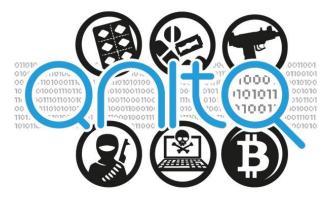


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Advanced Tools for fighting Online illegal trafficking

## D11.2 – ANITA Dissemination and communication plan

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Participant No	Participant organisation name	Short Name	Туре	Country
1	Engineering Ingegneria Informatica	ENG	IND	IT
2	Centre for Research and Technology Hellas CERTH - ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS	CERTH	RTO	GR
3	Centro Ricerche e Studi su Sicurezza e Criminalità	RISSC	RTO	IT
4	Expert System S.p.A.	EXPSYS	SME	IT
5	AIT Austrian Institute of Technology GMBH	AIT	RTO	AT
6	Fundacio Institut de BioEnginyeria de Catalunya	IBEC	RTO	ES
7	Istituto Italiano per la Privacy	IIP	NPO	IT
8	SYSTRAN SA	SYSTRAN	SME	FR
9	Stichting Katholieke Universiteit Brabant	TIU-JADS	RTO	NL
10	Dutch Institute for Technology, Safety & Security	DITSS	NPO	NL
11	VIAS Institute	VIAS	RTO	BE
Law Enforcement Agencies (LEAs)				
12	Provincial Police Headquarters in Gdansk	KWPG	USER	PL
13	Academy of Criminalistic and Police Studies – Kriminalisticko-Policijska Akademija	AoC	USER	RS
14	Home Office CAST	CAST	USER	UK
15	National Police of the Netherlands	NPN	USER	NL
16	General Directorate Combating Organized Crime, Ministry of Interior	GDCOC	USER	BG
17	Local Police Voorkempen	LPV	USER	BE

The ANITA Consortium consists of the following partners:



## **Document History**

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0.2	15/10/2018	Completed version	Masucci, EXPSYS	Document prefinal, ready for the internal review
0.3	30/10/2018	Completed version	Papadopoulos, CERTH	Internal review of the document
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1.0	08/11/2018	Final	Masucci, EXPSYS	Finalisation of the document
1.1	25/01/2020	Final	Masucci, EXPSYS	<ul> <li>Document revised following the reviewers' request:</li> <li>Sections 3.9 and 3.10 updated providing information about possible planned peer-reviewed journals and conferences and KPIs for different Dissemination Actions</li> </ul>



# Definitions, Acronyms and Abbreviations

ACRONYMS / ABBREVIATIONS	DESCRIPTION
ANITA	Advanced Tools for fighting Online illegal trafficking
LEA	Law Enforcement Authority
РМС	Project Management Committee
QCB	Quality Control Board
SAB	Security Advisory Board
URL	Uniform Resource Locator



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## **Executive Summary**

This deliverable "D11.2 - Dissemination and Communication Plan" presents a strategy of how ANITA is aiming to reach a relevant audience in LEAs, business, academia and general public and to create the desired impact among its research and interest community.

The purpose of this document is to provide an initial project communication plan by highlighting target groups and defining internal communication procedures and means. This includes online and offline media, a special focus is set to reach a business audience within the industries covered by the three pilots: counterfeit/falsified medicines (OTFM), drugs, Novel Psychoactive Substances (NPS), weapons and firearms illegal traffic, and terrorism funding.

This report describes the ANITA main communication instruments designed by project partners and published, with the support of screenshots and images taken from the online site and from the dissemination means.

The website, available since M1 at the URL <u>http://www.anita-project.eu</u>, is the main communication channel developed and used by the ANITA consortium. The dedicated server hosting the ANITA website ensures flexibility to choose the most appropriate tools and technologies to support the website's evolving requirement.

The dissemination pack prepared for the ANITA project includes: the official logo of the project, a brochure with the most relevant information about the project aims and benefits introduced and a poster.



## 1 Introduction

The ANITA consortium is targeting all the groups of stakeholders that are likely to affect or to be affected by the project in relevant sectors, such as law enforcement and forensics, the pharmaceutical industries and security as well as ICT and web-related industry.

It should be noted, that the communication plan will be updated and refined throughout the course of the project. Furthermore, there will be subsequent versions in which it will be reported information about activities carried out, namely in D11.3 (delivery date M18) and D11.4 (delivery date M36). Besides communication activities, WP11 comprises dissemination, exploitation and training activities. All these activities need to be tightly integrated in order to optimise the impact.

The official ANITA Dissemination pack and ANITA website timing release was foreseen at M6 in order to allow the consortium to prepare and have available a comprehensive set of channels/tools to be used in the dissemination activities.

More in particular,

- The **project website**, available at the URL <u>http://www.anita-project.eu</u> since M1, has been designed in order to present:
  - description of the project aims and the benefits expected from the research and innovation activities carried out during the project lifetime;
  - o general information about ANITA partners and their expertise;
  - main relevant public information related to activities carried out during the development of the project;
  - updated news and events about security, ethics and privacy, ontology of terrorisms related suspicious data.
- The **Dissemination pack**, prepared and published at the beginning of M4, includes several means designed and published for creating a common and clear graphic layout of the project and for creating a project brand, supporting therefore the dissemination activities carried out by the project consortium. In particular, the dissemination pack includes:
  - a **project logo**, aiming to clearly define a project brand;
  - a **brochure and a poster**, reporting main aims and benefits of the project;
- A **Newsletter:** The realization and publication of periodic electronic newsletters have been foreseen throughout the project. The e-newsletters have the main aim to periodically (every 3 months approximately) share with interested stakeholders relevant information related to the achieved results, to the planned events and in general to the ANITA project's achievements.
- The Social Network presence: Twitter account (active from M4);
- Presentation of ANITA project results at **conferences**, **seminars** and **workshops** targeting both the industry, users and academic communities;
- Presentation of ANITA project results at business sector fairs and events as well as performing events;
- ANITA **events**: e.g. final conference, international workshop for LEAs, national training, informative national workshops;



• specific **press releases** will be realised to target General Press, following the latest requirements of the European Commission.

In the following sections, all the ongoing channels of communication are reported and detailed. The website published is already reported in D11.1- ANITA Website.



## 2 Communication Strategy

The ANITA communication strategy will be the basis to develop a set of market oriented actions during the project and beyond its completion. Major objectives are:

- to raise attention and inform about the development of the project;
- to make project outcomes and gained knowledge available to targeted audiences;
- to show how ANITA adds value to the European society.

At first, the consortium will identify user groups whose needs that can be solved by the project's work. And secondly, it will develop a structured process to inform the general public and specific user groups, in order to demonstrate how the solutions from the project can improve their workflows and productivity.

## 2.1 Communication Phases for the project

There are three major communication phases for the project. The goal of Phase 1 (<u>Stakeholders outreach</u> <u>plan</u>) is primarily to create awareness about the ANITA project, to inform about the project and to initiate community building and inform the market regarding the scope and the objectives of ANITA. Phase 2 (<u>Public outreach and community building</u>) will begin in M7, once the project has developed use cases. The second phase aims for connecting to relevant communities and engaging users to try out prototypes and demonstrate the added value ANITA will contribute to their activities. The last 6 months (31-36) will be the Phase 3 (<u>Final Achievements' Dissemination</u>) with the promotion of Project results. A final ANITA workshop will be held at completion of the project focusing on exploitation of results.



Figure 1: Dissemination and Communication Logic Plan

## 2.1.1 Phase 1: Inform and connect

The first communication phase of the project has two main goals: Firstly, to spread the word and to inform target audiences about ANITAs and its major objectives. And secondly to start interacting with relevant communities for input and collaboration. At this stage, the main channel is Twitter. All Partners are required to promote the account and the creation of a network will be carried out through the study of similar accounts or followers potentially interested in the main hashtag as:

*#cybersecurity, #machinelearning, #AI, #crime, #Weapons #illegal traffic, #Terrorismfund #drugs.* 

In order to make this action efficient, ANITA will use AI tools for automated analysis of tweets and supervised generation of tweets, likes and retweets, starting from online content related to the ANITA topics.



## 2.1.2 Phase 2: Demonstrate, collaborate and convince

The second phase - starting in M7 to M36 - is about demonstrating progress and showing prototypes to targeted audiences. The aim is to engage with target groups and individual users as early as possible and to ask them for feedback and ideas to be reflected in the prototypes. In order to do so, the consortium will set up various activities covering dissemination, exploitation and training activities.

It provides various forms of contact with the public, such as:

- Webinars;
- Hackathon;
- Workshop;
- Events;
- Collaborations with other projects and initiatives.

Complementary, the website - as one of the major communication channels - will provide engaging materials. Of course, the success of these efforts strongly depends on the quality of the prototypes with regard to the pilots. The "Public outreach and community building" phase will be active during the whole lifetime of the project.

One major goal is to create a network of high influencers who will support us in raising awareness about the ANITA project in relevant communities.

Collaboration with other projects and initiatives including EC co-funded projects, namely COPKIT, MAGNETO, CONNEXIONs and SPIRIT, will provide a valuable opportunity for exchanging ideas, findings and approaches. Existing contacts were and will continue to be used for communication and dissemination purposes in order to mutually inform each other about ongoing activities and to pave the way for further engagements.

## 2.1.3 Phase 3: Final Results

The aim of ANITA communication activities is not only to provide individuals interested or concerned with the topics addressed by the project (pharmaceutical crime, intelligence, law enforcement fighting organised crime, etc.) with information about the results of ANITA research, but also to spread information among the general public, addressing those segments of population which may have been completely unaware of the topics and the related results. In order to reinforce the capability and the opportunities to ensure proper visibility and dissemination, ANITA will also rely on the external support (as stated in the official supporting letters) of key organisations which are active at a global level. In particular, a major role will be played by: Provincial Police Headquarters in GDANSK (Poland), VIAS Institute (Belgium), Academy of Criminalistic and Police Studies - KRIMINALISTICKO-POLICIJSKA AKADEMIJA (Serbia), Home Office (UK), General Directorate Combating Organized Crime, Ministry of Interior (Bulgaria), and Local Police Voorkempen (Belgium).

There will be also the support from Turin Local Police (N.I.S.T.), Security Science Center of Óbuda University, Polícia Judiciária, Métropole Nice Côte d'Azur, Romanian Directorate General Logistics and Baden-Württemberg Police, Policia Municipal de Madrid.



## 2.2 **Defining the audience for ANITA**

In order to appropriately tailor the messages and provide a good match with market expectations and user group interests, it is key to identify the relevant target groups. In a first step, the consortium has identified and clustered the following groups. The clustering will enable us to address these groups more effectively:

- Private & Public Companies;
- Data Experts, Regulators;
- Similar Initiatives;
- Scientific Community;
- General Public.

## 2.3 Key channels for target groups

In order to effectively address these different target groups, it is important to notice that - beyond providing information on the website and social networks - each group has its preferred channels. The following Table 1: Target Groups provides a rough overview about the different communities and a list of channels and locations to best reach out to them.

Target Groups	Channels & locations
Private & Public Companies	Industrial events (e.g. CeBIT, European Social
	Services Conference)
	Industrial workshops including webinars
Data Experts, Regulators &	Standardization organizations
Initiatives	LEAs, Government bodies
	Data analytics, Big Data industry events such as
	BDVA, Open Data Forum
Scientific Community	Conferences
	Journals
	Webinars, Summer schools and Hackathons
General Public	Marketing Material (online & print)

Table 1: Target Groups



## **3** Communication and materials

The following chapter gives an outlook on how different media is used to spread the message. Firstly, ANITA will introduce key elements of the project identity such as logo and claim. Secondly, it will describe the major communication channels including a plan of how they are going to be used.

Specific tools and communication material have been realized and published with the main aim of providing project partners with adequate means for carrying out dissemination activities.

The dissemination material has been developed for being used according to different communication needs and to various event typologies.

The communication material of the project consists in:

- ANITA graphic identity;
- ANITA brochure: to be printed and distributed in events/meetings and to be sent electronically via email for presenting the project;
- public project web site;
- ANITA Twitter account.

Communication material will be refined periodically in order to be aligned with the status of development of the project.

## 3.1 ANITA graphic identity and logo

The project dissemination activities started with the setting up of a project graphical identity, with the purpose of maximizing the visibility of the project. In order to provide a coherent and consistent graphic identity to the ANITA project, self-explanatory graphic was designed.

The graphical representation makes use of images that clearly identify the message of the project purpose with the aim of strengthening the project brand and messages delivered by project communications.

To this end, a common layout was designed to be used in all ANITA documents in order to create a graphical identity to be used in all the documents and dissemination material:

- deliverables (public and restricted);
- presentations;
- tweets;
- reports and dissemination tools (Brochures, Project website, posters)

All this material includes the project logo and the predominant colours associated to the project: light blue, black and white.

Concerning the project Logo, it has been realized in order to easily communicate what is ANITA and which the ideas behind the project are. It includes the name of the project (ANITA), as well as a graphic realization of the concept related to the project purpose: supporting investigations.

The ANITA logo is used in every event.





Figure 2: ANITA logo

## 3.2 Project flyer

In order to ensure the creation of paper dissemination material, a brochure was designed at the beginning of the project.

The ANITA flyer has the aim to communicate clearly what ANITA is and which purposes it has to all target groups and in particular to LEAs, counter terrorism agencies, research and industrial communities and general public.

The brochure contains a short description of the ANITA project, its main aims and goals and an overview of the expected benefits brought by the project results to stakeholders.

Brochures are used in the project activities both in printed form and in electronic form: printed brochures are distributed during the official project events and during other events attended by project partners; electronic brochures are sent via email in any communication which need to present the project to new stakeholders. The brochure is also available in the homepage for the download in pdf format.

The brochure is being refined at the present stage in order to take into account modification of partners' graphics and refine the content provided in the brochure.

The flyer will primarily be used as a giveaway on conferences. The main objective of the flyer is to provide a first overview about the project, its goals and its members. For further information users are encouraged to go to the ANITA website and to keep in contact via Twitter. A second version of the flyer will focus on exploiting the pilots. At a later stage the consortium will decide whether it is suitable to have one flyer to cover all pilots. Alternatively, it could introduce each pilot on an individual flyer.

In the following figures, the brochure is reported.



#### **PROJECT ID** PARTNERS DURATION: **36** months (*May 2018 – Apr 2021*) PARTNERS: SYSTRAN RSSC 17 partners from 11 countries (France, Greece, Italy, Spain, Austria, Nederlands, Belgium, Poland, Serbia, United Kingdom, Home Office JADS= **IBEC<sup>9</sup>** Politie FUNDING: Voorkempen CERTH CONTRE FOR HISLAND & TECHNOLOG PULITIE CALL IDENTIFIER: YAN WEAPONS SYSTEM **PROJECT COORDINATOR:** -UNITED KINGDOM METHER Inclusion ITSS Defection References Biddey & Becoming ANITA is a project funded by the European Commission This project has received funding from the European Union's Horizon 2020 Research and Innovation program under Grant Agreement **n\*787061** REPUBLIC

#### Figure 3: ANITA brochure, side A

# FUNDING ADVANCED TOOLS FOR FIGHTING **ONLINE ILLEGAL TRAFFICKING** www.anita-project.eu

## ANITA

ANITA will design and develop a novel knowledge-based user-centred investigation system for **analysing** heterogeneous (text, audio, video, image) online (Surface Web, Deep Web, DarkNet) and offline content for fighting financing terrorism, illegal trafficking of drugs, counterfeit medi-cines, NPS and firearms.

#### Α.

Innovative data source analysis of crypto-currency network and transactions and blockchain technologies.

#### Β.

Advanced Big Data analytics tools for automodal content of the identified sources.

#### C.

Sophisticated methodologies for capturing, modelling and inferring knowledge in human understandable forms, extracting relevant and new knowledge from

#### D.

Development of an adaptive, cognitive user modelling framework that will capture, analyse, interpret, mimic and integrate key human cognitive and information processing functions.

#### E

Incorporation of human perception/ cognition principles in the system

Domain-related and user-oriented intelligence applications to **identify patterns** for spatial, temporal and causal correlations among illegal trafficking events, entities and

#### G \_

Support decision-making processes for countermeasures In-depth interdisciplinary analy-sis of the online illegal

#### **MAIN GOALS**

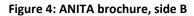
ANITA's primary goal is twofold:

To boost the LEA's investigation process in a layered juridical and ethical approach and to significantly increase their operational capabilities, by introducing a set of innovati-ve tools for efficiently addressing online illegal trafficking challenges

#### 2 -

1

To significantly facilitate the novice officers training process and to optimize the learning curve.





e demonstrat nents.

#### PILOT

#### DRUGS AND MEDICINE \*1

The key purpose is to detect and further monitor drugs, NPS and medici-ne trafficking activities from online transactions that are realized through the Public Web, as well as Deep and **Dark Nets** 

#### WEAPONS

ANITA aims at providing automated services for detecting weapon

TERRORISM FUNDING ANITA will provide means for retrieving relevant online information through the Web crawling services and those tools that are needed for the analysis of heterogeneous collected multimedia information.



## 3.3 **Project poster and roll up**

A poster presenting the main information about the project will be designed and published, with the purpose of being used and shown during project events where ANITA will be represented by project partners.

The poster will be developed in a vertical format to allow partners to expose it during conferences or in other events. It will be refined during the project life in order to take into account the project status advancement and other eventual needed changes.

The main objective of the project roll-up will be to attract the attention of interested users. It will be used as a "door-opener" for booth talks at conferences and to get into contact with interested users. Next to a highly attractive visual, the roll-up will show the project goals and will display a general model to explain the basic platform architecture.



Figure 5: ANITA Rollup

## 3.4 Project e-newsletter and Community building

In order to maintain a high interest of stakeholders towards ANITA activities and results, the realization and publication of periodic electronic newsletters (e-newsletter) have been foreseen throughout the project. The e-newsletters have the main aim to periodically (every 3 months approximately) share with interested stakeholders relevant information related to the achieved results, to the planned events and in general to the ANITA project's achievements.



The e-newsletter will be realized through plug in and managed from the back end of the ANITA website. The document will be published in two forms: on the one side it will be distributed to all registrants by email in a html form; on the other side a pdf file is also created and uploaded in the public area of the ANITA Web site, to be available to people visiting the website after the e-newsletter publication.

In the ANITA website, a newsletter section will be created to enable visitors to subscribe themselves to the newsletter, in order to receive it to their email address. The content of the newsletter should also be distributed by each Partner's newsletter (if available).

The target groups for the dissemination activities, beyond the members of the Advisory Board, are the End Users, mainly LEAs – especially counter terrorism and departments fighting organised crime – and other potential customers/users (policy and decision makers).

## 3.5 **Project website and online collaborations**

The public ANITA website, available at the URL <u>http://www.anita-project.eu</u> since M1 is the main online communication mean developed and used by the ANITA consortium.

The Website has the following aims:

- ensuring adequate presence of the ANITA project on the web;
- informing target groups and general public about the aim and objectives of the ANITA project;
- disseminating project's activities and initiatives;
- supporting the creation of synergies with similar projects to attract and concretely involving the relevant actors within the framework of forensic data manipulation and analysis;
- being the main tool to communicate, transfer knowledge and exchange information facilitating the collaboration between the potential users and the further extensions and adoption of the project outcomes.

The website will be kept updated with relevant information and public materials produced by the ANITA consortium, including information about ANITA presence at conferences, events and fairs, ANITA publications, both scientific and informative, and other relevant mentions about ANITA and its results in relevant channels. The website also includes a reserved area for internal documentation exchange/versioning and User space

The project website structure is described in detail in the Report D11.1 – ANITA Website.

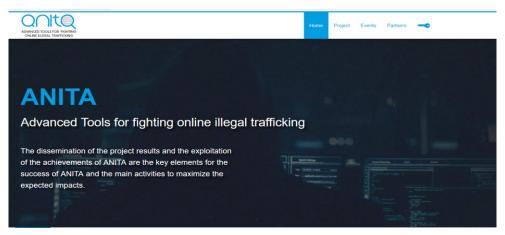


Figure 6: Header of the Home Page of the ANITA website



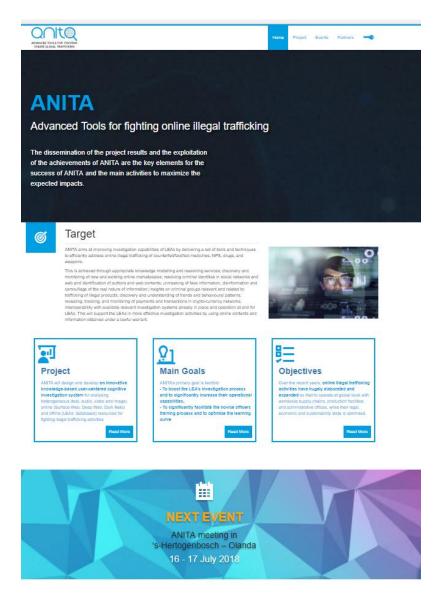


Figure 7: ANITA Public website – Home

The website is linked to other Social Media dissemination channels such as Twitter. By linking to these platforms it is expected to increase the impact. Users who only follow ANITA on Twitter might get the chance to read more about the project in general when linked to the website.

An important aspect of the website is that all partners will have the opportunity to publish blog posts on their specific areas of expertise, which can be in the form of articles, short training videos etc. For this purpose, the constituum will initiate a publication schedule as follows.

Deadline	M7	M8	M9		M36
Торіс	Topic 1	Topic 2	Topic 3	Ecc	Торіс х
Editor	Partner 1	Partner 2	Partner 3	Partner 4	Partner x
Reviewer	Partner 8	Partner 1	Partner 5	Partner 6	Partner y

 Table 2: Exemplary website content plan



## 3.6 Social Network.

Dissemination of ANITA through Social Networks channels to communicate concepts and results in social networks are focused on Twitter. Moreover, videos will be uploaded in YouTube. Also blogs related to security will be targeted in dissemination actions. The ANITA Twitter account **@AnitaProject** available at the URL <u>https://goo.gl/wbNq8n</u> since M3 is the main social network presence. Twitter is appropriate for fostering project results; targeting specific audiences that can benefit from the ANITA results; and showing the project results to the relevant stakeholders online communication.



Figure 8: ANITA Twitter – Banner



Figure 9: ANITA Twitter - Examples

In order to connect to already existing communities, ANITA will make intense use of the following hashtags: *#machinelearning, #cybersecurity, #terrorism, #semantics, #bigdata, #H2020.* 

ANITA will closely monitor Twitter in order to identify new relevant hashtags at an early stage.



ANITA will use an innovative tool for the analysis of its Twitter activities developed by FBK<sup>1</sup>.

## 3.7 Activities, meetings and events.

In order to constantly collect the activities that the partners carry out in their territories, a template (xls file) has been shared in which various types of events are configured. Each Partner must constantly update its contents.

## Type of Activity

- A. [Organisation of a Conference];
- B. [Organisation of a workshop];
- C. [Press release];
- D. [Non-scientific and non-peer reviewed publications (popularised publications)];
- E. [Exhibition];
- F. [Flyers training];
- G. [Social media];
- H. [Web-site];
- I. [Communication campaign (e.g radio, TV)];
- J. [Participation to a conference];
- K. [Participation to a workshop];
- L. [Participation to an event other than a conference or workshop];
- M. [Video/film];
- N. [Brokerage event];
- O. [Pitch event];
- P. [Trade fair];
- Q. [Participation in activities organised jointly with other H2020 project(s)];
- R. [Other];

## Type of audience:

- A. [Scientific Community (higher education, Research)];
- B. [Industry];
- C. [Civil Society];
- D. [General Public];
- E. [Policy makers];
- F. [Media];
- G. [Investors];
- H. [Customers];
- I. [Other]

Those activities are published on the communication channels of the Projects.

<sup>&</sup>lt;sup>1</sup> Fondazione Bruno Kessler <u>https://www.fbk.eu/it/</u>



	Dissemination and Communication Activities									
No.	Type of Activity	Partner responsible v		Date/Period (Start date/ end date DD/MM/YY' -	Place (City, Country) - only ( event	Type of audience - Please use the possibilities from field (see belc -	Estimated Number of persons reach	Countries addressed (EU, worldwide. ES etc.) 👻	Language 👻	Comments / Description
1	H) [Web-site];	EXPSYS	Article on ES website	15/05/18	online	ALL	1000	worldwide	IT	Article on ANITA
2	H) [Web-site];	EXPSYS	Publication of ANITA webpage	15/05/18	online	ALL	1000	worldwide	EN	ANITA Homepage
3	G) [Social media];	EXPSYS	News om ES Newletter	03/06/18	online	ALL	2500	worldwide	EN	Article on ES Newletter
4	G) [Social media];	EXPSYS	Twitter news	18/07/18	online	ALL	1000	worldwide	EN	Tweet informing General Assembly
5	<ul> <li>B) [Organisation of a workshop];</li> </ul>	SYSTRAN	Pure Neural <sup>®</sup> Machine Translation powering businesses	08/11/18	Paris	ALL	1000	EU	EN	ANITA project as sponsor to the SYSTRAN Community Day 2 allowing to the consortium to talk about ANITA Objectives and actions
6	G) [Social media];	SYSTRAN	Twitter news	24/09/18	online	ALL	3000	worldwide	EN	started disseminating ANITA via the social media

#### Table 1: Dissemination Activities M1-M6

Figure 10:ANITA Dissemination Activities DB - Examples

## 3.8 Partner specific dissemination plans.

We can consider three different types of Partners:

## **3.8.1** Type A – (business driven)

It will leverage on its expertise and consolidated network to disseminate project results through the following channels:

- Its official web site;
- Official Internal Blog;
- Official newsletter;
- Social networking activities

When using Twitter, each Partner must add "@ANITAProject" to its message (if related to the Project).

## 3.8.2 Type B – (Academic)

It is focused on research and dissemination by publishing results in well-known and widely read international venues, performing presentations in international scientific workshops and exhibitions, participating in seminars and talks organised for specialised audiences and publishing on Web and social media channels.

Scientific papers and articles will also promote possible follow-up research activities.

It's very important to share this contents / results with Zenodo (<u>https://zenodo.org/</u>)

## 3.8.3 Type C – (LEAs)

It will leverage on its network to disseminate project results, mainly through the following channels:

- Its official web site;
- Social networking activities

When using Twitter, each LEA must add "@ANITAProject" to its message (if related to the Project).

Innovation within ANITA will be pursued not only through the consortium's efforts and success in researching and developing new products and services, but also through demonstration, piloting, proof of-



concept and validation activities operating close to all end-users and the market. Special attention will also be given to the widest possible use of knowledge generated by the supported activities up to the commercial exploitation of that knowledge and accelerate the deployment and diffusion of innovative products and services into the market. Through the geographical dispersion of ANITA consortium, a transnational research and innovation network is already established and will be further expanded throughout the project, and will integrate the knowledge triangle - research, researcher training and innovation in areas of key societal challenges and promote international cooperation with non-EU countries.

Each Type of partner will define potential target conferences, workshops and community meetings and update/communicate its plan to the Coordinator periodically (every 3 months approximately).

## 3.9 Project KPI

Below is reported a Schema with Project communication and dissemination KPIs.

	General communication	
1	Project logo, leaflet and brochure	1
2	web site at M3	1
2.1	at least 2500 visitors	2500
3	Social Network	
3.1	Account Twitter	1
3.2	Account Facebook	1
3.3	Account LinkedIn	1
3.4	At least (globally) follower/likes	1000
4	Video	1
4.1	Account in youtube	1
5	a newsletter every 3 month (at least 10)	10
5.1	at least 200 organization/contact	200
	Articles / publication	
6	Peer-reviewed publications	24
6.1	peer-reviewed conference paper	12
6.2	peer-reviewed journal paper	12
7	Article on sector magazines (also online)	6
8	Press release for general press	8
9	Active participation in relevant Blogs	2
	Conference Participation	
	Presentation of ANITA in international conferences,	
10	seminars and workshop	8
10.1	Distribution of leaflet in such events	200
11	Summer School	1
12	Presentation of ANITA in business sector fairs	6
12.1	Distribution of leaflets in such events	200



## **ANITA events organization**

	Organization of round Table for discussing on	
13	regional and national level results of the project	6
13.1	Pamphlets from the round table	6
14	international workshop for LEAs	1
14.1	at least attendees	75
15	final conference	1
	Training	
16	National training Workshop for LEAs	3
16 16.1	National training Workshop for LEAs at least attendees	3 30
		-
	at least attendees	-
16.1	at least attendees National training Workshop for policy makers,	30

In the future version of this Report (11.3 and 11.4) the % of progress on those KPIs will be reported.

It's very important to keep updated this list and communicate the goals to public and scientific community, so the Task Leader has often remembered all the partner (and in particular the Scientific ones) to systematically update it (all items!) and share this information with their Media, too.

For example, when a paper is accepted in a Conference, a Tweet can be posted by the Partners' Account, including the name of ANITA (@AnitaProject) and ANITA can retweet it.

## 3.10 Planned peer-reviewed journals and conferences:

Conference/Journal	Date
EUSIPCO 2020 (conference)	1st half of 2020
ESOCC 2020 (conference)	1st half of 2020
ECCV 2020 (conference)	1st half of 2020
IEEE Transactions on Multimedia (journal)	2nd half of 2020
Frontiers in Neuroinformatics (journal)	2nd half of 2020
IEEE Transactions on Affective Computing (journal)	2nd half of 2020
QoMEX 2020 (conference)	2nd half of 2020



## 4 Conclusions

The Dissemination pack, including graphic identity of the project, brochures and posters for the project dissemination at events and with target groups have been prepared, published and distributed to project partners for being used in their dissemination activities.

The public website has been developed and published at the address <u>www.ANITA-project.eu</u> within month 1 (as planned in the DOA). The website contains updated information about the project scope, aims and benefits; the project documentation and all the available and publishable results will be provided (when available) in the "Project Results" section.

From the website, the ANITA e-Newsletter will be activated and information about project progress and other news of interest, related to the topic, will be provided, contributing to publicly and widely disseminate the project goals and results towards the target groups of the project.

The website is the main communication channel for the project and it will be used as reference to address people to get more information about the project, making also available to download the ANITA dissemination material that will be produced in the project lifetime.

The ANITA Web Site will be constantly updated with information and news, to keep people interested and updated about the project progress, and other information such as the list of the other projects collaborating with ANITA.