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# D4.4: Mid-term report on outreach and dissemination

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# **EXECUTIVE SUMMARY**

U4IoT supports the Large Scale Pilots (LSPs) of the IoT-1 call. It enables a citizendriven process by combining multidisciplinary expertise and complementary mechanisms from the European state-of-the-art. It also analyses societal, ethical and ecological issues related to the pilots in order to develop recommendations for tackling IoT adoption barriers, including educational needs and skill-building. U4IoT combines complementary expertise from leading European partners in enduser engagement through crowdsourcing, Living Labs, co-creative workshops and meet-ups to support end-user engagement in the LSPs. An important outcome of the project will be a closer engagement and interaction with end-users in the design, implementation and exploitation of LSPs.

This deliverable is a result of the work done in the context of WP4 Tasks T4.1 – Cooperation strategy with LSPs and end-user outreach and Online knowledge base on lessons learned, solutions and user feedbacks, and T4.2 – Website and dissemination. Deliverable D4.4 represents mid-term report on outreach and Dissemination activities in the period M1-M18. A final report will be published in the deliverable D4.5 that will cover outreach and Dissemination activities M19-M36.





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# **ABBREVIATIONS**

- AG Activity Group
- CSA Coordination and Support Action
- F2F Face to Face
- FAQ Frequently Asked Questions
- **IoT** Internet of Things
- **KPI** Key Performance Indicator
- LSP Large Scale Pilot
- M Project Month (M1 = January 2017)
- PCE Project collaborative environment
- **RIA** Research and Innovation Action
- WP Work Package





# **SECTION 1 - INTRODUCTION**

Deliverable D4.4 summarizes the initial work carried out in Tasks T4.1 – Cooperation strategy with LSPs and end-user outreach and Online knowledge base on lessons learned, solutions and user feedbacks, and T4.2 – Website and dissemination. It represents mid-term report on outreach and dissemination activities including M18, while at the end of the project in M36 deliverable D4.5 will be published, representing the final report on outreach and dissemination.

This document is structured as follows: In Section 2 dissemination strategy is presented. Target groups are defined and dissemination activities are defined. Section 3 defines dissemination materials and activities (project branding, dissemination materials, contribution and participation in events) and dissemination channels (web site, social networks accounts and other channels) are demonstrated. In Section 4 programme and project-internal dissemination activities are explained. Following section provides the detailed collaboration and outreach strategy plan, and finally the next section concludes the document.





# SECTION 2 – DISSEMINATION STRATEGY

To enhance the impact and improve the exploitation potential of the action, a global dissemination strategy has been tailored from the early stages of the project. The goal of the dissemination strategy is to foster the dissemination of the U4IoT results to the targeted communities, in order to attract different types of potential stakeholders, such as scientific and technical communities, businesses, policy making bodies, Smart City initiatives, academic institutions and users (professional and general public).

Dissemination has been (and will be) stimulated both at consortium level and partners' level, and revolves around the following methodology:

- Define what will be disseminated; the dissemination "products" and when (during and after the project).
- Identify the target groups for dissemination.
- Establish the appropriate source for the dissemination activities (in terms of roles and responsibilities).
- Raise public awareness about the project achievements through the most suitable means for communicating with the respective target groups.

Besides, the U4IoT consortium communicates specific findings during the course of the project, for example via publications in local and national journals or paper submissions to conferences and workshops.

The dissemination activities have created interest and interactions between the Consortium and interested parties. The activities ensure that the different target groups are addressed in an appropriate manner. The results of U4IoT should garner interest in several specific communities. In particular the external stakeholders targeted are:

- Scientific Communities that focus on for instance Large Scale Pilot implementations, Internet of Things, End-user engagement and privacy research.
- **Technical Communities** who are interested in the methodologies and tool prototypes developed in the area of end-user engagement, privacy management and Internet of things.
- **Business Entities** who would like to use the project results to develop products and services based on end-users needs and on Internet of things technologies.
- Policy Making Bodies such as ITU





- Smart City initiatives including formal and informal groups and online advocates
- **General Public**, in particular those who have experience with IoT use and engaging in technology development projects.

As U4IoT is a coordination and support action for the European Large-Scale pilot programme, the main target audiences for the project dissemination are the Large-Scale Pilot projects and the partners, especially the people working on the end-user engagement activities.

Dissemination activities have been and will be performed during the whole lifecycle of the project, together with a review of their effectiveness, in order to allow modifications and adoptions according to the current project life-cycle stage. Activities undertaken include:

- Publication and promotion on the project website and social media;
- Promotion of the project;
- Questionnaires/interviews;
- Participation in Activity Groups;
- Face to Face (F2F) meetings;
- Dissemination of project leaflets and other promotional material;
- Organization of presentations, workshops and trainings;
- Publication of a scientific paper in a conference;
- Press releases to increase general awareness of the project;
- Newsletters;
- Video elaborations to promote project scope.

These activities could be categorized as primary and secondary dissemination mechanisms described below.

## Primary dissemination mechanisms

The following is a sample of the primary dissemination mechanisms which have been utilised by the U4IoT project, that are more dynamic and can be easily distributed to wider public:

- **U4IoT Website**: The project web portal, with the latest project results is a key element of the communication strategy.
- Social Networks: Creating profiles and disseminating information and engaging in crowdsourcing through social networks such as Twitter and LinkedIn.
- YouTube videos: Promoting project ideas and results through YouTube videos.





- **Press Releases and other media coverage**: Press releases used to disseminate the U4IoT project results to wider audience, especially via European IoT Large-Scale Pilots portal news section.
- **Newsletter:** Publishing targeted newsletters to Large-Scale Pilot projects periodically. Newsletter contains information about current status and activities of the project.

## Secondary dissemination mechanisms

The secondary dissemination mechanisms utilised by the U4IoT project, targeting more specific audiences, are:

- **Participation at Conferences and Workshops**: These events have been important in disseminating U4IoT results and getting inputs to the project's strategic actions from interested stakeholders.
- **Publications, Presentations, Posters:** The U4IoT partners have identified suitable events to disseminate the projects results. This includes presentations and posters at industrial and scientific events, conferences, workshops, invited presentations.
- U4IoT A4 flyer and factsheet: An A4 flyer and factsheet have been produced and were used as an inexpensive way to promote U4IoT tools in conferences.





# **SECTION 3 – DISSEMINATION MATERIALS AND ACTIVITIES**

This section presents the dissemination material created and activities undertaken by U4IoT partners from the beginning of the project in January 2017 until June 2018.

# 3.1. **U4IOT LOGO**

The U4IoT Logo was created to provide the project with a clear visual identity. U4IoT Logo is shown on the Figure 1. In the text that follows detailed explanation of logo creation and its meaning are provided.



Figure 1: U4IoT Logo

Creating the logotype was a challenge since the acronym itself is not easily readable even if people in the industry are more familiar with the term and what it stands for. The ambition was still to depict the typographic elements to create a clearer, graphical element.

The logotype consists of three parts:

1. The first meaningful part of the word image, U4, the figure a play on the word "for", held together with an active color selection (blue), but retains its relationship with the totality through the single choice of typography.

2. The second meaningful part, IoT (Internet of Things), is much more accepted, even if the concept here, as part of larger words, will not be as easy to read. By giving this part a different color, we solve that problem, at least partially. Like the dot of the one, we add the generic symbol (pictogram) for WiFi / signal strength / wireless transmission to strengthen and clarify the concept and meaning.

3. The gingerbread / humanoid is the picture of us, taking advantage of all this amazing and, at times, pioneering research. It should also symbolise those actively





working on the projects. The figure raises one of its arms touching exactly that part standing for the information / data wirelessly transmitted, which is the basis for our research. This relates to The Divine touch, a free interpretation of Michelangelo's painting in The Sistine Chapel.

The reason for the figure does not carry the logotype is mainly because it is not to be felt heavy and that the figure most consciously touches just the specific part of the word image that is symbolically important. The force flows with the color tint to the figure. The person becomes part of the totality. The figure becomes more dynamic and alive with an arm upside down.

# 3.2. U4IOT WEBSITE

The project website was designed, set up and has been continuously updated throughout the project duration. In order to follow and complement identity of the project defined by U4IoT logo. The same colours are dominant also in the web site. The project web site is located at <a href="http://www.u4iot.eu/">http://www.u4iot.eu/</a> and has been regularly updated with the public results and deliverables of the project. The active elements, such as news, agenda, events and articles about project results are shared through the common portal of the European IoT Large-Scale Pilots programme located at <a href="https://european-iot-pilots.eu/">https://european-iot-pilots.eu/</a>. As an initial contact point for both general public and U4IoT users, the project website presents an overview of the work being carried out by U4IoT. The web site can also be accessed via the IoT-LSP web portal at <a href="https://european-iot-pilots.eu/project/u4iot/">https://european-iot-pilots.eu/project/u4iot/</a>.

The web site contains the following information:

- **U4IoT project** → Home page of the project, with four sections for Deliverables Published papers, Presentations and Newsletters.
- Tools & Support  $\rightarrow$  contains the following sections:
  - o TOOLS
    - End-user engagement toolkit
    - Survey & Crowdsourcing Tools
    - Co-Creative Workshop Methodology
    - Living Lab support
    - Privacy Guidelines and Game
    - IoT Adoption Barriers
    - Participatory Sustainability Models
  - o SUPPORT
    - Interactive Flow Diagram
    - Expert Pool & FAQ
    - e-Courses
    - Knowlege Base
  - **Feedback form**  $\rightarrow$  under the each item selected in the TOOLS or SUPPORT there is a form for rating of selected TOOLS or SUPPORT.





• **Contact** → the project contact form, where the users could say hello or ask their questions about end user engagement.

Beside that, the following information about the project are provided on the Home page:

- At a glance
- The challenge
- Project objectives
- Concept
- The approach and methodology
- Target Users and their Needs
- Project partners



Figure 2: U4IoT web site (upper part)







In the right-hand corner on the Figure 2 an IoT button is visible, and by clicking this icon, the user will be forwarded to the <u>https://european-iot-pilots.eu/</u> site. On the bottom of the page are icons for Twitter and LinkedIn profile of U4IoT project.

## 3.2.1. GOOGLE ANALYTICS

In order to get a better understanding of the usage of the U4IoT project website, our website was registered with the free Google Analytics facility. This enables powerful reporting on the website access statistics, giving a very clear picture of information such as:

- How many users are visiting the site;
- What links and pages are most popular;
- What websites users are coming from;
- Where visitors are coming from geographically.

Google Analytics has helped the consortium determine the effectiveness of our web tools and targeted dissemination activities.

Here we are not collecting any IP addresses, nor any other data related to the web site visitors. We are extracting only information about the number of U4IoT web site visits in the observed time interval.





# 3.3. U4IOT PROJECT POSTER/ROLL-UP

The Project poster/roll-up has been created in an A1 format to present the project and its first achievements. It contains:

- a box describing the "project at a glance", containing the main features of the project, such as number of months, funding, etc.;
- the logo;
- the list of partners;
- explanation of what U4IoT is, project main objectives and how U4IoT supports the Large-Scale Pilot projects

The poster is presented in the Figure 4.

Co-funded by the Corporation Union	o-funded by the vise Confedention
- U4lõ	T -
USER ENGAGEMENT FOR PILOTS IN THE INTERNET	LARGE SCALE OF THINGS
WHAT IS U4IoT 🔗	AT A GLANCE
U4IoT is a coordination and support action whose sole purpose is to help the Large Scale Pilots (LSPs) engage end-users. It will enable a citizen-driven process by combining multidisciplinary expertise and complementary mechanisms from the European state-of-the-art.	TITLE: U4I0T-User Engagement for Large Scale Pilots in the Internet of Things INSTRUMENT: H2020-107-2016-2017/H2020-10T-2016 TOTAL COST: 1,878,425 € EC CONTRIBUTION: 998,5425 € DURATION: 3 years START DATE: 1 January 2017 PROJECT COORDINATOR:
U4IoT MAIN OBJECTIVES 🥸	FURTHER INFORMATION: u4iot.eu
<ul> <li>to support and enable better and more impactful end-user engagement in Large Scale Pilots</li> </ul>	
<ul> <li>to develop a proactive collaboration, outreach and dissemination strategy towards the Large Scal</li> </ul>	e Pilots
<ul> <li>to provide the pilots with outting-edge end-user er methodologies, including co-creative workshops, or</li> </ul>	ngagement prowdsourcing and Living Labs
<ul> <li>to provide online tools and resources for end-user and personal data protection</li> </ul>	engagement, crowdsourcing
• to provide direct support to the pilots, including tre	aining and coaching
HOW WILL U4IoT SUPPORT THE LARGE S	CALE PILOTS? 🔞
U4IoT will build a knowledge base and exper Scale Pilots will have unlimited access to. U4 engagement activities on your behalf, howe the tools, knowledge, and expertise you nee get the best possible results.	t pool that the Large loT will not run end-user ver, we will provide all of d to make sure that you
imec intervention	Stembert 🕅 Design
MARTEL INTERNATIO	DNAL A Grohimede

U4IOT is made up of leading European partners in end-user engagement with experts in crowdsourcing, Living Labs, co-creative workshops, and more.

Figure 4: U4IoT poster





# **3.4. U4IOT FACTSHEET, FLYERS**

The project factsheet (Figure 5) contains the following information about project:

- a box describing the "project at a glance", containing the main features of the project, such as number of months, funding, etc.;
- the logo;
- the list of partners;
- explanation of the U4IoT challenge, project main objectives and concept;
- target users and their needs.

The project factsheet was created to be printed in an A4 format and represents a major dissemination tool, as it has been and will be used in all the events attended by partners of the U4IoT project.

Contraded by the European Union	U467 User Engagement for Large Scale Pilots in the Internet of Things
Udioion       USER ENGAGEMENT FOR LARGE SCALE PILOTS IN THE CHORE SUPPORT AND	CONCEPT  EXPLOSION  THE MAIN U4IoT CONCEPTS ARE TO PROVIDE AND SUPPORT LSPS WITH:  Cuting-edge end-user engagement methodologies, including co-creative workshops, crowdsourcing and Living Labs.  Colline tools and resources for end-user engagement, including crowdsourcing tools, personal data protection tools and online resources.  Direct support for end-user engagement through onsite and online actions, workshops, trainings, coaching and a pool of experts.  U4IoT  EXPLOSE  AMANTES  A
Multi-Lister Engagement for Large adoption. U4IoT will support the Large Scale Pilots (LSPs) of the IoT call in order to actively engage end-users the large scale pilot design, deployment and assessment. It will enable a citizen-driven process by combining multidisciplinary expertise and complementary mechanisms from the European state-of-the-art. It will also analyse societal, ethical and ecological issues related to the pilots in order to develop recommendational needs and skill-building. U4IoT combines complementary expertise from leading European partners in end-user engagement through crowdsourcing, Living Labs, co-creative workshops and meet-ups to support end-user engagement in the large scale pilots.	Lesign Derior RN Assess     Large scale pilot     Large scale
Project objectives are to support and enable better and more impactful end-user engagement in LSPs. U4/of will provide the pilots with cutting-edge end-user engagement methodologies, including co-creative workshops, crowdsourcing and Living Labs. It will provide online tools and resources for end-user engagement, crowdsourcing and personal data protection. The project will provide direct support to the pilots, including training and coaching. A knowledge database will enable to collect, mutualise and capitalise on end-user engagement feedbacks and experience. Co-creative and crowdsourcing methodologies will enable the pilots to engage end-users at every early stage in the process. U4/of will assit LSPs to increase the level of end-user engagement in their whole projects. The set of tools and the community will be maintained beyond the duration of the project with the support of the IoT Forum (Figure U4/oT Overall Concept).	adoption barriers, including educational needs and skill-building. Support communication, knowledge sharing and dissemination, including: an interactive website, with anihe tools as well as an online knowledge database with lessons learned, FAQ, solutions and end-user feedbacks. TARCET USERS AND THEIR NEEDS The target group of U4IoT are LSP partners and the objective of U4IoT is to support LPSs to engage end-users through their whole development processes. U4IoT will encompass the whole life-cycle of end-user engagement in LSPs. This means that support for end-user engagement from the early stages of need-finding, co-reative design, real world implementations and tests, and exploitation and assessment will be offered. This lifecycle will encompass: End-user engagement in the design phase of LSPs
Stembert Design	U4IoT will provide methodologies, such as the co-creative workshops, that will enable pilots to involve the local end-users from the very beginning of the project. End-user engagement in the implementation phase of USPs U4IoT will provide a whole set of tools to proactively engage end-users in the design and implementation of the pilots. End-user engagement in the exploitation and assessment phase LSPs Privacy-friendly crowdsourcing and survey tools will enable pilots to monitor the end-user perception and acceptance during the implementation phase.

## Figure 5: U4IoT factsheet





For the purpose of the promotion of crowdsourcing tools, the roll-up poster and flyer were created (Figure 6. and Figure 7.). They contain the same information:

- explanation of the U4IOT project
- project logo
- the list of partners
- QR codes for crowdsourcing tools (for iOS and Android)
- Description on privacy by design crowdsourcing tool
- Homepage of application on the phone
- U4IoT contact



Figure 6: Crowdsourcing poster







Figure 7: Crowdsourcing flyer

# 3.5. U4IOT VIDEOS

A film about the project motivation, objectives and expected results was created in 2017. This video is available on the official IoT European Large-Scale Pilots Programme Youtube channel

https://www.youtube.com/watch?v=sYP7AysfY\_k.



Figure 8: U4IoT project video





In May 2018 a Living Lab intro video was made, it is available on the European IoT Large-Scale Pilots programme's YouTube channel <a href="https://www.youtube.com/watch?v=NXSxlrKOduA">https://www.youtube.com/watch?v=NXSxlrKOduA</a>.



U4IoT: Living Lab intro video



# **3.6. TEMPLATES**

Project templates have been generated for presentations (.PPT) and deliverable reports (.docx). In this way the U4IoT visual identity including the logo will become recognizable and project visibility will be further expanded.

# **3.7. SOCIAL NETWORKS**

U4IoT actively uses social networks to promote the project activities, news, and results to LSPs members and IoT professionals. The two social network profiles (Twitter and LinkedIn) were set-up at the very beginning of the project including public information about the U4Iot. These profiles have been and will be regularly updated during the project lifetime.





## 3.7.1 LINKEDIN

A U4IoT LinkedIn group <u>https://www.linkedin.com/groups/8616448</u> was created. A U4IoT group on LinkedIn allows registered users to maintain a list of contact details of people in the area of IoT. The contact network consists of direct connections (from LSPs) and IoT professionals, the connections of each of their connections and also the connections of second-degree connections.

n	Back to LinkedIn.com
priversations Jobs	
Christopher Hemmens • Manager •••• 1 Head of End-User Engagement at Mandat International	WEMBERS 20 member 20 member 20 member
The noise impact of large-scale events	Invite others
Scientific studies about the noise impact from transport and traffic are abundant, however, much less documentation exists on the effect that noise from music and cultural large-scale events has on the local population.	
To get an accurate picture of h Show more	Promoted Headhunters are searching
The noise impact of large-scale events Scientific studies about the noise impact from transport and traffic are abundant, however, much less documentation exists on the	for senior-level professionals like you. Join now and get contacted? Unimited Roaming Plus Europe for Business at Sait. 69 S5/month Instead of 89.–
Like Comment	Swiss French School "Get more time to speak French with flexible class times!"
Reply to this conversation	About Feedback Privecy & Terms Linkedin Linkedin Corp. © 2017
Christopher Hemmens • Manager · · · · 2 Head of End-User Engagement at Mandat International	w
IOF2020 PUDIISTIES MEAL ITTAL MAGAZINE UPDATE IoF2020 - the Large Scale Pilot for smart agriculture - has launched an online magazine featuring interviews with the leaders of use cases involving poutry, pigs, and more. It also includes links to updates in other areas of farming including arable Show more	
Cover Statusupdate - Status Update Meat Trial 01 2017 In this edition: status update meat trial SEPTEMBER 2017 www.loF2020.eu Interviews with use case leaders Meanwhile in the	
Figure 10: U4IoT or	linkedIn

## **3.7.2. TWITTER**

Events and breaking news related to the U4IoT project are published on Twitter <u>https://twitter.com/u4iot?lang=en</u>.







Figure 11: U4IoT on Twitter

# **3.8. PRESS RELEASES, NEWS, NEWSLETTERS**

A news-gatherers group is created with representatives from all LSPs, and U4IoT is regularly collecting news of all LSPs and CSAs – these news items are posted on LinkedIn, Twitter and news section on IoT-LSP portal.

When there is significant progress in the project, a powerful means to reach out is to get interest from the press, usually via an official press release. The coordinator (LTU) will issue official press releases at some of the milestones. Partner-specific press-releases to build national/local interest are welcome.

DunavNET gave an interview "Making the connection: boosting IoT through enduser engagement" about U4IoT project (3.7.2017). http://katanaproject.eu/future-trends/boosting-iot/

Newsletters are published regularly through the group email list. Newsletter are targeted to specified contacts from Large-Scale Pilot projects and contain information about current status and activities on the project. In the Figure below is shown an example of the newsletter.







#### Dear IoT Large-Scale Pilot Program Colleagues,

We are contacting you to let you know about recent news from your friendly neighbourhood support action, **U4IoT**.

First of all, as mentioned in our previous newsletter, U4IoT is organising co-creation training and workshops in Geneva and Carouge on the 22nd-25th May 2018. These workshops are aimed at teams and individuals working with users in IoT projects (the final two days focus on Smart Cities but remain instructive for co-creation methodologies for IoT in general) and would be an ideal opportunity to engage with others involved in similar projects and develop your co-creation skills. The full program and registration link are available **here**. Please share this information with your project partners interested in co-creation training.

After the Carouge workshop, we will continue our series of workshops at IoT week in Bilbao. You can find more information about our two sessions on the IoT week website: • IoT Adoption Barriers - which, why and how?

End-user Engagement tools and methods for IoT projects

In addition to this offline training, we are continuously updating our **online support** services on the U40T website. Please have a look and share your feedback with us via the website form or directly via email: contact@u4iot.eu.

For example, this month sees the release of the second e-course on the U4IoT crowdsourcing smartphone application. Rnd It <u>here</u> on the U4IoT website. This coincides with the tools themselves and links to download them can be found on the <u>U4IoT tools page</u>. The tools are free to download and available on Android and IOS.

The application gives you a platform for getting feedback from a broad range of people who may come from all kinds of backgrounds, education, and location. It will help you build an online community, gamer ideas from all over the world, and even collect sensor and location data from end-users' smartghones - all compliant with the new GDPs, naturally. It also gives you the ability to send user feedback surveys to a wide range of people. The surveys work both inside the application and via a web browser so we've tried to make them as accessible as possible.

Spread the word: In order to reach all potentially interested project partners, we would like to ask the project coordinators to provide us with contact details for the relevant consortium members from each IoT-ISP project. This would mean, for example, people working with use cases/reference zones/trial sites and partners with person months in any user-engagement-related activities. Please send the names and email addresses of relevant contacts to <u>contact@ubloc.us</u>.

We look forward to seeing you at the upcoming events in Carouge and Bilbao. In the meantime, if you have any guestion regarding our support services or end-user engagement in general, don't hesitate to contact usi You can also catch up with news from all the LSPs and CSAs via the European IoT Pilots news site, updated by U400T regularly. Best regards,

your U43oT Team







# 3.9. DISSEMINATING KNOWLEDGE IN M1-M18

This section contains the dissemination activities carried out during the project and will be constantly updated during its lifetime. It contains information on the organization and the participation to events, papers and contribution to conference and journals, chapters in books etc.

## 3.9.1. CONFERENCES AND WORKSHOPS IN M1-M18

Dates	Event name	Contribution	Partners involved
13.1.2017.	Connected Smart Cities	Workshop on End-user engagement, dissemination of U4IoT through partner booth	LTU, ENOLL
10.5.2017	Digital Innovation Forum 2017	Presentation of U4IoT project (and the whole IoT-LSP programme) in booth	ENoLL
6-8.6.2017.	loT Week Geneva	Co-Creative Workshops for all LSPs, representation at the U4IoT booth	SD; ALL partners
28.81.9.2017.	Open Living Lab Days	Co-creation workshop for SynchroniCity, IoT-LSP World Cafe session, general dissemination of U4IoT via flyers and networking	ENoLL, LTU, SD, Imec
18-19.10.2017.	loT Coference in China	Workshop on European LSPs comparing to the Chinese one	Martel
A11.1.2018	Connected Smart Cities conference	SynchroniCity-led public event on Smart Cities; showcasing the project via ENoLL booth and U4IoT presentation in networking area	ENoLL
27.02.2018	ActivAge Plenary Meeting	Co-Creative Workshop training for ActivAge deployment sites	SD
1920.4.2018	NewHorrizon networking event	Networking event focusing on RRI issues, attended by participants both from IoT- LSP programme and external projects.	ENoLL
15.05.2018	MONICA Plenary Meeting	Introduction U4IoT tools and support services for the MONICA project	Martel, SD, ENoLL (involved in planning)
22.05- 25.05.2018	Carouge Smart City event	Various trainings and workshops (WP1, WP2 & WP3) for SynchroniCity reference zones and external audience	Imec, ENoLL, MI, AS, SD
6.06.2018	loT Week Bilbao	Workshop/training on IoT Adoption Barriers and U4IoT End-user Engagement Tools and Support Services for IoT-LSPs and external audience; presentation of	SD, Imec, ENoLL, LTU, AS

Table 1: Conferences and workshops M1-M18





	the project in booth	

### Table 2: Conferences and workshops M19-M36

Dates	Event name	Contribution	Partners involved

# 3.9.2. PUBLICATIONS (BOOK CHAPTERS, JOURNALS, SCIENTIFIC CONFERENCES) IN M1-M18

## Table 3: Book chapters, journals, and scientific conferences in M1-M18

Event	Contribution	Participants	Date
http://www.riverpublishers.com/res earch_details.php?book_id=456 Open Access Research Book from River Publishers: Cognitive Hyperconnected Digital Transformation Internet of Things Intelligence Evolution	<b>Chapter 8</b> , IoT European Large-Scale Pilots - Integration, Experimentation and Testing	mi, dnet, ltu, as	June 2017
Scandinavian Conference on Information Systems, SCIS 2017 - Springer International Publishing, Halden, Norway Screen reader support enabled.	<b>Conference paper:</b> Exploring Factors Influencing Participant Drop-Out Behavior in a Living Lab Environment	LTU	Aug. 2017
U4IoT and ENoLL communication channels (U4IoT website, ENoLL website, ENoLL scribd channel, Zenodo repository)	<b>Two U4IoT handbooks:</b> U4IoT Co-creative Workshop Methodology Handbook and Living Lab Methodology Handbook	SD, ENoLL	Autu mn 2017
Technology Innovation Management Review journal (TIM Review)	<b>Journal Article:</b> Influential Factors on Drop-out Behavior in Living Lab Field Tests: A Unified Definition and Taxonomy	LTU	May 2018
European Conference of Information Systems 2018 ECIS 2018 / Portsmouth, UK	<b>Conference paper:</b> DROP-OUT IN LIVING LAB FIELD TEST: ANALYSING CONSEQUENCES AND SOME RECOMMENDATIONS	LTU	June 2018





## Table 4: Book chapters, journals, and scientific conferences in M19-M36

Event	Contribution	Participants	Date

## 3.10. WP4 KPIS

A set of key performance indicators (KPI) has been established and presented in the table below, including measurable objectives. The project outcomes have been and will be regularly analysed by the Coordinator from the KPIs perspective to monitor the success of the project. When the results are not positive, a backup solution will be taken into consideration and implemented. Table 5 shows the KPIs and measureable objectives of the WP4 (Collaboration, Outreach, Dissemination):

Dimension	KPIs	Target	WP	Current status
Communica- tion & Know- ledge Sharing	Yearly growth rate of visitors on the website	>100%	4	Started at M7 M7-M18 1402
	Number of online pages and articles	>200	4	68
	Knowledge base established	documented	4	DONE
	Percentage of satisfied users with the knowledge base	>85%	4	First check to be made in the beginning of December 2018
	Number of deliverables	19	All	11 submitted
Validation Support	Satisfaction of LSPs coordinators regarding end-user Engagement (LSPs will provide their level of satisfaction from 1-5)	>85%	4	First check to be made in the beginning of December 2018
	Percentage of satisfied end-users with the LSPs	>85%	4	N/A in the 1st year

## Table 5: U4IoT WP4 KPIs table



Framework Programme of the European Union



# **SECTION 4 – INTERNAL DISSEMINATION ACTIVITIES**

# **4.1. FACE-TO-FACE MEETINGS**

Face-to-face meetings and conferences are an integral part of the communication strategy. Face-to-face meetings have been and will be decided on a case-to-case basis. We strive to hold them back to back with other meetings and events. Efforts will be made to reduce travel costs (choosing cost-effective locations, fixing dates well in advance, etc.) without compromising the integrity of the communication strategy.

## **4.2. REGULAR PHONE CONFERENCES**

Additional phone conferences and net meetings have been and will be called if and when useful, as a suitable way to reduce travel costs and to exchange information about the progress within single tasks.

GOTOmeeting, or similar, is used for e-meetings. Information about the currently used e-meeting tools (and links for joining meetings) are sent to partners well in advance to meetings.

# **4.3. PROJECT FILE REPOSITORY**

Google Drive for Deliverables and other confidential documents is used as project file repository. Public deliverables are also available on U4IoT web portal.

# 4.4. MAILING LISTS

To avoid unnecessary mailing messages, senders carefully select the recipients to the narrowest audience possible. The distribution list <u>Itu-u4iot-all@list.ltu.se</u> is reaching out to all partners. Mailing lists are defined in the spread sheet on mail lists and committees which can be found in google drive.

# 4.5. U4IOT PROJECT HANDBOOK

An internal confidential document "U4IoT Project Handbook" was created. The overall purpose of this document including its supplements is to support the accomplishment of project objectives and targets. The targeted readers are all project participants.





The document provides key information about project objectives, plans, working procedures and project organisation. It also describes best practice in project management.

The content of this document is structured as follows:

- Definition, scope and basic facts about project
- Commitment and objectives
- Work-plan
- Financials
- Working procedures
- Organisation
- Project collaborative environment (PCE) and tools
- Naming & coding standards
- References





# SECTION 5 – COLLABORATION STRATEGY AND PLAN

# **5.1. STRATEGY FOR OUTREACH**

U4IoT is in a unique position to facilitate outreach not just to the Large-Scale Pilots, but their end-users as well. This is because the U4IoT has a well-diversified range of expertise in both technical and creative aspects with a relatively small number of partners. This concentration of broad expertise needs to be understood when devising an outreach strategy.

- The website (<u>https://u4iot.eu/</u>) is the basis of the outreach strategy. It has been and will be kept up-to-date with every new tool that is released as well as new e-courses and support resources. At the moment, the website is already very welcoming and easy-to-navigate. Partners have also been incredibly diligent in keeping everything up-to-date and easy-to-follow. We will follow the strategy website already planned and described in the section 2.
- 2. Contact with the Large-Scale Pilots is emphasised as they are the primary target for U4IoT's tools and support resources. The LSPs can't be expected to see the value of U4IoT's tools a priori, however, U4IoT's service package has now been expanded and developed sufficiently to present the LSPs with something highly beneficial and attractive. As we move into the second half of U4IoT, we can be justified in being more persistent with the LSPs as we now have something demonstrable to show them.

The tools' creators are to make sure that adequate marketing materials are available, with the aid of the WP4 partners, to show the LSP partners why they should be using U4IoT's tools. The presentation of the tools to MONICA by Martel in May 2018 is a good example of this. These marketing materials will be delivered to the communication partners of each LSP who will need to disseminate them among their colleagues. They also have been consulted for the best way to engage with the partners of their project.

In the communication to LSP partners, we actively encourage them to think of ways to get something beneficial out of the U4IoT tools. They are reminded that these tools have been specifically designed for them to help engage their end-users. To ease this process, the aforementioned marketing material has been put together as a general presentation of U4IoT tools and support services, using the same design template, similar to the look of the website and other U4IoT promotional material.





For face-to-face events, demonstrations of the U4IoT tools and services are organised for all the LSPs (and for CREATE-IoT), as often as possible.

- 3. A communication strategy with CREATE-IoT is currently being formalised. Cooperation between U4IoT and CREATE-IoT is a very important part of the outreach strategy for the programme and, until now, this relationship has not been exploited to its fullest potential. Partners from each communication work package (WP4 for U4IoT and WP7 for CREATE-IoT) need to agree what their relevant CSA's goals are and how they intend to communicate that to the LSPs. This will be discussed in more detail in Section 5.2.
- 4. U4IoT uses its channels also to engage with end-users directly, if only to make them aware of the work that the Large-Scale Pilots are doing and how U4IoT and CREATE-IoT are supporting them. This includes the social media already mentioned: Twitter, LinkedIn, and YouTube; as well as targeted emails to relevant interest groups. As far as using social media goes, the European Union has prepared an online document about social media strategy, which can be found in the footnote.<sup>1</sup>

Face-to-face demonstrations are also an important way through which U4IoT can show the work of the LSPs and CSAs to end-users, although demonstrations to the LSPs will be prioritised.

Dissemination of work done by the Large-Scale Pilots, U4IoT, and CREATE-IoT to end-users will be discussed as part of the collaboration plan in Section 5.2.

# 5.2. COLLABORATION PLAN

After a completion of first set of U4IoT tools and resources that have been developed and are ready to use and available on the website, it has been



<sup>1</sup> 

http://ec.europa.eu/research/participants/data/ref/h2020/other/grants\_man ual/amga/soc-med-guide\_en.pdf



considered essential to revisit the collaboration strategy and plan with CREATE-IoT and the Large-Scale Pilots.

## 5.2.1. CREATE-IOT

The collaboration efforts are aligned with CREATE-IoT, the other CSA, as the two projects are to support the LSPs effectively, it has been necessary to establish on what areas each CSA will focus.

As far as the CSAs are concerned, U4IoT is smaller than CREATE-IoT and the individual dissemination goals are very straight-forward. All of these are related to dissemination milestones that are related to collaboration, namely:

- MS14 Ensuring the U4IoT online toolkit is used by all the LSPs
- MS15 Ensuring the U4IoT knowledge base is added to by all the LSPs
- MS16 Keeping track of the satisfaction of the LSPS with the U4IoT tools

U4IoT's range of expertise is also highly focussed as opposed to that of CREATE-IoT whose variety of activities is much more broader. In this sense, U4IoT offers contributions that are highly specialised in the end-user-focussed areas of design, group event organisation, online content, and ethics. Given the difference in scope of the two CSAs, it is considered reasonable for CREATE-IoT to develop a coordination plan for the LSPs that suits their partners while simultaneously leaving room in the previously mentioned areas for the U4IoT partners to contribute. This initial step would need be spearheaded by the partners of WP7 of CREATE-IoT with the assistance of all partners from work packages 1-4 in U4IoT.

## **5.2.2. LARGE-SCALE PILOTS**

U4IoT needs to build up a strong relationship with the communication work packages of all the Large-Scale Pilots in accordance with the milestones listed in the previous section. A strong step in this direction has already been taken with the creation of the LSP News Group mailing list (Ispnewsgroup@ genevaproxy.com) that was devised by Mandat International and Martel. This group connects all the communication work packages of the LSPs and a rapport has been built with them by eliciting news stories about their respective pilots for dissemination on our social media channels and news section on European IoT Large-Scale Pilot programme's portal.





If U4IoT is to achieve the milestones listed above, this relationship must be extended to finding ways to encourage the LSPs to use the U4IoT toolkit. This will be most easily achieved via face-to-face encounters such as IoT Week or Open Living Lab Days, where specific sessions have been or will be organised to introduce the LSPs with U4IoT service package and also to guide them in the implementation of U4IoT tools and services in their current status of activities. Any face-to-face demonstration is then be followed up by direct communication with the partner of the relevant LSP who is using the tool as well as the partner of U4IoT who is responsible for developing the tool in the months immediately following the event.

If no face-to-face meeting is feasible for any given LSP, the collaboration with CREATE-IoT can be used to find ways to encourage said LSP to use the U4IoT tools and services. The contact to LSPs can also be made via Activity Groups as explained in the next section or directly via identified main contacts to further agree on a most suitable method of collaboration.

From U4IoT tools & services point-of-view this collaboration has already been established at the beginning of the project via questionnaires to LSPs to elicit their needs and now in M18 with a more profound approach via interviews of the main end-user engagement contacts. The purpose of these interviews has been to identify the status of each LSP concerning end-user engagement, their perception of U4IoT tools and services, their expectations concerning U4IoT support and agreement on next steps. As a follow-up action, the LSPs will be provided with customised action plans to facilitate the integration of U4IoT support in their end-user engagement activities.

## 5.2.3. ACTIVITY GROUPS

All of the above can be facilitated, if necessary, through the Activity Groups. U4IoT is actively involved in five of these and they are:

- AG01 (Sustainability) with imec
- AG04 (Accelerators and Open Calls) with LTU and Martel
- AG05 (Privacy and End-User Engagement) with AS<sup>2</sup> and LTU



<sup>&</sup>lt;sup>2</sup> Following the technical review in M10, it was suggested AG05 to be replaced by an Activity Group focusing on end-user engagement and privacy issues, which is led by LTU with AS as co-chair.



- AG06 (Urban Context) with LTU, SD, and ENoLL
- AG07 (Open Environments) with LTU, SD, and ENoLL
- AG08 (Communication) with DNET and Martel

It is efficient to use the Activity Groups as a principal way of facilitating collaboration between U4IoT and CREATE-IoT and the LSPs as they are common forums for everyone. Though the actual collaborative activities would take place outside of the AGs, plans of action and suggestions of improvement or direction are shared easily within the groups.

Each participant from U4IoT are kept up-to-date of the current state of the U4IoT tools and services, which LSPs have been using them, and in which context. A database for each tool/service has been created detailing this information as well as any feedback yet to be implemented. U4IoT participants in the Activity Groups are thus able to refer to the current state of the U4IoT service package and its use and use that knowledge to find collaboration solutions when meeting with representatives from other projects.

## 5.2.4. CLOSING REMARKS

Above all, the U4IoT partners are to remember that their goal is for the LSPs to use the U4IoT toolkit and resources in order to engage end-users. The Interactive Flow Diagram has been created to make the scope of the toolkit less daunting and so can be suggested as the first port of call should any LSP partner wanting to use one of the tools but does not know where to start.

The focussed nature of U4IoT allows the project to fit easily within the collaboration plans of larger projects such as CREATE-IoT. It also allows the project to be forthright in the negotiations on how U4IoT will contribute to the larger programme. Not only that, but the design and end-user engagement skills make U4IoT an important partner in dissemination activities for the programme as a whole, of which the project should aim to take advantage.





# CONCLUSIONS

This document D4.4 describes U4IoT project communication and dissemination activities, dissemination objectives, communication assets and dissemination material, target groups and strategy. Dissemination elements, dissemination channels and activities are demonstrated. Collaboration plan is described in detail. Internal dissemination activities are explained.

These materials will be continuously reviewed and updated throughout the project lifetime to support the emerging and evolving needs of the project. The goal will be to target the dissemination of U4IoT project results for maximum impact in as efficient a way as possible.

