Deliverable

D8.2 – Initial Dissemination Material
WP8 – EXPLOITATION AND DISSEMINATION

Disclaimer

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Project Information

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Document Information

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Document approval

Name	Position in project	Organisation	Date	Visa
S.TROPEA	Project Coordinator / WP leader	ST	10/05/2021	OK
PSC	PSC meeting #6	All consortium	10/05/2021	OK
G.PRAT	Technical coordinator	ST	10/05/2021	OK

Document history

Version	Date	Modifications	Authors
V0	2021.04.02	ToC	F. BRUTIN (Ayming)
V1	2021.05.03	First draft released to Project Coordinator	F. BRUTIN (Ayming)
V1.1	2021.05.04	Includes Project Coordinator comments	F. BRUTIN (Ayming)
V1.2	2021.05.04	Version sent to PSC	F. BRUTIN (Ayming)
V1.3	2021.05.10	Version including PSC feedbacks and approved	F. BRUTIN (Ayming)
V2	2021.05.11	Version submitted to EDA	F. BRUTIN (Ayming)
VF	2021.05.21	Version approved by EDA	P. LANGLOIS (EDA)

List of acronym and abbreviations

Acronym/abbreviations	Description
EDA	European Defence Agency
EU	European Union
GA	Grant Agreement (contractual document between EDA and consortium)
PADR	Preparatory Action on Defence Research
PCA	Project Consortium Agreement (contractual document between members of the consortium)
PMT	Project Management Team
PSC	Project Steering Committee
WP	Work Package
WPL	Work Package Leaders

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1 Executive Summary

1.1 Description of the deliverable content and purpose

The Deliverable D8.2 – Initial Dissemination Material is delivered in the context of Task 8.1 – Dissemination within WP8 – Exploitation and Dissemination. WP8 as Task 8.1 will run until the end of the project.

The main objectives of Task 8.1 are to facilitate the analysis and adoption of knowledge and results generated in EXCEED in order to maximise impacts and further exploitation.

The main objectives of this deliverable are to:

- Identify the type of information that can be released outside the EXCEED project without infringing any confidentiality rules.
- Provide a preliminary roadmap of activities.

This deliverable has to be seen as an associated document to D8.4 – Initial Dissemination Plan and Activities, delivered in January 2021.

This deliverable is structured in 4 sections:

- Section 1: EXCEED targeted audiences;
- Section 2: EXCEED communication and dissemination governance and decision-making;
- Section 3: EXCEED communication tools and channels;
- Section 4: EXCEED communication and dissemination KPIs;

The activities will be updated if additional needs arise during the project's execution. Two updated versions of this initial plan will be released (Month 24 and 36) to compile the activities actually performed.

1.2 Corrective action vs Grant Agreement (if relevant)

Not applicable

2 Deliverable report

2.1 Deliverable context and objectives

The deliverable D8.2 – Initial Dissemination Material provides details on authorised materials to be disseminated outside the consortium and gives some information about roadmap and organisation.

Whenever necessary, this document might be further updated to reflect any changes that may occur during the project lifetime.

This deliverable has to be seen as an associated document to *D8.4 – Initial Dissemination Plan and Activities*, delivered in January 2021.

2.2 Deliverable activities description

2.2.1 EXCEED targeted audiences

As stated in *Deliverable 8.4*, the EXCEED targeted audiences were identified during proposal application preparation, as well as dedicated channels and means that the EXCEED project consortium will put in place.

Table 1 – EXCEED targeted audiences.

Targets	Audience	Expected benefits	Channels, means
Internal	The members of the project consortium and of the project consortium's own institutions.	Information about project progress to amplify channels to other targets.	Meetings, mails, newsletter, LinkedIn, deliverables.
Other PADR projects	The Coordinators and key actors of projects dealing with similar topics.	Visibility and uptake of results, and provide opportunities to receive feedback, share experiences and discuss joint problems and issues.*	Website, EDA meetings, newsletter, LinkedIn, posters**.
External stakeholders	Customers, MoDs, "opinion makers" and "policy makers" benefiting from the project outcomes especially dual-use electronics.	Catalysts for the dissemination process. Maximisation of project's impacts.	Dissemination (papers, conferences, case studies). Website, newsletter, LinkedIn.
Scientific community	Wider audience not related to (dual-use) electronics.	Scientific knowledge	Dissemination (papers, conferences, case studies). Website, newsletter, LinkedIn.

* in compliance with the Project Grant Agreement confidentiality rules.

** added after Deliverable 8.4 release, in the context of EDA-Portugues MoD event (April 2021).

The various channels and means are then detailed in the following paragraphs.

2.2.2 EXCEED communication and dissemination governance and decision-making

2.2.2.1 Governance

Table 2 – EXCEED Governing bodies involved in communication and dissemination

Body/people	Participants	Main communication and dissemination role
Project Management Team (PMT)	WP Leaders, Technical Project Coordinator (TPC), Dissemination manager, chaired by Project Coordinator (PC)	Proposition of website and LinkedIn updates, Review of proposed activities (publications, participation to conferences, posters, etc.).
Project Steering Committee (PSC)	Project representatives, chaired by PC	Final decision-making body for all subjects.
Security Advisory Board (SAB)	Security experts of each relevant partner	Prior approval to any dissemination of Results activities.
Project Coordinator, WP1 and WP8 leader	Stella TROPEA	Proposition of activities to governing bodies, Organisation of the decision-making.
Dissemination manager	Fabienne BRUTIN	Proposition and follow-up of activities, Update of main communication channels (website and LinkedIn), Preparation of non-confidential material to be disseminated.
Task 1.2 leader (security related handling of classified information) Security Officer	Michel SARLOTTE Julien KACI	Prior approval to any dissemination of Results activities.

2.2.2.2 General rules

Considering the high-level of confidentiality required by the EXCEED project context, any external communication has to follow a validation process described in PCA and in D1.1 - Quality and Risk Management Plan. A digest is reminded below.

For articles, papers and similar written publications

Information is sent to the Dissemination manager by the activities' owner(s). The Dissemination manager then follows a specific procedure in conformity with GA and PCA provisions, to ensure both quality of correctness of the information as well as confidentiality and security aspects.

- Dissemination intention to be provided at least 90 calendar days in advance to Dissemination manager that will organise the communication towards all involved governing bodies.
- Objection to be communicated within 60 calendar days to Dissemination manager that will organise the discussion between objector(s) and owner(s).
- Final validation is discussed within PSC and decisions will be recorded within PSC meetings minutes.

For participation at events such as workshops, congresses, conferences etc.,

Same procedure as above applies.

For communication of information through electronic tools (as website or LinkedIn Group)

A fast-track validation process is proposed as only non-confidential information will be shared on these channels.

- Each month will be organised, within the PMT, a short session dedicated to identification of subjects/events/activities that may be shared with external world.
- A compilation is made by Dissemination manager in the roadmap.
- This roadmap is presented to PSC and Task 1.2 leader for formal approval on a monthly basis. It will also be the occasion to collect partners' plans.
- Any objection has to be presented within 15 days.

2.2.2.3 Follow-up

The Dissemination manager oversees elaborating and updating the communication and dissemination roadmap under the form of a table summarising the topics as well as the timeline. This roadmap is made available on Aymingsphere and will be used to report to EDA.

Initial roadmap is the following:

Table 3 – EXCEED communication and dissemination initial roadmap.

Channels	Periodicity of update	Type of information	Evolution
Website	Monthly (min) Quarterly	News, public deliverable, related events etc. Major information	The website content will include from the end of the first year some preliminary information about use cases.
LinkedIn	Monthly (min)	Partners presentation, interviews of Partners PoC, news about project	NA
Other public material	At least on a yearly basis	Public non-confidential information only	The consortium will consider any other needs whenever necessary

The table available on Aymingsphere distinguishes and records the various activities performed by the consortium:

Table 4 – EXCEED communication and dissemination follow-up table extracts.

Activity	Table available
Overall roadmap	

Activity	Table available
Scientific publications	
Dissemination and communication activities	
IPR activities	

Activity	Table available
Open data	
Press coverage	

2.2.3 EXCEED communication tools and channels

2.2.3.1 Website

A project website has been designed and is available from the public url: www.exceed-padr.eu. A dedicated deliverable was submitted in due time (Month 7): *Deliverable 8.1 – Project website*.

KPIs:

- At least one minor update of website per month and one major updated on a quarterly basis.
- At least 3000 visits at the end of the project.

2.2.3.2 Social media

The EXCEED project is now available on LinkedIn. https://www.linkedin.com/company/exceed-padr/

The objective is to maximise the visibility of EXCEED activities and results by reaching professional contacts of persons involved in the project. It is strongly related to website activities in order to increase the visibility and number of visits.
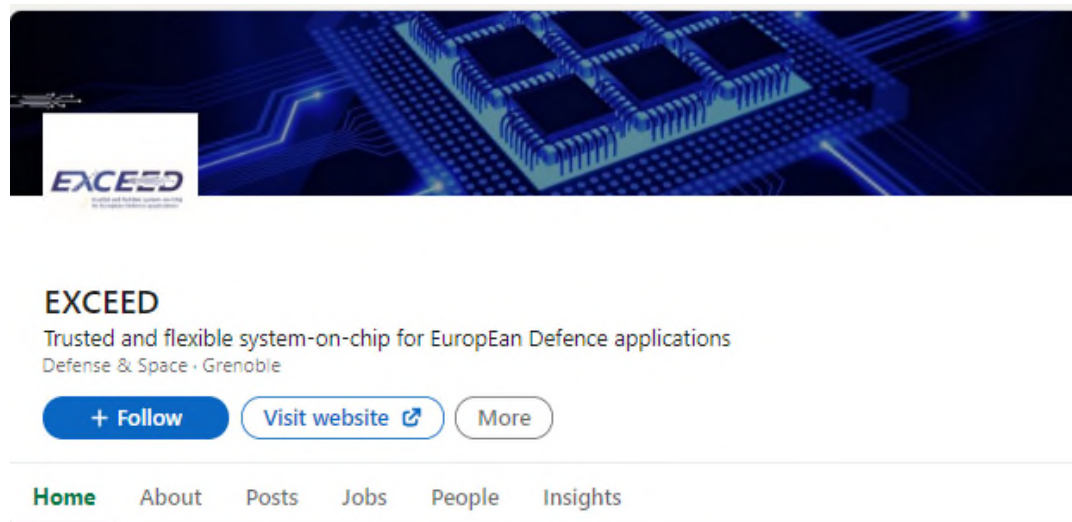

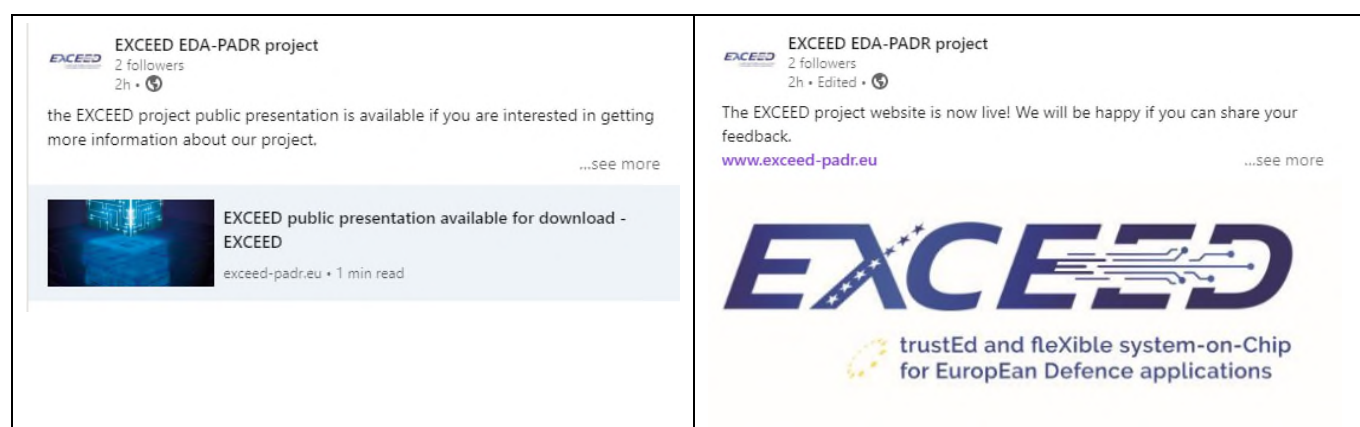*Figure 1: EXCEED LinkedIn view*

Figure 2: first EXCEED posts

A specific action will be conducted to attract followers coming from the consortium.

The Dissemination manager will be responsible for publishing contents based on information collected or sent by partners.

KPIs:

- At least a monthly publication,
- At least 500 followers at the end of the project.

2.2.3.3 Other public material

2.2.3.3.1 Public presentation

A public presentation of EXCEED is available on Aymingsphere and on the public website and will be periodically updated. This presentation may be used by all consortium for presenting the project.

An official document prepared by EDA is also available on EDA website.

KPIs:

- At least three updates during project progress (1 per year).

2.2.3.3.2 Poster

A poster was requested by EDA in the context of "the R&T Conference on Impact on Disruptive Technologies on Defence" organised by EDA and the Portuguese MoD on 20th April 2021, under the auspices of the Portuguese Presidency of the Council of the EU.

This poster is available on Aymingsphere and on the public website.

Figure 3: EXCEED poster

2.2.3.3.3 Press release

A first press release was jointly initiated by EDA and the EXCEED consortium when the project officially launched and is available on EDA website as well as on EXCEED website.

KPIs:

- At least two new press releases following the end of reporting periods.

2.2.3.3.4 Videos and pictures

A specific action will be led all along the project duration to collect non confidential material such as videos and pictures that can be easily used to illustrate the achievements on communication medias.

2.2.4 EXCEED communication and dissemination KPIs

Table 5 – EXCEED Key Performance Indicators.

Indicators for measuring the effectiveness of the approach	Proposed target (project end)
Non-scientific publications (articles, new documents …)	10
Newsletters/press releases	4
Followers in social networks	> 500
Project website visits	> 3000
Booth in exhibition	2
Publications in international conferences or journals	1 to 2

2.3 Perspectives, further steps

This deliverable may be updated according to project's evolution.

3 Conclusion

This deliverable was approved by the PSC during the 2021.05.06 meeting.