TagItSmart!

Smart Tags driven service platform for enabling ecosystems of connected objects

Grant agreement 688061

TAG IT SMART

WP6: D6.1 Dissemination and communication plan

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Section 1 Introduction

The main goal of dissemination and communication is to raise awareness of the project activities in order to make *TagItSmart!* a successful and sustainable project. This will be carried out by using various communication channels and materials such as press releases, website updates along with the face to face information which includes seminar or invited talks, conferences and workshops.

During dissemination the major task will be to make use of the European Commission communication best practices to define dissemination plans and to select appropriate tools to be used by the consortium for both internal and external communication. The main elements of dissemination plan will be the tasks, responsible partners, materials used, audience addressed and timing. The plan will take into account the timing of the Open Calls (T6.3) and the needs of the ecosystem bootstrapping. It will be updated annually.

The key objectives of the dissemination strategy are: to make known as widely as possible the findings and recommendations of the **TagItSmart!**; to engage with and elicit feedback from stakeholders on the project's deliverables; to stimulate discussion among stakeholders of the project's findings and recommendations; to facilitate and enable close collaboration between different categories of stakeholders and relevant IoT programmers; and to strengthen the research and knowledge base of both researchers and end-users.

Purpose of the Dissemination and Communication Plan

This document describes the Dissemination and Communication Plan to be adopted by TagItSmart! – a project funded by the Research and Innovation Actions under the "ICT 30 – 2015: Internet of Things and Platforms for Connected Smart Objects" of the European Commission. Its purpose is to formalize all communication and dissemination actions planned in the framework of the project, to provide guidelines on the approach and to set out the timeline related to planned events and actions, to ensure that information is shared with appropriate audiences on a timely basis and by the most effective means and channels.

The purpose of the document is:

- to keep a record of all communication and dissemination plans carried out in the framework of the project

- to proactively promote project results through web and social media, publications (conferences and journals), organization of workshops, summer schools etc.

- to contribute to IoT activities/events and to monitor/contribute to standardization process

- to provide guidelines on the approach and to set out the key dates related to planned events and actions

- to ensure that information is shared with appropriate audiences on a timely basis and by the most effective means

More specifically, the objectives of the dissemination and communication plan are:

- to establish and maintain mechanisms for effective and timely communication of project activities
- to inform stakeholders of the progress of the development and encourage interactions between stakeholders. The dissemination strategy will enable stakeholders to provide feedback on the project's deliverables, which will feed into the project at its various stages.
- to coordinate all levels and types of communication in relation to the project

This document is intended to be a live folder, which will continuously be enriched with the forthcoming project's achievements and contributions from project partners. In the course of the project, TagItSmart! partners will continuously review this plan and, finally, a consolidated and updated version will be uploaded on the project website. However, it is expected that the most significant dissemination effort will occur at the beginning of the project to establish the visual identity and during the final year when the principal results will have been achieved.

Section 2 Communication and dissemination strategy

2.1. Communication and dissemination objectives

The major objectives of TagItSmart! regarding communication and dissemination are as follows:

- To communicate and disseminate the knowledge produced by the project and all relevant knowledge available at EU level

- To create a communication platform at EU level for SMEs and EEN members

- To exploit the results of the project after its lifetime

2.2. Guiding principles of the Communication and Marketing Strategy

The basic motivating principles defined for communication and marketing are as follows:

- Communication processes must be clear and known to all consortium partners

- Communication and dissemination must be purposeful and timely

- Dissemination and communication must be open, honest and frank

- In general, relevant information will be available on an open basis

- Communication is a two-way process. It is not just a matter of messages being passed down from the coordinator to partners: upward and horizontal communications are equally important.

2.3. Responsibilities

University of Padova (UNIPD), Italy will contribute to information dissemination through conference participation and by organizing talks in different universities around Europe. In addition, the possibility of organizing workshops on the topic will be investigated, as was done for SecureComm 2012 and Sacmat 2013. UNIPD will present also results to "Researchers Night", as done in 2013 edition, where the research group presented MITHYS work, a system for the mitigation of SSL issues on Android devices.

Each project partner will receive a website manual in order to easily upload press-releases on local events and information about local media publications related to the project, Communication Section. UNIPD (web administrator) will coordinate that process.

2.4. Dissemination and communication levels

The dissemination plan is divided into three strategic focus areas, so that the focus is based on where and when the effort of the dissemination is most needed and effective.

The strategic focus areas are:

- Dissemination at local level

- Dissemination at National level

- Dissemination at European level.

- Dissemination at outside the European

2.5. Target Audience

The Dissemination and Communication Plan contemplates activities and actions to attract the following big categories of target groups:

- Small and Medium Enterprises (SMEs)

- Trade and Professional associations

- Enterprise Europe Network members

- Public authorities

During the project progress the following key messages will be conveyed to the target audiences:

- Presentation of the project and its overall objectives

- Presentation of achieved results

- Dissemination of deliverables and results

    In addition to identifying the target groups/audience to outreach, the major goals are:

- For each group consider main concerns and interest that should be communicated

- For each group consider the communication means that would be most effective to pass the messages

2.6. Communication messages

The consortium shall define the message or messages to be transmitted to the several target groups. An evident objective is to focus on positive achievements and the benefits they could bring. This requires clear agreement and careful coordination among all parties who may act as spokespersons or information sources for a particular project or network. Inconsistent facts, figures, emphases and viewpoints are to be avoided at all costs.

Key messages to be transmitted:

- What is the project about?

- Aim of the project

- Potential impact of the project

- Who is involved in the project?

- What are the project conferences, workshops and events?

- Major developments

- New organizations and stakeholders involving in TagItSmart! network

- Key milestones of the project

2.7. Logo and graphical identity

A graphical identity is composed of visual elements that aim to represent an organization. The TagItSmart! graphical identity will include logo, fonts, colors and text.

It is important to follow the graphical identity, since good use of it will help to consistently communicate and disseminate the project. Guidelines and templates will also save time and effort for the members of the consortium, since no further design work will be necessary.

A model of the TagItSmart! logo has been proposed by the lead applicant and finally supported by all project partners.

2.8. Templates

Templates for text documents and Power Point presentations have to be prepared and made accessible for all members of the project. These will be accessible at project's data repository.

The templates are important to give a uniform image of the project and to establish a visual language that will indicate at a glance that the presented information concerns the TagItSmart! project.

2.9. Channels of dissemination

In order to reach out the above audiences, TagItSmart! will use a number of channels and will cooperate with other relevant national and international organizations, programmers and projects sharing similar objectives. The whole consortium could take part in identifying these potentially useful collaborations. In order to achieve this, we propose a collaboration strategy with other projects/organizations/programmers etc using following steps:

- Firstly identify other EU projects and organizations that would be interesting for potential collaboration i.e. where communication/cooperation would be beneficial for all

- Specify for each identified project or organization areas of interest for cooperation (purpose is to exchange the know-how, tools and reuse the existing knowledge)

- Propose a list of actions to be done during the project to enable this cooperation and specify project partners responsible to further explore and support these cooperation possibilities.

2.10. Identification of stakeholders

Synthetic collaboration matrix – partner's vs identified projects/organizations for collaboration will be made as a result based on the outcomes of above steps. An understanding of stakeholders' interests, drivers and barriers is essential for effective communication and the prioritisation of tools for communication. Understanding stakeholder motivations will enable the consortium to effectively engage, communicate with, and promote current and future dialogue between, different stakeholders.

Stakeholder engagement is key to the success of any initiative. One of the principal tasks of TagItSmart is to identify and characterise stakeholders relevant to the project for the purposes of: 1) identifying individuals to invite and involve in the projects workshops; and 2) disseminating publicity material and key project outputs (e.g., press releases, newsletters, handbook etc.). The identified categories of stakeholders may be updated and redefined as the project progresses.

The different categories of stakeholders identified below have different interests and play different roles towards provisioning IoT for mass-market domain across application sectors. As such, we must try to understand the different roles that stakeholders play within the different phases of linking and expanding existing eco-systems of smart objects. To realize such vision and with the support and research experience of academic partners (UNIS, UNPID), TagItSmart! consortium will involve industries from different and heterogeneous domains, including object suppliers (UNILEVER), consumers and incentives providers (Univerexpert, DONDE, DNET, EVT), as well as telecom and software providers (SIE, FLE) and technology developers (TFE, VTT, DUR, UPC). Such an understanding will help the consortium to optimise its interactions with stakeholders during the course of the project.

The following are the TagItSmart! key stakeholder categories:

Government

- EEN conferences and trainings

- EEN website

- National EEN websites

- EEN partners websites belonging to the TagItSmart! consortium

- Policy makers and MEPs/MPs at European and Member State level

- Regulatory, administrative or public authorities including planners, operators and users of security systems (e.g. local authorities, law enforcement authorities etc.)

Primary means to reaching these stakeholders are through Press releases and newsletters and secondary means includes workshops, external events, publications, networking. TagItSmart will focus on the areas of what the stakeholder wants to do or achieve and identify obstacles/constraints to doing so such as Overhead, lack of cooperation across member states and within national countries, conflicting interests and full agenda's, dependent on political support, availability of funding The major goals to reach out to the above audience which is mainly consists of members of parliament and policy makers are as follows:

- To inform them about policy issues addressed by the consortium

- To inform them about current and emerging trends relating to the use and benefits of using a network or ecosystem of connected smart objects in Europe in various industries involved in mass-market products and services

- To engage them in a dialogue about open access in the implementation of TagItSmart components
- To invite them to consider recommendations made by the consortium, notably with regard to connect mass-market products with the digital world across multiple application sectors
- To increase their interest in the basic theme of the project by invite them to show the progress of the TagItSmart using demos, partial outputs and research publications
- To encourage academic organisations and researchers to conduct further research in regard to the issues of concern raised by the project
- To bridge the gap between the worlds of academia, think tanks, governments, industry and civil societies to create and promote cross-fertilisation of insights from different domains·
- To emergence of a European offer for integrated IoT systems and platforms with identified players capable of acting as technology and infrastructure integrators across multiple application sectors.
- To support discussion on infrastructure issues

TagItSmart consortium foresee that dissemination of project results and interactions with the EIT (European Institute of Innovation and Technology) will play a pivotal role for the wide adoption of TagItSmart! solutions, since EIT is the first EU initiative to fully integrate all three sides of the knowledge triangle (higher education, research and business) through the Knowledge and Innovation Communities (KICs). As such EIT provides an excellent opportunity to further outreach of TagItSmart! to its wide connected network.

Industry

- Manufacturers
- Suppliers
- Service providers
- Vendors
- System integrators
- Industry associations (i.e. trade and labour organisations)

TagItSmart! will engage a number of these industrial communities in different business domains leveraging networks of our project partners. PICOM will support interaction with retail industry, UPC with pharmaceuticals and value added packaging, DNET with agriculture and gaming, DUR with textile industry, Unilever and UNIEX with the consumers in order to promote the concept globally and to create interest for project solutions through a co-creation approach. As the IoT domain is rapidly evolving, this initial list will be evaluated and updated based on the status of these and other initiatives to ensure that the most relevant ones at the given moment are selected. The selection will be done at the very beginning of the project (M3). Furthermore, each selected initiative/community will be contacted and collaboration initiated to identify how the members of these communities can benefit the best from TagItSmart!

RD will do the task of promotion of the project and engagement of all relevant stakeholders, from web entrepreneurs to large multi-national companies. RD will leverage already established communities like IOT Council, FIWARE association and active presence on social networks for dissemination purposes. Further to this, regular and active presence in

IERC activities as well as organization of IoT meetups and presence at all major conferences and workshops combined with strong links to hackers, makers and art communities will ensure large outreach and engagement.

Why we want to reach them?

- To engage industry in the identification of smart tag uses and appropriate responses.

- To understand industry's influence in the policy-making process and the uptake of their "solutions" in creating an ecosystem of connected smart objects.

- To encourage industry to provide its views on the consortium's findings and recommendations as they are being developed and post formulation

- To bridge the gap between the worlds of academia, think tanks, governments, and industry to create and promote cross-fertilisation of insights from different domains.

- To gain their insight and learn from their experiences into the supply and demand side of the requirements and benefits (industry and end users)

- To provide Availability of architectures and methodologies that can be used by integrators and SME's to provide IoT turnkey solutions in a variety of application fields

While it is possible to develop the complete solution within a small group of organizations, TagItSmart! consortium understands very well that global impact and sustainable business are not possible without far broader partnerships and collaborations across the value chain. It is also clear to the consortium that building a large ecosystem with diverse stakeholders requires a lot of effort and resources and can take a lot of time.

Building up from the positive experiences of using the co-creation approach in the FP7 SocIoTal project, TagItSmart! project adopted the co-creation approach and integrated it fully into the work plan. From the very outset, the project will actively engage all relevant stakeholders in a series of meetups and co-creation workshops using a successfully tried out and validated methodology from the EU FP7 SocIoTal project (sociotal.eu). The objective of these activities is to promote the project, but even more to get feedback and important input for the technical work in the project. This feedback will enable us to design the solutions aligned to the needs of stakeholders as well as to react swiftly and adapt to the developments taking place outside of the project, thus adopting an agile approach. The experience and the profile of the TagItSmart! Ecosystem manager combined with the active involvement of other partners in community building initiatives (for example EVT – Web of Things; DNET and VTT – IoT Forum, IoT week, AIOTI), the ability to easily reach consumers (UNILEVER, UNIEX) and project's open source approach will ensure large outreach and engagement of all relevant stakeholders.

Academia

This category of stakeholders includes various big players such as Universities, research institutes, think tanks, discipline specific networks and several small players such as research groups, lecturers/ researchers/course developers and PhD students. UNIPD and UNIS, being a higher education as well as a research-oriented institution will contribute to information dissemination through conference participation and by organizing talks in different universities around Europe. In order to reach out the interested candidates these partners will also disseminate the project results through publications of relevant papers in high quality conferences and journals.

Why we want to reach them?

- To inform them about current and emerging trends relating to create flexible and adaptable smart tags applicable in multiple application sectors in Europe

- To encourage the use of our guidelines, research findings and good practices in respect of Internet of Things.

- To encourage academics to provide their views with regard to the consortium's findings and recommendations as they are being developed as well as once they have been formulated.

- To encourage academic organisations and researchers to conduct further research in regard to the issues of concern to the project's themes.

General public

Particular attention is given to the promotion of project outcomes to the general public as an important stakeholder in the TagItSmart! concept. This will also be achieved using social networks as well as relying on the strengths of marketing and promotion channels of companies like Unilever and Univerexport.

Why we want to reach them?

- To raise the awareness and understanding of the public about the advantages and disadvantages (security and privacy preservation) of the smart tags and services provided using these tags

- To encourage the public to lobby political leaders in support of the consortium's recommendations.

- To raise their awareness of the challenges faced with regards to their use of technology and the consequent dangers of some technologies and applications.

Section 3 Communication and dissemination tools

The communication and discussions activities within the project Consortium are done using following:

- Face to face meeting
- Project file repository (Using VTT Workspace extranet System for document management)
- Regular online conferences (using Skype for Business)
- Mailing lists (One technical e-mail list and one administrative list is used)

The following subtasks will be executed to support the activities identified in the communication and dissemination plan:

- **Project presentation**, fact sheet and logo will be created to help promoting the main ideas of the project and to create a unique visual identity (M3). During the first year of the project, a short animation will be created to explain the benefits and the potential of TagItSmart! project. The project's work plan includes various dissemination activities. One of the important tasks through project presentations is identifying individual stakeholders, creating taxonomy of stakeholders and analysing their stakeholder motivations (i.e. their interests, needs and drivers). This task will form the basis of engaging stakeholders through interviews, focus groups, workshops and other means throughout the project and will ensure that the consortium's analyses, findings and recommendations are based on stakeholder reality.

- **Web site** will be created in M2 and then continuously updated throughout the project. The web site will contain all information about the project structure, consortium, outputs, progress as well as tools for interaction with potential stakeholders.

  The website will be publicised at project-based and related events by the consortium partners. The individual partners will also publicise the website to their own networks of contacts. The TagItSmart! website is designed to be informative yet uncomplicated with clear language to ensure wide communication with diverse categories of stakeholders and external audience. *Outcome measure:* website hits, page views, deliverable/document downloads, comments received, requests for information received.

- **Social networks** profiles will be created and managed actively throughout the project. Due to the variety of potential users (businesses, consumers) different types of social networks will be used, i.e. LinkedIn for addressing the businesses and Facebook for addressing consumers. Twitter will be also used to provide regular updates about the project activities.

- **Public events** like workshops and meetups will be organized to engage stakeholders in an interactive manner with the goal to capture their feedback and involve them in project pilots and eventually ecosystem.

UNIS, being a higher education as well as a research-oriented institution, plans to disseminate the project results through publications of relevant papers in high quality conferences and journals. In addition, related content will also be included in tutorials to be

presented in major international conferences, workshops, summer schools and other events. Due to its previous involvement, UNIS will explore the possibility to host tutorial at IEEE ISSNIP and during the Senzations summer school. Further to this, UNIS will address the SME community using IoT meetup events

Other dissemination and promotional materials like articles for magazines, press releases, appearances at radio and TV, various leaflets, T-shirts etc. will be prepared according to the plan identified in D6.1. Localized versions for each f the participating countries will be made. The Flyers created for promotion of project includes key information such as what is project about, members of consortium, explaining concepts and architecture. These flyers will be created at the start of the project and included on the website for download, distributed manually in project events such as workshops, seminars and conferences. Furthermore, Poster/rollup will also be used to promote the project and later to promote the platform/results to potential users.

3.1. Project flyer

A flyer with an introduction to the project and contact information will be produced within the first year of the project. It will be produced by the WP6-T6.1 leader and supported by the Coordinator. It will be translated in all project languages. The pamphlet will be handed out at all project events and will be uploaded on the TagItSmart! project website.

3.2. Project brochure

The brochure will be published at the end of the project. It will contain the project results and will help the network activities after the project conclusion at local, national and European scale.

3.3. Project website and database

The project website will be developed and maintained by the UNIPD as one of the main communication and dissemination tools towards the main target audiences, as well as towards general public. The TagItSmart! website will allow users to readily collect on-line information about the project and about issues, which might be of interest to stakeholders. The main objective of the website is to act as the main information platform for the partners, the relevant stakeholders and the general public in order to disseminate as widely as possible the project activities, main events and best practices collected.

The website will contain deliverables produced as part of the TagItSmart! project as well as other dissemination and communication items aimed at stakeholders, such as press releases, a project brochure, conference presentations and links to news articles in which the TagItSmart! project has been mentioned. In order to assess how well the website is reaching stakeholders and acting as a source of information, the website will use standard web traffic analysis tools to track the number of visitors and similar metrics over the life of the project. The website will be continually updated throughout the course of the project, and thus will act as a dynamic and up-to-date source of information for stakeholders interested in open access to research data.

The website will include all relevant information about the project, links, gateway to the data base etc. The deliverables/analysis, databases, etc. / developed in the framework of TagItSmart! will hence be made available on the website dedicated to the project and will be freely downloadable. It will be designed to present the scope and objectives of TagItSmart!, and will be updated as key milestones are reached.

The proposed structure of the TagItSmart! web site is the following:

- TagItSmart! Project - objectives, partners, related projects
- Deliverables
- Work packages
- Communication – Events; Publications – articles, press-releases; Printed editions – project leaflet, brochure; ppt presentation of the project, etc.
- Useful information/Links
- Contacts

The web site will be available in all project languages + English and it will aim at SMEs and their associations. The 'language' spoken will be the one of SMEs. The national versions will be managed by the relevant partners.

The web site can also be a very useful tool for co-operation and internal communication among the partners of the project. The access will be granted by a username and password. The following items could be shared: project draft documents, deliverables, etc. depending on the security standards.

3.4. Press releases and articles

At least 12 press releases (one in each quarter) and articles will be prepared in total during the whole project, announcing project objectives, initiatives, events and services and relevant achievements. Articles will be published on the project website, as well as in all partners' websites and newsletters. To ensure transparency of project activities, media will be informed about all project activities and will be invited to all project events, such as conferences, workshops, etc.

The aim is to elicit participation and generate interest in TagItSmart! and related events, draw attention to published reports or drive interested parties to sources such as the project website and make them a useful tool in support of other engagement and dissemination strategies. In addition to English, press releases will be prepared in major European languages for distribution to the media and other stakeholders on completion of specific project milestones and publication of deliverables.

All the project partners will perform this dissemination task. Specifically, Univerexport will use own regular marketing channels including TV, newspaper and on the street billboards as well as in store advertisements primarily addressing consumers. TFE will be giving presentations and plenary talks in leading printed electronics conferences such as Printed Electronics USA and Europe, Flextech, LOPE-C, Coolchain Europe and World Mobile Congress. TFE will also target publications in Corren (local newspaper), Ny Teknik (Swedish Tech magazine), one of the leading Swedish newspapers such as Dagens Nyheter or Svenska Dagbladet. We will also target international press and newsletters in the printed electronics field (such as the OE-A newsletter) and the cold chain field. We will also be publications in social medial such as Linked in and Twitter.

3.5. Social media, including Twitter & blogs

Online social networks are another potentially useful dissemination tool and channel. The TagItSmart! consortium believes this is a good means of outreach to the public. TagItSmart! results may be disseminated through popular social networks such as LinkedIn or Twitter. Twitter is a particularly useful way at engaging participants at events and in increasing the impact and visibility of such events. TagItSmart! workshops and events will have their own Twitter hash tags. A twitter account has been registered, as:

https:// twitter.com/TagItSmart!

Blogs help to publicize project effort and results and may be particularly effective in reaching particular, younger audiences. As part of its media engagement, the consortium will target relevant research blogs to disseminate project knowledge and outcomes. Blogs targeted at particular disciplines, as well as partner blogs will be used to promote and facilitate a dialogue around the project activities. The twitter link and live blogs will be added to the project website by UNIPD for easy access and vast publicity. However, the progress and partial results of the project is updated throughout the project duration by all the project partners. DUR and DONDE will use the company communication channels and forums (conferences, exhibitions, fairs) in which we are active to communicate the results.

Section 4 Events

In the first year of the TagItSmart!, the following tasks will be targeted:

- Communication and dissemination plan and report on activities

- Use Case descriptions, Requirements and Market Analysis

- Initial TagItSmart! Reference Architecture and API description

- Semantic model for FunCodes

- Enablers for FC-scanners

- Resource and Service modelling specification

- Infrastructure for trials and pilots

- Report on ecosystem bootstrapping activities

- Initial real-world demonstration of few use cases

In the Table 1 below we provide a set of Key Performance Indicators (KPIs) defining targets for driving evolution of TagItSmart! ecosystem and adoption of project results on the market. In order to achieve the overall objective, we defined a set of specific technical (TO) and ecosystem/exploitation (EO) objectives, that are mapped to the objectives (WO) devised as part of the implementation plan.

The four technical objectives and two exploitation objectives (EO) of TagItSmart related to its KPIs are as follows:

- To create flexible and adaptable smart tags (ST) applicable in multiple application sectors. (TO1)

- To define ST-scanner enablers that enable easy to use, secure and reliable ST-scanning functionalities. (TO2)

- To create an open platform with a set of tools, enabling technologies and interfaces supporting quick and efficient creation and deployment of ST based applications across multiple sectors. (TO3)

- To support integration of components extending the existing platform and enabling usage of TagItSmart! enablers in the ecosystem of platforms for connected smart objects. (TO4)

- To create a TagItSmart! ecosystem comprising all relevant stakeholders to ensure wide take up, sustainable development, expansion and exploitation of TagItSmart! functionalities. (EO1)

- To increasing visibility of TagItSmart! partners and create new exploitation opportunities. (EO2)

Table 1: KPIs for TagItSmart! ecosystem development

Key Performance Indicator	Target Value	Related Objective(s)
1st year prototype: number of users, Smart Tags types demonstrated, deployed Smart Tags	Users: >20 Number of FCs types: >= 10 Number of deployed FunCodes: >50	TO1-4
2nd year (B2B): number of users, companies, deployed Smart Tags	Users: > 500 Number of Companies: 2-3 Number of deployed Smart Tags: 100-500	TO1-4
3rd year (B2B2C): number of users, companies, deployed Smart Tags	Users: > 1500 Number of Companies: 3-5 Number of deployed Smart Tags: > 500	TO1-4
TagItSmart! community: size in Y1	Size: >300	EO1
TagItSmart! community: size in Y2	Size: >1000	EO1
TagItSmart! community: size in Y3	Size: >5000	EO1
Open calls: open calls carried out, number of applications	Open calls: = 2 Number of applicants: >50	EO1, EO2
2nd year (B2B): external business stakeholders engaged	>= 5	EO1, EO2
3rd year (B2B2C): external business stakeholders engaged	>= 10	EO1, EO2

4.1. Organization and Presentation in Workshops, Seminars & Conferences

Conferences are a means of developing national and international connections with governmental, advocacy or academic opinion leaders, and engaging in a direct, face-to-face communications and discourse. The consortium partners will prepare and deliver papers, slide show presentations and lectures at seminars, relevant events and selected international conferences. A list of conferences to be targeted will be developed throughout the course of the project, with the aim of achieving a good disciplinary and national spread. Consortium partners will participate in key workshops and conferences throughout the course of TagItSmart! about open access in order to increase project visibility and sharing of results as well as to build the TagItSmart! contact list as a result of such networking activities.

UPC will identify publication targets and dissemination events, coordinating the joint contributions to such events and the corresponding attendance by the project partners. It will also foster the submission of scientific contributions to reputable conferences and journals and identify potential standardization opportunities. It will also strengthen the presence of the

project in the most relevant social networks and will also participate in the relevant clustering activities. DNET will leverage own dissemination channels (web site, LinkedIn, Twitter) as well as presence at industrial exhibitions, panels and workshops. It will use his involvement in IoT Forum and AIOTI to promote the project and to extend the ecosystem.

The TagItSmart! dissemination related events (i.e., workshop, conferences, summer schools etc) are as follows planned for the first year of the project are as follows:

- "Smart City Security and Privacy Workshop" (SCSP-W 2016) will be held in conjunction with CPS Week 2016 in Vienna, Austria on 11 – 14 April, 2016.
- Net Futures 2016: Driving Growth in the #DigitalSingleMarket 20 - 21 April, 2016.
- The internet of things (IoT) week 2016, in Belgrade from May 31st to June 2nd, 2016
- IoT-EPI Common Meetings between 21st to 24th of June 2016 with other ICT-30 projects in Valencia
- International Summer School, 2016 at the University of Padua, Padua, Italy
- Summer school senZations'16, September 2016, Poland

Further workshops, seminars and conferences where TagItSmart! plans to participate are described in the following section.

4.1.1. International events

Various international workshops and conferences are supposed to be organized within the project on the occasion of some international events related to relevant environmental services. Conference and journal publications of high quality publication venues will be targeted by the project; by disseminating the project results to highly competent researchers apart from creating awareness and influencing the broader research community, useful technical feedback can be received to help steer the project's technical approach in the correct path. Envisioned targets are the following: (International Conferences) ACM Sensys, ACM Mobisys, USENIX Security, ACMWiSec, IEEE CNS, ACM CCS (International Journals) IEEE Transaction on Mobile Computing, ACM Transactions on Information and System Security, IEEE Transactions on Information Forensics and Security, IEEE Transactions on Dependable and Secure Computing.

4.1.2. Initial international workshops

Main target group: partners, EEN members, SMEs and their associations, local/regional/national stakeholders

Aims: initial involvement of other EEN members, synergy with other EEN project, dissemination of initial results, involvement of public bodies, contacts with policy makers / public administrators; sharing the knowledge.

Main topics: Discussion of interim results of the projects: initial analysis, observatory, beginning of the international network enlargement. Involvement of other public bodies – presentation of best practices. Methodological and technological contributions for the next WPs from other subjects external to the consortium.

Expected n. of participant: 60 people

4.1.3. Advanced international workshops

Main target group: partners, EEN members, SMEs and their associations, local/regional/national stakeholders

Aims: involvement of EEN members, synergies with other EEN project, dissemination of results, involvement of SMEs

Main topics: Discussion on the preparedness of EEN members to face 1st level services; 2nd level service strategy proposed by TagItSmart!. Involvement of other public bodies – presentation of best practices.

Expected n. of participant: 80 people

4.1.4. International Conferences

Conferences are a means of developing national and international connections with industrial, governmental, advocacy or academic opinion leaders, and engaging in a direct, face-to-face communications and discourse.

Main target group: EEN members, SMEs associations, SMEs, all stakeholders' categories

Aims: public presentation of the project results

Main topics: Presentation of the platform, national and international networks, training results, documents for EU policy makers, case studies.

4.1.5. Local workshops

Internally, consortium partners will use workshops to discuss, present and deliberate project related matters and findings. Organization and realization of various local workshops in each Country aimed primarily at local SMEs and local Authorities. There will be dissemination events to be organized in the first 10 months of the project. Further workshops will be organized within WP6 after month 10 and will be dedicated to SMEs and their associations only. Speakers will be the partners, representatives of EEN members with best practices to present, and other relevant players in the 2 key sectors.

Due to its previous involvement, UNIS will explore the possibility to host tutorial at IEEE ISSNIP and during the Senzations summer school. Further to this, UNIS will address the SME community using IoT meetup. In order to lower the entry barriers, Siemens will contribute to internal experts' workshops and tutorials and will distribute training material to developers. EVT will make use of their Engine user base and the "Web of Things" developer community. EVT will leverage its role of co-organizer and sponsor of the Web of Things workshop. UNIPD will contribute to information dissemination through conference participation and by organizing talks in different universities around Europe. In addition, the possibility of organizing workshops on the topic will be investigated. DONDE will also use their network of member institutions (150 nowadays but growing day by day) to disseminate and promote the project results, as they are doing right now when they participate in dondelotiro. They will use their communication channels and forums (conferences, exhibitions, fairs) in which DONDE are active to communicate the results.

Expected n. of participant: At least 20 people per workshop.

The consortium will also convene a final high-level event for the project. This event will provide the opportunity for different categories of stakeholder to engage with the consortium partners and discuss the project's research, methodologies and findings. The event seeks to stimulate an exchange of the project's conclusions and recommendations with stakeholders and promote interaction among different types of stakeholders, including policy-makers, MEPs, representatives from the Member States and local authority representatives, as well as civil protection authorities, academia and industry. The high-level event will constitute the final conference/meeting of the project.

Outcome measure: number of conference papers, number of conference workshops, type and size of conference, conference attendance.

The mapping of various dissemination tools explained in Sections 3 and 4 in this document that the consortium will use to target specific stakeholder categories are arranged in Table 2.

Table 2: Mapping of dissemination tools to stakeholder groups

Stakeholders	Dissemination Tools
Government International Organisations European Commission Policy makers and MEPs/MPs at European and Member State level Regulatory, administrative or public authorities including planners, operators and users of security systems (e.g. local authorities, law enforcement authorities, etc.)	E-mails Project website Focus groups, workshops, reflection group High-level final event Conferences Press releases Media communications
Industry Manufacturers Suppliers Service providers Vendors System integrators Industry associations (including trade and labour organisations)	Project website Press releases Conferences Media communications Workshops (reflection group) Journal Publications
Critical infrastructure operators	Project website E-mail Press releases Conferences Media communications
Civil protection authorities and first responders	Project website E-mail Press releases Conferences Media communications Workshops (reflection group)
Media Blogs Journals Newspapers Radio Television Websites	Project Website Press releases Media communications Features E-mails Telephone
Academia, research institutions and think tanks	Journal articles E-mail Project website Conferences
Civil society organizations and The public	E-mail Press releases Media communications Project website Workshops (reflection group) Social networks

Section 5 Dissemination phases

Table 3 demonstrates that different communication strategies that are best suited to different target groups at various levels of dissemination. Therefore, as project deliverables become available or as events or research exercises are undertaken, the consortium will consider which Target/stakeholder groups the deliverable (or event or research exercise) is most applicable to and will publicise the activity using those means of communications. Towards the end of the project, we will pay particular attention to preparing guidelines for different target groups, and disseminating them accordingly. In the final report on dissemination, due at the end of the project, we will reflect on the success of our dissemination activities by looking at the outcome measures for each of the tools. For events organized by TagItSmart! we will conduct evaluations after the event by sending questionnaires to participants.

Table 3: Timetable of communication strategies

Dissemination level	Means of Communication	Target groups
Local level	Pamphlet Brochure Internet website Press releases Articles Local workshops Company visits	SMEs; Trade and Professional associations presented at local level; Municipalities and regional administrations
National level	Pamphlet Brochure Internet website Press releases Articles Local workshops	SMEs; Trade and Professional associations ; National public authorities; National EEN consortiums ;
European level	Pamphlet; Brochure ; website ; Press releases ; Articles ; International conferences of the project; Conferences, trainings, sector group meetings and website of EEN; Cooperation agreement;	Member of Enterprise Europe Network

Section 6 Dissemination and Communication Plan

Table 4 illustrates the dissemination activities of the project based upon a delivery schedule. The scheduling of these activities is closely aligned with key project deliverables. There are four deliverables associated with the 1st year dissemination strategy of TagItSmart (lead partner indicated in brackets):

- Deliverable 6.1 – Dissemination strategy, due at the end of Month 3, to be reviewed in Months 10 & 17 (UNIPD)

- Deliverable 6.2 – Website, due at end of Month 3, but already up and running from kick-off meeting (UNIPD)

- Deliverable 6.3 – Flyer & poster, due at end of Month 4 (DNET)

- Deliverable 6.4 – Report on dissemination activities, due at end of Month 12 (UNIPD)

Table 4 shows the TagItSmart Dissemination events calendar for 1st year. The red blocks indicate deliverable due dates, and green blocks indicate expected peak activity; exact timing of presentations at external events is unknown. Some activities (e.g. e-mail and press releases) intensify pre and post key deliverables. These deadlines should be regarded as indicative.

Table 4: TagItSmart dissemination events calendar for Y1

Year 1: 2016/2017	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Dissemination strategy/reporting			🟥									🟥
Project website	🟩	🟩	🟥	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩
Twitter	🟩	🟥	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩
E-mail	🟩	🟩			🟩						🟩	
Telephone/Skype												
Workshops				🟩		🟩						
Final conference												
External events				🟩								
Publications						🟩	🟩	🟩	🟩	🟩	🟩	🟩
Brochures & posters						🟩						🟩
Newsletter & press releases		🟩				🟩						🟩

Section 7 Conclusions

This dissemination strategy provides the TagItSmart! project with a solid framework against which to begin disseminating project deliverables and activities. The TagItSmart! consortium will use this as an initial strategy which will be further reviewed, revised and updated as dissemination materials and specific strategies are evaluated for their reach, effectiveness in targeting particular end users, stakeholders and alignment with stakeholder interests and barriers. This document, and more importantly the dissemination strategy will act as a live document; will be revisited in months 12 and 24 in light of increasing experience. TagItSmart! poses particular challenges for effective dissemination, given the variety of stakeholders involved. However, we have already made good progress in identifying stakeholders, and their own challenges. Consortium members have a wide range of experiences in all of the different dissemination tools that we have identified and included in this report.