

**Action full title:**

**Universal, mobile-centric and opportunistic communications architecture**

**Action acronym:**

**UMOBILE**



**Deliverable:**

**D.6.1 - Dissemination Plan**

**Project Information:**

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<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	
<b>CI</b>	Classified, as referred to in Commission Decision 2001/844/EC	



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## Document History

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# 1 Executive Summary

The Dissemination Plan (D.6.1) is produced as part of the activities of Work Package 6 “Dissemination, exploitation and standardisation”. It is a public document which will be made available on the project website, in the "Download" section, for external parties interested in the dissemination of UMOBILE project. This document is marked as Milestone MS12 in the DOW (Description of Work).

As stated in the DoW, the objectives of the UMOBILE work package 6 “Dissemination, exploitation and standardisation”, related to the dissemination activities, are:

- To widely disseminate the project concept, developments and findings to all key actors in the field in an interactive way, integrating their feedback at key points of the specification, design, development and evaluation work.
- To develop a project dissemination and communication strategy.
- To develop an user friendly website to inform the general public and relevant stakeholders about the project.
- To organize and/or publish results in international conferences and workshops to inform the scientific community about the project, its goals and achievements and to gather valuable information on related issues.

Through this dissemination plan, WP6 intends to facilitate the achievement of the mentioned goals.

The document describes the dissemination activities that have been achieved during the first six months of the project (February 2015 – July 2015), and provides an outline of what is planned for the next months (August 2015 – January 2018). An overview is given of all dissemination opportunities identified through traditional communication channels such as events attendance, project publications and project presentations, complemented by online activities based on the project Website, and on the main social platforms.

Collaboration with related projects carried out by some of the partners will be established and will create synergies in the dissemination of UMOBILE as a part of the international projects focusing on information centric networking technology (ICN) and delay tolerant network (DTN). Details are described in D.1.2 "External Liaison Overview".



## 2 Methodology

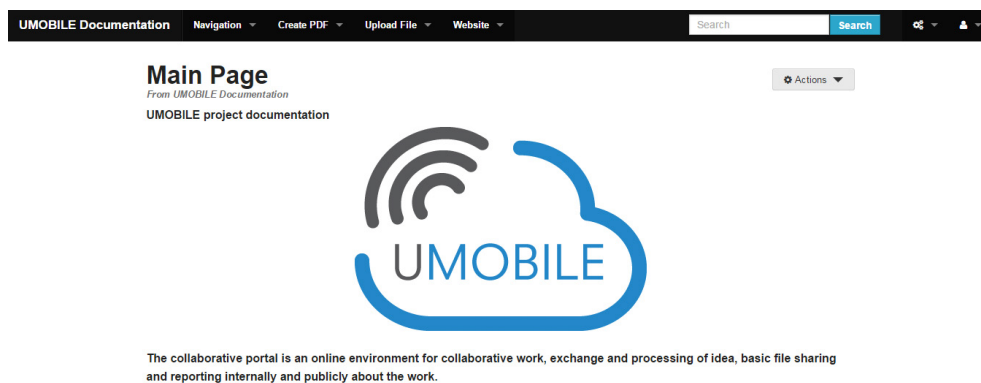
The dissemination activities will be carried out over the full duration of the project.

A documentation portal, based on MediaWiki, has been set up in order to:

- foster collaboration among the partners of the consortium
- enable collaborative input
- enable the collection of information about dissemination activities.

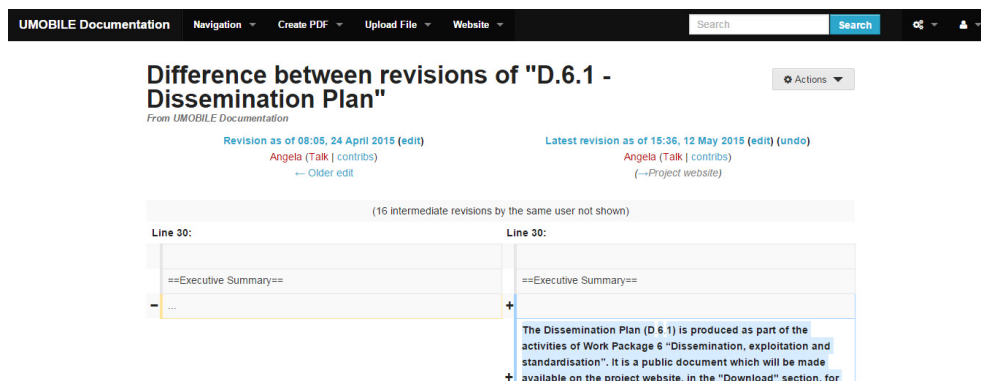
Wiki software allows multiple users to collaborate easily on web documents; they are a good choice for creating complex documentation, since pages and topics can be easily linked together to make a full navigable document structure. The portal has been integrated with an advanced access control list (ACL) in order to have fine sets of permission and access structures.

The portal is reachable at <http://www.umobile-project.eu/projectdocs>, or through the PROJECTDOCS menu in the website. The following image shows the home page.



*UMOBILE project collaborative portal: Home Page*

Among the other benefits of the documentation portal, are version histories, in which copies of previous edits to a specific page are saved in case anything needs to be rolled back or restored, as shown in the following image.



*UMOBILE collaborative portal: Revision history Page*

The UMOBILE documentation portal will collect information about UMOBILE activities, including but not limited to the following:

- Conference/workshop attendance
- Project publicity
- Press Releases
- Deliverables
- Other activities

The collected contents have been included to this document (please see Annexes I and II "Dissemination Events Calendar" and "Press Releases").

All material developed by the project will be, wherever possible, under Creative Commons License (Attribution CC BY, Attribution ShareAlike CC BY-SA, Public Domain Dedication CC0 ), so that it can be widely used and disseminated.

### 3 Dissemination strategy

#### 3.1 Objectives

The overall aim of UMOBILE's dissemination activities is to ensure wide reaching impact among identified stakeholders. It must therefore be ensured that materials are extensively disseminated and promoted within the Open Access and related knowledge communities, widely announced via appropriate channels, and fully grasped by targeted stakeholders.

The UMOBILE dissemination strategy has two main levels of objectives: one internal and one external. The **internal objective** of the UMOBILE dissemination strategy is to provide to the consortium efficient tools and means of communication to disseminate the work and results of UMOBILE. The **external objectives** of the UMOBILE dissemination strategy are to make known as widely as possible the findings and recommendations of the UMOBILE project.

A key objective of the UMOBILE dissemination strategy is to disseminate our findings as widely as possible, to ensure that end-users will use the services provided by the project and stakeholders will adopt our technology. It will be necessary to implement a broad range of dissemination activities that will increase the awareness of a range of stakeholder categories. This objective implies:

1. the identification of a wide stakeholder audience;
2. the compilation of a contact list to whom we can send information about UMOBILE and its findings;
3. the development of differentiated and targeted communication approaches for different categories of stakeholders.





The intent is to create an impact that will outlive the duration of the project by making the results of the research known to those categories who could benefit from them.

### 3.2 Strategic approach

It is helpful to think about dissemination in three different ways, corresponding to different activities to carry on, in different periods of the project.

1. **Dissemination for Awareness.** People need to be aware of the work of the UMOBILE project. This may be useful for those target audiences that do not require a detailed knowledge of the work but it is helpful for them to be aware of our activities and outcomes. Creating such an awareness of the project's work will help the "word of mouth" type dissemination and help the consortium to build an identity and profile within the different involved communities.
2. **Dissemination for Understanding.** There will be a number of groups/audiences that we will need to target directly with the dissemination activities, since they could benefit from what UMOBILE project has to offer. It is important, therefore, that these groups/audiences have a deeper understanding of UMOBILE project's work.
3. **Dissemination for Action.** Action refers to a change of practice resulting from the adoption of services or approaches offered by UMOBILE project. These groups/audiences will be those people that are in a position to "influence" and "bring about change" within their organisations. These are the groups/audiences that will need to be equipped with the right skills, knowledge and understanding of UMOBILE work and results in order to achieve real change.

UMOBILE project has to undertake all three levels of dissemination, passing through each of the stages in turn. As firstly a project requires its potential audience to be AWARE of its aims and objectives, they will then become interested enough to wish a more detailed UNDERSTANDING. Involvement in both of these two stages will provide the basis for dissemination for ACTION.

At the start of UMOBILE, the consortium outlined and agreed upon an initial dissemination plan (the present document, delivered by month 6). The document presents the initial agreed dissemination strategy and plan. This strategy and plan will be continually monitored, updated and reported upon during the course of the project, based on key performance indicators. In this sense, the dissemination strategy will be a living document that evolves with and over the course of the project's duration, learning from the project's dissemination experiences and adapting to its changing needs. A mid-term Dissemination Report will be produced by month 18, the final dissemination deliverable will be a final dissemination impact report produced at the end of the project (month 36).

### 3.3 Target Groups

Stakeholder engagement is the key to the success of any dissemination initiative, and stakeholder identification is the first and foremost important task in effective stakeholder engagement. One of the main tasks of UMOBILE is thus



to define and agree upon stakeholder categories, to create a taxonomy of stakeholders, to analyse their motivations (i.e. their interests, needs and drivers).

This definition and classification can be achieved based on the applicability scenarios introduced in WP2 – task 2.1 and comprehensively defined in the deliverable D.2.1 (i.e., micro-blogging, emergency situation, civil protection and social routine improvement).

For effective dissemination it is necessary to understand stakeholder motivations: this will enable the consortium to effectively engage, communicate with and promote future dialogue between different stakeholders. Indeed, the combination of the stakeholders’ relevance to UMOBILE and motivations will help the consortium to define specific communication strategies for different groups of stakeholders.

The stakeholders categories will provide an initial point of reference for the dissemination strategy; however, they may be updated and redefined as the project progresses. Functionally, we can broadly classify stakeholders into the following categories:

1. **Academia/research institutions:** This includes organisations whose primary focus is higher education and research, such as universities and other academic institutes. The topics of interests are: Delay Tolerant Networking (DTN), Information Centric Networking (ICN), Opportunistic communications architecture.
2. **Industry:** This includes private companies providing end-users solutions through research and development as well as manufacturers, suppliers, distributors, service providers, vendors, system integrators, at the frontline of addressing the need for a ubiquitous internet.
3. **Government:** This includes representatives from different levels of governmental organisations such as the European Commission, inter-governmental organisations, Member State governments or local governments.
4. **Research project managers:** This includes project managers which have the responsibility of the planning, execution and closing of any project, related to Delay Tolerant Networking (DTN), Information Centric Networking (ICN), Opportunistic communications architecture.
5. **Civil protection authorities and first responders:** This group includes any entity or association whose goal is to protect the citizens of a state. The outcomes of UMOBILE would be a valuable help during: prevention, mitigation, preparation, response, or emergency evacuation and recovery.
6. **Policy makers:** This includes individuals and members of the board of directors who have the authority to set the policy framework of an organisation (government or business).
7. **Media:** Includes all kinds of communications platforms like television, radio, newspapers, magazines, journals, blogs, and websites, which are interested in new technology to make Internet universal and supporting diverse set of services.
8. **Public:** Refers to the ordinary people in society which are most of all interested in the usage of new services on handheld devices (mainly smartphones).



### 3.4 Tasks of the project team members

All partners are contributors to the dissemination activities under management of work package leader AFA Systems.

All project members are expected to actively contribute by:

- Identifying and informing about dissemination opportunities (e.g. events, publications, etc.)
- Contributing the contents of their respective work packages to blogs, press releases, presentations, etc.
- Using their network to support the dissemination of project information
- Presenting the project at relevant conferences, workshops and other events
- Helping to promote UMOBILE events, in particular engaging key stakeholders to act as multipliers and to motivate participants
- Updating the documentation portal with all news relative to dissemination activities and opportunities.

## 4 Initial Dissemination activities: M1- M6 (February 2015 – July 2015)

During the project initiation phase, dissemination activities were concentrated on establishing the project name linked to the assembled expertise of the partner consortium, describing the project's goals and achieving visibility in the already known communities. This was achieved through a series of steps as explained in the following.

### 4.1 Project logo

A number of suggestions for the project logo were developed by project partner AFA Systems, and presented at the project Kick-Off Meeting on February 24th 2015, where consortium members selected the logo by vote. It represents the project (Universal, mobile-centric and opportunistic communications architecture) through the idea of a stylised vehicle carrying and spreading the connection and disseminating our goal to make the Future Internet universally pervasive supporting a diverse set of services.



*UMOBILE project logo*

## 4.2 Project website

In order to spread the word about the project as well as its outcomes, UMOBILE uses different tools. The most important source for any information about the project is the project website, which aims to keep both, project partners as well as the general public, up-to-date with the project.

The project website is located at <http://www.umobile-project.eu/>. The domain was reserved already before the start of the project, so that the website could be launched at a very early stage to support the first project steps. The domain <http://www.umobileproject.eu/> has been reserved too. Analytics tools are used to continually measure the performance and activity of visitors so that impact can be easily assessed during the project.

The following image shows the website home page; the partners' logos and recent news are published in home page to enforce visibility.



*UMOBILE project website: Home Page*

A 'DOWNLOAD' page in the website is set up to collect all materials developed during the three years of the project. The materials are organised into categories and it's available for public download. A screenshot of the "Publication" category follows.



UMOBILE | HOME | OVERVIEW | PARTNERS | **DOWNLOAD** | NEWS AND EVENTS | CONTACTS | PROJECTDOCS

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### Publications

Papers, talks, etc that comes out from UMOBILE project

A. Sathiseelan, L. Wang, A. Aucinas, G. Tyson, J. Crowcroft, "SCANDEX: Service Centric Networking for Challenged Decentralised Networks", Mobisys DIY workshop  
[DIY025f-sathiseelanATS.pdf](#)

[Download](#)

Do-It-Yourself (DIY) networks are decentralised networks built by an (often) amateur community. As DIY networks do not rely on the need for backhaul Internet connectivity, these networks are mostly a mix of both offline and online networks. Although DIY networks have their own home-grown services, the current Internet-based cloud services are often useful, and access to some services could be beneficial to the community (e.g. Google Maps). Considering that most DIY networks have challenged Internet connectivity, migrating current service virtualisation instances could face great challenges. Service Centric Networking (SCN) has been recently proposed as a potential solution to managing services more efficiently using Information Centric Networking (ICN) principles. In this position paper, we present our arguments for the need for a resilient SCN architecture, propose a strawman SCN architecture that combines multiple transmission technologies for providing resilient SCN in challenged DIY networks and, finally, identify key challenges that needs to be explored further to realise the full potential of our architecture.

Display Num

Powered by [Phoca Download](#)

### Partners

*UMOBILE project website: Download page*

The 'NEWS AND EVENTS' page collects any relevant news related to project activities as well as events the partners will be involved in. A screenshot of the page follows.

UMOBILE | HOME | OVERVIEW | PARTNERS | DOWNLOAD | **NEWS AND EVENTS** | CONTACTS | PROJECTDOCS

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## UMOBILE presentation in Net Futures 2015 Conference

**News** | 02 April 2015

UMOBILE Project Coordinator, Prof. Tsaousidis, presented UMOBILE project in the concertations meetings (concertation meeting) of Net Futures 2015 Conference (Net Futures 2015) on 25/3/15.

### Kick-off Meeting

**News** | 10 February 2015

On February 25th and 26th 2015, the kick-off-meeting for the three-year EU funded H2020 project UMOBILE will be held in London. The meeting will take place at UCL campus. The project is coordinated by Democritus University of Thrace (DUTH).

### UMOBILE H2020 ICT project

**News** | 01 October 2014

UMOBILE project (Universal, mobile-centric and opportunistic communication architecture) has been funded from the European Union's Horizon 2020 research and innovation programme with 3M Euros.

### 2nd GAIA workshop

**News** | 15 October 2014

### Partners

*UMOBILE project website: News Page*

The project website is the most important source to keep project partners and general public up-to-date with the project; it is expected to be a valuable instrument for dissemination beyond the project as well. To this aim the website will be maintained for 5 years after the end of the project.



### 4.3 Leaflet

A first version of UMOBILE leaflet has been prepared and it's available for download from the project website.

#### In a few words...

UMOBILE combines two emerging architectural approaches, namely Information-centric networking and Delay-tolerant networking, to build a novel architecture that allows for new services but also exploits local information better. UMOBILE will deploy scenarios that include free Internet access, micro-blogging at neighborhood level, emergency situations in isolated but also in crowded areas with temporary lack of communication facilities.

The project is a joint effort of SPICE/Democritus University of Thrace (Greece), University College London (UK), University of Cambridge (UK), COPELABS-COFAC (Portugal), TECNALIA (Spain), TEKEVER AU (Portugal), Senception (Portugal), Fon Technology (Spain) and AFA Systems (Italy).

UMOBILE, to be delivered in 2018, is coordinated by SPICE/DUTH and its total budget is 3,010,742 €.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 645124

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# UMOBILE

Universal, mobile-centric, and opportunistic communications architecture

*Extending Internet geographically, functionally, and socially*

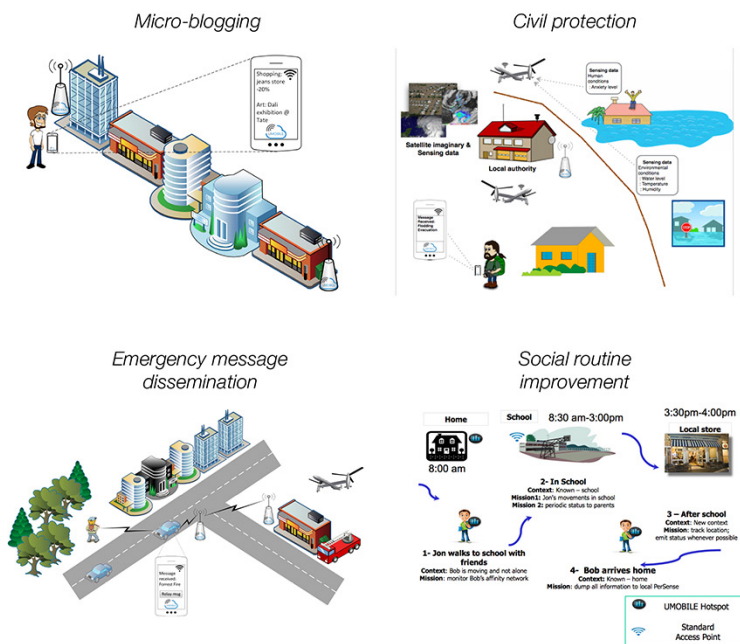


### UMOBILE leaflet

#### Project Objectives

- To develop a consolidated information-centric and delay-tolerant communication platform
- To extend the boundaries of Future Internet
- To enable a tighter integration of opportunistic communications within the Internet
- To drive new applications and services
- To drive the Internet towards a communication platform for universal coverage
- To create an engagement platform that will bring together stakeholders with interests in universal coverage

#### Use cases



### UMOBILE leaflet



#### 4.4 Presentation templates

A presentation template, including all partners logos and EU text, has been prepared to be used in any dissemination opportunities.



*UMOBILE presentation template*

#### 4.5 Press Release Templates

A first press release template (see Annex III) has been prepared to be forwarded to any interested party (local authorities, social media, newspapers, etc) and to be uploaded in partners websites.

#### 4.6 Social media presence

The project's Facebook account has been set up in order to enable a two-way communication with the active Web2.0 community. The facebook project page is reachable at the following link: <https://www.facebook.com/UMOBILEproject>.





*UMOBILE project facebook page*

## 4.7 Conference and workshop participation

Participation in events has been prepared at a very early stage of the project, and showcases early work developed by partners and related to the UMOBILE project.

UMOBILE Project Coordinator presented UMOBILE project in the concertations meetings (concertation meeting) of **Net Futures 2015 Conference** (Net Futures 2015) on 25/3/15. A paper focused on Service Centric Networking (SCN) has been presented by UCAM during **Mobisys DIY workshop** on May 18, 2015, and at **Cosener's 2015**. The papers "DTN routing optimised by human routines: the HURRY protocol" and "Exploiting Communication Opportunities in Disrupted Network Environments" have been presented in **WWIC2015** by Tecnalía and DUTH, respectively.

An exhibition event proposal, on topics strictly related to the project, has been submitted to **ICT2015** (October 22nd 2015, Lisbon); a special workshop will be organised and held at the **IEEE CCNC**.

## 4.8 Journal publications

Early work related to the UMOBILE project also includes publications at well-known, high impact journals.

The paper "Pervasive Data Sharing for the Support of Mobile Citizen Sensing Applications" by COPELABS has been selected to appear in the October **IEEE Communications Magazine** feature topic "Social Networks Meet Next Generation Mobile Media Internet."

## 5 Plan of activities: M7- M36 (August 2015 – January 2018)

In this section we provide an outline of the planned dissemination activities for the upcoming months on the basis of the emerging dissemination opportunities. The table below gives an overview on the kinds of communication we are planning for each of them, i.e. what messages are directed at which target group and what material is going to be used.



Means of Communication	Main target Group	Purpose	Role of partners
Project Website	Project partners, Researchers and students, European Commission	Exchange information, create consistent and high quality access to UMOBILE's own results and related developments	Provide relevant information and documentation to enrich the project website
Partners institutional websites	Researchers and students	Promote the project	Link to the UMOBILE website
Factsheet	Researchers and students, General users	Raise awareness and inform about the project	Spread the factsheet!; provide language versions of the it
Promotional video	General users, media professionals, Civil protection authority, Industry	Raise awareness, give visibility	Embed the video on local websites or link to it
Newsletter	Academia/research institutions, Industry, Research project managers, Civil protection authorities	Raise awareness, promote, disseminate project results	Disseminate the news in their own networks of mailing and discussion lists
Press releases	Media professionals	Raise awareness, Inform at national and international level	Inform the national press
Project presentations at conferences, workshops and events on national and international level	General users, students and researchers interested in UMOBILE keywords	Disseminate project results, collaboration	Support WP6 in identifying relevant events; present the project on national level and international level
Facebook	General users, students and researchers interested in UMOBILE keywords	Raise awareness, give visibility, create a network of interest, spread news	Post news and project results
UMOBILE dissemination events	Policy makers, media professionals, Civil protection authorities	Disseminate project results on national and international level	Support WP6 in organizing UMOBILE dissemination and demonstration events

The following sub-sections detail these elements further.

## 5.1 Dissemination Tool

The dissemination of the results of UMOBILE will take several forms and use a variety of media. Some activities are expected to have a greater impact than others, and thus, their value to the aims of the project may differ. The various



dissemination tools are now analysed; the key performance indicators to be used to monitor the dissemination activities are also reported.

### 5.1.1 Website

The initial website will be developed into a full-featured website to act as the main public communication platform for the project. The website communicates all project aims and objectives for visitors to be able to access the value of the project for their own goals. Calls and announcements will be placed here. The dissemination kit will be available for use by stakeholders, especially the wider community and liaison partners to support the project.

The website will be publicised at project-based and related events by the consortium partners. The individual partners will also publicise the website to their own networks of contacts as well as in their own website. The UMOBILE website is designed to be informative yet uncomplicated with clear language to ensure wide communication with diverse categories of stakeholders and external audience.

**Outcome measure:** website hits, page views, deliverable/document downloads, requests for information received.

### 5.1.2 Project Factsheet/Leaflet

The Factsheet outlines the project's objectives and main activities. It will be used as a first hand-out to inform people about the project, and already seek their active contribution by listing the several options for getting involved ("How to participate").

Project partners will be invited to translate it into their national language.

**Outcome measure:** document downloads, requests for information received.

### 5.1.3 Promotional Video

Video is an effective means of dissemination. The UMOBILE consortium will present one or more user scenarios (based on the applicability scenarios identified in task 2.1) in a short video of around 40-50 seconds that can be used for dissemination events and will be publicly accessible on the project website, and on Youtube channel.

**Outcome measure:** number of views/downloads, audience feedback.

### 5.1.4 Newsletter

One of the primary means of stakeholder outreach in UMOBILE will be by email. Email will function as one of the primary means of engaging stakeholders, particularly the highly critical and relevant groups. UMOBILE project partners have their own large networks with mailing and discussion lists, etc. where the project results will be shared too.

**Outcome measure:** email responses, contacts network.



### 5.1.5 Press releases and news

Important announcements resulting from the various project activities will be selected for press releases and submission to professional newspapers as well as scientific papers. Press releases will be published targeting various media to inform about the start and ongoing achievements of the project. At least 3 press releases are foreseen during the course of the project. Press releases will be sent out in the different countries by the respective partners.

**Outcome measure:** number of press releases circulated, number of media communications issued, number of media interviews, geographical scope and range of publication, media used, size of distribution list.

### 5.1.6 Conferences and workshop

The UMOBILE consortium will establish and maintain contact with other relevant projects, in order to ensure the inclusion and integration of project results. The consortium partners will exchange information and present UMOBILE project in other project workshops and conferences. The consortium partners will prepare and deliver papers, presentations and lectures at seminars, relevant events and selected international conferences. Participation to conferences and workshop are a means of developing national and international connections with industrial, governmental, advocacy or academic opinion leaders, and engaging in a direct, face-to-face communications and discourse. The list of conferences and workshop planned to be attended is updated constantly and by all project partners (see Annex I).

**Outcome measure:** number of presentations, type of conferences, presentation feedback, conference publications, contacts network.

### 5.1.7 Social media

Online social networks are another dissemination tool/channel. The UMOBILE Consortium believes this is a good means of outreach to the public. UMOBILE results may be disseminated through popular social networks such as Facebook. Consortium partners may also promote UMOBILE through Facebook.

**Outcome measure:** number of members/followers, network page views, page comments

### 5.1.8 UMOBILE dissemination events and Demonstration

Organizing a special event to disseminate UMOBILE results and outcomes is a way of developing national and international connections with industrial, governmental, opinion leaders, and engaging in a direct, face-to-face communications and discourse. The UMOBILE consortium will organise an event at the end of the project for policy-makers and other stakeholders. During the event a demonstration of the project results could be organized to a particular institution or department.

**Outcome measure:** event attendance.



### 5.1.9 Open Access Model

UMOBILE will participate in the "Pilot on Open Research in HORIZON 2020". As stated in the Fact Sheet "Patenting v. publishing", published by the European Commission, *Open Access (OA) refers to the practice of granting free Internet access to research articles. This model is deemed to be an efficient system for broad dissemination of and access to research data and publications, which can indeed accelerate scientific progress.*

Open Access Model guarantees free access for users and free dissemination of knowledge. Details on which of the generated research data will be made open, how data will be shared and procedures that will be put in place for long-term preservation of the data, are explained in the **Data Management Plan** (D.6.10).

### 5.1.10 Dissemination kit

A dissemination kit will be prepared and will be available for download from the project website. Its content is developed for multipliers to support their efforts to contribute to the project's aims and activities.

The dissemination kit will contain:

- Project Factsheet
- Logo in different resolutions to print or use in electronic media
- Home page button link to UMOBILE
- Project presentation to be adapted (general project overview)
- Template for poster to be used in events

## 5.2 Mapping of tools to Work Packages and Stakeholders Groups

In the following the above mentioned dissemination tools are mapped to their use in the various work packages of UMOBILE.



Activities	WP1	WP2	WP3	WP4	WP5	WP6
Website	x	x	x	x	x	x
Project Factsheet						x
Promotional Video						x
Newsletter		x	x	x	x	x
Press releases and news		x	x	x		x
Conferences and workshop		x	x	x		x
Social media		x	x	x	x	x
UMOBILE Events					x	x

In the following table we map the selected tools to UMOBILE stakeholder groups; we outline the main means that the consortium will use to target specific stakeholder categories.

Stakeholder type	Primary means of reaching them
Academia/research institutions	Website, Project Factsheet, Newsletter, Conferences and workshop
Industry	Promotional Video, Newsletter, Press releases and news, UMOBILE dissemination events and Demonstration
Government	Press releases and news, UMOBILE dissemination events and Demonstration
Research project managers	Website, Project Factsheet, Newsletter, Conferences and workshop
Civil protection authorities	Promotional Video, Newsletter, Press releases and news, UMOBILE dissemination events and Demonstration
Policy makers	Promotional Video, Press releases and news, UMOBILE dissemination events and Demonstration
Funding bodies	Promotional Video, Press releases and news, UMOBILE dissemination events and Demonstration
Media	Website, Promotional Video, Press releases and news, UMOBILE dissemination events and Demonstration
Public	Website, Promotional Video, Press releases and news, Social media

### 5.3 Dissemination Timetable

The following table illustrates the dissemination activities of the project based upon a month-by-month delivery schedule. The scheduling of these activities is closely aligned with key project deliverables and milestones. Some activities (i.e. newsletter and press release) could intensify pre and post key milestones.

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36		
Website																																						
Project Factsheet																																						
Promotional Video																																						
Newsletter																																						
Press releases and news																																						
Conferences and workshop																																						
Social media																																						
UMOBILE Events																																						

*Dissemination timetable*

## 6 Conclusion

The dissemination plan is a flexible, living and light-weight plan; it describes the tools, activities and means of cooperation, which will ensure that the UMOBILE project ideas and results will be widely and effectively disseminated to the different target groups.

The work of WP6 in the first 6 projects months was mainly dedicated to establish the tools for internal and external communication. Until the end of the first project year, in January 2016, WP6 will look deeper into the identified target groups in order to raise awareness and give visibility among them. WP6 will support and encourage the partners to disseminate the project in local national events.

AFA Systems will lead the execution of the dissemination strategy. All Consortium partners will make significant contributions to its full and effective implementation.



## 7 Annex I. Dissemination Events Calendar

Throughout the duration of the project, consortium partners will be actively participating in events. Presentation at professional conferences and dissemination of the project objectives and results have started early in the project and will continue to be an important part of the dissemination activities. The list of events planned to be attended is updated constantly and by all project partners, and is reported in the follow.

1. Event\_name: IEEE CCNC-FI4D: The 1st International Workshop on Future Internet Architecture for Developing Regions (FI4D)
  - Event URL: [https://www.cl.cam.ac.uk/~a1773/ccnc\\_fi4d.html](https://www.cl.cam.ac.uk/~a1773/ccnc_fi4d.html)
  - Location: Las Vegas, USA
  - Date: January 9, 2016
  - Call for paper: September 6, 2015
  - Contribution: International technical forum for experts from industry and academia to present original and innovative work on the applications, technologies, architectures, and protocols for computing in developing regions. Presentations, Papers.
  - Status: invited as an RRI representative for ICT 2015
  - Participants: UCAM (Organization committee), All partners
  
2. Event\_name: RRI-ICT 2015, RRI & SSH in ICT-related projects of H2020: GETTING STARTED!
  - Event URL: <http://rri-ict-event.eu>
  - Location: Brussels
  - Date: July 8-9 2015
  - Call for paper: –
  - Contribution: start the implementation of the Responsible Research and Innovation approach, and the contribution of Social Sciences and Humanities to ICT research and innovation under H2020
  - Status: invited as an RRI representative for ICT 2015
  - Participants: RRI-SSH reference persons of ICT-related H2020 projects, representatives of RRI “enabling projects” – supported by European Commission’s DG RTD through the Science with and for Society (SWAFS) programme – and project officers from the European Commission.
  
3. Event\_name: 13th International Conference on Wired & Wireless Internet Communications, WWIC 2015
  - Event URL: <http://wwic2015.ic.uma.es/>
  - Location: Malaga, Spain

- Date: May 25-27, 2015
- Call for paper: March 7, 2015
- Contribution: Presentation, paper
- Status: Accepted
- Participants: DUTH, TECNALIA

4. Event\_name: "Future Internet Architectures Cluster/Network Technologies" in the framework of "Net Futures Conference 2015"

- Event URL: <http://netfutures2015.eu/>
- Location: Brussels, Belgium
- Date: March 25, 2015
- Call for paper: –
- Contribution: presentation
- Status: Accepted
- Participants: DUTH and EU Future Internet Projects Coordinators

5. Event\_name: 93rd IETF meeting

- Event URL: <https://www.ietf.org/meeting/93/index.html>
- Location: Prague
- Date: July 19-24, 2015
- Call for paper: –
- Contribution: to protocols and standards related to UMOBILE
- Status: Pending
- Participants: Internet experts

6. Event\_name: COPELABS OpenDay

- Event URL: <http://copelabs.ulusofona.pt/index.php/component/jem/event/1472-copelabs-open-day-2015>
- Location: Lisbon, Portugal
- Date: June 18th, 2015
- Call for paper: –
- Contribution: Poster, Video
- Status: Published
- Participants: COPELABS, Senception





7. Event\_name: WWIC 2016, WWIC 2017 , CHANTS 2016, CHANTS 2017

- Event URL: to be announced
- Location: to be announced
- Date: to be announced
- Call for paper: to be announced
- Contribution: Presentation, paper
- Status: Pending
- Participants: DUTH

8. Event\_name: GAIA meetings

- Event URL: <https://sites.google.com/site/irtfgaia/home>
- Location: to be announced
- Date: to be announced
- Call for paper:
- Contribution: in sessions, participation and eventual presentations
- Status: Pending
- Participants: DUTH

9. Event\_name: IRTF Information-Centric Networking Research Group (ICNRG) interim meetings

- Event URL: <http://trac.tools.ietf.org/group/irtf/trac/wiki/icnrg>
- Location: Prague
- Date: July 18, 2015
- Call for paper:
- Contribution: presentation
- Status: Pending
- Participants: UCL

10. Event\_name: ICT 2015

- Event URL: <http://ec.europa.eu/digital-agenda/en/ict2015-innovate-connect-transform-lisbon-20-22->
- Location: Lisbon, Portugal
- Date: 20-22nd October 2015
- Call for paper: –



- Contribution: Presentation, paper
- Status: Pending
- Participants: Senception, COPELABS,...



## 8 Annex II. Press Releases

1. Title of article/news: UMOBILE press release – UMobile: Universal, Mobile-centric and Opportunistic Communications Architecture
  - Name of publication/website: Senception News Release via Website: <http://www.senception.com/news-and-press/cgf7>
  - Partner: Senception
  - Type of publication: press release
  - Date of publication: 06/2015
  - Target audience: Customers, Website visitors
  
2. Title of article/news: Senception @COPELABS Open Day 2015
  - Name of publication/website: Senception News Release via Website: <http://www.senception.com/news-and-press/cgf7>
  - Partner: Senception
  - Type of publication: press release
  - Date of publication: 19/07/2015
  - Target audience: Customers, Website visitors
  
3. Title of article/news: UMOBILE Press Release
  - Name of publication/website: Senception @ facebook, <https://www.facebook.com/senception2013>
  - Partner: Senception
  - Type of publication: press release
  - Date of publication: 20/06/2015
  - Target audience: Facebook users
  
1. Title of article/news: UMOBILE press release
  - Name of publication/website: AFA Systems facebook fan page: <https://www.facebook.com/AFASystems>
  - Partner: AFA Systems
  - Type of publication: press release
  - Date of publication: 21/07/2015
  - Target audience: Facebook followers
  
2. Title of article/news: UMOBILE project for Emergency



- Name of publication/website: press release via mailing list
- Partner: AFA Systems
- Type of publication: press release
- Date of publication: 2/07/2015
- Target audience: civil protection departments, local authorities

3. Title of article/news: UMOBILE press release

- Name of publication/website: Space Internetworking Center on Facebook
- Partner: DUTH
- Type of publication: press release
- Date of publication: 19/06/2015
- Target audience: Facebook

4. Title of article/news: UMOBILE press release

- Name of publication/website: <http://www.spice-center.org/>
- Partner: DUTH
- Type of publication: press release
- Date of publication: 19/06/2015
- Target audience: spice website followers

5. Title of article/news: UMOBILE press release

- Name of publication/website: press release via e-mail to dtn lists
- Partner: DUTH
- Type of publication: press release
- Date of publication: 18/6/15
- Target audience: [dtn@ietf.org](mailto:dtn@ietf.org) [dtn-interest@irtf.org](mailto:dtn-interest@irtf.org)

6. Title of article/news: UMOBILE press release

- Name of publication/website: press release via e-mail
- Partner: DUTH
- Type of publication: press release
- Date of publication: 16/06/2015
- Target audience: local authorities



7. Title of article/news: UMOBILE press release

- Name of publication/website: blog post (<https://corp.fon.com/es/blog/fon-takes-part-umobile-next-step-i>  
.VbCmMfmqkqk)
- Partner: FON
- Type of publication: press release
- Date of publication: 10/07/2015
- Target audience: Fon blog followers



## 9 Annex III. Press Releases Template



### Universal, Mobile-centric and Opportunistic Communications Architecture

#### Press Release

**UMobile: Universal, Mobile-centric and Opportunistic Communications Architecture**

*A new European project extends Internet geographically, functionally, and socially.*

**Xanthi, 16/6/2015**

*UMobile* combines two emerging architectural approaches, namely Information-centric networking and Delay-tolerant networking, to build a novel architecture that allows for new services but also exploits local information better. The project has just concluded its early phase of designing pilot, representative use cases: *UMobile* will deploy scenarios that include free Internet access, micro-blogging at neighborhood level, emergency situations in isolated but also in crowded areas with temporary lack of communication facilities. The project will be delivered by the end of January 2018.

The project is a joint effort of SPICE/Democritus University of Thrace (Greece), University College London (UK), University of Cambridge (UK), COPELABS-COFAC (Portugal), TECNALIA (Spain), TEKEVER AU (Portugal), Senception (Portugal), Fon Technology (Spain) and AFA Systems (Italy).

*UMobile* is coordinated by SPICE/DUTH and its total budget is 3,010,742 €.

**SPICE team will emphasize on the communication architecture and services for disruptive and/or congestive environments.**

Σχόλιο [a1]: Change accordingly- update the footer as well

Σχόλιο [a2]: Change accordingly

**Xanthi, 16/06/2015**

*Press Release template*



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<http://www.umobile-project.eu>

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Σχόλιο [a3]: Change accordingly



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Xanthi, 16/06/2015

*Press Release template*

