Rights of Internet of Everything

D9.2 – Planning the communication and dissemination of the results

Document History

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Contributors

Partner	Name	Role	Contribution
all	All	beneficiaries	Contributions

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Table of Contents

Executive Summary

This document is the Deliverable 9.2: "Planning the communication and dissemination of the results", part of the Working Package 9, which reports the Dissemination/ public engagement activities.

1. Introduction

The ultimate goal of the PhD project is to turn a new generation of researchers with a portfolio of different competences – technical, legal, economical, ethical, philosophical – into the future leading figures in research and discovery in European industry and academia, able to develop and deal with new regulations and ethics, to invent innovative solutions, and to develop highly specialized ICT IoE products compliant with the law.

The Phd project also aims to disseminate and communicate the results to key stakeholders and to society itself.

Therefore, this communication plan aims to ensure that the project's outcomes reach not only the scientific community, but also the general public, in order to improve the society's understanding of science, and, at the same time, helping the researchers to better understand public interests and concerns about science and technology.

2. Objectives (O)

The objectives of the communication and dissemination plan are:

- Widely disseminate the concept of RIoE and its innovations (conceptual, technological) in the scientific community (O1)
- Communicate with other LAST-JD-RIoE Phd researchers or internationally-funded related projects and initiatives (O2)
- Increase public awareness on the RIoE very sensitive and important issues to the general public (O3)
- Communicate the benefits of this project to the professional media, to people working in this area, to policy decision makers and to other interested stakeholders (O4)
- Support strategy development and policy making by actively contributing RIoE results to ongoing initiatives, e.g. in relation to the 2020 Digital Agenda presented by the European Commission (O5)
- Ensure that the project establishes and benefits from an effective network of stakeholders in the participating countries and elsewhere in Europe (O6)

3. Targets (T)

The targets of the communication and dissemination plan are:

- Academic, scientific, researchers community and centres (T1)
- Peer LAST-JD-RIoE Phd researchers (T2)
- Students and potential future applicants (T3)
- People responsible for monitoring the Horizon 2020 Programme (T4)
- Industry and Business: Professional Communities and Companies (T5)
- Media (T6)
- Decision making bodies: Public Administration and Policy Makers; national and regional government bodies; European Commission (T7)
- Generic Public (T8)

4. Project reference identity, logo and corporate image

4.1 Project Logo

The aim of the project logo is creating a distinguishable brand for the LAST-JD- RIOE project identity. The logo must be displayed on the entire set of project materials and tools.

Figure 1 – Logo of the project.

4.2 EU logo

The Phd project is funded by the European Union's Horizon 2020 Research and Innovation Programme. The EU logo is used for any (internal or external) deliverable, report and dissemination tool.

As it is stated in Article 38 of the Grant Agreement, any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant will display the flag and include the following text: This project has received funding from the European Union's Horizon 2020 research and Innovation programme under the Marie Skłodowska-Curie grant agreement No 814177.

Figure 2 – Logo of European Commission.

5 Dissemination and Communication Actions and Tools

With the aim of responding to the target groups, and in order to outcome to the previously indicated objectives, an array of activities and tools are provided to the researchers, in order to perform an effective and efficient dissemination of their results.

Phd students will be also trained during the years, improving their communication skills.

5.1   Internal Dissemination and Communication

5.1.1   Geared towards the project beneficiaries and fellows

ACTIONS	TARGETS	OBJECTIVES
Mailing list & Newsletter	T2; T4; T7	O2
Internal meetings	T2	O2

- **Mailing List & Newsletter**
  An internal mailing list will be created in order to facilitate internal communications about the project. The dedicated newsletter will be also send to the responsible of the programme and to decision making bodies, with updates about project achievements.

  Indicators: At least 4 newsletter per year (>50 receivers)

- **Internal Meetings**
  Face-to-face (formal and informal) meetings are important to create a network of students who will have the opportunity to talk about the project's progress and exchange expertise and ideas.

5.2   External Dissemination and Communication

5.2.1   Geared towards the scientific and industrial community

ACTIONS	TARGETS	OBJECTIVES
Workshops, Webinars, Conferences and Summer Schools	T1; T2; T3; T4; T5	O1; O2
Journals and Magazines Publications	T1; T2; T3; T4; T5	O1; O2;
Hackatons and contests	T1; T2; T3; T5; T6	O1; O5
Social Networks: Twitter, ResearchGate & LinkedIn	T1; T2; T3; T5	O1; O2; O4; O6
Formal Meetings	T1; T2; T4; T5; T6; T7	O1; O2; O4; O5; O6

- **Workshops, Webinars, Conferences and Summer Schools**

  LAST-DJ-RiOE plans to organize conferences, a series of scientific and cross-fertilization workshops and one trans-disciplinary summer school during the project lifetime, in order to create interest and awareness in the scientific and industrial community and present the projects results. In particular:

  - UNIBO will organize an Info Day and a final conference to promote scientific topics of RIoE.

  - As a large number of researchers involved in RIoE are members of EU projects and relevant EU networks, partners will activate their networks to seek synergies. In particular the network will strengthen liaison with Alliance for Internet of Things Innovation ('AIOTI').

  - The consortium will co-organize scientific workshops on the topic, such a NorMAS workshop series or associated with major international conferences such as ICAIL, Jurix, ACL, RuleML, EGOVIS, ECEG, IoTBD.

  Indicators:

  At least 1 scientific workshop per year (>100 participants);

  At least 2 joint workshop with EU network;

  At least 3 poster presentations/each in international conferences;

  1 summer school involving 30 PhD students and all the ESRs

- **Journals and Magazines Publications**

  Partners will publish papers in high-impact scientific journals. All articles including those that are not open access journals will be deposited to an OpenAIRE compliant repository in collaboration with the consortium partners university libraries (UNITO).

  In those cases where the publisher does not allow open access within the allowed embargo period, authors will make their best effort to retain their rights to deposit their article in a repository. In cases where results publications can be considered of interest to a broader non-specialist audience, or deal with controversial issues and address societal challenges, the consortium will consider paying APC to any journal (be it hybrid or OA journal) that offers the best return on investment in terms of candidate visibility and impact.

  Candidates, whenever applicable, deposit the underpinning research data of the article in the Zenodo.eu repository, and links between data and publication and vice versa will be added (exceptions are commercial exploitation, personal data, national security data).

  Indicators: At least 2/3 scientific publications/each in open access international journals

- **Hackatons and contests**
  Challenges such as Hackatons will be organized in order to enhance visibility and show proof-of-concepts.

- **Social Networks: Twitter, ResearchGate & LinkedIn**
  The students will be helped to open and take care of their professional image through the social networks of the scientific and professional community, such as Twitter, ResearchGate and LinkedIn, and a common hash tag for the project will be identified.

- **Network events**
  Meetings with the scientific and industrial community, to create a network of expertise and know each other resources and needs. The consortium will present RIoE project also in International events for industries in order to foster an effective cross- fertilization between academic units and industries, discussing on open research questions and scientific challenges and share knowledge and results related to the Phd thesis.

  Indicators: 1 event per year

- **Experts Advices**
  Guidelines for governments and policy decisors
  Indicators: >50 policy decisors involved and contracted

5.2.2 Geared towards the society as a whole

ACTIONS	TARGETS	OBJECTIVES
Podcasts	T1; T2; T3; T8	O3
Blogs	T1; T2; T3; T8	O3; O4
Youtube channel & Promotional videos	T1; T2; T3; T5; T8	O3; O4
Social Networks: Facebook, Telegram groups & Instagram	T1; T2; T3; T5; T8	O3; O4
Newspapers & Radio Interviews	T1; T2; T3; T5; T6; T8	O3; O4
Phd Website with *Personal Web Pages*	T1; T2; T3; T4; T5; T8	O3; O4
Events	T1; T2; T3; T6; T8	O3; O5

Phd students will be encouraged to use multimedia tools and activities to promote the scientific knowledge and its methodologies to non-specialist publics. At the core of communication activities will be, in fact, the online presence for the communication with the society.

- **Podcasts**
  Podcasting can be a tool to communicate the results to a wider community. It is also very useful for educational purposes since it facilitate the comprehension of complex concepts.

- **Blogs**
  A blog will be used to communicate day-to-day achievements in the form of a personal or

collaborative diary.

- ***Youtube channel & Promotional videos***
  Youtube can be used to share interventions during seminars and workshop, as well as short promotional videos, which will be created for the promotion of research activities.

  Indicators: at least 1 promotional video per year

- ***Social Networks: Facebook, Telegram groups & Instagram***
  Social Networks such as Facebook will be used to share events and information with the community and the stakeholders, and to engage them through showing daily steps and thoughts (f.i instagram stories, targeting principally the younger).

- ***Newspapers, Radio & Tv Interviews***
  Articles, press releases and interviews on the research topics will be promoted and sent to local and national newspapers, as well as local radio and tv channels.

  Indicators:

  at least 2 articles in local press and online magazines / each participating Country;

  at least 1 tv or radio interview released by network team.

- **LAST-JD-RIoE knowledge base with *Personal Web Pages***
  A dedicated knowledge base of the project will be created to support and share all the relevant information about the researchers and their projects, in a concise, open source, and reader-friendly format. The platform will be the pivot around which all other multimedia tools will run. RioE network will implement the storytelling as a dedicated tool to share knowledge in a cooworking community and get contributions, inputs, comments, critics and feedbacks.

- ***Events***
  Phd students will be encouraged to participate into events, to explain in an informal environment their research.

  Indicators:

  At least 1 participation into a European Researchers' Nights;

  At least 1 participation per year at the Marie Skłodowska-Curie Ambassadors event;

  At least 1 participation into an Orientation Day;

  At least 1 participation per year into Pint of Science event

6 Exploitation of results and intellectual property

LAST-JD-RIoE network recognizes the importance of the exploitation of results and a proper Exploitation and IPR strategy will be developed to promote the deployment of the research results.

The consortium matches academic beneficiaries and representatives of the private, it is then best placed to develop the results into commercially applications. To deal with the above issues and assure that exploitation and protection of relevant project results will be coherently pursued, the programme management structure includes a Communication and Exploitation Manager that will be in charge of coordinating programme exploitation and IPR protection strategies.

Three primary areas for exploitation will be considered:

1. Transfer of know-how from beneficiaries and partner organisations to ESRs;

2. Intellectual Property Rights-IPR management (regulated in Consortium Agreement – DESCA

7   2020- signed by all beneficiaries); IPR is detailed in Management, Section 3 (see below).

3. Open Access: RIoE is fully committed to the principles of Open Access, which is one the of RRI pillars: Thesis & publication of data will be permitted on institutional platforms, and specific clause to this aspect will be included in the Consortium Agreement. Technology, Data and results will be all freely shared within the Consortium also through available apps/platforms.

8 People responsible for the Phd Communication

At the start of the project, a **Communication and Exploitation Manager** will be appointed in charge of communication, dissemination and public engagement on behalf of all the consortium. S(he) will be responsible for the implementation, upgrading, monitoring and evaluation of activities described above, managing each action included in this plan.
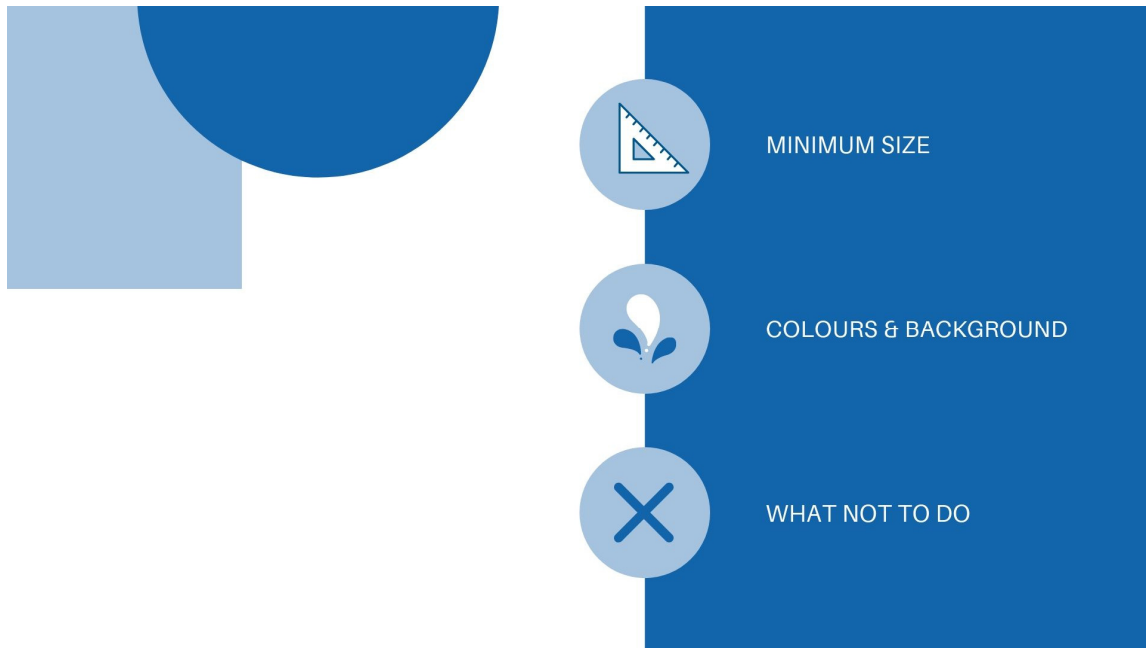
Annex A – Logo Usage Guide
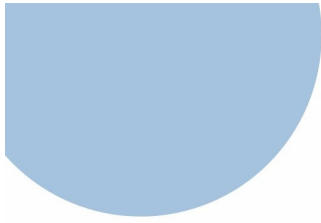
LOGO
CORPORATE
IMAGE

THE LOGO

MINIMUM SIZE

COLOURS & BACKGROUND

WHAT NOT TO DO

MINIMUM SIZE

The logo must always be displayed at a size large enough to enable the reading of the text. This will vary based on the resolution of the medium it is being used in but, as a general rule, the logo should be no smaller than **40 mm** in width.

COLOURS & BACKGROUND

COLOURS

The logo **cannot be changed** in colours.

BACKGROUND

The the only one background color allowed is **white**

WHAT NOT TO DO

The logo cannot be stretched, enlarged, rotate, or changed in the elements, as in the figures below.

The LAST-JD-RIoE project

31/05/2019

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Horizon 2020