ARCADIAN-IoT

Autonomous Trust, Security and Privacy Management Framework for IoT

D6.6: Outreach activities report M12

Revision: v.1.0

Work package	WP 6
Task	Task 6.1, 6.4
Due date	30/04/2022
Submission date	26/04/2022
Deliverable lead	Martel
Version	1.0

Abstract

This document offers an overview of the activities carried in T6.1 and T6.4 of Work Package 6 - Dissemination, Communication and Exploitation pursued for awareness creation and engagement of top-notch players. These activities are guided by the Dissemination and Communication Strategy and Plan (D6.1). The activities described in this deliverable focus on communication and dissemination activities carried out in the first 12 months of the project, including news, content for the website, events and social media animation.

Keywords:

IoT, Dissemination, Communication, Marketing, Online Communication, Communications Task Force, Events, Content, Visual Identity, Web Portal, Social Media, Promotional Material, Newsletter, Presentations, Conferences, Workshops.

Document Revision History

Version	Date	Description of change	List of contributor(s)
V0.1	08/04/2022	ToC and first draft of the deliverable	Martel (Valentin Popescu)
V0.2	11/04/2022	Internal review	Martel
V0.3	14/04/2022	Consortium review	RGB Medical (Ricardo Ruiz Fernandez)
V0.4	14/04/2022	SAB review	Security Advisory Board (Arthur van der Wees)
V0.5	25/04/2022	Final review	Martel (Valentin Popescu(

Disclaimer

The information, documentation and figures available in this deliverable, is written by the ARCADIAN-IoT (Autonomous Trust, Security and Privacy Management Framework for IoT) – project consortium under EC grant agreement 101020259 and does not necessarily reflect the views of the European Commission. The European Commission is not liable for any use that may be made of the information contained herein.

Project co-funded by the European Commission under SU-DS02-2020		
Nature of the deliverable:	R	
Dissemination Level		
PU	Public, fully open, e.g. web	√
CI	Classified, information as referred to in Commission Decision 2001/844/EC	
CO	Confidential to ARCADIAN-IoT project and Commission Services	

* 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

EXECUTIVE SUMMARY

This deliverable describes ARCADIAN-IoT's outreach activities following the guidelines described in the Dissemination and Communication Strategy and Plan (D6.1) for Task 6.1 "Dissemination and communication" and Task 6.4 "Synergies and interaction with external initiatives" of Work Package 6 "Dissemination, communication and exploitation". It details ARCADIAN-IoT's set of dissemination and communication outreach activities designed to amplify project's efforts for awareness creation and engagement of top-notch players.

It does so by firstly elaborating on what the main dissemination and promotion objectives are. Secondly, this deliverable presents the foundation of the dissemination and promotion strategy and the identified primary projects' stakeholders who have been defined in D6.1. In relation to that, the deliverable goes on by presenting the set of means and actions that were implemented in the first 12 months of the project. This includes the selection and set-up of communication channels to reach our target audiences. Then, the central part of this document presents the dissemination and communication activities for the first year.

We conclude the deliverable with an overview of the key performance indicators that are used to monitor the projects' communication and dissemination results, contributing to a precise assessment of ARCADIAN-IoT's impact.

This document will evolve in line with the development of the overall project work and activities in close collaboration with all work packages. It is written primarily as a guide for ARCADIAN-IoT project partners and key stakeholders to inform and explain communication and outreach activities.

TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

INTRODUCTION

In the first 12 months of the project, WP6 focussed on a rich set of tools and actions for awareness creation and engagement of relevant stakeholders. WP6 closely interacts with the other WPs within the ARACADIAN-IoT project, with the EC and with other relevant H2020 projects. Coordination with these latter entities is ensured via the newly established Communication Task Force (CTF) gathering dissemination and communication partners from the H2020 projects funded under the same call.

1.1 Purpose of the document

This Dissemination and Communication Report outlines the extensive dissemination and communications activities of ARCADIAN-IoT project, as well as giving an outline of the tools and actions for awareness creation and engagement of all target stakeholders.

This Deliverable builds on the strategic framework established in the Deliverable 6.1 "Dissemination and Communication Strategy and Plan'' for the reporting period (May 2020 - April 2022) and aims to:

- Describe communication and engagement activities that have been implemented, monitored and evaluated.
- Depict how the methods, tools and promotional materials have been used in the project's dissemination and communication
- Provide a complete overview of the communication activities

This report contains the key actions carried out in the first communication phase the project. Whereas **phase 1 - Dissemination and communication foundation (M01 – M12)** focussed on the design of the Dissemination and Communications Strategy and Plan as well as selection of communications tools.

1.2 Structure of the document

The sections of the deliverable at hand are organised in the following manner:

- Section 1 gives the Introduction and overview
- Section 2 depicts the mission of ARCADIAN-IoT and the fundamental aspects of the dissemination and communication strategy, including the main objectives, the description of the target audiences and the strategic planning of the envisioned activities.
- Section 3 presents the various types of dissemination activities and tools used in order to support the project's dissemination and communication activities.
- Section 4 describes ARCADIAN-IoT's synergies and interaction with external initiatives.
- Section 5 describes the plan for the second year of the project
- Section 6 depicts the metrics for the evaluation of the dissemination and communication activities.
- Section 7 concludes the document and presents the most relevant next steps.

2   DISSEMINATION AND COMMUNICATION FOR ARCADIAN-IOT

2.1   Dissemination and communication objectives

The main outcomes from ARCADIAN-IoT are aimed at promoting a stronger, more innovative and more resilient European industry, offering an innovative, advanced, solid framework for trust, security and privacy management in IoT systems.

Dissemination and communication activities are managed under WP6, but also in close collaboration with all other ARCADIAN-IoT tasks and work packages as relevant. It comprises the branding and visual identity refining the animation of the web portal, social media channels, promotional materials, and main communications tools.

WP6 leads a set of dedicated dissemination, communication actions that have the following objectives:

- Ensure broad visibility and raise awareness about ARCADIAN-IoT, spreading knowledge project's results, establishing a recognizable identity that will support promotional and marketing efforts.
- Reach, stimulate and engage a critical mass of relevant stakeholders to ensure that project's results are effectively showcased, leading to validation, and further adoption of the devised technologies.
- Foster impactful contribution to relevant scientific domains and standardization bodies, as appropriate and relevant to planned exploitation plans and the project's outcomes.
- Establish liaisons and ensure close collaboration with relevant initiatives in the industry and in the R&I domains targeting especially to the projects launched as results of the Horizon 2020 LEIT ICT, other similar initiatives, and projects being funded in SU-DS02-2020.

2.2   ARCADIAN-IoT target stakeholders

Throughout the activities performed in the reporting period, ARCADIAN-IoT tried to reach a large community of target stakeholders such as

- **Cybersecurity industry group**
- **Related domains' industry group**
- **Research communities' group**
- **H2020 projects group**
- **Products and service providers group**
- **Standardisation bodies initiatives group**
- **Policy makers**
- **Citizens and civil society**

The extended list as well as the measures to reach these stakeholders are detailed in D6.1.

2.3   Communication phases

In the reporting period, dissemination and communication activities were carries out related to the first phase of communication and dissemination activities, as defined in D6.1: **Communication foundation and awareness creation** (M01 – M12). While the planned activities and their timing will be refined in the first months of the project, the core structure of the envisaged plan has been organised in 3 stages, outlined in the Figure 1.

PHASE 1 (M01-M12)

COMMUNICATION FOUNDATION & AWARENESS CREATION
• Communication plan
• Website;
• Visual identity
• Promo kit
• Social media
• Newsletter circulated
• One event (physical or online)

PHASE 2 (M13-M24)

INITIAL DISSEMINATION & ENGAGEMENT
• First workshop;
• First cybersecurity use case's training
• Two thematic webinars
• Presentations of project results
• Video to raise awareness
• Social media channels
• News
• Newsletters
• Participation in events.

PHASE 3 (M25 – M36)

GLOBAL OUTREACH & SUSTAINABLE IMPACT
• Summer School
• Final workshop
• Cybersecurity use case's training
• Two thematic webinars
• Promotional material
• Publications
• Established liaisons
• News
• Press releases
• Scientific publications
• Technical reports
• Newsletters
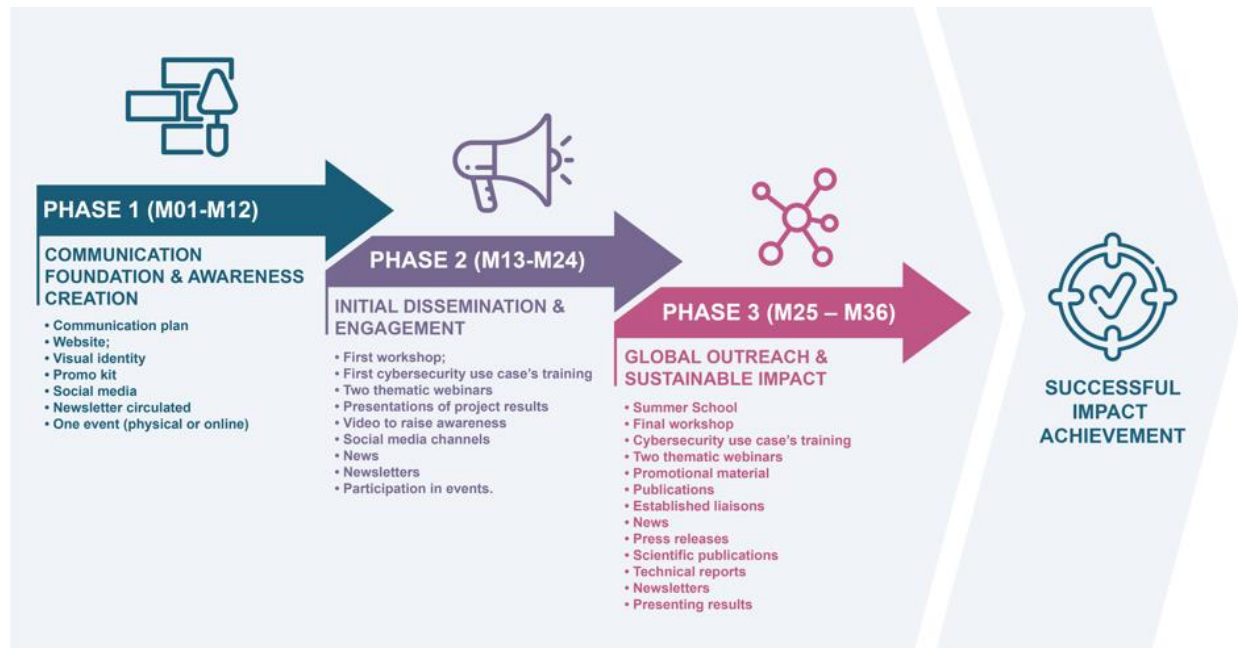• Presenting results

SUCCESSFUL IMPACT ACHIEVEMENT

Figure 1: ARCADIAN-IoT communication phases

During this phase, the scope of the communication strategy was to design the dissemination, communication and community building strategy and plan, selection of dedicated communication tools, and to inform all relevant stakeholders about the ARCADIAN-IoT scope and objectives. This phase was also dedicated to defining the liaisons and interaction mechanisms with the rest of the domain entities and players

Outcomes / measures:

- ARCADIAN-IoT web portal (www.arcadian-iot.eu) created and launched, including a calendar of relevant events.
- Dissemination and communication strategy and plan (D6.1).
- Dedicated social media channels animated – ARCADIAN-IoT on Twitter, LinkedIn and Youtube.
- ARCADIAN-IoT newsletters.
- Production of project visual identity and promo kit.
- Presentation of the project's concept in, at least, one event (physical or online).

3 DISSEMINATION AND COMMUNICATION IN ACTION

3.1 Active Communication and Dissemination of Key Content

To reach its target audience and stakeholders, ARCADIAN-IoT uses a mix of communication and dissemination tools. This includes the ARCADIAN-IoT webpage (the entry point with all the information for the community), social media channels, newsletters, news items, blogs and other curated stories. These are published and selectively shared across specialised channels. Calls for papers are circulated broadly within the community.
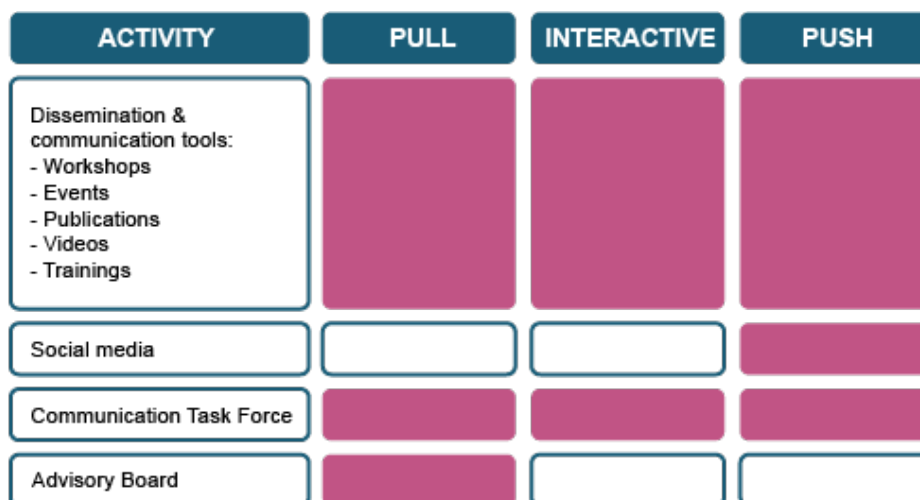

Figure 2: The communication activities and their relations to the communication and dissemination mix

3.2 Web Portal

The fully functional ARCADIAN-IoT website (https://www.arcadian-iot.eu) represents the entry point that enables the project to reach to all stakeholders involved. All relevant information about projects, outcomes, events, milestones, developments, etc., are exposed and accessible via the dedicated areas the portal has been structured around.

As described in D6.1, the website has a clear and clean communication interface that is easily navigable, containing all relevant project related public information. The website also offers direct access to the most relevant documents produced by the consortium.

Since its launch, the website was updated, and the content improved with **new pages added:**

- **Domain 1 - Emergency and Vigilance:** https://www.arcadian-iot.eu/emergency-and-vigilance/
- **Domain 2 - Industrial Control Systems:** https://www.arcadian-iot.eu/industrial-control-systems/
- **Domain 3 - Medical IoT:** https://www.arcadian-iot.eu/medical-iot/
- **Blog section**: https://www.arcadian-iot.eu/blog/
- **Synergies with other projects/initiatives:** https://www.arcadian-iot.eu/synergies/ (more details in section 5 of this deliverable)

During the reporting period, several news items were published on the website:

- ARCADIAN-IoT project officially starts powered by a strong consortium: https://www.arcadian-iot.eu/arcadian-iot-project-officially-starts-powered-by-a-strong-consortium/
- ARCADIAN-IoT – The second Consortium meeting: https://www.arcadian-iot.eu/arcadian-

iot-the-2nd-consortium-meeting/
- ARCADIAN-IoT end-users surveys: https://www.arcadian-iot.eu/arcadian-iot-researchers-value-your-opinion/
- Building the research roadmap: https://www.arcadian-iot.eu/building-the-research-roadmap/
- Towards a new trust, security and privacy framework for iot devices: https://www.arcadian-iot.eu/towards-a-new-trust-security-and-privacy-framework-for-iot-devices/
- Call for papers. The 4th Workshop on Internet of Things Security and Privacy (WISP): https://www.arcadian-iot.eu/call-for-papers-4rd-workshop-on-internet-of-things-security-and-privacy-wisp/

ARCADIAN-IoT website analytics

In the reporting period (May 2020 - April 2022), the ARCADIAN-IoT website had 2,454 unique visitors and 4,919 page views. The website had an average of more than 200 unique visitors per month.

The most visited pages of the website are:

Page	Page Views	Unique Page Views	Avg. Time on Page
1. /	299 (25.53%)	238 (23.80%)	00:01:18
2. /the-project/	111 (9.48%)	102 (10.20%)	00:01:34
3. /consortium/	64 (5.47%)	61 (6.10%)	00:01:21
4. /arcadian-iot-researchers-value-your-opinion/	55 (4.70%)	38 (3.80%)	00:04:40
5. /arcadian-iot-framework/	54 (4.61%)	49 (4.90%)	00:03:52
6. /vision-strategy/	52 (4.44%)	45 (4.50%)	00:01:28
7. /industrial-control-systems/	42 (3.59%)	41 (4.10%)	00:01:16
8. /advisory-board/	40 (3.42%)	36 (3.60%)	00:04:53
9. /synergies/	38 (3.25%)	33 (3.30%)	00:03:07
10. /emergency-and-vigilance/	37 (3.16%)	32 (3.20%)	00:01:04

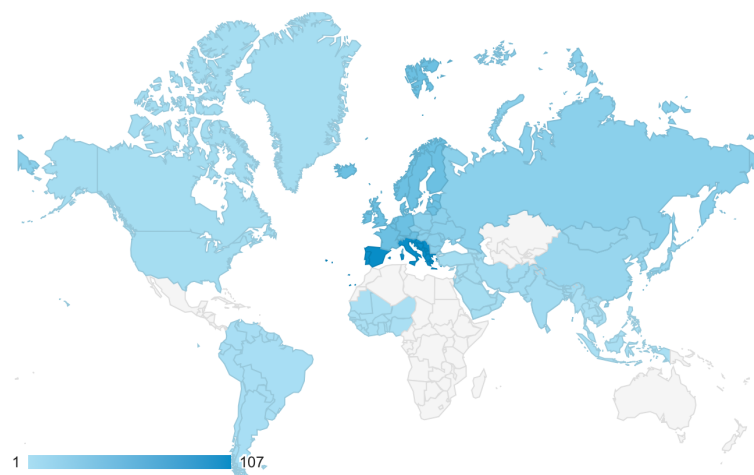*Figure 3: Most visited pages on the website*

Figure 4: Geographical distribution of the visitors of the ARCADIAN-IoT website. The most visits are from Portugal, Spain, Sweden, Greece, Italy, Switzerland, Romania, United Kingdom. This reflects, in part, the composition of the consortium and the communication activities undertaken by partners.

3.3 Social Media

Twitter, LinkedIn and Youtube social media channels were established as communication tools in order to promote activities and outputs of the project on a regular basis, while also encouraging a wider discussion on the topics related to the project's activities. So far, ARCADIAN-IoT created an active presence on the most popular social media channels, such as Twitter and LinkedIn, which are linked to the project's website. In addition, the YouTube channel was opened and it features videos from the events where ARCADIAN was presented, interviews with the consortium partners and animated video showcasing the use cases.

WP2 created several surveys for end-users and stakeholders to help define the definition of novel security and privacy technologies for the future IoT. To support this activity, WP6 created dedicated posts on social media and included them in the newsletter to gather as many answers as possible.

Figure 5: Social media card to promote the ARCADIAN-IoT surveys

3.3.1 Twitter

ARCADIAN-IoT has established its Twitter account @ArcadianIoT (https://twitter.com/ArcadianIoT) in April 2021 and since then has used the social medium to inform and engage the relevant audience and create awareness about the project.

The Twitter account is used for promoting and disseminating the development of ARCADIAN-IoT, including news, events, outcomes, etc. Moreover, re-tweets are made of relevant and interesting content from disparate sources.

By the time of writing this report, ARCADIAN-IoT has 107 followers and has posted, on average, one tweet a week, beside the regular retweets from other followed accounts. The number of impressions in the reporting period exceeds 11,400 and the number of times users visited the ARCADIAN-IoT profile page exceeds 8,700.

If you are a **#CyberSecurity** professional then have your say in the definition of novel **#security** and **#privacy** technologies for future **#IoT**.

Take part in our survey 👉buff.ly/3bnq3MQ

#CyberSecMonth
pic.twitter.com/bl1gd8Rk3m

🚑 The emerging trend to rely on **#IoT** solutions for **#telemedicine** purposes is addressed by ARCADIAN-IoT framework for **#trust #secuirty** and **#privacy** management.
📍 Read more about Medical **#IoT** domain 👉 buff.ly/3N00kLO

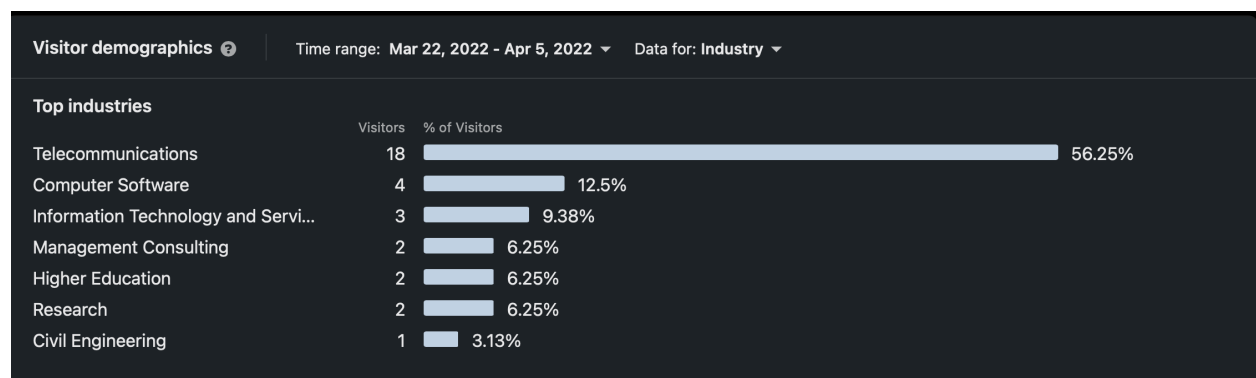**#cybersecurity #H2020 #DigitalEurope**
pic.twitter.com/lHYXwErjYx

Figure 6: Top tweets from the ARCADIAN-IoT account

3.3.2   LinkedIn

LinkedIn is a business-oriented professional networking tool that is used by many as a source of information and inspiration, therefore, it serves as a solid tool to amplify the news shared on the website. It is an important platform for discussions relevant to ARCADIAN-IoT, among experts in the area and various stakeholders in general.

The ARCADIAN-IoT LinkedIn page (https://www.linkedin.com/company/arcadian-iot/) allows reaching a professional audience with more elaborated news and/or specific events highlights. The page was established in April 2021, ahead of the project's start, and has at the time of writing this report (April 2022) 96 followers.

Below, a few key figures regarding the LinkedIn account:

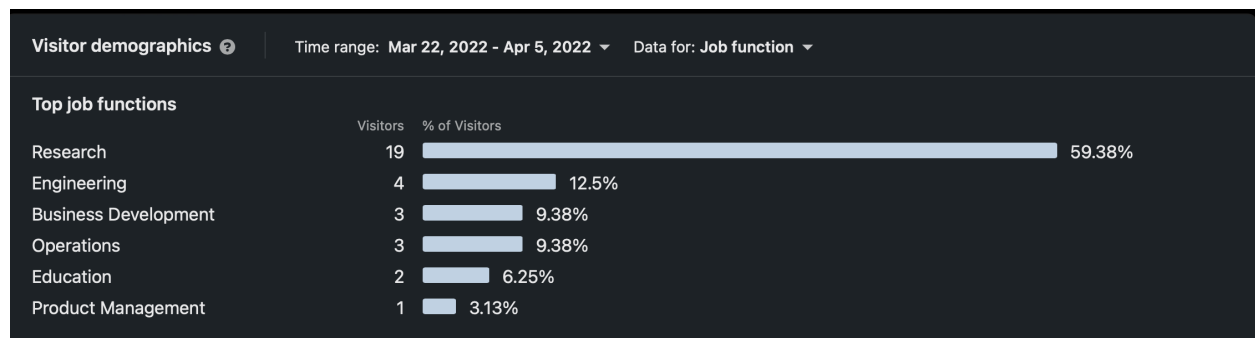| Visitor demographics ❔	Time range: **Mar 22, 2022 - Apr 5, 2022** ⌄	Data for: **Industry** ⌄
Top industries	Visitors	% of Visitors
Telecommunications	18	56.25%
Computer Software	4	12.5%
Information Technology and Servi…	3	9.38%
Management Consulting	2	6.25%
Higher Education	2	6.25%
Research	2	6.25%
Civil Engineering	1	3.13%

Figure 7: Industries and functions of the visitors of ARCADIAN-IoT Linkedin account

During the reporting period, the Linkedin page had over 5,400 impressions.

ARCADIAN-IoT also contributes to the NGIoT LinkedIn Group "Next Generation Internet of Things" (https://www.linkedin.com/groups/8774065/) that has more than 220 members (April 2022) and allows the publication (and moderation) of contents of multiple players. It is very active and allows multiple voices and contributions. Group members may publish the news directly in the LinkedIn group, which aims to attract professionals and industry players and invites group members to publish their own updates and open interesting subjects, relevant for the whole community.

3.4 YouTube

The YouTube channel was only recently established (February 2022): https://www.youtube.com/channel/UCJRCUJktsmgIj8ngQmPCavA.

It features the presentations ARCADIAN-IoT partners had at different events, such as Digital Around the World 2021 (https://www.youtube.com/watch?v=mig7kUYVVTk&t=2002s) but also the explainer videos related to the use cases:

- Medical IoT: https://www.youtube.com/watch?v=eD6G01ITuus
- Emergency Surveillance: https://www.youtube.com/watch?v=kgm7wIqyoag

The number of views for the Youtube videos (as presented in Table 2: Dissemination and Communication KPIs) is due to the fact that the channel was established later in the project and the animated videos showcasing the use cases were produced in March 2022. After the publication and the promotion of the videos, we foresee an increase in the number of views.

3.5 Resources

ARCADIAN-IoT has established and is maintaining a protected document repository partitioned to share information, documents and resources among project partners. Mailing lists for various WP groups are also provided and curated.

In the future, for communication and dissemination purposes, ARCADIAN-IoT also will select dedicated spaces in prominent EU OA repositories, such as the Zenodo general-purpose repository developed under the OpenAIRE program to publish the scientific papers/reports published by the consortium.

3.6 Promotional Material

With the resumption of events with physical presence, the consortium is in the process of producing the first promotion materials to be used and distributed. For the IoT Week 2022, taking

place in June, ARCADIAN-IoT will have roll-up and flyers that will be used for the promotion of the project to the participants.

For the 3rd Consortium meeting, which took place in person in Coimbra, Portugal, on 12-13 April, a roll-up and an agenda of the meeting were produced (see Appendix A).

3.7 Newsletter

ARCADIAN-IoT produces e-newsletters on a quarterly basis, which provide regular updates on the project, future events, as well as news from project partners and stakeholders upon subscription and news availability. In the reporting period, three editions were developed and distributed. The ARCADIAN-IoT e-Newsletters are uploaded to the project website: https://www.arcadian-iot.eu/newsletter/
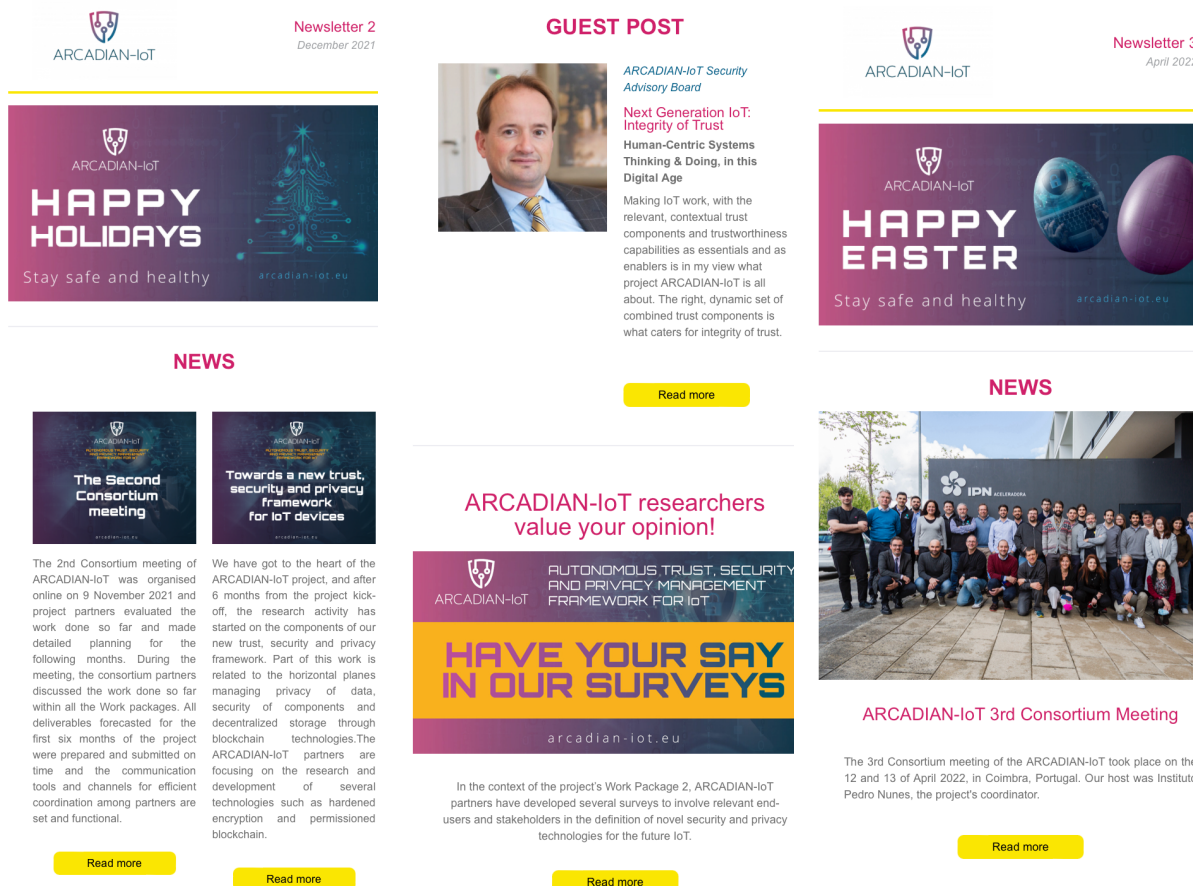

Figure 8: Snapshot of the ARCADIAN-IoT Newsletter

3.8 Media Relations and Engagement

The consortium published the first press release after the kick-off meeting in May 2021 (https://www.arcadian-iot.eu/press-releases/).

The press release was distributed to the partners for further dissemination and to journalists Europe-wide. The press release was picked-up by eight media outlets in Europe. The total reach for the press release was around 570,000 readers. All details about the coverage are detailed in D6.1.

As the project evolves we envision the publication of more press releases for the general and specialised media, with the support of all the partners.

3.9   Events

In September 2021, UNAV attended the 1st Virtual Congress of the Spanish Society of Radiation Oncology (SEOR) where the partner presented ARCADIAN IoT project in the frame of his presentation - Round table: Research projects of the Proton Therapy Unit. Link to the event page: https://seor.es/notas-de-prensa/nota-de-prensa-i-congreso-virtual-seor/

Figure 9: Poster of the 1st Virtual Congress of the Spanish Society of Radiation Oncology (SEOR)

In October 2021, ARCADIAN-IoT project coordinator was present in the Digital Around the World event. The coordinator presented the project in the session "Intelligent trust and identity management towards a secure IoT world – research challenges and outcomes", alongside several other projects involved in research on security and privacy: ERATOSTHENES, OLYMPUS, SECONDO. The recording of the session is available on the ARCADIAN-IoT YouTube channel: https://www.youtube.com/watch?v=mig7kUYVVTk&t=2007s

Figure 10: Presentation of ARCADIAN-IoT during the Digital Around the World 2021

In October 2021, UNAV attended the IV International Workshop on Cancer Genomics (virtual event) where the partner presented ARCADIAN IoT project. This workshop, organized by Cancer Center University of Navarra, presents the most relevant and novel approaches for the personalized diagnosis and treatment of cancer. The presentation was delivered by Felipe Calvo, Clínica Universidad de Navarra, on the topic of "Proton beam radiotherapy in the precision medicine era". Link to the event: https://www.doctaforum.org/2021/genomicscancer2021/

Figure 11: Poster of the IV International Workshop on Cancer Genomics

3.10 Vehicles for communication and dissemination

Below find an overview of the key structures providing access to the networks and supporting the dissemination of the ARCADIAN-IoT project.

3.10.1 ARCADIAN-IoT Advisory Board

ARCADIAN-IoT Advisory Board (AB) and Security Advisory Board (SAB) is composed of world-renowned experts that will providing effective means to optimise and fine-tune the project development.

The AB is constituted by six experts:

- Prof. Dr. Kai Rannenberg, Goethe University Frankfurt;
- Prof. Dr. Emil Lupu, Imperial College London;
- Prof. Dr. Luis Gonçalves, is the head of CyberSecurity, IT Risk & Compliance at Banco de Portugal and Founder of Cloud Security Alliance Portugal;
- Prof. Dr. Elena Ferrari is a full professor of Computer Science at the University of Insubria, Italy;
- Cristian Patachia, Development & Innovation Manager for Orange;
- Dr. Cade Wells, CENSIS, the Innovation Centre for sensing;

The SAB is constituted by three experts:

- Arthur van der Wees, managing director of ALBV
- Rafael Aranha, Head of Cybersecurity for REN
- Cristian Patachia, Development & Innovation Manager for Orange;

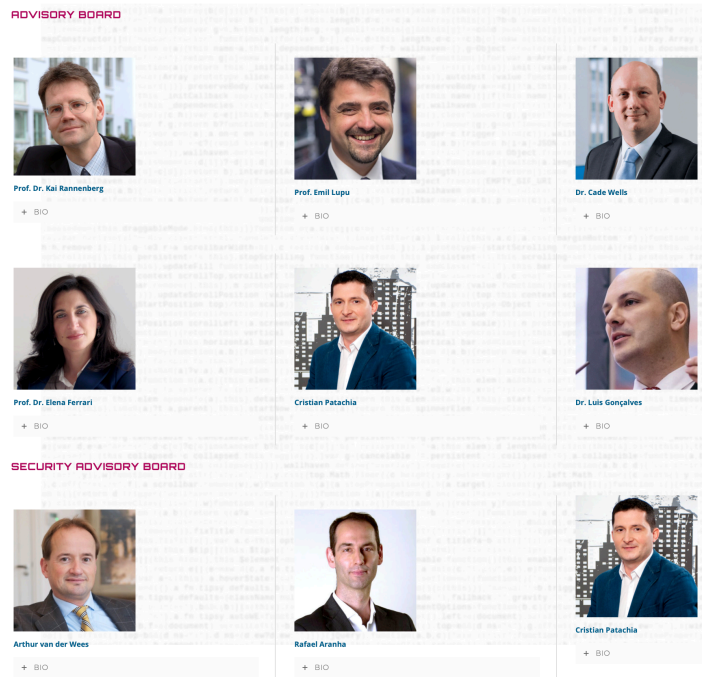They have been invited to send their brief biography and picture in order to present them on the ARCADIAN-IoT website: https://www.arcadian-iot.eu/advisory-board/

Figure 12: Advisory Board and Security Advisory Board on the ARCADIAN-IoT website

As part of the Dissemination and communication strategy and plan, WP6 engaged the AB and SAB members by producing blog posts that feature on the website and were promoted on social media and in the on the topics related to the project.

The following blog posts from the AB and SAB member feature on the website:

- Trust, security and privacy management for IoT systems, Dr Cade Wells: https://www.arcadian-iot.eu/trust-security-and-privacy-management-for-iot-systems/
- Human-centric systems thinking & doing, in this digital age, Arthur van der Wees: https://www.arcadian-iot.eu/next-generation-iot-integrity-of-trust-human-centric-systems-thinking-doing-in-this-digital-age/

3.10.2 Communication Task Force

In line with T6.4 - Synergies and interaction with external initiatives, ARCADIAN-IoT started the preparations to establish a Communication Task Force (CTF) that gathers the projects funded under the same call - H2020 SU-DS02-2020.

This Communication Task Force (CTF) has been set up by WP6 to address specific plans and activities around communication and dissemination. The main objective of the CTF is to coordinate and create synergies to amplify outreach and increase the impact of activities.

It is formed by representatives of the various projects to align on why, what, where, when and how to brand, communicate and disseminate cybersecurity, privacy news/events. Currently it gathers representatives from:

- ARCADIAN-IoT
- ELECTRON
- ERATOSTHENES
- IDUNN
- IRIS
- SECANT
- SPATIAL
- TRUST aWARE

ARCADIAN-IoT will organise and support CTF monthly conference calls (the first one will take

place during on 26 April 2022), maintenance of common plans and actions, leading coordinated participation at selected events, ensuring proper synchronisation of presentations and promotion of exchange programmes, and other news and activities. The plan is to develop the CTF and more project to join its meetings.

4   SYNERGIES WITH OTHER PROJECTS AND INITIATIVES

In Task 6.4, ARCADIAN-IoT's goals is to create synergies with other initiatives. To this end, we reached out to other EC-funded projects and organisations, informing them about ARCADIAN-IoT's aims and objectives and inviting them to share information on their project with us. Below is a list of the projects approached for collaboration.

Table 1: Projects or initiatives approached by ARCADIAN-IoT

Project	Link
CONCORDIA	https://cordis.europa.eu/project/id/830927
ERATOSTHENES	https://cordis.europa.eu/project/id/101020416
SECANT	https://cordis.europa.eu/project/id/101019645
SENTINEL	https://cordis.europa.eu/project/id/101021659
SOTERIA	https://cordis.europa.eu/project/id/101018342
SPATIAL	https://cordis.europa.eu/project/id/101021808
TRUST aWARE	https://cordis.europa.eu/project/id/101021377
IDUNN	https://cordis.europa.eu/project/id/101021911
ELECTRON	https://cordis.europa.eu/project/id/101021936
IRIS	https://cordis.europa.eu/project/id/101021727
5G PPP	https://cordis.europa.eu/programme/id/H2020_ICT-52-2020
AIOTI	https://aioti.eu
BDVA	https://www.bdva.eu
NGI	https://www.ngi.eu
NGIOT	https://www.ngiot.eu

The objective for creating these connections is to facilitate a cross dissemination of both actions via shared-blog entries, cross-referral on the project websites, mutual social network interaction and event sharing perspective and to have a constant flow of communication between the initiatives in order to promote additional points for collaboration which may emerge in the short and mid-term.

Thanks to these efforts, the **Communication Task Force** among the EU- funded projects in the field of Intelligent security and privacy management was established (see Section 3.10.2 of this document).

In addition. ARCADIAN-IoT partner RGB Medical participated in a CONCORDIA webinar, dedicated to e-health solutions.
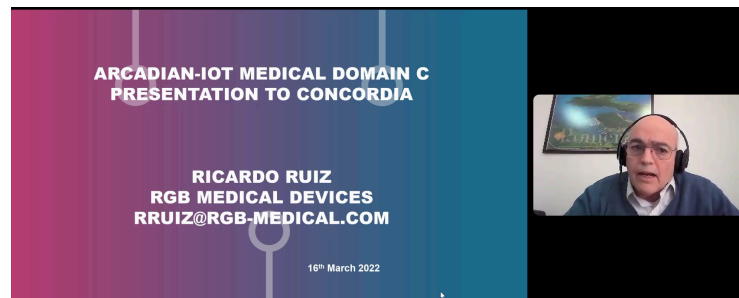
Figure 13: Screenshot of the ARCADIAN-IoT presentation in the CONCORDIA webinar

In the future, we envisage the set-up of a common technical task force to discuss both projects in terms of technical advances and promote the development of common peer-reviewed articles and to openly share software, platforms and algorithms, developed by both actions in the aim to foster reutilisation of code and speeding up the process for technical development.
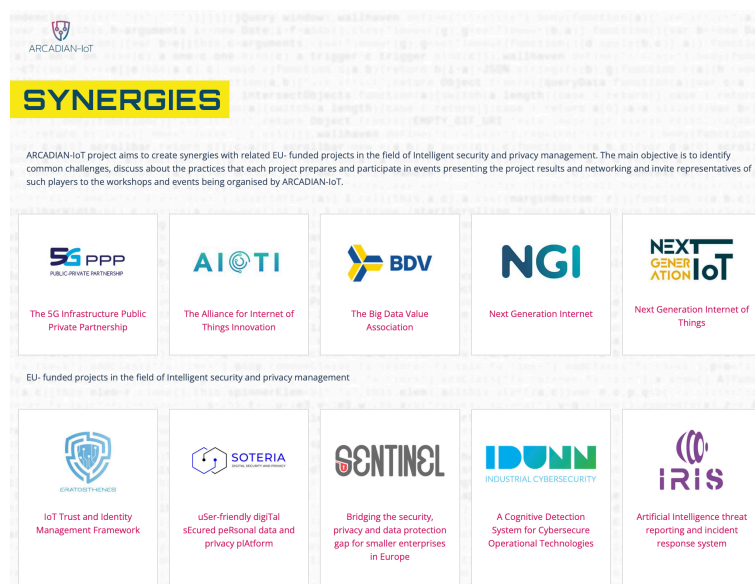

Figure 14: The Synergies page on the ARCADIAN-IoT portal

In the following month, more connections will be made in order to promote the project among other initiatives and projects. For example, thanks to these efforts, ARCADIAN-IoT will organise a full-day workshop at IoT Week 2022 - Identity, trust and privacy in an intelligent, smart IoT World. Challenges and outcomes - where it invited more than 12 other projects. More details in the flowing link: https://bit.ly/3JqXfBI

5 IMPACT CREATION MONITORING

5.1 Dissemination and Communication KPIs

The following metrics are used to monitor and assess the progress of the dissemination and communication activities and provide some measurable outcomes related to their impact created (as far as this is feasible from a quantitative point of view).

Table 2: Dissemination and Communication KPIs

Measure	Indicators and Target (M36)	Results at M12
Flyers Posters / roll-ups	*Nº of flyers *: 6* *Nº of posters/roll-ups *: 4*	1 in production 2 roll-ups
Project Website	*Nº of unique visitors to the website:* 1,500 (average per year)	2,454
Social Networks	*Nº followers on Twitter:* 300 *Nº followers on LinkedIn:* 200 *Nº of views on YouTube:* 300	*Nº followers on Twitter:* 107 *Nº followers on LinkedIn:* 96 *Nº of views on YouTube:* 67
Press Releases* / publication in press*	*Nº of press releases issued to specialized and general media channels:* 6	1 press release + 8 press clippings (details in D6.1)
Videos	*Nº of videos published on the project website and social media:* 3 videos per year *Average number of views:* 60 views /video	Nº of videos: 3 Average number of views: 22
Participation to events and presentations	*Nº of external events partners attended to promote the project:* at least 4 events per year	4
Workshops (2)	*Average Nº of participants:* At least 30 participants each	Later in the project
Cybersecurity Training (6, 2 per use case)	*Average Nº of participants:* At least 20 participants each	Later in the project
4 thematic webinars in (M20,24,30,36)	*Average Nº of participants:* At least 50	Later in the project
Scientific publications	*Nº of peer-reviewed publications in journals:* At least 10. *Nº of peer-reviewed publications in conferences*	1 pending (EEE International Conference on Omni-layer Intelligent Systems)

	and workshops: At least 14	
Newsletters	*Nº of newsletters: 9 (every 4 months)*	3
Summer School (1, M32-M36).	*Nº of participants:* At least 25 participants	Later in the project

5.2 Dissemination and Communication Deliverables and Milestones

Table 3: ARCADIAN-IoT Communication Deliverables

No	Deliverable name	Lead	Type	Level	Delivery date (in months)	Status at M12
D6.1	Dissemination and communication strategy and plan	MAR	PU	R	M03	Submitted
D6.4.1	Outreach activities report	MAR	PU	R	M12	Current document
D6.4.x	Outreach activities report	MAR	PU	R	M24	Planned
D6.4.x	Outreach activities report	MAR	PU	R	M36	Planned

6 CONCLUSIONS AND NEXT STEPS

The dissemination and communication activities described in this deliverable focused on communication foundation & awareness creation, setting a solid foundation for the planned dissemination and impact-creation.

Based on the current evaluation of the first phase of communication, key successes include website creation and content management, social media animation, the production of several news items pushed out via the website and media, newsletters, participation in events to facilitate networking and awareness creation.

As next steps, from M12 of the project, the ARCADIAN-IoT dissemination and communication activities enter the second phase, dedicated to **Initial dissemination & engagement** (M13-M24). During this phase, the scope is to actively reach out the target stakeholders to generate interest in ARCADIAN-IoT activities and outcomes and set a solid foundation for the planned dissemination activities. The first series of three cybersecurity use cases' training will take place in T5.6. In addition, ARCADIAN-IoT has already identified a relevant event where to co-locate the first workshop (IoT Week 2022) and will organize the first two thematic webinars for wider audience engagement in T6.4 to create further synergies.

To achieve the KPIs and the communication objectives, as lesson learned from the first phase, a more aggressive strategy will be implemented. The videos produced showcasing the domains, the participation in major events (such as IoT Week 2022), promotional materials and extension of the reach on social media, further press release will help ARCADIAN-IoT disseminate and communicate the outcomes of the project.

APPENDIX A

Figure 15: Designs of the roll-up (left) and agenda (right) for the 3rd Consortium meeting