	D4.II) Validation of results with key stakeholders in events / online; Interaction with industry communities and networks; Invitation to project's events	D4.III) Creation of network of potential users; Promotion of project's application stories; Invitation for demos; Training webinars
	(D5) Collaboration and synergies with projects	D5.I) Synergies identification; Establishment of contact points; Exchange of ideas & intentions	D5.II) Periodic bilateral exchange of news & results, Joint presence in events	D5.III) Joint engagement in events / demo days
	(D6) Internal Dissemination in partner's networks	D6.I) Project's links & news in partners' website, social media accounts, newsletters	D6.II) Inclusion of projects' results in partners' events	D6.III) Demonstration of results in partners' premises; Training; Reuse of results

Figure 12: AEGIS Phased Stakeholders Engagement Plan

Stakeholders Engagement Mechanism	Status (1-5) <sup>8</sup>	Stakeholders Eng. Key Performance Indicators					Means of Verification
		Description	Target Value for Phase I	Target Value for Phase II	Target Value for Phase III	Total Target Value	
(D4) Set contacts with Industry Members and technology working groups	3	Set contacts with industry communities	5	+5	0	10	Number of industry communities contacted /engaged in AEGIS project activities Number of active contribution of industry participants in AEGIS project activities (questionnaires/ interviews etc...)           Number of webinars (Industry based) to disseminate AEGIS outcomes Number of participants in the webinars.
		No industry contacts	40	+40	+20	100	
		Interaction with industry communities and networks via webinars	0	+2	+2	4	
(D5) Set contacts with Research and Academia	3	Link AEGIS project with other research groups	5	+ 5	0	15	Number of related European projects effectively reached Number of joint activities performed

<sup>8</sup> Status in M3 (at the time this deliverable was written): 1 – Idea, 2 – Testing, 3 – Tested, 4 – Focusing, 5 – Abandoned,



Stakeholders Engagement Mechanism	Status (1-5) <sup>8</sup>	Stakeholders Eng. Key Performance Indicators					Means of Verification
		Description	Target Value for Phase I	Target Value for Phase II	Target Value for Phase III	Total Target Value	
		Joint activities with other projects	0	+ 4	+ 4	8	with other projects
(D6) Set contacts with Internal Consortium Participants	3	Number of internal events	2	+4	+4	10	Number of demonstrator participants engaged in AEGIS project activities
		Creation of AEGIS groups with participation of Demonstrator Participants	2	+2	0	4	Number of training sessions organised at the different demonstrator
		Set links to project AEGIS website	10	+10	+10	30	Number of internal events to ensure the maximum of demonstrator participants in project activities

Table 6: Stakeholders Engagement AEGIS Plan

The agile development that will be followed in AEGIS Project will be based on the establishment of an active stakeholder's community, early engaged in project activities. The activities to be carried out within the stakeholders' engagement will be oriented towards fulfilling the project objectives:

- **Direct contacts/meetings/workshops** with the predefined groups (participants, industry, research & academia) for increasing awareness about the project and its objectives in conjunction and in parallel with the activities for drafting preliminary cases and business scenarios that will be investigated within AEGIS.
- Design of questionnaires and interview sessions in an easily accessible way (**web based layout for gathering end users feedback**)
- **Indirect presentation of the AEGIS Project**, by means of information newsletters, press releases and presence in local media.

We have to point out that the dissemination and communication activities as presented above are tightly connected with the engagement of stakeholders in project activities. The different means of communication and dissemination will be exploited to ensure the active enrolment of stakeholders in AEGIS project design, modelling and evaluation.

#### 4.4. Partner Roles and Responsibilities

We presented above the overall AEGIS dissemination plan with the associated activities, though we need to ensure that the consortium members may accomplish these high level objectives. All partners will be actively involved in AEGIS dissemination activities, by taking



into account the expertise in the consortium. This is actually the scope of this section, to specify how each partner of the consortium may contribute to the dissemination and communication activities of the project.

Before presenting the role of each partner of the consortium, a few practical guidelines to be followed by the partners toward the implementation of dissemination and communication activities have been defined. These are presented as a summary in this document, consisting the AEGIS Dissemination & Communication Protocol:

- Partners should use the AEGIS templates (Powerpoint, Leaflet, Brochure, Poster) when presenting the project and/or its outcomes at internal and external events. The preliminary version of the template is available in the BSCW internal document repository [6]. HYPERTECH will periodically update the material required for the project dissemination activities.
- HYPERTECH as the main Work Package leader will steer, monitor and evaluate dissemination activities. In the work of T7.3, all relevant partners shall assist HYPERTECH and will be responsible for defining and updating the lists of candidate events/publication opportunities/liaison opportunities as these have been described above.
- Activities related with the main dissemination plan of AEGIS (papers, presentations and contacts with external entities) shall be supervised by HYPERTECH (WP7 leader) and FRAUNHOFER (project coordinator), to ensure coherence and consistency. Nevertheless, HYPERTECH may examine these tasks with the active participation of other partners.
- Activities related with specific WPs (especially WP1-WP5, but also WP7) shall be supervised by the respective WP leaders.
- In order to prevent any possible conflicts and overlapping situations, partners shall inform the core responsible parties (HYPERTECH, SUITE5) whenever they intend to start a new activity (presentation, paper submission, meeting, press release). By default, activities are well approved if no objections are raised.
- Partners are promoted to provide open access to all scientific publications (free of charge online access for any user) using Self-archiving ('green' open access). This is, using one or more 'green' Open Access repositories. Details about the data management progress will be available in D6.4.
- SUITE5 leads the communication activities, manages the website and social media accounts, and updates the online AEGIS content on a regular basis. Any partners who wishes to upload materials to the website should contact SUITE5. In addition SUITE5 will send reminders to WP and Task Leaders on a regular basis requesting updates and news needed. In addition, partners are obliged to include a link to the AEGIS website on their own institution websites.
- Partners are expected to 1) Follow AEGIS on Twitter, Facebook, tag the project while posting any news related to AEGIS, retweet and repost at least one tweet or Facebook post a month. This is a requirement in order to meet the established KPIs. SUITE5 will send reminders to encourage partners to actively contribute in creating buzz around the AEGIS project.
- All the involved partners shall promptly report on each dissemination activity, to allow timely steering of WP6. More specifically, each partner has to inform about the activity shortly after the realization of this dissemination activity and provide relevant material

(presentations, photos, papers, material) both to SUITE5 (Communication activities leader in T6.2 and Website Admin) and HYPERTECH (WP leader). A template of this work is available in the following table and all partners shall communicate their AEGIS dissemination and collaboration activities timely to the Dissemination Manager in the following format (Table 7)

Additional obligations having to do with the management of the work toward the implementation of dissemination, communication and stakeholders' engagement activities are presented also in D8.1 Project Management Handbook.

NO.	Type of activities <sup>9</sup>	Main leader	Title	Date/Period	Place	Type of audience <sup>10</sup>	Size of audience	Countries addressed	Link & Comments
1									
2									

**Table 7: Dissemination Activities Reporting Template**

Additionally information and material about the dissemination such as scientific articles or posters or flyers or videos shall be stored at the AEGIS BSCW, dissemination folder. The Dissemination Manager/Work package leader is responsible for establishment of a well-arranged, self-explaining folder structure on the BSCW-WP6 folder, so partners can easily find the place to upload and install documents.

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<sup>9</sup> A drop down list allows choosing the dissemination activity: publications, conferences, workshops, web, press releases, flyers, articles published in the popular press, videos, media briefings, presentations, exhibitions, thesis, interviews, films, TV clips, posters, Other.

<sup>10</sup> A drop down list allows choosing the type of public: Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, Medias, Other ('multiple choices' is possible).

In summary, the peer review and management process of the dissemination activities will be performed on the way defined in the project handbook of the AEGIS project (D8.1).

We are delivering also this section the individual dissemination plans of the AEGIS partner (from the very early beginning of the project, and thus we consider this allocation of work as an indicative approach (non-obligatory). Starting with the research and academia partners of the consortium:

**Fraunhofer FOKUS** (Project Coordinator) targeted audience is mainly Researchers, Industry, Academia, Public Administration and Policy Makers. Fraunhofer has chairs at various universities (Technical University of Berlin, Free University of Berlin, and University of Potsdam) and will include the AEGIS results in related lectures, seminars, and projects. Presentation of preliminary and final results at national and international scientific conferences and trade fairs, such as CeBIT or Mobile World Congress. Through its German eGovernment newsletter with around 50.000 recipients, regular updates on the AEGIS project development will be disseminated to science, public sector and industry stakeholders. Integration of the technical AEGIS results and showcases in the Fraunhofer eGovernment laboratory and thus exhibition towards the more than 80 lab partners from industry, public administration and sciences. As part of the Fraunhofer Society with over 60 top research institutions Fraunhofer FOKUS will engage a large scientific body, thus promoting the AEGIS infrastructure and activities.

**KUNGLIGA TEKNISKA HÖGSKOLAN (KTH)** targeted audience is mainly Researchers, Industry, Academia and Policy Makers. KTH envisions to disseminate the AEGIS concept, methodology and results in the academic sector. Through scientific publications in conferences, scientific journals and workshop, direct dissemination is envisioned. Moreover, through the organisation's participation in similar events and working groups, exchange of knowledge will also be realised.

**NATIONAL TECHNICAL UNIVERSITY OF ATHENS (NTUA)** targeted audience is mainly Academia, Researchers, Standardisation bodies, Public Administrations and Policy Officers. Dissemination of scientific results and practical examples through highly ranked conferences and journals is envisaged, exploiting the extensive experience of NTUA in publishing innovative scientific work. NTUA will also communicate the AEGIS knowledge, advances and innovation potential to the different communities and networks it consists part of. NTUA commits itself to participate in workshops and/or international conferences in order to come in direct contact with other academic institutions, enterprises, researchers and other projects' stakeholders and exchange current practices and opinions. Finally, leveraging its experience on Social Networks, NTUA will diffuse information around AEGIS on various Web 2.0 channels supporting the global visibility of the project.

**ÉCOLE POLYTECHNIQUE FÉDÉRALE DE LAUSANNE (EPFL)** will contribute to the dissemination activities of the project by exploiting the networks already established by the key researchers involved in this project as part of their current and past activities for which they are recognised worldwide. The dissemination task is concerned with the promotion of the project results and the exploitation of them. Dissemination actions will be realized for practitioners, Industrial Associations, and Universities. A detailed dissemination is established and define in detail how the project will be presented through different means:

- Peer reviewed publications dedicated to results of this project will be generated for presentation at international conferences and in journals;
- Workshops and/or special sessions within international conferences will be held at progressive stages in the work (concepts, progress and final dissemination events);
- A book, containing all the main concepts and results of the project will be published with the help of all the partners of the consortium;
- Special issues in selected international journals

**Virtual Vehicle** is a leading and experienced international acting RTO in the field of application-oriented vehicle development and future vehicle concepts for road and rail. The main focus on dissemination and communication activities is on:

- Publishing high quality research on the digitized / quantified-connected vehicle at conferences and in peer reviewed journals.
- VIF will additionally disseminate the project at various annual industrial conferences in Germany and Austria (ProSTEP iViP Symposium, GSVF – Graz Symposium Virtual Vehicle, KnowTech,...) as well as through associations where VIF is engaged on European Level in a direct (e.g. EARPA – European Automotive Research Partner Association, AIOTI – European Internet of Things Innovation) or indirect way - via its wide COMET K2 partner network.

Acting also as the demonstrator partner for Smart Automotive use case, special focus will be delivered on the stakeholders' engagement and dissemination activities of this specific demonstrator.

Following, the individual dissemination and communication plan for the **industrial partners** of the AEGIS consortium:

**GFT ITALIA SRL (GFT)** serves as a strategic information technology partner, which helps companies to optimize their business processes with intelligent and innovative IT solutions and highly skilled specialists, and to transform cutting-edge technological developments into future-proof business models. Towards this direction, the main focus is on disseminating the technical and business outcomes of the project with special interest in insurance companies by providing of insurance services and big data analytics services.

More specifically, GFT will engage in technology transfer networks to disseminate some of the work done in AEGIS and the lessons learnt and its utility in industrial growth sectors. It will also promote the research results within its own client base and contacts in order to further the potential use and take up of the research and development work. GFT will disseminate the results of the project at a European level through some of its own strategic alliances: OSMOSE project is part of IERC (European Research Cluster for Internet of Things), moreover GFT is cooperating with AIOTI (Alliance for Internet of Things and Innovation).

Last, but not least, GFT will disseminate AEGIS results also in synergy with its CODE\_n innovation initiative (<https://www.code-n.org/index.html>). Every year CODE\_n organises a contest based on an issue of global importance and aiming to identify the most promising start-ups from around the globe. 1,500 start-ups from 60 countries have applied for the contest over the past four years, with 200 finalists presenting their business models to 150,000

visitors in the past CODE\_n events. Since this year CODE\_n has established a new cooperation with ZKM (Zentrum für Kunst- und Medientechnologie) and partnerships with leading companies such as TRUMPF and Accenture joining the Federal Ministry for Education and Research to organise innovation events, these events will be an excellent channel for dissemination of AEGIS results.

**UBITECH** is a leading, highly innovative software house, systems integrator and technology provider, established to provide leading edge intelligent technical solutions and consulting services to businesses, organizations and government in order to allow the efficient and effective secure access and communication with various heterogeneous information resources and services, anytime and anywhere. The main target audience for the company is actors and stakeholders in the information and communication technologies (ICT), big data & data analytics scientific community and insurance market.

UBITECH intends to disseminate information about the project scope, objectives and developments to a wide range of stakeholders in the relevant business, industrial and research communities, starting from the preliminary and first results (e.g. conceptualization, framework, architecture, models) at the early stages of the project to more technological mature results (e.g. prototypes, software components, integrated platform, pilots, evaluation) near the end of the project. In particular, UBITECH is going to utilize the following dissemination channels: (a) publication on its corporate website and company newsletter, (b) active participation to EU organized events and conferences, (c) scientific publications in topic-specific journals, conferences and workshops, (d) editing and publication of brochures, press releases and announcements

**SUITE5** is an Information Technology Solutions and Services SME to deliver innovative solutions through state-of-the art technologies, required for any organisation in order to remain competitive, creative and effective. The main target groups to be approached by SUITE5 include:

- SMEs and Industries and commercial partners working on data technologies
- Organisations and Institutions that use large datasets as part of their daily activities
- Researchers and Practitioners around data technologies and analytics methods

During the course of the project, SUITE5 intends to disseminate information about the project scope, objectives and developments to a wide range of stakeholders, mostly focusing on the company's software and industrial partners and customers of its software products in the UK and European market, whereas dissemination will also be performed towards the research community. SUITE5 is going to utilize the following dissemination channels: dissemination via social media, blogs and forums, announcements on the company's website, active participation in selected EU organized events, conferences and trade fairs, publications in bulletins and newsletters, press releases and media announcements.

Additionally, SUITE5 research team plans to present/publish research results in international conferences and scientific journals, targeting to at least 5 scientific publications. SUITE5 is providing the web theme of the project and thus is contributing on the establishment of the communication means of the project.

**HYPERTECH** is an SME company focuses on applied research and innovation activities to create a full suite of services and products appealing to enterprises and organisations while at the same time being able to meet real customer needs.

HYPERTECH is leading the Smart Home demonstrator and thus the targeted audience is the Smart Home Automation vendors, Social/ Health-care service providers, Facility and Building Management Companies. HYPERTECH is also the dissemination and communication leader of the consortium.

Towards this direction, HYPERTECH's dissemination strategy will focus on diffusing the knowledge generated and results produced during the project towards appropriate target groups, with the ultimate aim to support the individual exploitation strategy of the company in the area of smart home automation and advanced assisted living. Dissemination activities implemented by HYPERTECH will start during the early stages of the project, aiming at engaging end-users and relevant stakeholders in co-design and co-creation activities towards delivering user-driven innovations in the market.

In this context, HYPERTECH will mobilize a variety of means and channels to effectively reach them, spanning the corporate website and social media accounts, participation in targeted thematic events in the verticals of home automation and assisted living, along with the production of relevant material (brochures, posters and press releases) to further communicate the project vision and anticipated results.

Following the release of the Smart Home Application developed in the project, HYPERTECH will intensify their individual dissemination effort, in order to support the validation activities of the project and the outreach of adding-value results of the project, through the participation in large commercial exhibitions and fairs and web innovation summits, to demonstrate the novelty and benefits offered for all involved stakeholders.

Acting also as the Dissemination and Communication Manager of the project, HYPERTECH will coordinate the activities towards preparing the communication means and the organization management of the dissemination and communication activities as reported in this deliverable.

### **HDI ASSICURAZIONI S.P.A.**

HDI Assicurazioni is one of the major Italian insurance company with a broad experience in claims data collection and analysis. HDI will disseminate the project results both internally to the other companies of Talanx group at the company events and at ad-hoc meetings with representatives of the sister companies. HDI will present the results of validation of the project tools to insurance conferences and fairs in which it participates. HDI will also investigate the possibility of presenting the project results and technological conference.

Acting also as the demonstrator partner for Smart Insurance use case, special focus will be delivered on the stakeholders' engagement and dissemination activities of this specific demonstrator.

#### 4.5. Activities Impact Monitoring and Assessment

Once dissemination activities begin, it is essential to consider how evaluate the effect that strategies have on delivering the message to identified target groups. Dissemination is not a one-time activity, so it is a long-term relationship with AEGIS target groups (including end users etc.) who might provide on-going feedback to help dissemination strategy to improve messages. Key Performance Indicators (KPI), also known as KSI (Key Success Indicators) will help AEGIS define and measure progress towards fixed goals for dissemination activities.

The initial roadmap plan presented above already includes an indicative set of quantitative expected results (e.g. **number of actions**) and a set of performance metrics (and the way to measure these KPIs). These metrics will be gradually updated to provide a measure of success for the dissemination, communication and stakeholders' engagement activities. As also mentioned above, **a 6-month period** is monitoring of these KPI's will be made to reinforce and improve respective dissemination activities. Individual monitoring for each KPI's related with one activity will help AEGIS dissemination plan to detect its errors, evaluate its success of a particular activity and to achieve the final goals. The Dissemination and Communication Manager (HYPERTECH) will send to all partners an updated table reporting on AEGIS KPI's performance so that all partners are aware of the progress of AEGIS dissemination. See Annex 3. The results of the monitoring will be included in the future dissemination plans and activities reporting deliverables of the project (M18, M30). However when the Dissemination and Communication Manager (HYPERTECH) will notice any risks hindering to meet the target KPI within given timeframe all partners and the Coordinator will be notified about this in order to boost dissemination activities. This evaluation would follow next steps:

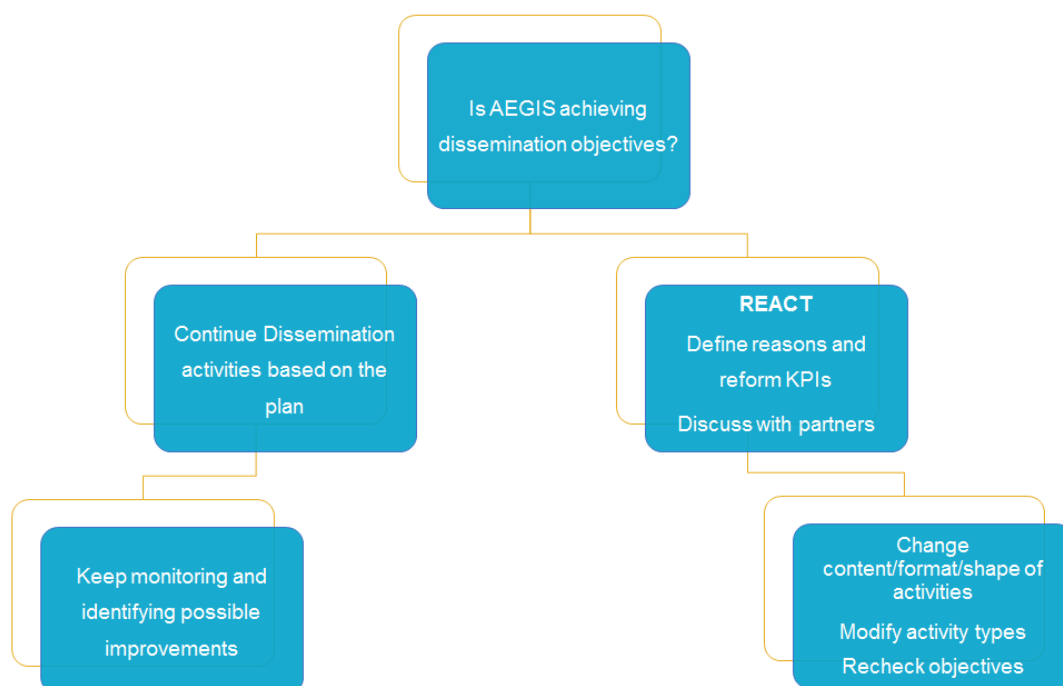


Figure 13 Evaluation of AEGIS Dissemination Performance KPI's

Once again to point out that these are mainly defined for the 1<sup>st</sup> project period, considering also the high potential of dissemination of AEGIS project tangible outcomes by M12 (1<sup>st</sup>



delivery of AEGIS models and software components). The major focus of the AEGIS dissemination planning is concentrated on ensuring that the project's research and practical outcomes are becoming widely visible to the appropriate target communities, at appropriate times and via appropriate methods. Main stakeholders that can contribute to development, evaluation, uptake and exploitation of the AEGIS outcomes will be identified and encouraged to participate. By specifying in previous sections the main dissemination and communication objectives (why), the different target groups (who), the dissemination and communication means (how), we provide as part of the dissemination plan the what's and the when's about dissemination of AEGIS project.

## 5. CONCLUSIONS

The main objective of this deliverable is to establish a multi-dimensional dissemination approach that will address all relevant target groups and raise public awareness among them of the developed technologies and solutions in order to make them aware of AEGIS framework concept. This plan will ensure that the project results, both research outcomes and developed tools are widely disseminated towards relevant target groups: stakeholders groups (targeted user groups and their associations, relevant scientific/technological communities, interested industrial sectors and the potential “consumers”), potential end-users that will be impacted by and benefit from the AEGIS results as well as also the general public.

Considering the timetable of the project, first significant results are to be expected after the modelling work, so from the beginning of the second year of the project. Thus, the major part of the dissemination events will start to be high in that period, although project materials such as the website, the project leaflets and project posters have already been created and presented. Once the empirical results of the project are collected and new insights have been gained, a more detailed message can be addressed to the target groups, enhancing the effectiveness of communication.

During the first period of the project's lifetime, the AEGIS project will start to spread its scientific scope on different fields of dissemination, considering the different periods of the AEGIS dissemination and communication plan presented in this deliverable. A detailed dissemination and communication plan for the 1<sup>st</sup> period of the project has been documented in this deliverable. By M18 an updated version of this plan will be conducted, focusing mainly at the implementation of the dissemination activities during the last project period (M18-M30).

**APPENDIX A: LITERATURE**

- [1]. AEGIS Description of Actions
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- [4]. Cascetta, Pagliara (2013), Public Engagement for Planning and Designing Systems, Social and Behavioral Sciences Volume 87, 10 October 2013, Pages 103-116
- [5]. AEGIS BSCW Repository, <https://bscw.fokus.fraunhofer.de/bscw/bscw.cgi/d2582917>
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**APPENDIX B: LIST OF DISSEMINATION MEANS**

<b>Relevant Scientific Journals</b>
<b>Classic Scientific Journals</b>
<b>Big Data Research</b> <a href="https://www.journals.elsevier.com/big-data-research/">https://www.journals.elsevier.com/big-data-research/</a> The journal aims to promote and communicate advances in big data research by providing a fast and high quality forum for researchers, practitioners and policy makers from the very many different communities working on, and with, this topic. <i>Relation with AEGIS Project: This journal is core to the AEGIS concept from the technological perspective and can be used to disseminate our work regarding the data management architecture and analytics</i>
<b>Journal of Big Data</b> <a href="http://journalofbigdata.springeropen.com/">http://journalofbigdata.springeropen.com/</a> The Journal of Big Data publishes high-quality, scholarly research papers, methodologies and case studies covering a broad range of topics, from big data analytics to data-intensive computing and all applications of big data research. <i>Relation with AEGIS Project: This journal is core to the AEGIS concept from the technological perspective and can be used to disseminate our work regarding the data management architecture and analytics</i>
<b>International Journal of Big Data Intelligence</b> <a href="http://www.inderscience.com/jhome.php?jcode=ijbdi">http://www.inderscience.com/jhome.php?jcode=ijbdi</a> Big data is a rapidly expanding research area spanning the fields of computer science and information management, and has become a ubiquitous term in understanding and solving complex problems in different disciplinary fields such as engineering, applied mathematics, medicine, computational biology, healthcare, social networks, finance, business, government, education, transportation and telecommunications. IJBDI provides a vehicle for disseminating the latest research in big data research, development and applications. <i>Relation with AEGIS Project: This journal is core to the AEGIS concept from the technological perspective and can be used to disseminate our work regarding BI and visualization</i>
<b>Big Data and Information Analytics</b> <a href="https://aimsocieties.org/journals/home.jsp?journalID=27">https://aimsocieties.org/journals/home.jsp?journalID=27</a> Big Data and Information Analytics (BigDIA) is an interdisciplinary quarterly journal promoting cutting-edge research, technology transfer and knowledge translation about complex data and information processing. <i>Relation with AEGIS Project: This journal is core to the AEGIS concept from the technological perspective and can be used to disseminate our work regarding BI and visualization</i>
<b>IEEE Transactions on Distributed and Parallel Computing Systems</b> <a href="http://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=71">http://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=71</a> IEEE Transactions on Parallel and Distributed Systems (TPDS) is published monthly. It publishes a range of papers, comments on previously published papers, and survey articles that deal with the parallel and distributed systems research areas of current importance to readers. <i>Dissemination of AEGIS Data Infrastructures</i>
<b>European Journal of Information Systems</b> <a href="https://link.springer.com/journal/41303">https://link.springer.com/journal/41303</a> The European Journal of Information Systems (EJIS) provides a critical view on technology, development, implementation, strategy, management and policy in this fast-moving field. The journal encourages first rate research articles by academics as well as case studies and reflective articles by practitioners. <i>Relation with AEGIS Project: This journal is core to the AEGIS concept from the technological perspective and can be used to disseminate our work regarding business models</i>
<b>Information Systems Journal</b> <a href="https://www.journals.elsevier.com/information-systems/">https://www.journals.elsevier.com/information-systems/</a> The journal Information Systems publishes articles concerning the design and implementation of languages, data models, process models, algorithms, software and hardware for information systems. <i>Relation with AEGIS Project: This journal is core to the AEGIS concept from the technological perspective and can be used to disseminate our work regarding the data management architecture and analytics</i>
<b>Journal of the Association for Information Systems</b>

<http://aisel.aisnet.org/jais/>

The Journal of the Association for Information Systems (JAIS), the flagship journal of the Association for Information Systems, publishes the highest quality scholarship in the field of information systems. It is inclusive in topics, level and unit of analysis, theory, method and philosophical and research approach, reflecting all aspects of Information Systems globally. The Journal promotes innovative, interesting and rigorously developed conceptual and empirical contributions and encourages theory based multi- or inter-disciplinary research.

*Relation with AEGIS Project: This journal is core to the AEGIS concept from the technological perspective and can be used to disseminate our work regarding the core of AEGIS platform*

### **Journal of Information Technology**

<https://link.springer.com/journal/41265>

The Journal of Information Technology (JIT) is a top-ranked journal in its field, focused on new research addressing technology and the management of IT - including strategy, change, infrastructure, human resources, sourcing, system development and implementation, communications, technology developments, technology futures, national policies and standards, as well as articles that advance understanding and application of research approaches and methods.

*Relation with AEGIS Project: This journal is core to the AEGIS concept from the technological perspective and can be used to disseminate our work regarding the core of AEGIS platform*

### **The Journal of Strategic Information Systems**

<https://www.journals.elsevier.com/the-journal-of-strategic-information-systems>

The Journal of Strategic Information Systems focuses on the strategic management, business and organizational issues associated with the introduction and utilization of information systems, and considers these issues in a global context.

*Dissemination of AEGIS Platform*

### **Research Policy**

<https://www.journals.elsevier.com/research-policy/>

Policy, management and economic studies of science, technology and innovation.

*Relation with AEGIS Project: This journal is core to the AEGIS concept from the technological perspective and can be used to disseminate our work regarding the AEGIS as a marketplace - Business focus*

### **Management Science**

<http://pubsonline.informs.org/journal/mnsc>

Management Science is a scholarly journal that publishes scientific research on the practice of management. Within our scope are all aspects of management related to strategy, entrepreneurship, innovation, information technology, and organizations as well as all functional areas of business, such as accounting, finance, marketing, and operations. We include studies on organizational, managerial, and individual decision making, from both normative and descriptive perspectives.

*Dissemination of AEGIS as a Data Marketplace*

### **Information Systems Research**

<http://pubsonline.informs.org/journal/isre>

Information Systems Research (ISR) is a leading peer-reviewed, international journal focusing on theory, research, and intellectual development for information systems in organizations, institutions, the economy, and society. It is dedicated to furthering knowledge in the application of information technologies to human organizations and their management and, more broadly, to improving economic and social welfare.

*Relation with AEGIS Project: This journal is core to the AEGIS concept from the technological perspective and can be used to disseminate our work regarding the AEGIS as a marketplace - Business focus*

### **Big Data**

<http://www.liebertpub.com/overview/big-data/611/>

Big Data, a highly innovative, peer-reviewed journal, provides a unique forum for world-class research exploring the challenges and opportunities in collecting, analysing, and disseminating vast amounts of data, including data science, big data infrastructure and analytics, and pervasive computing.

The Journal addresses questions surrounding this powerful and growing field of data science and facilitates the efforts of researchers, business managers, analysts, developers, data scientists, physicists, statisticians, infrastructure developers, academics, and policymakers to improve operations, profitability, and communications within their businesses and institutions.

*Relation with AEGIS Project: This journal is core to the AEGIS concept from the technological perspective and can be used to disseminate our work regarding the data management and processing algorithms and*

architectures

### **International Journal of Data Science and Analytics**

<http://www.springer.com/computer/database+management+%26+information+retrieval/journal/41060>

Data-driven scientific discovery is a key emerging paradigm driving research innovation and industrial development in domains such as business, social science, the Internet of Things, and cloud computing. The field encompasses the larger areas of data analytics, machine learning, and managing big data, while related new scientific challenges range from data capture, creation, storage, search, sharing, analysis, and visualization, to integration across heterogeneous, interdependent complex resources for real-time decision-making, collaboration, and value creation. The journal welcomes experimental and theoretical findings on data science and advanced analytics along with their applications to real-life situations.

*Relation with AEGIS Project: The journal is a good candidate to present the concept and the results of the AEGIS pilots, justifying the analytics to be offered by AEGIS and their innovation potential*

### **International Journal of Business Intelligence and Data Mining**

<http://www.inderscience.com/jhome.php?jcode=ijbidm>

IJBIDM provides a forum for state-of-the-art developments and research as well as current innovative activities in business intelligence, data analysis and mining. Intelligent data analysis provides powerful and effective tools for problem solving in a variety of business modelling tasks.

*Relation with AEGIS Project: The journal is a good candidate to present the concept and the results of the AEGIS pilots, justifying the analytics to be offered by AEGIS and their innovation potential*

### **BISE - Business & Information Systems Engineering**

<http://www.bise-journal.com/>

BISE (Business & Information Systems Engineering) is an international scholarly and double-blind peer reviewed journal that publishes scientific research on the effective and efficient design and utilization of information systems by individuals, groups, enterprises, and society for the improvement of social welfare. Information systems are understood as socio-technical systems comprising tasks, people, and information technology. Research published in the journal examines relevant problems in the analysis, design, implementation, and management of information systems.

*Dissemination of AEGIS Demonstrator Activities*

### **Electronic Markets - The International Journal on Networked Business**

<http://www.electronicmarkets.org>

Electronic Markets (EM) is a quarterly, scholarly journal edited at the University of Leipzig, Germany. Published by Springer, EM has emerged as one of the premier journals in the area of electronic and networked business.

*Dissemination of AEGIS Demonstrator Activities*

### **Energies – Open Access Energy Research, Engineering and Policy Journal**

<http://www.mdpi.com/journal/energies>

Energies (ISSN 1996-1073; CODEN: ENERGA) is an open access journal of related scientific research, technology development, engineering, and the studies in policy and management and is published monthly online by MDPI.

*Dissemination of Smart Home Automation Solution*

### **European Transactions on Electrical Power**

[http://onlinelibrary.wiley.com/journal/10.1002/\(ISSN\)2050-7038;jsessionid=F6EA6F6EEBCACF1FA086978016ACD8DD.f03t03](http://onlinelibrary.wiley.com/journal/10.1002/(ISSN)2050-7038;jsessionid=F6EA6F6EEBCACF1FA086978016ACD8DD.f03t03)

European Transactions on Electrical Power publishes original research results on key advances in the generation, transmission, and distribution of electrical energy systems. Of particular interest are submissions concerning the modelling, analysis, optimization and control of advanced electric power systems

*Dissemination of Smart Home Automation Solution*

### **Energy and Buildings**

<https://www.journals.elsevier.com/energy-and-buildings/>

Energy and Buildings is an international journal publishing articles with explicit links to energy use in buildings. The aim is to present new research results, and new proven practice aimed at reducing the energy needs of a building and improving indoor environment quality.

*Dissemination of Smart Home Automation Solution*

### **Hybrid Scientific Journals (research, but also for professional communities)**

#### **Smart and Sustainable Built Environment (Emerald)**

<http://www.emeraldgrouppublishing.com/products/journals/journals.htm?id=sasbe>

The coverage of the journal includes, but is not limited to: Sustainable buildings, infrastructure, districts, cities and the community; Smart and healthy workplace and living environments; Innovative systems, technologies and products responding to emerging challenges; Smart and sustainable design, construction, and operation of new built facilities and regeneration of existing ones; Sustainable development processes, regulations, governance and community engagement; Management of information and knowledge on innovation and sustainability; Communication, education and training of sustainability principles and professional skills.

Sponsored by CIB- Dissemination of Smart Home Demonstrator

#### **VVM – Virtual Vehicle Magazine**

<http://www.v2c2.at/news-media/vvm/>

Virtual Vehicle Magazine ~1500 stakeholders from automotive industry will receive it, periodically submitting articles about project progress

Sponsored by VIF- Dissemination of Automotive Demonstrator

#### **Journal of Management Information Systems**

<http://www.jmis-web.org/issues>

The journal is a widely recognized forum for the presentation of research that advances the practice and understanding of organizational information systems. It serves those investigating new modes of information delivery and the changing landscape of information policy making, as well as practitioners and executives managing the information resource. A vital aim of the quarterly is to bridge the gap between theory and practice of management information systems.

*Dissemination of AEGIS Business Concept*

#### **MIS Quarterly**

<http://www.misq.org/>

The objective of the MIS Quarterly is the enhancement and communication of knowledge concerning the development of IT-based services, the management of IT resources, and the use, impact, and economics of IT with managerial, organizational, and societal implications. Professional issues affecting the IS field as a whole are also in the purview of the journal.

*Dissemination of AEGIS Technologies*

#### **Academy of Management**

<http://aom.org/>

The Academy of Management is committed to advancing theory, research, education, and practice in the field of management. The Academy publishes six journals, each of which broadly contributes to this objective while emphasizing a particular scholarly aspect of it.

*Dissemination of AEGIS Platform*

#### **Big Data Quarterly - The Big Data Magazine**

<http://www.dbta.com/BigDataQuarterly/>

Database Trends and Applications is a magazine covering data and information management, big data, and data science

*Dissemination of AEGIS Data Platform*

## Non- exhaustive list of candidate Scientific Conferences and Workshops

### International Conference on Big Data Science and Engineering

<http://stprp-activity.com/BigDataSE2017>

BigDataSE-17 is the annual event for 2017

*Scope: Focus on Big Data Industry and applications*

### Big Data- ADDS 2017 : Special Issue on Big Data Analytics & Data-Driven Science

<http://stprp-activity.com/BigDataSE2017>

BigDataSE-17 is the annual event for 2017

*Scope: Focus on Big Data Industry and applications*

### IEEE International Conference on Information Reuse and Integration

<http://www.sis.pitt.edu/iri2017/>

*The IEEE IRI conference serves as a forum for researchers and practitioners from academia, industry, and government to present, discuss, and exchange ideas that address real-world problems with real-world solutions. Theoretical and applied papers are both included. The conference program will include special sessions, open forum workshops, panels and keynote speeches.*

*Scope: Focus on Big Data Industry and applications*

### International Conference on Big Data Innovations and Applications

<http://www.ficloud.org/innovate-data-2017/>

*The aim of the Innovate-Data 2017 conference is to promote the state of the art in scientific and practical research of big data and to bring together researchers and practitioners from academia, industry, and public sector in an effort to present their research work and share research and development ideas.*

*Scope: Focus on Big Data Industry and applications*

### 3rd Int. Workshop on Machine learning, Optimization & big Data

<http://www.taosciences.it/mod/>

*Machine learning, Optimization and Big Data including real-world applications for the workshop proceedings and proposals for tutorials.*

*Scope: Focus on Machine Learning & Analytics*

### International Conference on Cloud and Big Data Computing (ICCBDC 2017)--Ei Compendex and Scopus

<http://www.iccbdc.org/>

*The goal of the 2017 International Conference on Cloud and Big Data Computing (ICCBDC 2017) is to establish an international forum for engineers and scientists to present their ideas and experiences in the fields of Cloud and Big Data Computing.*

*Scope: Focus on Big Data Industry and applications*

### Transforming Society with Digital Innovation (ICIS2017 )

<http://icis2017.aisnet.org/submissions/call-for-papers/>

*This special session will bring together scientists with diverse background, interested in both the underlying theoretical principles as well as the application of such methods for practical use in the biomedical, life sciences and health care domain. The cross-domain integration and appraisal of different fields will provide an atmosphere to foster different perspectives and opinions; it will offer a platform for novel crazy ideas and a fresh look on the methodologies to put these ideas into business.*

*Scope: Focus on Applied Digital Innovation*

### SEMANTICS

<https://2017.semantics.cc>



*The annual SEMANTiCS conference is the meeting place for professionals who make semantic computing work, and understand its benefits and know its limitations. Every year, SEMANTiCS attracts information managers, IT-architects, software engineers, and researchers, from organizations ranging from NPOs, universities, public administrations to the largest companies in the world*

*Scope: Focus on Data Semantics and Linked Data*

#### **PRO-VE 2017 - 18th Working Conference on Virtual Enterprises**

<http://pro-ve.org>

*Main Theme: Collaboration in a Data-Rich World  
Increasing availability of sensors and smart devices connected to the Internet, and powered by the pervasiveness of Cyber-Physical Systems and Internet of Things, create an exponential growth of available data. We observe the hyper-connectivity of organizations, people, and machines taking us to data-rich environments and often facing big data challenges. All activities in the world, and everyday life of people, leave trails that can be accumulated on cloud-supported storage, while developments in open data movement contribute to the wide availability of such data.*

*Scope: Focus on renovation of Data Value Chain*

#### **International Conference on New Business Models**

<https://new-business-models.uni-graz.at/en/>

*Given the increasing social and political demands with regard to sustainability, a generation of business models is emerging that can be referred to as New Business Models (NBMs). They provide a logic (rationale) for value creation that is based on an array of principles that encompass cooperation, dematerialization, sharing, or servitisation (e.g., "product as a service").*

*Scope: Focus on AEGIS Business Model*

#### **European Conference on Information Systems**

<http://www.ecis20xx.eu/>

*The European Conference on Information Systems (ECIS) is an annual conference for Information Systems and Information Technology academics and professionals and was affiliated with the Association for Information Systems. T*

*Scope: Focus on renovation of Data Value Chain*

#### **ICE/IEEE International Technology Management Conference**

<http://www.ice-conference.org/>

*ICE/IEEE ITMC Conference brings together leading academics, researchers and practitioners, contributing to the global debate on research, science and innovation*

*Scope: General Scope event towards disseminating different aspects of AEGIS*

#### **DATA ANALYTICS 2017 : The Sixth International Conference on Data Analytics**

<http://iaria.org/conferences2017/DATAANALYTICS17.html>

*Tools, frameworks and mechanisms for data analytics; Open API for data analytics; In-database analytics; Pre-built analytics (pattern, time-series, clustering, graph, statistical analysis, etc.); Analytics visualization; Multi-modal support for data analytics; Google/FaceBook/Twitter/etc. analytics; High-performance data analytics*

*Scope: Focus on Big Data Analytics (Business Brokerage)*

#### **IEEE--2017 2nd International Conference on Knowledge Engineering and Applications**

<http://www.ickea.org/>

*The objective of ICKEA is to present the latest research and results of scientists related to Knowledge Engineering and Applications topics.*

*Scope: Focus on renovation of Data Value Chain*

#### **International Conference on Information Management and Engineering**

<http://www.icime.org/>

*Information Management, Information Systems and Technology, E-Business Engineering and Management, Theory and Practice of Modern Management*  
*Scope: General Scope event towards disseminating different aspects of AEGIS*

#### **Transport Research Arena**

<http://www.traconference.eu/>

*TRA 2018 is an arena for researchers, companies and public authorities active in the field of transport. It welcomes policy makers and stakeholders framing research and transport policy. Together they will share and discuss new ideas, research results, technological solutions and new business models. Together they will experience and shape the future of transport and mobility for people and goods.*

*Scope: Focus on Smart Automotive Services*

#### **Big Data Summit**

<https://www.bitkom-bigdata.de/>

*The Big Data Summit has been the annual meeting of data management decision makers since 2013. Over 700 users of advanced big-data solutions, policy-makers, technology providers, strategy and innovation consultants, as well as academics are brought together*

*Scope: Focus on Smart Automotive Services*

#### **Man and Computer**

<https://www.mensch-und-computer.de/>

*The spread of information technology into all areas of life makes practically all people in different ways to users of computers. The question of usability is a central question in a developing information society. Against the backdrop of the much-acclaimed memorandum "Mensch & Computer 2000. Information, Interaction, Cooperation", the conference series "Mensch und Computer" is an effort to bring different fields of study and fields of practice into a fruitful discourse and in order to benefit as many people as possible to learn.*

*Scope :Focus on Smart Automotive Services*

#### **Mediterranean Conference on Power Generation, Transmission, Distribution and Energy Conversion**

<http://www.medpower2016.com/>

*These conferences are held once at 2 year in Greece and belong to a series of Conferences that have established a major energy platform in the region. The Conference will focus on topics of interest to the Electric Power Industry. It intends to address the vast technological changes in all areas of the electric energy business, products, equipment, methods, and so on.*

*Scope: Focus on Smart Home Automation Services*

#### **Smart Lighting and Smart Sensors**

<http://www.smartlighting.org/>

*The marriage between the Lighting Industry with Semicon (Sensors) and ICT promises to be a sustainable one. One full of new opportunities but also one that asks for changes in the old business models, and that is a big challenge.*

*Scope: Focus on Smart Home Automation Services*

#### **IEEE Workshop on ICT Solutions for eHealth**

<http://icts4ehealth.icar.cnr.it/>

*e-Health is one of the major research topics that have been attracting cross-disciplinary research groups. The deployment of new emerging ICT technologies for Health, especially based on Cloud computing, Internet of Things (IoT), and Computational Intelligence, is attracting the interest of many researchers.*

*Scope: Focus on Assisting Living Services*

#### **Machine Learning for Health Informatics**

<http://hci-kdd.org/machine-learning-for-health-workshop/>

*This special session will bring together scientists with diverse background, interested in both the underlying theoretical principles as well as the application of such methods for practical use in the biomedical, life sciences and health care domain. The cross-domain integration and appraisal of different fields will provide an atmosphere to foster different perspectives and opinions; it will offer a platform for novel crazy ideas and a fresh look on the methodologies to put these ideas into business.*

*Scope: Focus on Assisting Living Services*

### **Additional Annual Conferences**

*SOSP: Symposium on Operating Systems Principles*

*SOCC: Symposium on Cloud Computing*

*Individual IEEE International Congress on Big Data (BigData Congress)*

*IEEE International Conference on Big Data Analysis (ICBDA)*

*International Conference on Big Data and Smart City (ICBDSC)*

*IEEE BigDataService*

*IEEE International Workshop on Big Data Sciences, Technologies, and Applications (IEEE BDSTA)*

*IEEE International Conference on Multimedia Big Data (IEEE BigMM)*

*International Conference on Big-data, Internet of things, and Zero-size intelligence (BIZ2016)*

*IEEE International Conference on Information Reuse and Integration*

*The INNS Big Data conference*

*IEEE International Conference on Big Data and Cloud Computing*

<b>Relevant EU &amp; International Projects</b>	
<b>OrBEET EU Project</b> <a href="http://orbeet.eu/">http://orbeet.eu/</a> 2015/03 to 2018/03	
<b>Short Description:</b> ORBEET established a trusted Systemic Enterprise Operational Rating framework, that will also present the ability for real time building monitoring, continuous measurement of the impact of different activities on the overall building energy performance and most importantly, for timely, relevant feedback that will aim at triggering sustainable behaviours. Thus, within ORBEET energy efficiency will be achieved through progressive improvement of organizational efficiency, while energy performance will be optimally balanced with business performance and occupant preferences to avoid organizational performance degradation or loss of occupant comfort.	
<b>Fields:</b> <ul style="list-style-type: none"> <li>· Middleware</li> <li>· Multisensorial environment</li> <li>· Semantic modelling</li> </ul>	<b>Touch points:</b> <ul style="list-style-type: none"> <li>· WSN installations</li> <li>· Semantic modelling</li> <li>· Embedded devices multisensorial network</li> </ul>
<b>Innovation in AEGIS</b> (only common fields with the mentioned project): Within AEGIS focus is on the examination of the WSN technology to be examined also in the project	
<b>Suggested AEGIS Partners leading liaison, means of liaison:</b> HYPERTECH	
<b>MOEEBIUS EU Project</b> <a href="http://www.moeebius.eu/">http://www.moeebius.eu/</a> 2015/11 to 2018/11	
<b>Short Description:</b> MOEEBIUS introduces a Holistic Energy Performance Optimization Framework that enhances current (passive and active building elements) modelling approaches and delivers innovative simulation tools which deeply grasp and describe real-life building operation complexities in accurate simulation predictions that significantly reduce the “performance gap” and enhance multi-fold, continuous optimization of building energy performance as a means to further mitigate and reduce the identified “performance gap” in real-time or through retrofitting.	
<b>Fields:</b> <ul style="list-style-type: none"> <li>· IoT Device</li> <li>· Multisensorial environment</li> <li>· Semantic modelling</li> </ul>	<b>Touch points:</b> <ul style="list-style-type: none"> <li>· Profiling &amp; Home Automation DSS</li> <li>· Semantic modelling</li> <li>· Embedded devices multisensorial network</li> </ul>
<b>Innovation in AEGIS</b> (only common fields with the mentioned project):	

Within AEGIS focus is on the examination of the IoT devices developed in the project	
<b>Suggested AEGIS Partners leading liaison, means of liaison:</b>	
HYPERTECH	
<b>BigDataOcean EU Project</b> <a href="http://www.bigdataocean.eu">http://www.bigdataocean.eu</a> 2017/1 to 2019/08	
<b>Short Description:</b> BIG DATA OCEAN aims to enable maritime big data scenarios for EU-based companies, organisations and scientists, through a multi-segment platform that will combine data of different velocity, variety and volume under an inter-linked, trusted, multilingual engine	
Fields: <ul style="list-style-type: none"> <li>· Maritime Data</li> <li>· Semantic modelling</li> <li>· Data Analytics</li> </ul>	Touch points: <ul style="list-style-type: none"> <li>· Data management mechanisms</li> <li>· Semantic modelling</li> <li>· Data Analytics</li> </ul>
<b>Innovation in AEGIS (only common fields with the mentioned project):</b> To evaluate different approaches towards aggregating and managing data from different open / private data sources	
<b>Suggested AEGIS Partners leading liaison, means of liaison:</b>	
NTUA, UBITECH	
<b>Science2Society EU Project</b> <a href="http://www.science2society.eu/">http://www.science2society.eu/</a> 2016/3 to 2019/03	
<b>Short Description:</b> The overall mission of Science2Society is to understand and improve the efficiency of the European innovation system and the ways it creates new businesses, turns technology into products and services, attracts financing and generally creates value from academic research.	
Fields: <ul style="list-style-type: none"> <li>· Big Data</li> <li>· Semantic modelling</li> <li>· Open Innovation</li> </ul>	Touch points: <ul style="list-style-type: none"> <li>· Big Data Analytics</li> <li>· Multi Domain Analysis</li> <li>· Business Management Big data</li> </ul>
<b>Innovation in AEGIS (only common fields with the mentioned project):</b>	

To evaluate different approaches towards setting the marketplace for datasets as defined in AEGIS	
<b>Suggested AEGIS Partners leading liaison, means of liaison:</b>	
VIF	
<b>SCOTT: Secure Connected Trustable Things</b> <a href="https://www.sba-research.org/2016/11/28/scott-project-proposal-favorably-evaluated-under-the-h2020-ecsel-2016-2-call/">https://www.sba-research.org/2016/11/28/scott-project-proposal-favorably-evaluated-under-the-h2020-ecsel-2016-2-call/</a> 2017/3 to 2020/03	
<b>Short Description:</b> <p>SCOTT: Secure COnnected Trustable Things will provide comprehensive cost-efficient solutions of wireless, end-to-end secure, trustworthy connectivity and interoperability to bridge the last mile to market implementation. SCOTT will not deal with just 'things that are connected', but 'trustable things that are connected', i.e. things interconnected by dependable wireless technology and valuing the end-users' privacy rules.</p>	
Fields: <ul style="list-style-type: none"> <li>· Cyber-physical systems</li> <li>· Smart systems integration</li> <li>· Safe, secure and efficient transfer of information and power</li> </ul>	Touch points: <ul style="list-style-type: none"> <li>· Smart Automotive</li> <li>· Multi Domain Analysis</li> <li>· Data Analytics</li> </ul>
<b>Innovation in AEGIS (only common fields with the mentioned project):</b> Focus on Smart Automotive Domain	
<b>Suggested AEGIS Partners leading liaison, means of liaison:</b>	
VIF	
<b>CloudTeams</b> <a href="https://www.cloudteams.eu/">https://www.cloudteams.eu/</a> 2015/3 to 2017/03	
<b>Short Description:</b> <p>CloudTeams will be a cloud-based platform transforming software development for cloud services into a much easier, faster and targeted process, by engaging communities of users who will participate in the product life cycle to help software teams develop better solutions for customers' problems.</p>	
Fields: <ul style="list-style-type: none"> <li>· Big Data</li> <li>· Semantic modelling</li> </ul>	Touch points: <ul style="list-style-type: none"> <li>· Big Data</li> <li>· Multi Domain Analysis</li> </ul>

· Big Data Marketplace	
<b>Innovation in AEGIS (only common fields with the mentioned project):</b>	
To evaluate different approaches towards setting the marketplace for datasets as defined in AEGIS	
<b>Suggested AEGIS Partners leading liaison, means of liaison:</b>	
NTUA	
<b>Wekit</b> <a href="http://wekit.eu/">http://wekit.eu/</a> 2015/12 to 2018/11	
<b>Short Description:</b>	
WEKIT stands for Wearable Experience for Knowledge Intensive Training. WEKIT is an ambitious European research and innovation project supported under Horizon 2020 to develop and test within three years a novel way of industrial training enabled by smart Wearable Technology (WT)	
Fields: · Big Data · Semantic modelling · IoT Devices	Touch points: · Big Data · Multi Domain Datasets · Wearabel Devices Data
<b>Innovation in AEGIS (only common fields with the mentioned project):</b>	
To examine the potential of exploiting data from wearable IoT devices	
<b>Suggested AEGIS Partners leading liaison, means of liaison:</b>	
GFT	

Also regarding other E.U. funded projects in the Big Data domain where partners of the consortium are not participating, we highlight:

- ICT 14:AEGIS, igDataOcean,Data Pitch, euBusinessGraph, EW-Shop,FashionBrain,QROWD, SLIPO
- ICT 17:Big Data Value ecosystem
- ICT 18:e-Sides,My Health - My Data,SODA,SPECIAL
- ICT 35:K-PLEX

The consortium is committed to participate in conferences and events towards collaborating with other projects in the domain.

## Non - exhaustive List of Fora, Associations, Initiatives and Working Groups

### Big Data Value Association

*The Big Data Value Strategic Research Innovation Agenda (SRIA) defines the overall goals, main priorities, both technical and non-technical, and a research and innovation road-map for the European contractual Public Private Partnership (cPPP) on Big Data Value. The SRIA explains the strategic importance of Big Data, describes the Data Value Chain and sets out the general objective broken down into competitiveness, innovation and technology, societal and operational specific objectives.*

**Partner: NTUA, SUITE5**

**Link:** <http://www.bdva.eu/>

### Big Data Europe

*Big Data Europe will undertake the foundational work for enabling European companies to build innovative multilingual products and services based on semantically interoperable, large-scale, multi-lingual data assets and knowledge, available under a variety of licenses and business models.*

**Partner: SUITE5**

**Link:** <https://www.big-data-europe.eu/>

### ECTP Innovative Building Environment

*The main mission of ECTP and its committees is to develop new R&D&I strategies to improve competitiveness, meet societal needs & take up environmental challenges through an Innovative Built Environment. (Focus on Smart Home & Automation Services as examined in the project)*

**Partner: HYPERTECH**

**Link:** <http://www.ectp.org/>

### European Data Forum

*The European Data Forum (EDF) is a meeting place for industry, research, policymakers and community initiatives to discuss the challenges of Big Data and the emerging Data Economy and to develop suitable action plans for addressing these challenges. Of special focus for the EDF are Small and Medium-sized Enterprises (SMEs), since they are driving innovation and competition in many data-driven economic sectors. The range of topics discussed at the European Data Forum ranges from novel data-driven business models (e.g. data clearing houses), and technological innovations (e.g. Linked Data Web) to societal aspects (e.g. open governmental data as well as data privacy and security).*

**Partner: NTUA, SUITE5**

**Link:** <http://www.data-forum.eu/>

### CODE\_n

*CODE\_n offers an ecosystem designed to network start-ups and established companies and support the development of new, digital business models*

**Partner: GFT**

**Link:** <https://www.code-n.org/index.html>

### W3C Data Activity

*The Data Activity recognizes and works to overcome this diversity to facilitate potentially Web-scale data integration and processing*



<b>Partner: NTUA</b>
<b>Link:</b> <a href="https://www.w3.org/blog/data/">https://www.w3.org/blog/data/</a>
<b>W3C RDF</b>
<i>The goal of this wiki is to provide a "first stop" for more information on Semantic Web technologies, in particular on Semantic Web Standards published by the W3C. It does not aim to give a complete set on information on Semantic Web related events, conferences, ontologies or community efforts.</i>
<b>Partner: NTUA, FOKUS</b>
<b>Link:</b> <a href="https://www.w3.org/RDF/">https://www.w3.org/RDF/</a>
<b>Linked Data Integration Framework (LDIF)</b>
<i>A framework for building Linked Data applications</i>
<b>Partner: SUITE5</b>
<b>Link:</b> <a href="http://ldif.wbsg.de/">http://ldif.wbsg.de/</a>
<b>eeSemantics</b>
<i>HYPERTECH as a participant in eeSemantics: To facilitate an incremental investment of consumers in energy management systems a strong interoperability, close to the plug and play principle, is needed.</i>
<b>Partner: HYPERTECH</b>
<b>Link:</b> <a href="https://webgate.ec.europa.eu/fpfis/wikis/display/eeSemantics/Home">https://webgate.ec.europa.eu/fpfis/wikis/display/eeSemantics/Home</a>
<b>Fraunhofer FOKUS eGovernment laboratory</b>
<i>The Fraunhofer FOKUS eGovernment laboratory has been a neutral, independent forum for cooperation with private and public actors since 2004. The over 80 laboratory partners jointly develop and integrate innovative concepts, applications and best practice solutions.</i>
<b>Partner: FOKUS</b>
<b><a href="https://www.fokus.fraunhofer.de/go/egov_labor">https://www.fokus.fraunhofer.de/go/egov_labor</a></b>
<b>ANIA Associazione Nazionale per le Imprese Assicuratrici</b>
<i>The Association represents the shareholders and the Italian insurance market against the main political and administrative institutions, including the Government and Parliament, trade unions and other social forces.</i>
<b>Partner: GFT, HDI</b>
<b><a href="http://www.ania.it/it/index.html">http://www.ania.it/it/index.html</a></b>
<b>AIOTI Alliance for Internet of Things Innovation</b>
<i>The Alliance for Internet of Things Innovation (AIOTI) was initiated by the European Commission in 2015, with the aim to strengthen the dialogue and interaction among Internet of Things (IoT) players in Europe, and to contribute to the creation of a dynamic European IoT ecosystem to speed up the take up of IoT.</i>
<b>Partner: GFT, VIF</b>
<b><a href="http://www.aioti.org/">http://www.aioti.org/</a></b>
<b>EARPA - European Automotive Research Partners Association</b>

*Founded in 2002, EARPA is the association of automotive R&D organisations. It brings together the most prominent independent R&D providers in the automotive sector throughout Europe. Its membership counts at present 52 members ranging from large and small commercial organisations to national institutes and universities.*

**Partner: VIF**

[www.earpa.eu/](http://www.earpa.eu/)

### **Association of Insurance Companies of Greece**

*The primary aims of the Hellenic Association of Insurance Companies are to develop, by any legal means, the institution of private insurance in our country but also to promote the moral, professional and financial interests of its members to the relevant ministries, to the institutions of the European Union and the international insurance institutions.*

**Partner: UBITECH**

[www.eaee.gr/](http://www.eaee.gr/)

### **Schema.org Community Group**

*The Schema.org Community Group provides a forum for discussing all changes, additions and extensions to schema.org. In addition to providing a public setting for the day to day operation of the project, it serves as the mechanism for reviewing extensions and as a liaison point for all parties developing independent extensions to the schema.org core.*

**Partner: NTUA**

<https://www.w3.org/community/schemaorg/>

### **W3C KISS Community Group**

*The Open knowledge-driven service-oriented system architectures and APIs (KiSS) Community Group has been launched: W3C provide a great variety of standards that can be used to build applications that use the Internet as a platform for communication and integration.*

**Partner: NTUA**

<https://www.w3.org/community/kiss/>

### **Academy of Management (AOM)**

*The Academy of Management (AOM; the Academy) is a professional association for scholars of management and organizations that was established in 1936. It publishes several academic journals, organizes conferences, and provides others forums for management professors and managers to communicate research and ideas.*

**Partner: EPFL**

[aom.org](http://aom.org)

### **Association for Information Systems (AIS)**

*The Association for Information Systems (AIS) serves society through the advancement of knowledge and the promotion of excellence in the practice and study of information systems. AIS is the premier professional association for individuals and organizations who lead the research, teaching, practice, and study of information systems worldwide*

**Partner: EPFL**

<https://aisnet.org/>

<b>Institute for Operations Research and the Management Sciences</b>
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<i>According to INFORMS' constitution, the Institute's purpose is to improve operational processes, decision-making, and management by individuals and organizations through operations research, the management sciences, analytics and related scientific methods. The constitution provides that the mission of INFORMS is to lead in the development, dissemination and implementation of knowledge, basic and applied research and technologies in operations research, the management sciences, analytics and related methods of improving operational processes, decision-making, and management.</i>
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<b>Partner: EPFL</b>
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<b><a href="https://www.informs.org/">https://www.informs.org/</a></b>
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<b>Insurance Association in the UK</b>
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<i>The Association of British Insurers or ABI is a trade association made up of insurance companies in the United Kingdom.</i>
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<b>Partner: SUITE5</b>
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<b><a href="https://www.abi.org.uk/">https://www.abi.org.uk/</a></b>
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<b>List of general ICT trade and research fairs</b>
<b>ICT 2017, Expected November 2017</b>
ICT is one of Europe's most visible forums for ICT research and innovation. It is a biennial event that became a gathering point for researchers, business people, investors, and high level policy makers in the field of digital innovation. Previous editions focuses on policy priorities such as Europe's Digital Agenda and the next financial programme of the European Union for funding research and innovation in ICT. Last edition (ICT 2010) gathered over 5,000 participants.
<i>The timing of ICT'2017 and its relevance makes it a strong candidate for an initial dissemination of AEGIS</i>
<i>Proposed leader of AEGIS participation: HYPERTECH</i>
<b>CeBIT</b>
CeBIT is the world's largest trade fair showcasing digital IT and telecommunications solutions. Usually it takes place in March, in Hanover, Germany.
<i>CeBIT could be a demonstration opportunity for specific components of AEGIS (e.g. sensor cloud, big data solutions etc.)</i>
<i>Proposed leader of AEGIS participation: UBITECH, FOKUS</i>
<b>Smart Lighting</b>
Based on the possibilities offered by the very digital nature of the LED lighting technology, lighting is on its way to becoming fully tunable, manageable, controllable, and even intuitive operative systems, which allows for lighting-on-demand or lighting-as-a-service, i.e. quality lighting when and where it is needed.
<i>Smart Lighting/Smart Sensor is an annual event, presenting innovative home automation solutions</i>
<i>Proposed leader of AEGIS participation: HYPERTECH (Smart Home Demonstrator)</i>
<b>Web Summit 201x</b>
Web Summit (originally Dublin Web Summit) is a technology conference held annually since 2009. The topic of the conference is centred on internet technology and attendees range from Fortune 500 companies to smaller tech companies.
<i>HYPERTECH is annually participating in this event</i>
<i>Proposed leader of AEGIS participation: HYPERTECH (Smart Home Demonstrator)</i>
<b>Mobile World Congress</b>
Mobile World Congress is the world's largest gathering for the mobile industry, organised by the GSMA and held in the Mobile World Capital Barcelona
Mobile World Congress is an annual event at the beginning of the year
<i>Proposed leader of AEGIS participation: FOKUS</i>
<b>Net Future 2017</b>
The NET FUTURES edition in 2017 will serve as a wake-up call for policy makers and technologist alike, for civil society and the young whose future we will influence. It will be the place for deep-dive conversations and learnings right at a time when Europe is at the brink of entering the next industrial revolution: The Net.
<a href="http://netfuturesconference.eu">http://netfuturesconference.eu</a> - 28-29/-6/2017 in Brussels
<i>Proposed leader of AEGIS participation: SUITE5</i>

**IoT Week**

The IoT week will present emerging technologies and solutions related to the Internet of Things with pioneering research projects, SMEs and industries. It will also discuss the recent developments in the IoT standardization landscape. It aims to explore new territories of the Internet of Things (IoT) including:

- Emerging IoT Researches and Technologies
- IoT and Sustainable Development with the adoption of the “International Declaration on IoT for Sustainable Development” to support with IoT technologies the achievement of the 17 SDGs adopted by the UN.
- IoT Security and Privacy including IoT specific emerging threats and the impact of the newly adopted privacy and personal data protection norms.
- IoT Business, Finance, and Industry 4.0
- Hackathon to demonstrate your dexterity in addressing the traditional IoT Week hackathon challenge!
- Exhibition Area for research projects and emerging IoT technologies and solutions

IEEE Global IoT Summit (GIoTS) – for scientific articles is a new IEEE conference collocated with the IoT Week and independently piloted by the IEEE Subcommittee on the Internet of Things to collect and select top level peer-reviewed scientific articles on IoT

<http://iot-week.eu> - 6-9/-6/2017 in Geneva

*Proposed leader of AEGIS participation: HYPERTECH, EPFL*

**Facilities Management 201x**

The Facility Management Conference (FMC) is the largest annual meeting of FM professionals and end users from Greece, bringing together over 500 representatives from all sectors.

[www.facilitymanagement.gr/](http://www.facilitymanagement.gr/)

*Proposed leader of AEGIS participation: HYPERTECH*

**Italy Insurance Forum**

International Research Institute for more than 25 years in Italy, creates content and transfer knowledge for the insurance industry through conferences, specific training courses and personalized training consultancy to develop the skills essential to their business role and their own professional growth.

<http://www.italyinsuranceforum.it/>

*Proposed leader of AEGIS participation: GFT, HDI*

**Insurance IoT Europe Summit**

The Insurance IoT Europe conference and exhibition is the only event created tackling the applications of connected devices across all lines of insurance. Now in its 2nd year, it's a key meeting point for C-level executives and heads of strategy, R&D and innovation to address how IoT is transforming risk, pricing, claims and most importantly – the relationship with your customers.

[www.insurancexus.com/content/insurance-iot-europe-summit](http://www.insurancexus.com/content/insurance-iot-europe-summit)

*Proposed leader of AEGIS participation: GFT, HDI*

**Big Data and Analytics Insurance**

Leverage data to drive business innovation, improve efficiency and meet customer expectations

<http://www.dataanalyticsinsurance.com/>

<i>Proposed leader of AEGIS participation: GFT</i>
<b>GSVF Graz Symposium Virtual Vehicle</b>
The Graz Symposium VIRTUAL VEHICLE addresses major needs and challenges of today's vehicle development: complexity, connectivity, autonomy, and interoperability are key drivers in this exciting decade influencing and altering the automotive value chain as we know it.
<a href="https://www.gsvf.at/index.php/en/">https://www.gsvf.at/index.php/en/</a>
<i>Proposed leader of AEGIS participation: VIF</i>
<b>ProSTEP iViP Symposium</b>
The ProSTEP iViP Symposium is the leading independent PLM conference. Over 500 experts and decision-makers from industry and research are expected to come together for this two-day conference.
<a href="http://www.prostep.org/en/events/symposium/">http://www.prostep.org/en/events/symposium/</a>
<i>Proposed leader of AEGIS participation: VIF</i>
<b>Cloud Expo Europe</b>
Cloud Expo Europe is a tried and tested platform that offers real results for the 500+ exhibitors and sponsors who use our services, year-on-year, as their primary lead generation tool.
<a href="http://www.cloudexpoeurope.com/">http://www.cloudexpoeurope.com/</a>
<i>Proposed leader of AEGIS participation: SUITE5</i>
<b>eChallenges</b>
eChallenges attracts participation from senior representatives of leading government, industry and research organisations around the world.
<a href="http://www.echallenges.org/e2015/">http://www.echallenges.org/e2015/</a>
<i>Proposed leader of AEGIS participation: SUITE5</i>

**APPENDIX C: TEMPLATE FOR MONITORING AEGIS DISSEMINATION KPIS**

	KPI	Status M..
<b>Web portal</b>	Design and Development of the project's web site Regular update of the website content Visitor's countries No of unique users No. of page views Average time spent on the webpage Number of blog posts Number of views in blog posts	
<b>Presence on social media</b>	Establishment of Social Media Channels <b>Twitter/ Facebook</b> Number of followers Number of Tweets Number of Interactions <b>Slideshare/ ResearchGate</b> Number of followers Number of views Number of uploaded Material	
<b>Press releases, newsletters, blogs, e-magazines</b>	Number of press releases	
<b>eNewsletters</b>	Posting and circulation of at least 3 newsletters issues by M18 Number of opens Top opens by country	
<b>Promotional and Dissemination Material</b>	# of project fact sheet/brochure Downloads of materials at the webpage # of project video # of views of the promotional videos on <b>YouTube</b>	
<b>Scientific Publications &amp; articles</b>	# scientific papers including papers about the core of the project # journals & articles Proportion of joint publications Average # of different partners authoring each paper	
<b>Workshops and Demos</b>	# of organization of workshops # of organization of Demos	

	# of organization of hackathons # of attendees in the workshops & demo booths # of follow-up activities resulting from the workshops	
<b>AEGIS Internal Communication</b>	# of training sessions covering the core of the project and aiming to raise awareness # of internal partners events # of links to AEGIS project portal	
<b>Participation in thematic events</b>	# of events attended by Partners # of participants in case of oral presentations of AEGIS	
<b>Contact with Industry and Similar R&amp;D projects</b>	# of industry contact points # of industry communities informed about project # of project with synergies # of webinars organized with industry participations	
<b>Contact with Technical Working Group &amp; Standardization Bodies</b>	# of working groups contacted # of project presentations in Standardization Bodies	