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**Abstract:** The present deliverable contains the Communication, Dissemination and Awareness Raising Strategies of the Project, aiming to define the purpose of communicating (why) results, news, and other relevant information, alongside with the communication guidelines (how) for all activities performed under the scope of MAGNETO.

\* **Dissemination Level:** PU= Public, RE= Restricted to a group specified by the Consortium, PP= Restricted to other program participants (including the Commission services), CO= Confidential, only for members of the Consortium (including the Commission services)

\*\* **Nature of the Deliverable:** P= Prototype, R= Report, S= Specification, T= Tool, O= Other

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## Revision History

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<b>05/06/2018</b>	1.1	First complete draft	TRT
<b>09/07/2018</b>	1.2	Finalized version including partners remarks, for submission to EC	TRT
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## Glossary

<b>LEA</b>	Law Enforcement Agency
<b>RTF</b>	Result Transferability Framework
<b>TPE</b>	Threat Prediction Engine
<b>WP</b>	Work Package

## **Executive Summary**

The present deliverable is the first release (v1.0) of the Dissemination Strategy and Plan of the MAGNETO Project, aiming at defining the purpose of communicating (why) results, news, and other relevant information, alongside with the communication guidelines (how) for all activities performed under the scope of the project.

MAGNETO addresses significant needs of law enforcement agencies (LEAs) in their fight against terrorism and organised crime, related to the massive volumes, heterogeneity and fragmentation of the data that officers have to analyse for the prevention, investigation and prosecution of criminal offences. These needs have been identified after consulting with different European LEAs –members of the MAGNETO consortium.

To achieve successful dissemination of the project's results, the consortium has defined a set of target audiences (who) with corresponding events and / or publications (where). Each type of audience will be reached via a preferential channel, whether this is through online presence or by physical interaction. Contained in this document are the major events, publications, conferences and social media platforms through which the MAGNETO consortium seeks to promote the project and its results.

Moreover, this deliverable presents the logo identity and the rules for employing it. Writing, references and disclaimer rules are also presented to ensure all communication messages are coherent and appropriate acknowledge the EU funding instruments.

Finally, the current document also presents the mechanisms for ensuring high quality in all publications and dissemination material.

## 1. Introduction

Communication, dissemination and exploitation are key concepts in any project and MAGNETO is not an exception. MAGNETO seeks to enhance the capabilities of Law Enforcement Agencies (LEAs) in their fight against organized crime and terrorist organizations. The important challenges they face have been clearly identified and expressed by the critical mass of LEAs involved in the MAGNETO consortium, and are related to the massive volumes, heterogeneity and fragmentation of the data that officers have to analyse, for the prevention, investigation and prosecution of criminal offences.

All MAGNETO partners are strongly committed to exploiting the project outcomes, and further pursuing its vision, ensuring the project's long-term continuity well beyond its finish time. Dissemination, communication and exploitation activities are three tightly connected pillars that will lead to raising the awareness of the MAGNETO-related challenges and achievements as the project progresses, generating expectations among the targeted communities and paving the way for fertile synergies and business collaborations.

To achieve this final objective, the consortium must define a strategy to communicate, disseminate and seek the exploitation of the project's results. Therefore, this deliverable deals with the overall communication, dissemination and raising awareness strategy of the project, including target audience, means to reach the audience and procedures to follow for this scope. The deliverable will be re-issued on M14 and M26 to better define communication and dissemination plans when the MAGNETO results will be clearly visible.

The MAGNETO approach will aim at engaging the end-user community in a 4-fold way:

- (i) *awareness*: ensuring that the project, its scope and its activities are well-known to potential future users and clients, industrial and scientific communities, and the general public,
- (ii) *understanding*; diffusing the knowledge produced by the project to other actors and players,
- (iii) *engagement*; encouraging the active participation of external parties in project activities, providing fruitful feedback on project direction and findings, and
- (iv) *acting*; transferring the technology produced by the project to other actors and players of the market, and allowing interested parties to validate the project results, as well as producing MAGNETO-inspired solutions.

The MAGNETO project team will devise and implement personalized strategies and communication plans to ensure they meet the particular motivations and behaviours of each target audience. A streamlined approach will be used that produces and documents a very clear communication strategy, a detailed communication action plan and a set of associated outcomes. It is the first critical step in a process that ensures that the project consortium has a clear agreement on the overall mission for communication, key audiences / stakeholders, key communication programs / activities, key messages for each audience / stakeholder, key measures of effectiveness, and roles and responsibilities for communication.

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Once this is in place, the consortium will have broad agreement and a broad understanding on all the important dissemination headings.

In this way, it will be assured that all communication is relevant to the core objectives of the agreed upon dissemination strategy and that key messages are consistently delivered. This is achieved by answering some very simple questions, such as:

- Why communicate information about MAGNETO?
- What does audience need them to know?
- Who are the key audiences?
- Where is the best “place” to reach the targeted audiences?
- When should the message be delivered to increase efficiency?
- How to deliver the most effective message?

The implementation of this methodology will ensure that the project maximizes the impact achieved across targeted audiences.

## 2. Dissemination and communication strategy

In order to maximize the impact of all dissemination activities, a clear strategy must be defined, and its specific objectives should be identified. To ensure that the MAGNETO results are disseminated according to the expectations of all members of the consortium, strategic objectives for all dissemination and communication activities have been identified and are presented below. These objectives are:

- To ensure that target audiences are convinced that more results have been achieved than otherwise possible, as a result of European collaboration on the MAGNETO project;
- To demonstrate how the outcomes of the MAGNETO project are relevant to the everyday lives of a growing cohort of European citizens. In addition, the relevance will be demonstrated through the creation of new jobs within the EU as a result of the exploitation of project results and outputs;
- To assure, where possible, that the results of the MAGNETO project influence policy makers and also decision makers in industry and the scientific community to ensure the long-term impact of the project;
- To ensure that all communication produced is engaging and interesting to the target audience.

### 2.1 General guidelines

Even if the goal is to communicate a large set of information about the MAGNETO project, a set of basic rules need to be followed by each communication action. The guidelines are presented below:

- To ensure that all legal, ethical and privacy criteria are being considered and met;
- To comply with the project's procedures, scope, objectives according to contractual documents;
- To respect the Grant Agreement (GA), Description of Action (DoA) and Consortium Agreement (CA);
- To guarantee the proper use of the funding for maximum efficiency, to demonstrate value for money for all dissemination activities conducted;
- To use the official project material in presentations;
- To avoid publication of restricted and/or commercial data and to ensure that all the necessary procedures prior any publication have been followed;
- To make sure confidentiality is preserved (the Security Advisory Board will be consulted if required);
- To create a responsive and adequate activity addressing the appropriate target audience;
- To avoid the repeated publication of the same work;
- To avoid publication of one's work without proper referencing;
- To guarantee proper referencing and archiving of all dissemination material.

These rules serve as guidelines for all communication activities and should be verified before any outreach by the beneficiary responsible for the given outreach activity.

## **2.2 Why: the aim of communication and dissemination**

The first question to clarify in this document is *Why MAGNETO wants to communicate*. This question and the answers are very important since they will drive all the following activities with a clear purpose in mind.

The multiple communication objectives are based on the strategic objectives and are summarized below:

- Convince the target audiences that the MAGNETO project is a powerful key-enabler for achieving scientific excellence, contributing to competitiveness and solving important societal challenges;
- Demonstrate how the outcomes of the MAGNETO project are relevant to the everyday lives of a growing cohort of European citizens by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways;
- Where possible, make sure that the results of the MAGNETO project influence policy makers and also decision makers in industry and the scientific community to ensure the long-term impact of the project.

## **2.3 What: Communication and dissemination content**

The answer to the second question about *What does the MAGNETO partners want to communicate* is the existence of the MAGNETO project, its objectives, its progress and the derived results.

Being strictly inherent to the partner that desires to communicate, the specific timeline of the project and the audience, the content of any communication is something that cannot be defined at this stage. Nonetheless, it is important to state that each beneficiary will seek to communicate as further as possible the results achieved within the project.

## **2.4 Who: Relevant stakeholders**

The MAGNETO communication and dissemination strategy aims to reach a large and heterogeneous audience. Therefore, several communities will be targeted and the message will be adapted regarding the audience. The main identified categories are:

- LEAs, practitioners & stakeholders;
- Scientific community;
- European Commission;
- Public;
- MAGNETO ecosystem for Open Innovation (e.g. 3<sup>rd</sup> party developers).

During the life of the project and regarding the feedback of our communication, the categories could be refined to better adapt communication if needed. Table 1 identifies the communication means expected to have better impact with respect to the targeted stakeholders.

**Table 1. Targeted stakeholders**

<b>Who</b>	<b>How</b>
<b>Practitioners &amp; stakeholders</b>	Workshops, booths, printed communication, MAGNETO community building
<b>Scientific community</b>	Scientific articles, journals and posters, scientific conferences
<b>European commission</b>	Printed communication
<b>Public</b>	Web site and online presence, printed media, multimedia content
<b>MAGNETO ecosystem</b>	Workshops and printed communication

## **2.5 Where: Choose appropriate channels**

The communication message needs to reach the target audience using the most adequate channels. This means that it is imperative to properly identify the preferred communication channels for each targeted audience (online presence, scientific journals, physical events, etc.). These communication channels can be considered the “place” where the audience is. Additionally, it is important to note that different audiences receive communication messages from different places. The communication strategy of MAGNETO has identified two main classes of “location” where it is desired to reach people to maximize the efficiency of our message: online and physically.

### **2.5.1 Online presence**

A dynamic and interactive website, together with social media accounts – particularly Twitter and LinkedIn– will be created, maintained and regularly updated to boost information flow to all entities with an interest in the project, following the guidelines set in [1]. These online means will also be used to disseminate relevant information to targeted parties. Table 2 summarizes the social media targets. Publicly available information that will be used for this purpose includes:

- information on the project, its objectives, its challenges and the main results and achievements
- information about the consortium members and all organisations involved
- project news (e.g. announcement of project events)
- public deliverables of the project
- publications, conference proceedings and journal articles
- links to websites of interest to the project (complementary research, other national and European initiatives relevant to the project)

Additionally, a repository has been created for sharing internal information between the consortium partners and for archiving the project documents.

**Table 2. Online communication plan**

	<b>Targeted community</b>	<b>Key Performance Indicator</b>	<b>KPI Target Value</b>	<b>Reach level</b>
<b>Project website</b>	General public, local/regional/national authorities, EC, LEAs, industrial companies, SMEs, scientific/research community	Number of visitors, number of returning visits, stay-on-page time, other CEO metrics	2000 unique visitors	International
<b>LinkedIn<sup>1</sup></b>	General public, local/regional/national authorities, EC, LEAs, industrial companies, SMEs, scientific/research community	Number of subscribers	100 members	International
<b>Twitter</b>	General public, local/regional/national authorities, EC, LEAs, industrial companies, SMEs, scientific/research community	Number of followers	300 followers	International
<b>Multimedia content</b>	General public, local/regional/national authorities, EC, LEAs, industrial companies, SMEs, scientific/research community	Number of videos produced	3 videos by the end of the project	International
<b>Newsletters (email)</b>	Local/regional/national authorities, EC, LEAs, industrial companies, SMEs, scientific/research community	Number of newsletters, number of subscribers	2 newsletters per year, 200 subscribers by the end of the 1st year	International
<b>Leaflets, Brochure, Factsheet</b>	Local/regional/national authorities, EC, LEAs, industrial companies, SMEs, scientific/research community	Number of stakeholders reached	400	International

### 2.5.2 MAGNETO Community building

Besides the planned dissemination actions, MAGNETO partners intend to maximize the expected impact by building, maintaining and strengthening an active MAGNETO Community, composed not only by consortium members, but mainly, and most importantly, by external stakeholders, directly benefiting from the project's outcomes. To this end, a targeted stakeholder engagement strategy (Table 3) will be employed from the beginning of the project in Task 10.3. The members of this community will benefit from a dedicated communication channel, in order to be informed about the early findings, to interact

<sup>1</sup> Linked has been chosen over Facebook due to its larger suitability for creating business and practitioners' networks.

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with consortium members, to provide valuable feedback both from the end-user and commercial perspective, to foster future synergies, and eventually to ensure a fast take-up of the developed technologies and tools. Except for the electronic communication channels that will be used for supporting the community, special workshops, demonstrations, hands-on training sessions and roundtables will be exclusively organized for its members, providing early access to tools and results and contributing to capacity building.

**Table 3. Magneto community dedicated communication and dissemination**

	Targeted community	Key Performance Indicator	KPI Target Value	Reach level
<b>Presentations</b>	Industrial companies, SMEs, local/regional/national authorities, EC, LEAs	Number of presentations performed	80 presentations by the end of the project	Private
<b>Training sessions, hands-on workshops</b>	LEAs, local/regional/national authorities	Number of sessions organized, number of trainees	8 sessions by the end of the project, 30 trainees per event	Private

### 2.5.3 Physical presence

The MAGNETO messages will be physically distributed in a large set of events. The kind of messages will be adapted with regards to the targeted audiences and their interest on the MAGNETO project. For example, in public events a poster could be proposed, while in a scientific or technical event a flyer or newsletter is more appropriate. On the other hand, in scientific conferences the research results derived from the project should be disserted.

**Press conferences and press releases:** MAGNETO partners will be proactive in providing information about the potential benefits of the solution during its development phase. Relevant articles and publications will be prepared for all key stakeholder communities. Articles and publications will be produced for journals and targeted specialist media by all partners. A wide variety of communication channels will be used to maximize coverage; press releases (Table 4) will be issued following the latest requirements of the EC.

**Table 4. Preliminary Magneto press communication plan**

	Targeted community	Key Performance Indicator	KPI Target Value	Reach level
<b>Press releases</b>	Industrial companies, SMEs, general public	Number of press releases issued	One press release per year per participating country	National

**Dissemination towards peers/scientific audience:** The partners will put great emphasis on peer-reviewed scientific publications, with the aim of publishing results in the best scientific journals and

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communicating their work at high-ranked international conferences Table 6. Table 5 and Table 6 list some interesting journals and conferences, respectively, where the results of MAGNETO can be published by the members of the consortium throughout the lifespan of the project. The process of scientific publication will be organized based on the strategy developed in WP10. The results will also be disseminated to the academic community through practitioner’s university seminars and theses (M.Sc., Ph.D.). Presentations at different events targeted to relevant interested parties are planned. Publications at journals are also planned.

Apart from external workshops where MAGNETO can be represented, specific workshops will be organized by the MAGNETO consortium where printed communication material will also be distributed.

**Table 5. Journals for Magneto scientific dissemination**

Journal / Conference Name	Areas related to Magneto
IEEE Transactions on Information Forensics and Security	Whole Magneto concept
IEEE Transactions on Pattern Analysis and Machine Intelligence	Information fusion, machine intelligence
International Journal on Multi-Sensor, Multi-Source Information Fusion	Data and information fusion
IEEE Intelligent Systems	Information fusion, semantic reasoning
IEEE Transactions on Knowledge and Data Engineering	Data mining
Knowledge and Information Systems (KAIS)	Data mining
Data Mining and Knowledge Discovery	Data mining
Social Network Analysis and Mining	Data mining
Advances in Data Analysis and Classification	Data mining
Statistical Analysis and Data Mining	Data mining
Intelligent Data Analysis	Data mining
IEEE Transactions on Image Processing	Image and video processing

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IEEE Transactions on Multimedia	Image and video processing
IEEE Transactions on Big Data	Data fusion
IEEE Transactions on Control Systems Technology	Information fusion
IEEE Transactions on Human-Machine Systems	Augmented Intelligence
Big data Research	Big Data
Big Data and Cognitive Computing	Big Data and Artificial Intelligence

**Table 6. Magneto dissemination in scientific conferences**

Event	Full title	Location	Start Date (DD/MM/YY YY)	Areas related to Magneto
ICBDA	IEEE Conference on Big Data and Analytics	TBD	2019	big data, data analytics, data mining
ICBDA	IEEE Conference on Big Data and Analytics	TBD	2019	data mining, management & intelligence, security, pattern recognition
ICDIS	International Conference on Data Intelligence and Security	TBD	2019	combating terrorism and organized crime, national security
ICTTC	International Conference on Terrorism and Transnational Crime	TBD	2019	
ICSACT 2018	20th International Conference on Strategic Approach to Countering Terrorism	TBD	2019	machine learning, data mining, data correlation, intelligent systems for security
CISIS	International Conference on Computational	TBD	2019	information fusion, image and video processing and analysis,

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	Intelligence in Security for Information Systems			multimedia forensics
FUSION	International Conference on Information Fusion	TBD	2019	machine learning
ICML 2018	International Conference on Machine Learning	TBD	2019	machine learning, data mining, text mining, big data
MLDM 2018	International Conference on Machine Learning and Data Mining	TBD	2019	big data, data analytics, data mining
BIGDACI	International Conference on Big Data Analytics, Data Mining and Computational Intelligence	Madrid, Spain	18/07/2018	S/W architecture
SERP	Software Engineering Research and Practice	Las Vegas, USA	30/07/2018	
ICCPCCO 2018	20th International Conference on Community Policing and Counterterrorism Operations	Prague, Czechia	13/08/2018	computational intelligence, machine vision and pattern recognition, dynamic data mining & data stream mining, big data and data science
DSMP	IEEE International Conference on Data Stream Mining & Processing	Lviv, Ukraine	21/08/2018	semantic reasoning
ICWRRS	International Conference on Web Reasoning and Rule Systems	Budapest, Hungary	23/08/2018	signal processing, image analysis, image and video processing, multimedia forensics, digital forensics, data mining, big data
ENFSI	ENFSI Annual Meeting, ENFSI Meetings of relevant Expert Working Groups (Digital Imaging,	Lyon, France	27/08/2018	security, digital forensics, incident management and response, cyber crime

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	Forensic Information Technology, Forensic Speech and Audio Analysis), Conference of the European Academy of Forensic Sciences (EAFS)			
IWCC - ARES	International Conference on Availability, Reliability and Security / International Workshop Cyber Crime	Hamburg, Germany	27/08/2018	semantic reasoning
AIMSA	Artificial Intelligence, Deep Learning	Varna, Bulgaria	12/09/2018	semantic reasoning
RuleML+RR 2018	International Joint Conference on Rules and Reasoning	Luxembourg	18/09/2018	S/W architecture
ECSA	European Conference on Software Architecture	Madrid, Spain	24/09/2018	semantic reasoning
ISWC	International Semantic Web Conference	Monterey, California, USA	08/10/2018	computer vision, image analysis
IP&C	Image Processing and Communications	Bydgoszcz, Poland	14/11/2018	Digital Forensics and Analysis
WIFS 2018	IEEE International Workshop on Information Forensics and Security	Hong-Kong	11/12/2018	areas related to MAGNETO
ICITCS	International Conference on IT Convergence and Security	Hanoi, Vietnam	18/12/2018	image and video processing, analysis and understanding, multimedia forensics
VISAPP 2019	International Conference on Computer Vision Theory and Applications	Prague, Czechia	25/02/2019	machine learning, data analysis, big data

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BigComp	IEEE International Conference on Big Data and Smart Computing	Kyoto, Japan	27/02/2019	combating terrorism and organized crime, national security
ICTTC 2019	International Conference on Terrorism and Transnational Crime	TBD	21/05/2019	machine learning
ICML 2019	International Conference on Machine Learning	Los Angeles, USA	10/06/2019	information fusion, image and video processing and analysis
MFI 2019	IEEE Conference on Multisensor Fusion and Integration for Intelligent Systems	TBD	01/11/2019	Digital Forensics and Analysis
WIFS 2019	IEEE International Workshop on Information Forensics and Security	TBD	11/12/2019	big data, data analytics, data mining
EST 2019	IEEE International Conference on Emerging Security Technologies	TBD	31/12/2019	data management, data intelligence, security, data mining and pattern recognition

Table 7 lists some of the desired professional events (workshops, trade fairs, exhibitions) to be attended in the scope of MAGNETO partners. It is expected that, throughout the project, this list will be updated and further documented in the later versions (v2.0 and v3.0) of this deliverable.

**Table 7. Professional events for Magneto dissemination**

Event	Full title	Location	Date
CEPOL 2019	INNOVATIONS IN LAW ENFORCEMENT - Implications for practice, education and civil society	TBD	2019
HEMUS 2019	International exhibition for defence, antiterrorism and security	Plovdiv, Bulgaria	2019

EUROSATORY 2019	DEFENCE & SECURITY INTERNATIONAL EXHIBITION	Paris, France	2019
EuroSafety	Trade fair for safety	Tampere, Finland	11/09/2018
SOBRA 2018	7th International Fair of Defence, Security, Protection and Rescue	Gornja Radgona, Slovenia	20/09/2018
Retter Wels 2018	Exhibition of Security and deployment organisation	Wels, Austria	20/09/2018
Future forces forum	Advanced technologies in defense and security	Prague, Czechia	17/10/2018
ISE 2018	International Security Expo	London, UK	28/11/2018
Forensics Europe Expo	Forensics exhibition and conference	London, UK	05/02/2019
SCTX 2019	Security and counter-terror expo	London, UK	05/03/2019
INFOPOL	Trade fair for the equipment of police, surveillance and security services, emergency services and disaster response units	Brussels, Belgium	02/04/2019
HEMUS 2019	International exhibition for defence, antiterrorism and security	TBD	May 2019
EUROPOL symposium	Symposium on forensics (TBC)	Lyon, France	2019

## 2.6 When: Communication plan

Active communication action will start at the very beginning of the project and will continue during the its entire life. The dates for the conferences and the professional events can be seen in Table 6 and Table 7, however to prepare the communication at the right time, a calendar of important events and attendance will be created collaboratively with the consortium.

After the end of the project, the website will be maintained as a static web-page. A specific brochure will be prepared at the end of the project to support the consortium members in continuing the promotion of their results and the common results of the MAGNETO project after the end of the project.

## 2.7 How: Communication Management

The communication management during the life of the project will be organized with a set of ordered actions presented below: (1) Initialisation, (2) Execution, (3) Monitoring & Reviewing, (4) Reporting and (5) Closing. A loop will be organized between step 2 and step 4.

### 2.7.1 Initialisation

This step consists mainly in issuing this document, defining the communication strategy and goals, appointing the responsible management team, and designing the basic documents.

#### 2.7.1.1 *Appoint board / Press office*

An Exploitation Board, responsible for the planning and execution of the dissemination and exploitation activities within MAGNETO, will be organized and a Press Officer will be nominated. The Press Officer will be responsible for the revision of all communication and dissemination elements to ensure the general guidelines defined in this document are properly followed). The list of members of the exploitation board is presented in Table 8.

Table 8. Exploitation board

Name	Entity	Role in Exploitation Board
Laurent BELMON	TRT	Chairman and Press Office responsible
Kozik Rafal	ITTI	Exploitation and business planning responsible
Wilmuth Müller	IOSB	Standardization responsible
Pavlos Kosmides	ICCS	Social network administrator
Irene robles	EUROB	Website admin

#### 2.7.1.2 *Define the MAGNETO « branding »*

The MAGNETO branding is defined with the set of logos below, making material distinguishable and clearly recognisable.



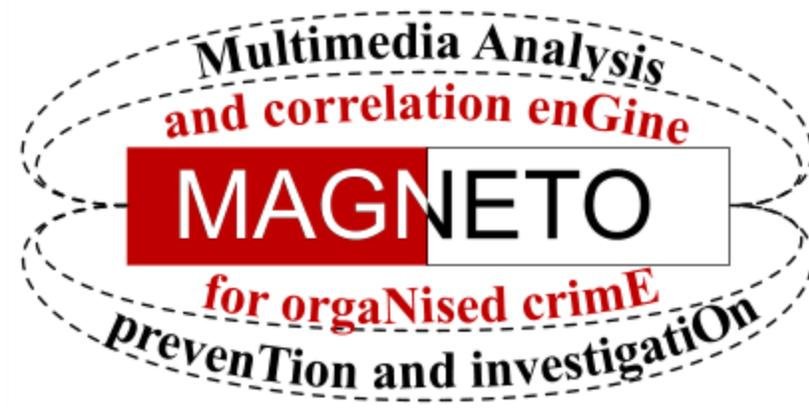


Figure 1. MAGNETO branding

### **2.7.1.3 Prepare basic material**

At the beginning of the project, a project leaflet (introductory brochure) and a flyer will be issued to ensure efficient communication prior to the first results of the project. Furthermore, the poster will be ready for communicating MAGNETO activities inside conferences and public events.

Potential communication and dissemination targets will be kept in a calendar that will be created and maintained, containing publication deadlines, national and international conference dates, exhibitions and other events.

### **2.7.2 Execution**

Once the full communication strategy is defined with the targeted audiences, events, locations and dates, the execution will follow the plan:

1. Prepare communication content;
2. Prepare communication support;
3. Validate through (i) the Scientific and Technical Advisory Board, (ii) the Ethical Advisory Board or (iii) the Security Advisory Board, if applicable;
4. Diffuse the communication and, if possible, obtain feedback;
5. After the communication act, archive the communication for traceability and potential reuse.

### **2.7.3 Monitoring & Reviewing**

This step includes monitoring and analysing the communication activities performed during specified periods in order to ensure that the MAGNETO partners will reach their communication goals at the end of the project. The different indicators will be computed and analysed regarding the targets of the communication activities within the specified period.

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In case that a difficulty is identified that prevents the consortium to reach the desired target that is set in the communication plan, then the communication plan will be updated appropriately in order to increase the effort on this failing dimension. Moreover, it should be noted that the lists of communication targets (people and events) will be reviewed and updated periodically in order to include the most recent and worth attending events/conferences (e.g. identify the dates on the conferences for the following year or add new relevant conferences).

Following the Description of Action, this document will be updated and submitted to EC in M14 and M26. Results of communication, dissemination and community building actions will be published in deliverable D10.5 “Dissemination and Community Building Results” on M36.

Table 9 summarizes the first decided measures regarding communication.

**Table 9. Communication measures**

<b>What</b>	<b>When</b>	<b>Target</b>
Project website	M1	Online
Twitter	M1	Online
LinkedIn group	M1	100 members
MAGNETO community	N/A	80 members (LEAs, 3 <sup>rd</sup> party developers, S&T experts)
MAGNETO Workshop	Once a year	3 workshops
Booth/stand in an international event	M36	1 event
Press release including articles and publications	Once a year	One press release per year per participating country
Scientific articles	M36	5 publications in scientific journals, 10 publications in conferences/congresses, 2 white papers
Project leaflet	M1	400 distributed in total

### **2.7.4 Reporting**

The last step in the loop of the communication process is reporting. In this step, a report shall be created with all the information from the previous monitoring phases. This reporting has two targets: the consortium itself and European Commission. For each reporting period, it is expected that the provided reviews regarding the MAGNETO dissemination and communication strategy and process will be used to revise the strategy for the next reporting period.

### **2.7.5 Closing**

This last step will be executed at the end of the project to finalize the communication. A final deliverable D10.5 “Dissemination and Community Building Results” will summarize the outcomes of the dissemination, communication and community building activities. Moreover, the version of the website on M36 will be kept online after the end of the project.

## **2.8 Communication basic rules**

### **2.8.1 Writing rules**

- Use British English
- In case the communication is done in a foreign language, always add an English abstract
- Always use MAGNETO with capitalized letters
- All documents have to contain all the partners logo

### **2.8.2 References and disclaimer rules**

- Check with Dissemination & Exploitation board
- Follow communication guides [1], [2]
- Cite European project: “This project has received funding from the European Union H2020 Programme for research, technological development and demonstration under the Grant Agreement No. 786629”
- All dissemination materials will include the European Union emblem. For publications in journals and articles in the press, the H2020 logo as well as the emblem of the European Union can’t be included. However, the reference of the funding received from the European Union will be integrated in the acknowledgement
- Insert the following disclaimer in each document: “The contents of this document and the view expressed in the publication are the sole responsibility of the author and under no circumstances can be regarded as reflecting the position of the European Union”.

## **2.9 Document identification**

Each document needs to be clearly identified in order to ensure traceability. The solution used is documented inside the Project Handbook (Deliverable D1.1).

### **3. References**

- [1] Guidance Social media guide for EU funded R&I projects. V1.0 – 06.04.2018
- [2] Communicating EU research and innovation guidance for project participants v1.0 – 25.09.2014