



# I-SEAMORE

## D8.1 FIRST VERSION OF PDCER

### WP.8 DISSEMINATION AND EXPLOITATION

Grant Agreement No.: 101073911

Topic: HORIZON-CL3-2021-BM-01-01

Integrated surveillance ecosystem for European Authorities responsible for Maritime Operations leveraged by reliable and enhanced aerial support.

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## D8.1. FIRST VERSION OF PDCER

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Authors	Oriane Georges (F6S); Ana Maria Madureira (INOV); Elisabete Carreira (INOV)
Reviewers	Ionut Morcan (RBP) / Ana Rita Rodrigues Oliveira (MPT)
Abstract	Presentation of visual identity (logo, flyers, brochures), website launch report, patent search and initial plan for stakeholders and advisory board management.

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## DOCUMENT REVISION HISTORY

Version	Date	Description of change	List of contributor(s)
0.1	15/03/2023	First draft	Oriane Georges, Ana Madureira
0.2	24/03/2023	First review	Ionut Morcan, Rita Rodrigues Oliveira
0.3	31/03/2023	Final draft	Oriane Georges
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## EXECUTIVE SUMMARY

This deliverable, named “D8.1 – First version of PDCER (Plan for Dissemination, Communication and Exploitation of results)” aims to present the initial plan for communication, dissemination, stakeholders and advisory board management for the I-SEAMORE project. It establishes all the related communication and dissemination activities on a structured basis as well as sets up the main tools that will enable the consortium to address relevant audience with appropriate materials and events to promote project results. It also presents a preliminary plan on the Advisory Board management.

The communication, dissemination (and later exploitation) of I-SEAMORE results are fundamental components in enabling the project’s mission and creating a broader impact, even after the life span of the project. With a purpose to achieve these aims, in this document, we will systematically describe and showcase the I-SEAMORE plan for communication and dissemination activities.

This document is issued at the beginning of the project and will require to be updated in M15, March 2023, as Deliverable “D8.2 – Revised PDCER” and the final outcomes from all the communication, dissemination and exploitation related activities will be presented in Deliverable “D8.6 – Final PDCER”.

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## LIST OF ACRONYMS

<b>AB</b>	Advisory Board
<b>EC</b>	European Commission
<b>I-SEAMORE</b>	Integrated Surveillance Ecosystem for European Authorities Responsible for Maritime Operations Leveraged by Reliable and Enhanced Aerial Support
<b>KPI</b>	Key performance Indicators
<b>OEC</b>	Operational Experimentation Centre
<b>PDCER</b>	Plan for Dissemination, Communication and Exploitation of results
<b>PPT</b>	PowerPoint Template



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## 1. INTRODUCTION

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### 1.1. Purpose of the document

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This document is meant to be used as a strategic plan for all promotional activities for the project by the partners. As a living document responding to new development and opportunities, updates of the communication, dissemination (and later exploitation) plan can be made upon approval by the consortium during the implementation process of the project.

The envisaged Dissemination and Communication Plan and Strategy is tailored to contribute to the achieving of the overall project goal.

In this regard, the objectives of the dissemination activities will be focused on:

- Promoting broad visibility of the project effort and disseminate its results and in parallel to assist running projects to coordinate and more effectively promote their communication and dissemination efforts,
- Establishing liaisons with related initiatives and projects both within the social media context and beyond as appropriate,
- Creating and maintaining the project website and appropriate communication channels and dissemination tools,
- Participating in and organizing specific events for increased and effective liaisons, dissemination of information and engagement of key stakeholder in the social media ecosystem.

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### 1.2. Structure of the document

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This document is comprised of the following chapters:

- Chapter 1 – Introduction: outlines the objectives that this document aims to achieve.
- Chapter 2 – Communication plan: offers an overview of project identity (logos, colors, etc.), the channels and materials developed for the project.
- Chapter 3 – Dissemination plan: offers an overview of the target groups, channels and tools, events, and synergies to be used for dissemination purposes.
- Chapter 4 – Schedule & Timing: covers timing and schedule for the first year.
- Chapter 5 – Monitoring & Evaluation: addresses monitoring and ongoing evaluation of the I-SEAMORE outreach plan's efficiency.
- Chapter 6 – Stakeholder engagement and advisory board management: represents the first output which involves the creation and mobilization of a growing community of key stakeholders and experts.
- Chapter 7– Conclusions: presents the conclusions of the deliverable.

In the revised version due in M15 (March 2023), the deliverable will include an additional chapter covering the exploitation of the results.

### 1.3. Theoretical approach

To achieve the communication and dissemination goals, while respecting the project’s main objective, the consortium took inspiration from the recommendations in the booklet **“Making the Most of Your H2020 Project”** (Table 1) from the **European IPR Helpdesk**:

**TABLE 1: REFERENCE TO THE BOOKLET “MAKING THE MOST OF YOUR H2020 PROJECT” FROM THE EUROPEAN IPR HELPDESK**

	COMMUNICATION	DISSEMINATION	EXPLOITATION
<b>DEFINITION</b>	“Communication on projects is a strategically planned process that starts the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communication about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.”	“The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.”	“The utilization of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardization activities.”
<b>OBJECTIVE</b>	Reach out to society and show the impact and benefits of EU-funded R&I activities, e.g., by addressing and providing possible solutions to fundamental societal challenges.	Transfer knowledge & results with the aim to enable others to use and take up results, thus maximizing the impact of EU-funded research.	Effectively use project results through scientific, economic, political or societal exploitation routes aiming to turn R&I actions into concrete value and impact for society.
<b>FOCUS</b>	Inform about and promote the project and its results/success.	Describe and ensure results available for others to use - focus on results only!	Make concrete use of research results (not restricted to commercial use)
<b>TARGET AUDIENCE</b>	Multiple audiences beyond the project’s own community including media and the broad public.	Audiences that may take an interest in the potential use of the results (e.g., scientific community, industrial partner, policymakers).	People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.

## 2. COMMUNICATION PLAN

### 2.1. Brand Identity

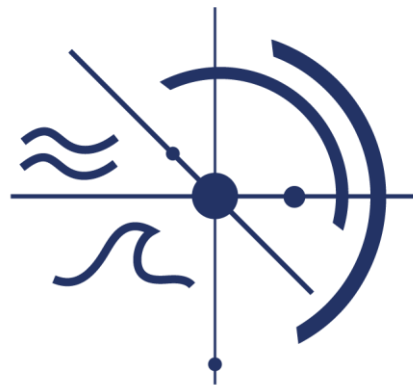
I-SEAMORE brand identity is a language that communicates projects' philosophy and values, establishes projects' voice, and builds an emotional and professional connection with target audiences. The blue color symbolizes security, trust, and loyalty. It sets a baseline tone of the project and becomes the springboard for the expression of the entire visual identity.

The I-SEAMORE brand identity also connects with the project's field – maritime surveillance – and brings a strong connection to the seas and ocean.

#### 2.1.1. Logo

A selection of 7 logos was proposed to the consortium and the I-SEAMORE logo was adopted. (Figure 1)

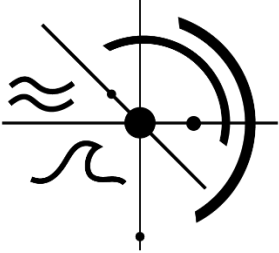

FIGURE 1: I-SEAMORE LOGO



# I-SEAMORE

For the logo to be applicable to the various possible backgrounds, a white and black versions of the logo were also created.








**TABLE 2: I-SEAMORE'S LOGO POSITIVE AND NEGATIVE VERSIONS**

Black version	White version
 <b>I-SEAMORE</b>	 <b>I-SEAMORE</b>

### 2.1.2. Brand book






In order to ensure consistent use of the visual identity developed, a brand book has been created and is available to all consortium partners in the project repository.

**TABLE 3: EXAMPLES OF PAGES OF I-SEAMORE'S BRANDBOOK**

I-SEAMORE Brandbook	
<div data-bbox="226 1039 347 1122" style="background-color: green; color: white; padding: 5px; text-align: center;"> <b>LOGO HOW TO USE</b> </div> <div data-bbox="263 1137 300 1167" style="text-align: center; color: green;">  </div> <div data-bbox="368 1238 571 1256" style="text-align: center; font-size: small;">           LOGO and TYPOGRAPHY in color         </div> <div data-bbox="408 1301 655 1451" style="text-align: center;">    <b>I-SEAMORE</b> </div> <div data-bbox="368 1574 472 1592" style="text-align: center; font-size: small;">           LOGO position 2         </div> <div data-bbox="335 1686 710 1794" style="text-align: center;">    <b>I-SEAMORE</b> </div>	<div data-bbox="879 1039 1000 1122" style="background-color: red; color: white; padding: 5px; text-align: center;"> <b>LOGO HOW NOT TO USE</b> </div> <div data-bbox="911 1137 948 1167" style="text-align: center; color: red;">  </div> <div data-bbox="986 1211 1126 1229" style="text-align: center; font-size: small;">           Do not use other colors...         </div> <div data-bbox="1054 1267 1286 1406" style="text-align: center;">    <b>I-SEAMORE</b> </div> <div data-bbox="1054 1462 1286 1601" style="text-align: center;">    <b>I-SEAMORE</b> </div> <div data-bbox="1054 1664 1286 1803" style="text-align: center;">    <b>I-SEAMORE</b> </div>

### 2.1.3. Color palette

**TABLE 4: I-SEAMORE COLOUR PALETTE**

Primary color	Secondary colors
 HEX: # 243265 PANTONE: 280 C C: 99 M: 90 Y: 32 K: 21 R: 36 G: 50 B: 101	 HEX: # ABC4E6 PANTONE: 658 C C: 31 M: 15 Y: 0 K: 0 R: 171 G: 196 B: 230
	 HEX: # 95BAF9 PANTONE: 7451 C C: 38 M: 19 Y: 0 K: 0 R: 149 G: 186 B: 249
	 HEX: # 415BA3 PANTONE: 7684 C C: 84 M: 71 Y: 4 K: 0 R: 65 G: 91 B: 163
	 HEX: # 5B83DD PANTONE: 2718 C C: 66 M: 47 Y: 0 K: 0 R: 91 G: 131 B: 221

### 2.1.4. Typography

The project communication materials adopt the typography Poppins. Inter font can also be used.

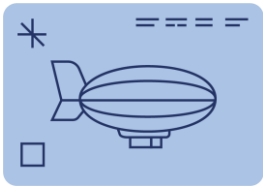
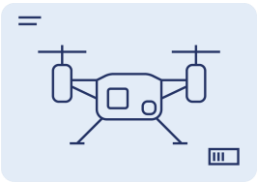

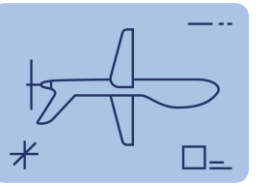


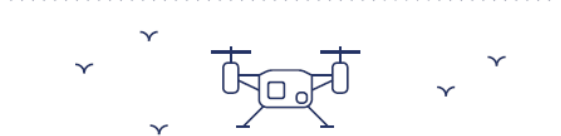

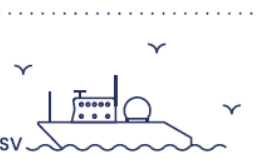
**TABLE 5: I-SEAMORE TYPOGRAPHY**

Logo font	Text font
logo font <b>EXO BOLD</b> (Google fonts) <b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b> <b>1234567890'?"'!"(%){#}{@}/&amp;\&lt;-+÷</b> <b>*=&gt;®©\$€£¥¢;:,.*</b>	text font <b>POPPINS</b> (Google fonts) ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890'?"'!"(%)[#]{@}/&\<-+ ÷×=>®©\$€£¥¢;:,.*

## 2.1.5. Visual elements

A set of visual elements are available to be applied in I-SEAMORE’s communication materials.

**TABLE 6: I-SEAMORE INFOGRAPHICS**

I-SEAMORE’s infographics			
			
 <p>HIGH ALTITUDE - LEO</p>			
 <p>MEDIUM ALTITUDE</p>			
 <p>LOW ALTITUDE</p>			
 <p>MOC</p>		 <p>USV</p>	


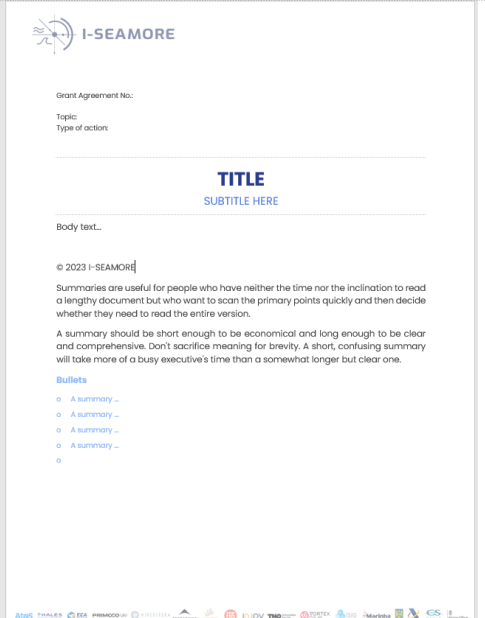
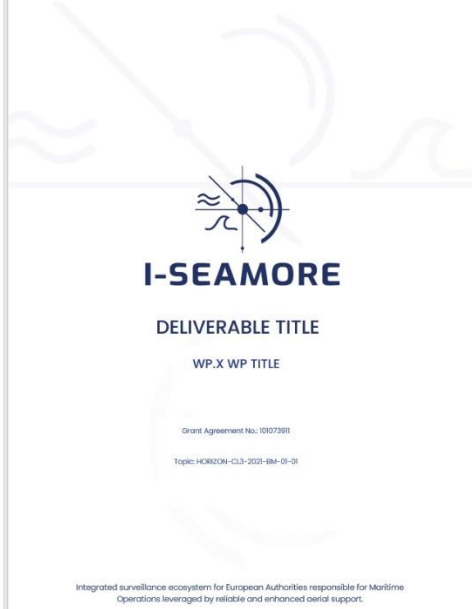
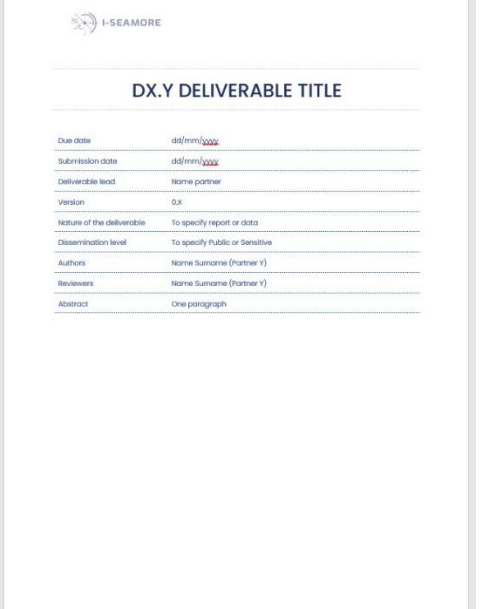
## 2.2. Channels and Tools

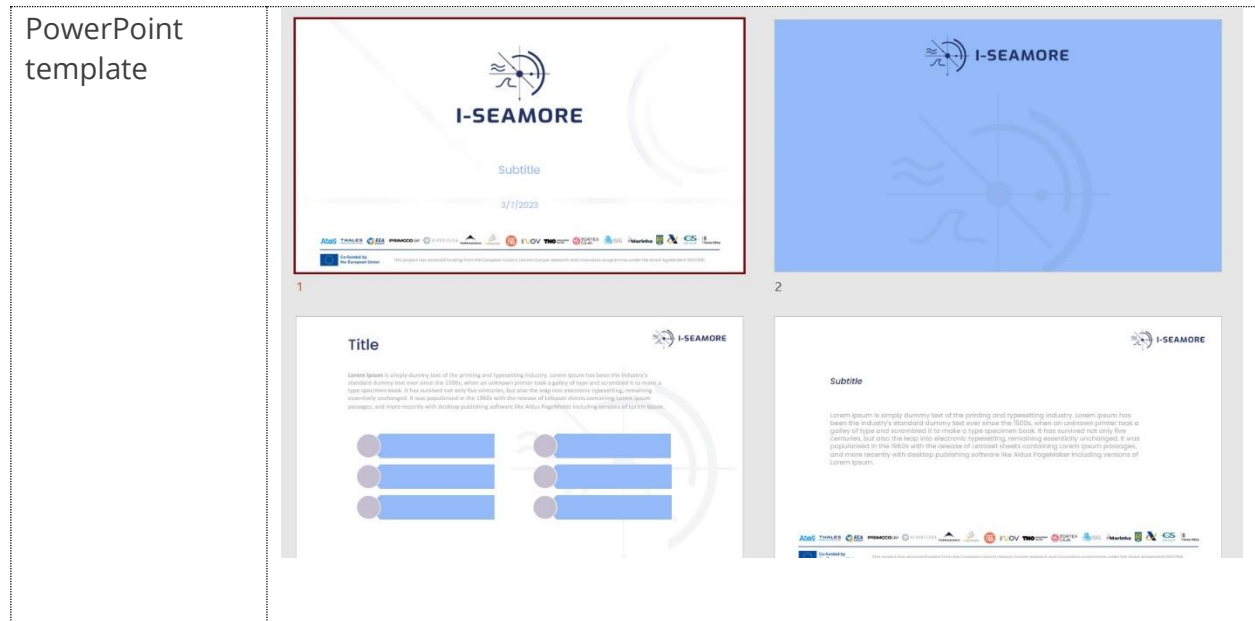
### 2.2.1. Communication materials

#### 2.2.1.1. Templates

I-SEAMORE consortium partners are provided with a Word document template, Word deliverable template and a PowerPoint template to ensure standard format throughout the project lifetime. The templates are made available through the project’s Repository on ATOS’ Own cloud. Partners should use the I-SEAMORE PowerPoint template when presenting the project and/or its outcomes at internal and external events.

**TABLE 7: I-SEAMORE WORD AND POWERPOINT TEMPLATES**

I-SEAMORE's templates	
<p>General document Word template</p>	 
<p>Deliverable Word template</p>	 



### 2.2.1.2. EU Funding information

All communication materials and dissemination of results should demonstrate visibility of EU funding, by displaying the EU emblem and including the following text:

**TABLE 8: EU DISCLAIMER FOR COMMUNICATION AND DISSEMINATION RESULTS**

EU emblem and text to be displayed on communication materials	
 <p><b>Co-funded by the European Union</b></p>	<p>This project has received funding from the European Union's Horizon Europe research and innovation program under the Grant Agreement 101073911. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.</p>

For more information regarding the EU emblem and EU visual identity please consult the latest version of the [official online manuals](#) provided by the EC.

### 2.2.1. Brochure

To support the project's visual identity in a holistic manner, an I-SEAMORE brochure has been developed. It can be printed if the consortium identifies the need for physical events.



**FIGURE 2: I-SEAMORE BROCHURE**


### 2.2.2. Presentations

To support the consortium partners presenting the I-SEAMORE project at events and meetings, a PowerPoint presentation will be prepared and will be available at the project repository.

### 2.2.3. Merchandising

Merchandising products will be developed according to the project's needs as an incentive for the stakeholder engagement rather than distributed for free at events.

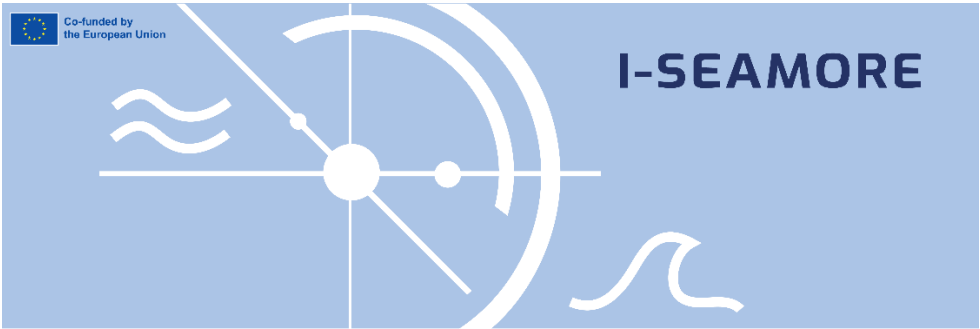


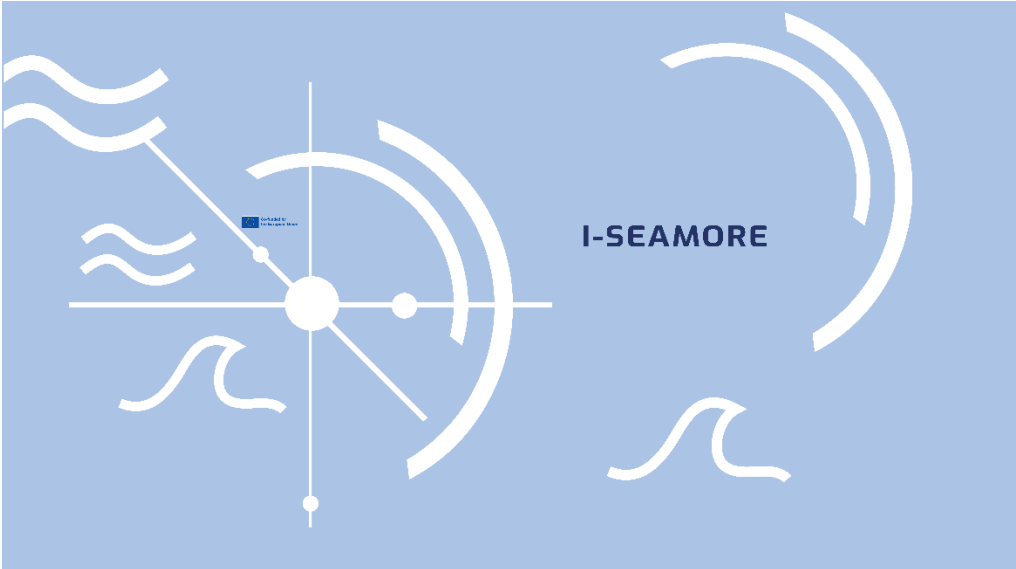
### 2.2.4. Videos

A set of 4 videos will be developed within the project and will be accessible by the general public. They will be hosted on I-SEAMORE YouTube channel and shared on I-SEAMORE website and social media. The first one due in M5 and will present a general overview of the project. The following ones will be developed according to the project milestones such as video of test and demo campaigns.

### 2.2.5. Social Media and newsletters headers

Digital profile and cover pictures following the project's visual identity have been developed, to be used on the different digital channels.

**TABLE 9: SOCIAL MEDIA COVER PICTURE EXAMPLES**

Social media Channel	Cover pictures
LinkedIn	
Twitter	
F6S	
YouTube	

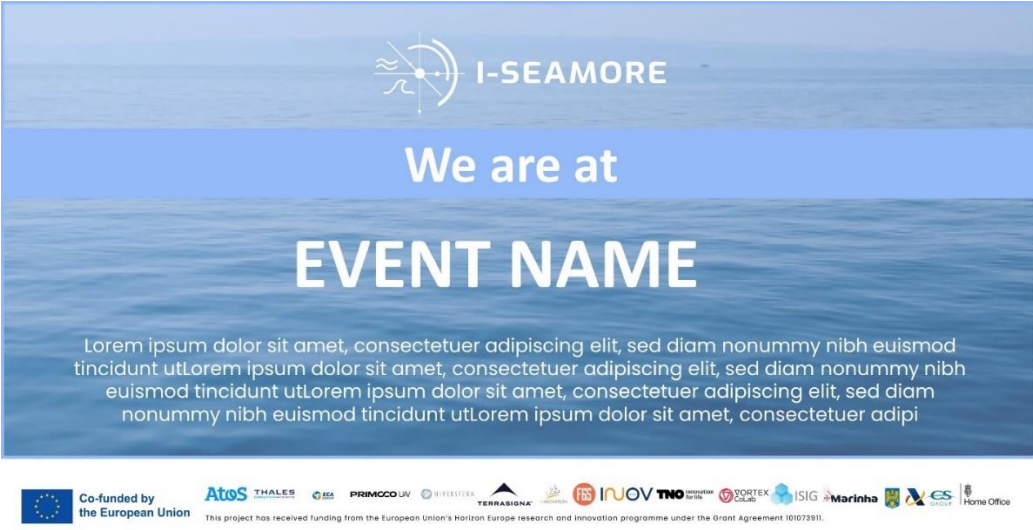
Social media Channel	Cover pictures
Newsletter header	

### 2.2.6. Promotional materials

As a part of the project's branding, a set of social media templates has been created to strengthen I-SEAMORE's online communication and dissemination strategy, as well as to establish an effective online presence on the project's official social media channels.

**TABLE 10: SOCIAL MEDIA VISUALS TEMPLATES**

Template type	Visual
General information	 <p>The visual features a blue background with a white arc and a dark blue circle with lines extending from it. The I-SEAMORE logo is in the top right, followed by the word "TITLE" in large white letters. Below the title is a paragraph of Lorem Ipsum text. At the bottom, there is a row of logos including the European Union, Atos, Thales, ESA, PRIMCO UAV, RIFERITTEA, TERRASIGNA, INOV, TNO, BORTEX COLAB, ISIG, Marinha, and CS. A small text line below the logos reads: "This project has received funding from the European Union's Horizon Europe research and innovation programme under the Grant Agreement 101073911."</p>
Webinar	 <p>The visual features a light blue background with a large, faint circular graphic on the left containing a person icon and other symbols. The I-SEAMORE logo is in the top right. The main text "JOIN OUR WEBINAR" is in large, bold, dark blue letters. Below it, the date "01 / 01 / 2023" is listed with a bullet point. At the bottom, there is a row of logos including the European Union, Atos, Thales, ESA, PRIMCO UAV, RIFERITTEA, TERRASIGNA, INOV, TNO, BORTEX COLAB, ISIG, Marinha, and CS. A small text line below the logos reads: "This project has received funding from the European Union's Horizon Europe research and innovation programme under the Grant Agreement 101073911."</p>
Partner presentation	 <p>The visual features a light blue background with a large white circle on the left. The I-SEAMORE logo is in the top right. Below the logo is a paragraph of Lorem Ipsum text. At the bottom left, there is a line of text: "NAME Surname   Institution". At the bottom right, there is a stylized wave graphic. At the bottom, there is a row of logos including the European Union, Atos, Thales, ESA, PRIMCO UAV, RIFERITTEA, TERRASIGNA, INOV, TNO, BORTEX COLAB, ISIG, Marinha, and CS. A small text line below the logos reads: "This project has received funding from the European Union's Horizon Europe research and innovation programme under the Grant Agreement 101073911."</p>

Template type	Visual
Event organization	

### 2.2.7. Website

The I-SEAMORE website (<https://www.iseamore-project.eu/>) is currently under development and will be available by the end of M4. The website was envisioned as visually oriented and interactive, with a friendly tone of voice. It will follow the official brand identity and target all key I-SEAMORE players, and consist of the basic information that elaborates the project’s key points as well as several call to actions, available through the following website sections:

#### Home page

This website section will briefly introduce the project and present the latest news to invite the visitor to learn more on the project and navigate further on the website.

#### The project section

- About us page

This website section represents an overview of the project, the concept behind the I-SEAMORE research process and its methodology.

- Partners page

This website section represents an overview of all respective partners involved in the project.

#### News section

- Events page

This website section will list and present the past and upcoming events attended or organized by I-SEAMORE.

- Blog page

This website section acts as a blog presenting some milestones of the project.

### **Resources section**

- Deliverables page

This website page will give access to the public deliverables of the project hosted on the community of <https://zenodo.org/>, available with free access.

- Publications page

This website page will give access to the public scientific publications of the project hosted on the community of <https://zenodo.org/>.

- Videos page

This website page will present all the videos of the project.

- Communication Kit page

This website page will present all the communication materials, available to be downloaded.

### **Newsletter**

This website section represents the possibility for all interested parties to sign up for our newsletter.

### **Contact us**

This website section represents the possibility for all interested parties to contact the consortium and leave any comment they feel is relevant.

The content of the website will be promoted using the different social media channels of the project. The I-SEAMORE website statistics will be regularly monitored by the Communication Manager.

Note: Due to the agility of the project, the website sections above might be subject of changes.

**FIGURE 3: A WEBSITE PREVIEW**

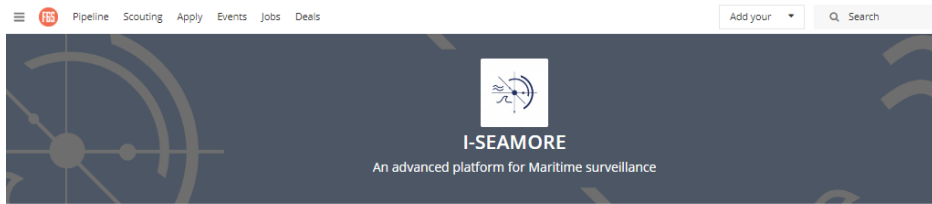

## 2.2.8. Social Media

### 2.2.8.1.F6S

**URL:** <https://www.f6s.com/i-seamore/>

F6S ([www.f6s.com](http://www.f6s.com)) is the largest and fastest growing social platform for founders and startups/SME.

A page has been created at F6S platform concerning I-SEAMORE overall program. It provides information about the project, including the project website and the team, and it will be used for channeling and for the I-SEAMORE community building.

**FIGURE 4: I-SEAMORE F6S PAGE**


I-SEAMORE is an advanced platform with several innovative services and systems to provide European Authorities with increased situational awareness and operational capabilities for Maritime surveillance operations resorting to aerial and water surface support.

It aims to provide European Authorities with increased situational awareness and operational capabilities for Maritime surveillance operations resorting to aerial and water surface support.

I-SEAMORE's 4 main pillars:

- 1) employment and indirect tasking of multiple types of long-endurance Unmanned Assets (aerial and water surface)
- 2) Exploitation of heterogeneous data sources (Including Copernicus Services)
- 3) provision of a common operational picture empowered by a novel and comprehensive suite of data fusion services based on Artificial Intelligence (AI) and Big Data Analysis, for optimal decision making and successful mission execution of the desired mission
- 4) interoperability within the Ecosystem and its interface with...

[More information](#)

### 2.2.8.2. Twitter

**Twitter account:** @i\_seamore

**URL:** [https://twitter.com/i\\_seamore](https://twitter.com/i_seamore)

Twitter platform enables to quickly disseminate short messages and target specific groups of audiences. This platform was chosen firstly to disseminate information about the project. Secondly it provides a space where the I-SEAMORE project can interact with other projects with common synergies. Lastly it will enable to disseminate real time information from workshops and events.

**FIGURE 5: I-SEAMORE TWITTER PAGE**




**Examples of good tweets:**

- 1) Text with call to action + hashtags + link + image + tagging max no. of organisations in the image
- 2) Retweets of partners' tweets or relevant events' tweets
- 3) Recommended hashtags in tweets: #ISEAMORE #MaritimeSurveillance #euproject #research #innovation #HorizonEU #bordermanagement
- 4) Pages to tag in tweets: @REA\_research, @EU\_Commission

**Frequency:** Every other day (plus whenever there is something relevant to post)

**Recommended actions to all partners:** FOLLOW + like & retweet + Tag @i\_seamore in your tweets.

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### 2.2.8.3. LinkedIn

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LinkedIn was also selected to be used as a social platform since it is one of the largest platforms for business owners. The networking opportunity that this platform gives enables to target specific stakeholders that are relevant to the project activities.

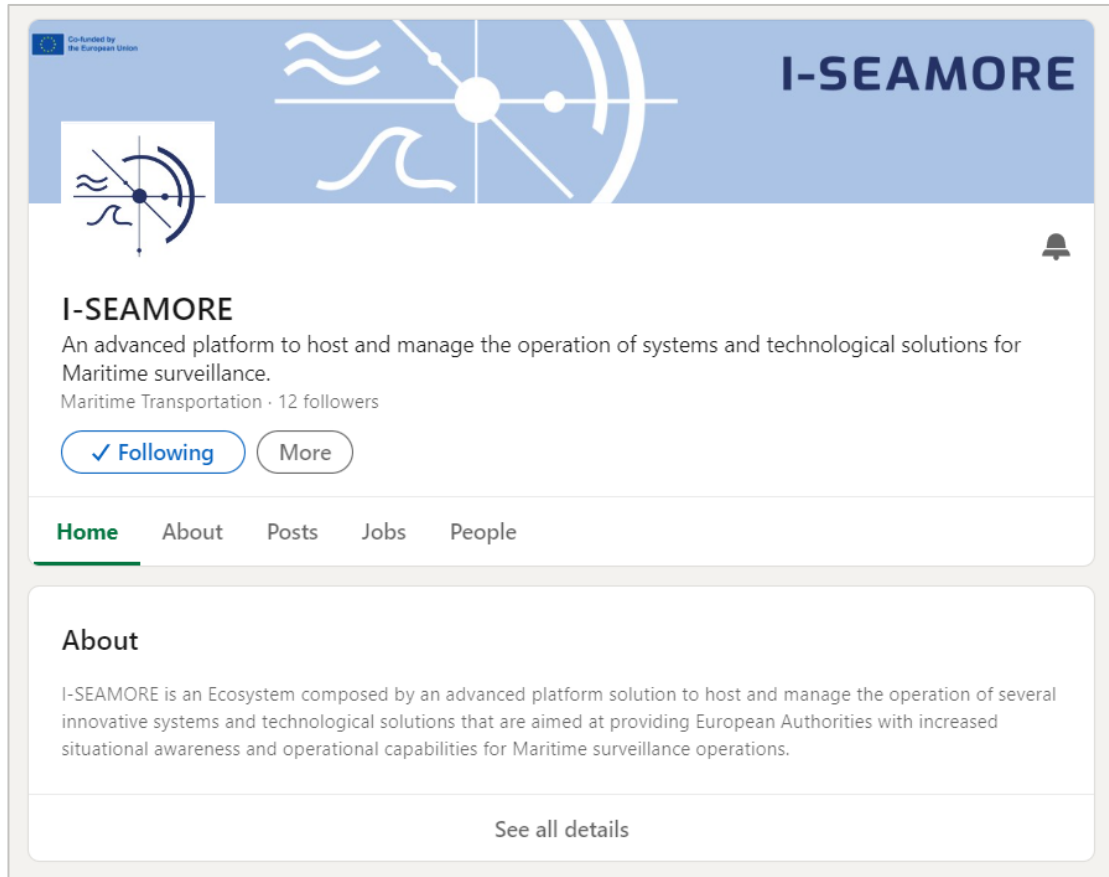
**LinkedIn URL Page:** <https://www.linkedin.com/company/i-seamore/>

Partners will also use their organisations' LinkedIn accounts for disseminating on this social network any posts created within I-SEAMORE page.

**Examples of good posts:** short text + image + link

**Recommended actions to all partners:** always tag the I-SEAMORE LinkedIn page in the posts and use the #ISEAMORE hashtag.

FIGURE 6: I-SEAMORE LINKEDIN PAGE

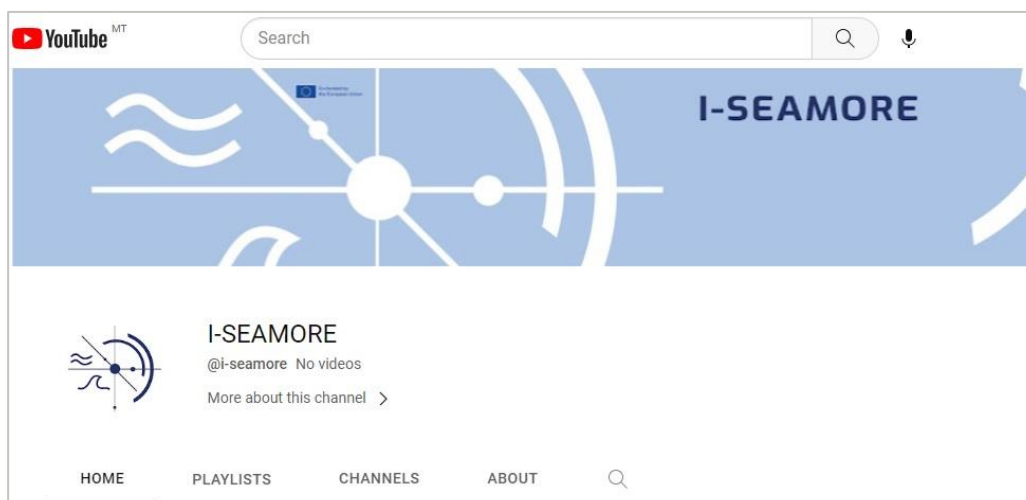


The page is open to all who are interested in learning about I-SEAMORE. Through LinkedIn, the consortium will strategically engage its audience and encourage them to share their opinions.

#### 2.2.8.4. YouTube

A Youtube channel was created as the main platform to share audio-visual content generated within the project. A total of 4 videos will be developed during the project life and made available to the general public. They will tackle different subjects such as: a general description of the project and test and demo campaigns. They will be hosted on I-SEAMORE Youtube channel and displayed on the project website and social media pages. Other relevant pages may also be considered.

FIGURE 7: I-SEAMORE YOUTUBE PAGE



#### 2.2.8.5. Partners' online channels

The I-SEAMORE project has 18 partners from 12 different countries (within the EU + UK). Partners will contribute to the I-SEAMORE dissemination activities, making use of their well-established networks and communication channels: the organisations' websites, social networks (LinkedIn, Twitter etc.) and regular newsletters.

#### 2.2.8.6. Newsletter

At the top of every page of the website, interested parties will have a possibility to subscribe to the I-SEAMORE newsletter and get the latest insights of the project. The newsletter will be developed using **Mailchimp** and circulated via email lists providing an overview of the main project activities and outcomes.

The structure of the newsletter will be developed according to the project's up-to-date activities, and it may contain the following information:

- I-SEAMORE Newsletter banner
- Newsletter title
- Project highlights
- Project updates
- Event promotion
- Partners' introduction
- Social media call to action,

The consortium plans to distribute the Newsletter every 6 months (2 per year).

The core partners will be asked regularly to contribute to the newsletter with images and text content regarding their WP activities. The Clusters partners of the consortium are welcome to provide relevant content to the newsletter.

### 3. DISSEMINATION PLAN

#### 3.1. Target groups

Understanding the stakeholders' target groups is essential to communicate and disseminate the right key messages to them. The consortium has identified potential stakeholders for each target group and their main key benefits. From there, key messages will be developed in M4 (April 2023) – M5 (May 2023), adapted for to specific target audience.

**TABLE 11: TARGET GROUPS AND KEY BENEFITS**

Target Group	Potential stakeholders	Key Benefit
<b>Law Enforcement Agencies</b>	Border, Coast Guard and Customs Authorities from EU Member States and Associated Countries;	Improved detection and interdiction of criminal activities; Improved coordination between agencies; Improved intelligence gathering; Increased situational awareness; Enhanced search and rescue capabilities
<b>Decision and Policy Makers</b>	European (or international) bodies such as: <ul style="list-style-type: none"> <li>• The European Commission</li> <li>• FRONTEX</li> <li>• EMSA (European Maritime Safety Agency)</li> <li>• DG MARE (Maritime Affairs &amp; Fisheries)</li> </ul>	Improved policy development; Increased situational awareness; Enhanced risk management;
<b>Humanitarian Bodies</b>	Non-governmental organisations: <ul style="list-style-type: none"> <li>• Salvamento Marítimo Humanitario (SMH)</li> <li>• Sea-Watch</li> <li>• ProActiva Open Arms</li> <li>• SOS Mediterranee</li> <li>• Médecins Sans Frontières (MSF)</li> </ul>	Improved response to maritime emergencies such as search and rescue operations; Better coordination with authorities; Enhanced situational awareness; Increased collaboration
<b>Industrial Stakeholders</b>	Companies from other domains of application that could benefit from the project: <ul style="list-style-type: none"> <li>• Fishing industry</li> </ul>	Improved safety and security; Enhanced operational efficiency; Better risk management

Target Group	Potential stakeholders	Key Benefit
	<ul style="list-style-type: none"> <li>Renewable energy providers</li> <li>Local SMEs with complementary expertise and products</li> </ul>	
<b>Scientific Community</b>	Dedicated research groups in the domains tackled by the project: <ul style="list-style-type: none"> <li>Aerospace</li> <li>Robotics</li> <li>AI</li> <li>Big Data</li> </ul>	Provide scientists with access to real-time data; improve collaboration
<b>EC Projects</b>	Other consortiums funded by the EC working under the Border Management Destination	Improved collaboration and knowledge sharing – Improved network growth
<b>General Public</b>	The Civil Society from multiple EU Member States and Associated Countries	Improves safety and security; increase transparency

From the commercialization point of view, the stakeholders list should be much broader – As soon as the consortium partners start on the business modelling, more stakeholders will be assessed.

To keep track of potential stakeholders, partners have to identify potential stakeholder and report them on a monthly in the internal reporting dashboard available on the project’s repository (Figure 8)

**FIGURE 8: INTERNAL DASHBOARD – STAKEHOLDERS DATABASE**

Database - Stakeholders						
The more contacts we have, the better - please share your contacts/ potentials stakeholders for the project here						
Partne name	Stakeholders groups <small>Please add more rows to each category as necessary/ Add new categories if necessary</small>	Name of suggested person or organization	Contact (how to reach them)	Do you already have contact with them	If you suggested a person, please add their position/affiliation here	Suggest to be in the Advisory board : Yes/No
	<b>Borders Authorities</b>					
	<b>LEAs</b>					
	<b>Governmental Institutions</b>					
	<b>Regulators</b>					
	<b>Academia</b>					
	<b>Industries</b>					
	<b>NGOs</b>					

The I-SEAMORE communication and dissemination geographical coverage strategy will be the following:

- At first, to on a more generic approach communicating on a very broad scale targeting all EU and UK.
- Once the pilot will be launched, assess the possibility of focusing on more local stakeholders around the Mediterranean.
- Towards the end of the project, once I-SEAMORE leans towards commercialization, we will target other potential areas of interests (as per example, the Baltic Sea for protected areas / surveillance of forbidden circulation with private boats, etc.)

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## 3.2. Channels and tools

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### 3.2.1. Articles and press releases

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This communication activity refers to the development of newspaper articles, external blog posts, and online articles.

The following media strategy will be adopted, which will allow for publication of press releases:

- The articles and press releases will be developed by the core consortium.
- All partners should translate the developed articles and press releases into their local language (if applicable) and release them to their country/local media channels and lists of journalists/contacts. Partners are free to adapt the articles as reasonably convenient. Through the local efforts from all partners, it will be possible to achieve a wide European outreach.
- Once results are available, the news will be success story oriented.

When the need arises for dissemination of project results and information, press releases will be made by the communication team and distributed to a certain number of media channels and platforms, to amplify the impact and visibility of the project. A minimum of 4 press releases will be delivered during the project life time.

#### **How to write a good press release and/or article**

##### To start:

- Create a good title to spark attention
- Start with the conclusions to catch the reader's interest and describe the story in a few paragraphs, each telling a different point – use facts and figures
- Answer the main questions: Who? Why? What? Where? When?
- Add information in the format of quotes (one or two)
- Make it under one page

##### To close:

- Add the project logo and a relevant photo/image
- Provide the EU funding information (see Visual Identity)



currently searching for other alternatives to share scientific articles produced in the project and mainly considering Zenodo, a general-purpose open repository developed under the European OpenAIRE program and operated by CERN. It allows researchers to deposit research papers, data sets, research software, reports, and any other research related digital artefacts. Open-access scientific papers and public deliverables will be hosted on the Zenodo community and linked to the I-SEAMORE website.

#### FIGURE 11: RESEARCHGATE PROJECTS SECTION – CLOSURE ANNOUNCEMENT

After much consideration, we have decided to retire Projects from ResearchGate on **March 31, 2023**.

When we looked at how researchers used Projects, we found that people really valued being able to highlight their research and share updates about the progress of their work. We also found that researchers liked that projects were easy to share with other people, who could then get a detailed overview of their research as it developed.

Unfortunately, from the beginning, only a small number of researchers have used Projects, while the time and resources required to maintain the feature have grown. We want to provide you with the best experience. By removing Projects, we will make room for new features that can help you even more in your daily research work.

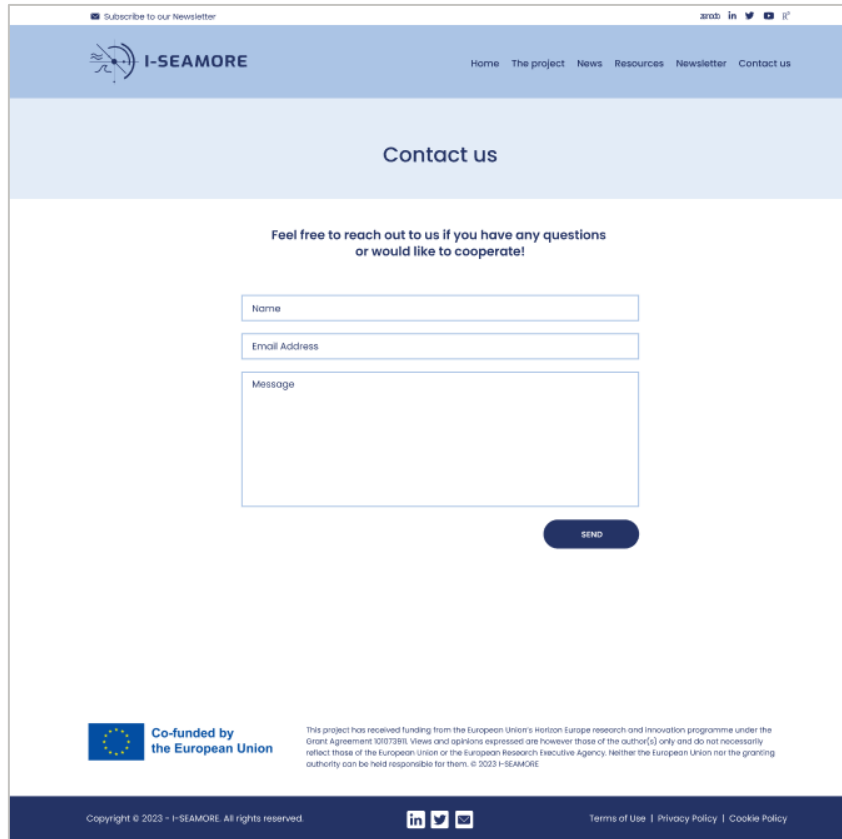
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### 3.2.3. Contact form

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The website provides a contact form to serve as principal contact point for stakeholders. The messages received vis this form are received by 3 people from the consortium.



**FIGURE 12: CONTACT US FORM – WEBSITE PAGE**

The screenshot shows the 'Contact us' page of the I-SEAMORE website. At the top, there is a navigation bar with the I-SEAMORE logo and menu items: Home, The project, News, Resources, Newsletter, and Contact us. Below the navigation bar, the page title 'Contact us' is centered. A message reads: 'Feel free to reach out to us if you have any questions or would like to cooperate!'. The form consists of three input fields: 'Name', 'Email Address', and 'Message'. A dark blue 'SEND' button is positioned below the 'Message' field. At the bottom of the page, there is a footer with the European Union logo and the text 'Co-funded by the European Union'. To the right of the logo, a small disclaimer states: 'This project has received funding from the European Union's Horizon Europe research and innovation programme under the Grant Agreement 101073811. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them. © 2023 I-SEAMORE'. The footer also includes social media icons for LinkedIn, Twitter, and Facebook, and links for 'Terms of Use', 'Privacy Policy', and 'Cookie Policy'. Copyright information 'Copyright © 2023 - I-SEAMORE. All rights reserved.' is located at the bottom left of the footer.

### 3.3. Events

All partners of the consortium will need to participate or organize events to communicate and disseminate the I-SEAMORE's project outcomes. In the reporting dashboard, an excel sheet has been created and shared with all partners, to gather information concerning potential upcoming events and conferences with details such as dates, place, website and whether a partner will attend. If a partner has participated in an event, the document needs to be updated with further information, such as the number of persons reached and the target audience. The events reported in this table will be announced on the project website, social media network, and on the project Newsletter.





## 5. MONITORING AND EVALUATION

All outreach activities need to be reported on a monthly basis by each partner. To monitor the performance on I-SEAMORE's communication and dissemination performance, the following tools will be adopted:

- The reporting dashboards;
- Custom Google Analytics reporting dashboards;
- Social media dashboards & reporting.

These tools/ spreadsheets are stored in the project's repository and need to be updated on a monthly basis by each partner.

The following table presents critical KPIs to be tracked and benchmarked to prove the overall value of I-SEAMORE outreach activities, and set further guidance regarding communication, growth hacking and ecosystem-building.

**TABLE 12: COMMUNICATION AND DISSEMINATION KPIS**

Communication and dissemination activities	KPIs
<b>Website</b>	Visits (unique users) $\geq$ 2000 Sessions: > 4000 Page views > 15000
<b>Social media</b>	LinkedIn: 400 followers Post/reposts: 3 per month Twitter: 500 followers Tweets/retweets: 4 per month Average reach: >600
<b>Youtube</b>	Number of videos: 4 Views: >300
<b>ResearchGate/Zenodo</b>	Number of submitted articles: 6 Views per article: >100
<b>Press Release</b>	Number of press release: 4
<b>Events</b>	Industry events attended >5 Cooperative events: 2 Stakeholders' engagement >3
<b>Work Groups</b>	Forums attended >3 Work Groups participation: 2

Communication and dissemination activities	KPIs
<b>Workshops</b>	Dedicated events/workshops organized per year: 2 Workshops organized in partnership with other consortiums working on maritime surveillance: 2
<b>Webinars</b>	Webinars organized (to disseminate the main outcomes): 4
<b>Network</b>	Number of external entities we engage for dissemination and exploitation activities: at least 10

## 6. STAKEHOLDERS ENGAGEMENT AND ADVISORY BOARD MANAGEMENT

This section represents the first output of Task 8.2. Stakeholders engagement & Advisory Board (AB) Management which involves the creation and mobilization of a growing community of key stakeholders and experts (representatives from Border Authorities, LEAs, governmental institutions, regulators, academia, industry).

In this sense, this deliverable provides an initial plan of the involvement of the AB in I-SEAMORE's activities during the first year of project execution.

I-SEAMORE focuses on 4 key areas:

- Unmanned assets for persistence surveillance including long-endurance aerial and water surface platforms;
- Heterogeneous data sources through innovative sensor payloads and open data sources including Copernicus-based Services;
- Shared situational awareness and operational pictures empowered by novel and comprehensive suite of data fusion services based on Artificial Intelligence (AI) and Big Data Analysis;
- Interoperability within the Ecosystem and its interface with key external systems using CISE.

The I-SEAMORE Ecosystem will be deployed and demonstrated under realistic operational conditions by making use of Portuguese Navy's (MPT) Operational Experimentation Centre (OEC), which is dedicated for testing and verifying novel concepts of operation and capabilities involving unmanned assets. End-users will have a strong role during the project by identifying needs and priorities, and actively participating in the co-creation/design processes. The main focus of the overall I-SEAMORE methodology is based on four pillars:

- How to create real value for the end-users;
- How to facilitate and ensure that the stakeholders influence the innovation process;
- How to design the process to realistically capture the issues being addressed;
- How to ensure sustainability after the end of the project.

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## 6.1. Overview of the scope and strategy of the Advisory Board

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Preambles:

The pressure on the European external borders have increased significantly in 2021, where the number of irregular border crossings detections;

The systems currently in use are limited in terms of capabilities for wide area and persistent surveillance (low use of large endurance unmanned aerial assets and exploitation of information from satellite services)

To ensure maritime security, there is strong need in Europe for proper coordination of multiple actors to provide reduced reaction/response times, enhanced cross border and cross-sectoral cooperation through improved information sharing and improved integration environment connecting heterogeneous assets and tools.

I-SEAMORE is an Ecosystem composed of an advanced platform solution to host and manage the operation of several innovative systems and technological solutions that are aimed at providing European Authorities with increased situational awareness and operational capabilities for Maritime surveillance operations.

I-SEAMORE project will have the end-user needs, challenges and expectations at its core, through the implementation of a systematic co-design and co-creation approach, which allows the integration of research and innovation collaborative processes for the development of new value (ideas, concepts, solutions, products, services, behaviours, processes) with the active involvement of Maritime Authorities and other stakeholders.

The enrolment process at the AB, including relevant stakeholders (at least 8 including FRONTEX), will be ongoing throughout the project duration – new members should be invited to be part of the I-SEAMORE AB, if they show interest in the project as a result of stakeholders' engagement activities carried out in the project or by suggestion of the consortium partners.

At the moment of writing of this report, ATOS with INOV have started to create the framework to allow the integration of new AB members that could bring relevant expertise for the success of the project.

The I-SEAMORE AB is chaired by Prof. Ana Maria Madureira, from INOV, and will be active throughout the project duration.

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## 6.2. Composition of the Advisory Board

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A preliminary list of AB's independent external advisors is presented below (Table 13). These external advisors bring complementary expertise from the operational, technological, and societal perspectives. The AB will be further expanded during the project, by proactively seeking for external stakeholders' engagement (T8.2), thus contributing to a richer final solution and

respective validation by relevant players for Maritime Security (e.g. FRONTEX, EMSA, MAOC-N), to support the validation of project outcomes and facilitate future uptake.

**TABLE 13: I-SEAMORE ADVISORY BOARD (PROPOSAL PHASE)**

Expert	Field of expertise	Associated Entity
Mr. Sjoerd Top	Anti-narcotics Maritime operations	Maritime Analysis and Operations Centre -Narcotics
Mr. Nexhat Kapidani	Maritime traffic monitoring and port security	Maritime Safety and Port Management of Montenegro
Dr. Bruno Martins	Emerging security technologies & Societal impacts	Peace Research Institute Oslo
Dr. Christophe Claramunt	Geographical information systems	French Naval Academy Research Institute
Mr. Thierry Duchesne	Maritime Security and Safety	Préfecture Maritime de la Méditerranée

The provisional AB has already been established by the consortium to channel the inputs for the feasibility analysis, roadmap and recommendation reports to maximise the uptake of the I-SEAMORE solution (Table 1).

### 6.3. The Advisory Board Goals

Stakeholders Engagement & Advisory Board Management (Task 8.2) involves the creation and mobilization of a growing community of key stakeholders and experts (representatives from Border Authorities, LEAs, governmental institutions, regulators, academia, industry), which will represent the I-SEAMORE Advisory Board. The AB will facilitate a structured and informed dialogue among all stakeholders in their specific domains of activity, as well as the effective transfer of knowledge, by enabling a feedback loop that will allow validating the results of the project and giving advice on how to improve.

A mechanism for exchanging feedback and knowledge will be created to maximize the impact of all initiatives. This interface will benefit the project with additional information on High Altitude Pseudo Satellites (HAPS) solutions allowing the development of more complete concepts of operation and for collecting requirements for the potential integration of HAPS solutions within the Ecosystem. Additionally, I-SEAMORE consortium foresees to stimulate collaborating with the awarded consortium for the EC's Border Management CSA call (CL3-2021-BM-01-02) to exchange knowledge for the definition of future capabilities and needs of both border and coast guards.

The I-SEAMORE AB output will:

- Attract the interest of the key stakeholders and experts (representatives from Border Authorities, LEAs, governmental institutions, regulators, academia, industry);

- Support the Project internal discussions, and the validation of project outcomes and facilitate future implementation onsite;
- Facilitate and enhance the I-SEAMORE overall dissemination.

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## 6.4. The Advisory Board plan

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In order to promote a fruitful collaboration between the AB and the I-SEAMORE consortium. The initial plan includes:

- 1) A first online AB meeting, planned to mid April 2023. The overall scope of the meeting is to plenary meet to activate a joint AB members consortium partners discussion and a methodology definition to follow to identify and engage new members.
- 2) A second plenary meeting planned for mid May, F2F, Lisbon, Portugal.

For the meeting scheduled for April, that will represent the launch of the AB activities, a preliminary plan has been drafted that includes:

- Presentation to the AB of the I-SEAMORE results that will be available at the time;
- Inclusion of new members;
- Discussion and follow-up on joint dissemination activities (I-SEAMORE with AB partners support);
- Calendar proposal;
- First discussions about exploitation opportunities and post-project sustainability, in line with ongoing activities (T8.2).

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## 6.5. Next steps

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Considering the launch and dynamization of AB activities, before the first AB meeting, the consortium is preparing:

- The “one to one” introduction - bilateral calls with each of the members individually, with the goal of welcoming them to the project and provide them an overview of I-SEAMORE and the ongoing activities could be estimated. This intends to involve each Member from the beginning and in most cases to collect from them, already at this initial stage, preliminary ideas, suggestions and inputs regarding the ongoing work and the way forward;
- Preparation of Invitation letter to be part of the I\_SEAMORE Advisory Board;
- Plan of future activities and objectives brainstorming.



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## CONCLUSIONS

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This document outlines the first release plan for communication and dissemination activities as well as advisory board management, with an aim to structure and coordinate activities and efforts to ensure the intended outcomes, and indeed specific objectives, of the project are met.

Our envisaged strategy was tailored to contribute to the achievement of the overall project goal. To achieve this, the I-SEAMORE Communication team has developed an effective strategic approach, as well as materials and tools to be used by all consortium partners across project activities, while the planned activities and results will be disseminated throughout the life span of the project.

In this context, this document is meant to be used as a strategic plan for all promotional activities for the project by the partners. As a living document responding to new development and opportunities, updates of the communication and dissemination can be made upon approval by the consortium during the implementation process of the project.