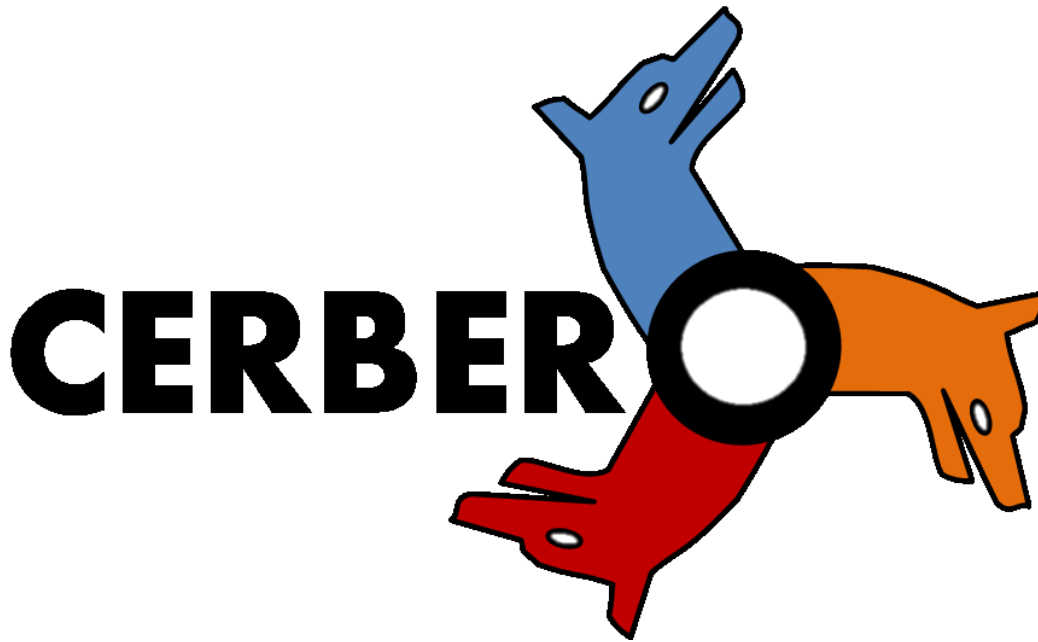**Information and Communication Technologies (ICT) Programme**

Project N^o: H2020-ICT-2016-1-732105

D7.5: CERBERO Dissemination and Communication Plan

Lead Beneficiary:	USI
Workpackage:	WP7
Date:	25/05/2017
Distribution – Confidentiality:	Public

Abstract:

This document defines the CERBERO dissemination and communication plan.

Disclaimer

This document may contain material that is copyright of certain CERBERO beneficiaries, and may not be reproduced or copied without permission. All CERBERO consortium partners have agreed to the full publication of this document. The commercial use of any information contained in this document may require a license from the proprietor of that information.

The CERBERO Consortium is the following:

Num.	Beneficiary name	Acronym	Country
1 (Coord.)	IBM Israel – Science and Technology LTD	IBM	IL
2	Università degli Studi di Sassari	UniSS	IT
3	Thales Alenia Space Espana, SA	TASE	ES
4	Università degli Studi di Cagliari	UniCA	IT
5	Institut National des Sciences Appliquees de Rennes	INSA	FR
6	Universidad Politécnica de Madrid	UPM	ES
7	Università della Svizzera italiana	USI	CH
8	Abinsula SRL	AI	IT
9	AmbieSense LTD	AS	UK
10	Nederlandse Organisatie Voor Toegepast Natuurwetenschappelijk Ondeerzoek TNO	TNO	NL
11	Science and Technology	S&T	NL
12	Centro Ricerche FIAT	CRF	IT

For the CERBERO Consortium, please see the http://cerbero-h2020.eu web-site.

Except as otherwise expressly provided, the information in this document is provided by CERBERO to members "as is" without warranty of any kind, expressed, implied or statutory, including but not limited to any implied warranties of merchantability, fitness for a particular purpose and non infringement of third party's rights.

CERBERO shall not be liable for any direct, indirect, incidental, special or consequential damages of any kind or nature whatsoever (including, without limitation, any damages arising from loss of use or lost business, revenue, profits, data or goodwill) arising in connection with any infringement claims by third parties or the specification, whether in an action in contract, tort, strict liability, negligence, or any other theory, even if advised of the possibility of such damages.

The technology disclosed herein may be protected by one or more patents, copyrights, trademarks and/or trade secrets owned by or licensed to CERBERO Partners. The partners reserve all rights with respect to such technology and related materials. Any use of the protected technology and related material beyond the terms of the License without the prior written consent of CERBERO is prohibited.

Document Authors

The following list of authors reflects the major contribution to the writing of the document.

Name(s)	Organization Acronym
Francesco Regazzoni	USI
Christian Pilato	USI
Francesca Palumbo	UniSS
Katiusca Zedda	AI
Michael Masin	IBM

The list of authors does not imply any claim of ownership on the Intellectual Properties described in this document. The authors and the publishers make no expressed or implied warranty of any kind and assume no responsibilities for errors or omissions. No liability is assumed for incidental or consequential damages in connection with or arising out of the use of the information contained in this document.

Document Revision History

Date	Ver.	Contributor (Beneficiary)	Summary of main changes
20/04/2017	V0.1	USI	Initial draft
05/05/2017	V0.2	USI	General revision after UniSS/AI comments
10/05/2017	V0.3	USI	Added timeline and applied changes suggested by IBM
12/05/2017	V0.3	UNISS	Comments and integrations
12/05/2017	V0.4	USI	Added open-access policy
25/05/2017	V1.0	USI	Final version
07/10/2017	v1.1	UNISS	Numbering update post amendment

Table of contents

1. Executive Summary

This deliverable contains the first version of the Dissemination and Communication Plan for the CERBERO project. It sets the guidelines for all the project's activities and defines the ones for the first year. In particular, the plan includes four levels of activities, ranging from internal communication to the presentation of the project and its results to the society.

In the first year, the CERBERO partners plan to set up the entire infrastructure for communication and dissemination, including the project website, social accounts (e.g., Twitter, LinkedIn, etc.), and the presentation of positional papers and posters at main conferences and events. This plan will be updated regularly during the project lifetime: revisions are foreseen at M19 and M36.

1.1. Related Documents

- Deliverable D1.1: Kick-off Progress Report
- Deliverable D1.2: CERBERO Quality Handbook

2. Dissemination and Communication Strategy

The nature of the CERBERO project as an approach to simplify the design of cyber-physical systems in a variety of application domains is a challenge as well as an opportunity to strengthen the connection among different communities and create a new generation of services. The primary objective of the CERBERO's dissemination activities is to communicate the project results to the identified target audience. So the main objectives of the dissemination activities of CERBERO are:

- to demonstrate the key project's concept to principal stakeholders,
- to participate in relevant conferences and workshops,
- to produce suitable on- and off-line publications,
- to pave the way for exploitation of the project results.

The dissemination and communication plan of the CERBERO project will include different strategies at the following levels:

- Level 1 (internal communication): these activities, detailed in Section 3, will ensure good communication among the partners of the consortium, along with the sharing of the relevant material.
- Level 2 (communication towards scientific and technical community): these activities, detailed in Section 4, will identify suitable technical papers, conferences and journals to inform the scientific community on the objectives and the results of the project. Such activities will also identify suitable collaboration projects relevant to CERBERO.
- Level 3 (communication towards society): these activities, detailed in Section 5, will identify stakeholders who would benefit from the knowledge acquired with the consortium. Appropriate communications will be established by different means, such as social networks.
- Level 4 (communication towards industry): these activities, detailed Section 6, aim at establishing contact with the proper industrial associations at the national and European level.

During the kick-off meeting, the CERBERO General Assembly has appointed Francesco Regazzoni (USI) as **Dissemination Manager**. The Dissemination Manager is responsible for the coordination of all these activities and he will report dissemination achievements as well as further opportunities to the rest of the consortium.

Figure 1 shows a timeline that summarizes all the communication and dissemination activities that are foreseen for the entire duration of the project. Clearly, the first year is the one currently with more activities. The plan will be then updated yearly and this timeline will be accordingly updated.
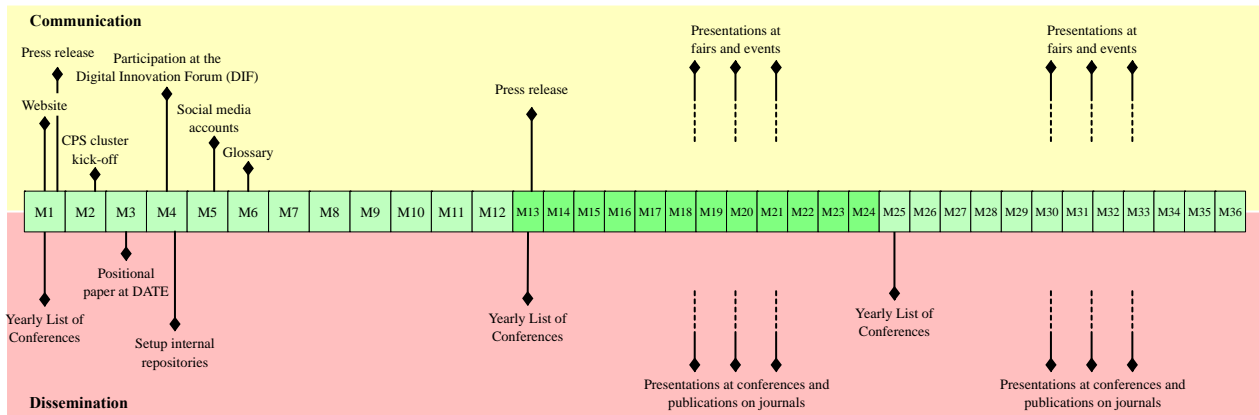
WP7 – D7.5: CERBERO Dissemination and Communication Plan

Figure 1: Project timeline with dissemination and communication activities.

3. Internal Communication

This section describes the activities and their requirements to support communication inside the CERBERO consortium. There are primarily three activities for internal communication:

- The CERBERO website, which includes a private area to store notes and manage communication with the community,
- The CERBERO repository, which is used to exchange documents and software among the partners,
- The CERBERO mailing lists and phone calls, which are used for daily communication among the partners.

3.1. Website

The CERBERO website will be based on WordPress to be easily managed and updated. This allows the partners to limit the effort in configuring the infrastructure, while offering a good-looking website with several features:

- A private area, where a limited number of users has access to configure and modify the website, along with the possibility of exchanging notes (e.g., wiki);
- An area for publishing events and results of the projects;
- A simple and secure form to contact the CERBERO consortium.

3.2. Repository

The CERBERO project needs a repository to store relevant documents for the project. As requested by the partners, this repository must be installed in one of the partners' facilities and not on an external server. In this way, the partners have full control of the accesses and they can protect intellectual property. Two types of repository will be created:

- Version control system: it is mainly used to exchange software and collaborate on the creation of the CERBERO toolchain. The partners agreed to use **Git** (https://git-scm.com) installed on a private server.
- Document sharing: it will be used to share internal documents like minutes, reports, draft deliverables. The partners agreed to use **Box**, in the version managed by IBM (http://ibm.account.box.com).
- Collaborative note system: it will be used to create online minutes during the meetings. In this way, all partners can quickly check the status of the discussion, the decisions, and the deadlines. The partners agreed to use **HackMD** (https://hackmd.io), installed on a private server.

In all these systems, the document follow the naming conventions set in D1.2 (Project Quality Handbook) to avoid conflicts during editing.

3.3. *Email Reflectors and Phone Calls*

Several mailing lists will be set to ensure good day-to-day communication among the partners. Specifically, the partners will require one mailing list for each work package, plus an additional one for general communications. In addition, one mailing list will be created among the members of the PMIB (Project Management and Innovation Board).

During the kick-off meeting, the CERBERO partners decided to create additional mailing lists for communications dedicated to the use cases and the target platforms. The work package leaders, the project and technical coordinators, and the use case leaders will be responsible for moderating the communication and reporting any issues to the project management.

Phone calls will be regularly scheduled to ensure timely discussion among partners. The collaborative note system will be used to produce minutes of such meetings

4. Scientific and Technical Dissemination Activities

These activities aim at presenting both objectives and results of the CERBERO project to the scientific community. This is achieved with a combination of technical publications on scientific journals, presentations at conferences and workshops, and dedicated events organized to promote research exchange and share knowledge.

4.1. Publications

The CERBERO consortium plans the following list of publications as scientific dissemination activities to be carried out during the project.

Activity	Partners	Community	Timeframe	Specific Objectives
Publication and presentation at DATE	IBM	Design automation community	1st year of the project	Presentation of a positional paper on the CERBERO project
Publications of results at Annual Conferences (ARCS, ASAP, ReCoSoC, ARC, ReConFig, RAW, FPL, DASIP, ICCD, DAC, DATE, ICCAD)	UPM, UniSS, UniCA, INSA, USI	Industrial academic researcher Community in Reconfigurable, Adaptive and Signal Processing Systems	2nd and 3th year of the project	Dissemination of the advances in runtime system-level (HW, SW and mixed) self-adaptation, reconfiguration techniques and data flow modelling presentation.
Publication results at IEEE International Symposium ISLPED	UPM, UniSS, UniCA, USI	Industrial and academic researcher in low power design	3th year of the project	Final results in the energy-aware management of heterogeneous embedded and CPS systems.
Publication at INCOSE and symposium, IEEE conference SysCon, CSER, Modelica events	IBM	Systems Engineering, CPS, and IoT audience	During 2nd and 3th year of the project and after the project	Presentation of the project results
Journal Publication IEEE CSVT, Springer SPS, ACM TODAES, ACM TCAS (I and II), IEEE CE	UPM, UniSS, UniCA, INSA, USI	Academic and industrial community for signal processing and consumer electronics	During 2nd and 3th year of the project and after the project	Presentation of technical results and methodologies
Journal Publication on ACM/IEEE Magazines (Design & Test, Computer, IEEE Micro, Communications of the ACM)	UPM, UniSS, UniCA, INSA, USI	Academic and industrial community for signal processing and consumer electronics	During 2nd and 3th year of the project and after the project	Presentation of the project results to a broader audience

In addition, all academic partners will prepare at the beginning of each CERBERO year a detailed list of conferences and journals where to publish the project results, along with submission and notification deadlines. This will allow all the partners to plan the work accordingly, to establish specific collaborations on sub-topics, and to communicate the intentions to submit in accordance with the rules specified in the CERBERO Project Handbook (D1.2). These lists are then collected and composed together by the Dissemination Manager and made public on the CERBERO website.

4.2. Participation to Conferences and Workshops

The CERBERO consortium plans the following list of activities to disseminate the results of the project to the scientific community.

Activity	Partners	Community	Timeframe	Specific Objectives
Participation to Schools	ALL	Systems Engineering, CPS, and IoT	2nd and 3th year of the project	Presentation and tutorials on CERBERO topics, tools and achievements
Tutorial, Special Session and Workshop (HiPEAC, DAC, CF, DATE, ESWEEK)	INSA, UniSS, USI	Signal processing and advanced computing systems community	2nd and 3th year of the project	Presentation in special session "hot topics", workshop and tutorial. Booths presentations to foster a broad use of the CERBERO framework.
Publication at INCOSE and symposium, IEEE conference SysCon, CSER, Modelica events	IBM	Systems Engineering, CPS, and IoT audience	During 2nd and 3th year of the project and after the project	Representing the project through a booth
Presentation at International Astronautical Congress and DASIA	TASE, UPM	R&D and industrial community in Space domain	3th year of the project	Organization of a workshop to influence in the adoption of CERBERO technologies in the space domain and gather feedback from industry and R&D community

4.3. Additional Dissemination Activities

The Project and Technical Coordinators, along with the Innovation and Communication Managers, aim at attending the events organized by the European Commission and related to the CERBERO topics. These events include, for example, the ones organized by the CPS Cluster. The first known event is the CPS Cluster Kick-off meeting in Brussels, putting together all H2020 projects funded under the ICT-01-2016 call.

INSA is committed to continue the effort on PREESM (http://preesm.sourceforge.net/) within CERBERO. The PREESM open-source design software will be augmented during the project by combining it with other tools from the consortium and by adding cross-layer design features. PREESM project website has received 6K views in 2015. PREESM has been used to prototype the Texas Instruments TCI6636K2H processor, is provided with advanced tutorials and is currently used by several academic and industrial partners.

A MOOC will be created by INSA on the design and programming of distributed signal processing systems, covering the design part of the CERBERO toolchain. This open MOOC will advertise the project toolchain and disseminate the ideas of the CERBERO consortium.

All academic partners will present the project and its results during presentations at worldwide universities and events where they are invited to presents their research.

4.4. Open Access Policy

The CERBERO consortium follows the EC policies in terms of open-access publications, committing to such method. To this end, all participants will prioritize publication venues with "gold" Open Access Publishing whenever possible. Most of research partners already have "green" open access solutions implemented with the self-archival of published articles; an accepted article will be published immediately after the peer review process, at the earliest possible instance, always considering any embargo period. The complete procedure is described in deliverable D1.2.

All CERBERO publications will be also listed (with a downloadable link) on the project website, following the green open access principles.

5. Communication Channels Towards Society

In these activities, the CERBERO partners aim at increasing their visibility in the society and presenting the results to a broader audience. This includes activities for a clear identification of the project and the partners, along with communications through traditional and social media. Media companies are important recipients because they can imply and/or signify trust and integrity in the management and distribution of news.

5.1. Branding

This is an important aspect of the project dissemination and communication activities. Branding strategy will provide a consistent and recognizable project identity to be used in all communication channels. The CERBERO consortium identified the following graphic elements:

- Logo (see Figure 2),
- Favicon to appear in the web browsers (see Figure 3),
- Project images for presentations and web pages,
- Attractive layout for public documents.

All these elements will be combined and used in the documents of the projects. For this reason, the CERBERO members have created the following templates with the support of the communication centers of each partner:

- Template for press releases,
- Template for flyers and leaflets,
- Template for documents and deliverables,
- Presentation template,
- Poster template.

Figure 2: Project logo.
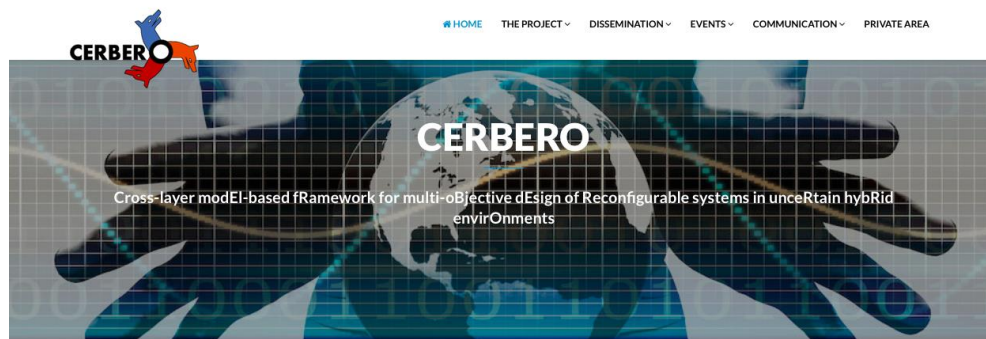
Figure 3: Project favicon.

Such templates include the logo/brand identity of the project and of all partners, the signature of the person responsible for the communication, the contact details of the Project and Technical Coordinators, and a short summary of the CERBERO project.

5.2. *Public Website*

The CERBERO website, whose link will be reported in the EU Commission webpage of the project, will present the consortium and the technical approach of the project to the community. Different "fixed" sections are planned:

- **Project** – main concepts and presentation of the consortium;
- **Dissemination** – containing the list of documents and publications coming out from the project;
- **Events** – describing all the events where CERBERO is presented that can be organized by the consortium itself or any other entities;
- **Communication** – store all the press releases, along with various links and galleries of interest for the project;
- **Private area** – to be used for non-critical document exchange.

An initial version of the CERBERO website has been set during the first month of the project at the following link: http://www.cerbero-h2020.eu. Its homepage is shown in Figure 4**Error! Reference source not found.**.

Figure 4: Current CERBERO webpage.

It includes a general description of the project (*home*), along with main events and links to articles on social media and newspapers. The section *project* includes a more detailed description of the CERBERO project and consortium, while the section *dissemination* contains the public material of the project, such as deliverables and publications. Sections *events* and *communication* cover, instead, the communication activities of the project, such as the organized events and other press articles on the project. In addition, other sections are meant to be added whenever needed.

5.3. Traditional Media

The CERBERO consortium will rely on press releases and press interviews to present the project to the local community. Specialized news magazines (e.g. Nova, National Geographic) are the favored recipients because they are more precise and interested in scientific research and are also more capable of understanding the results. Through these methods, CERBERO can establish a relationship with professionals, firms, public and private institutions, politicians. CERBERO will provide a regular analysis of the media coverage. In addition, a mailing list with media news, journalists, firms, institutions will be created to periodically send information about the project.

5.4. Social Media

CERBERO is on social network sites too. Twitter account has already been created. LinkedIn one will be created soon. Dedicated accounts and pages will be created and maintained during the project to present the results, the events, and the activities of the project. At the time being, the Twitter account (https://twitter.com/CERBERO_h2020) already has 25 tweets and 18 followers. The CERBERO members will increase the visibility of these pages by linking them on their personal accounts. CERBERO will also establish a policy for a rapid authorization of project communication through such channels.

5.5. Glossary

Among the dissemination activities of CERBERO, we identify the creation and the maintenance of a glossary as a key activity for the project. It aims at defining the most common and important terms used in the CPS domain with a clear, precise, and simple language. The urgency of a glossary has emerged during the project kick-off meeting and the idea was shared at the CPS cluster meeting in Brussels (February 2017). The main motivation is to create a common ground for discussion. This is extremely important because the CPS community is relatively new and needs to consolidate the terms before being established. In fact, several terms are used with different flavors and sometime also different meanings.

An initial version of the glossary will be prepared by M6, and it will be open and public on the CERBERO website, aiming at becoming the reference point for the whole community. However, we envision the glossary as a live document which will be maintained, updated, and extended for the whole duration of the project. Each member from the community (including the partners of the CPS cluster) will be asked to

contribute to the glossary, but the glossary will be moderated by the Communication Manager of the CERBERO project.

5.6. *Partner Networks*

Each partner will present the CERBERO projects through its personal and professional networks, for example with links on the personal and company webpages. Each academic partner will also create a project webpage on its personal web space to list specific activities, results, and achievements targeting both scientific and general communities.

5.7. *CERBERO User Community*

CERBERO partners aim at building and enforcing a live CPS user community around the CERBERO projects. So, CERBERO will participate to multiple events to promote the project to academia and industry, and local communities to strengthen the impact of the project and enlarge CERBERO network. In these occasions, CERBERO members will give lectures and tutorials on CERBERO findings.

6. Communication Towards CPS Industry

6.1. Participation to Fairs and Events

These activities are foreseen to increase the visibility of the CERBERO partners in Industry. This is particularly important for industrial partners since it increases the exploitation opportunities.

Activity	Partners	Community	Timeframe	Specific Objectives
Participation to the Digital Innovation Forum (DIF)	USI	Industrial community in the digital domain	1st year of the project	Presentation of the CERBERO project and discussion with similar projects in the community
Presentation to IBM interconnect event and educational session at IBM Academy of Technology	IBM	IBM personnel, partners, and contractors	During 2nd and 3th year of the project	Enable the use of these technologies to IBM community and gain interest and feedbacks from this huge community.
Presentation at Smart City Expo Barcelona Embedded World CeBit Hannover Artemis Events	AI, TNO	Embedded system community	3th year of the project	Presentation of the project results and representing the project through a booth
Presentation to the 30th EV Symposium & trade show General Assemblies of the eMI3 group and IDTechEx events	TNO, ST, CRF	R&D and industrial community in the EV domain	3th year of the project	Influence in the adoption of CERBERO technologies in the Electric Vehicle, and gather feedbacks for harmonization of the ICT data definitions, formats, interfaces, and exchange mechanisms
Presentation of project at Aqua Nor SPE Offshore Europe	AS	Main player in the aquaculture and off-shore energy markets	3th year of the project	Presentation of the projects results in the exploitable markets

7. Conclusions

This document presented the first version of the Dissemination and Communication Plan for the CERBERO project, along with a set of detailed activities for the first year. The CERBERO partners aim at creating a live CPS community and, to this end, several possibilities have been identified towards either the scientific and industrial community, or the society.

8. References

[CERBERO 2017]   http://www.cerbero-h2020.eu