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Dissemination and Communication Plan

Work Package 7 - Dissemination, standardisation and business modelling



TERRANOVA Project

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The TERRANOVA consortium consists of the following partners:

No.	Name	Short Name	Country
1 (Coordinator)	University of Piraeus Research Center	UPRC	Greece
2	Fraunhofer Gesellschaft (FhG-HHI & FhG-IAF)	FhG	Germany
3	Intracom Telecom	ICOM	Greece
4	University of Oulu	UOULU	Finland
5	JCP-Connect	JCP-C	France
6	Altice Labs	ALB	Portugal
7	PICAdvanced	PIC	Portugal

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¹ **Types.** **R:** Document, report (excluding the periodic and final reports); **DEM:** Demonstrator, pilot, prototype, plan designs; **DEC:** Websites, patents filing, press & media actions, videos, etc.; **OTHER:** Software, technical diagram, etc.

² **Dissemination levels.** **PU:** Public, fully open, e.g. web; **CO:** Confidential, restricted under conditions set out in Model Grant Agreement; **CI:** Classified, information as referred to in Commission Decision 2001/844/EC.

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EXECUTIVE SUMMARY

TERRANOVA will ensure the dissemination of results of the project to decision and policy makers at national, European, and global level, to industrial business managers and market leaders, and of course to researchers, scientists, and innovators. The dissemination activities will encourage, orchestrate, and assess the communication of the results of the project. Dissemination of results is undertaken via several routes like established channels for providing information on the project during its progress, and ensures that the project's results are in use during the project's lifetime and after the project has finished.

Regarding its dissemination activities, TERRANOVA will:

- Create logo and set-up and maintain a project web-site by Month 3, that will act as an information and service portal, disseminating project results and providing access to standards, demonstration software, material explaining TERRANOVA innovation, connection to other projects, press information, success stories and industrial transfer;
- Participate in national and European market fairs, in which the TERRANOVA will be presented by its industrial partners;
- Set-up of an External Advisory Board involving relevant personalities in the field, who are interested in different activities of TERRANOVA;
- Closely cooperate with commercial, standardization and scientific interest groups and their organisations and create interest groups in the field of TERRANOVA activities;
- Widely publish in international academic and trade journals, conference proceedings, and national publications;
- Organise industrial and academic workshops, as well as seminars for presenting project results;
- Contribute to formal pre-standardization and standardization bodies, fora and industry groups and exchanging continuously background information.
- Disseminate and exchange project results towards other European operators and vendors.

1. INTRODUCTION

The objective of this document is to set out the terms of Communication and of the Use and Dissemination of the knowledge arising from the project. In order to give a cumulative overview of the project's undertaken and planned activities, regular updates will be implemented, leading to a final plan giving a complete view of activities undertaken (exhaustive list of all the papers, contributions to standardisation and public demonstrations published or performed within the lifetime of the TERRANOVA project, meaning from July 1st, 2017 to December 31st, 2019) and describing future route to full use and dissemination of the knowledge.

Section 2 outlines the general dissemination strategy in its various stages throughout the project lifetime, where the various dissemination channels are described. We focus on detailing the online presence (website, social media), the communication kit to be created (posters, leaflets, press releases). This section also details the targeted journals for our scientific publications, the conferences and workshops in which TERRANOVA will be participating in, and organizing sessions and workshops, as well as our plans for liaisons with other related projects.

Section 3 details TERRANOVA's communication strategy, where we describe the activities to be undertaken in order to provide a comprehensive plan, and to follow our designated key performance indicators, while keeping in mind the potential risks and their mitigation plans. This section also details the rules partners need to follow while disseminating and the various follow-up procedures in order to keep an account of the work done, with forms provided in the annexes.

2. DISSEMINATION STRATEGY

The TERRANOVA dissemination strategy covers the complete lifetime of the project, from M1 to M30. In fact, dissemination activities are an integral part of the project plan and they will be aligned with major milestones to maximize their effectiveness. Besides focused dissemination plans during the project lifetime, TERRANOVA places emphasis on the exploitation and sustainability of its results after the conclusion of the project. TERRANOVA will launch its dissemination strategy in the following steps:

- **M1 – M2: Identify the position of the project.** During this step, TERRANOVA will identify and articulate in a clear and easy to understand language what the project is about and what it offers. This effort has a dual target; it will ensure that all members of the consortium have a shared vision and common understanding of the project and that there is a common/simple language to facilitate communication between the project members and the target audience. Successful dissemination is achieved only when every member of the team has a shared understanding of exactly what needs to be disseminated and a common language is employed.
- **M2 – M4: Identify the stakeholders of the project.** Stakeholders are defined as any group or individual who can affect, or be affected by the achievement of the projects objectives or can influence these objectives. They can be classified according to their connection to the project in three distinct categories, namely internal (partners, advisory boards) and external audience (public, politicians, decision makers, industry, media). Members of the TERRANOVA consortium will contribute to the creation of an exhaustive list of stakeholders, based on their area of expertise.
- **M4 – M5: Adjust the dissemination strategy for each target group.** Having articulated what the project will be disseminating and who are the stakeholders, TERRANOVA will identify the benefits it has to offer to each stakeholder, actively engaging users and delivering what they both want and need.
- **M6 – M7: Launch dissemination campaign.** TERRANOVA dissemination campaign will initiate from the beginning of the project the creation of a multi-disciplinary audience covering all stakeholders by exploiting the established contacts of the consortium members.
- **M6 – M30: Assess dissemination activities.** TERRANOVA will review and adjust its dissemination strategy during the lifecycle of the project according to the project progress, market developments, and the extent to which the dissemination strategy is meeting its objectives.

2.1 Dissemination channels

TERRANOVA has identified an initial set of dissemination channels that will be employed to serve its needs and aims during the project’s lifetime and can be summarized as follows.

2.1.1 Online Presence

The website www.ict-terranova.eu will include both private and public areas, for project partners, and the wider community (professionals, academics, the general public and industry) respectively. The project website is currently under development and will be ready prior to M3 of the project. It presents the concepts, vision, objectives and expected outcomes as well as public documents, deriving from the project work. It will be regularly updated, offering links to other relevant sites and links to partners’ websites. The following structure will be implemented in the website:

- Home
 - About
 - Posters & Leaflets
 - Success Stories
- Partners
 - UPRC
 - FhG
 - ICOM
 - UOULU
 - JCP-C
 - ALTICE
 - PICa
- Deliverables
- Publications
 - Showcase publications Year 1
 - Showcase publications Year 2
 - Showcase publications Year 3
- News
- Events
- Contact Us

2.1.2 Project “communication kit”

The project communication kit will include a leaflet, the poster and an overview presentation to be released by the start of M3. These will aid dissemination activities and ensure a consistent communication of project concepts, objectives and results. The poster

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and flyer will be distributed at project workshops and to the conferences, where project members will participate (see section 2.1.4).

During the lifetime of the project, both the flyer and poster will be updated at least once. The first version will disseminate the objectives, concepts and vision of TERRANOVA. When the project results, outcomes and findings become available, they will be included in a subsequent versions. This material will be used to all public events (conferences, workshops, exhibitions, etc.), where TERRANOVA partners will participate.

2.1.3 Publications

Open access to publications and highly cited journals will be a key for the wide dissemination of its results and for the EU society. Global results, encompassing the three “pillars” of the TERRANOVA approach will be disseminated in Magazine style publications, targeting industrial as well as academic audience; magazines belonging to the IEEE Communications, Vehicular, and Computing societies are targeted. An overview of the TERRANOVA system concept, scenarios and envisioned enablers will be prepared in White Paper format in collaboration with all the consortium partners and will be made publically available on the project website.

Partners will submit journal papers (where possible) mostly to green open access field leading Journals related to wireless communication / THz such as:

- IEEE Transactions on Antennas and Propagation,
- IEEE Transactions on Wireless Communications,
- IEEE Transactions on Communications,
- IEEE Transactions on Terahertz Science and Technology,
- IEEE Photonics Journal and Technology Letters,
- Journal of Lightwave technology,
- Optics Express,
- Electronic letters,
- Journal of optics,
- Applied optics,
- EURASIP (e.g. JWCN),
- Wiley (e.g. Wireless Communications & Mobile Computing).

Furthermore, a guest editorial will be organized in one of these major journals/magazines.

2.1.4 Workshops / Conferences

1 Special session and 1 workshop will be organized in two of the major conferences mentioned below in order to promote the project-related ideas, and to increase the impact of our research.

Participation will be at different levels, including presentations, workshops and panels to conferences, events or exhibitions. In order to access stakeholders outside the consortium,

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TERRANOVA will delegate partners to organize events, based on existing partnerships among them. An initial list of conferences for Year 1 includes:

- *18-20 September 2017 ECOC*
 - **European Conference on Optical Communications**
<http://www.ecocexhibition.com/>
- *8-13 October 2017 PIMRC*
 - **IEEE International Symposium on Personal, Indoor and Mobile Radio Communications** <http://pimrc2017.ieee-pimrc.org/>
- *4-8 December 2017 IEEE GLOBECOM*
 - **IEEE Global Communications Conference**
<http://globecom2017.ieee-globecom.org/>
- *11-15 March 2018 OFC*
 - **The Optical Networking and Communication Conference & Exhibition** <http://www.ofcconference.org/en-us/home/>
- *15-18 April 2018 WCNC*
 - **IEEE Wireless Communications and Networking Conference**
<http://wcnc2018.ieee-wcnc.org/>
- *22-27 April 2018 ICASSP*
 - **IEEE International Conference on Acoustic, Speech, and Signal Processing**
<https://2018.ieeeicassp.org/>
- *20-24 May 2018 IEEE ICC*
 - **IEEE International Conference on Communications**
<http://icc2018.ieee-icc.org/content/welcome-ieee-icc-2018>
- *18-21 June 2018 EuCNC*
 - **European Conference on Networks and Communications**
<http://eucnc.eu/?q=node/156>
- *25-28 June 2018 SPAWC*
 - **IEEE International Workshop On Signal Processing Advances In Wireless Communications**
<http://spawc2018.org/>

2.1.5 Liaisons establishment with other projects and activities

Liaison with other projects is the means to co-ordinate the activities of TERRANOVA considering the on-going activities in other projects. For these reasons, liaison delegates will be identified, for the projects and organizations. A preliminary list includes:

- **5GTN project:** <http://5gtn.fi/>
 - *Includes more than 20 companies interested in 5G and will they be good candidates for users of TERRANOVA results;*

- **THz-related projects:**
 - M3TERA (<https://m3tera.eu/>)
 - TERAPAN (<https://www.terapan.de/>)
 - iBROW (<http://ibrow-project.eu/>)
 - TeraNets (<http://bwn.ece.gatech.edu/projects/teranets/>)
 - CELTA (http://cordis.europa.eu/project/rcn/202538_en.html)
 - TERAPOD (http://cordis.europa.eu/project/rcn/211071_en.html)
 - Transpire (http://cordis.europa.eu/project/rcn/207472_en.html)
 - TERA-NANO (http://cordis.europa.eu/project/rcn/195999_en.html)
 - SPRINT (http://cordis.europa.eu/project/rcn/203233_en.html)
 - TWIST (http://cordis.europa.eu/project/rcn/193814_en.html)
 - CHIC (http://cordis.europa.eu/project/rcn/207613_en.html)

2.1.6 Summer School

Taking advantage of partners who have close relations with Universities and Colleges, the TERRANOVA project will ensure that project visions and results are disseminated among educational staff and students. The intention is that project ideas and results will be included in different training activities, such as towards the end of the second year when the project will organise a summer school for Ph.D. students and researchers, in which project partners will deliver advanced tutorials on their respective areas of expertise within the research topics investigated by TERRANOVA.

3. COMMUNICATION STRATEGY

3.1 Communication activities and means

The communication plan of TERRANOVA will resemble a mature marketing plan, taking focused and targeted actions towards stakeholders and decision makers. Towards this aim, a series of actions will be taken for presenting the project’s results in a tangible and comprehensive manner, through a series of communication channels. These results will be collected in partner specific templates (see Annex 2)

During those communication activities, a set of key messages have already been identified that will convey the innovative aspects of the project, where TERRANOVA:

- *Is a frontier research project for Europe,*
- *Addresses the development and de-risking of key building blocks for the era of Terahertz communications,*
- *Encompasses scientific research, circuit design and system engineering,*
- *Partners are committed to strong cooperation aiming at maximising their benefits from the advanced research planned in the project.*

3.2 Key Performance Indicators (KPIs)

- Overall, the project plans to prepare **3 global vision papers**, where all partners, or a group of partners, will present the vision of a pillar, or the global vision of the project.
- A **white paper on the TERRANOVA system concept** will be published on the project website.
- **1 Guest Editorial** will be organised in one of the major journals/magazines.
- Academic and research partners are expected to contribute in total at least **30 conference and 15 journal papers**.
- At least **1 booth demonstration** at a major technology/conference event.
- At least **4 contributions to regulatory/standardisation bodies and research fora**.

3.3 Potential dissemination risks and respective mitigation plans

Description of risk	Proposed risk-mitigation measures	probability / severity

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<p>To be unable to identify, reach or mobilise relevant stakeholders, target groups and potential end-users</p>	<p>Awareness and efforts from each partner in order to find right stakeholders within its community and country</p>	<p>prob.=Occasional, severity=moderate</p>
<p>To use the wrong channels to reach the target groups and stakeholders</p>	<p>To identify the right channels for each target group or stakeholder and to justify why a channel has been chosen in each case</p>	<p>Prob. = occasional Severity = low</p>
<p>To present the information in a non-attractive way for the target groups</p>	<p>To devote efforts in design and project image and to stress interesting points and added value for the stakeholders</p>	<p>Prob. = occasional Severity = low</p>
<p>Not to record dissemination activities properly and not to save proofs of them (pictures, attendance data, key indicators, agendas, etc)</p>	<p>To keep material and evidences of any single activity carried out. To identify key indicators of the action in order to measure its impact in dissemination and awareness terms</p>	<p>Prob. = occasional Severity = high</p>
<p>To hinder the communication with target groups (e.g. by translating dissemination materials in a non-natural way or using unsuitable words in their language)</p>	<p>To translate dissemination materials into the language of the target group. To carry out the translation by a native speaker, if possible</p>	<p>Prob. = occasional Severity = low</p>
<p>Not to get a good internal communication plan within</p>	<p>To establish an internal communication plan by each partner and to identify right channels to</p>	<p>Prob. = occasional</p>

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partners' organisations	properly reach internal target groups	
Not to get the interest of media because of the technological content of the project	To create "human stories" related to the TERRANOVA tool. Through stories or examples we should show the capabilities or added value of the project results. The impact in human beings is what should be stressed	Prob. = occasional Severity = moderate
Not to get the proper engagement of all the partners in dissemination efforts	Awareness and planning efforts to be done by each partner concerning dissemination activities of the project	Prob. = occasional Severity = moderate
Not to pay attention enough to dissemination tasks	To follow up activities through the whole project length and to report them periodically. To search continuously for events where dissemination activities can be done	Prob. = occasional Severity = moderate
Not to stress dissemination on key added value of the project results and its cost-benefit	To identify key factors and impact of interest for target groups and stress on them in the rationale of the dissemination activity	Prob. = occasional Severity = moderate
Constraints from the classified information of the project in order to communicate properly the capabilities of the tool	To have a clear view from the PO about what information can be disseminated and what can't.	Prob. = occasional Severity = moderate

3.4 Dissemination rules

According to the article 29.4 of the Grant Agreement “**Information on EU funding — Obligation and right to use the EU emblem**”, unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

- a) Display the EU emblem:



http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm

- b) to include the following text:

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 761794”

When displayed with another logo, **in our case the TERRANOVA logo**, the EU emblem must have appropriate prominence



According to the article 29.5 of the Grant Agreement “**Disclaimer excluding Agency responsibility**”, any dissemination of results must indicate that it reflects only the author's view and that the Agency is not responsible for any use that may be made of the information it contains.

3.5 Open access policy³

³ partners will voluntarily follow all Open Access guidelines

3.5.1 Open Access to Scientific Publications

The consortium recognizes that open access to scientific publications can speed up important breakthroughs by European researchers and industries that can boost knowledge and competitiveness in Europe. TERRANOVA will target *Gold OA* publications and *Green OA*, wherever Gold OA is not possible. The target is to maximize the impact on scientific excellence through result publication in open access yet highly appreciated journals, without releasing any confidential information. An initial list of journals and conferences where partners intend to publish is available in Section 2.1.3.

3.6 Post-project dissemination

It has to be noted that different messages will be disseminated per stakeholders group, based on their special interests, while they will be derived by well-known management strategies (e.g. PEST, SWOT models).

TERRANOVA will cater for the post-project dissemination of the TERRANOVA results, based on activities carried out throughout the project. Specifically, the following may be considered as post-project dissemination material:

- Project website
- TERRANOVA press release
- TERRANOVA newsletters
- Online publishing in online magazines and newspapers
- Publications in journals and conference proceedings, white papers, etc.
- Potential TV coverage in locally organized events
- Videos, which will be made available via the project website and social channels
- Reports , outcomes, of cluster activities

3.7 Stakeholder's list

The list of stakeholders is going to be used for disseminating project news to stakeholders through our professional emailing tool MailChimp (<http://mailchimp.com/>) giving the ability to recipients to unsubscribe at any time and manage their personal data (name, surname, email) online. An initial email will be sent asking them if they want to subscribe to our news list.

Due to this deliverable being of a Public nature in its dissemination, the project reserves the right to keep the Stakeholder list for internal use only, and not available to the general public.

3.8 Follow-Up Procedures

To follow-up on the above-described activities, the project will use follow-up tools (tables based on EC guidelines) and will actively update it, in collaboration with the WP7 Leader and Consortium members (see Annex II):

- A. *List of all Publications created by the TERRANOVA partners, with a link to a summary page describing the publication.*
- B. *List of all IPR applications undertaken by TERRANOVA partners regarding the outcomes of the TERRANOVA project.*
- C. *List of all exploitable foreground undertaken by TERRANOVA, with a link to a summary page.*
- D. *List of all exploitable foreground undertaken by COMBO, with a link to a summary page.*

4. ANNEX 1 - COMMUNICATION AND MEDIA PLAN

Press releases, TV coverage, videos
<i>Partner specific plans for press release actions, TV coverage, videos:</i>
Active participation in social media
<i>Partner specific plans for social media activities, with links to accounts:</i>
Dissemination in newsletters, publications and highly cited journals
<i>Open access to publications and highly cited journals are essential for the wide dissemination of the project. Please include here the name of the publications or journals where you expect to disseminate the project:</i>
Participation to conferences
<i>Participation will be at different levels, including presentations, workshops and panels to conferences, events or exhibitions. Please include here identified conferences or events where you expect to participate and present TERRANOVA:</i>
Organization of workshops or conferences

Organisation of workshops or conferences in order to both validate and disseminate the results of the project. If you are expected to organise a workshop or willing to do so, please fill in this section.

Bilateral and face to face meetings

Face to face meeting with stakeholders are essential to disseminate the project. Please include here your strategy

Liaisons establishment with other projects and activities

In order to coordinate our activities with other related projects, please give us a list of projects with which TERRANOVA could be liaised to. Please include their websites.

Other dissemination activities

Please include other dissemination activities that you expect to implement and have not been stated in the above sections.

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5. ANNEX II: TEMPLATES OF FOLLOW-UP TABLES

A. List of Dissemination activities

NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed

B. List of Publications

NO.	Title	Main author	Title of the periodical or the series	Number , date or frequency	Publisher	Place of publication	Year of publication	Relevant pages	Permanent identifiers (if available)	Is/Will open access provided to this publication?

C. List of IPR applications

Type of IP Rights	Confidential Click on YES/NO	Foreseen embargo date dd/mm/yyyy	Application reference(s) (e.g. EP123456)	Subject or title of application	Applicant (s) (as on the application)

D. List of Exploitable Foreground

Type of Exploitable Foreground	Description of exploitable foreground	Confidential YES/NO	Foreseen embargo date dd/mm/yyyy	Exploitable product(s) or measure(s)	Sector(s) of application	Timetable, commercial or any other use	Patents or other IPR exploitation (licences)	Owner & Other Beneficiary(s) involved

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