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Abstract: This document "Dissemination Plan" presents ROBORDER project's communication and dissemination strategy, objectives and planned activities. The main target groups are identified for this strategy, listing decided actions, channels and tools for dissemination to reach these target groups and to promote the results of the project to other stakeholders.



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Executive Summary

This document presents the various dissemination, communication and user group activities to be carried out by the ROBORDER project during the duration of the project, as well as activities foreseen in the near future. The document is a live document to be updated and will highlight the evolution of the dissemination actions, providing an overview of the three years' project period.

Firstly, it presents the ROBORDER's communication and dissemination objectives and the strategy to achieve these objectives. Secondly, it provides the created dissemination material and the guidelines on dissemination. Thirdly, the deliverable describes the dissemination strategies, focusing on the events and products, specifically the scientific and commercial events targeted for participation, as well as scientific journals for articles publication.

Additionally, it identifies the target groups and actions for dissemination, including relevant channels and tools to achieve the targets. The deliverable portrays the different ways to reach target audiences and disseminate project results.

ROBORDER consortium aims to make project generated knowledge available to society without delay and to promote the project and its results towards border security stakeholders, by its dissemination activities.

Dissemination tools, e.g. the project website - the broadest communication channel to the research community, general public and other target groups are referred in this deliverable. ROBORDER issues press-releases and distributes semi-annual newsletters that are also available on the website. The final conference will include a show case to demonstrate the outputs of the project.

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List of Acronyms

Acronym	Meaning
DoA	Description of Action
EUB	End Users Board
KPI	Key Performance Indicator
PMB	Project Management Board
SAB	Security Advisory Board

Table 1 – List of acronyms

1 Introduction

The ROBORDER project addresses the SEC-20-BES-2016 - Border Security: autonomous systems and control systems, of the HORIZON 2020 Work Programme for 2016-2017.

ROBORDER aims at developing and demonstrating a fully-functional autonomous border surveillance system with unmanned mobile robots including aerial, water surface, underwater and ground vehicles, which will incorporate multimodal sensors as part of an interoperable network. Our intention is to implement a heterogeneous robot system and enhance it with detection capabilities for early identification of criminal activities at border and coastal areas along with marine pollution events.

The overall framework for the ROBORDER project lies in the domain of border surveillance, marine pollution detection and situational awareness. The main objective is to detect and recognize illegal border activities, assess conditions and properly indicate and inform the border authorities and operational personnel about the area status.

ROBORDER will collect various data from several different resources such as thermal and optical cameras, passive radars and RF sensors originated from multiple vehicles/robots. The data will be semantically integrated in order to provide accurate decision support services to the corresponding authorities for border patrolling.

The ROBORDER project's structure consists of 8 Work Packages as indicated below:

WP No.	Work Package Name
1	User requirements and pilot use cases
2	Sensing, robotics and communication technologies
3	Detection and identification of border related threats
4	Command and Control Unit functionalities
5	Integration of ROBORDER platform for the remote assessment of border threats
6	Demonstrations and evaluation
7	Dissemination and exploitation
8	Project Management

Table 2 – ROBORDER project Work Packages

ROBORDER will generate technical outputs with significant impact on the field of border security and surveillance. During the development of the project an impact assessment model will be developed to estimate the technical impacts of the ROBORDER implementation.

ROBORDER project seeks to develop an integral technology to cover existing gaps in border surveillance, aiming at prevention of cross-border crime, such as trafficking (e.g. humans, drugs, etc.) and detection of potential threats. As such, ROBORDER beneficiaries comprise



any officially recognised bodies involved in border protection, as well as other police services/departments. Close collaboration with governments and policy makers is, thus, envisaged.

2 ROBORDER Dissemination Strategy

Through communication and dissemination activities, ROBORDER results will reach out to the scientific and operational communities in the field.

The project's dissemination strategy takes into account the particular nature of the ROBORDER project. For this reason, the project's dissemination strategy is strongly affected by the fact that ROBORDER project's research results and developments are to a large degree EU restricted. Thus, these results and developments can be disclosed to the public only in limited and controlled ways. All documents generated by the project are, prior to disclosure, subject to evaluation and approval by the ROBORDER Security Advisory Board (SAB), and for this reason there are going to be several different strategies for the results dissemination to different project audiences, as defined in section 3.

Concentrated (niche) marketing and dissemination strategy is going to be put in place to target partners involved and future target market interested in the results. This strategy enables ROBORDER consortium to position strongly the project's results and achievements to a large share of particular sub-markets without mass production and distribution.

However, due to project nature, ROBORDER consortium understands, that project results and achievements are not only of interest of specific market. General public awareness' needs have to be satisfied as well and, for this reason, a mass marketing/dissemination has been anticipated. By these actions ROBORDER consortium intends to inform as wide audience as possible about the results of the project.

In conclusion, the ROBORDER is going to proceed with a combined (mixed) dissemination strategy, combining undifferentiated (mass) and concentrated (niche) marketing elements. In order to achieve the results of significant dissemination coverage, the dissemination plan covers and is structured around these aspects:

- Dissemination strategy (the plan for dissemination activities – section 2);
- Dissemination targets (what to be achieved within the project duration and beyond? – section 3);
- Dissemination content and messages (what is to be disseminated by ROBORDER? – section 4);
- Internal dissemination rules and procedures (how partners should proceed with dissemination activities? – section 5);
- Target audience (to whom will the project be disseminated to? Who is the dissemination's object? – section 6);
- Dissemination actions (dissemination actions to be taken – section 7);
- Dissemination channels (which channels to disseminate by? – section 8);
- Partner specific dissemination activities (what each partner foresees for the contribution to dissemination? – section 9);
- Internal dissemination activities (how does ROBORDER plan to disseminate the results internally? – section 10);
- Calendar (when and where to disseminate and, which events are of ROBORDER consortium interest? – section 11);
- Register (what has been done already for dissemination activities? – section 12);
- Consortium dissemination toolkit (what is to be used for dissemination? – section 13)
- Annexes (the examples of activities – section 14).

3 Dissemination Targets

Following the project's dissemination strategy, ROBORDER consortium set the Key Performance Indicators (KPIs) for measuring the success of its dissemination strategy.

The final evaluation of ROBORDER consortium's performance in dissemination and exploitation of the project results will be provided in the D7.8 Exploitation Plan and Sustainability Model to be produced at the end of the project.

No	KPI	Description	Target
1	Visits to website	Measured visits to ROBORDER website with tools like "Google Analytics"	20 % increase per year
2	Social media views	Social media content views	20 % increase per year
3	Document downloads	ROBORDER produced publicly available documents download online	300 downloads
4	Social media engagement	Social media engagement and outreach, interactions online	activity at least on 2 platforms
5	Scholarly impact	The number of scientific publications (additionally, journals' impact factor, conferences' acceptance rate, number of citations, etc)	15 Scientific publications
6	Open access academic impact	The scientific publications on open access	2 open access publications
7	Conferences attendance	ROBORDER presentation to a wider community (scientific, industrial, public)	20 conference presentations
8	Workshops participation	ROBORDER presentation or demonstration, including for LEAs	3 workshops
9	User Days	To show ROBORDER platform	4 user days

Table 3 – ROBORDER Dissemination Targets



4 Dissemination Content

For ROBORDER, dissemination is a necessary activity for the project generated knowledge to be accessible to society. Dissemination activities will serve as a source of important stakeholders' feedback, helping to adjust project's activities, if essential. Thus, dissemination activities will start as early as possible, to raise stakeholders' awareness about the project and to optimise project's implementation.

The issues and messages (dissemination content) that are to be disseminated are:

- Current developments;
- Achieved results;
- Achieved milestones;
- Published deliverables and other publications, including scientific articles by consortium members;
- Participation in the events by the consortium members;
- Organisation of the events by the consortium members, like workshops;
- Other relevant issues or matters.

5 Internal Dissemination Procedures

In order to have high quality dissemination activities, the ROBORDER consortium has set up certain procedures (structures) and standards to support the activities that will ensure a focussed dissemination of project results. As aforementioned, dissemination is done in various ways, consequently, each partner implements its particular dissemination plan.

To make sure that dissemination is implemented appropriately, the consortium has prepared a dissemination toolkit (see section 13), which represent the procedures and protocols for uniform dissemination, and introduced various structures to make sure everyone is aligned. Also, the internal structures and protocols in place are foreseen to create a positive awareness among project beneficiaries. The main three institutions set in place are SAB, EUB and Dissemination team. Each of them is going to be shortly presented.

5.1 SAB

The project's dissemination strategy takes into account a particular nature of the ROBORDER project. For this reason, the project's dissemination strategy is strongly affected by the fact that ROBORDER project's research results and developments are to a large degree as EU restricted.

Thus, these results and developments can be disclosed to the public only in limited and controlled ways. All documents generated by the project are, prior to disclosure, subject to evaluation and approval by the ROBORDER Security Advisory Board (SAB), and for this reason there are going to be several different strategies for the results dissemination to different project audiences, as defined in section 3.

5.2 EUB

The End Users Board (EUB) is expected to play a crucial role in the ROBORDER's dissemination activities. The creation of close links with end-users and the promotion of the project outcomes through individual networks are foreseen as the main responsibilities of the board. The EUB is going to be invited to the demonstration of the project results and is encouraged to join evaluation activities.

The EUB is not part of the consortium. To become an eligible member of the ROBORDER End User Board, an invitation by one of the project's partners and the Consortium's approval are needed. The members of the EUB are going to enjoy some benefits, like a limited access to selected confidential material and an invitation to participate in the end-user related processes, such as identification of requirements or evaluation of results.

Additionally, the members of the EUB are going to get a first-hand access to any dissemination material and receive the reimbursement of travel expenses, incurred during the board activities for ROBORDER project. Each member of the EUB will have to sign an acknowledgement of their responsibilities for ROBORDER project and the number of the EUB members is expected to grow during the lifetime of the ROBORDER project.

5.3 Dissemination team responsibilities



Dissemination team has been set up for internal management and in order to organise consortium collective dissemination activities. Dissemination team consists of at least one responsible from each consortium partner and is the main ROBORDER project's institution for outwards and inwards communication activities. The dissemination team meets once a month, unless an ad hoc basis emerges, and every single partner is expected to contribute to the team activities, as defined in the Grant Agreement.

Each responsible for dissemination activities act as a dissemination contact point. Their role includes, but is not restricted to:

- coordination of partner-internal, as well as project-global dissemination, including meetings with potential stakeholders, and promotion of ROBORDER to the Authorities;
- tracking of regional, national or international events that could be of interest for consortium;
- supplying the content for social media and ROBORDER website;
- joining, sharing and contributing to the ROBORDER discussions and information update on social media platforms;
- organisation of partners' participation in events and followed reporting;
- printing and distribution of dissemination materials for the respective partner;
- supporting the setting-up and holding of workshops and presentations;
- facilitating networking;
- publishing ROBORDER technology or related work in international journals and/or conference proceedings.

The team is led by WP7 manager from everis, Miguel Angel Gomez Zotano, who acts as a dissemination activities' leader. The leader chairs dissemination team meetings every month and facilitates the coordination between the partners and the activities, indicated in the DoA.

5.4 Dissemination rules and procedures

The results of the project are owned by the partner that generates them. When results are generated by various partners – jointly generated results – each of the joint owners are entitled to use their jointly owned results for non-commercial research activities on a royalty-free basis, and without requiring the prior consent of the other joint owner(s), unless agreed otherwise. The joint owners shall agree on all protection measures and the division of related costs in advance.

Each partner responsible logs all key dissemination activities for each partner, updates web content and in general, leads and coordinates any activities of this kind between the partners, contributing to the development of social media and key deliverables.

Each partner has to announce an intention to participate in an event or a possible document publication in advance. The dissemination team leader, General Assembly (GA) and Project Management Board (PMB) have to be informed at least two weeks in advance.

During the ROBORDER project and for a period of one year after the end of the project, the dissemination of own results by one or several partners including, but not restricted to publications and presentations, shall be subject to the following provisions:

- A beneficiary that intends to disseminate its results must give an advance notice to the other beneficiaries of — unless agreed otherwise — at least 45 days, 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 (see Article 26.4.1) need to formally notify the Commission before dissemination takes place.
- The name of the partners or any of their logos or trademarks shall be used in advertising, publicity or otherwise with their prior written approval.

As indicated above, all publications and presentations need to undergo an internal review process and are subject to Coordinator and SAB's approval. As the project's Consortium Agreement stipulates:

Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

Generally, an event and/or a meeting participation should be followed up with a brief report. Upon receipt of this report, the Dissemination team leader will record relevant details in the dissemination log, and in some cases publish content as an article or a link in the news section of the ROBORDER website or social media pages.

Furthermore, partners are encouraged to suggest inputs for social media and other dissemination channels.

The other binding rules and procedures applicable for dissemination of results and knowledge generated within the ROBORDER project are specified in the Grant Agreement, Article 29, in the Consortium Agreement, Section 8 and in the Annex I to the Consortium Agreement.

All project partners must respect dissemination rules as formulated in the above documents and assure that everybody who is involved in the project is aware, comprehends and follow these rules and procedures.

5.5 Information on the EU Funding

Unless the European Commission requests or agrees otherwise or unless it is impossible, 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 must:

- (a) display the EU emblem and
- (b) include the following text:



- For communication activities:
“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 740593”.
- For infrastructure, equipment and major results:
“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 740593”.

When displayed together with another logo, the EU emblem must have appropriate prominence.

6 Target Audience

In order to achieve success in ROBORDER project's strategy and goals, its target audience for dissemination campaign has been identified. Successful audience identification plays a huge role in defining target market for ROBORDER's product and service, also influencing other potential customers. The particular communication channels are also identified in the following section.

Due to growing concerns on government-introduced mass surveillance, specifically in regards to illegal immigration, there are several problematic issues raised in current media reports. Understandably, the ROBORDER – “a heterogeneous robot system, enhanced with detection capabilities for early identification of criminal activities at border and coastal areas” – project triggers a public response that contains elements of awareness and even mistrust.

ROBORDER is going to address these commonly encountered fears, and – as a key ambition – intends to cast a well-rounded, informed and broad view on the subject matter and any related topics.

Furthermore, the target audience for ROBORDER ranges from scientific experts to decision makers, and from the practitioners, who will use the results, to general public, not forgetting consortium partners and responsible official involved and eligible for the EU restricted classified information.

Consequently, ROBORDER consortium has split the target audience into three broad dissemination target groups, based on the information accessible and its content (dissemination messages):

- Internal group with full access rights (with direct access rights to the project's work, including restricted content);
- Technical interest group with substantial access rights (active and concrete interests representatives, with clear attentiveness to ROBORDER's technical innovation – ROBORDER's future target market);
- General interest group with limited access rights.

6.1 *Identified Target Communities*

Establishing contact with the relevant communities is going to allow the consortium to gain sensitivity of the challenges and impact that this technology could have. It is important to mention that part of those communities is not specifically related with defence/security or LEAs – including for instance aeronautics, robotics and other fields of application for radar and UxV technologies – and by incorporating them in ROBORDER's dissemination and exploitation process, the achievements in this project will reach beyond that specific scope, in alignment with the defined project impacts.

ROBORDER's consortium partners are going to establish contact with a wide range of stakeholders in order to engage them at an initial project stage and ensure a closely aligned technical development. Table 4 below lists the most relevant communities identified at the time of this deliverable.

Communities	Activities
Coast Guards, Police, Navies and other potential end-users	The objectives of the project will be shared to the end-users community to be able to disseminate the main goals and to incorporate their inputs.
LEAs in general	End-user partners in the consortium will use all the communication channels with stakeholders, in order to disseminate the results of this project. Dissemination activities in the perspective of sharing information and knowledge within law enforcement community will include: <ul style="list-style-type: none"> • On the external level, with international partners, mainly at the bilateral co-operation level with counterpart LEAs and services. • On the internal level, within units of the consortium partners and with other national entities, as well as with LEAs.
Institutional and Regulatory Bodies	The consortium will activate its contact network and use communication and dissemination events to reach these entities and increase awareness of the project and its goals, improving their openness to the topic and access to knowledge. This interface will be used to prepare in as much advance as possible all required steps to improve and adapt the legal framework to the project results, as well as to take into account regulatory constraints in the project development. This aspect is also important to maximise the impact, especially in opening the door for future market implementation of the developed system, particularly regarding UAVs
R&D community in Europe	The consortium has extensive contacts across the research and development community in Europe. They will leverage these relationships in order to raise awareness of the new concepts and approaches taken within the project to encourage future application in research and development activities.

Table 4 – ROBORDER Target Communities

6.2 European Union Officials

ROBORDER is going to approach European Commission officials and experts at the levels of Units and Directorates as well as offices of the relevant Commissioners. The primary addressees are DG CONNECT/JRC/RTD. DG Justice and other DGs could be of ROBORDER interest too.

Additionally, European parliament members and their offices will be informed on the results of the project as well. Exchange with the EU officials could help to adjust project activities, if necessary. On top of that, such exchange could induce a sustainable interest in continuing project activities, during and after ROBORDER project's completion.

6.3 National Governments

ROBORDER partners maintain good contacts with national agencies in charge of Border Security in their countries. These contacts are going to be used to disseminate ROBORDER knowledge. The project will make efforts to reach national governments in other member states too.

National governments have an authority and interest in implementing project recommendations. During the project they could be a source of important additional information.



6.4 *Border Security Researchers*

Dissemination within the research community is one of the pre-requisites for successful project implementation. Knowledge exchange is crucial for assessing the state-of-the-art, project planning and evaluating project results.

This target group will be addressed via different ways, individually and within the framework of international organisations in which researchers maintain international exchange and cooperation.

This effort will have an international scope. European, but also overseas high profile colleagues involved in similar research activities will be addressed.

6.5 *Industry*

Innovative technology developers, data and digital experts and many other commercial branches may have a stake in this project. They are interested in learning more about existing and looming challenges and also can contribute to address these challenges. Feedback from the industry could be valuable for ROBORDER.

Business is a sensitive stakeholder. Innovations resulted from research induce a creation of new products and generation of profits.

Therefore informing the industry in the early stage of research and development is an important pre-requisite for increasing chances for the implementation of the research results.

6.6 *Interested Public*

The interested public in this context is everyone who is interested in the topic of border security. Those could be scientists from related disciplines, private persons and also bloggers. In contrast to the general public this group knows precisely what information it needs and actively seeks for this information.

6.7 *General Public*

The ultimate objective of the project is an improved assistance to the security of borders. Hence, the general public is an important recipient of the information that the project disseminates.

People in general have an interest in news concerning how their borders could be more safe and secure. Obviously, border security is not their main issue in their common life, but by a scientific way of communication that they will pay attention and attracted to this innovative action. The broadly oriented media (printed and electronic) and bloggers are most likely to be successful in this role.

7 Dissemination activities

The various target groups identified in the preceding chapter will be addressed by a broad range of dissemination actions and activities. All partners share the responsibility for dissemination and commit themselves to promote the project's results in a timely manner.

Dissemination tools and activities are designed to reach the various target groups in an effective and at the same time efficient way. They vary from activities of a more scientific nature such as scientific articles in relevant journals to easy-to-read press releases.

The dissemination activities foreseen during the duration of ROBORDER project fall in few categories:

- Social media actions
- Press releases
- Academic/scientific articles
- Other publications/non-scientific articles/press
- Technical demonstrations
- Presentations
- Public deliverables

7.1 Social media actions

Social media actions for conveying short messages are of extreme importance and various channels for successful ROBORDER results dissemination have been identified. As it has been identified in section 3, the ROBORDER social media actions' targets are 20 per cent increase of content views per year and social media engagement and outreach at least on 2 different channels. The main activity channels have been chosen – LinkedIn, Facebook and Twitter, for which ROBORDER accounts have been created. Please, see section 8.4.

7.2 Press releases

Press releases are going to provide information about achieved results, deliverables, milestones and relevant events for ROBORDER project. They are going to be launched at least at each key milestone that is reached by the project. They are going to be spread electronically via email to relevant stakeholders, and to be comparatively short and not covering more than 2 topics. Relevant media for press releases are (daily) newspapers, national trade press and political press.

Press releases are going to be written in English, and distributed by the dissemination team directly to project partners and other recipients, such as international interest groups, European Union officials and other interested public. Each project partner is responsible for translation of the press release into their country language and its distribution to their own national press network.

7.3 Other publications/Non-scientific articles/Press

Other publications are seen as important too. This type includes all publications of non-scientific nature, like testimonials or general public oriented printed or online texts, or videos, like on the youtube website. To contribute in the increasing of the attention of general public and journalists, and the numbers of other publications, every single project partner is going to translate and share press releases with already identified relevant press contacts in their country.

The ROBORDER is going to target especially the press in the countries of consortium partners' location, as they are perceived as one of the most important and relevant target groups. This targeted address, adapted to the respective national circumstances, practices and language are going to facilitate the production of more articles and the enhancement of its quality. In case of necessity, the partners are free to expand their press distribution lists during the project.

Additionally, partners are encouraged to facilitate the spread and creation of non-scientific publications in their own way. For instance, everis has planned to publish up to 3 general public oriented publications-articles on their website, and additionally share it on social media channels.

7.4 *Academic/Scientific articles*

During and after the ROBORDER project, partners will publish articles in selected relevant scientific journals, as well as international and national events, which will be written by the researchers of the partners' institutions. Partners should actively seek to publish articles in relevant journals to raise awareness of the project and spread results.

All partners are responsible for approaching relevant journals autonomously. Nevertheless, for purposes of assuring an effective spread of information on the project under an existing budget constraint, the project executive committee steers publications by setting up a plan of the topics, which shall be disseminated. In this way, a minimum set of scientific articles will be ensured.

The dissemination team coordinates publications, assures the compliance to the dissemination internal rules (see section 5) and keeps the record of publications. Information on publications will be included in the project status reports and also in section 12 of the Dissemination Plan, which works as a register of all ROBORDER partners dissemination activities.

Publications are going to comply with the Open Access requirements in Horizon 2020 and internal ROBORDER procedures. The list of relevant journals for publications is provided in the section 8.6.

7.5 *Technical demonstrations*

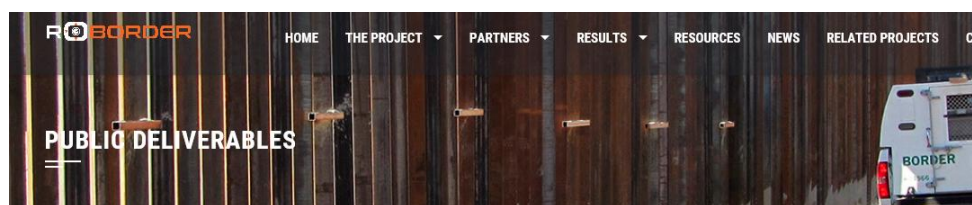
Technical demonstrations are foreseen for certain target groups, especially for LEAs, and also other interest groups, including end-users of the ROBORDER project's output. Technical demonstrations are expected to take place during workshops and user days. See section 10 to familiarise with consortium planned events for ROBORDER results' demonstration.

7.6 *ROBORDER presentations*

Project presentations are seen as easy and efficient ways to raise an awareness about the project. Project presentations are foreseen in various types of events – from scientific conferences to forums, fairs and exhibitions, and the ROBORDER consortium commits to have at least 20 presentations to a wider community, be it scientific, industrial or public.

7.7 Publication of public deliverables

The majority of the ROBORDER project's results are going to be available for public review via publication of the deliverables on the project website. At the moment, 14 deliverables are foreseen to be uploaded online. The dissemination team is responsible for publishing accepted public deliverables online in due time.



Public deliverables

Number	Name	Description	Expected date	Download
D7.1	Dissemination plan	Provides the consortium with the strategic direction with regard to the dissemination of the project results and outcomes.	31/07/2017	Extended
		Provides (i) the project presentation, (ii)		

Figure 1 – Public deliverables page on ROBORDER website

8 Dissemination channels

This section presents various dissemination channels, which the members of ROBORDER consortium are going to use, in order to achieve the highest possible level of the project results' dissemination.

8.1 Conferences

The conferences are foreseen as one of the most important channel for sharing ROBORDER outputs for interest groups and scientific community. For preliminary list of ROBORDER targeted conferences, see section 11 Calendar. The activities already done for applying and attending conferences are indicated in the section 12.

8.2 Workshops

Participation in the workshops is of high importance to ROBORDER consortium, as interaction and exchange of information, especially with end-users of the ROBORDER project's results is extremely relevant for the system's success in the market. The relevant workshops identified at the moment of D7.1 are indicated in the events list at section 11. Some attended workshops are listed in section 12.

8.3 Exhibitions/fairs

Exhibitions and fairs provide a great opportunity to demonstrate the ROBORDER project's results and potential to interested parties, end-users and a wider audience for practical experience. The attendance to exhibitions and fairs is foreseen for the last months of project duration. Some possible fairs/exhibitions/events are identified in Section 11, and already attended ones, like SRIEE 2017 in Tallinn, are mentioned in the section 12.

8.4 Social media

Nowadays social media plays a crucial role in successful communication campaigns. Aiming to reach experts, professionals and many other interested persons or parties, various social media platforms have been targeted: LinkedIn, Facebook and Twitter.

The direct links to ROBORDER presence on social media have been created on ROBORDER website, as visible in the Figure 2.

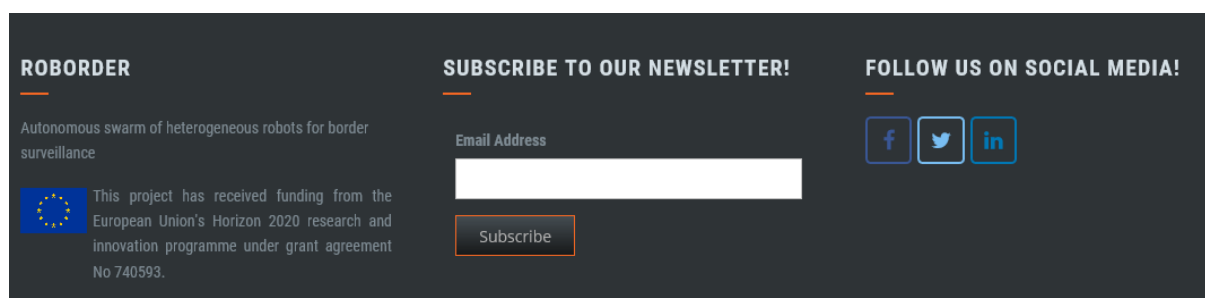


Figure 2 – Links to social media and subscription to newsletter on ROBORDER website

8.4.1 LinkedIn

The ROBORDER project account has been created on LinkedIn (See Figure 3). It is accessible via <http://www.linkedin.com/in/roborder/>.

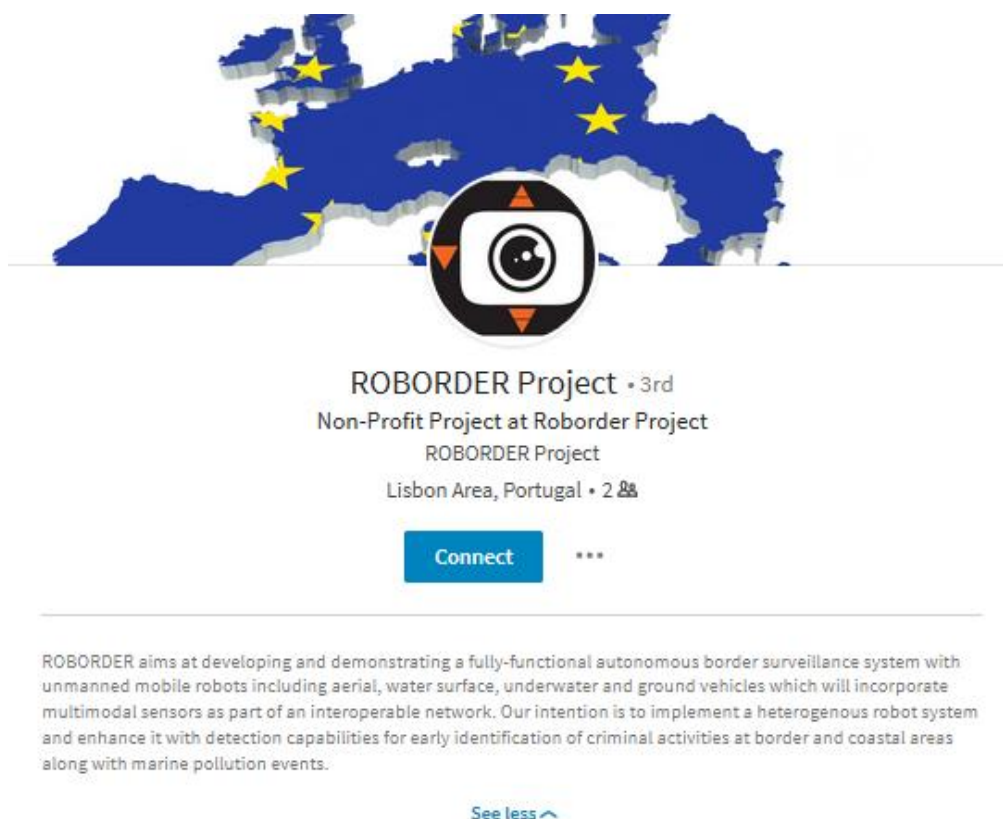


Figure 3 – ROBORDER LinkedIn account

8.4.2 Facebook

A ROBORDER Facebook profile has been also created to reach the vast amounts of Facebook users. It is accessible here <https://www.facebook.com/robordereu/>.

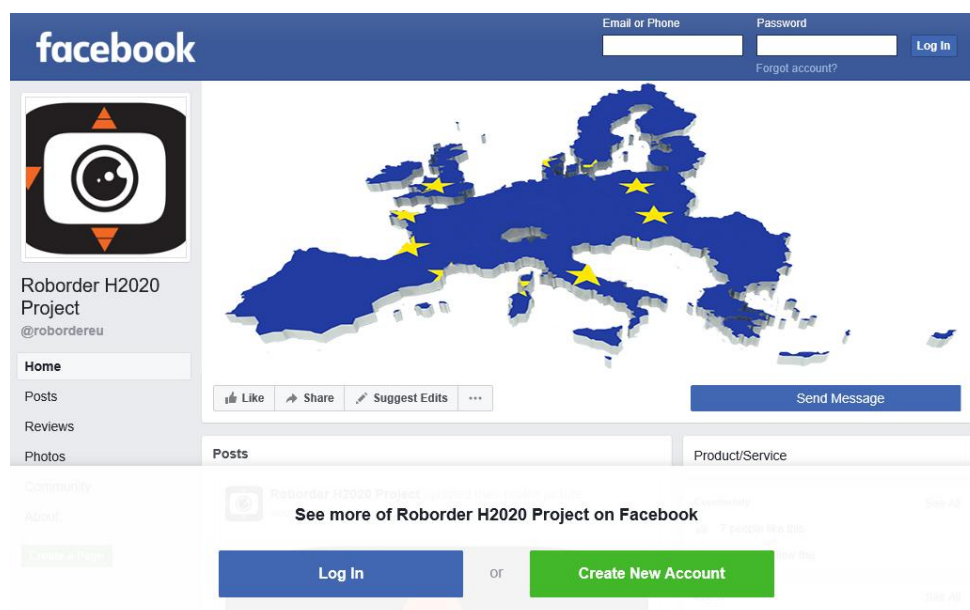


Figure 4 – ROBORDER Facebook account

8.4.3 Twitter

A Twitter profile (See Figure 5) has been created for Consortium partners' use for projects' news. It is accessible for public here https://twitter.com/roborder_eu.



Figure 5 – ROBORDER Twitter account

8.5 Printed media

The printed media in the ROBORDER dissemination plan represents both international and national printed media/press, which does not fall neither into the category of journals nor social media. The relevant printed media identified for ROBORDER are (daily) newspapers, national press, international thematic magazines and political press.

The examples of printed media are available in the Annexes, Section 14.2. One of the publications on ROBORDER in Greek is available also here <http://mklab2.iti.gr/content/press-article-roborder-project-greece>.

8.6 Journals

The project targeted journals-magazines for publication of ROBORDER results are presented in the table below, with indicated relevant partners for the activity.

Title	Interested partners
Drohnenjournal	Copting
IEEE Internet of Things Journal	CPT
IEEE Transactions on Robotics	CPT, CERTH
Bulgarian Army Newspaper	BDI
ETHNOS	CERTH
IEEE Transactions on Knowledge and Data-Audience	CERTH
The International Journal of Robotics Research	CERTH
IEEE Transactions on Cybernetics	CERTH
Computer vision and image understanding	CERTH, everis
IEEE Transactions on Information Forensics and Security	CERTH
IEEE Transactions on Mobile Computing (TMC)	UoA
IEEE Transactions on Parallel and Distributed Computing	UoA
ACM Transactions on Autonomous and Adaptive Systems	UoA, everis
ACM Transactions on Sensor Networks	UoA

IEEE Pervasive Computing Magazine	UoA
Horizon Magazine	CENTRIC
Crisis Response Journal	CENTRIC
Journal of Lightwave Technology	CNIT
IET Radar Sonar & Navigation	CNIT, FHR
IEEE Transactions on Microwave Theory and Techniques	CNIT
IEEE Transactions on Aerospace and Electronic Systems	FHR
IEEE Transactions on Geoscience and Remote Sensing	FHR
IEEE Aerospace and Electronic Systems Magazine	FHR

Table 5 – A preliminary list of journals to be targeted for ROBORDER dissemination

8.7 Newsletter

The other dissemination channel for spread-out of ROBORDER project's outputs is a newsletter. A newsletter is perceived as a means to come back to the interested groups, which are not necessarily frequently coming back to the website, where all the information is publicly available.

The ROBORDER newsletter is issued twice a year and the subscription is possible via ROBORDER website, as visible in the Figure 2.

8.8 ROBORDER website

The project website (See Figure 6) has been launched during the month 3. The ROBORDER website (<http://roborder.eu>) has been designed and hosted, and is going to be maintained during the project duration by CERTH. The project website is going to be a main point of reference for up-to-date information on project activities and results.

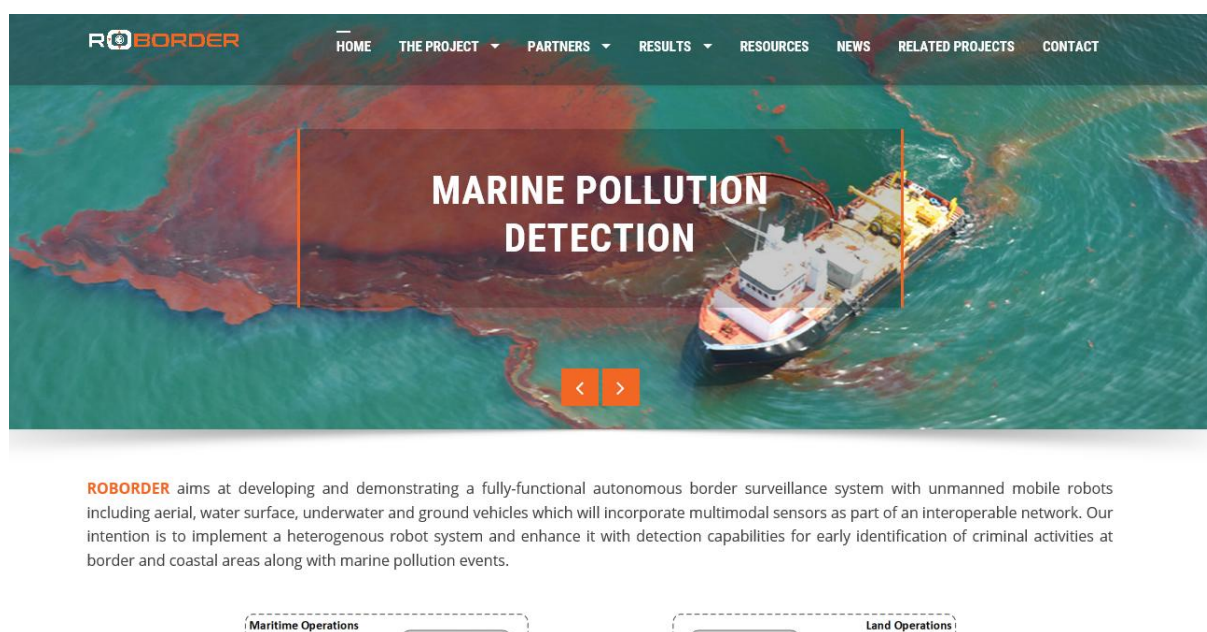


Figure 6 – ROBORDER website

The website contains general information on the project, its contents, goals and the consortium partners. All documents, such as public deliverables, open access publications and newsletters are going to be uploaded to the website as well. The information on ROBORDER consortium organised events is going to be provided too. Also, the contacts

and links to ROBORDER related projects and networks are going to be published on the website (<http://roborder.eu/related-projects/>), as other project-related events and news (see Figure 7 and online <http://roborder.eu/category/news/>).



Figure 7 – News about 2nd Plenary Meeting on ROBORDER website

8.9 Partners social media accounts

Each partner is encouraged to share the news and publish project relevant information on their social media accounts. The usage of partners' social media channels enables the higher exposure of projects results to wider audience. Some partners, as Copting, CPT, CERTH and BDI indicated their Facebook account for external communication. CPT, CERTH, everis and others foresee sharing the outcomes of the project via their LinkedIn accounts. Other partners, like Copting, Centric, CERTH, CPT and others, also indicated their twitter accounts for spreading the news about ROBORDER project.

8.10 Partners' websites

Despite the fact that ROBORDER project's website has been launched at the beginning of the project, different ROBORDER consortium partners decided and are free to contribute to the dissemination outreach either by creating project web-page on their websites or by posting information about the project on their own websites.

There different examples of such dissemination activity. Some of the examples are available in the Annex: CERTH created ROBORDER webpage (See Figure 10), available at <http://mklab.iti.gr/content/roborder>, or CapriTech provided information about the project together with other ones (See Figure 9).

8.11 Partners' intranet and mailing lists

ROBORDER consortium partners' intranet plays a crucial role too. Due to ROBORDER project's nature not all outputs are shared openly. Some information, generally not available for public audience, but which could be of interest of technical ROBORDER groups, is going to be shared via partners' intranet and/or mailing lists.

The example of sharing information via intranet is presented below, where it is visible the publisher (in this case, PJ – Portuguese Criminal Police-Ministry of Justice) and the number of readers (325 at the time of the screenshot on 20 December 2017 – the message has been published on 27 October 2017). In this particular case, the PJ also shared the message via email to the mailing list of their contacts.

This dissemination channel has been identified as extremely important to target the end-users community and share the results of the project, while incorporating end-users' inputs. In particular these communities are of ROBORDER project interest – Coast Guards, Police, Navies, LEAs and other potential end-users.



Figure 8 – Portuguese Criminal Police-Ministry of Justice shared message on intranet

9 Partner Specific Dissemination Activities

As ROBORDER is organised horizontally, each partner is foreseen to contribute to the dissemination of the results of the project. The table below defines each partner's contribution to the dissemination activities, as defined in ROBORDER's Grant Agreement.

Partner	Main dissemination activities	Target audience
TEK-AS	i) Participation in national and international fairs of robotics and security systems; ii) Activation of TEK-AS's contact network within the relevant target communities to raise awareness and support for the ROBORDER system; iii) Contribution to dissemination material content and events; and iv) training	Governmental security institutions, robotics partners and clients, regulatory and standardization bodies
EVERIS	Participation in conferences such as the Border Security Annual Conference organised by SMI (https://www.smi-online.co.uk/defence/europe/border-security), publication of results in Europe Defence Matters, the publication of the European Defence Agency	Science and technology groups, sector companies, policy makers
ELETTRONICA	i) presentation of the results at the yearly MILIPOL Exhibition; (ii) presentation of the results at the Eurosatory Defence & Security international Exhibition, (iii) presentation of the results at the GPEC Exhibition (Internationale Fachmesse und Konferenz für Polizei- und Spezialausrüstung)	Military and law enforcement institutions, environment monitoring and research institutions, wider public.
MST	In the context of its commercial activities, MST participates regularly in the most relevant international fairs, exhibitions and conferences related with marine technology. Information about the ROBORDER project, its demonstrations and outcomes will be disseminated in these events, mainly those that target the military or border control related markets. The company will prepare posters, brochures and multimedia content that will specifically focus the project. Moreover, the company foresees publications in top-tier conferences and journals, presentations in invited sessions, organisation of topic-specific workshops, and communication of project outcomes to the media.	
CPT	(i) Publications at top-quality international journals and conferences in both; the broad area of secure communications and the specialised field of active detection of cyber-assisted attacks, (ii) Preparation of promotional and marketing material for external audiences, (iii) Periodic release of the project outcomes under a special section of the company's website blog and (iv) Publication of the technologies produced via a profile in Enterprise Europe Network.	Professionals, other companies,, researchers, Science and Technology Group
ROBOTNIK, COPTING	ROBOTNIK and COPTING as a SME will disseminate results and outcomes from ROBORDER to conferences, exhibits, fairs and will also integrate them in projects and proof of concepts.	Professionals, other companies,, researchers, Science and Technology Group
CERTH, FHR, VTT, CMRE, CSEM	i) Publications in scientific journals and conferences, ii) Participation in workshops, iii) Contribution to dissemination material content	Scientific and technological community
CENTRIC	i) Publications in scientific journals and conferences, ii) Participation and organisation of workshops and conferences, iii) Contribution to dissemination material content, iv) incorporation of findings and practice in taught undergraduate and postgraduate courses; v) via CENTRIC at security and policing events, publications and activities	

UOA	The dissemination of the project results will be assured on an international level as UOA's main target is the publication of its research results in major relevant conferences and peer-reviewed journals. In addition they foresee tutorials within the context of large events, press releases, book chapters as well as publications on the web: p-comp research group web page, presence in social media networks, etc.	Science and Technology Groups (mainly in academia), relative end-users (through the RAWFIE H2020 FIRE+ project)
CNIT	i) Publications in scientific journals and conferences, ii) Participation in the pan-European Workshop, iii) Contribution to dissemination material content, iv) training	Scientific and technological community
GNR	GNR intends to disseminate the experience and outcomes acquired during the project in international forums where the GNR is integrated or which we participate and also internal awareness-raising to the issues related to this project.	International and Portuguese Partners, GNR RPAS pilots, GNR surveillance staff
ORFK	The Scientific Council of the Hungarian National Police intends to host scientific and press events to present the project to the public, ii) participation on an international security conference (ESR, BPC, NISPACE or equivalent) to present results of the project, inviting Central and East Europe Border Guard and Police authorities, foreign representatives, the Frontex, the Borderpol, the Cpol and the Europol, EU-LISA., iii) In the later stage, on the European Day for Border Guards, in Warsaw, Poland, we plan to participate on the exhibition with a demonstrator of the system.	Military S&T groups, CMRE panels and research task groups, subject matter experts
RBP & SPP	i) ENPPF and APPS professional networks dissemination, ii) Military Technical Academy from Romania and its professional network dissemination, iii) Participation on international workshops and conferences	Security professional community from Romania, CE and worldwide.
HMOD	HMOD, as a public body with non-profit character, will disseminate the expertise and the knowledge among its interested directorates. In order to fulfill its objectives HMOD is going to organize internal seminars for briefing the key personnel so as to anticipate future infrastructure exploitation. Moreover, the results of the project can be projected through its existing web sites and the existing international HMOD networks to other EU parties. Furthermore, HMOD can provide its infrastructures and resources for the dissemination of project's achievements and installed capabilities. Main dissemination activities: i. Exercises in the framework of NATO; ii. Presentations in NATO, EDA seminars and workshops; iii. Presentations to relevant projects in which HMOD participates, iv. Presentations in Community of Users (CoU) and Working Groups (WG) where HMOD has steady participation	National stakeholders from NATO, Europe, Middle East
BDI	BDI will exploit its links to many EDA and CMRE activities and international projects to disseminate ROBORDER and will organise a number of special sessions/tracks focused on ROBORDER data and findings under the Military Technology and System (MT&S) conference, organised and hosted by BDI, and the defence, antiterrorism and security exhibition HEMUS organised under the auspices of the Defence Ministry of Bulgaria.	EDA captech member and experts, Military S&T groups, CMRE panels and research task groups, subject matter experts in Bulgarian Armed Forces.
APL	Publications in industrial sector journals and conferences, 2) Participation in the pan-European Workshop, 3) Contribution to dissemination material content, 4) training of port personnel, 5) contribution to best practices and standards (leveraging the membership in the European Sea Port	End-users, National and EU LEAs, port authorities

	Organization)	
PSNI	Engagement with LEAs and other end-users through national and European organisations; Participation in the pan-European Workshop; Contribution to dissemination material content	End-users, National and EU LEAs, Security Agencies, Policy Makers, Police School, key partners and stakeholders in national security
MJ	As a LEA, MJ will disseminate the project results to other national, European and international LEAs, such as INTERPOL, Europol and ENFSI – European Network of Forensic Science Institutes among others. It will also disseminate it to the public in general through its Institutional Website.	

Table 6 – Partner-specific dissemination activities

10 ROBORDER events organised by Consortium partners

Within project timeline, the ROBORDER consortium has committed to organise various events for internal and external dissemination activities. The internal events (e.g. plenary meetings and others.) are not covered here. Only the events organised for other entities than those involved already in the project are described below. In total, the Consortium is planning to organise 4 user days, 3 demonstration workshops and the final project event (Conference or Forum).

10.1 User Days

There are four user days planned during the ROBORDER span. The goal is to show the ROBORDER platform to other entities than those, which are already involved in the project.

The User Days are going to be realised in four different users' countries in order to spread the news about the ROBORDER project results' potential and to receive the feedback from the end-users and platform providers.

10.2 Demonstration Workshops

Among ROBORDER consortium external dissemination activities, there are also three demonstration workshops for the appropriate audience, such as LEAs. The workshops are expected to be co-located together with ROBORDER demonstrations, and should be hosted by GNR (M28), ORFK (M29) and HMOD (M35). The focus is going to be given to other Public Sector domains as well as platform providers, EU officials and government representatives, among others.

One introductory workshop for user requirements is foreseen at the beginning of the project in order to discuss user requirements and is going to be hosted by EASS.

10.3 Final Project event (Conference or Forum)

At the end of the project, the coordinator of ROBORDER consortium TEKEVER, or any other partner, which is subject to internal consortium agreement, will organise and host the project final event. During the event, the consortium will present project outcomes to the most relevant stakeholders, interested community and media. The ROBORDER consortium will assure that stakeholder groups described in the section 6 will be addressed adequately.

The European Commission as the project beneficiary, researchers, industry, international organisations and stakeholder associations will be involved directly, whereas the general and the interested public will be reached through media coverage of the conference. The consortium will consider an involvement of popular bloggers, writing on border security topics, from the countries covered by the project. Project partners will invite media representatives from their countries. Conclusions of the final conference will be presented at the website and discussed in the project group.

The two days conference will take place in the project month 36 and will mostly target the participants from the European countries.

11 Calendar – planned participatory activities

This is a preliminary overview of the events of relevance for ROBORDER dissemination and the interest of Consortium partners. The list is going to be updated during the project lifetime.

Partner	Event	Date and Place
everis	AAAI Conferences	Not defined
everis	Applied Artificial Intelligence Conference 2019	2019
Copting	Cebit	2018
Copting	Cebit	2019
FHR	Compressive Sensing on Radar 2019	2019
UoA	European Conference on Machine Learning	Not defined
CERTH	European Intelligence and Security Informatics Conference	2018
CENTRIC	European Intelligence and Security Informatics Conference	Not defined
CPT	ESC - International Conference on Embedded Systems, Cyber-physical systems and applications	2018
BDI	ESCS International Conference on Embedded Systems, Cyber-Physical Systems and Applications	Not defined
everis	15th European Semantic Web Conference 2018	2018
CNIT	European Microwave Week	2018
VTT	EuroVR	2018
VTT	EuroVR	2019
UoA	European conf. on Wireless Sensor Networks	Not defined
VTT	HCII	2018
CERTH	International Conference on Computer Vision	2019
BDI	ICMCIS - International Conference on Military Communications and Information Systems	2018 05 22-23 Warsaw
CERTH	International Conference on Pattern Recognition	2019
CERTH	IEEE International Conference on Robotics and Automation	2018
CPT	IEEE ICRA - International Conference on Robotics and Automation	2019
FHR	IEEE Radar Conference (2019)	2019
BDI, CERTH	IEEE S&P - Security and Privacy Symposium	2019
UoA	International Symposium on a World of Wireless, Mobile and Multimedia Networks	2018
everis	IJCAI-ECAI-18 joint conference	2018
CNIT	International Microwave Symposium	2018
everis	IntelliSys 2018	2018
FHR	International Radar Conference (2019)	2019
CNIT	International Radar Conference	2018
FHR	International Radar Symposium (IRS) 2019	2019
CNIT	International Radar Symposium	2018
VTT	ISMAR	2018
everis	ISWC 2018 The premier international forum for the Semantic Web and Linked Data Community	2018
VTT	Mindtrek	2018 11 10
VTT	Mindtrek	2019
UoA	(International Conference on Mobile and Ubiquitous Systems)	Not defined
CNIT	Topical Meeting on Microwave Photonics	2018
VTT	NordiCHI	2018

VTT	NordiCHI	2019
UoA	International Conference on Pervasive Computing and Communications	Not defined
CNIT	IEEE Radar Conference	2018
UoA	Road-, Air-Water-based Future Internet Experimentation user and stakeholders events	2018 summer
UoA	Road-, Air-Water-based Future Internet Experimentation user and stakeholders events	2018 autumn
UoA	International Workshop on Robotics and Sensors Environments	Not defined
UoA	IEEE: Real-Time Systems Symposium	Not defined
UoA	ACM Conference on Embedded Networked Sensor Systems	Not defined
CENTRIC	(Security, Research, Innovation and Education Event)	2017
Copting	U.T.Sec	2018
Copting	U.T.Sec	2019
VTT	EuroSafety Trade Fair	2018
BDI	The future of defense research in the EU	2018
FHR	PCL Focus Days 2019	2019

Table 7 – Preliminary list of ROBORDER targeted events

12 ROBORDER Activities Register

The essential part of the evaluation of ROBORDER dissemination activities is a live and up-to-date register document. The activities log is an essential part of the final project deliverable D7.8 Exploitation plan and sustainability model, where all dissemination activities, which took place during the project's lifetime are going to be reported.

The information is going to be collected continuously and the tables are going to be reported in the activities register in the reports of each reporting period. It is foreseen, that a considerably higher amount of dissemination activities is going to take place in the second reporting period due to the fact that most of the results are going to be produced then.

No.	Action/Activity	Authors/Participants
1	ROBORDER website	CERTH
2	ROBORDER logo creation	TEKEVER
3	ROBORDER presentation	CERTH
4	ROBORDER factsheet	CERTH
5	ROBORDER leaflet	CERTH
6	ROBORDER presentation slides template	TEKEVER
7	ROBORDER deliverables template	TEKEVER
8	ROBORDER Kick-Off Meeting	All partners
9	ROBORDER Plenary Meeting	All partners
10	creation of ROBORDER FB account	CERTH
11	creation of ROBORDER LinkedIn Account	CERTH
12	creation of ROBORDER Twitter Account	CERTH
13	FRONTEX workshop on EU funded border security research projects	TEKEVER
14	ETHNOS article on ROBORDER project	CERTH
15	A website page on ROBORDER	Copting
16	EU Security and Defence, AFCEA Sofia Chapter Conference	BDI
17	ROBORDER - Proof-of-concept of Drone control with Hololens	VTT
18	ROBORDER demonstrations for Finnish defence research program	VTT
19	ROBORDER novel human-robot user interface demonstration in VTT's Mixed reality lab	VTT
20	ROBORDER VTT Press release	VTT
21	D7.2	CERTH
22	D7.1	everis
23	A project description was added to p-comp website	UoA
24	Project kick-off was announced in UoA p-comp group's website	UoA
25	ROBORDER presented at CENTRIC's stand at SRIEE in Tallinn	CENTRIC
26	CENTRIC website page on ROBORDER project	CENTRIC
27	Contribution to ROBORDER FB account	All partners
28	contribution to ROBORDER LinkedIn account	All partners
29	contribution to ROBORDER Twitter account	All partners
30	Presented a paper at IRC2017	CNIT
31	Workshop presentation within MWP2017	CNIT
32	Submitted paper to RadarConf2018	CNIT

Table 8 – ROBORDER Consortium Activity Log at the moment of D7.1 submission

13 ROBORDER Dissemination Toolkit

ROBORDER aims at using the possibilities to share the results as much as possible. External and internal materials

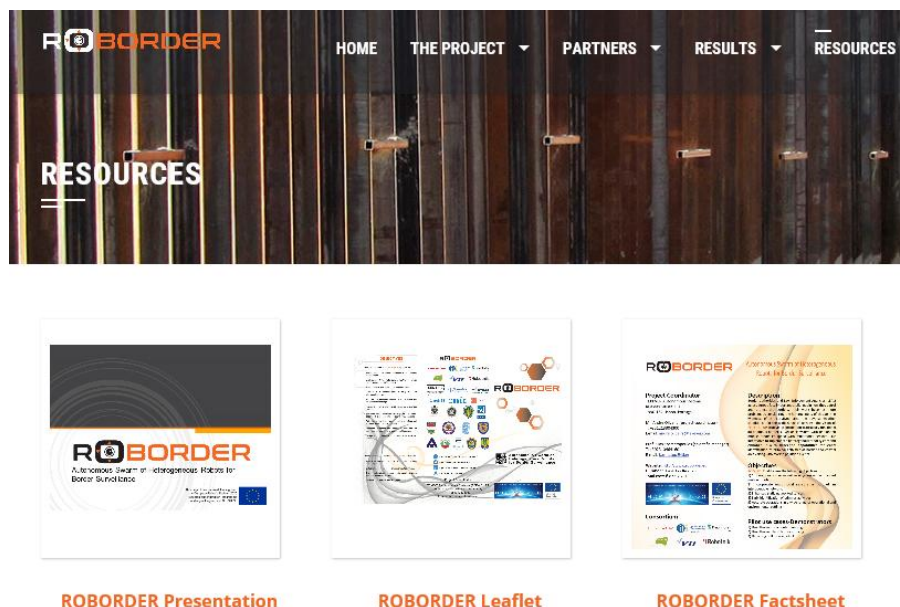


Figure 9 – ROBORDER resources for external use

13.1 Factsheet

The ROBORDER Project Factsheet has been created for providing the most important information immediately to interested parties, such as project description, objectives, pilot demonstrations, impact and outcomes.



Figure 10 – ROBORDER Factsheet

13.2 Leaflet

A project leaflet, which contains general information on the project, was designed close to the start of the project. The aim of the leaflet is to give interested parties a quick overview of ROBORDER project, providing additional information than available in the factsheet, such as vision, context, expected results, use case scenarios and demonstrations.

http://roborder.eu/wp-content/uploads/2017/07/ROBORDER_Leaflet.pdf



Figure 11 – ROBORDER leaflet outer side

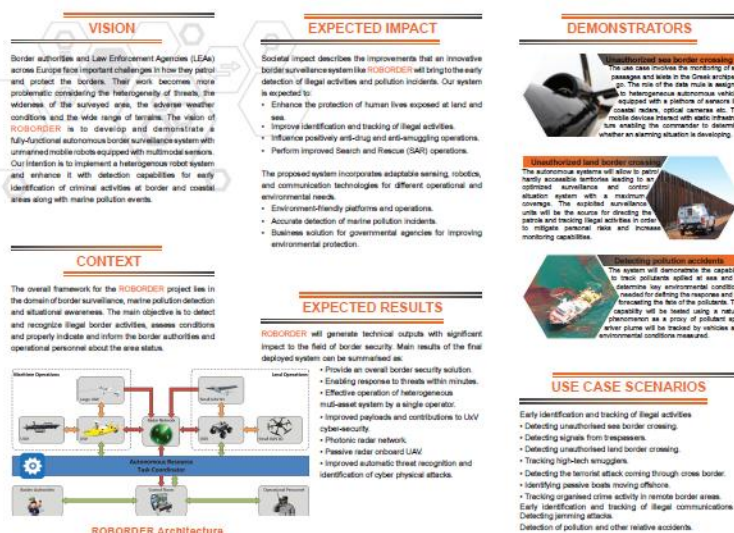


Figure 12 – ROBORDER leaflet inner side

13.3 Presentation on ROBORDER

The presentation on ROBORDER including a very extensive overview on the project is also available on the ROBORDER project's website: http://roborder.eu/wp-content/uploads/2017/07/ROBORDER_Presentation.pdf



Figure 13 – ROBORDER presentation (slides)

13.4 ROBORDER presentation template

The project presentation template for partners' use has been prepared as well, available to all partners at internal repository.



Click to add title

Click to add subtitle



Figure 14 –The first slide (front page) of ROBORDER presentation template

13.5 ROBORDER deliverable template

ROBORDER project deliverable template has been created too and it is available for all partners at the internal repository.



HORIZON 2020



<DOCUMENT NAME>



ROBORDER
740593

Deliverable Information	
Deliverable Number:	Work Package:
Date of Issue: DD/MM/YYYY	
Document Reference: <Document Reference>	
Version Number: X.X	
Nature of Deliverable:	Dissemination Level of Deliverable:
Author(s): Entity1 (Responsible), Entity2, Entity3, Entity4, etc.	
Keywords: <Keyword1, Keyword2, etc.>	
Abstract:	
Length: such that it remains on this page.	

Figure 15 – First page of ROBORDER deliverable template

13.6 Poster/roll-up

The poster/roll-up for the presentations and participation in the fairs/events/exhibitions is foreseen to be produced.

14 Annexes

14.1 Examples of project presentation by partners

CapriTech participation in H2020 Projects

ROBORDER: autonomous swarm of heterogeneous Robots for BORDER surveillance

Funded Under: H2020-SEC-20-BES-2016	Funding Scheme: Innovation Action
Start Date: 01 May 2017	Duration: 36 months
Total Budget: 8,988,138 EUR	CapriTech Budget: 366,250 EUR

CapriTech will participate in the H2020 SEC-20-BES-2016 with ROBORDER project (Grant Agreement no 740593). ROBORDER will develop and demonstrate a fully-functional autonomous border surveillance system with unmanned mobile robots including aerial, water surface, underwater and ground vehicles, capable of functioning both as standalone and in swarms, which will incorporate multimodal sensors as part of an interoperable network. In ROBORDER, CapriTech will lead the detection and classification techniques for recognising cyber and cyber-physical attacks and participate in identification and tracking of illegal communications. In addition, it will be involved in the system integration activities, the prototype demonstration and evaluation as well as the dissemination activities of the project.

ROBORDER Consortium



Figure 16 – ROBORDER project presentation by CapriTech

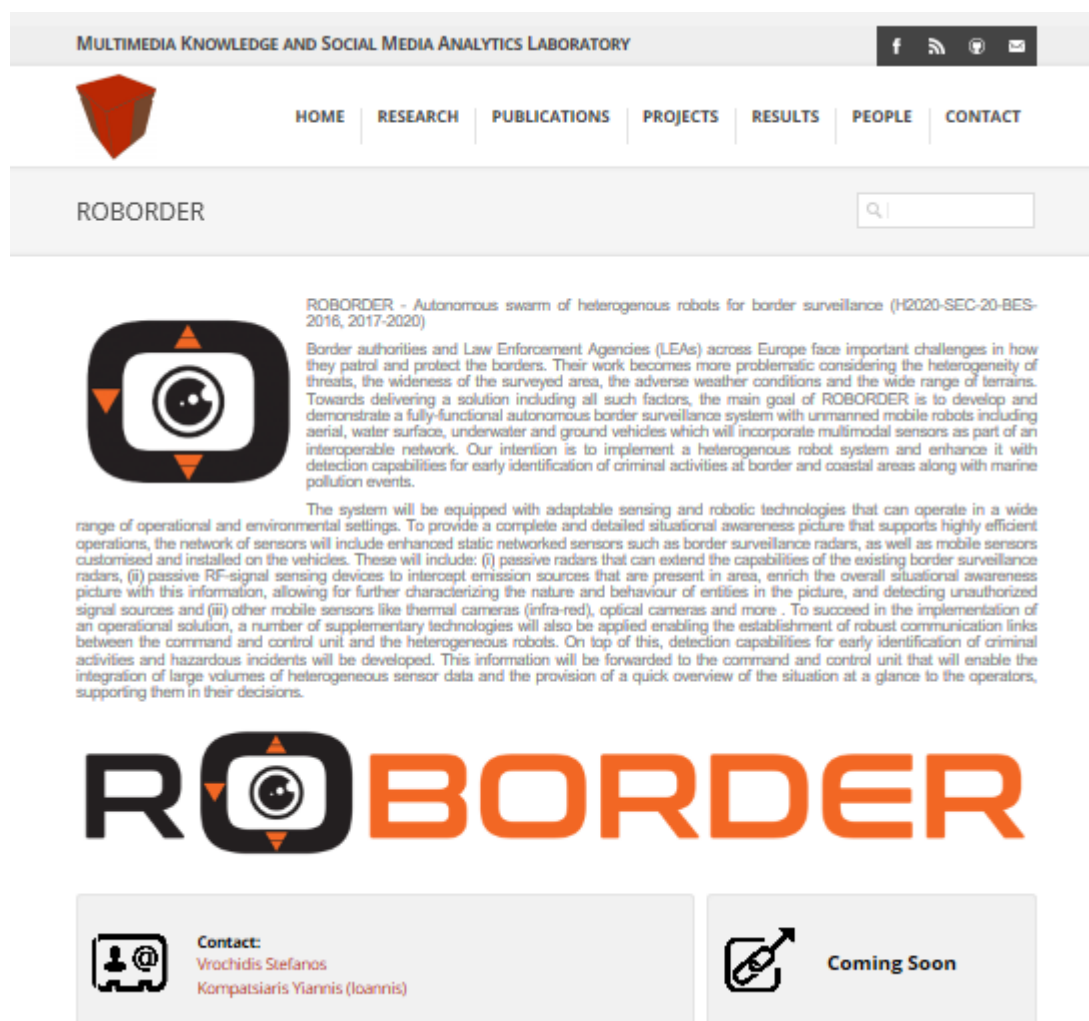


Figure 17 – ROBORDER webpage on CERTH website

14.2 Examples of printed communication on the project



Figure 18 – An article in Greek on ROBORDER in printed press



Figure 19 – Another article in Greek printed press on ROBORDER project