



D7.5 Plan for Dissemination and Exploitation including Communication Activities

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Change History

Version	Date	Status	Author (Company)	Description
0.1	30.11.2023	initial	Stephan Sigg (Aalto)	Initial version.
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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 and Open Journals (Mobile Computing, Signal Processing, Wireless Commun., Antennas and Propagation, IoT Journal), 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 ICASSP, 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://eosc-portal.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/X	Blog	Youtube/Vimeo	ResearchGate
<p><i>Metrics:</i>>52 tweets/year</p> <p>Tweets on project results</p>	<p><i>Metrics:</i> >12 blog posts/year</p> <p>Posts on achievements (results, demo, publications)</p>	<p><i>Metrics:</i> 2 video/yr</p> <p>project activities (demos, interviews)</p>	<p><i>Metrics:</i>>20 project followers/yr</p> <p>Networking, sharing research results, open discussions.</p>

2. Dissemination activities conducted

- HOLDEN Guidance Ethics Workshop
- "This is not a Camera" presentation at Reinventing the City Amsterdam | April 25 2024
- "My privacy is your noise. - Some notes on biases in Value-Sensitive Design" presentation at Surveillance Studies Network Conference 2024 | May 31 2024 Ljubljana
- HOLDEN results presented at IEEE International Symposium on Personal, Indoor and Mobile Radio Communication. Location: Toronto, Canada . 5-8 september 2023. Partners attending: CNR (estimated: >150 attendees, <https://pimrc2023.ieee-pimrc.org/>)
- HOLDEN results presented at 24ed IEEE-APS Topical Conference on Antennas and Propagation in Wireless Communications (APWC). Location: Venezia, Italy. 9-13 october 2023. Partners attending: CNR, POLIMI, TUM, Adant (estimated: 100 attendees)
- HOLDEN results presented at International Symposium on Wireless Personal Multimedia Communications (WPMC). Hybrid conference. Location: Tampa, Florida US. The presentation has been done virtually/remotely. 19-22 november 2023. Partners attending: CNR (estimated: 150 attendees)
- HOLDEN results presented at European Conference on Antennas and Propagation (EuCAP). Location: Glasgow, Scotland. 17-22 march 2024. Parnters attending: CNR, TUM (estimated: >200 attendees <https://www.eucap2024.org/>)
- Initial cooperation with EU cost initiative; "Intelligence-enabling Radio Communications for seamless Inclusive Interactions (INTERACT)
- Lecture on HOLDEN imaging activities within the course module "Inverse Problems in Electromagnetic Imaging"
- 1st Workshop on Advanced RF sensing tools in industrial automation: robust, sustainable and ethical designs" hosted by the IEEE International Conference on Emerging Technology and Factory Automation (ETFA)
- IEEE International Symposium on Personal, Indoor and Mobile Radio Communications
- IEEE-APS Topical Conference on Antennas and Propagation in Wireless Communications (APWC)
- International Symposium on Wireless Personal Multimedia Communications (WPMC)
- European Conference on Antennas and Propagation (EuCAP)
- Dissemination about the Holden project at the Netsys conference; <https://www.vde.com/en/events/event-detailpage?id=21818&type=vde%7Cvdb>; 04.09.2024 - 07.09.2024; Potsdam; about 150 participants at the event (estimation);
- Dissemination about the Holden project at the Dagstuhl Seminar 23432 on Edge-AI. <https://www.dagstuhl.de/en/seminars/seminar-calendar/seminar-details/23432>; 22.10.2023 - 25.10.2023; Schloss Dagstuhl, List of participants: Atakan Aral (Universität Wien, AT), Susan Bayhan (University of Twente - Enschede, NL), Christian Becker (Universität Stuttgart, DE),

Monowar Bhuyan (University of Umeå, SE), Ivona Brandic (Technische Universität Wien, AT), Eyal de Lara (University of Toronto, CA), Kemal A. Delic (The Open University - Milton Keynes, GB), Aaron Ding (TU Delft, NL), Schahram Dustdar (TU Wien, AT), Janick Edinger (Universität Hamburg, DE), James Gross (KTH Royal Institute of Technology - Kista, SE), Volker Hilt (Nokia Bell Labs - Stuttgart, DE), Dewant Katare (TU Delft, NL), Lauri Lovén (University of Oulu, FI), Tobias Meuser (TU Darmstadt, DE), Nitinder Mohan (TU München, DE), Shishir Girishkumar Patil (University of California - Berkeley, US), Liam Pedersen (Nissan North America - Santa Clara, US), Andy D. Pimentel (University of Amsterdam, NL), Jan Rellermeyer (Leibniz Universität Hannover, DE), Tina Rezaei (University of Twente - Enschede, NL), Etienne Rivière (UC Louvain, BE), Henning Schulzrinne (Columbia University - New York, US), Stephan Sigg (Aalto University, FI), Pieter Simoens (Ghent University, BE), Gürkan Solmaz (NEC Laboratories Europe - Heidelberg, DE), Michael Welzl (University of Oslo, NO), Lars Wolf (TU Braunschweig, DE);

- Dissemination about the Holden project at ACM Ubicomp 2023; <https://www.ubicomp.org/ubicomp-iswc-2023/>; 08.10.2023 - 12.10.2023; Cancun Mexico; 850 participants (estimation);
- Dissemination about the Holden project at IEEE PerCom 2024; <https://percom.org/2024/>; 11.03.2024 - 15.03.2024; Biarritz, France; 500 participants (estimation);
- Invited Talk at the Department of Electrical Engineering at the Indian Institute of Technology Delhi, 08.05.2024; IITD, Delhi. 20 participants (estimation);
- Keynote presentation at the 3rd IEEE International Conference on Artificial Intelligence for the Internet of Things (AllIoT 2024); <https://vit.ac.in/AllIoT2024/>; 03.05.2024-04.05.2024; VIT Vellore, India; 150 participants on-site (estimation) and streamed online;
- Invited Talk at the University of Electro Communications, Tokyo; 30.05.2024; Tokyo, Japan; 30 participants,
- Dissemination at the NII Shonan seminar on "Intelligent interaction with Autonomous Agents in the wild"; <https://shonan.nii.ac.jp/seminars/188/>; 27.05.2024-30.05.2024; Shonan Center, Japan; 30 participants;
- Dissemination at the IEEE SmartComp Conference in Osaka, Japan and during the IEEE Smartcomp panel; <https://smartcomp.w.waseda.jp/>; June 29th 2024 - July 2nd 2024; Osaka, Japan; 150 participants;
- Invited Talk at the National Institute of Informatics, Tokyo; 31.05.2024; Tokyo, Japan; 20 participants;
- Keynote at Mobisys 2024 adjunct; <https://www.sigmobile.org/mobisys/2024/>; 03.06.2024 - 07.06.2024; Tokyo, Japan; 1200 participants;
- Ubiquitous Computing (UBICOMP-ISWCS 2025) workshop
- Monitoring technologies in palliative care: ethical and legal aspects
- "Wi-Fi - Seeing without a Camera" exhibition held in the "Science Communication Lab" of the "Deutsches Museum" in Munich, 07.02.2026 until 22.02.2026; around 200 active visitors/participants; content by University of Twente, Technical University of Munich and the IRLaB

- Integration of HOLDEN RF imaging concepts in graduate teaching
- Presentation on Holden activities at the Hong-Kong Polytechnical University, Hong Kong USTC, as well as City University of Hong-Kong
- Holden Booth at Mobile World Congress Barcelona
- Keynote at PerCom 2026 satellite events: Introducing multiple research highlights from Holden
- Keynote at Ubicomp 2025 satellite events: introducing research highlights from Holden, specifically ethically compliant RF sensing
- Presentation on Holden activities at the National Institute of Informatics, Tokyo.
- Demonstration of Holden technology for worker safety in human robot collaboration at Ubicomp 2025 demos
- "Wi-Fi - Seeing without a Camera" exhibition held at Politecnico di Milano from 07.04.2026 till 21.04.2026; content by University of Twente, Technical University of Munich and the IRLaB