

D7.1 COMMUNICATION AND DISSEMINATION PLAN

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Abstract	This document presents a sound and well-articulated communication strategy that has been developed to increase awareness of the TEADAL vision, objectives, and achievements and a stakeholders engagement strategy for an open, participatory, and sustainable community. The document describes the strategic approach, sets the overall framework, and provides directions regarding all planned communication and engagement activities and will be regularly updated to match the evolving needs and opportunities.
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SEN	Sensitive, limited under the conditions of the Grant Agreement	
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Classified C-UE/ EU-C	EU CONFIDENTIAL under the Commission Decision No2015/ 444	
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* R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

DATA: Data sets, microdata, etc.

DMP: Data management plan

ETHICS: Deliverables related to ethics issues.

SECURITY: Deliverables related to security issues

OTHER: Software, technical diagram, algorithms, models, etc.

EXECUTIVE SUMMARY

The document at hand presents a comprehensive communication, dissemination, and community-building strategy that has been developed to maximise the impact of TEADAL and ensure that the following communication-related project objectives are met:

- ➔ Establishing a distinctive and recognizable brand identity that will support promotional and marketing efforts.
- ➔ Achieving broad visibility and raising awareness about TEADAL and its results.
- ➔ Support other tasks and WPs in attracting new stakeholders to the TEADAL ecosystem by creating meaningful communications.
- ➔ Produce appealing promotional artefacts, and provide support in event organisation.
- ➔ Establishing liaisons with relevant initiatives.

In addition to setting the communication framework, the strategy provides clear directions for the consortium and can be viewed as a guiding document for project partners, so that they can better align on the communication objectives and planned dissemination activities.



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ABBREVIATIONS

IP	Internet Protocol
TCP	Transmission Control Protocol
BDVA	Big Data Value Association
IDSA	International Data Spaces Association
ECSO	European Cyber Security Organization
ISO	International Organisation for Standards
EBDVF	European Big Data Value Forum
SCEWC	Smart City Expo World Congress
WG	Working Group
UW	Ubiwhere
CYB	Cybernetica
SITCE	Singapore International Transport Congress and Exhibition
JTC	Joint Technical Committee
SC	Sub-committee
KPI	Key Performance Indicators



1 INTRODUCTION

1.1 THE TEADAL VISION

The European Data Strategy document [EC-Data 2020] has defined the vision of the European data space “as a genuine single market for data, open to data from across the world – where personal as well as non-personal data, including sensitive business data, are secure and businesses also have easy access to an almost infinite amount of high-quality industrial data, boosting growth and creating value while minimising the human carbon and environmental footprint”. One way to create value out of this data is through analytics which are more and more based on data lakes by the organisations that the European data space wants to connect to each other.

TEADAL will enable the creation of trusted, verifiable, and energy-efficient data flows, both inside a data lake and across federated data lakes, based on a shared approach for defining, enforcing, and tracking data governance requirements with specific emphasis on privacy/confidentiality. The proposed stretched data lake, i.e., deployed in the continuum, will be based on an innovative control plane able to exploit all the controlled/owned resources, across clouds and at the edge, to improve data analysis. The resulting capabilities of stretched data lakes also provide the essential basis for the creation of trustworthy mediatorless federations of data lakes to foster an effective data exchange among organisations while preserving privacy and confidentiality constraints without any imposed, and often not acceptable, third-party coordinator. Finally, by applying to data governance the principles of circular economy, i.e., to reuse data, application, and computation resources belonging to the data lake federation, will enable the creation of platforms for more sustainable data analytics.

TEADAL will be beneficial for data lake providers which can exploit additional functions in terms of definition, enforcement, and tracking of privacy-/confidentiality-based policies, as well as business analysts and data scientists which can make full use of data coming from several organisations without implementing complex systems to ensure privacy/confidentiality requirements.

1.2 MOVING AHEAD

In order to achieve the goal of creating trustworthy, energy efficient data lakes to enable seamless data sharing and data management across the computing continuum, TEADAL has defined a set of objectives, which are:

- ➔ To establish confidence in handling data across the continuum and deliver efficiency for building and using stretched data lakes solutions.
- ➔ To enable the construction of trustworthy data lakes and mediatorless federation of trustworthy data lakes.
- ➔ To reduce the environmental impact of data analytics by carefully managing how data are stored, reused, moved, and processed in a federation of stretched data lakes.
- ➔ To simplify the specification and enforcement of privacy/confidentiality requirements, constraints and policies for federated stretched data lakes to be compliant with regulations, norms, and organisations’ policies.
- ➔ To contribute and influence research, data-centric European initiatives, open-source communities, and industry with methods, and tools to improve data sharing

1.3 DOCUMENT LAYOUT

The main purpose of the Communication and Dissemination Plan is the creation of a reliable document and a solid plan for efficient knowledge dissemination among the target groups. This deliverable defines the communication and dissemination plan with clear guidelines for the activities undertaken within the objectives of this Work Package. The main goal of this plan is defined throughout the objectives of the TEADAL communications and dissemination activities. Crucial target groups and bodies that are interested in the project and appropriate key messages are identified in this deliverable. The strategy also includes all communication and dissemination methods, tools and channels for each identified target group. The dissemination time plan presents the overview of all planned activities and their realisation. The monitoring of the dissemination activities provides evaluation of the progress and ensures that the set-out objectives will be realised. This deliverable is intended for internal and public usage. The partners will benefit from a common and shared communication plan to guide the on-going work, while it represents the plan of activities to be submitted to the European Commission for review and made public on the TEADAL's website.

In order to have an impactful communication and dissemination plan and expand TEADAL's outreach, there are a set of objectives identified under this work package. The activities undertaken endorse those objectives, which are:

- ➔ Ensure visibility of the project and raise awareness towards its results;
- ➔ Reach, stimulate and engage stakeholders;
- ➔ Facilitate large scale adoption of developed concepts, technologies and tools;
- ➔ Foster impactful contribution to relevant scientific domains and standardisation bodies;
- ➔ Establish liaisons and ensure close collaboration with relevant initiatives;
- ➔ Organise and promote special training and demonstration events.

In the following sections, the plan of activities has been detailed which will steer the project towards achieving its communication and dissemination objectives.

2 TEADAL COMMUNICATION AND DISSEMINATION STRATEGY

Communication, dissemination and exploitation activities are essential to ensure the success of TEADAL and are closely coordinated among all the work packages to ensure a cohesive plan of action that will create large scale impact in the European dataspace and in a global perspective. In order to widen the outreach of the project's efforts and maximise the impact TEADAL activities will have, the consortium pursues and ensures close coordination with the European Commission, other ongoing data projects and other relevant initiatives in closely linked domains, such as the BDVA, IDSA and GAIA-X.

In this respect, TEADAL gradually and systematically builds up and mobilises a community with major players on the big data scene including innovators, researchers, big, medium and small businesses, committed to adopting and exploiting the project's outcomes in a sustainable way by embracing nationally and internationally related efforts. The main idea is to involve a critical mass of relevant stakeholders early in the project by properly tuning promotional and marketing activities and by keeping them engaged through a continuous and dynamic approach.

For this purpose, TEADAL puts in place a comprehensive set of measures, which are aimed at maximising the envisaged impact in a coordinated way: by tightly integrating the communication and dissemination activities with exploitation and sustainability work.

A set of dedicated outreach and communication activities will ensure that the below project objectives are met.

- ➔ Establish a distinctive and easily recognizable identity that will support promotional and marketing efforts;
- ➔ Raise awareness about TEADAL results and benefits and ensure the project's broad visibility and uptake among the European data communities;
- ➔ Reach, stimulate, and engage a critical mass of relevant stakeholders to ensure that the project results are effectively showcased, leading to validation, improvement, and possible further adoption of the developed technologies and concepts;
- ➔ Facilitate sustainability and exploitation of the project's outcomes and promote the development of innovative solutions based on the TEADAL technologies and concepts;
- ➔ Support the key players' engagement strategies and activities, while providing visibility and echo to the data community within the European ecosystem and beyond;
- ➔ Foster impactful contributions to relevant scientific domains and standardisation bodies as appropriate;
- ➔ Create and grow the community around the project and foster interactions with other initiatives and EU-funded projects on similar topics facilitating discussion, scaling up, and experience sharing;
- ➔ Design and implement a framework for the monitoring and assessment of the impact created by TEADAL.

2.1 COMMUNICATION AND DISSEMINATION PHASES

TEADAL's communication and dissemination strategy and plan includes offline and online communication, digital presence, participation in and organisation of events, interaction with other research and innovation projects within the domain, as well as liaisons with relevant

stakeholders and related EU research and innovation initiatives. The core structure of the envisaged plan has been broken down into three stages.

Outset (M1-M3):

Scope: The development of dissemination, communication, and community building strategy and plan, including the refinement and mapping of target groups, selection of dedicated communication tools and community building activities, and informing all relevant stakeholders about the TEADAL scope and objectives. This phase is also dedicated to defining the liaisons and interaction mechanisms with targeted projects, relevant communities like BDVA and standardisation bodies like ISO.

Measures: bespoke brand identity and project website, communication and dissemination strategy and plan, event calendar, project introduction flyer, project presentation (slides), project social media channels, and introducing the project in some external events, eg. SCEWC and EBDVF.

Formation (M4-M24):

Scope: Run stakeholders' engagement campaigns to generate interest in TEADAL activities and outcomes and set a solid foundation for the planned dissemination activities and encourage them to provide support in promoting the project. Plan event participation and organisation including the first project workshops.

Measures: slide-based presentations of first project results, first project video, regular animation of social media channels, publishing news items, sending out periodical newsletters, and participation in selected events.

Boosting engagement (M25-M36):

Scope: Engaging and supporting the adoption and deployment of the concepts and tools offered by TEADAL through dedicated promotional activities ensuring the project's uptake and strong and durable impact for commercial purposes and policymaking.

Measures: Promotional materials in various forms, online publications, established liaisons with relevant initiatives, news items, press releases, technical reports, additional editions of the e-newsletter, interviews, videoclips, dedicated webinars, training materials, participation in events, infographics presenting project results, organisation workshops.

2.2 REACHING A BROAD AUDIENCE

The diverse target groups TEADAL plans to address, which have a very different level of knowledge and expectations with respect to data-centric research, require the definition and use of tailored mechanisms and tools able to properly convey the right message for each audience. The list of target stakeholders identified at the time of proposal preparation includes:

- ➡ **Data specialist in business environments:** Business executives, data analytics professionals, application developers, and data protection/security officers at organisations generating large volumes of unstructured data in healthcare, media and communication, transportation and logistics, education, energy, manufacturing, and financial sectors, among others.
- ➡ **Public sector:** Public organisations.

- ➔ **Policy makers:** Policymakers engaged in defining regulatory frameworks and data governance mechanisms and digital security and privacy protection organisations (e.g., IAPP, EDPB).
- ➔ **Civil society:** Civil society organisations.
- ➔ **Data specialists at research institutions:** Data scientists and data analysts at research institutions.
- ➔ **Open-source communities and standardisation bodies:** Open-source communities, such as CNFC, the Linux Foundation, and Apache (Arrow, Parquet, Ranger, Atlas, Egeria). Standards Developing Organizations (SDOs), such as ETSI.
- ➔ **General public:** Private individuals interested in data management.

For each of these groups, customised communication and dissemination activities will be pursued as part of the communication and dissemination strategy and plan, in order to deliver a consistent message to all target audiences, while ensuring to properly translate the TEADAL value proposition in a way that can more effectively contribute to engage the different players.

2.3 PRIMARY COMMUNICATION AND DISSEMINATION CHANNELS

A broad array of communication and dissemination channels is used to effectively reach the target groups and to maximise awareness of the overall project's work and outcome. The synergy of TEADAL dissemination is generated through seamless connected online and offline communication activities. Both online (e.g., website and social media) and offline channels (e.g. events) will be used to disseminate TEADAL related activities and project actions throughout Europe and beyond. In addition, all the networks and multipliers channels allow the partners of TEADAL to raise the visibility of the project's achievements and to reach a critical mass of stakeholders, developers, contributors, integrators, researchers and relevant key players for an efficient implementation of the project work plan.

The dissemination channels used to reach each target group are detailed in Table 1:

TABLE 1: COMMUNICATION & DISSEMINATION CHANNELS PER TARGET GROUP

Channel/ target group	Data specialist in business	Public organisa tions	Innovato rs & research ers	Open source & standard isation bodies	Policy makers	Civil society	General public
Website	X	X	X	X	X	X	X
Social media	X	X	X	X	X	X	X
Newslett er	X	X	X		X	X	X
Confere nces	X	X	X	X			
Own events	X	X	X	X	X	X	

External events	X	X	X	X	X		
Scientific publications		X	X		X		
Marketing materials (eg, flyers)	X	X	X		X	X	



3 KICK-OFF OF THE DISSEMINATION ACTIVITIES

3.1 PROJECT'S BRAND IDENTITY

Brand identity consists of visible assets, such as logo, colour palette, and typography that are created to portray a certain image and distinguish the brand. It defines how those who come in contact with the brand perceive it and influences their opinion about it. Good brand identity provides unique and memorable assets and a unified and consistent 'look and feel' across all outlets (electronic and printed visual media).

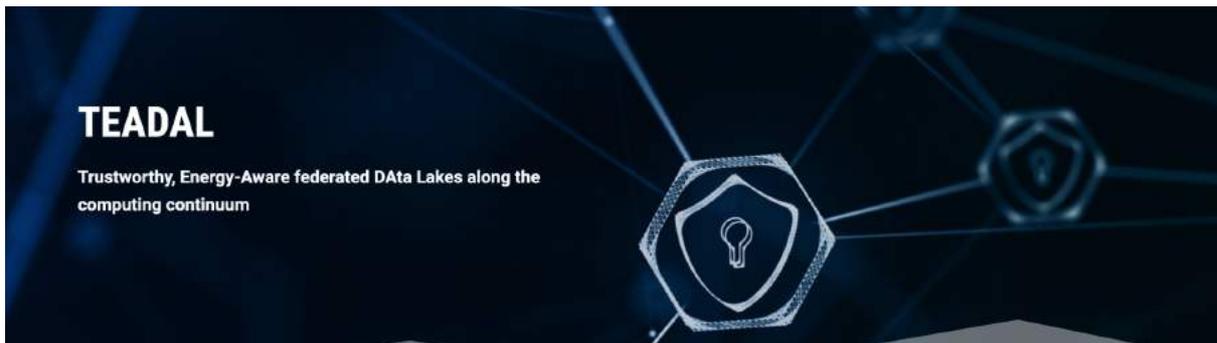


FIGURE 1: CREATING TEADAL'S BRAND IDENTITY

The design of the TEADAL brand identity began during the proposal preparation. The following assets have been developed as part of the TEADAL brand:

- ➔ Colour palette,
- ➔ Logo and icon with different variations,
- ➔ Typography,
- ➔ Templates for deliverables and presentations.



FIGURE 2: TEADAL LOGO

3.1.1 TEADAL's Colour Palette

There is no doubt that first impressions count. The main reason why they are so important is that they last well beyond the first time we come in contact with something new. This is due to the primacy effect, which is the tendency to remember the first things in a sequence best. Having this in mind, the creative team leveraged the findings of colour psychology and colour theory and started with a foundational element of any brand identity – colour, as this is usually the first thing stakeholders see. To determine the palette that works best for TEADAL, the team

looked at the associations of colours to clearly convey TEADAL brand personality and showcase optimism, creativity, and the project's commitment to trustworthiness. When choosing the colours, it was also important that they worked together in harmony, which is why the team opted for an analogous brand colour palette.

A main palette of 4 colours based on the logo colour scheme. These are the colours of the logo gradient and elements. In combination with the main colours palette, two more greyscale colours can be used (Figure 3).

For slide presentations and deliverables: the colour of standard elements has been defined and locked in the respective templates, as those documents are likely to be mainly edited outside design departments.

Palette of corporate colors

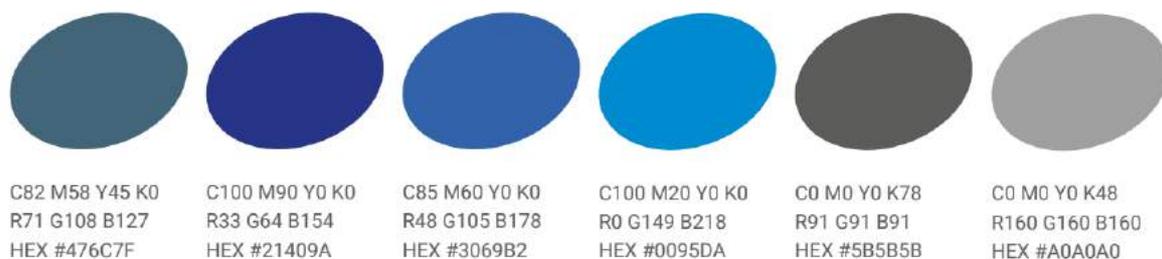


FIGURE 3: TEADAL COLOUR PALETTE

3.1.2 Logo

The main idea behind the logo (Figure 2) was to synthesise data lakes, a conceptualisation of a repository where data can be accessed seamlessly across the computing continuum. A textual part with the name of the project has been added to support the ideogram.

3.1.3 Typography

TEADAL's brand uses the open-source fonts from Google Fonts: **Roboto Condensed** (Bold version) for headings and **Roboto** (Regular and Bold versions) for body copy and headings too. The usage of other versions of the fonts are allowed. This applies to the website, presentations and all promotional material.

For deliverables, the system font **Arial** (only Regular and Bold versions) will be used instead, to avoid missing font issues, as those documents are likely to be mainly edited outside design departments. It could be used also for presentations in case the two brand fonts are missing.

3.1.4 Templates

To ensure that all deliverables produced within the scope of the project follow the same structure, a Word document template has been created. The template will be used by all partners to guarantee visual consistency of the layout, format, and boilerplate text across all deliverables. The document at hand also follows the defined template.

In addition, a PowerPoint presentation template has been created to be used by all partners when preparing their presentations for external events, meetings, etc.

3.1.5 Brand Guidelines

Brand guidelines are a book of rules as to how the brand should appear, which is important for consistency. Building and maintaining a strong brand identity helps to be recognizable and remembered. TEADAL brand guidelines consist of the following components:

- ➡ the logo variations with the ‘dos and don’ts’,
- ➡ colour palette (CMYK, RGB, and HEX),
- ➡ typography/font for use in emails, print, and websites.

The detailed brand guidelines can be found in Appendix A.

3.2 ONLINE COMMUNICATION

3.2.1 Website

Launched in the 3rd week of November 2022, the TEADAL website has been developed to act as an information hub presenting the project’s goals objectives, activities, the pilots, achievements, news and events. The website is a fully functional and responsive web portal (Figure 5). It has a landing pillar page that highlights the main traits of the projects, this pillar page concept is more attractive for the website as it gives the visitor the main attributes of the project without having to leave the home page, as well as it ranks high on SEO.

On top of the home page are also menu items which showcase the activities, outputs, features of the project. The wireframe of the website had been shared with the consortium during the project Kickoff meeting in order to gather feedback for content. Many of the pages in the website have already been published and some will be published at a later stage, when their content/output is available to be published.



FIGURE 4: TEADAL WEBSITE WIREFRAME



FIGURE 5: TEADAL WEBSITE – RESPONSIVE VIEWS

The website consists of the following menu items:

- ➔ **Home:** The landing page is published and consists of components which also links to dedicated webpages in the website, eg. Toolbox, Pilots give a snapshot of these features, and a button is added that directs the user to a more detailed description on a dedicated webpage.
- ➔ **The project:** This menu item has components that give information about the project, the consortium, the software which the project will be producing and the pilots. It is also decided to create a page featuring TEADAL's industrial and legal and ethical advisory board members as these experts' profiles when added will bring good traffic to the website. However, the project is in the process of onboarding members in these 2 boards and if only there is full consent from all, this page will be published.
- ➔ **What's new:** Under this menu item, is information about the news from the project and the relevant and upcoming events for the project.
- ➔ **Library:** This menu item is not yet published as it will consist of the different outputs of the project, eg, public deliverables, presentations, promo materials and the software. It has been decided that the "Software" sub-menu will be just an item on the menu which will redirect the user to the public "Github" repository of the project. The consortium is in the process of discussion about the public software repository and once this is set up, it will be linked via the website.
- ➔ **Contact form:** This page allows the user to get in touch with the project representatives.

At the time of writing of this deliverable, the website counted 266 visitors that generated 535 page views and that had an average visit duration of 1 minutes and 27 seconds, as shown in Figure 6.

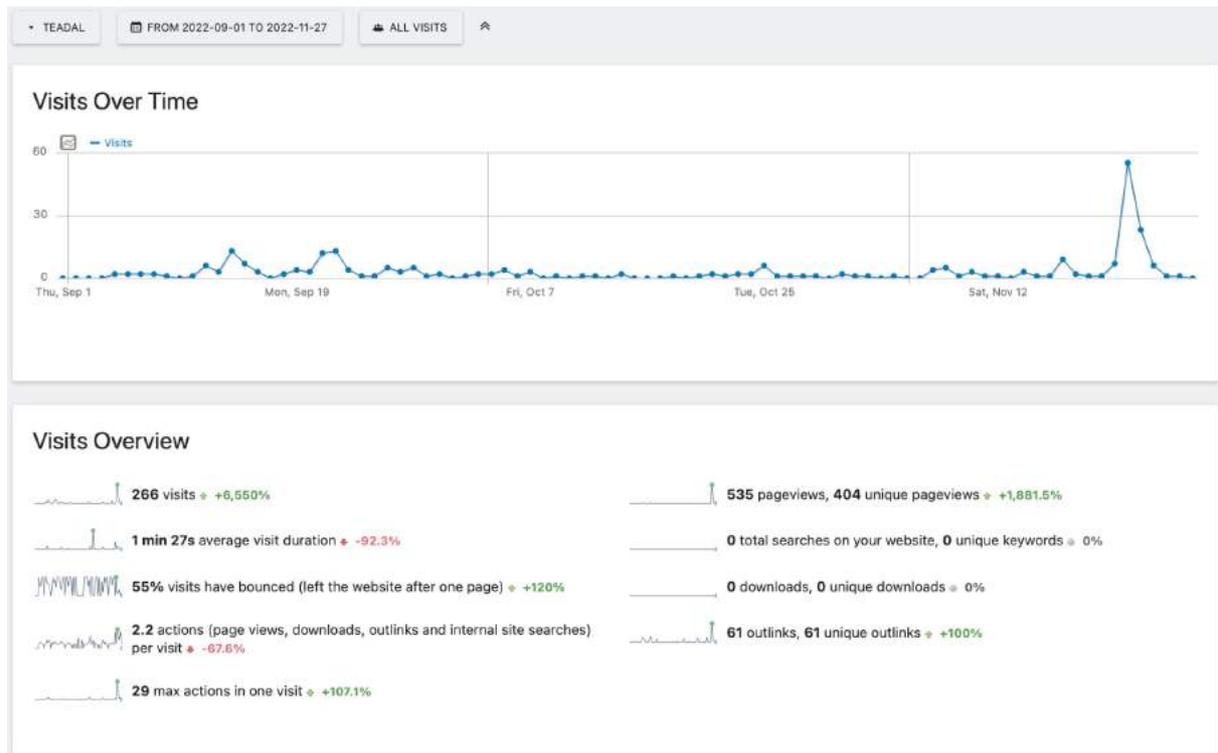


FIGURE 6: TEADAL WEBSITE ANALYTICS

As one of the main dissemination channels and dynamic tools, the website will undergo major streamlining, and it will be continuously updated throughout the lifetime of the project. Since its inception, Martel is working on supporting the traffic to the website through:

- **SEO** – the website traffic will increase progressively throughout the project thanks to the implementation of techniques oriented at driving organic traffic, such as the use of appropriate keywords and the production of engaging and shareable content.
- **Link building** – synergies between the project's website and the partners' websites, as well as with other relevant agents of the sector (targeted stakeholders) will be created, encouraging the exchange of links.

It should be noted that all the information and emails collected are protected under the General Data Protection Regulation (GDPR). TEADAL will only contact those who have submitted their inquiries and send newsletters only to those who have explicitly requested to receive them. Any person who has subscribed will be allowed to remove their email address from the list upon request. Additionally, the website provides information on the stored data and how they are used in alignment with the GDPR under the Privacy policy link (footer of the webpage).

Last but not least, TEADAL opted for an environmentally responsible website hosting platform, which has been designed to be as energy efficient as possible to limit the unnecessary waste of resources. The web hosting provider, GreenGeeks, puts back three times the power consumed into the grid in the form of renewable energy.

3.2.2 Newsletter

The team has scheduled 2 TEADAL newsletters per year providing updates on project activities and results. More specifically, the newsletters will contain information on the upcoming tasks, attended and organised events, as well as any relevant news and

announcements from individual partners. All consortium members will provide relevant information to ensure that the content of the newsletter is engaging, accurate, and timely.

In case of an important information/announcement to be made, a newsflash will be sent to the newsletter subscribers. The difference between a newsletter and a newsflash is in the number of announcements made. A newsletter is a longer compilation of news and events, activities and outputs of the project whereas a newsflash is information about just 1 activity/output. A newsflash enables giving more attention to a news piece as compared to that being part of a longer newsletter.

The design of each newsletter will be aligned with TEADAL brand identity and will be fully responsive to ensure its full readability on any device. The technology behind the newsletter will provide enough flexibility to be adapted to the communication needs of the project. All issued newsletters will be uploaded on the website.

A mailing list based on subscription has been created, giving the possibility to share the newsletter via mass mailing. A registration functionality allowing interested visitors to subscribe to the newsletter is already available on the project website. Martel will ensure that the above mentioned actions comply with the requirements of the GDPR. Mailings with invitations to relevant workshops and webinars, consultations, and any other information that cannot wait for the newsletter publication will be sent to the same database used for the newsletter.

The first newsletter of the project will be published in the first quarter of 2023 giving general information about the project, the pilots, highlighting the consortium and reports from events participation. If there are some technical updates, an editorial article on the technical update will be included.

3.2.3 Social Media

Various social networks have been established as marketing tools and linked to the project website. Their goal is to promote the activities and outputs of the project and build a network around the project's work while encouraging a discussion on data centric technologies and platforms, and other related topics. Below is an overview of the social media channels created for TEADAL.

Twitter

Twitter is a dynamic social network that covers the news in real-time at a global level. TEADAL Twitter account, @TEADAL_eu, was established in August 2022, before the official start of the project. At the time of writing, it counts **44 followers** (Figure 7).

The Twitter account is used to promote the project, as well as to share relevant news and events and project related partners updates. TEADAL uses Twitter to establish meaningful connections with an active and relevant audience, such as academics, policymakers, and the general public. By following relevant users throughout the duration of the project, TEADAL will not only gain access to relevant content and updates but also acquire more followers. Examples of appropriate hashtags: #datalakes, #datasharing, #datamanagement, #energyefficiency, #EC, #H2020.

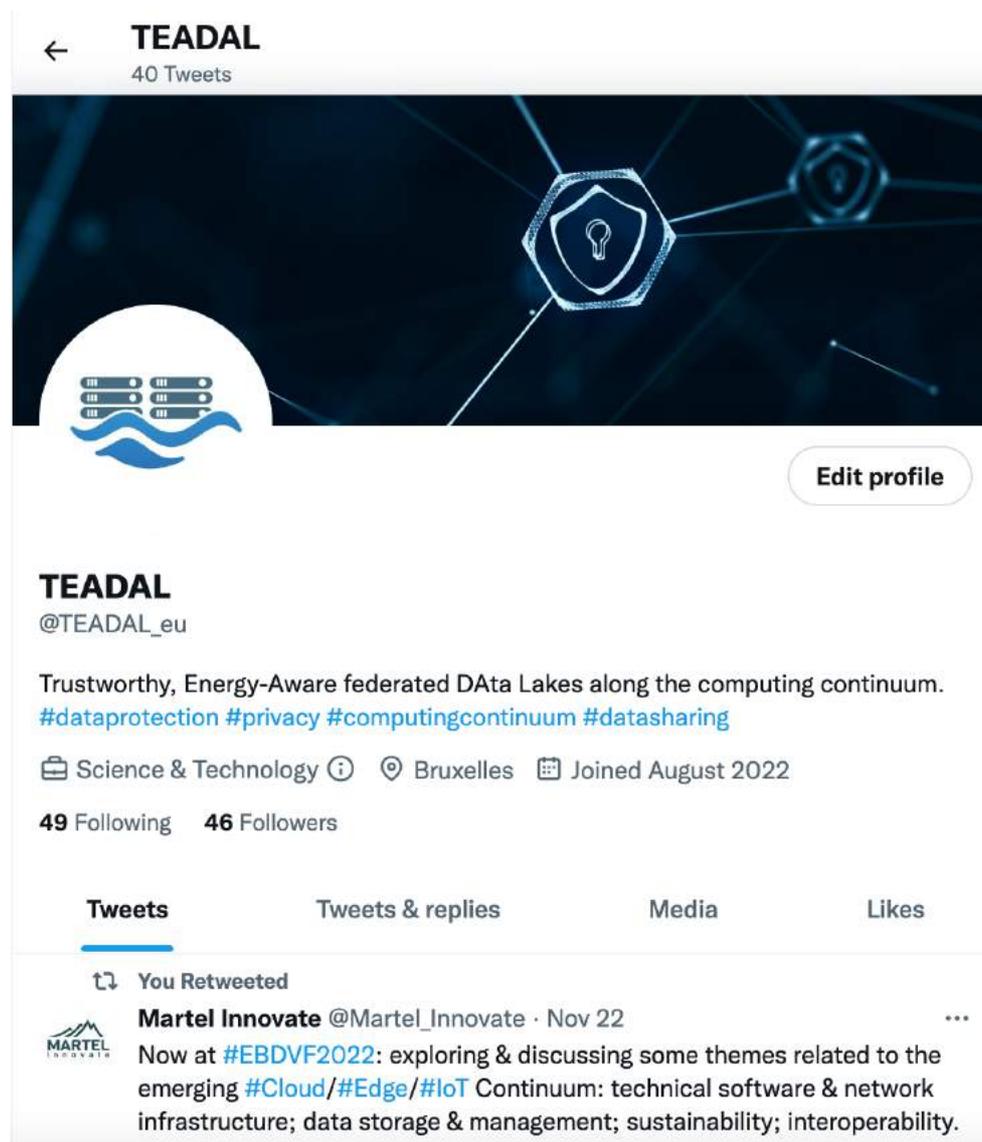


FIGURE 7: TEADAL TWITTER ACCOUNT

To maximise the visibility of the project on social media channels, TEADAL follows the accounts of relevant initiatives and projects and retweets their updates when appropriate. Below is the list of Twitter accounts of some of the relevant initiatives:

@EU_Commission

@HCLLOUD_Project

@CnectCloud

@NetTechEU

@EU_CloudEdgeIoT

@DigitalEU

@BDVA_eu

@EU_opendata

@EU_Eurostat

To create a large ripple effect, TEADAL maintains a list of social media accounts of the partners and tags the partners wherever it is relevant for any partner.

TABLE 2: TEADAL PARTNERS SOCIAL MEDIA ACCOUNTS

Partner name	LinkedIn page	Twitter handle
Martel Innovate	https://www.linkedin.com/company/martel-gmbh/	@Martel_Innovate
Cybernetica	https://www.linkedin.com/company/cybernetica	@cybernetica
i2CAT	https://www.linkedin.com/company/i2cat-foundation/	@i2cat
TU Berlin	https://www.linkedin.com/school/tuberlin	@tuberlin @ISE_TUBerlin
Terraview	https://www.linkedin.com/company/terraviewos/	@terraviewos
Almaviva	https://www.linkedin.com/company/almaviva-s-p-a-/	
Ubiwhere	https://www.linkedin.com/company/ubiwhere/	@Ubiwhere
ERT	https://www.linkedin.com/company/erttextilportugal/	
BOX2M	https://www.linkedin.com/company/box2m-engineering/	
UITP	https://www.linkedin.com/company/uitp/mycompany/	@UITPnews
Marina Salud	https://www.linkedin.com/company/marina-salud/mycompany/	
Cefriel	https://www.linkedin.com/company/cefriel	@cefriel
Politecnico di Milano	https://www.linkedin.com/school/polimi/	@polimi
DEIB, Politecnico di Milano	https://www.linkedin.com/company/dipartimento-di-elettronica-informazione-e-bioingegneria/	
Regione Toscana	https://www.linkedin.com/company/regione-toscana/	@regionetoscana

LinkedIn

LinkedIn is currently the main business network in the world with more than 150 million users. TEADAL has established its [LinkedIn page](#) in September 2022, before the official kickoff of the project. At the time of writing, the account has **69 followers**. The profile supplements the website by helping to drive traffic to the site and offers a way to promote the project to a broader audience. Partners' LinkedIn pages, as mentioned in Table 2, are mentioned when appropriate



to create positive visibility exchanges. Besides, Martel intends to promote TEADAL across relevant LinkedIn groups to grow the project’s audience.

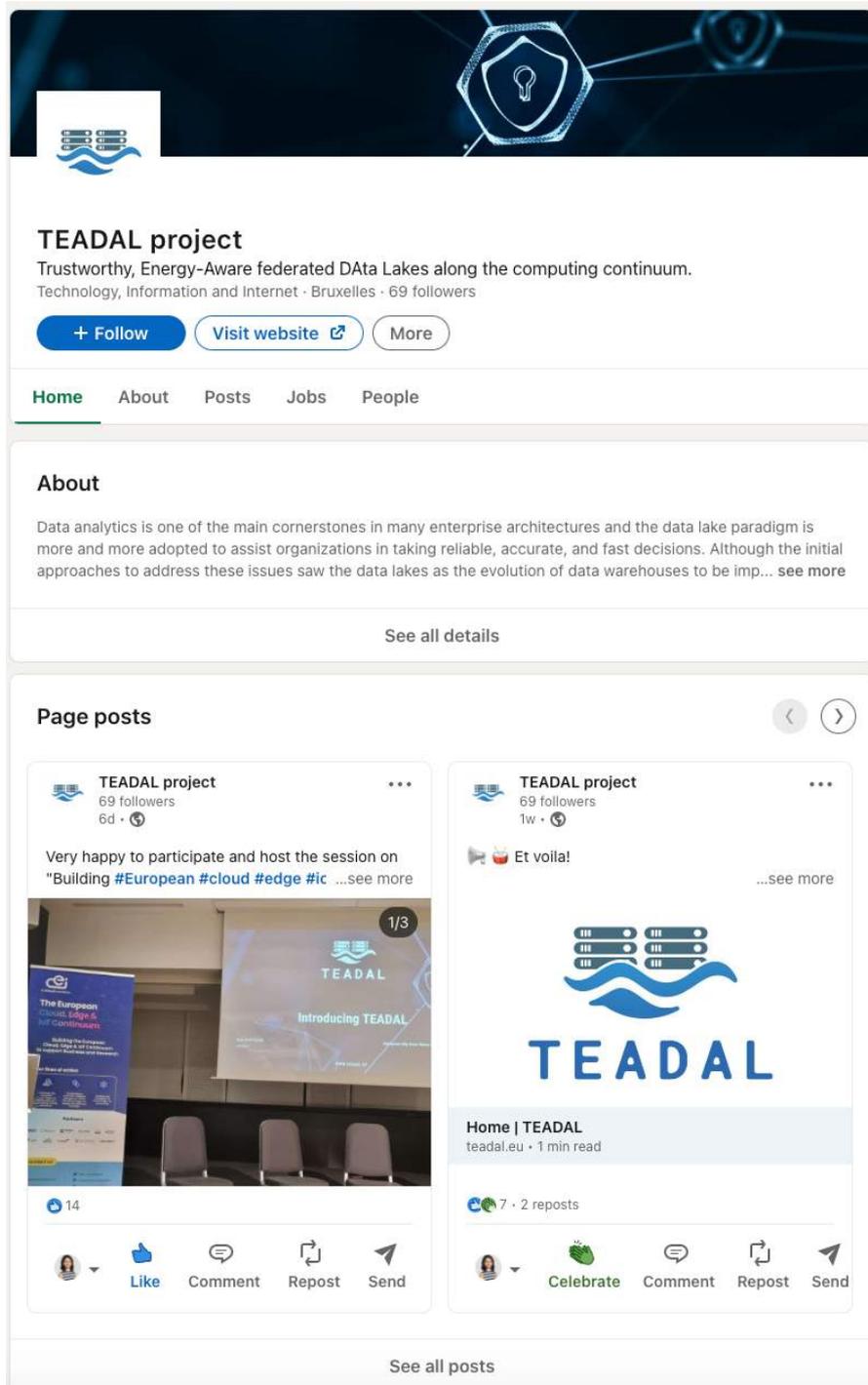


FIGURE 8: TEADAL LINKEDIN PAGE

3.3 VIDEOS

TEADAL plans to open its YouTube channel in December 2022 to publish its first video from an event where TEADAL was introduced to the community. This short video has been recorded at EBDVF 2022, where partners Ubiwhere and Martel participated and hosted, respectively, a session (TEADAL project presentation) in a panel. The plan of this video has been to introduce

the project in the community. The EBDVF is a flagship event in the European data community. This video will be used for further publicity of TEADAL via multiple channels, apart from TEADAL's own social media.

Apart from the partners interviews, events participation, and marketing related videos, TEADAL plans to publish videos to provide updates on the project, disseminate its vision and achievements, and promote the experts and other stakeholders involved. Producing and sharing such content will support awareness creation, stakeholder engagement, and the uptake of project results and the developed technology.

3.4 PROMOTIONAL MATERIALS

During the lifetime of the project, a number of documents, deliverables, technical reports, posters, webinars, and presentations will be produced. All outputs of the project can and will be used for the promotion of the project. Promotion in terms of raising awareness about the project in the scientific as well as industrial community and promotion in terms of exploitation of the technological products of the project.

Some promotional materials that will be produced during the course of the project are:

- ➡ A leaflet, updated at least once, to reflect the project's evolution.
- ➡ A roll-up has already been printed and used on the occasion of the recently held EBDVF 2022.
- ➡ Different promotional materials will be designed and printed as per the requirement and the kind of event, e.g., bookmarks, booth giveaways (if/when TEADAL participates as an exhibitor in an expo kind of event).

4 PLAN OF ACTIVITIES M1-M36

4.1 WORKSHOPS & CONFERENCES

The organisation of events in the form of webinars, sessions, workshops, and demos will play a crucial role throughout the duration of the project. The consortium plans to organise three workshops. The first one is planned for M18, while the other two are planned for M24 and M36. There will be an emphasis on organising face-to-face events but also depending on the feasibility of the conditions, it will be decided whether to organise a remote event or a physical one.

Dedicated and active participation in conferences and workshops co-located with major events to engage with relevant data centric initiatives and other EC funded projects will be an emphasis. Precise timing of these events will be decided during the course of the project, but sufficiently in advance to allow in-depth preparation and will include events such as EBDVF, Computers, Privacy and Data Protection conference (CPDP), IEEE International Conference on Data Engineering (ICDE) etc. TEADAL is already in conversation with other EU projects with whom it can collaborate and organise events, e.g., discussions are ongoing with project TRUSTEE for a joint event

TEADAL maintains an events overview where upcoming important events are catalogued. Already in the past 2 months partners from TEADAL have participated (and promoted TEADAL with flyers and rollups) at:

- **SITCE 2022**, 2-4 Nov, Singapore – represented by partner UITP
- **SCEWC 2022**, 15-17 Nov, Barcelona – represented by partners UW & Martel
- **EBDVF 2022**, 21-23 Nov, Prague – represented by partners UW & Martel

4.2 TARGETED EXTERNAL EVENTS

Table 3 presents relevant conferences where the consortium intends to promote TEADAL. At the moment, the list includes the events organised within the first year of the project. Project partners will be regularly expanding this list to include conferences beyond 2023. More details on the attended events will be provided in D7.3: *Communication, dissemination, exploitation, and solution reliability report* due at M36.

TABLE 3: TARGETED EXTERNAL EVENTS

Name of the event	Date, Location	Link to website	Type of audience
Computers, Privacy and Data Protection conference (CPDP)	24-26 May 2023, Brussels	https://www.cpdpconferences.org/	academics, lawyers, practitioners, policy-makers, industry and civil society
European Conference on Service-Oriented and Cloud Computing (ESoCC)	2023 dates unavailable	2023 website unavailable	Academia and industry

European Symposium on Research in Computer Security (ESORICS)	25-29 Sept 2023, The Hague	https://www.esorics2023.org/	Academia and industry
International conference on Very Large Data Bases (VLDB)	28 Aug - 1 Sept 2023, Vancouver	https://vladb.org/2023/	data management and database researchers, vendors, practitioners, application developers, and users
IEEE International Conference on Data Engineering (ICDE)	3-7 April 2023, California	https://icde2023.ics.uci.edu/	researchers, practitioners, developers, and users
IEEE International Conference on Distributed Computing Systems (ICDCS)	18-21 July 2023, Hong Kong	https://www.icdcs.org/	Academia and industry
IEEE European Symposium on Security and Privacy (EuroS&P)	3-7 July 2023, Delft	https://eurosp2023.ieee-security.org/#:~:text=Following%20this%20story%20of%20success,is%20organized%20by%20TU%20Delft	Academia and industry
IEEE International Conference on Blockchain and Cryptocurrency (ICBC)	1-5 May 2023, Dubai	https://icbc2023.ieee-icbc.org/	Academia and industry
IEEE International Conference on Cloud Computing (Cloud)	2-8 July 2023, Illinois	https://conferences.computer.org/cloud/2023/	researchers and industry practitioners
Global Public Transport Summit	4-7 June 2023, Barcelona	https://uitpsummit.org/	all transport modes, industry authorities and operators, exhibitors
International Conference on Advanced	12-16 June 2023, Zaragoza	https://caise23.svit.usj.es/	researchers and industry practitioners

Information Systems Engineering (CAiSE)			
IEEE/ACM International Conference on Utility and Cloud Computing (UCC)	2023 dates unavailable	2023 website unavailable	Academia and industry
The European Big Data Value Forum (EBDVF)	2023 dates unavailable	2023 website unavailable	Industry, academia, policy makers
Data Week BDVA	12-15 June, Luleå	https://www.bdva.eu/data-week-2023	Industry, academia, policy makers
IEEE Symposium on Security and Privacy (S&P)	22-25 May 2023, San Francisco	https://www.ieee-security.org/TC/SP2023/	Academia and industry

4.3 JOURNALS AND CONFERENCE PUBLICATIONS

TEADAL will target few of the best conferences and journals to publish its findings and validate the results. Some of the journals and conferences that will be targeted are listed in Table 4:

TABLE 4: LIST OF JOURNALS AND CONFERENCE PUBLICATIONS

ACM Transaction on Internet Technology	ACM Transactions on Database Systems	ACM Transactions on Information Systems	ACM Transactions on Storage
ACM Transactions on Web	The Journal of the ACM	Big Data & Society	Business & Information Systems Engineering
Computers & Security	Frontiers in Big Data	IEEE Internet Computing	IEEE Internet of Things Journal
IEEE Transaction on Software Engineering	IEEE Transactions on Cloud Computing	IEEE Transactions on Knowledge and Data Engineering	IEEE Transactions on Services Computing
Information Systems Journal	International Journal of Information Security	International Journal of Information Technology & Decision Making	Journal of Systems and Software
Journal on Future Generation Computer Systems	Software Practice and Experience	The International Journal of Very Large Data Bases	The Journal of Information Technology

4.4 SYNERGIES WITH RELATED PROJECTS AND INITIATIVES

Several consortium members take part in related ongoing projects, associations, initiatives, and networks.

To ensure a broad project outreach and its successful uptake and validation, liaisons and synergies with these projects, initiatives, and organisations will be fostered. The initiatives, such as [BDVA](#), [IDSA](#), [ECSO](#) and [GAIA-X](#), among others will constitute the basis of the broader TEADAL ecosystem.

TEADAL and H2020 projects

- ➔ **H2020-Fog Protect** (<https://fogprotect.eu>) ensures end-to-end data protection in the computing continuum, i.e., from cloud data centres through fog and edge nodes.
- ➔ **H2020-DITAS** (<https://www.ditas-project.eu>) goal was to study tools and methods to simplify the development of data intensive applications for mixed cloud/fog environments.
- ➔ **H2020-Protego** (<https://protego-project.eu>) is building a reference toolkit for healthcare organisations to better assess and reduce cybersecurity risks related to remote devices access to electronic health record data including risk assessment and risk mitigation tools, and methodologies and protocols for prevention and reaction to cyber threats.

TEADAL Global Collaboration Initiatives

- ➔ **Big Data Value Association (BDVA)** (<http://www.bdva.eu>) is a non-profit organisation dedicated to fostering data- and AI-driven innovation and transformation across Europe. It is mostly industry-driven – with over 240 members comprising SME and large enterprises, research institutes, universities, and user organisations.
- ➔ **International Data Spaces Association (IDSA)** (<https://www.internationaldataspaces.org>) is a peer-to-peer network that supports the secure exchange and the simple linking of data in business ecosystems based on standards and by means of common governance models. Currently, more than 80 companies and institutions are represented which, among its objectives, is proposing a reference architecture (IDS-RAM) to establish an international standard.
- ➔ **European Cyber Security Organization (ECSO)** (<https://ecs-org.eu>) is a non-profit organisation established in 2016 to develop a cyber-security ecosystem in Europe to support the development of a secure digital single market. Members of the organisation are companies, universities, and research centres which are currently organised in six main working groups concerning, among the others, technologies for security, standardisation, market deployment, specific sectors demand, support to SMEs, and education.
- ➔ **GAIA-X** (<https://gaia-x.eu/>) is an initiative to develop a secure and trustworthy ecosystem of EU providers of data exchange and infrastructure solutions, fostering innovation through digital sovereignty and federated services. GAIA-X is an international alliance of 500+ institutions, working together to make GAIA-X vision real, promoting a common architecture, interoperable and interconnected offerings and agreed rules and policies.

4.5 CONTRIBUTION TO OPEN SOURCE INITIATIVES AND STANDARDS

Despite the task on open source and initiatives and standards starting only on M13, we have already begun planning the work.

As detailed in the proposal, we want to establish liaison relationships with ISO/IEC JTC 1/SC 27 (Information security, cybersecurity and privacy protection) and JTC1/SC 38 (Cloud computing and distributed platforms). As this can take up to a year, we have decided to begin the application process. From ISO/IEC JTC 1/SC 27 we chose Working Group (WG) 5 (Identity management and privacy technologies) as the most relevant to our interests. Liina Kamm (CYB) is nominated as the liaison representative. In ISO/IEC JTC1/SC 38, we chose WG 3 (Cloud Computing Fundamentals (CCF)) and WG 5 (Data in cloud computing and related technologies). Pedro Teixeira (UW) is nominated as the liaison representative.

When a liaison relationship has been established, the liaison representative forwards the liaison statement from the WG and distributes the list of standards projects being worked on in the WG-s to the consortium. The partners will choose the standards they are interested in and the liaison representative will then make these available to the requesting party. The partners can comment on the standards using the WG commenting templates. The liaison representative will gather all the comments and consolidate them. The comments will be distributed to the consortium and everyone can see whether they agree with the comments. It is important that the majority (preferably all) of the partners agree as this will represent the position of the consortium rather than that of one single organisation. If needed, meetings can be held to discuss the comments. Once the comments have been gathered, the liaison representative writes a liaison report to the WG and sends this and the comments to the WG.

In addition, UW is a full member of ETSI. As such, they will on their part communicate project results to different Industry Specification Groups (ISGs) in ETSI, focusing on how TEADAL allows for secure and privacy-preserving data acquisition and processing. Initially they plan on contacting the cross-cutting context information management (CIM) group that focuses on the exchange of information with proper formal definitions and between different applications, and the city digital profile (CDG) group that will help accelerate the delivery of integrated citizen services by providing means for suppliers to deliver standardised solutions.

We expect that communicating the project results through standardisation will add an extra layer of dissemination to our other efforts.

5 IMPACT ASSESSMENT

To assess the impact of TEADAL achievements, a number of indicators will be measured and evaluated in different phases of project implementation with the following objectives:

- Evaluating the degree of end users' satisfaction with the TEADAL solution and components;
- Updating and assessing the detailed indicators with qualitative and quantitative measures;
- Assessing the impact of the final outcomes of the project.

5.1 QUANTITATIVE INDICATORS

TEADAL Communication and Dissemination Plan will be closely monitored throughout the duration of the project. The evaluation will be carried out on a regular basis to ensure the success of the project. A set of KPIs has been defined to measure the impact and conduct the most accurate assessment of the communication and dissemination activities. Table 5 presents the KPIs, their relevance to the tools/channels used, and the estimated target value, while Table 6 lists the deliverables within WP7.

TABLE 5: TEADAL'S COMMUNICATION KPIS

Tool/activity	KPI	Target value
Website	Total visits (yearly)	2000
Social media	Number of followers (by project end) on Twitter	200
	Number of followers (by project end) on LinkedIn	150
Press releases	Number of published press releases (by project end)	≥ 3
News items on project website	Number of published news items (yearly)	≥ 12
Newsletter	Number of newsletters sent out	6
Flyers/brochures Posters/roll-ups	Number of developed flyers/brochures (incl. digital brochures)	3
	Number of printed/distributed flyers/brochures	500
	Number of produced posters/roll-ups	≥ 2
Videos	Number of produced videos	≥ 3

Events (attendance, incl. online)	Number of attended events (yearly)	≥ 3
Events (organisation)	Number of organised events (by project end)	≥3
	Number of participants	50+
Scientific publications	Number of publications	15+

5.2 QUALITATIVE INDICATORS

Additionally, there are other positive results that cannot be easily measured since they cannot be quantified. Thus, in order to better measure the overall impact of the dissemination plan we will use the following qualitative indicators:

- **Proactive online community.** Social network dissemination efforts will ensure an interesting outcome in terms of discussion, feedback and content sharing and engagement.
- **Press/media coverage.** Distribution of press releases and publication of articles are geared to achieve press/media coverage about the project.
- **Long-term influence.** Sometimes the impact takes longer than just an immediate reaction. Therefore, it is expected that the "seed" scattered at the beginning will be "harvested" quite later. This will be considered when monitoring the impact of the project.

5.3 PLANNED DELIVERABLES

Table 6 below lists the planned deliverables for the Communication, dissemination and standardisation work package of TEADAL.

TABLE 6: LIST OF PLANNED DELIVERABLES FOR THE COMMUNICATION DISSEMINATION AND STANDARDISATION WORK PACKAGE

Number	Name	Lead partner	Dissemination level	Due date
D7.1	Communication and Dissemination Plan	Martel	PU	M03
D7.2	Exploitation and Sustainability Plan	CYB	PU	M18
D7.3	Communication, dissemination, exploitation, and solution reliability report	ALMAVIVA	PU	M36

6 CONCLUSIONS AND NEXT STEPS

Deliverable 7.1, Communication and Dissemination Plan has been developed to provide guidelines and a consistent framework for all planned project activities to ensure TEADAL's broad visibility, adequate promotion, and uptake of its results. The document at hand presents the initial communication, dissemination, and community building strategy, describes various activities conducted between M1 and M3, and outlines the planned promotional activities for the coming months. Developing this strategy at the early stages of the project will allow TEADAL to maximise the impact of communication, dissemination, and stakeholder engagement activities and sustain the concepts, achievements, and knowledge developed throughout the project.

The goal of this plan is to guarantee that:

- ➡ All outreach activities follow the guidelines and are executed within the planned schedule,
- ➡ The messages are consistent and of a high standard,
- ➡ All consortium members contribute to promoting the project.

A monitoring and evaluation framework has been defined to measure the achieved progress and impact of the proposed strategy. Deliverable 7.3 Communication, dissemination, exploitation, and solution reliability report due at M36 will provide details on the progress of the strategy, achieved KPIs, attended and organised events, and the effectiveness of TEADAL's online presence.

APPENDIX A



WHAT IS A BRAND IDENTITY?

A brand identity allows you to recognize a consistent look and feel across all outlets (electronic and printed visual media). It defines how those who come into contact with the brand should perceive it and influences their opinion of the brand. This document lists and explains the visual identity elements of the project TEADAL. These are rules and values to help you create and compose visual designs using its identity. Examples of TEADAL's brand identity across different outlets (Twitter and LinkedIn accounts...)

LOGO

Main, extended and icon versions of the TEADAL logo with some basic recommendations.

Icon version (for favicon, social media outlets)

Main version

Extended version

Safe area

Minimum size

25 mm 35 mm

LOGO VARIATIONS

The main logo is also provided in the variations depicted here below, to allow readability over dark backgrounds or for black and white printing purposes.

Greyscale version

Negative version

Black&White version

DOS AND DONT'S

Basic instructions on how to use the main logo - and its variations - over different types of backgrounds.

Do's

Don'ts

CORPORATE COLOURS

A main palette of 4 colours based on the logo colour scheme. These are the colours of the logo gradient and elements. In combination with the main colour palette, two more greyscale colours can be used.

Palette of corporate colors

C02 M08 Y43 K0 R71 G188 B127 HEX #67A2C7	C100 M60 Y0 K0 R22 G64 B154 HEX #214286	C85 M60 Y0 K0 R90 G105 B178 HEX #3069B2	C100 M20 Y0 K0 R0 G149 B216 HEX #0093DA	G0 M0 Y0 K78 R91 G91 B91 HEX #595959	C0 M0 Y0 K48 R160 G160 B160 HEX #A0A0A0
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FONT TYPES

TEADAL's brand uses the open source fonts from Google Fonts: Roboto Condensed (Bold version) for headings and Roboto (Regular and Bold versions) for body copy and headings too. The usage of other versions of the fonts are allowed. This applies to the website, presentations and all promotional material.

Alternative body copy and headings (for deliverables and promotional)

Arial regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Headings (website, presentations, and all promotional materials)

Roboto Condensed bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Body copy - sometimes headings too (website, presentations, and all promotional materials)

Roboto regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

EC ACKNOWLEDGEMENT

All the EC funded projects should clearly show the acknowledgement to the EC fund in all Dissemination & Communication materials (e.g. flyers, posters, roll-ups, brochures, videos, website, etc.). Below there are some examples of the elements to show in different positions.

