



## D7.1 Communication and Dissemination Strategy and Plan

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## List of abbreviations and acronyms

Abbreviation	Meaning
ASMP	Administration for Maritime Safety and Port Management
CISE	Common Information Sharing Environment
DoA	Description of Action
D7.1	Deliverable D7.1 Communication and Dissemination Strategy and Plan
D7.3	Deliverable D7.3 EFFECTOR Initial Web Presence
EAMA	Executive Agency "MARITIME ADMINISTRATION"
EC	European Commission
EU	European Union
GA	Grant Agreement
HMOD	Hellenic Ministry of Defence
ICCS	Institute of Communication and Computer Systems
MMAIP	Ministry of Maritime Affairs and Insular Policy
Mx	Month x
NCC	National Coordination Centre
PTN	Portuguese Navy
SaR	Search and Rescue
SGMER	Secrétariat général de la mer
STWS	Satways
WP	Work Package

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## Executive Summary

Funded under the European Union's Horizon 2020 Framework Programme, the EFFECTOR project will boost maritime surveillance and improve decision support. By implementing an interoperability framework and associated data fusion and analytics services for maritime surveillance and border security, the project will foster collaboration between maritime stakeholders. This will allow the faster detection of new events and better-informed decision making. Moreover, the joint understanding and undertaking of a situation across borders will allow the seamless cooperation between operating authorities and on-site intervention forces, ensuring that all existing privacy and data protection rules are fully respected. The project will test its solution in France, Portugal and Greece.

The current document under the title “*D7.1 Communication and Dissemination Strategy and Plan*” defines the communication and dissemination strategy of the project and describes the channels as well as the tools to be utilized during the EFFECTOR's lifecycle. Moreover, it includes the project's communication and dissemination plan and for easier comprehension by the reader, the plan is divided in two core parts, the Calendar of Communication and Dissemination Activities and the Action Plan. The first one consists a timeline of activities that stem from the DoA and other interlinked activities, while the second lists the project partners' intentions for disseminating the project under various methods. The consortium partners expressed their intentions via a questionnaire, prepared by ICCS, and provided their individual dissemination plan in regards to the project. It is noteworthy that specifically in scientific publications, the consortium will put effort on utilizing a very promising platform created and supported by EC, the Open Research Europe. This platform will assist the EFFECTOR partners to overcome difficulties that arise from obstacles towards open access of project's results that occur from publishers' policy (*e.g. embargo period*).

At the submission time of the current deliverable, the prevailing conditions formed by the pandemic have affected all physical conferences, exhibitions, workshops etc. (*cancelled or postponed*) worldwide and the organizers of such events - in many cases - have turned them into virtual ones. Under the aforementioned status, the consortium will focus in participating to the online version of the targeted events presented within this communication and dissemination plan, organize the EFFECTOR dissemination events virtually (*webinars*) and overall follow the guidelines of national authorities.

D7.1 is a public deliverable of this project, part of WP7 and additionally includes information about the project's scope and objectives as well as the description of WP7 in order to ensure that no prior knowledge related to the project, the DoA and the other WP7 deliverables is requested from the reader. Overall, it is based on, and is consistent with the DoA and the GA, but is not a substitute for reading these documents.



## 1. Introduction

The current chapter introduces to the reader the EFFECTOR project and presents in brief the work package 7 where the communication and dissemination activities are coordinated. The purpose and scope of this deliverable as well as its relations to other EFFECTOR deliverable are also explicated. D7.1 is a public deliverable of EFFECTOR and for this reason all the aforementioned information is provided in order to ensure that no prior knowledge related to the project, the DoA and other WP7 deliverables is required from the reader for its comprehension.

### 1.1 The EFFECTOR project

Keeping seas and oceans safe, secure and clean is a priority. Ensuring adequate maritime security is necessary to protect the EU's strategic maritime interests. The **EU-funded project, EFFECTOR**, will boost maritime surveillance and improve decision support. By implementing an interoperability framework and associated data fusion and analytics services for maritime surveillance and border security, the project will foster collaboration between maritime stakeholders. This will allow the faster detection of new events and better-informed decision making. Moreover, the joint understanding and undertaking of a situation across borders will allow the seamless cooperation between operating authorities and on-site intervention forces, ensuring that all existing privacy and data protection rules are fully respected. The project will test its solution in **France, Portugal and Greece**.

EFFECTOR aims to enhance **maritime surveillance**, improve **decisions support**, and foster **collaboration of maritime stakeholders** by implementing an **Interoperability Framework** and associated **Data Fusion** and **Analytics** services for **Maritime Surveillance** and **Border Security** that will allow faster detection of new events, better informed decision making, achievement of a joint understanding and undertaking of a situation across borders, allowing seamless cooperation between operating authorities and on-site intervention forces ensuring that all existing privacy and data protection rules are fully respected. Specifically, EFFECTOR will **unlock the full capabilities** of maritime surveillance systems and data sharing at tactical and strategic level by introducing applied solutions for enhanced border and external security, including the implementation of a multilayered data lake platform for end-to-end interoperability and data exploitation, the exchange of enhanced situational awareness pictures at different level with **CISE** and **EUROSUR**, the adoption of interoperability standards for exploiting data sources and systems currently underutilized in maritime environment and the demonstration of new concepts and tools for knowledge extraction, semantic representation, data fusion, analytics, and federated querying that can scale from local to regional and up to national and transnational level.

The EFFECTOR solution will be tested, validated and demonstrated in real operational scenarios together with maritime authorities, End Users and practitioners in **France, Portugal and Greece**. The project will leverage on the developments, results and experience from current and previous research projects from National Procurement projects of CISE Nodes and Adaptors and on the CISE infrastructure of the End Users.

### 1.2 WP7: Impact Creation, Exploitation and Standardization Activities

The activity of this work package shall include dissemination, standardization and exploitation tasks. The scope will be to disseminate the project objectives and results to a wide group of stakeholders establishing a consistent communication channel with them using web tools, social and professional networks and relevant events in order to increase the potential impact of EFFECTOR and improve the opportunities for exploitation of the project outcome. National Civil and Military Border Authority Nodes are foreseen to ease the adoption by the local authorities. Each involved Member State has a local organization supporting its users, and the benefits of this approach in which the public authorities and operational users can interact in their own language and culture, which eases the establishment of trust channels.

The main objectives for this work packages are the following: **(i)** Use several communication and dissemination means and tools for increasing the visibility of the project objectives and its relevant findings and achievements (*journals, conferences, social media, blogs, newsletter, project website*). **(ii)** Create and maintain a large and specialised network of stakeholders,

experts in border and external security and maritime surveillance. **(iii)** Push project outcomes to market through the EFFECTOR industrial partners and SMEs, perform promotion campaigns. **(iv)** Organize events and interactive meetings (*at national and EU level*) for disseminating the results of the project to target audiences and key stakeholders, including policymakers as well as for collecting relevant feedback from them. **(v)** Investigate, elaborate and plan the perspective of EFFECTOR compared to the requirements of the operational End Users. **(vi)** Identify new market opportunities and help bring to market the EFFECTOR outputs. **(vii)** Establish new business connections; explore new ways of funding or creating new opportunities for innovation are also goals for the Exploitation Plan. **(viii)** Manage IPR and protect new knowledge created within the project. **(ix)** Analyse standardization needs and contributing to relevant standardization activities.

WP7 is divided into **five tasks** which namely are:

- **Task 7.1:** Dissemination and Communication
- **Task 7.2:** Workshops Coordination
- **Task 7.3:** IPR Review and Patenting Process
- **Task 7.4:** Exploitation Plan and Market Large Uptake Assessment
- **Task 7.5:** Standardization

### 1.3 The Deliverable D7.1: Purpose and Scope

The strategy that will be followed in regards to the communication and dissemination activities of EFFECTOR is really important to be set up from the initial phase of the project in order to ensure the effectiveness of such activities by the consortium's partners. The D7.1 defines this strategy and describes the channels and tools to be utilized during the EFFECTOR lifecycle. Moreover, it includes the action plan towards disseminating the project's results and outcomes. It should be noted that this deliverable acts as a reference point for the partners regarding planned activities, dissemination opportunities and procedures. In addition, it plays a significant role in establishing a common understanding amongst project partners by defining - in a clear manner - the required actions, the timeframe to be realized, the internal procedures to be followed and the success criteria (*KPIs*) of the performed activities. Nevertheless, it will be regularly reviewed and updated based on project's evolution and new knowledge acquired. If needed, corrective actions will be taken, in close collaboration with the WP leader and the consortium. Overall, the expected result of this dissemination plan is to achieve significant awareness of the initiative, an understanding of its benefits and active interaction with necessary stakeholders.

### 1.4 Intended readership

The deliverable D7.1 is mainly addressed to the European Commission (*funding authority*) as well as the EFFECTOR consortium partners without though excluding other audiences interested in reading it. The table below presents in detail all such groups and the reasons for interest in reading.

**Table 1: Intended readership**

Intended audience	Reasons for interest in reading
<b>EFFECTOR project partners</b>	To establish a common understanding amongst the consortium towards the communication and dissemination activities to be performed, the execution time and the tools and channels to be used.
<b>European Commission</b>	As the funding authority to assess the planned activities and the quality of the document. It constitutes an official report of the project to REA / EC as foreseen in the GA.
<b>Target Groups</b> ( <i>related industry /community, end users/technology consumers, facilitators</i> )	To be informed about the project in general; its scope; the dissemination activities that are planned to be performed during the EFFECTOR lifecycle and detect the channels from where they can acquire the project's results.

Intended audience	Reasons for interest in reading
<b>Representatives of organizations involved in EU funded projects under similar topic</b>	To be informed about best practices, gain knowledge and lessons learned that might find them useful in the implementation of their dissemination activities. In addition, it can assist in introducing the project into similar ones and lead in possible communication and dissemination synergies by identifying opportunities for future joint actions.
<b>Anyone interested</b> (general public)	To be informed about the project's topic and its scope; the strategy and means that will be utilized to promote the EFFECTOR and its outputs.

## 1.5 Structure of the deliverable

D7.1 is comprised of 4 chapters and 4 appendices. The **first chapter** introduces the reader to the EFFECTOR project, its objectives as well as the objectives of WP7. Additionally, it describes the scope of the current deliverable, the audience that is addressed to and its relation to other WP7 deliverables. The **second chapter** describes the communication and dissemination strategy of the project (*objectives, target audience, tools, channels, metrics etc.*) and the **third one** presents the dissemination and communication plan. Lastly, the **fourth chapter** concludes this document.

Regarding appendices, **Annex I** consists the quality review report of this deliverable; **Annex II** includes the reporting template that was circulated to project partners for reporting their performed activities; **Annex III** describes the dissemination procedures set and **Annex IV** the dissemination request template that should be filled in by each beneficiary before making any dissemination action.

## 1.6 Relationship with other EFFECTOR deliverables

Communication activities require targeted messages to address a multitude of audiences, including the media and the public. Dissemination activities address key messages to specific audiences in the research community, industrial sector and all relevant stakeholders. Thus, D7.1 includes the EFFECTOR target groups and key messages which are used in the activities defined in the dissemination strategy. Additionally, it defines the communication channels (*namely website, social media, promotional material*) to be used to convey the messages and reach out to the targeted audience groups.

**Table 2: Relation of D7.1 with other WP7 deliverables**

WP7 Deliverables	Dependencies and relation
<b>D7.2 Initial Dissemination Material</b>	This deliverable is the initial version of all printed and digital material produced. D7.1 defines the timeframe of their production and the channels via they will be communicated
<b>D7.3 EFFECTOR Initial Web Presence</b>	Within D7.3 the initial website and social media web spaces are presented. D7.1 describes the targeted audiences, the key messages and the channels to be utilized. Moreover, it defines the strategy for the EFFECTOR social media, the timeframe for populating the project's website, the messages and the content that will be included.
<b>D7.4 Workshops Organization and Final Results</b>	D7.4 reports the results from the workshops. D7.1 sets the plan for promotional activities in order to raise the visibility of the events and attract more potential participants. Moreover, it defines the timeframe for the creation of the workshops' material.
<b>D7.5 Exploitation Plan</b>	D7.5 sets the most appropriate plan in order to commercialize the integrated EFFECTOR End-to-End Interoperability Demonstrator and associated services, fully compliant with CISE. D7.1 defines the tools and channels for disseminating the project results to target audiences. D7.1 sets the ground for establishing the EFFECTOR network through which positive reputation around the project will be built.

## 2. Communication and Dissemination Strategy

### 2.1 Introduction to the Strategy

The purpose of the Communication and Dissemination Strategy described in the current chapter is to provide an overall framework and guidelines for the successful implementation of all dissemination activities and ensuring that are aligned with the overall goals of the project. To that end the strategy is composed of interrelated activities whose purpose is to inform the target groups about the produced results of the project with the scope of getting them involved and possibly contribute by providing feedback to consortium. The Communication and Dissemination Plan is elaborated in **Chapter 3** with the form of a calendar as well as an action plan for easier comprehension and clearer distinction of activities, responsibilities, channels, time of execution and so on.

#### 2.1.1 Elements of the Strategy

Every Communication and Dissemination strategy is consisted of **seven main elements** which namely are the **objectives; target audience; channels and tools; messages; rules and obligations; action plan and metrics**. The sections that follow present in detail every element of the EFFECTOR strategy.



Figure 1: Strategy Elements

#### 2.1.2 Rationale of the Strategy

Communication and Dissemination strategy concerns and has an impact on all work packages of the project, which is the reason why EFFECTOR partners should align their work e.g. organizing events, attending conferences, and so on accordingly with this strategy. The involvement of all partners is also needed in order to successfully present their findings and create in general a positive reputation around the project that will lead in successful exploitation actions. The **four processes** involved in the determination of every dissemination / communication activity to be performed and correlated with the project's strategy are:

- i. Identification of the **dissemination and communication activities**
- ii. Identification of the **communication objectives**
- iii. Identification of the **target groups**
- iv. Determination of the **information** to be provided - The message

Thus, the rationale behind an effective dissemination strategy is imprinted by answering the following questions: **a) Why?** (*Reasons for dissemination*), **b) What?** (Information to be disseminated) **c) How?** (*Tools and Channels*); **d) Who?** (*Consortium partner/s*); **e) When?** (*Time*); **f) To Whom?** (*Categories of Audience*); and **g) Where?** (*Location*).

**Table 3: Rationale of the Communication and Dissemination Strategy**

Questions	Description
<b>Why?</b> ( <i>Reasons for dissemination</i> )	<ul style="list-style-type: none"> <li>- contractual obligation of the consortium</li> <li>- demonstrate the research</li> <li>- transfer results to follow-up initiatives</li> <li>- receive feedback from the users</li> <li>- prepare the ground for the exploitation action</li> </ul>
<b>What?</b> ( <i>information to be disseminated</i> )	<ul style="list-style-type: none"> <li>- <b>Project achievements:</b> Anything that has been achieved and how it was achieved. <u>Examples:</u> completion of deliverables, tasks, milestones, project events.</li> <li>- <b>Project results:</b> <u>Examples:</u> public deliverables, good practice and methodologies applied for implementing and delivering the project results</li> <li>- <b>Lessons learned</b> (<i>bad or good ones</i>): Anything related to the project that is useful for third parties to become aware and either endorse or avoid</li> </ul>
<b>How?</b> ( <i>Tools and channels</i> )	Via the project website, e-newsletters, social media accounts, publications peer-reviewed journal articles, press releases, third party events, conferences, workshops, fairs and exhibitions
<b>Who?</b> ( <i>consortium partners</i> )	The project partner that has undertaken to lead the activity together with the contributors.
<b>To Whom?</b> ( <i>Categories of audience</i> )	<ul style="list-style-type: none"> <li>- Stakeholders</li> <li>- Industries</li> <li>- End Users</li> <li>- Decision makers</li> <li>- Policy makers</li> </ul>
<b>When?</b> ( <i>Time</i> )	The scheduled time within the project's lifecycle that the activity will occur.
<b>Where?</b> ( <i>Location</i> )	<ul style="list-style-type: none"> <li>- Local level in trial sites</li> <li>- National level in the project partner countries</li> <li>- European level</li> <li>- International level</li> </ul>

## 2.2 Objectives

The primary step for setting up for the Communication and Dissemination strategy is the definition of its objectives. It is really important for the successful execution of the Communication and Dissemination Plan by the EFFECTOR project partners to have the objectives clearly determined so that they can be able to estimate the needed effort and resources to be spent while performing such activities. Within the aforementioned framework the strategy aims at:

- **Objective 1:** Widely and effectively communicate the project’s objectives and its relevant findings / achievements.
- **Objective 2:** Create and maintain a large and specialized network of stakeholders which includes experts in border and external security as well as maritime surveillance.
- **Objective 3:** Push project outcomes to market.
- **Objective 4:** Organize events and interactive meetings for disseminating the project’s results to target audiences.
- **Objective 5:** Collect valuable feedback from target audiences and key stakeholders (including policy makers) via EFFECTOR events.
- **Objective 6:** Link with other EU funded projects for strengthening collaboration with relevant research organizations, businesses and public authorities.
- **Objective 7:** Create positive reputation around the project and its offered solution.
- **Objective 8:** Raise the profile of the organizations carrying out the project at local, national and international level. and highlight the European added value of activities supported by the H2020 programme.
- **Objective 9:** Raise public awareness about the EU’s funding to the project that is well spent.
- **Objective 10:** Transfer the research-based knowledge to the ones that can make use of it (*end users*).

### 2.3 Target Audience Identification

The consortium has worked towards identifying the key stakeholders and target audiences, to whom the dissemination and communication actions will be directed. It should be stressed that the funding authority (*European Commission*) as well as the general public are also considered as a significant segment of target audiences. However, the main effort will be put to related/industry community; end users / technology consumers and facilitators. The aforementioned clusters are explained in the below diagram.



Figure 2: Target Audience

## 2.4 Channels and Tools

Before analysing the channels and tools of the Communication and Dissemination Strategy it is really important to mention the methods that will be used within this frame. So, method is the way of doing something and particularly, as part of the strategy's elements, it is the process for attaining the objectives (*see section 2.2. Objectives*). Those kind processes are consisted of tools and channels.

The Communication and Dissemination methods that will be employed are: **publications** (*conference proceedings, journals*); **face-to-face activities** (*including virtual ones due to pandemic*) such as events, workshops, meetings, demonstrations and so on; **online activities** which include the project's website, e-newsletters, invitations via email direct distribution; **press-based activities** i.e. press releases, TV or radio interviews, articles on press; **direct distribution** of paper-based **promotional materials** (*brochures, flyers*) in events, meetings, workshops etc.; and establishing **collaborations** (*liaisons*) with similar projects, initiatives and organizations.

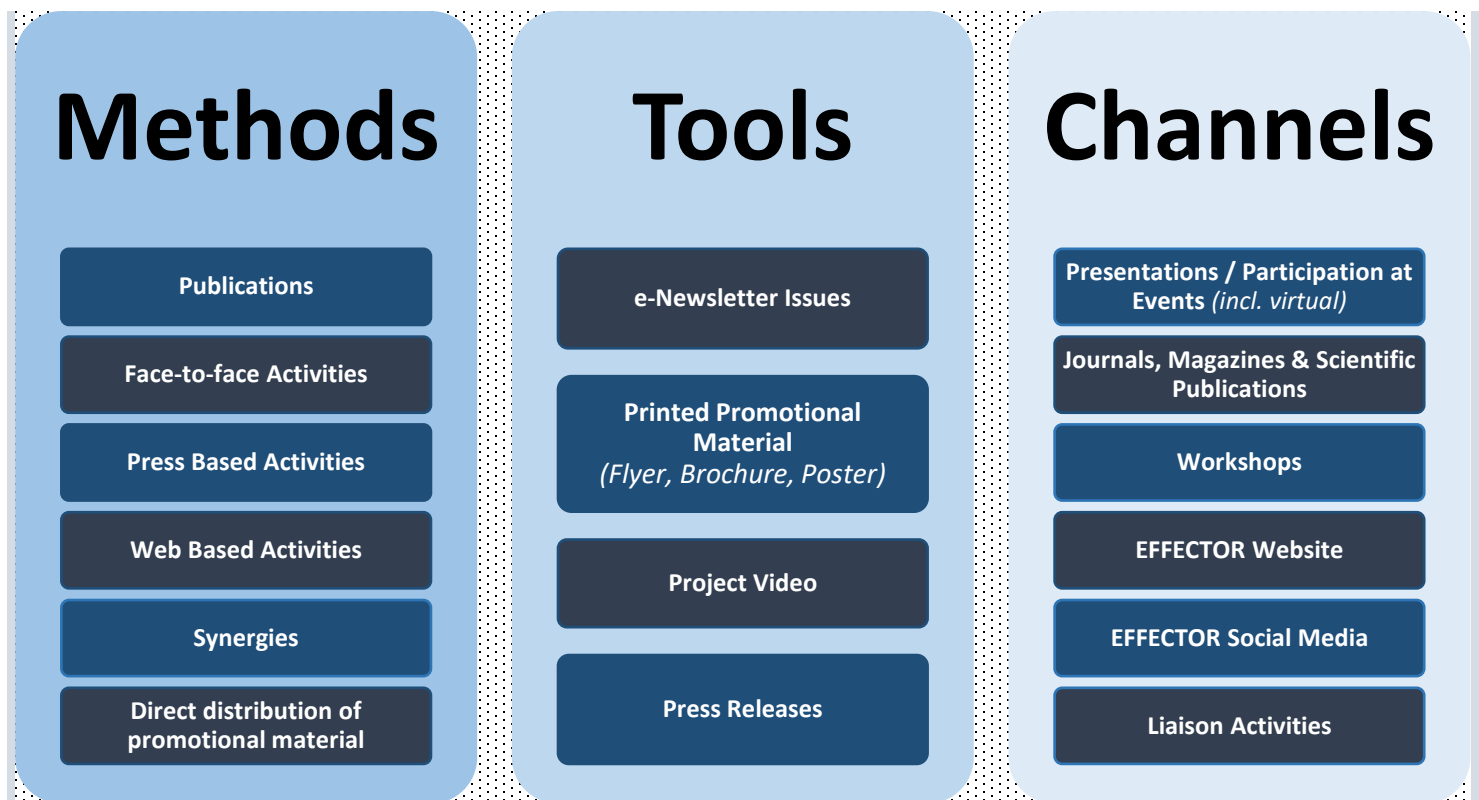


Figure 3: Methods, Tools and Channels

After citing the methods, the channels and tools of the strategy are delineated. The consortium will deploy a wide range of **tools** and will use them for disseminating effectively the project, its developments and results. Those tools are:

- **E-newsletter** issues will be published throughout the project's lifecycle.
- **Leaflets, brochure and posters** in printable format for distribution in all kind of events and face-to-face meetings with stakeholders. It should be noted that the digital format of those promotional materials will also be available online at EFFECTOR website for anyone interested in.
- **A video** for overall promotion of the project.
- **Press releases** for announcing to target audience as well as to general public (*in pilot sites*) the most important achievements of the consortium. All press releases will be published in English and if necessary they will be translated in partner's language for achieving the maximum visibility.

- **Interviews** in local TV / radio / press will also be sought.

Moreover, a **variety of channels** will be used in order to effectively reach out the identified key audiences, taking into consideration the specific characteristics and needs of each group. The following list is not exhaustive as new needs or opportunities may arise in the course of the project implementation:

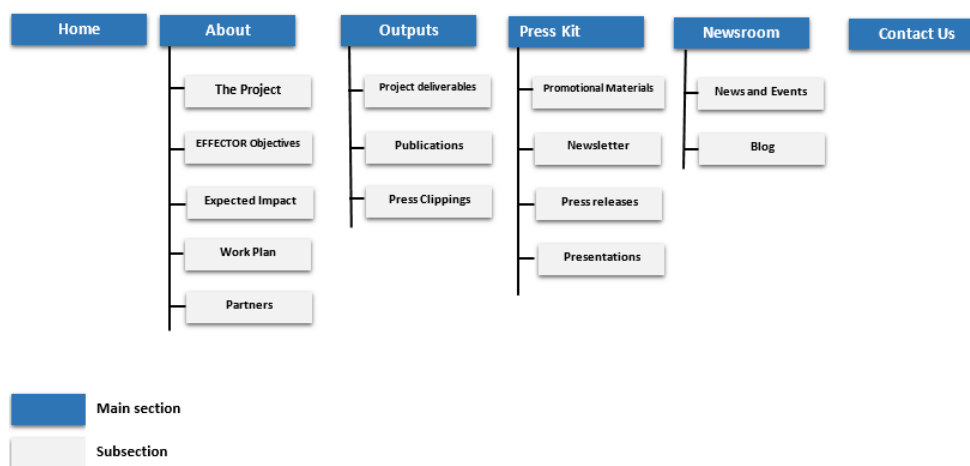
- Presentations at external conferences, workshops and other external events;
- Project events (*e.g. workshops*);
- EFFECTOR website;
- EFFECTOR social media
- Journals and other scientific publications;
- Communication synergies (*liaison activities*) with related projects and organisations
- Partners' website, social media and other networks.

Overall, project partners' presentations and participation at third party events (*e.g. conferences, exhibitions, webinars etc.*) in parallel with the organization of EFFECTOR events ensure its high visibility to public, engagement with the target audiences and attention attracting to press / media. Together with the scientific publications, the aforementioned activities foster exploitation and uptake of the project results.

Lastly, communication synergies with other EU funded projects strengthen collaboration with relevant research organizations, business stakeholders and public authorities' representatives from EU member states and beyond. Additionally, they also facilitate the exchange of knowledge, lesson learned and experience in general between private sector (*businesses*) and research stakeholders.

### 2.4.1 Website

The **project's website** ([www.effector-project.eu](http://www.effector-project.eu)) will be one of the main online communication channels of EFFECTOR with the **stakeholders** and **general public**. It will serve as a medium for conveying the project's results to target groups and sustaining them after the end of its lifecycle. The EFFECTOR website will include public deliverables; publications (*pre-prints or under any other form that could lawfully be available to public, especially in accordance with the EFFECTOR Consortium Agreement obligations of the partners*); project activities such as workshops, demonstrations, presentations and so on; links from the established dissemination synergies with similar EU funded projects as well as news from any performed joint activities with them. When the project will near its completion the emphasis of website's content will change from project oriented to results-oriented. For providing to the reader a comprehensive view in regards to the project's website and the content that will be included a site map depiction is given in **Figure 4**.



**Figure 4: Site-Map depiction of EFFECTOR website**



ICCS is the responsible partner for its maintenance and the update of website's content will be continuous throughout the implementation of the project by the consortium's contribution. Each project partner is responsible to provide at least one blog post for the EFFECTOR website related to their work made within the project. The timeline of blog posts is included in the Calendar of Communication and Dissemination Activities (*see section 3.3*).

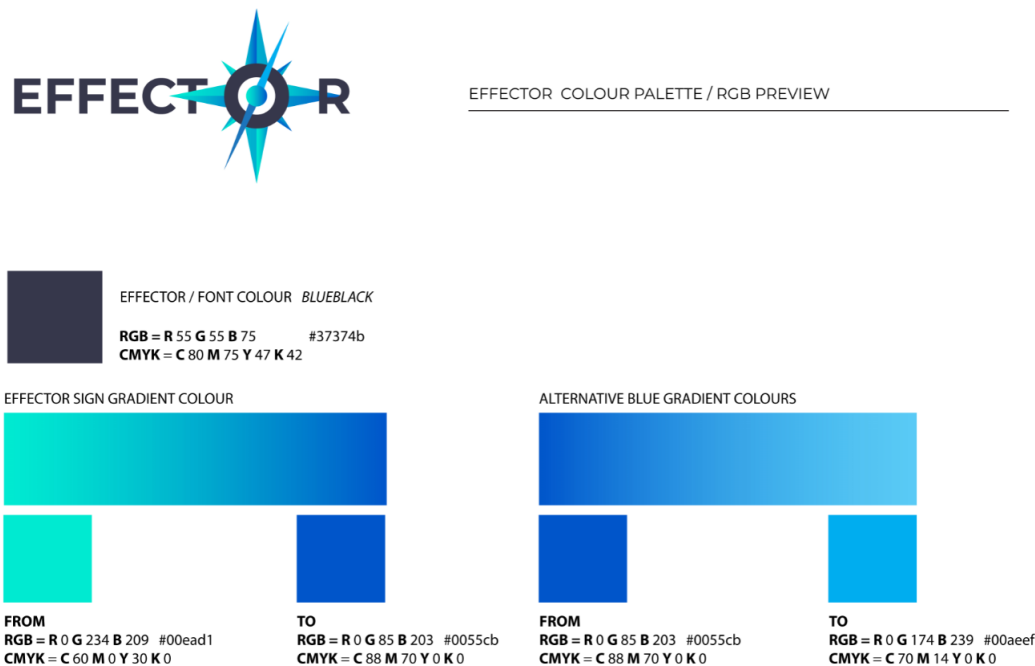
If necessary, layout and design improvements will be made in order to ensure the maximum visibility of EFFECTOR outputs. Lastly, its performance will be monitored in a monthly basis by ICCS via the Google Analytics tool and partners will be informed regularly (*or upon request by the project coordinator*).

The project website has a dedicated privacy<sup>1</sup> and cookies<sup>2</sup> policy along with a web imprint.<sup>3</sup>

## 2.4.2 Logo and Visual Identity

The brand of a project is consisted of its logo, its name, its acronym and symbol that distinguishes it from other project's and products. The combination of the previous mentioned elements creates the brand identity of a project. Thus, the first communication tool created in order to build the EFFECTOR brand was the logo.

The logo resembles a compass, which symbolises navigation and orientation, that shows direction relative to geographic cardinal points. Its colors, shades of blue, symbolize the colors of the sea as EFFECTOR aims to unlock the full capabilities of maritime surveillance. It contributes in making the project easily recognizable by the stakeholders and the public. The logo will be included in all communication tools used throughout the project's lifecycle and will be placed in a clear, recognizable and easily distinguishing position for attracting attention. It is consisted of a range of colours that will be cohesive in both print and digital use (*online presence, printed materials, templates, documents etc.*) which they will assist in creating a strong and consistence visual presence. Moreover, the colour palette has been specified and the color codes are depicted in the figure that follows.



**Figure 5: EFFECTOR Logo and Colour Palette**

<sup>1</sup> <https://www.effector-project.eu/privacy-policy>

<sup>2</sup> <https://www.effector-project.eu/cookie-policy>

<sup>3</sup> <https://www.effector-project.eu/effector-web-imprint>

Lastly, the **visual identity** of the project is consisted of the tangible and visual elements which namely are templates (*letterhead, PowerPoint, Word doc, Agenda*), printed material (*leaflet, brochure, poster*), online presence (*website, social media*) and audio-visual materials (*video*). The aforementioned materials will assist to the effective communication of the project to target audience and beyond in all types of activities.

### 2.4.3 Social Media

Nowadays, social media platforms are very powerful online channels for transmitting messages and communicating efficiently with targeted audiences. For this reason, an account on **Twitter**<sup>4</sup> and a page on **LinkedIn**<sup>5</sup> of the project were created since the very beginning of the project during **M1**. It is really important to use those platforms wisely in order to attract more audience around EFFECTOR and raise the visibility of the project. Two-way communication with stakeholders is facilitated via social media as they allow to its users to convey messages/broadcast but also interact to other accounts with comments and shares. The social media accounts of the project will constantly be updated within the context of promoting the EFFECTOR's developments and results with posts that will include:

- **EFFECTOR public deliverables**
- **EFFECTOR press releases**
- **EFFECTOR e-newsletter issues**
- **EFFECTOR publications** (*including available links*)
- Participation/presentations in events and conferences
- **Workshops and demonstrations** organized by the consortium
- **Liaison activities** with other EU funded projects
- **News** from project meetings
- **Promotional materials**
- Project's **video and photos**; in case they include persons, who may be identified, the material will be disseminated under the condition that the Consortium has acquired their informed consent.

The increase of posts' visibility will be assisted by the usage of hashtags. Incorporating the hashtags in EFFECTOR social media content related to the project's topic more audience can be attracted. The main hashtag for all social media profiles of the project will be the **#EFFECTOR\_H2020** in order to group all conversations around it while the selected hashtags for its promotion are the following:

- #MissionCapabilities
- #BorderSurveillance
- #CISE
- #MaritimeSurveillanceSystems
- #Detection
- #Security
- #EUROSUR
- #SituationalAwareness
- #EU\_Project
- #H2020
- Locations of pilot sites with hashtag in front e.g. #France, #Greece, #Portugal
- Official hashtags of public events where consortium partners presented the project

<sup>4</sup> [https://twitter.com/effector\\_h2020](https://twitter.com/effector_h2020)

<sup>5</sup> [www.linkedin.com/company/effector-h2020-project](http://www.linkedin.com/company/effector-h2020-project)

Within the same context the official tags of the project, @effector\_h2020 on Twitter and @EFFECTOR H2020 Project on LinkedIn, will be employed. Other tags that can be inserted at the social media posts of the project are:

- Project partners' official social media accounts (*organizational*);
- Project partners' personal accounts (*names*) - if available - for giving credits as a recognition of his/her work and/or achievements within the project activities e.g. tagging the authors of an EFFECTOR scientific publication.
- End users (*organizations*) that actively support EFFECTOR.
- Other similar EU funded projects that EFFECTOR has established communication synergies (*liaison activities*)
- The official tag of the Horizon 2020 Programme, @EU\_H2020 (*Twitter*).

In order to get an effective social media coverage of the **EFFECTOR events**, the consortium will follow the guidelines provided by the EC as presented in “*Social media guide for EU funded R&I projects*”<sup>6</sup>. For this reason, some standard steps and timing will be adopted towards the aforementioned goal.

- At least **6 weeks** in advance: The hashtags that will be used are decided. First posts about the event should be made and shared amongst the EFFECTOR network.
- At least **1 month** in advance: Web content will be created and be promoted via EFFECTOR start promoting it social media account using the event hashtag. Moreover, an event image should be prepared for sharing it on tweets and LinkedIn posts.
- **Several days** before the event: A list of event speakers and participants will be prepared with relevant Twitter handles to engage with before and during the event. Also, a list of posts to tweet during the event will be created. Scheduled posts (*if possible*) can also be considered in order to focus in live discussions during the event.
- **During** the event: Tweets in real time (live tweet) with interesting pictures (or screenshots in virtual events); tags and mentions partners upon their consent, organizations and speakers; dedicated hashtag of the event should be further promoted. Lastly, it is recommended that participants to be asked to join the conversation. When needed related content, scientific studies, published papers, web content can be included in live posts.
- **After** the event: During the days following the event, the results of the social media activities will be monitored and relevant of the event can be kept posting that include the event's hashtag.

The social media posts will be managed and updated by ICCS, leader of T7.1. All partners are responsible to provide content, information from their dissemination activities and news and/or developments of their work that would possibly interest the target groups. Moreover, they are strongly encouraged to disseminate these social media posts via their own separate channels. All social media activities will be aligned with confidentiality restrictions set by the Security Board of the project and in regards to the availability of publicly announced results.

#### 2.4.4 E-Newsletter

The project's newsletter issues will be sent online to all subscribers announcing news and developments in an easy-to-read manner addressed to **all target groups**. It will mainly provide links from the EFFECTOR website (*reciprocal links*) without though excluding external ones when referred to project's scientific publications or other significant links that prove high visibility of the project in press and media. Within the project's website a **subscription box** will be available where anyone interested in learning about the latest updates of the EFFECTOR can voluntarily register and receive at his/her email the project's newsletter issues in electronic format. It should be stressed that all collected data from the subscription process will be treated according to **GDPR**.<sup>7</sup>

<sup>6</sup> [https://ec.europa.eu/research/participants/data/ref/h2020/other/grants\\_manual/amga/soc-med-guide\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf)

<sup>7</sup> Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation)

The e-newsletters issues will be published every **three months** (*6 issues in total*) while more details about the execution time are provided in chapter 3 within the action plan (*calendar*). ICCS will lead this activity while all partners will be required to contribute with content from their work made with the EFFECTOR project, photos (*if available*), links and any other information and/or activity that could be publicized. Prior publishing any newsletter issue at least a week before the consortium would have received the final version of each issue for expressing any comment arisen. Approval by the Security Advisory Board of the project would also be needed within the same time frame.

### 2.4.5 Promotional Materials

Printed dissemination materials will be produced in order to support the communication and dissemination activities of project partners for raising awareness around the EFFECTOR during their participation in outreach activities (*physical events*). They will be used for presenting the project in various events such as workshops, conferences, exhibitions and so on for promoting it to end users and overall to stakeholders. The promotional materials that are planned to be created are:

- EFFECTOR leaflet,
- EFFECTOR brochure;
- EFFECTOR poster;
- Workshops material.

It should be mentioned that the materials will be printed upon partners' request throughout the project's duration. Moreover, due to the precaution measurements implied by the national authorities for tackling the spread of COVID-19 virus no physical events are allowed to be organized during the submission time of this document. All promotional materials in printable format will be available online at the EFFECTOR website on "Press Kit" section while shareable links from the project's website will be created for web based communication and dissemination activities in attempt to surpass any difficulties arisen from pandemic's effect on physical events.

The EFFECTOR promotional materials will follow the visual identity of the project and principally will include the following: EFFECTOR logo; EFFECTOR title and acronym; project's website (*URL*), contact details of the consortium; the EU emblem and the required acknowledgement text; disclaimer excluding REA's responsibility, EFFECTOR social media accounts; QR code linked with the project's website and project partners

### 2.4.6 Press Releases

Press releases will be distributed to the **national and European press and media** as formal announcements of project's developments. Before engaging in a communication activity expected to have a major media impact the consortium will inform the Research Executive Agency (*REA*) accordingly with article 38.1.1 of GA. All press releases will be published in English and if necessary they will be translated in partner's language for achieving the maximum visibility. ICCS will draft the content of the press releases and partners will be asked to contribute with further information if necessary. Partners will be responsible for translating the press releases at their language. Lastly, all press releases will have the approval of the consortium and the security board of the project. More details about the execution time are provided in chapter 3 within the *calendar* (see *section 3.3*).

### 2.4.7 Synergies with other EU funded projects

Effective networking is about building strong relationships and liaisons over time that can lead to mutual understanding, and trust that would benefit all involved parties. Such liaisons (*synergies*) that would expand the project's network will be sought with EU funded projects under the same call and also ones with similar topic to EFFECTOR. This practice will help the consortium's effort to raise the project's positive reputation and take-up its solution in the long term. An indicative list of similar EU funded projects that will be communicated in order to expand the EFFECTOR's network are:

- OCEAN2020 (<https://ocean2020.eu>)

- **COMPASS2020** ([www.compass2020-project.eu](http://www.compass2020-project.eu))
- **ANDROMEDA** ([www.andromeda-project.eu](http://www.andromeda-project.eu))
- **ROBORDER** ([www.roborder.eu](http://www.roborder.eu))
- **FOLDOUT** ([www.foldout.eu](http://www.foldout.eu))
- **CAMELOT** ([www.camelot-project.eu](http://www.camelot-project.eu))
- **ARESIBO** ([www.aresibo.eu](http://www.aresibo.eu))

Additionally, effort will be put in order to create synergies with other EU funded projects under the same call with EFFECTOR which namely is the H2020-SU-SEC-2019. The full list of those projects can be found on [CORDIS](#) at the respective call ID.

## 2.4.8 EFFECTOR Dissemination Workshops & Demonstration Events

Within the framework of WP7 **two workshops** are foreseen to be organized in order to present and promote the EFFECTOR results to the consortium partners, **end users**, **practitioners** and other **policy makers** and stakeholders. These workshops will present and disseminate the latest achievements of the project via presentations and live system demonstrations (*with as much as possible real-time data but also synthetic data*). According to the DoA:

- The **first workshop** will be organised in M9 by the EFFECTOR partner, INOV, in Lisbon (*Portugal*);
- The **second workshop** will be organised in M18 by the EFFECTOR partner, IRIT, in Paris (*France*).

It should be noted that there is a high possibility that one or both workshops will be organized virtually as the pandemic's impact on physical events might remain throughout the year of 2021. Also, the EFFECTOR consortium will organise **demonstration events** to present and discuss trials results and achievements, with the aim to multiply the impact of the project results towards the different key audiences and encourage stakeholders to share their vision and common understanding of the project's concept and approach. **Three demonstration** days in Toulon (*France*), Lisbon (*Portugal*), Athens (*Greece*) are anticipated to be made, according to DoA, during **M17**.

## 2.4.9 Publications

Publications are an essential mean of raising awareness of the project's outputs for uptake, namely to the **scientific and professional community**. The EFFECTOR scientific papers and technical articles will be submitted for publication in conference proceedings, scientific peer-reviewed journals, and magazines in Europe and beyond.

The targeted journals for publication as foreseen in GA are the following: **WMU Journal of Maritime Affairs**, (*JoMA*); **The International Journal of Disaster Risk Reduction** (*IJDRR*); **Journal of International Maritime Safety, Environmental Affairs and Shipping**; **Journal of Contingencies and Crisis Management** (*JCCM*); **International Journal of Maritime Crime & Security** – *open access journal*; **Reliability Engineering and System Safety**; **Safety Science**; **European Journal for Security Research** (*EJSR*) – *open publication allowed*; **Information Systems**, published by Elsevier; **Journal of Web Semantics**. Regarding **scientific magazines**, the consortium has identified and targeted the **Mer&Marine**; **Le Marin** and **European Defence Matters** for presenting to stakeholders the EFFECTOR results.

Conference proceeding **papers** are an effective way to present new ideas, introduce work performed within the project to colleagues, and optimize research questions. The targeted conferences as foreseen in GA are: **MS&D The international conference on maritime security and defence**; **ESREL**; **EU Strategy for the Baltic Sea Region, Policy Area on Maritime Safety and Security**; **Safe Day by Safe Cluster**, **ARES Conference 2021** and **PCSCP Workshop**; **European Congress on Disaster Management**; **SPIE defence and Commercial/Signal Processing, Sensor/ Information Fusion**; **Workshop on Information Systems and Applications in Maritime Domain** (*ISAMD*); **European Maritime Day**; **European Coast Guard Function Conferences**; **International Semantic Web Conference** (*ISWC*); **ACM Intl Conf. on Information and Knowledge Management**; **International Joint Conferences on Artificial Intelligence**. The consortium

has also identified more events where the EFFECTOR results can be disseminated via conference and are listed within the Action Plan in **section 3.4** of the current deliverable.

Moreover, the consortium will put effort on utilizing a very promising platform created and supported by EC, the [Open Research Europe](#). This platform will assist the EFFECTOR partners to overcome difficulties that arise from obstacles towards open access of project's results that occur from publishers' policy (*e.g. embargo period*). Open Research Europe is an **open access publishing platform** for the publication of **research** stemming from **Horizon 2020** funding across all subject areas. The platform will be launched formally in March 2021 and will make it easy for Horizon 2020 beneficiaries to comply with the open access terms of their funding and will offer to researchers a publishing venue in order to share their results and insights rapidly.

#### 2.4.10 Participation in Events and Conferences

One of the project's significant dissemination activity will be the consortium participation (*physical or virtual*) in external conferences, workshops and other third party events via presentations. Additionally, project's presence in trade fairs and exhibitions is foreseen. The main aim of this practice is to raise awareness about the project, inform about its offered solution and disseminate its produced results within the **scientific and technology community, businesses, end users, public authorities, policy makers and standardization bodies**. Moreover, valuable feedback and lessons learned are expected to be received by experts and relevant stakeholders that will help the project team in its further activities. The **targeted conferences** selected by the consortium and foreseen in GA have already been presented in the previous section of the current deliverable (*see 2.4.8 Publications*). The **exhibitions and trade fairs** are also considered by the EFFECTOR consortium that they provide the opportunity to reach targeted audiences in the business sectors relevant to the project. Moreover, it is possible to present scientific results and collaborate with other groups in the field for further development. Thus, the **SMM, The leading international maritime trade fair; FEINDEF International Defence and Exhibition; IFSEC International; SEGUREX and EURONAVAL** have been included in project's dissemination routes. The EFFECTOR consortium also considers its participation in the FEINDEF Women's Forum which is an initiative of the organizers to highlight the important role of women in peace processes and to promote the participation of women in the Security and Defence sectors as well as in the technological and scientific sectors.

Lastly, the project partners will follow the news of Copernicus Security Service for border and maritime surveillance to be informed of potential events, like the FOSS4G (*Free and Open Source Software for Geospatial*) and the European Defence Agency events. Further opportunities for promoting EFFECTOR in such events (*physical and virtual*) will be sought during the course of the project and evaluated within the consortium.

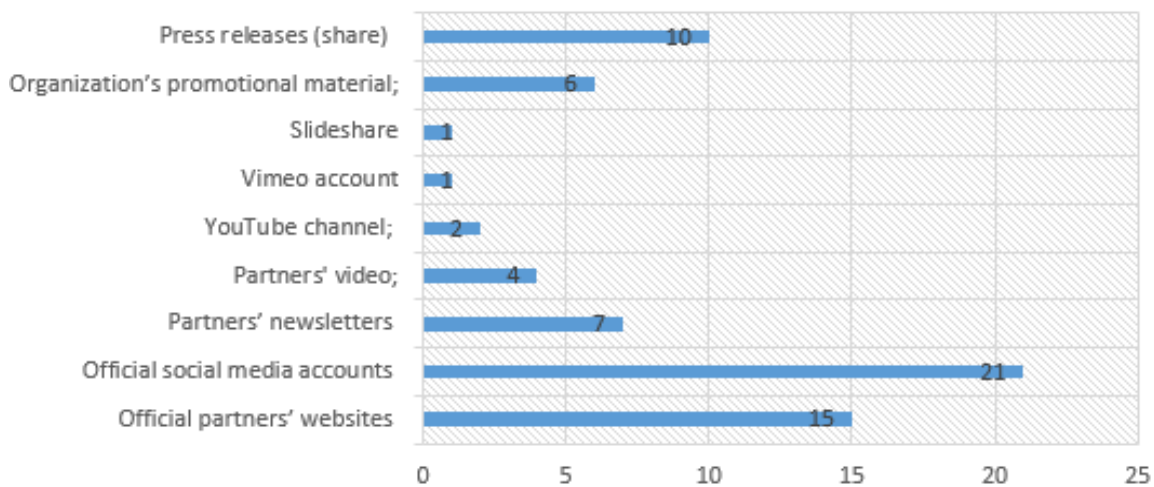
#### 2.4.11 Partners' Communications channels and Networks

The EFFECTOR consortium is consisted of large and prestigious organisations such as ministries, universities, public authorities related to the security as well as maritime sector and businesses with longstanding hands on experience related to the project's topic. They have strong network and contacts amongst the EFFECTOR's target audience and they own channels such as websites, social media accounts and so on with high visibility not only within project's stakeholders but also to general public, citizens of EU member states and beyond.

Thus, partners' communications channels and networks will be utilized in the beginning of the project for promoting EFFECTOR and creating the basis of stakeholders that will be interested to learn about its course and produced results. In combination with the communication and dissemination activities of the project, the EFFECTOR's network will be further expanded and through the word-of-mouth positive reputation will be built around the project (*Snowball effect*). Later on, during a more mature phase of the project (*when results will be available*), partners will continue to promote them also via their channels and networks. Lastly, after the completion of EFFECTOR, partners will sustain the project's results and will keep on communicating them when they deem appropriate (*in terms of time, channels and network*) always with respect to intellectual property rights and confidentiality of results and protection of personal data to the extent applicable.

The classification of project partners' available tools and networks, through which the communication and dissemination activities of the EFFECTOR will be assisted, are presented in detail in **table 4**. Briefly, in terms of numbers regarding the channels that will be employed for following the aforementioned practice are:

- **15 official partners' websites** that can feature **EFFECTOR** (*preferably*) **at their news sections**
- More than **21 defined official social media accounts** of project partners can share project's posts and news;
- **7 partners' newsletters** distributed *internally (within their organization)* can feature the project and its results;
- **4 partners** can mention and promote EFFECTOR via their organizations' videos;
- **2 partners** can share videos of EFFECTOR (*or perform other similar activities*) via their **YouTube channel**;
- **1 partner** can share videos of EFFECTOR (*or perform other similar activities*) via its **Vimeo account**
- **1 partner** can share **EFFECTOR** material/ppt presentations (*or perform other similar activity*) via its **SlideShare** account;
- **6 partners** can mention/share information about EFFECTOR at their organization's **promotional material**;
- **10 partners** can share **press releases** within their network. The partners that can share EFFECTOR Press Releases within their network are PTN, NAVAL, ENG, IRIT, EAMA, INOV, HPL, CLS, AMSPM, IRIT.



**Figure 6: Classification of partners' channels**

The partners' network that can be mobilized, related to the project's topic (*stakeholders, target audience*), are:

- **9 other EU funded projects**;
- **2 universities / research centers**;
- **3 EU institutions**;
- More than **10 defined end users**;
- More than **8 defined national public authorities**

Lastly, it should be mentioned that all partners have expressed their intention to support this practice with the means that can offer in regards to the policy of each organization that participate to the project as a beneficiary. The information presented in the following table have been provided by EFFECTOR partners after ICCS's request for the creation of this deliverable.

**Table 4: Partners communication channels and networks (categories)**

Categories	Medium / Networks	Partner
	<a href="http://www.kemea.gr/en/">http://www.kemea.gr/en/</a>	KEMEA

Categories	Medium / Networks	Partner
<b>Website</b> (news section)	<a href="https://escolanaval.marinha.pt/pt/investigacao/">https://escolanaval.marinha.pt/pt/investigacao/</a>	PTN
	<a href="https://www.naval-group.com/fr">https://www.naval-group.com/fr</a>	NAVAL
	<a href="https://www.eng.it/">https://www.eng.it/</a>	ENG
	<a href="https://www.ut-capitole.fr/">https://www.ut-capitole.fr/</a> <a href="https://www.irit.fr/">https://www.irit.fr/</a>	IRIT
	<a href="https://www.marad.bg/en">https://www.marad.bg/en</a>	EAMA
	<a href="https://www.inov.pt/">https://www.inov.pt/</a>	INOV
	<a href="http://astynomia.gr/newsite.php?&amp;lang=">http://astynomia.gr/newsite.php?&amp;lang=</a>	HPL
	<a href="http://www.ynanp.gr">www.ynanp.gr</a> , <a href="http://www.hcg.gr">www.hcg.gr</a>	MMAIP
	<a href="https://maritime-intelligence.groupcls.com/">https://maritime-intelligence.groupcls.com/</a> , <a href="https://www.cls.fr/en/">https://www.cls.fr/en/</a>	CLS
	<a href="https://ups.gov.me/en/administration">https://ups.gov.me/en/administration</a>	AMSPM
	<a href="https://www.gouvernement.fr/secretariat-general-de-la-mer-sgmer">https://www.gouvernement.fr/secretariat-general-de-la-mer-sgmer</a>	SGMER
	<b>Social Media</b>	<i>KEMEA's social media accounts</i>
<a href="https://www.facebook.com/marinhaescolanaval">https://www.facebook.com/marinhaescolanaval</a>		PTN
<a href="https://twitter.com/navalgroup">https://twitter.com/navalgroup</a> <a href="https://www.linkedin.com/company/naval-group">https://www.linkedin.com/company/naval-group</a>		NAVAL
<a href="https://twitter.com/EngineeringSpa">https://twitter.com/EngineeringSpa</a> <a href="https://www.linkedin.com/company/engineering-ingegneria-informatica-spa/">https://www.linkedin.com/company/engineering-ingegneria-informatica-spa/</a>		ENG
<a href="https://twitter.com/INOVinesc">https://twitter.com/INOVinesc</a> <a href="https://www.facebook.com/INOVinesc">https://www.facebook.com/INOVinesc</a> <a href="https://www.linkedin.com/company/inov/">https://www.linkedin.com/company/inov/</a>		INOV
<a href="https://twitter.com/thalesgroup">https://twitter.com/thalesgroup</a> <a href="https://www.linkedin.com/company/thales">https://www.linkedin.com/company/thales</a> <a href="https://www.facebook.com/thalesgroup">https://www.facebook.com/thalesgroup</a>		THALES
<a href="https://twitter.com/hellenicpolice">https://twitter.com/hellenicpolice</a> <a href="https://www.facebook.com/hellenicpolice">https://www.facebook.com/hellenicpolice</a>		HPL
<a href="https://twitter.com/naftilias">https://twitter.com/naftilias</a> <a href="https://www.facebook.com/YpourgeioNaftilias/">https://www.facebook.com/YpourgeioNaftilias/</a>		MMAIP
<a href="https://twitter.com/CLS_Group">https://twitter.com/CLS_Group</a> <a href="https://www.linkedin.com/company/cls/">https://www.linkedin.com/company/cls/</a>		CLS
<a href="https://twitter.com/SatwaysLtd">https://twitter.com/SatwaysLtd</a>		STWS
<i>AMSPM social media</i>		AMSPM
<a href="https://www.facebook.com/SecretariatGeneraldeLaMer">https://www.facebook.com/SecretariatGeneraldeLaMer</a> <a href="https://twitter.com/SGMer">https://twitter.com/SGMer</a>		SGMER



Categories	Medium / Networks	Partner
	<a href="https://twitter.com/IRIToulouse">https://twitter.com/IRIToulouse</a> <a href="https://www.linkedin.com/company/irit/">https://www.linkedin.com/company/irit/</a>	IRIT
<b>Newsletter</b>	PTN newsletter	PTN
	NAVAL-GROUP newsletter	NAVAL
	EAMA newsletter	EAMA
	IRIT newsletter	IRIT
	AMSPM newsletter	AMSPM
	ICCS newsletter	ICCS
	IRIT newsletter	IRIT
<b>Videos</b> <i>(partners' videos)</i>	NAVAL-GROUP organization's video/s	NAVAL
	IRIT organization's video/s	IRIT
	HPL organization's video/s	HPL
	CLS organization's video/s	CLS
<b>YouTube channel</b>	<a href="https://www.youtube.com/user/EllinikiAstynomia">https://www.youtube.com/user/EllinikiAstynomia</a>	HPL
	<a href="https://www.youtube.com/user/CLSatellites">https://www.youtube.com/user/CLSatellites</a>	CLS
<b>Vimeo</b>	IRIT Vimeo account	IRIT
<b>SlideShare</b>	IRIT SlideShare account	IRIT
<b>Promotional Materials</b>	KEMEA's leaflets	KEMEA
	HMOD promotional materials	HMOD
	IRIT promotional materials	IRIT
	NAVAL-GROUP promotional materials	NAVAL
	INOV promotional materials	INOV
	AMSPM promotional materials	AMSPM
<b>Other EU funded projects</b>	ANDROMEDA	KEMEA, MMAIP
	OCEAN2020	KEMEA
	COMPASS2020	KEMEA, AMSPM
	BORDERUAS	KEMEA
	ROBORDER	KEMEA
	MARSUR	HMOD
	RESPOND-A	AMSPM
	Panoramed	SGMER
	MEdOsmosis	SGMER
	National Technical University of Athens ( <i>NTUA</i> )	ICCS

Categories	Medium / Networks	Partner
<b>Universities / research centers</b>	Toulouse Capitole University	IRIT
<b>EU Institutions</b>	EMSA	KEMEA, SGMER, CLS
	JRC	KEMEA, SGMER
	CISE	HMOD, SGMER
<b>End users</b>	FRONTEX	KEMEA, SGMER
	French Navy	NAVAL, SGMER
	French Coast Guard Function administrations	NAVAL, SGMER
	Directorate "Maritime Administration" Varna, Burgas, Ruse,	EAMA
	Hellenic Coast Guard	MMAIP
	Maritime Authorities worldwide	CLS
	Fisheries Authorities worldwide	CLS
	Montenegro Navy	AMSPM
	Montenegro Border Police	AMSPM
	Harbor Masters Authority	AMSPM
<b>National Public Authorities</b>	Maritime authorities participating in CSG meetings	KEMEA
	Hellenic Ministry of Defence	HMOD
	French Directorate of Maritime Affairs	NAVAL
	French Directorate for Armament Procurement	NAVAL
	Bulgarian Ministry of Transport, Information Technologies and Communications	EAMA
	Hellenic Ministry of Maritime Affairs and Insular Policy	MMAIP
	Ministries of Environment worldwide	CLS
	Montenegro Ministry of Transport and Maritime Affairs	AMSPM
	All French ministries linked with maritime items ( <i>Transport, Energy, Sea, Environment</i> )	SGMER

## 2.5 Dissemination Content and Messages

Dissemination is making sure the projects results are available to the scientific community, policy makers and industry while using scientific language prioritizing accuracy. The results of a project are any tangible or intangible output of the action, such as data, knowledge and information which are generated within the action as well as any attached rights, including intellectual property rights. The results encompass all project outcomes that may be used by the project partners or other relevant stakeholders outside the project. They have the potential to be either commercially exploited (*e.g. concrete products or services*) or lay the foundation for further research, work or innovations (*e.g. novel knowledge, insights, technologies, methods, data*). Therefore, focused communication and dissemination actions surrounding these results are

crucial to maximise their potential impact<sup>8</sup>. Within this context, it is important to define the dissemination content which includes:

- **EFFECTOR newsletter issues;**
- **EFFECTOR press releases;**
- **EFFECTOR public deliverables;**
- **Project’s website** news items;
- **Partner’s presentations** in conferences and events (*no restricted information included*);
- **Blog posts** (*EFFECTOR website*);
- **Scientific publications** (*available links included*);
- **Promotional material** (*flyers, posters, digital banners for workshops’ promotion, video etc.*);
- **References or interviews** in press, TV, media dedicated to EFFECTOR;
- **EFFECTOR workshops’ programme** (*Agenda*).

Lastly, the key messages selected per audience for disseminating the project are enclosed in **table 5**.

**Table 5: Dissemination Messages**

Audience	Key Message
<b>End Users / Technology consumers</b> (NCC, Border and Coast Guards, FRONTEX SaR Operators, Commercial Customers).	<i>“Semantically enabled Data Lakes for an advanced maritime situational picture and interoperability at strategic and tactical level”</i>
<b>Facilitators</b> (National public authorities, EU Institutions, Professional Associations Standardisation Bodies).	<i>“Stronger security through partnership”</i>
<b>Related Industry / Community</b> ( <i>Defence industries, Scientific and Technology Community</i> )	<i>“Development of algorithms and visualization tools to support decision making!”</i>

## 2.6 Dissemination Obligations, Rules and Procedures

According to the contractual obligations of the consortium, partners must ensure open access to all peer-reviewed scientific publications that include EFFECTOR results. To this end, they will follow four steps to open access for scientific publications, that includes:

- i. Submission of the paper for publication;
- ii. Deposition of the published manuscript or the final peer reviewed version in an **Open Access Repository** ([Zenodo](#) is the choice) at the latest before publication;
- iii. Acknowledgement of the project funding in the metadata upon upload; and

<sup>8</sup> **Source:** EC Research & Innovation Participant Portal Glossary/Reference Terms; Making the Most of your H2020 Project (*European IPR Helpdesk*).

- iv. Ensuring open access to the deposited publication via the repository either on publication if an electronic version is available for free by the publisher or within **six months** of publication. An embargo period of six months is acceptable.

The consortium has already selected various open access journals. Before realizing any communication and dissemination activities project partners must ensure that they follow the set **dissemination procedures** as presented in **Annex III**. Lastly, the dissemination obligations of the consortium that stem from GA (*contractual obligations*) are delineated in **Table 6**.

**Table 6: Dissemination Obligations**

Obligation & Rules	Description
<b>Obligation to Disseminate Results</b> <i>(Article 29.1)</i>	Unless it goes against their legitimate interests, each beneficiary must - as soon as possible - ‘disseminate’ its results by disclosing them to the public by appropriate means ( <i>other than those resulting from protecting or exploiting the results</i> ), including in scientific publications ( <i>in any medium</i> ). This does not change the obligation to protect results in <b>Article 27</b> ( <i>Protection of Results – Visibility of EU Funding</i> ), the confidentiality obligations in <b>Article 36</b> ( <i>Confidentiality</i> ), the security obligations in <b>Article 37</b> ( <i>Security Related Obligations</i> ) or the obligations to protect personal data in <b>Article 39</b> ( <i>Processing of Personal Data</i> ), all of which still apply. A beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of - unless agreed otherwise — at least <b>45 days</b> , together with sufficient information on the results it will disseminate. Any other beneficiary may object within - unless agreed otherwise - 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests. If a beneficiary intends not to protect its results, it may - under certain conditions ( <i>Article 26.4.1 Agency ownership, to protect results</i> ) - need to formally notify the <b>Agency</b> ( <i>Research Executive Agency</i> ) before dissemination takes place.
<b>Information on EU funding – Obligation and right to use EU emblem</b> <i>(Article 29.4)</i>	Unless the <b>Research Executive Agency (REA)</b> requests or agrees otherwise or unless it is impossible, any dissemination of results ( <i>in any form, including electronic</i> ) must: <ol style="list-style-type: none"> <li>a. display the <b>EU emblem</b> and</li> <li>b. include the following text:  <i>“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 883374”.</i> </li> </ol> When displayed together with another logo, the EU emblem must have appropriate prominence. For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from REA. This does not however give them the right to exclusive use. Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.
<b>Disclaimer for Excluding REA Responsibility</b> <i>(Article 29.5)</i>	Any dissemination of results must indicate that it reflects only the author's view and that the <b>Research Executive Agency (REA)</b> is not responsible for any use that may be made of the information it contains.
<b>Obligation for Open Access to Scientific Publications</b> <i>(Article 29.2)</i>	Each beneficiary must ensure open access ( <i>free of charge online access for any user</i> ) to all peer-reviewed scientific publications relating to its results. In particular, it must: <ol style="list-style-type: none"> <li>a. as soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications; Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.</li> <li>b. ensure open access to the deposited publication - via the repository - at the latest:               <ol style="list-style-type: none"> <li>i. on publication, if an electronic version is available for free via the publisher, or</li> </ol> </li> </ol>

Obligation & Rules	Description
	<ul style="list-style-type: none"> <li>ii. within six months of publication (<i>twelve months for publications in the social sciences and humanities</i>) in any other case.</li> <li>c. ensure open access - via the repository - to the bibliographic metadata that identify the deposited publication. The bibliographic metadata must be in a standard format and must include all of the following: <ul style="list-style-type: none"> <li>○ the terms “European Union (EU)” and “Horizon 2020”;</li> <li>○ the name of the action, acronym and grant number;</li> <li>○ the publication date, and length of embargo period if applicable, and</li> <li>○ a persistent identifier.</li> </ul> </li> </ul>

## 2.7 Metrics and Targets

The consortium has also set metrics and targets for the Dissemination and Communication Activities. The measurement of the performed activities will be regular and their results will be monitored and evaluated regarding their success. The most important of which are given in **Table 7**.

**Table 7: Dissemination and Communication Metrics and Targets**

Type of Activity	Metrics	Target
<b>Dissemination</b>	Publications on scientific <b>Journals</b>	<b>3</b>
	Publications in <b>conference proceedings</b> and <b>technical magazines</b>	<b>5</b>
	<b>EFFECTOR Dissemination Workshops</b>	<b>2</b>
<b>Communication</b>	Presentations in <b>trade fairs, exhibitions</b>	<b>6</b>
	<b>Newsletters</b>	<b>6</b>
	<b>Video material</b> introducing EFFECTOR’s findings and Results	<b>1</b>
	<b>Number of professionals</b> to whom the <b>project leaflet</b> will be distributed	<b>500</b>
	Followers in <b>social media</b> ( <i>LinkedIn, Twitter</i> )	<b>200</b> in each one

Besides the quantitative measurements that will show the level of success of the current strategy there are also **qualitative aspects** that should be examined by the project partners. The qualitative measurements, which are not statistical indicators but qualitative variables, can assist the EFFECTOR consortium to have an overview about the satisfaction of target audience after their participation in project’s dissemination events. For achieving the above feedback, questionnaires can be created and optionally the hosting organization/s to distribute them to participants. The distribution of such questionnaires can be made during the EFFECTOR events or sent out a by mailing list to the registered attendees aiming to receive from them useful information about:

- a) Level of satisfaction from their participation in the EFFECTOR event regarding venue, catering, ventilation, seat availability, delays in registration etc.;
- b) Whether the event fulfilled their expectations;
- c) Level of satisfaction from the topics presented;
- d) Level of satisfaction from the presenters/speakers/moderators;
- e) Willingness to suggest to a friend/colleague to participate in another EFFECTOR event.

### 3. Communication and Dissemination Plan

#### 3.1 Description

The current chapter consists the Communication and Dissemination Plan of EFFECTOR and for easier comprehension from the reader it is divided in two main parts, the Calendar of Communication and Dissemination Activities (*see section 3.3*) and the Action Plan (*see section 3.4*). The first one consists a timeline of activities that stem from the DoA and other interlinked activities while the second lists the project partners' intentions for disseminating the project under various methods.

#### 3.2 Methodology

The methodology that was followed for compiling this dissemination and communication plan along with the strategy presented in **Chapter 2** was based on close and constructed collaboration of Task 7.1 leader with all partners. Its initial version was created by ICCS and it was circulated via email to the consortium for reviewing and commenting. It was finalized after incorporating all comments/suggestions received.



**Figure 7: Methodology followed for the creation of the Communication and Dissemination Plan (depiction)**

In brief, the steps followed towards the creation of this document include the creation of a questionnaire where ICCS created in order to assist partners to form and express their individual plans. In the **second phase**, each beneficiary of the project was contacted via email and asked for contribution (*filling in the questionnaire*). The **third phase** included the collection of partners' individual plans and the **fourth one** the evaluation and consolidation of the individual plans. The **last phase** (*fifth*) concluded the activities towards the finalization of the communication dissemination plan by making all the needed corrections and receiving the final approval of the consortium.

#### 3.3 Calendar of Communication and Dissemination Activities

The calendar includes in detail all the planned activities under chronological order as well as the ones that have already been performed until the submission of the current deliverable. By **M4** (*Jan. '21*) the consortium has set up the project's social media, acquired the website's domain name, launched the initial version of project's website, published the 1<sup>st</sup> press release, collected partners' individual dissemination plans, launched the updated version of the website and submitted the deliverables D7.1 and D7.3.

**Table 8: The Calendar**

Project Month	Actual Month	Activity	Lead Partner / Contributors
M1	October 2020	Project's <b>social media set up</b> (LinkedIn & Twitter)	ICCS
		Set up and acquire website's <b>Domain Name</b>	ICCS
M2	November 2020	<b>Project's website launch</b> ( <i>initial version</i> )	ICCS
		<b>1<sup>st</sup> Press release</b>	ICCS / ALL

Project Month	Actual Month	Activity	Lead Partner / Contributors
M3	December 2020	Collection of partner's <b>individual dissemination plans</b>	ICCS
M4	January 2021	<b>Project's website launch</b> ( <i>updated version</i> )	ICCS
		Social media posts for informing stakeholders about the launch of the website launch	ICCS
		Submission of <b>D7.1 Communication Strategy and Plan</b>	ICCS
		Submission of <b>D7.3 EFFECTOR Initial Web Presence</b>	ICCS
M5	February 2021	<b>Promotional Material creation</b>	ICCS /ALL
		<b>1<sup>st</sup> Newsletter Issue</b>	ICCS/ ALL
		<b>Populate project's website</b> with promotional materials	ICCS
		Social media posts for presenting the project's promotional materials to general public	ICCS
M6	March 2021	<b>2<sup>nd</sup> Newsletter Issue</b>	ICCS/ ALL
		Social media posts for promoting the 2 <sup>nd</sup> Newsletter Issue	ICCS
		Submission of <b>D7.2 Initial Dissemination material</b>	ICCS
		<b>Blog post</b> on EFECTOR website	SGMER, IRIT
		Social media post for informing stakeholders about the new blog post of March 2021	ICCS
M7	April 2021	Social media post for <b>announcing the dates</b> of the 1 <sup>st</sup> Workshop (Save the date)	ICCS/ INOV
		<b>Blog post</b> on EFECTOR website	PTN, KEMEA
		Social media posts for informing stakeholders about the new blog post of April 2021	ICCS
M8	May 2021	Preparation of <b>Workshop Material</b>	ICCS, INOV
		Social media posts for promoting the 1 <sup>st</sup> Workshop	ICCS/ INOV
		<b>Blog post</b> on EFECTOR website	NAVAL
		Social media posts for informing stakeholders about the new blog post of May 2021	ICCS
		Communication with <b>similar EU funded projects</b> for establishing communication synergies	ICCS
M9	June 2021	<b>1<sup>st</sup> Workshop</b> ( <i>Lisbon</i> )	INOV
		Social media posts during the 1 <sup>st</sup> Workshop ( <i>live tweeting</i> )	ICCS, INOV
		Social media posts ex-ante & ex-post the 1 <sup>st</sup> Workshop	ICCS/ALL

Project Month	Actual Month	Activity	Lead Partner / Contributors
		Social media posts for promoting the 3 <sup>rd</sup> Newsletter Issue	ICCS
		<b>Press Release</b> for presenting the results from the 1 <sup>st</sup> Workshop	ICCS, INOV/ALL
		Social media posts for announcing the press release about the 1 <sup>st</sup> Workshop and also informing EFFECTOR stakeholders about its availability on project's website.	ICCS
		<b>Blog post</b> on EFFECTOR website	STWS
		Social media post for informing stakeholders about the new blog post of June 2021.	ICCS
<b>M10</b>	<b>July 2021</b>	<b>Blog post</b> on EFECTOR website	INOV
		<b>Social media posts</b> for informing stakeholders about the new blog post of July 2021	ICCS
		Communication with <b>similar EU funded</b> projects for establishing communication synergies	ICCS
<b>M11</b>	<b>August 2021</b>	<b>Blog post</b> on EFECTOR website	CLS, IRIT
		Social media posts for informing stakeholders about the new blog post of August 2021.	ICCS
<b>M12</b>	<b>September 2021</b>	<b>4<sup>th</sup> Newsletter Issue</b>	ICCS / ALL
		Social media posts for promoting the 4 <sup>th</sup> Newsletter issue	ICCS
		<b>Blog post</b> on EFFECTOR website	ICCS
		Social media posts for informing stakeholders about the new Blog post of September 2021.	ICCS
<b>M13</b>	<b>October 2021</b>	<b>Blog post</b> on EFFECTOR website	HPL, EAMA, HMOD, AMSPM
		Social media posts for informing stakeholders about the new Blog post of October 2021	ICCS
		Communication with <b>similar EU funded projects</b> for establishing communication synergies	ICCS
<b>M14</b>	<b>November 2021</b>	<b>Blog post</b> on EFFECTOR website	ENG
		Social media posts for informing stakeholders about the new Blog post of November 2021.	ICCS
		Communication with <b>similar EU funded projects</b> for establishing communication synergies	ICCS
<b>M15</b>	<b>December 2021</b>	<b>5<sup>th</sup> Newsletter issue</b>	ICCS / ALL
		Social media posts for promoting the 5 <sup>th</sup> Newsletter Issue	ICCS



Project Month	Actual Month	Activity	Lead Partner / Contributors
		<b>Blog post</b> on EFFECTOR website	THALES
		Social media posts for informing stakeholders about the new Blog post of December 2021.	ICCS
M16	January 2022	<b>Video creation</b> for presenting project's results	ICCS / Technical partners
		Social media post/s for <b>announcing the date</b> of the 2 <sup>nd</sup> Workshop (Save the date)	ICCS / IRIT, SGMer
		Social media posts for raising visibility of the 3 demonstration days ( <i>Paris/Lisbon/Athens</i> ) mainly addressed to end users	ICCS / SGMER, PTN, KEMEA
		<b>Blog post</b> on EFFECTOR website	MMAIP
		Social media posts for informing stakeholders about the new Blog post of January 2021.	ICCS
M17	February 2022	<b>3 demonstration days</b> ( <i>Toulon/Lisbon/Athens</i> )	SGMER, PTN, KEMEA
		<b>Press release</b> for announcing the results from the 3 demonstration days	ICCS / SGMER, PTN, KEMEA
		Social media post for announcing the press release about the results from the 3 demonstration days and also informing EFFECTOR stakeholders about its availability on project's website.	ICCS
		<b>Blog post</b> on EFFECTOR website	PTN
		Social media posts for informing stakeholders about the new Blog post of February 2021.	ICCS
		Preparation of <b>workshop material</b>	ICCS, IRIT
		Social Media posts for promoting the 2 <sup>nd</sup> Workshop	ICCS / IRIT, SGMer
M18	March 2022	<b>2<sup>nd</sup> Workshop</b> ( <i>Paris</i> )	IRIT
		Social media posts during the 2 <sup>nd</sup> Workshop ( <i>live tweeting</i> )	ICCS, IRIT/ SGMer
		Social media posts ex-ante & ex-post the 2 <sup>nd</sup> Workshop	ICCS
		<b>Press release</b> for announcing the project's completion	ICCS /ALL
		Social media post for announcing the press release about project's completion and also informing EFFECTOR stakeholders about its availability on project's website.	ICCS
		<b>6<sup>th</sup> Newsletter Issue</b>	ICCS /ALL
		Social media post for promoting the 6 <sup>th</sup> Newsletter Issue	ICCS
		<b>Blog post</b> on EFFECTOR website	SGMER
		Social media posts for informing stakeholders about the new Blog post of March 2021.	ICCS

### 3.4 Action Plan

In this initial phase of the project, consortium partners have expressed their intention to make the following dissemination and communication activities. In brief, there have been identified **14 conferences** for participation; **4 exhibitions** for participation and **26 others** across the globe for participating with an EFFECTOR booth (*depending on future covid-19 restrictions*); **4 outreach events** organized by the project and **11 publications** (*journals and scientific papers*). Those activities are explicated in **Table 9**.

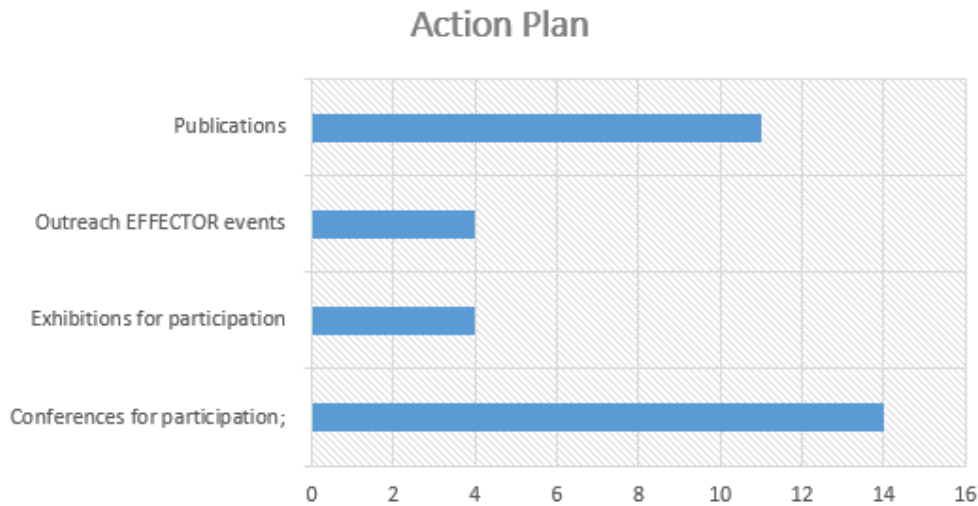


Figure 8: Depiction of Action Plan's identified activities

Table 9: Action Plan

Goal	Activity (Place)	Dates	Partner /s
Participation to Conference	<b>European Maritime Day Conference 2021</b> (Den Helder, The Netherlands)	20-21 May 2021	KEMEA, EAMA, MMAIP, AMSPM,
	<b>European Coast Guard Function Forum (ECGFF) 2021</b>	<i>To be announced</i>	KEMEA, EAMA, MMAIP, AMSPM, SGMER
	<b>International Semantic Web Conference (ISWC) 2021</b>	<i>To be announced</i>	EAMA, IRIT
	<b>International Joint Conferences on Artificial Intelligence 2021</b> (Montreal, Canada)	21-26 Aug. 2021	IRIT, EAMA, AMSPM,
	<b>International Joint Conferences on Artificial Intelligence 2022</b> (Bologna, Italy)	<i>To be announced</i>	IRIT
	<b>ACM Intl Conf. on Information and Knowledge Management 2021</b> (virtually – Australia)	1-5 Nov. 2021	EAMA, IRIT
	<b>European Congress on Disaster Management 2021</b>	<i>To be announced</i>	EAMA, AMSPM, ICCS

Goal	Activity (Place)	Dates	Partner /s
	<b>INTSYS 2021</b>	Dec. 2021	INOV
	<b>MS&amp;D The international conference on maritime security and defence 2022</b>	<i>To be announced</i>	AMSPM, ICCS
	<b>EU Strategy for the Baltic Sea Region, Policy Area on Maritime Safety and Security Forum 2021</b>	<i>To be announced</i>	AMSPM
	<b>Workshop on Information Systems and Applications in Maritime Domain (ISAMD)</b>	<i>To be announced</i>	AMSPM, ICCS
	<b>IT Conference</b> ( <i>Žabljak, Montenegro</i> )	Feb. 2022	AMSPM
	<b>29th Telecommunication Forum Telfor</b> ( <i>Belgrade, Serbia</i> )	Nov. 2021	AMSPM
	<b>SEEDA-CECNSM conference</b>	<i>To be announced</i>	ICCS
<b>Participation to Exhibition</b>	<b>FEINDEF International Defence and Exhibition 2021</b> ( <i>Madrid, Spain</i> )	3-5 Nov.2021	KEMEA
	<b>SEGUREX 2021</b>	7-10 May 2021	PTN, EAMA
	<b>EURONAVAL 2022</b>	Oct. 2022	NAVAL, AMSPM, SGMER, ICCS
	<b>SMM, The leading international maritime trade fair 2022</b>	<i>To be announced</i>	NAVAL, EAMA, CLS, AMSPM
	The exhibitions where Naval Group will potentially have a <b>booth</b> in 2021 ( <i>depending on future covid-19 restrictions</i> ):  <b>FIC (France), MAROPS (France), SHIELD AFRICA (Côte d'Ivoire), IDEX (Abu Dhabi), NAVDEX (Abu Dhabi), COLOMBIAMAR (Columbia), SEA AIR SPACE (USA), LIMA (Malaysia), LAAD (Brasil), AFED (KSA), FAMEX (Mexico), IMDEX (Singapore), CANSEC (Canada), SITDEF (Peru), UDT (EU), SIAE (France), PACIFIC (Australia), MSPO (Poland), DSEI (UK), BIDEK (Bahrein), INMEX-SMM (India), DEFENSE &amp; SECURITY (Thailand), NEDS (Netherlands), GDA (Kuwait), EXPODEFESA (Columbia)</b>	<i>To be defined</i>	NAVAL
<b>Organization of project's event</b>	<b>Greek Maritime Trial</b> ( <i>Delta Evros Region, Alexandroupolis, Greece</i> )	Nov. 2021 – Jan. 2022	KEMEA, MMAIP, NAVAL, STWS, ICCS, HPL, HMOD
	<b>1<sup>st</sup> Workshop</b> ( <i>Lisbon, Portugal</i> )	Jun. 2021	INOV
	<b>2<sup>nd</sup> Workshop</b> ( <i>Paris or Toulouse, France</i> )	Mar. 2022	IRIT, SGMER

Goal	Activity (Place)	Dates	Partner /s
	<b>French trials</b> where foreign delegation is planned to be invited	<b>Jan. 2022</b>	NAVAL, IRIT, CLS, SGMER
<b>Publications</b>	<b>MDPI Applied Sciences</b> → open access journal	<i>To be defined</i>	INOV
	<b>29th Telecommunication Forum Telfor</b> (Belgrade, Serbia) → scientific paper	<b>Nov. 2021</b>	AMSPM
	<b>IT Conference,</b> (Žabljak, Montenegro) → scientific paper	<b>Feb. 2022</b>	AMSPM
	<b>EEDA-CECNSM</b> → scientific paper  <u>Potential topic:</u> An End to end Interoperability Framework For Maritime Situational Awareness at Strategic and Tactical Operations - Linking the pieces together: Interoperability for Maritime Surveillance	<i>To be defined</i>	ICCS, NAVAL, THALES, STWS, INOV, CLS
	<b>Environment Affairs and Shipping</b> → journal  <u>Potential topic:</u> An End to end Interoperability Framework For Maritime Situational Awareness at Strategic and Tactical Operations - Linking the pieces together: Interoperability for Maritime Surveillance	<i>To be defined</i>	ICCS, NAVAL, THALES, STWS, INOV, CLS
	<b>Journal of Maritime Technology</b> → journal  <u>Potential topic:</u> An End to end Interoperability Framework For Maritime Situational Awareness at Strategic and Tactical Operations - Linking the pieces together: Interoperability for Maritime Surveillance	<i>To be defined</i>	ICCS, NAVAL, STWS, INOV, CLS
	<b>ICSP</b> → scientific paper  <u>Potential topic:</u> An End to end Interoperability Framework For Maritime Situational Awareness at Strategic and Tactical Operations - Linking the pieces together: Interoperability for Maritime Surveillance	<i>To be defined</i>	ICCS, NAVAL, STWS, INOV, CLS
	<b>International Conference on Research Challenges in Information Science</b> → scientific paper	<i>To be defined</i>	ICCS, NAVAL, THALES, STWS, INOV, CLS

Goal	Activity ( <i>Place</i> )	Dates	Partner /s
	<p><u>Potential topic</u>: An End to end Interoperability Framework For MaritimE Situational Awareness at StrategiC and TacTical OpeRations - Linking the pieces together: Interoperability for Maritime Surveillance</p>		
	<p><b>International Semantic Web Conference (ISWC) 2021</b> → scientific paper</p> <p><u>Potential topic</u>: Ontology</p>	<i>To be defined</i>	IRIT
	<p><b>ACM Intl Conf. on Information and Knowledge Management 2021</b> (<i>virtually – Australia</i>) → scientific paper</p> <p><u>Potential topic</u>: Heterogeneous data management</p>	<i>To be defined</i>	IRIT
	<p><b>International Joint Conferences on Artificial Intelligence (IJCAI) 2022</b> (<i>Bologna, Italy</i>) → scientific paper</p> <p><u>Potential topic</u>: Machine learning</p>	<i>To be defined</i>	IRIT

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## 4. Conclusion

This document set the communication and dissemination strategy that the EFFECTOR consortium will follow throughout the project's lifecycle and outlined the planned activities from the submission of D7.1 until March 2022 (*project completion*). The plan, enclosed within the current deliverable, included tools and channels selected to be employed towards the successful communication and dissemination of the project and its results while clear responsibilities of partners and execution time were defined. Within this framework consortium partners expressed their intentions (*via their individual communication dissemination plans*) to make the following dissemination and communication activities: participation to **14 conferences**; participation to **4 exhibitions** (clearly defined) and **26 others** across the globe for participating with an **EFFECTOR booth** (*depending on future covid-19 restrictions*); organization of **4 EFFECTOR outreach events** and **11 publications** (journals and scientific papers).

The successfulness of the presented plan is relied upon project partners' active involvement into such activities while constant monitoring of its course and implementation will be made primarily by Task 7.1 leader (*ICCS*) and supportively by WP7 leader (*ENG*) and project coordinator. Opportunities for further promotion of EFFECTOR will be continuously and if needed, corrective and/or supplementary actions will be made. It should be stressed that the Communication and Dissemination Plan is considered as an adaptive living document. Concluding, the utmost objective is to ensure that information about EFFECTOR and its results are effectively communicated to target audiences throughout its lifetime.

## Annex I: Quality Review Report

The EFFECTOR Consortium uses the Quality Review Report process for its internal quality assurance for deliverables to assure consistency and high standard for documented project results.

The Quality Review Report is used individually by selected peer reviewers. The allocated time for the review is 7 calendar days. The author of the document has the final responsibility to reply on the comments and suggestions of the peer reviewers and decide what changes are needed to the document and what actions are to be undertaken.

### Reviewers

Project Coordinator	Alexis Blum (SGMer)
Management Support Team Member	Alkis Astyakopoulos (KEMEA)
Internal Peer Reviewer	Giuseppe Vella (ENG), Alexis Blum (SGMer)

### Overall Peer Review Result

The Deliverable is:

- Fully accepted
- Accepted with minor corrections, as suggested by the reviewers
- Rejected unless major corrections are applied, as suggested by the reviewers

### Consolidated Comments of Quality Reviewers

General Comments	
<b>Deliverable contents thoroughness</b>	Reviewers comment: Giuseppe Vella (ENG) The deliverable is well described and address the main objective of the task challenges. Author's reply:
<b>Innovation level</b>	Reviewers comment: Giuseppe Vella (ENG) not applicable Author's reply:
<b>Correspondence to project and programme objectives</b>	Reviewers comment: Giuseppe Vella (ENG) fully correspondence with project and programme objectives Author's reply:
Specific Comments	
<b>Relevance with the objectives of the deliverable</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially <input type="checkbox"/> Not applicable Reviewers comment: Author's reply:
<b>Completeness of the document according to the its objectives</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially

	<input type="checkbox"/> Not applicable Reviewers comment: Author's reply:	
<b>Methodological framework soundness</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially <input checked="" type="checkbox"/> Not applicable Reviewers comment: Author's reply:	
<b>Quality of the results achieved</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially <input type="checkbox"/> Not applicable Reviewers comment: Author's reply:	
<b>Structure of the deliverable with clear objectives, methodology, implementation, results and conclusions</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially <input type="checkbox"/> Not applicable Reviewers comment: Author's reply:	
<b>Clarity and quality of presentation, language and format</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially <input type="checkbox"/> Not applicable Reviewers comment: Author's reply:	
<b>Detailed Comments (please add rows as appropriate)</b>		
<b>No.</b>	<b>Reference</b>	<b>Remark</b>
1	Overall text	Check the definitions of Hashtags or Journals comments across the text
3	Section 2.7	Is a KPI table with the evidence of the KPI status?
4		
5		



## Annex II: Reporting Template

Please fill in the following tables with the dissemination activities that you have performed during the reporting period.

If you have undertaken more activities that do not match in the following sections, please write them at the end of the document.

### A. Direct contact with target audiences

*(Face-to-face meetings with target audiences)*

<i>Partner's Name</i>	<i>Name and type of the contact</i>	<i>Date of the meeting</i>	<i>Venue/Location of the meeting</i>	<i>Activity description (short description of the outcome of the meeting, what we gained from it)</i>
<insert the name of your organization>	<To Whom>	<When>	<Where>	<Description>

### B. Communication with target audiences

*(Communication with target audiences about the project via email, social media, phone, contact form of the website, etc.)*

<i>Partner's Name</i>	<i>Name and type of the contact</i>	<i>Date of communication</i>	<i>Reason of communication</i>	<i>Activity description (short description of the outcome of the communication, what we gained from it)</i>
<insert the name of your organization>	<Who>	<When>	<Why>	<Description>

### C. Organization of events / press conferences / webcasts / webinars

(Events that partners organized about the EFFECTOR)

Partner's Name	Name of the event	Date of the event	Location of the event (city, country)	Description of the event (type, aim, size of the audience, type of the audience)
<insert the name of your organization>	<Event>	<When>	<Where>	<Description>

### D. Participation in third party events

(Partner's participation in conferences, workshops, seminars, meetings, etc.)

Partner's Name	Name of the event	Date of the event	Location of the event (city, country)	Description of the event (type, aim, size of the audience, type of the audience)
<insert the name of your organization>	<Event>	<When>	<Where>	<Description>

### E. Press Coverage of EFFECTOR Project

(Press release, article, interview, website link, reference on webpage, reference in news items, etc.)

#### I. External

(Items only from 3<sup>rd</sup> party sources e.g. newspapers, radio/TV coverage, informational websites etc.)

Partner's Name	Type of press item (press release, interview, etc.)	Title of the press item	Media where it was published	URL (if available)
<insert the name of your organization>	<Type>	<Title>	<Name of the media>	<Link>

## II. Internal

(Items only from partners' communication channels e.g. partners' website, partners' social media etc.)

<i>Partner's Name</i>	<i>Type of press item (press release, interview, etc.)</i>	<i>Title of the press item</i>	<i>Media where it was published</i>	<i>URL (if available)</i>
<insert the name of your organization>	<Type>	<Title>	<Name of the media>	<Link>

## F. Collaboration with other EU funded projects

<i>Partner's Name</i>	<i>Name of the project you collaborated with</i>	<i>Contact person or organization</i>	<i>Date</i>	<i>Description of the collaboration activity</i>
<insert the name of your organization>	<Project>	<Organization contacted>	<When>	<Description>

## G. Scientific Publications

<i>Title of publication (in case of joint publication with other partner please mention- {joint})</i>	<i>Date of publication</i>	<i>Name of Author(s)</i>	<i>Journal, Publishing house (please provide URL/DOI if available)</i>	<i>Status (accepted/submitted/present ed to the conference proceedings and scientific journals)</i>
<Title>	<When>	<Author/s>	<Journal, Publishing house>	<Status>

## Annex – Scientific Publication

In the table below you can find the information required by the EC to be reported at the Participant Portal. Please fill in the table below per publication.

<i>Title of publication</i> (please enter the Publication Title)	
<b>Type of Scientific publication</b>	Conference proceedings paper/ book chapter/ Journal article etc.
<b>Title of the Scientific publication</b>	
<b>DOI</b>	
<b>ISSN or eSSN</b>	
<b>Authors</b>	
<b>Title of the journal or equivalent</b>	
<b>Number, date</b>	
<b>Publisher</b>	
<b>Place of publication</b>	
<b>Year of publication</b>	
<b>Relevant pages</b>	
<b>Public &amp; private publication</b>	YES/NO
<b>Peer-review</b>	YES/NO
<b>Is/Will open access provided to this publication</b> <i>(please also note the embargo period in months)</i>	YES/NO

## Annex III: Dissemination Procedures

This appendix describes the procedures that will be followed by all consortium partners for performing any type of dissemination activity. The procedures also include rules and obligations as foreseen in GA and have already been presented in previous sections of the current chapter.

### Description and Purpose

The dissemination procedures include guidelines and define the main steps to be followed by partners for the publication or presentation of work done within the framework of the EFFECTOR project. The full description of the communication and dissemination procedures of the project is explicated at the sub-sections that follow.

### Main Objectives of the Procedure

The main objectives for the dissemination procedures are to:

- a. Ensure high quality of EFFECTOR publications and presentations;
- b. Avoid overlaps;
- c. Avoid disclosure of restricted or confidential information;
- d. Monitor and record the dissemination activities of the project.

### Step by Step Procedure

1. **45 days** before the performance of any dissemination activity related to the EFFECTOR project, the initiator of the dissemination activity:
  - Fills in the dissemination request form (Annex 2) providing necessary information (type of activity, provisional title, short summary or draft of the whole paper/set of slides, if available);
  - Informs via email the Task 7.1 Leader (Mr. Pantelis Kanellopoulos [pantelis.kanellopoulos@iccs.gr](mailto:pantelis.kanellopoulos@iccs.gr));
  - As soon as available, share the abstract/draft paper/draft poster, etc., in a dedicated folder on the project online collaboration tool (creating a corresponding folder for the related event), and informs the Task 7.1 Leader when it is done.
2. The Task 7.1 Leader sends the request within **2 days** to the Consortium partners for approval, modification, request for extra information/clarifications or rejection;
3. The Consortium partners have to reply to the Task 7.1 Leader within **30 days**; no response is considered as an approval;
4. The Task 7.1 Leader informs the initiator of the dissemination activity and the Project Coordinator about the decision.

#### In case of:

- a. **Approval:** The initiator may proceed with the submission or realization of the planned dissemination activity;
- b. **Conflict/objection:** Any Consortium member can object to the proposed dissemination activity, for example in cases of overlaps or risk of disclosure of restricted or confidential information. The objection has to include a clear reasoning as well as a precise request for necessary modifications.

The issue is discussed among the Coordinator, the Task 7.1 Leader and the involved partners.

5. Within **10 working days** after the realization of the approved dissemination activity, the initiator of the dissemination activity:
  - Uploads the final paper, presentation, poster, or other presented material on the project online collaboration tool, in the dedicated folder;

- Uploads photos from the activity, if relevant, in the same folder (in a “photos” sub-folder);
- Completes a dissemination activities report template (see Annex 1) and uploads it in the same folder;
- Informs via email the Task 7.1 leader;
- The Task 7.1 leader records all dissemination activities performed in the project, for progress reporting purposes, as well as publication on the website of the related presentation, poster and /or paper (if public).

**NOTE:**

If partners wish to present or release material already approved, such as public presentation/material, then no formal approval is required, but the Task 7.1 Leader has to be informed.

**Acknowledgement****1. Publications**

The following acknowledgement text should be included in all publications related to the EFFECTOR work:

*This work is a part of the EFFECTOR project. This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 883374. Content reflects only the authors’ view and European Commission is not responsible for any use that may be made of the information it contains.*

**2. Other communication and dissemination activities**

For all other communication and dissemination activities, the EC emblem should be included with the following text:

*This work is a part of the EFFECTOR project. This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 883374.*

**3. Infrastructure, equipment and major results**

For infrastructure, equipment and major results, please include the EC emblem and the phrase:

*This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 883374.*

**4. EU emblem**

When displayed together with another logo, the EU emblem must have appropriate prominence. For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from REA. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

**5. Disclaimer**

Any communication activity related to the action must indicate that it reflects only the author's view and that the Research Executive Agency and the European Commission are not responsible for any use that may be made of the information it contains.

## Annex IV: Dissemination Request Template

**Date of request:** DD/MM/YYYY

**Activity Type:** *Insert one type of dissemination activity*

Please choose one of the following types: *participation to a conference, participation to a workshop, scientific publication, special session, paper presentation, organization of workshop, demonstration, exhibition, trade fair, press/media activity, poster, video, website*

**Partner /s:** \_\_\_\_\_, \_\_\_\_\_,

**Please provide further details about the activity:**

<b>DESCRIPTION</b>	Please insert a short description (location, date, website, press, other)
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**In case of participation to event please choose the type of participation:** \_\_\_\_\_

Please choose one of the following types: poster, presentation, material distribution, networking

In case of **scientific publication** please fill in the following:

**Author /s:** \_\_\_\_\_, \_\_\_\_\_,

**Title of journal/ event/journal/book/location:** \_\_\_\_\_

**Date of the event / publication date:** DD/MM/YYYY

**TITLE:** Please insert the Publication Title

<b>DESCRIPTION / SHORT SUMMARY</b>	Please insert a short description of the activity
<b>RELATION TO EFFECTOR</b>	Please choose one of the following: Simple reference, concept description, work description, key paper presenting EFFECTOR,