



D7.2 Plan for Dissemination and Exploitation including Communication Activities

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Executive Summary

This document describes the communication and exploitation plan.

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1. Dissemination and Exploitation

a) Dissemination and exploitation of results

A detailed **plan for dissemination and exploitation** including all communication activities will be provided after the project start and continuously updated (D7.1, D7.2(a), D7.2(b)). We will maintain a rolling dissemination and exploitation plan (see below) included in all periodic/final reports.

Plan for the dissemination of project results and their objectives

The partners will disseminate results of the project at national and international scale:

- We expect >20 top-tier high impact publications in: Springer (Ethics & Information Technology; Science & Engineering Ethics), IEEE Transactions (Mobile Computing, Signal Processing, Wireless Commun.), IEEE Magazines (Commun., Signal Process.), APS/EPS publications (Phys Rev.), ACM IMWUT. *In addition, further publications in good publication channels such as IEEE PerCom, IEEE ICDCS, ACM CONEXT, EWSN. (Open Science & Global Challenge – innovation, economic development, and competitiveness)*
- We will use arXiv for early and open sharing of research output. All publications will be open access (made available (green open access) in Aalto's ACRIS archive (<https://research.aalto.fi>) as well as via the European Open Science Cloud (<https://eoscportal.eu>). (*Open Science*)
- For full scientific impact towards future industrial exploitation and to involve technologically-aware people, we plan to exhibit results at major fairs to explain and demonstrate solutions and findings: Mobile World Congress (Spain), SLUSH (Finland). (*Establishing new markets & Global Challenge – cluster 4*)
- Social media (Twitter, YouTube, ResearchGate,), leaflets & promotional videos (*Open Science – early sharing*)
- Standardization: Active participation to standardization through involvement in relevant IETF groups
- AAL, CNR, TUM, TWE: national and international news channels (*dissemination to general public*)

Data Management:

We will create a detailed **Data Management Plan** (WP7, D7.1; responsible: Aalto) using tools like e.g. OpenAIRE ARGOS to make data findable, accessible, interoperable and reusable (FAIR). HOLDEN will generate a consortium agreement to manage the ownership and access to **IPR and research data** in Task 1.3 (D1.1). HOLDEN will generate significant amount of RF data in WP3, WP4, WP6. Data, stored as *ascii dat/txt (up to 10TB)*, will be *backed up, encrypted, anonymized* (e.g. OpenAIRE AMNESIA) and *made available* (<https://version.aalto.fi>, <https://zenodo.org>). Documentation will be provided as separate files. Metadata standards can be used (Dublin Core [DC], Resource Description Format [RDF], Data Documentation Initiative [DDI]). The commented *source code is stored in Git* (<https://version.aalto.fi>). Data and code will be *owned by the partner generating it*. We will publish data and code *as openly as possible* after analysing exploitation activities.

b) Communication activities:

We will reach out to the following stakeholder groups:

<i>General public</i>	<i>Companies</i>	<i>Academia</i>
HOLDEN objective, demonstrators, videos, results may spark interest of the general public. We will also communicate to the educational community.	Companies in localization, logistics, virtual-reality, assisted living, are most likely to integrate HOLDEN principles to their production schemes. CNR will be responsible to disseminate results at EU scale and through regional networks.	Publications/workshops at established international conferences. We plan to create interactions with relevant standardisation groups and Technical Committees, (e.g. IEEE P2668: include ethical design in IoT).
<u>Objective:</u> Raise awareness and education about ethical aspects of technology.	<u>Objective:</u> Technology-to-market action. Integrating HOLDEN in products. Generate new markets.	<u>Objective:</u> Generate new (interdisciplinary) research domains & opportunities. Scientific dissemination.
<u>Message:</u> Ethically compliant technology is feasible	<u>Message:</u> Ethical compliance generates opportunities; It requires proper planning, not necessarily investment	<u>Message:</u> Ethical compliance leads to new interdisciplinary research opportunities

We follow a progressive strategy adapted to each of the three stakeholder groups. Main contents communicated during the project are i) **Public documents**; ii) **News** related to the areas of interest; iii) **Meetings and project events**; iv) **Photos and videos** about the demos, and the technologies developed.

Communication plan (Tools and metrics):

Open Science (Metrics):

Website: (Metrics: top 5 on google for "privacy compliant sensing" after year 1)

We will create www.holden-project.eu to explain the objectives and to disseminate information about project activities and results. It will be the access point to the forum with possibility to feedback on the project. Website will follow EU guidelines. It will further collect press releases and work package reports. For internal collaboration, a private area will allow coordination of tasks, information sharing, and organizing virtual meetings.

General media: (Metrics: 1+ article in major newspapers or magazines of each partner country per year)

Results of the validation studies and implications in the field of ethically and privacy compliant omnipresent RF-perception will intrigue and catch the interest of the media community.

Blog and social media: (Metrics: see table) a blog will be created to complement the more static website. Social media will be used to multiply the impact of the blog and to better interact with the general public.

Twitter	Blog	Youtube/Vimeo	ResearchGate
<p><u>Metrics:</u>>52 tweets/year</p> <p>Tweets on project results</p>	<p><u>Metrics:</u> >12 blog posts/year</p> <p>Posts on achievements (results, demo, publications)</p>	<p><u>Metrics:</u> 2 video/yr</p> <p>project activities (demos, interviews)</p>	<p><u>Metrics:</u>>20 project followers/yr</p> <p>Networking, sharing research results, open discussions.</p>