IoT-NGIN

D8.2
Marketing and Promotional Tools

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IoT-NGIN

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IoT-NGIN

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Executive Summary

This report constitutes the deliverable D8.2 Marketing and Promotional Tools of the IOT-NGIN project.

This report is a comprehensive and living document which outlines the tools, actions and channels to be used throughout the project in the dissemination and outreach of the products and services under development. The purpose of this deliverable is to provide a listing and description of the communication strategy of the project, the target groups, and promotional tools created for the project, the dissemination activities completed and foreseen in the project and the communication channels to be used. An update of this report will be released in M21 of the project as D8.3.

The communication and marketing concept of project IOT-NGIN lies in actively interacting with the different target groups and having them involved actively throughout the lifetime of the project. Different target audience groups will be engaged at different phases of the project through relevant dissemination tools, measures and key messages.

In order to have a consistent image and identity across platforms, a fixed visual identity comprising of the project logo, colour scheme and templates has been developed for the project. This ensures a uniquely identifiable and easy to recall image for the project across all platforms.

The visual identity will be transversally applied to all the communication tools and channels that will be used in the IOT-NGIN project. This includes a public website with project information, blogs and quarterly newsletters, social media, events and conferences, journals, publications and press, and audio-visual and print marketing material such as brochures, flyers, posters and videos. These tools have been selected in line with the communication objectives and target audiences of the project.

The report also presents a set of indicators to track and measure the effectiveness of the communication activities of the project. Each key performance indicator has a goal measure to be achieved within the 36 months of the project.

1 Introduction

1.1 Background

Exploitation and outreach activities form an integral part of IOT-NGIN. The main purpose is to ensure that the successful execution of the project gains attention among a large audience in Europe and the rest of the world. Not only does this help drive competitiveness and growth in Europe, but also helps to tackle societal challenges. A strong marketing and communication strategy aids in improving the standing of a research project in front of the scientific community, tapping into additional funding sources and attracting potential users of the findings and results.

The purpose of this deliverable is to provide a listing and description of the marketing strategy of the project, the target groups, and promotional tools created for the project, the dissemination activities completed and foreseen in the project and the promotional tools to be used.

1.2 Scope & Purpose

This deliverable is a living document comprising of the different marketing and promotional tools created in the project for the purposes of disseminating the project objectives, activities, results and news to the intended target groups and the general public. This report presents a first view into the completed and planned marketing and promotional tools, and an updated report will be released in M21 of the project as D8.3.

1.3 Document Structure

The "Marketing and Promotional Tools" report is divided into 5 chapters. Chapter 1 is the document introduction. In chapter 2, we present the main IOT-NGIN dissemination concepts, target groups, and tools for dissemination. Chapter 3 considers the visual identity of IOT-NGIN project where we set up the graphical elements to be used for the project. Furthermore, chapter 4 lists all the promotional tools developed and planned for the project. In chapter 5, we evaluate the effectiveness and impact of communication activities in terms of Key Performance Indicators (KPIs). We conclude in chapter 6 by presenting the next steps.

2 Dissemination and Communication Strategies

2.1 Concept and Approach

IoT-NGIN success will be measured based on its market penetration and adoption by public authorities and private companies, along with its impact on the "**economic multipliers**", that is SMEs accessing or affecting stakeholders. As such the main goal of the IoT-NGIN dissemination and communication activities is **to raise awareness on the IoT-NGIN technological, performance and scientific achievements, including utilization of IoT- NGIN building blocks**. The Dissemination and communications Plan (WP8) will lay down the foundations for effective external communication, implementing the key steps shown in the attached figure. In details, it will focus on

Figure 1: Concept and approach

- **Define** the dissemination and communication strategy and identification of the target stakeholders/ developers/ decision makers **audience**
- Fine tune the dissemination **message**, **methodology, activities and material** (e.g. press releases, research papers, white papers, videos, workshops, meetings, policy briefs, promotional material) and the correct **timing**.
- **Monitor and evaluate** the dissemination activities, including redefinition and corrective actions.
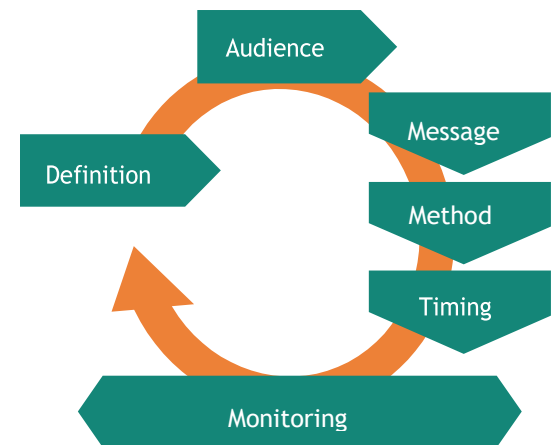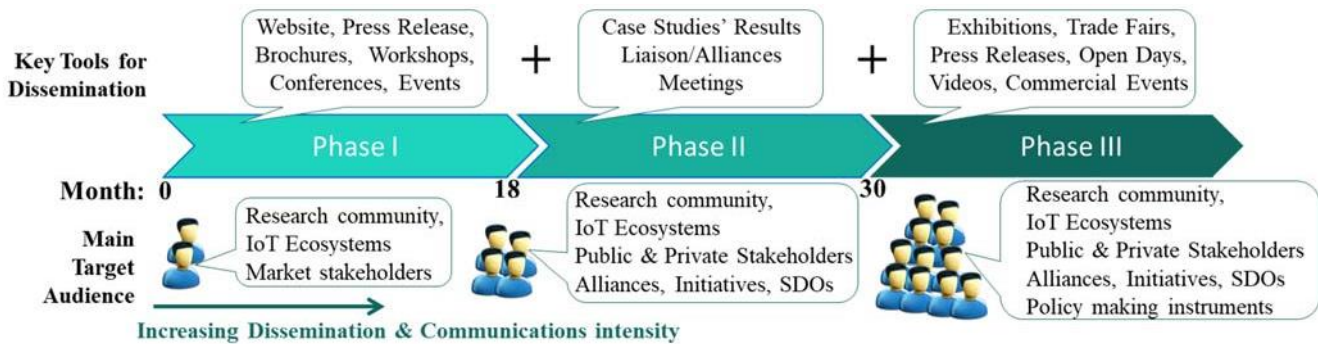
Figure 2: Communication strategy

IoT-NGIN communication strategy's intensity increases each year. As shown in above figure, IoT-NGIN dissemination activities are categorized based on the position of the target audience with respect to the time-to-market of the results:

- Phase I (Months 1-18): Selecting the dissemination channels, key messages,

communication activities towards innovation (Long time-to-market)
- Phase II (Months 19-30): Policy fostering business innovation (Midterm time-to-market)

Phase III (Months 31-36): Matching market analysis and Exploitation (Short time-to-market).

2.2 Target Groups

To ensure an effective communication strategy, it is fundamental that each target group receives the message relevant to them at an appropriate time and through the right channel. All target groups need to be addressed for achieving the highest impact of IOT-NGIN results and activities. We have identified three main target groups presented in Table 1.

Table 1: Target groups in IoT-Ngin

Target Group	Measure	Goal
Smart Cities, Industry 4.0, Smart Energy/Grid, Farmers Cooperatives, Public, Private and Market Stakeholders/ Decision Makers	Communication Channels, Events, Advisory board, Alliances, Standardization Organizations. Invitations to midterm and final IoT- NGIN Open Day events. Web site and social media.	Achieve a consensus on requirements, functionalities and security issues that need to be addressed by next generation IoT
		Create awareness of the IoT risks and future cyber/human threats, IoT-NGIN roadmap and human centric security opportunities.
Scientific Community, Active Ecosystem of all relevant IoT stakeholders SDOs, IoT/5G Alliances	Scientific conferences, Journals/ Magazines, mainly open access for larger impact. Web site and social media. Special sessions in events.	Increase awareness and feedback towards the research gaps, requirements, functionalities, Human centric and security issues for joint optimisation of IoT and 5G infrastructure.
Wider Audience and Life-long learning community	Short MOOC courses to create awareness on Next Generation IoT potential and IoT-NGIN features.	To accelerate the uptake of IoT-NGIN concepts and results for maximising awareness of their availability.

To maximize the stakeholders' interest and uptake, IoT-NGIN will adopt and disseminate the following practices:

- It will ensure open development already from the projects start using well-established code management platforms that ensure powerful collaboration, code review and code management like GitLab or GitHub.
- It will build on existing networks (such as AIOTI, BDVA, NGI, ENoLL, 5GPPP) to promote IoT-NGIN results
- An open source version of the platform will be made available
- It will develop documentation and guidelines for prospective contributors to accelerate their familiarisation with the IoT-NGIN's goals and vision. An IoT-NGIN wiki will be set up containing precise guidelines for a) contributing modules/elements and b) creating applications using the IoT-NGIN components.

With respect to community formation, we consider establishing the following sub-groups:

Table 2: IoT-NGIN community groups

Community	Purpose
IoT Developers/ Integrators	• Experiment and contribute to IoT-NGIN open source with new functional blocks • Build and distribute Smart City/Smart Farming/Smart Industry applications and services • Share new IoT hardware adaptation APIs and interfaces to existing infrastructures.
IoT HW/SW developers	• Utilize the available embedded software components • Develop adapters to interconnect their IoT hardware with IoT-NGIN Suite
IoT Service Providers/ Platform Owners	• Investigate interoperability of IoT-NGIN with other generic or IoT specific tools • Develop adapters to interconnect their IoT platform with IoT-NGIN platform • Offer anonymized data to support 3rd party application developers' laboratory testing
Open Source and IoT Community	• Experiment and contribute to existing networks such as AIOTI, BDVA, 5GPPP, NGI and DHI with new open source application building blocks • Build and distribute new IoT applications and services • Utilize IoT-NGIN in new verticals

2.2.1 Leveraging on existing Networks & Communities to activate sustainable IoT Ecosystems

European Digital Innovation Hubs (DIH): IoT-NGIN will ensure sustainability by pushing IoT-NGIN results via the *European Digital Innovation Hubs (DIH)*. INTRA and SYN via the **H2020 DIATOMIC** project have created a network of more than *450 DIHs* in manufacturing, Agrifood and health verticals. In parallel, SYN is involved in **SmartAgriHubs** with more than *150 DIH* in Agrifood and I2CAT manages the IoT Catalan Alliance, which is recognised as a *DIH in Catalonia* and is part of the **AIOTIDIHN**, a network of IoT DIH coordinated by AIOTI. IoT- NGIN will be active in disseminating the projects outcomes through these networks to create further opportunities for the early adoption of IoT-NGIN.

Clusters and Partnerships: IoT-NGIN will define and implement a collaboration roadmap (as part of the dissemination and communications strategy) which ensures that its activities are well orchestrated with similar relevant projects and activities by involving the communities behind these projects in joint research activities where applicable. From the start, IoT-NGIN partners will actively search for collaboration with people and organisations from outside of the consortium to attract awareness, build trust and engage in further development by approaching existing and new clusters of European projects like the **European Institute of Innovation & Technology (EIT)** and its **IoT Large Scale Pilot Programme (LSP)** cluster, among others. These activities are closely related to the dissemination and exploitation goals, while promoting best practices identified through the evaluation of use cases. Moreover, we plan to contribute to selected vertical partnerships, including:

- **FIWARE:** ATOS and ENG are founding members of FIWARE Foundation, which is a large community of more than 6.000 developers, while FIWARE blogs are followed by more than 11.900 people. IoT-NGIN will utilise FIWARE to push IoT-NGIN results to Europe via FIWARE iHUBs and to the world via FIWARE MUNDUS.

- **European Innovation Partnership for Smart Cities and Communities (EIP-SCC):** IoT-NGIN will network in the action clusters where stakeholders will have the opportunity to partner-up with each other and to create synergies in order to more efficiently implement their ideas and drive forward the roll-out across Europe. The outcomes of the Smart City use cases will be showcased in the EIP-SCC Marketplace.

- **European Innovation Partnership for Agricultural Sustainability (EIP-AGRI)** [99]: SYN and OPT will link IoT- NGIN activities EIP-AGRI, participate in events and extract requirements from the EIP in order to host additional agricultural applications to the IoT-NGIN pilots.

- **ERNCIP Project Platform** [76]: fosters the emergence of innovative, qualified, efficient and competitive security solutions, through the networking of European experimental capabilities. INTRA and I2CAT will contribute via the newly created (28 Nov. 2019) ERNCIP early warning zones Thematic Group

- **Public Safety Communication Europe** (**PSCEurope**) [100]: is a forum to exchange best practices on future of public safety. CAP and FVH will push the IoT-NGIN results via close links with PSCEurope members.

- **ENISA Stakeholder Cybersecurity Certification Group (SCCG)** [75]:INTRA will push the IoT

cybersecurity results via already established links with ENISA

- **European Network of Living Labs (ENoLL):** FVH and I2CAT as members of ENoLL will introduce IoT-NGIN as a ENoLL project and bring IoT-NGIN Living Labs results to the community via dedicated events.

Alliances and Association: IoT-NGIN members are quite active in various alliances and associations and have already defined specific areas of interest in each one of them targeting IoT-NGIN impact.

Table 3: IoT-NGIN target Alliances and Associations

AIOTI (Alliance for Internet of Things Innovation) [68]	RWTH will push the IoT-NGIN use case results at AIOTI WG 12: Smart Energy, BOSCH to WG 11: Smart Manufacturing and SYN to WG 06: Smart Farming and Food Security. This participation will be relevant not only for dissemination purposes, but also to engage early adopters.	BOSCH, SYN, RWTH, I2CAT
BDVA (Big Data Value Association) [67]	As a Board Member in BDVA, ATOS will contribute to SRIA4.0 with IoT-NGIN outcomes related to big data management, ML and AI. Furthermore, ATOS leads the TF7.SG9 related to Agriculture, INTRA leads TF7.SG7 Mobility and logistics. I2CAT and INTRA participate in the TF7.SG6 Smart Manufacturing, I2CAT and FVH TF7.SG8 Smart Governance and Smart Cities. These groups will be relevant to introduce the use cases outcomes.	ATOS INTRA I2CAT FVH
GAIA-X Foundation and GAIA-X national hub network	As the Co-Lead of the Circular Economy Task Group at the GAIA-X Foundation, Aalto will take an active role in promoting IoT-NGIN activities and outcomes towards the GAIA-X community. Aalto is also co-facilitating the national GAIA-X hub in Finland for the industry data and smart city domains.	Aalto
5G-PPP [71] **5G-IA** [72] **NetWorld2020** [101]	Partners can heavily leverage the IoT-NGIN innovative concepts of its framework to set the roots for the coming 5G and Smart Networks and Services industrial partnerships as a key enabler of a trustworthy, resilient, sustainable and open next generation IoT.	EDD, ATOS AALTO, SYN, eBOS, I2CAT
NGI (Next Generation Internet) [102]	IoT-NGIN is strongly aligned with the NGI core values and intends to collaborate in all NGI community activities, such as outreach, event organisation, webinars, white papers, among others.	SYN, eBOS, I2CAT, FVH, AALTO

INATBA (International Association for Trusted Blockchain Apps) [74]	AALTO and SYN have applied to become members of the INATBA to push IoT-NGIN inter-DLT and DLT-based Meta-Level Digital Twins results in the association relevant activities.	AALTO SYN
NESSI (Networked European Software and Services Initiative) [103]	NESSI community provides a perfect environment to disseminate the project outcomes, e.g. by contributing insights and experiences to NESSI's roadmaps and whitepapers related to the Next Generation Internet and engaging in NESSI networking sessions and events.	eBOS, SYN
OASC (Open & Agile Smart Cities) and	The vision of the Open & Agile Smart Cities initiative is to create an open smart city market based on the needs of cities and communities. OASC is driven by implementation and focused on open platforms and citizen engagement. FVH is represented at the OASC Technical Committee will also push IoT-NGIN results to OASC.	FVH

2.2.2 Contribution to Standardization Activities

Harmonising and interacting with standardisation bodies is a key activity in IoT-NGIN sustainability. However, in order to have a realistic plan and maximise the impact, IoT-NGIN will target standardisation bodies through partner-established relationships and memberships. IoT-NGIN will target the following standardisation bodies/activities:

Table 4: IoT-NGIN target Standardisation bodies

Standards	**Contribution to IoT-NGIN**	**Partner**
ETSI M2M **OneM2M**	• Service Layer aspects with high level and detailed service architecture • Protocols/APIs/standard objects based on oneM2M architecture • Security and privacy aspects (authentication, integrity verification) • Interoperability, including test and conformance specifications	EDD, I2CAT SU
ETSI GS/FIWARE NGSI-LD [73]	• NGSI – Linked Data – Context Information Management APIs • IoT devices and frameworks integration (NGSI IoT Agents) • NGSI-LD Data models extensions (FIWARE Foundation)	ATOS

3GPP SA3 & NESAS (Network Equipment Security Assurance Scheme) [70]	By focusing on specific verticals, IoT-NGIN can identify potential gaps in the current NESAS requirements and then try to bring in new requirements to 3GPP SA3 filling said gaps.	EDD ABB CMC
5G ACIA (5G Alliance for Connected Industries and Automation) [69]	BOSCH is Chairs the 5G-ACIA General Assembly and EDD is the Deputy Chair, while ABB is a member. As a result, IoT-NGIN will have significant influence in the group and contribute to 5G-ACIA main objective, which is to ensure the applicability of 5G technology for connected industries.	EDD BOSCH EDD
ETSI NFV [104]	If relevant results are available from project work, IoT-NGIN will contribute to the ETSI NFV specification and its activities*. in NFVI evolution, focusing on lightweight virtualisation technologies and IoT NFV Stability, Interoperability, Reliability and Security	EDD
W3C	Contribute to the community groups: Semantic Sensor Networks Community Group (SSN-CG), Federated Infrastructures Community Group (FI-CG) and Agriculture Community Group (AGRI-CG),	AALTO SYN

*Changes made to the content in proposal

2.2.3 Dissemination Activities towards the Research Community

Objective: IoT-NGIN will *increase public confidence and citizens' trust in next generation IoT intelligence* by focussing on dissemination activities in a tangible way, tailored to different audience groups.

Target audience and message: The project plans to address related scientific audience (incl. audience both from the cyber security, communications and the privacy areas) and strategic decision makers (such as stakeholders, ministers of EU nations and general secretaries of investment, head of research departments, professors etc.) in related research facilities (both in industry and academia). IoT-NGIN will disseminate the research and countermeasure concepts and provide guided research directions and stimuli. In order to actively engage not only the consortium partners, but also the members of the Advisory Board in the scientific discussion and to enhance the quality and relevance of the publications. All scientific publications will be available as preliminary versions in the secure area of the webpage with the option of guided forum discussion. Following the general open strategy of IoT-NGIN, the

open access publishing option will be pursued for the above scientific journals and conferences so that the target audience is maximized, simultaneously maximizing the impact of the relevant publications. Yet, for security reasons, any publication will initially get the permission of the Project Security Advisory board.

IoT-NGIN aims to participate in conferences presenting and promoting its vision and offerings. IoT-NGIN partners (both industrial but mainly the research/academic ones) will be encouraged (and financially supported) to publish in Scientific conferences and '***Open Access***' journals whenever appropriate, ensuring accessibility and impact.

Means: Selected magazines, workshops and conferences

Table 5: IoT-NGIN targeted magazines, workshops and conferences

Type	Selected Scientific Magazines & Workshops/Conferences	KPIs
Publication in highly ranked international journals and open access magazines	**IoT & Communications:** IEEE Internet of Things, IEEE Sensors, MDPI Sensors, IEEE/ACM Transactions on Networking, IEE Communications, IEEE Wireless Communications, ACM Computer Communications, Elsevier Computer Networks **Cyber Security/Privacy:** Elsevier Computers & Security, Elsevier The Journal of Information Security and Applications, Springer European Journal for Security, ACM Transactions on Privacy and Security, Frontiers Media Frontiers in Blockchains **Verticals**: Hindawi Journal of Energy, Wiley Int. Journal of Energy Research, MDPI Smart Cities, MDPI Agriculture and Food Research, Open Agriculture Journal	> 10
Contributions in international peer-reviewed conferences and Events	**IoT & Communications:** IEEE Int. Confer. on IoT and Intelligence System (IoTaIS), IEEE World Forum on IoT (WF-IoT), IEEE Global IoT Summit, IEEE Global Conference on IoT (GCIoT), IEEE Global Communications (GLOBECOM), IEEE 5G World Forum, IoT World Forum (IoTWF), ETSI M2M & Connected Objects Show. **Security/Privacy:** Computers, Privacy and Data Protection (CPDP), ETSI Security Week, IEEE Cybersecurity Development Conference, IEEE Int. Conf. on Cyber Security and Cloud Computing, IEEE Global Blockchain Summit, IoT Privacy Summit **Vertical:** IEEE Smart Cities Conference (ISC2), IEEE Smart Grid, IEEE SmartGridComm, IoT Built Environment & Smart City, IoT Developers Conference, Nordic IoT Hackathon, International Conference on Agriculture and IT/Iot/ICT (ICAIT)	> 15

2.2.4 Collaboration Via CSA EU-IoT

The IoT-NGIN project will contribute to the consolidation and coherence work that will be implemented by the CSA (Cloud Security Alliance) EU-IoT supporting the activities defined under "Horizontal Activities" of the topic call text H2020-ICT56-2020.

CSA is working to secure IoT in collaboration with OWASP, Securing Smart Cities, UL, IoT Security Foundation, the Industrial IoT Consortium, U.S. Federal Communications Commission (FCC) and Samsung Robotic Laboratories. The IoT Working Group's mission is dedicated to understanding relevant use cases for IoT deployments and defining actionable guidance for security practitioners to secure their IoT ecosystem. This includes outlining best practices for securing IoT implementations, identifying gaps in standards coverage for IoT security, and identifying threats to IoT devices and implementations.

This requires allocating resources that contribute to clustering their results of horizontal nature, such as interoperability approach, reference architecture, standards, security and privacy approaches and contribution to a co-ordinated dissemination/portal implementation. More specifically, the project will cooperate with the other retained RIA projects funding under this topic ICT56. These horizontal activities will require the participation in workshops.

3 Visual Identity

A unique set of graphical elements have been designed in order to give identity to the IoT-Ngin project. The designed elements are the IoT-Ngin logos, templates for reports, minutes, agenda, and acknowledgement, as well as project presentations.

These elements have been created with three primary objectives:

1. Consistency: The right use of these visual elements will allow for an effective and consistent communication of the project concept and results, i.e. For communication & dissemination purpose.

2. Reusability: These elements can act as a baseline for the partners to write certain documents such as deliverables without the need of thinking about the document design.

3. Appeal: These design elements are finalised while keeping in mind the intended purpose of project's identity, branding and easy recall while giving equal importance to symbolic elements and aesthetics of the design.

3.1 Project Logo

The consortium agreed as a whole on the following logo for this project. We believe that this logo is unique, appealing and easy to recall. Further, it encompasses key elements of this project in a tasteful and subtle design which is easy to reproduce.

Figure 3: Project Logo

3.2 Templates

The graphic charter and logo were the point of reference for designing the communication templates attached below. The templates aim to achieve a consistent project identity within the

consortium as well as awareness and recognition among external stakeholders. The project logo, EU flag graphic and funding disclaimer (along with grant agreement number) is displayed on all templates.

All project partners are encouraged to use the templates in all communication about the project.

3.2.1 Project Decks (PPTs)

Figure 4: Project presentation templates

3.2.2 Project Documents (Word Files/Reports)

Figure 5: Project document template

3.2.3 Deliverables

Figure 6: Project deliverable template

3.2.4 Font/colors definition as a project identity scheme

The primary colour scheme of this project will be comprised of the following three colours:

1. Grey: RGB – 84 84 84

2. Blue: RGB - 0 159 254

3. White: RGB – 255 255 255

All the documents and marketing material related to this project will try to pertain to this colour scheme.

4 Promotional Tools

A careful selection of different promotional tools is used to achieve the communication and outreach objectives of the project and to reach the relevant stakeholders through appropriate channels. This section details the developments made by the project in the use of these selected promotional tools and provides a view into the activities planned in the future.

4.1 Website

The publicly available website of the project is running and accessible to everyone. It is the primary information source of the project describing the project objectives, research areas, outcomes, and partners. The website has been developed by SYN and has been registered at: https://www.iot-ngin.eu/.

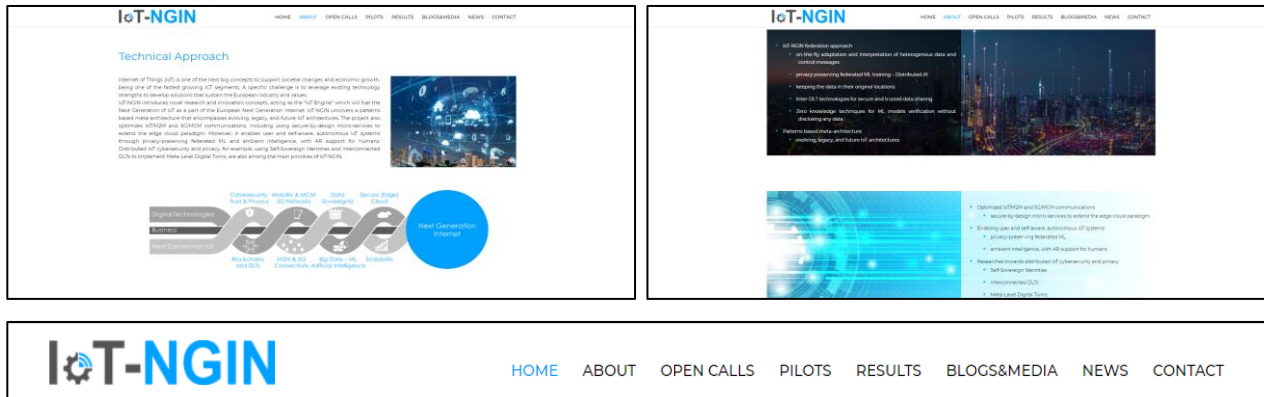Below are some screenshots from the current version of the project website.
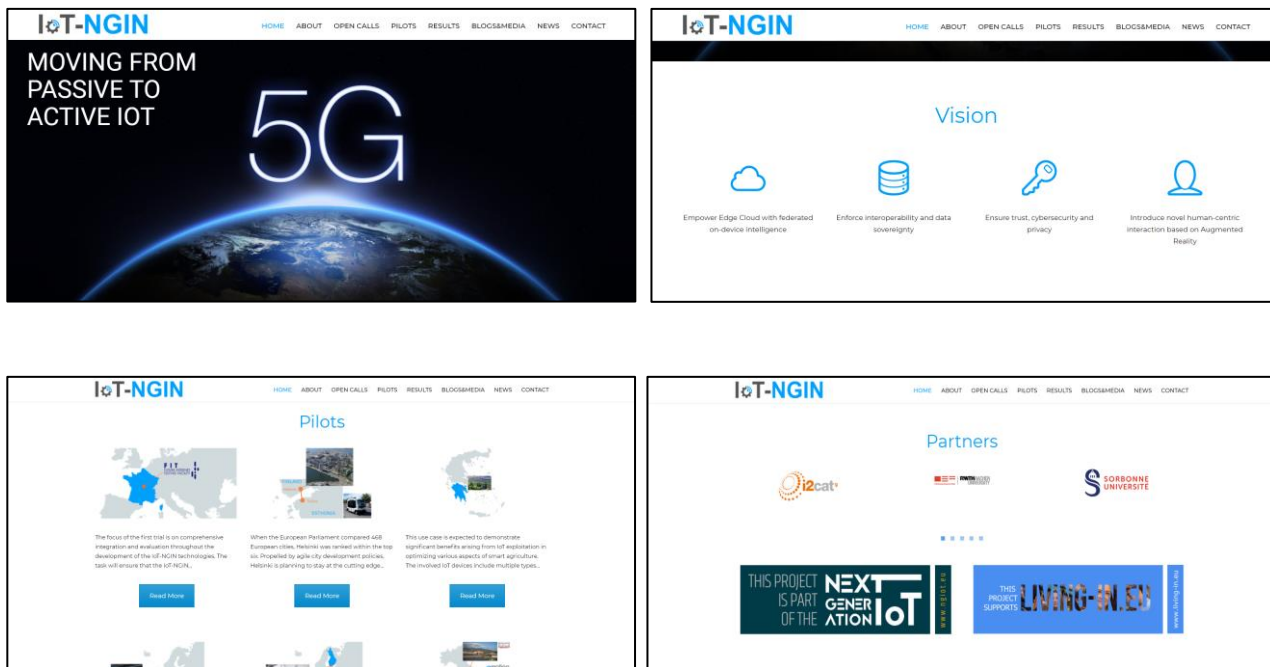
Figure 7: Project website screenshots

The structure of the website is as follows:

1. **Home Page**
2. **About**
   a. **Project**
   b. **Partners**
3. **Open Calls**
4. **Pilots**
   a. Trial 1….Trial7
5. **Results**
6. **Blogs & Media**
7. **News**
   a. **News**
   b. **Newsletter**
8. **Contact**

4.2 Social Media

Social Media channels occupy a highly important place in the communication plan of any EU project. Given their global reach and almost negligible cost, they are a highly cost-effective promotional tool.

For the IoT-Ngin project, we have decided to reach out to relevant stakeholders and audience using **LinkedIn** and **Twitter** as the official mediums for social media dissemination and communication.

LinkedIn: LinkedIn will help us connect with relevant stakeholders and audience. Posts on LinkedIn would generally be more descriptive and one post would be published per event. The LinkedIn page of the project is available at https://www.linkedin.com/company/iot-ngin/
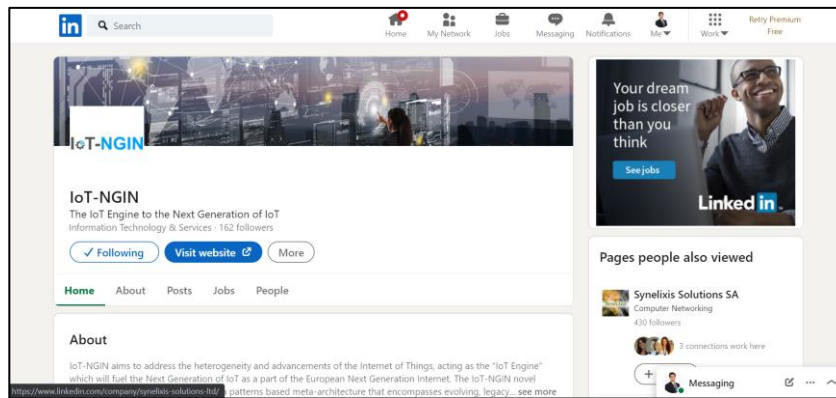

Figure 8: LinkedIn Screenshot

Twitter: Twitter will help us drive the information related to the project with a less targeted mode of communication. The posts on Twitter will be shorter due to character limit and would be used to post multiple updates for each event. We intend to spread these posts to all our audience & would not be targeting specific stakeholders. The twitter page of the project is available at https://twitter.com/IotNgin
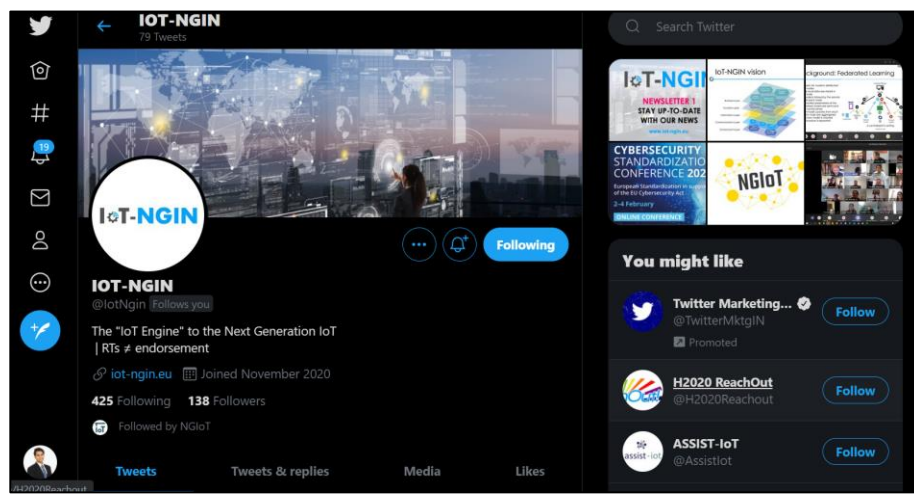

Figure 9: Twitter Screenshot

In line with the guidelines of social communication and dissemination, we have informed the Project Officer about the social media handles and groups created for this purpose. The accounts also include the **required disclaimers** which are prominent in nature.

4.3 Newsletters

The project newsletters will be published on bi-annual basis throughout the project duration. The first newsletter has been published in Feb 2021. The same is also available on the website.

Figure 10: Newsletter Screenshot

Table below provides the schedule for the newsletters of IoT-Ngin. For each edition of the newsletter, two to three consortium partners will be responsible for creating the structure and creating and collating the content. The newsletter will then be circulated to the consortium partners for feedback. These comments will be integrated, and the newsletter will be published on the website and promoted on the project social media handles.

Table 6: IoT-NGIN Newsletter Planning

Newsletter Version	Due	Team	Lead
1	Mar-21	CAP, SYN, FVH	RWTH
2	Sep-21	INTRA, OPT, ATOS	RWTH
3	Mar-22	EMOT, AALTO, ASM	RWTH
4	Sep-22	EDD, ENG, SU	RWTH
5	Mar-23	EBOS, PRI, BOSCH	RWTH
6	Sep-23	CMC, ABB, I2CAT	RWTH

4.4 Blogs

The project intends to post monthly blog posts on the project website to ensure effective communication and dissemination. The first blog post has been uploaded on the website in March 2021.

Figure 11: Blogpost Screenshot

4.5 Marketing Material

The project plans to release multiple versions of project brochures/ fliers and posters throughout the project duration. The first version of the project brochure has been designed by Capgemini Technology Services. The brochure design is included in the annex. The digital version of this brochure will be shared with the consortium partners to be printed and distributed for project outreach and promotion.

4.6 Videos

Three or more videos/podcasts will be released during the duration of the project, with at least one video released per year. These will be short (90-150 seconds) videos including project description, news, interviews, project results etc. The first video is planned to be released by M12 of the project.

5 Evaluating the effectiveness and impact of communication activities

It is important to validate the communication and dissemination efforts by the means of the promotional tools and strategies. Hence, the consortium will depend on the KPIs mentioned in the DoA for the purpose of the same.

KPIs for communication activities (defined in DoA):

The following initial list of KPIs have been set for IOT-NGIN on communications. The list of KPIs will be visited on a regular basis as part of WP8 activities.

Target Goal	Action	KPI	Measure
Ensure direct engagement of major stakeholders and industrial community	Branding and preparation of marketing collateral material	Number of newsletters/blogposts	2 newsletters/year, > 500 blogposts
		Number of leaflets/flyers/brochures	2 of each per year
		Number of posters/Roll ups	2 per year
		Number of videos/podcasts	> 3
		Number of whitepapers published	> 3 for the whole project duration
	Participation and/or organisation of events/ open days/ workshops	Exhibition stands in large events in 5G, Energy, Agri, Smart cities etc	3 (i.e. EuCNC, European Utility Week, Agrotica, and e-World in Essen)
		Number of Open days/workshops organised (in collaboration or not)	2 workshops through the project lifecycle
Ensure outreach to non-specialised audiences		Open Days at trial sites	4 open days with guided presentations
	Engagement of Local authorities & policy makers	Publicity via local media (e.g. newspapers, magazines, TV/Radio)	4 press releases in 4 EU languages 4 appearance in newspapers, TV, radio
		Simplified content at web and media	> 200 posts, > 4000 reads
Grow IoT community and keep regular stakeholder engagement with news and insights	Online & University Training	On-line training sessions	3 presentations,> 100 attendees
		MSc and PhD Thesis	> 4 on IoT concepts/solutions
		Training sessions in relevant events	> 2 with free access, >100 attenders
	Collaboration actions	Number of significant actions in liaison with other projects/initiatives	Establish a collaboration with at least 5 IoT projects & initiatives
	Project website	Visibility/popularity	< 5 results Google page (SERP)
		Number of visitors	>500 visits per year
		Landing pages	> 1 page per topic (events, Labs,…)

	Social media channels	Number of followers in Twitter, Facebook and LinkedIn	> 300 to each one of them from outside the project
		Number of tweets including campaigns & monitor outcomes	> 120 (re-)tweets in year 1 > 300 (re-)tweets in year 2 and year 3
		Number of Youtube video posts	> 10 video posts viewed by >100

6 Conclusions and Next Steps

This deliverable presents a list of marketing and promotional tools employed in the first leg of the project and gives a glimpse of the dissemination and outreach activities and communication channels planned for the remaining duration of the project. A more detailed report of actions triggered for wide and effective promotion of IOT-NGIN will be reported in other WP8 deliverables which are foreseen along the project lifetime. These dissemination and outreach activities will be monitored and tracked closely and regularly to ensure that the dissemination KPIs are met and that the project has a wide and significant reach and impact.
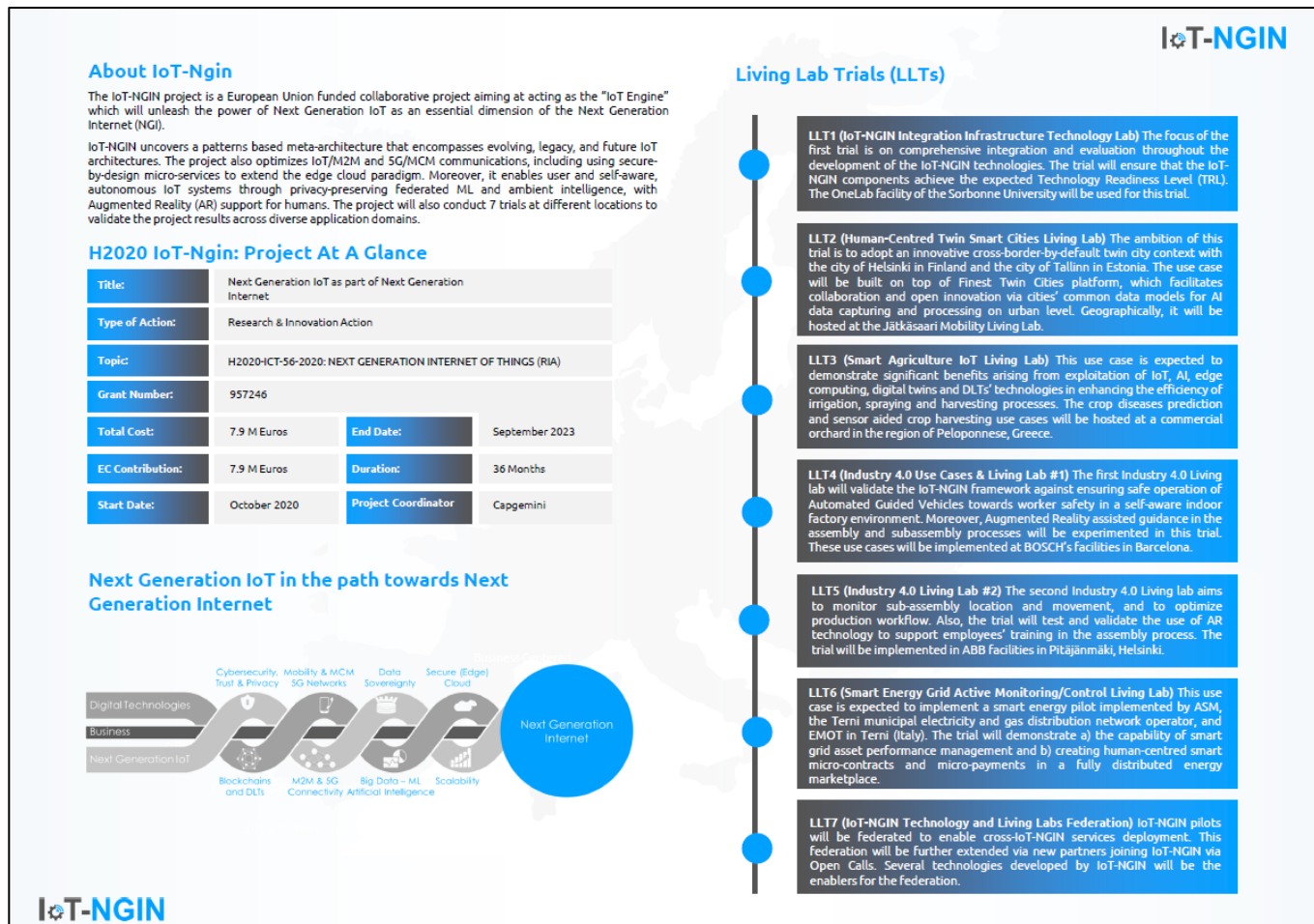
7 Annexures (Brochure)

Figure 12: Brochure Side 1

Figure 13: Brochure Side 2