



TRUSTEE

Trust & Privacy Preserving Computing Platform For Cross-Border Federation Of Data

TRUSTEE D6.3 Dissemination and Communication Strategy and Plan

Work package	WP6: Market Shaping, Scale-up Business Models and Socio-Economic Impact & TRUSTEE Outreach and Awareness Generation
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GLOSSARY OF TERMS AND SOCIAL MEDIA

Consortium = A consortium is a team made up of two or more people, businesses, or governments that collaborate to accomplish a single goal.

LinkedIn = LinkedIn is the world's largest professional network on the internet, designed specifically for the business community.

CBMLbox = Internal project management and file sharing platform at: (accessible by TRUSTEE partners only).

Twitter = Twitter is a free social networking site where users upload statuses (short posts), known as tweets, and share others' tweets, known as retweets.

YouTube = YouTube is a free platform for uploading videos.

LIST OF ABBREVIATIONS AND ACRONYMS

AI = Artificial Intelligence

D&C = Dissemination and Communication

KPIs = Key Performance Indicators

WP = Work Package

1. EXECUTIVE SUMMARY

The TRUSTEE Project Activities have established aspiring goals to contend with a huge challenge among EU countries; the improvement of the availability and quality of multidisciplinary big-data sources, from various sectors, in a trustworthy, fair, responsible and environmentally friendly manner, across the data lifecycle to enable data sharing and manipulation, in compliance with prevailing and emerging legislation. It is TRUSTEE's mission to combine technological and social innovations, for secure and sustainable data operations (e.g., by optimising/minimising/de-centralising processing, transfer and storage of data and avoiding unnecessary data manipulations, as well as technologies and solutions for fair and ethical collection, processing, and manipulation of these data), in line with the principles of responsible/trustworthy AI by using a co-development approach as backbone methodology.

The communication and dissemination activities are part of WP6 and will run from the first month of the project until its completion. Undoubtedly, a clear communication and dissemination strategy is critical for raising public awareness about the project's benefits to the targeted audiences and disseminating projects' results to accelerate adoption throughout the society.

This document describes the overall strategic approach for the TRUSTEE's communication and dissemination as well as the channels and materials planned and designed for this purpose. The communication and dissemination strategy establishes the objectives for the project's dissemination and communication activities. Early on in the project, putting the idea and concept into practice and guaranteeing community and user participation in pilot actions are the main priorities. It is significant that the importance of the project is widely understood by the public. Later, the main focus of the TRUSTEE's communication and dissemination plan will be to ensure that the project's outputs and results are widely communicated to the appropriate audiences (scientists, stakeholders, society), at appropriate times along the project lifetime. The ways to reach the target audiences depend on the Consortium's work progress states.

During the project, this Communication and Dissemination plan will be updated and adapted in line with the project's progress and as per the feedback received by the community and the project's partners. Thus, this is a living document.

A set of annexes are also included in this report, comprising: (a) a list of relevant events; (b) a list of relevant journals. Periodically, new options will be added to both of the lists.

The strategic approach for dissemination and communication is developed according to the Horizon Europe guidelines. This deliverable was done as part of WP6: Market Shaping, Scale-Up Business Models and Socio-Economic Impact & TRUSTEE Awareness Generation. This Dissemination and Communication plan will be a living document, that will be updated as the project progresses and evolves, taking into account community and consortium's feedback.

2. INTRODUCTION

2.1 PURPOSE OF THE DOCUMENT

The current deliverable aims to consolidate TRUSTEE's strategy by defining goals, identifying the most efficient means, and developing a detailed plan for implementing Dissemination, and Communication (D&C) activities. It needs to be ensured that the project's results and outputs can be widely disseminated to the designed and appropriate target groups. It is vital to establish a concise dissemination and communication strategy with a predetermined scope and carefully defined goals so that all the partners of the Consortium can contribute to these activities and share opinions. Thus, this deliverable serves as a handbook for use by the TRUSTEE partners. To that end, the D&C plan outlines the objectives, tools, materials, and channels to be used in order to effectively disseminate TRUSTEE activities, achievements, and tangible results to targeted audiences, while also serving as the foundation for successful commercialization and market uptake of TRUSTEE solutions.

2.2 INTENDED READERSHIP

This deliverable is communicated both internally within the project consortium and externally to any parties that may be interested in the project.

Firstly, the intended readership of this deliverable is the members of the TRUSTEE consortium, and the European Commission. The goal of this specific deliverable is to function as a guide for the TRUSTEE partners to understand the communication and dissemination activities, their roles, how they can make an impact and communicate their opinions.

Last but not least, this deliverable will be openly accessible to external stakeholders, upon its official acceptance by the European Commission. This deliverable's goal is to raise awareness about the importance of the TRUSTEE project and its dissemination and communication activities, and to attract interested parties, thus it will be uploaded to TRUSTEE's website for everyone to see.

TRUSTEE D6.3. TRUSTEE Dissemination and Communication Strategy and Plan

2.3 RELATIONSHIP WITH OTHER TRUSTEE'S TASKS AND DELIVERABLES

Deliverable	Lead partner	PU/CO	Due Date
D6.4 TRUSTEE Outreach, Dissemination, Standardisation and Communication Activities V1	ADR	Public	M12
D6.5 TRUSTEE Outreach, Dissemination, Standardisation and Communication Activities V2	ADR	Public	M24
D6.6 TRUSTEE Outreach, Dissemination, Standardisation and Communication Activities V3	ADR	Public	M42

Table 1. List of linked deliverables with D6.3

3. COMMUNICATION AND DISSEMINATION DEFINITIONS

3.1 COMMUNICATION AND DISSEMINATION IN EU FUNDED PROJECTS

In order to define the overall strategy tailoring the operational implementation of the D&C activities, it is important to include the definitions of communication, dissemination and exploitation. The present document is a public deliverable, and as such it will be available online with unrestricted access. We consider it necessary to define the above definitions, so the general public can better understand the project's plan. After all, TRUSTEE aims to seamlessly integrate the definitions for communication, dissemination, and exploitation into its own work as a Horizon Europe funded project.

3.1.1 WHAT IS MEANT BY COMMUNICATION?

Communication is about reaching out to the society and showing the impact and benefits of EU-funded projects. It also consists of informing and promoting the projects as well as its results and success. Communication concerns multiple audiences beyond the project's own community (including the media and the broad public). The definitions used are explained in the following webinar: <https://www.youtube.com/watch?v=gyXIYDkXQ2E>

3.1.2 WHAT IS MEANT BY DISSEMINATION?

Dissemination is about making the results of a project public, not only by scientific publications in any medium. Dissemination promotes the circulation of knowledge and results to the ones that can make best use of them and it enables the value of results to be potentially wider than the original focus. Undoubtedly, it is an essential element of all good research practice and a vital part of the project plan as it strengthens and promotes the profile of the project. Its main focus is the results, and it aims to describe and ensure that the results are available for audiences that may take interest in the potential use of the results.

3.2 TRUSTEE DISSEMINATION ACTIVITIES

The dissemination strategy and activities defined in this deliverable adhere to the guidelines and best practices that have been thoroughly achieved by the partners, as well as the EU Guidelines for successful dissemination. The identification and mapping of targeted stakeholders (whom to disseminate to) and understanding of the needs and characteristics serve as the focal point of the TRUSTEE overall dissemination strategy, allowing clear and concise messages (what to disseminate) to be tailored to the various target audiences.

4. OBJECTIVES

The main goal of the dissemination and communication strategy is to identify and organise the activities that will be carried out in order to maximise the project's influence and to promote commercial routes for the project's results. To ensure the widest possible dissemination of the project and to increase its impact and outreach, the dissemination and communication strategy aims:

- To develop and put into action the TRUSTEE dissemination and communication plan in order to stimulate and promote the adoption of the TRUSTEE results.
- To design and maintain the project's website, as well as to promote the TRUSTEE Action's brand.
- To promote the adoption of the TRUSTEE ecosystem by disseminating and communicating TRUSTEE news and outcomes.
- To encourage the widespread implementation, testing, and use of the TRUSTEE Ecosystem throughout Europe.
- To monitor how people are responding to the communication and dissemination efforts.

5. AUDIENCES AND APPROACH

5.1 TARGET AUDIENCES

The European Union countries will be the project's target sector, beginning with the pilot where TRUSTEE technology will be demonstrated. The presence of companies and research organisations in the project's consortium, combined with demonstration activities, will help raise awareness and create a positive momentum around TRUSTEE. Following the establishment of a European presence, the next step is international expansion, particularly in the United States, which is regarded as one of the most lucrative regional markets.

The dissemination and exploitation strategy of the project focuses on the following target groups:

1. Data economy sector

Communication activities aim to reach leading industries decision makers such as telecom operators, IT equipment manufacturers and inform them about the latest developments and the latest research results.

2. Scientific Community

Communication activities are also expected to reach the scientific community, focused mainly on Data economy applications, middleware design, data privacy methodologies, events analytics. This can be considered as a prominent target audience.

3. Facilitators

This deliverable is also targeted to EU Institutions (European Commission, European science foundation), National public authorities (industrial committees, ministry, and regional councils), Standardisation Bodies, Related EU-funded Institutions, NGOs.

4. General Public

Consists of a diverse range of stakeholders, such as citizens, students, and non-governmental organisations (NGOs) who may gain from the TRUSTEE's project's outcomes.

5. Academia

Researchers from both academia and industry will be committed to disseminating the advantages of using TRUSTEE's concepts and technologies, as well as to transferring and promoting the scientific and technological know-how generated within the project.

Given that the identified target groups cover a wide range of sectors, from high-level to low-level stakeholders, a different approach-dissemination plan is required for each target group.

5.2 KEY MESSAGES

The following project details will be communicated to the appropriate audience.

Target Audience	Key messages
Data economy sector	'Solutions' that are ready to use, as well as lessons learned and recommendations
Scientific Community	Vision (objectives, strategic relevance) and key facts 'solutions' that are ready to use, as well as lessons learned and recommendations
Facilitators	Major TRUSTEE outcomes to receive feedback for improvements
General	Achievements and results
Academia	Research Technical results

Table 2: Target Audience & Key Messages

6. COMMUNICATION TOOLS AND TECHNIQUES

From the beginning of each duration, a strong brand identity has been developed for the TRUSTEE project. This includes a logo that was carefully designed by a professional to meet the project's requirements, some templates that incorporate the TRUSTEE brand guidelines as well, website and social media that can help communicate the project on a wide scale.

6.1 LOGO

A logo is a foundation for the brand identity. Thus, TRUSTEE's communication tools include a logo that was carefully designed by a professional to meet the needs of the project. The logo was created to make a good first impression of the project and to grab attention. It was critical that the logo would incorporate the project's values, purpose, mission and quality.



Figure 1: The TRUSTEE Logo

The designed logo incorporated rules of semiotics, meaning that each element chosen represents something. First of all, triangles are associated with stability, ingenuity, energy and power. Even though triangles are commonly used in art associated logos, the semasiology behind them suits TRUSTEE as well. In addition, rectangles represent stability. Also, they are a trusted familiar shape that represents honesty, solidity and balance. It is important to note that six (6) shapes are being used, because TRUSTEE has six (6) pilots.

As for the colours used, firstly green can be seen. Although green is traditionally associated with the environment, it also represents ambition and balance. Then, orange is also used. Orange is a dynamic colour that promotes engagement, and it is also eye-catching. Additionally, yellow is being used; this translates to friendliness as it is TRUSTEE's goal to be seen by the general public. Furthermore, blue is also used as it is a colour strongly associated with technology and it also represents power, integrity and seriousness as well as loyalty and security. Last but not least, light blue was chosen, in order for reliability to be represented.

6.1.2. CORRECT / INCORRECT USE

The official TRUSTEE logo must not appear in any other colour. It should not be rotated, skewed, scaled, redesigned, reproduced, altered, or distorted, as these actions will alter the quality of the logo, and the logo's elements will be lost. Other logos, words, graphics, photos, slogans, or symbols should not be used in conjunction with the TRUSTEE logo. Some examples of incorrect use of the TRUSTEE logo can be seen in Figure 2.



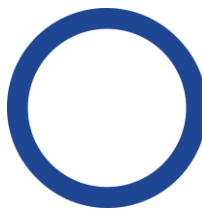
Figure 2: Incorrect uses of TRUSTEE Logo

6.1.3. LOGO'S COLOURS

The TRUSTEE logo is made up using five (5) colours.



HEX: FFD457



HEX: 1E4693



HEX: 77C5EA



HEX: FF9E16



HEX: 718F40

6.1.3. TYPEFACE

The Typeface used is called *Inter*. This exact typeface must always be utilised to maintain consistency, inside the logo, as it has been carefully chosen to highlight the brand image. *Inter* is a clear font, featuring a tall x-height to aid in readability. Under no circumstances should alternate typefaces be used in place of the original one.

6.2 OTHER TEMPLATES

Standard templates, incorporating the TRUSTEE brand guidelines, have been developed. Those templates will be used by members of the consortium, when presenting TRUSTEE project, either internally or externally. as listed below:

Dissemination templates:

- PowerPoint presentation: Serves as the basis for presentation creation. Includes official brand colours and official logo.
- Deliverable Template: Serves as the basis for reporting the project activities.

Other templates:

- Meeting Agenda
- Meeting Minutes
- Dissemination activities report template
- Internal Review Template

All partners will have access to these resources in the project's folder, where the templates will be easily accessible for use in the various communication and dissemination activities in which they participate.

6.3 ACKNOWLEDGEMENTS OF EU FUNDS

Article 17 of the TRUSTEE Grant Agreement states that communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant, must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate and if needed).

The acknowledgement text is the following:

“Trustee project has received funding from the European Union’s Horizon Europe research & innovation programme under grant agreement No 101070214.”

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Apart from the emblem, no other visual identity or logo may be used, in order for the EU support to be highlighted.

You are kindly asked to use the following link for the proper use of the EU emblem:
https://ec.europa.eu/info/sites/default/files/eu-emblem-rules_en.pdf

6.4 WEBSITE AND SOCIAL MEDIA

6.4.1. TRUSTEE WEBSITE

With the development of the internet in the last two decades, which is explained by the ease offered by the world wide web and the abundance of information found in it, the creation of a website is necessary. The website will be the main communication instrument of TRUSTEE to contain project information for all target groups

Thus, the TRUSTEE project is putting major effort towards setting up the project website. TRUSTEE aims to have a solid online presence via its website. Afterall, being a data-driven project, whose outputs are mostly data-based, it is important that this website is well done. The goal for the site is to be easy to use, easy to read, and easy to navigate, offering information organised by tabs. The website URL is: <https://horizon-trustee.eu/>, emphasising the link to the European Union.

On the top of the website, the logo and the main navigation menu can be seen. The navigation menu includes five tabs; home, consortium, about, news and contact.

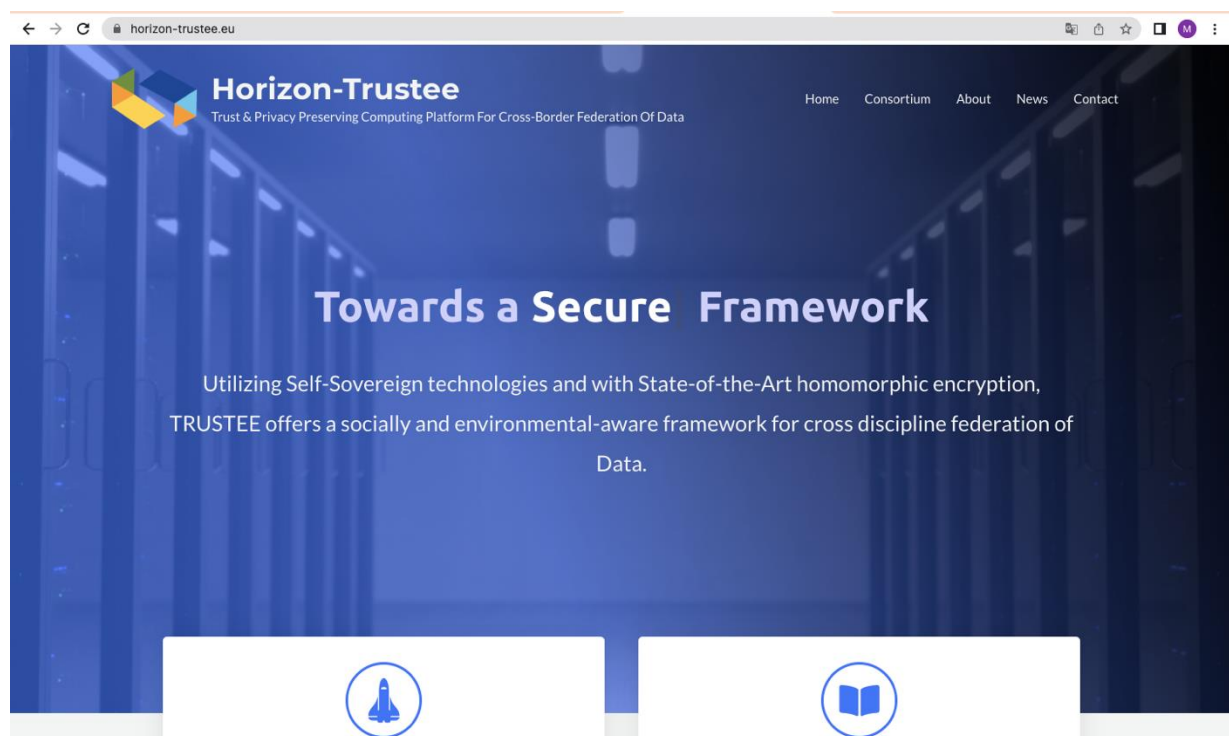


Figure 3: Home Page of the TRUSTEE Website

6.4.1.1 HOME PAGE

Starting with the homepage, the project's full title can be seen, along with a brief description. Scrolling down, the six pilots are briefly but accurately described. Next, there is the information of the project's coordinator as well as the project's technical manager (Role, name, image, institute, email). Above that there is a "more about us" section, where the project's description, methodology and objective can be found. When the user clicks on one of the boxes of this section, they will be redirected to the "about us" tab, which contains all the information in detail.

Furthermore, at the bottom of the page, the partners' logos are displayed. The logos are hyperlinked, redirecting visitors to each partner's sub-page. Last but not least, as obligatory, the following text is included: Trustee project has received funding from the European Union's Horizon Europe research & innovation programme under grant agreement No 101070214.

6.4.1.2 CONSORTIUM

This tab serves as a repository of information for the consortium. The TRUSTEE consortium is presented again, this time on a separate menu section and more detailed. Now not only the partners' logos can be seen; there is also a brief description of each partner. Once again, each logo is hyperlinked, redirecting visitors to each partner's sub-page.

6.4.1.3 ABOUT

In this subcategory, one can be better informed about the project, the project's objectives and the project's methodology. In other words, there are more details on the project's vision, approach and goal.

6.4.1.4 NEWS

In the News section, the latest news of the project is presented. Later on, when results from tasks are available and dissemination activities will be taking place, articles will be uploaded here. This section will be constantly updated.

6.4.1.5 CONTACT US

Last but not least, within the "Contact" section, one can communicate with the project through a contact form. As a result, interested website visitors will be able to contact project members and request additional information, details and propose potential future collaborations. An email is also provided so that one can send feedback via email. Also, a link to the LinkedIn account is provided, as well as a link to the Twitter account and the YouTube channel.

6.4.1.6 SITEMAP

For the easier understanding of the website's structure, here is a sitemap:

HOMEPAGE	ABOUT	CONSORTIUM	NEWS	CONTACT
• Description about the project • Partners' logos • Description of the 6 PILOTS	• What is TRUSTEE about • How will TRUSTEE achieve its goals • Why is TRUSTEE needed	• Partners' logos • Partners' brief description	• (Under construction) • Articles • Events • Press • Blog	• Contact form • Social media pages (Linkedin, Twitter, Youtube)

Figure 4: Sitemap

6.4.2. TRUSTEE SOCIAL MEDIA

The consortium of TRUSTEE recognises the remarkable importance that social media plays nowadays, being a pivotal tool for communication activities. Social media, and social media networking, when used strategically, can be a very effective tool for engaging with a variety of stakeholder audiences. The official social media accounts of the TRUSTEE project are available on LinkedIn, YouTube and Twitter.

WP6 Leader is responsible for updating the social media accounts of the project to include posts related to partners' achievements, and other information that the project's target audience may find helpful and handy.

Social media will be mostly used, especially during the first year of the project, for creating awareness. This will be achieved by publishing posts and content to present the objectives of TRUSTEE, publishing interviews of people involved at the project, preparing the audience for pilot activities and events, demonstrating partners' credibility through related posts and interacting with users.

6.4.2.1 LINKEDIN

LinkedIn is a well-established professional social network with over 400 million users that is widely used for recruitment and networking. TRUSTEE's LinkedIn presence allows it to be promoted to the broader professional community.

A project specific LinkedIn Company Page called "TRUSTEE" was created at the beginning of the project and can be found here; <https://www.linkedin.com/company/horizon-trustee>. So far, the LinkedIn page is followed by 97 people.

TRUSTEE LinkedIn is mainly used to build networks with some of TRUSTEE's target groups. Project related news and articles will be published on the LinkedIn page, along with the project's website.

6.4.2.2 TWITTER

Having a Twitter account dedicated to the TRUSTEE project is necessary for cultivating a brand community and building brand awareness. Twitter is a micro-publishing platform with approximately 330 million users that is widely used for both business-to-business and business-to-consumer communications. TRUSTEE has established a Twitter presence to help spread news, announcements, and publications. More specifically, on August 16th 2022, a Twitter account named "Horizon-Trustee" was created. It can be found here; <https://twitter.com/TrusteeHorizon>. So far, the twitter account is followed by 50 people. TRUSTEE twitter will be used in order to reach a wider audience and grow the project's personality. Project related news and articles will be uploaded.

6.4.2.3 YOUTUBE

A YouTube channel was also created to communicate the project's mission and results. It can be found here; <https://www.youtube.com/channel/UCO21EsMqdyagAy-cyADQpMg>. Collaborative videos that will include the tools demo, the pilots execution as well as the partners' interviews, will be uploaded here

6.5 PROJECT PUBLICATIONS

TRUSTEE's results will be in major peer-reviewed scientific publications and periodicals. Also, technical papers will be presented at conferences, seminars, and other events. Open Access of TRUSTEE's publication will be prioritised. A list of the open access publications will be on the TRUSTEE's website, as well. As for other publications (Hybrid or Subscriptions), an abstract will be added on the website. A selection of suitable journals that may be targeted for publications have been added in Annex 1: List of Scientific Journals.

6.6 RELEVANT EVENTS

TRUSTEE aims to communicate its vision through webinars, seminars, conferences and likewise events, as stated before. A selection of suitable events that may be appropriate for the project's presentations have been added in Annex 2: List of Events.

6.7 DISSEMINATION MATERIAL

An introduction video, including a small clip from all the partners, an electronic newsletter, a

leaflet, a brochure and a name tag sample will be a few of them. A minimalistic approach has been chosen for all dissemination materials.

6.7.1 ROLL UP BANNER

A Roll-up banner containing the main information of the TRUSTEE project has been produced in line with the graphical ID of the project. The banner will be used in order to support partners' exhibition activities. TRUSTEE's banner can be found here: https://horizon-trustee.eu/?page_id=25414

6.7.2 BROCHURE

TRUSTEE's brochure has been designed on September 2022. It will be available on the project's website to provide short information about the project to any interested visitors. Additionally, the brochure will be printed and distributed by the projects' partners in every available occasion. TRUSTEE's brochure can be found here: https://horizon-trustee.eu/?page_id=25414

6.8 LIAISON/ CLUSTERING

The TRUSTEE Consortium also wants to build partnerships and public relations with other organisations and projects as part of the Dissemination and Communication WP, to help spread the word about and convey our initiative. The exchange of knowledge between specialists working in the same field, to address similar challenges that EU-funded projects aim to overcome, will be vital. It will also ensure wide impact creation.

TRUSTEE has already made a first contact with "AutoFair: Human Compatible Artificial Intelligence with Guarantees" project. Both projects are related to HORIZON-CL4-2021-DATA-01-01. Partners are in the process of constantly engaging with other HORIZON-CL4-2021-DATA-01-01 projects in order to collaborate.

6.9 NEWSLETTER & PRESS RELEASES

Several press releases will be issued by TRUSTEE at the project's key moments (milestones). We anticipate issuing a total of 6 press releases throughout the project, as per our pilots. All partners will distribute press releases to their professional networks and media connections via the databases they manage, as well as on their own websites, newsletters, and the previously stated external platforms. Every potential (local and global) information source (such as journalists, magazines, electronic newspapers, newsletters, technical associations, decision makers) that the consortium will identify will get these press releases for distribution. To improve communication and raise the project's awareness, articles introducing TRUSTEE as

well as significant project advances, news, and announcements will be published in periodicals or yearly reports.

6.10 BLOG POST

Blog post with news from the project will be published on the website once per month. This blog post will be promoted also using the other social media. A detailed schedule for the blog will be prepared to assign a responsible partner for each month.

6.11 PARTNERS' INPUT

As TRUSTEE is a collective project, each partner is highly encouraged to promote TRUSTEE's activities. Table summarises the partners' social media accounts and websites that will be used for communicating TRUSTEE's activities and news.

Partner	Website	Twitter	LinkedIn
FORTH	https://www.forth.gr/en/home/		https://www.linkedin.com/company/icsforth/?lipi=urn%3Ali%3Apage%3Ad_flagship3_search_srp_all%3BShIG2Lu6QQ%2BL4wp7iCOrm%3D%3D
HMU	https://hmu.gr/		https://www.linkedin.com/company/hellenic-mediterranean-university/?lipi=urn%3Ali%3Apage%3Ad_flagship3_search_srp_all%3BS%2FRPWcRIQl%2BF6wNeBGLhSw%3D%3D
PASEU	https://eu.automotive.panasonic.com/	https://twitter.com/panasonic	https://www.linkedin.com/company/panasonic-automotive-systems-europe-gmbh/?lipi=urn%3Ali%3Apage%3Ad_flagship3_search_srp_all%3BfQTxD%29R%2FaXKIYINDH6Wg%3D%3D

TRUSTEE D6.3. TRUSTEE Dissemination and Communication Strategy and Plan

UNIVIE	https://www.univie.ac.at/	https://twitter.com/univienna	https://www.linkedin.com/company/univienna/?lipi=urn%3Ali%3Apage%3Ad_flagship3_search_srp_all%3BtbJiRPEaQ6SeICJtbQbneA%3D%3D
K3Y	https://www.k3y.bg/	https://twitter.com/K3Y_BG	https://www.linkedin.com/company/k3y/?lipi=urn%3Ali%3Apage%3Ad_flagship3_search_srp_all%3BVSBP81tRtqTTOux4wbgzg%3D%3D
ACCELI	https://acceligence.eu/	https://twitter.com/AcceligenCe_Ltd	https://cy.linkedin.com/company/acceligence-ltd
UCSC	https://www.unicatt.it/	https://twitter.com/Unicatt	https://www.linkedin.com/company/unicatt/?lipi=urn%3Ali%3Apage%3Ad_flagship3_search_srp_all%3BuceJiz5ZQ6SdzOvhKjdCNg%3D%3D
ENT	https://www.ericsson.com/	https://twitter.com/ericsson	https://www.linkedin.com/company/ericsson/?lipi=urn%3Ali%3Apage%3Ad_flagship3_search_srp_all%3BaCmUCXTtT5C119qOS3xpgg%3D%3D
ADR	https://adrestia.eu/	https://twitter.com/AdrestiaD	https://www.linkedin.com/company/adrestia-r-d/?lipi=urn%3Ali%3Apage%3Ad_flagship3_search_srp_all%3BFF4iF9%2BCTRGRW%2BjWaqCOOA%3D%3D
TECNALIA	https://www.tecnalia.com/	https://twitter.com/tecnalia	https://www.linkedin.com/company/tecnalia-research-&-innovation/?lipi=urn%3Ali%3Apage%3Ad_flagship3_search_srp_all%3B3sj9Y5Q1RpGJyMK2sXeS3A%3D%3D

TRUSTEE D6.3. TRUSTEE Dissemination and Communication Strategy and Plan

RINA-C	https://www.rina.org/	https://twitter.com/RINA1861	https://www.linkedin.com/company/d'appolonia/?lipi=urn%3Ali%3Apage%3Ad_flagship3_search_srp_all%3BAurw%2F2qtTtCjZ08CQEPxfg%3D%3D
ZORTENET	https://zortenet.eu/		
INQBIT	https://inqbit.io/	https://twitter.com/InQbit	https://www.linkedin.com/company/inqbit/?lipi=urn%3Ali%3Apage%3Ad_flagship3_search_srp_all%3B%2FEMXVYUsQWGEK%2BrOjkufaA%3D%3D
VTT	https://www.vttresearch.com/en	https://twitter.com/VTTFinland	https://www.linkedin.com/company/vtt/?lipi=urn%3Ali%3Apage%3Ad_flagship3_search_srp_all%3B7QzC6SGvRdiFcljdxOMWA%3D%3D
FUJITSU	https://www.fujitsu-general.com/	https://twitter.com/Fujitsu_Global	https://www.linkedin.com/company/fujitsu/?lipi=urn%3Ali%3Apage%3Ad_flagship3_search_srp_all%3B8x%2F6%2BNfUSQKCnUqXasTUzg%3D%3D
HPE	https://www.hpe.com/	https://twitter.com/HPE	https://www.linkedin.com/company/hewlett-packard-enterprise/?lipi=urn%3Ali%3Apage%3Ad_flagship3_search_srp_all%3BBfA0eF%2BEQ0aieiTdSbohUg%3D%3D
ISS	https://www2.spacescience.ro		
CHWATT	https://www.checkwatt.com/		https://www.linkedin.com/company/checkwatt/?lipi=urn%3Ali%3Apage%3Ad_flagship

			3_search_srp_all%3BU7TfzDM5Q%2Bq3lVit6T3U4g%3D%3D
ATHENA	https://www.athenarc.gr/		https://www.linkedin.com/company/-athena-research-and-innovation-center/?lipi=urn%3Ali%3Apage%3Ad_flagship3_search_srp_all%3BHX9RjyFjS1aPKn5RwA2dZA%3D%3D
EPL	https://www.etoilepartners.com/		https://www.linkedin.com/company/etoile-partners/?lipi=urn%3Ali%3Apage%3Ad_flagship3_search_srp_all%3BQKj29sozRn2QndDILzbs%2Bg%3D%3D
NAPIER	https://www.napier.ac.uk/	https://twitter.com/EdinburghNapier	https://www.linkedin.com/company/edinburgh-napier-university/?lipi=urn%3Ali%3Apage%3Ad_flagship3_search_srp_all%3BuW3m661bSOCnmoqNGv6%2FAG%3D%3D

Table 3: List of partners

6.12 TIMELINE OF ACTIVITIES

The following table provides a timeline of activities for the first year of the TRUSTEE project.

	M 1	M 2	M 3	M 4	M 5	M 6	M 7	M 8	M 9	M 10	M 11	M 12
Website												
Social Media												
Newsletter												
Videos												
Scientific publications												
Non-academic publications												
Project workshops												
Webinars												

Table 4: Timeline of Activities

7. POST PROJECT DISSEMINATION & COMMUNICATION

It is worth mentioning that the project's website will be maintained after the end of the project, for at least two more years, for individuals who are interested in learning more about the project's publishable results and contact details.

Additionally, after the project is over, the proper steps will be followed to commercialise the TRUSTEE solutions, the results produced, and the new knowledge developed throughout the project's lifespan. Continuation to share these results with the development and scientific communities is an effort to raise public awareness of the project's true impacts and prevent their oblivion.

8. REPORTING

TRUSTEE project has established the following guidelines to guarantee accurate reporting of all WP6-related activities and outcomes.

8.1 APPROVAL OF DISSEMINATION AND COMMUNICATION ACTIVITIES

The participation of any Partner in any event as well as the performance of every Dissemination & Communication activity related to TRUSTEE project has to be approved beforehand by the Project Coordinator.

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The goals of this process are to deliver TRUSTEE publications and presentations of the highest quality, prevent duplications and the potential revelation of restricted or secret material, and adequately monitor and record the project's dissemination efforts. Prior to the execution of each dissemination activity and following its completion, TRUSTEE consortium partners are urged to adhere to a specific approval procedure. Firstly, partners have to fill in the Dissemination Activity Report that can be found in the project's repository. Partners are requested to store their material in the Dissemination Requests folder, available in the repository. TRUSTEE's Dissemination & Communication Manager is daily reviewing this file, and he is obligated to react and send the request to the Project Coordinator for Approval, modification or rejection. Once the Project Coordinator approves or disapproves the proposed activity, the D&C Manager informs the initiator about the decision. More information about the Approval of Dissemination and Communication Activities is available in the *TRUSTEE_Dissemination_Procedures.docx* file, that can be found in the repository.

8.2 DISSEMINATION RECORDS AND FUTURE OPPORTUNITIES

The leading partner of each completed dissemination effort shall provide a Dissemination Activity Report. The report together with the given material should be sent to WP6 leader for publicising the activity on the TRUSTEE website and social media and for reporting to the European Commission.

Project dissemination records are available at TRUSTEE's CBML box: (accessible to project partners only).

Lists of future events and of related journals are available on the TRUSTEE's CBML box: (accessible to project partners only).

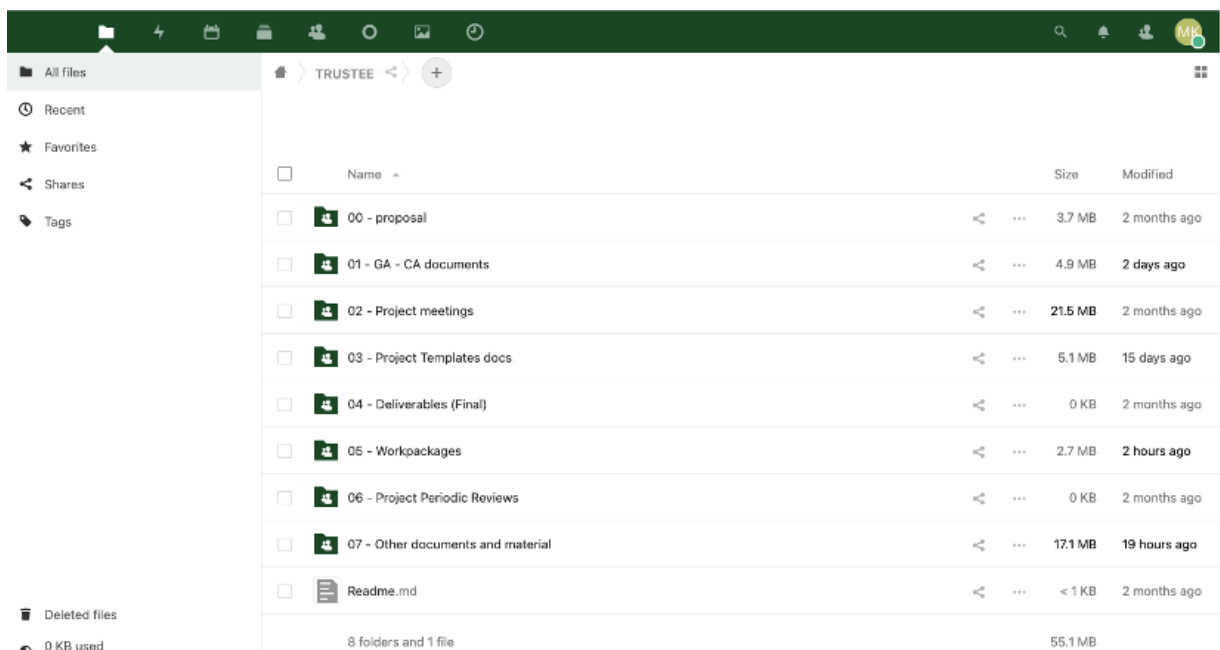


Figure 5: TRUSTEE's CBML box

9. MONITORING

The efficiency of the TRUSTEE communication channels will be closely assessed during the project's duration, and remedial measures will be taken as needed. The TRUSTEE communication plan's goals and objectives must be attained without any deviations or underperformance. In order to ensure the effective and ongoing monitoring and assessment of communication channels and activities, a collection of instruments is used.

9.1 DISSEMINATION AND COMMUNICATION KPIS

WP6's leader will periodically evaluate the performance in relation to the KPIS, the validation measures for the Results' acceptability, and the Dissemination and Communication objectives. ADRESTIA continuously tracks project progress in relation to KPIS as outlined in the table following. A KPI is a metric, helping keeping track of the progress of the project. The KPIS gauge how well the TRUSTEE messaging and dissemination efforts are working. At project meetings, this is relayed to the other project participants. In Table 4 below, the precise KPIS for WP6 are listed.

Medium/ Channel	KPIS	Target Value	Implemented already/ Status
Articles	Number of articles that will be uploaded to TRUSTEE's website	10	
	Number of unique readers	150	
Publications	Number of publications to disseminate scientific and technical results and findings with regular exposure in internationally recognized scientific and academic journals during the course of the project (by all partners)	>10 publications	
Interviews	Number of ongoing interview series with key technical experts, end users and stakeholders	5 interviews	Preparation of the 1 st interview with Project's Coordinator

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	Numbers of readers interviews will target for each piece	150 unique readers	
Video	Number of professional videos to be produced introducing the key challenges, innovations, and objectives of TRUSTEE and its consortium	2 videos	
	Number of viewers	150	
EU Events and Conferences	TRUSTEE partners will participate in European and international conferences where TRUSTEE project can be presented	>5	
Workshops	Organisation of industry focused events to disseminate information and outputs of the project	>2	
Social Media LinkedIn	Number of LinkedIn observers	250 followers	97 followers already
Social Media Twitter	Number of Twitter followers	150 followers	50 followers already
Website	Number of visitors	>40K	

Liaison/ Clustering	Collaborations with other on-going similar projects (e.g. approved in the same call) to take advantage of chances for knowledge exchange and to increase dissemination among the target population	>2	
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Table 5. Dissemination and communication specific KPIs.

More specifically:

- **Articles:** In order to communicate the project and aspire to the general public, 10 articles will be written and uploaded to the project's website. The goal for each is to reach 150 unique readers. Google analytics will be used to keep track of the readers.
- **Publications:** In order to disseminate scientific and technical results and findings, publications in internationally recognized scientific and academic journals will be done, during the course of the project. More specifically, the aspiration is that more than ten (10) publications will be published, by all partners.
- **Interviews:** Throughout the project, some interviews will be conducted as they are an engaging, fun way to communicate the project. The participants will be key technical experts, end users and stakeholders. Five interviews will be done. It is expected that more than 150 unique readers will read each interview that will be uploaded to TRUSTEE's website. Google analytics will be used to keep track of the number of readers.
- **Videos:** In order to explain each partner's role in the project, a video by each partner talking about TRUSTEE will be uploaded to the project's Youtube channel. Also, another video introducing the key challenges, innovations, and objectives of TRUSTEE and its consortium will be uploaded. The total 2 videos will be professionally edited. The aspiration is to have more than 150 viewers in each video.
- **EU projects:** TRUSTEE's partners will participate in European and international conferences where TRUSTEE project can be presented. In order to communicate the project in a wide scale, five (5) participations will be done.
- **Workshops:** Two (2) workshops will be organised.
- **Website:** TRUSTEE's website is up and running SINCE month 2 and it will be running up to two years after the project's end date. During all this time, it is TRUSTEE's goal to gather more than 40.000 unique visitors. It is worth noting that Google Analytics is being used to keep track of the website's visitors.
- **Social media - LinkedIn:** TRUSTEE's goal is to reach 250 followers on this platform. Posts will be uploaded often to ensure success. LinkedIn analytics data is being stored in order to examine the number of followers evolution.
- **Social media - Twitter:** TRUSTEE's goal is to reach 150 followers on Twitter. Posts will be uploaded often to ensure success.
- **Liaison/ Clustering:** In order to take advantage of chances for knowledge exchange and to increase dissemination among the target population, two collaborations with other on-going similar projects (e.g. approved in the same call) will be done.

9.2 TIMING OF OFFICIAL WP6 DELIVERABLES

D6.1: Market Shaping, Scale-up Business Models and Socio-Economic Impact v1, M21, April 2024.

D6.2: Market Shaping, Scale-up Business Models and Socio-Economic Impact v2, M42, January 2026.

TRUSTEE D6.3. TRUSTEE Dissemination and Communication Strategy and Plan

D6.3: TRUSTEE Communication and Dissemination Strategy and Plan, M3, September 2022.

D6.4: TRUSTEE Outreach, Dissemination, Standardisation and Communication Activities v1, M12, July 2023.

D6.5: TRUSTEE Outreach, Dissemination, Standardisation and Communication Activities v2, M24, July 2024.

D6.6: TRUSTEE Outreach, Dissemination, Standardisation and Communication Activities v3, M42, July 2026.

10. CONCLUSIONS

This document describes the consortium's strategy for TRUSTEE dissemination and communication. More specifically, this deliverable defines the project's objectives, tools, channels, and overall strategies for effectively communicating and disseminating this project's objectives and intended outputs.

All resources (templates etc) will be available to all partners in the project's intranet folder, where they will be easily accessible for use in the various communication and dissemination activities in which they participate.

The TRUSTEE project prioritises awareness and impact creation activities.

11. DISSEMINATION LEVEL

This Deliverable is public and therefore it will be available to download on the project's website and on demand. As stated before, this deliverable is a living document, and it will be updated during the course of the project.

12. MAIN CONTACT DETAILS

For any assistance or questions, partners are urged to get in touch with the project coordinator, the WP6 leader, and the TRUSTEE Dissemination and Communication team.

PROJECT COORDINATOR FORTH - FOUNDATION FOR RESEARCH AND TECHNOLOGY HELLAS	Contact mail: SPANAKIS@ICS.FORTH.GR
WP6 LEADER ADRESTIA R&D	Contact mail: AMARKAKIS@ADRESTIA.EU TRUSTEE-DISSEMINATION-TEAM@ADRESTIA.EU

Table 6: Main contact details

ANNEX 1: LIST OF SCIENTIFIC JOURNALS SUITABLE FOR TRUSTEE'S PUBLICATIONS

Name of Journal	Publisher	Topics	Access	URL
Science, Technology and Human Values	SAGE	Science and technology, including their relationship to politics, society and culture.	Open Access	https://journals.sagepub.com/home/sth
Science and Public Policy	OXFORD UNIVERSITY PRESS	Science, technology and innovation	Options Available/ Hybrid	https://academic.oup.com/spp
Journal of Cybersecurity and Privacy	MDPI	Dissemination of research related to all technical areas of cybersecurity (of research related to all technical areas of cybersecurity. information, computer and network security, cryptography, cyber-physical system security, digital forensics)	Open Access	https://www.mdpi.com/journal/jcp
Journal of Cyber Security Technology	Taylor & Francis	Computer science, electronics, networking, information technology, systems, telecommunications, and other related areas.	Options Available/ Hybrid	https://www.tandfonline.com/journals/tsec20

Computer Fraud & Security	Elsevier	Internet Security	Options Available/ Hybrid	https://www.sciencedirect.com/journal/computer-fraud-and-security
Security and Privacy	IEEE Computer Science	All areas of security and privacy (Security in Business, Healthcare and Society, Information Security, Communication Security, Privacy) and other related areas such as Biometric-based Security, Cryptography systems, Embedded Security, Data Analytics for Security and Privacy, Integrated Security Design Schemes, Surveillance, and Critical Infrastructures and Key Resources		

Journal of Cybersecurity	Tech Science Press	Aspects of Cybersecurity including anthropological and cultural studies; computer science and security; security and crime science; cryptography and associated topics; security economics; human factors and psychology; legal aspects of information security; political and policy perspectives; strategy and international relations; and privacy).	Open Access	https://www.techscience.com/journal/JCS
Journal of Cybersecurity	Oxford Academics	Computer science and security; security and crime science; security and crime science; security economics; privacy	Open access	https://academic.oup.com/cybersecurity
Journal of Cybersecurity and Privacy	MDPI	Computer, systems, information security	Open access	https://www.mdpi.com/journal/jcp
International	Inderscience	Safety, Risk,	Options	https://www.inderscience.com

Journal of Information and Computer Security	Publishers	Reliability and Quality	Available/Hybrid	erscience.com/jh/ome.php?jcode=ijics
Journal of Information Security and	Elsevier	Information security and applications	Options Available/Hybrid	https://www.sciencedirect.com/journal/journal-of-information-security-and-applications
IEE Communications Surveys & Tutorials	IEEE	Privacy Enhanced Computations with a focus in Data Spaces	Open Access	https://www.comsoc.org/publications/journals/ieee-comst
International Journal of Information Privacy, Security and Integrity	Inderscience publishers	Privacy and security foundations; Privacy-enhancing technologies; Privacy-preserving computing; Privacy policies and laws; Management aspects; Cyber, network and communication security; Social network information privacy/security/integrity; Secure computing and systems	Open Access	https://www.inderscience.com/jh/ome.php?jcode=ijipsi
International Journal of Information Security Science	Department of Computer Engineering, Gazi University	Recent developments, techniques and technologies in information security science	Open Access	https://www.ijiss.org/ijiss/index.php/ijiss

		and engineering		
Journal of Artificial Intelligence Research	INSPEC	Artificial Intelligence, Machine learning	Open Access	https://www.jair.org/index.php/jair/index
Applied Sciences	MDPI	Computing, Artificial Intelligence	Open Access	https://www.mdpi.com/journal/applsci
AI	MDPI	Artificial Intelligence, Machine learning	Open Access	https://www.mdpi.com/journal/ai

ANNEX 2: LIST OF EVENTS

Type of Event	Name of Event	Field	Partner	Periodicity	Date	Geo	URL
Conference	Trust bus 2022	Cybersecurity, Security	NAPIER	Annually	August/September 2023	Europe	https://www.dexa.org/trustbus2022
Conference	ESORICS	Cybersecurity, Security	NAPIER	Annually	August/September 2023	Europe	https://esorics2022.compute.dtu.dk/
Conference	ARES Conference	Cybersecurity, Security	NAPIER	Annually	August/September 2023	Europe	https://www.ares-conference.eu/
Fair	IoT Tech Expo Global	IoT Edge Computing, Big Data, AI	RINA-C	Annually	1-2 December 2022	Virtually (London, UK)	https://www.iottechexpo.com/global/
Workshop	TRUC 2022	Trustworthy AI Conference	RINA-C	N/A	4-6 October 2022	Virtually	https://www.nist.gov/news-events/events/2022/10/trustworthy-ai-conference-truc-2022
Conference	Data Management Conference	Data economy	RINA-C	Annually	30 October 2022	Virtually (Milan)	
Conference	Data Science Conference	Big Data	RINA-C	Annually	14-18 November 2022	Belgrade	
Conference	HPE Tech Conference	Internal conference of HPE technical community (by selection)	HPE	Annually	To be discussed	Worldwide	
Conference	RECSI 2022	Cryptography	TECNALIA	N/A	19-21 October	Santander (Spain)	https://recsi2022.unican

					2022		.es/en/
Conference	CCI 2022	Homomophic Encryption	TECNALIA	N/A	27-29 September 2022	Madrid (Spain)	https://www.cci-es.org/en/activities/cciconeurope2022/
Conference	IEEE GLOBECOM	Communications	HMU	N/A	4-8 December 2023	Kuala Lumpur, Malaysia	https://globecom2022.ieee-globecom.org/
Conference	IEEE ICC	Communications	HMU	N/A	9-13 June 2024	Denver, CO, United States	https://icc2022.ieee-icc.org/
Conference	IEEE ICC	Communications	HMU	N/A	8-14 June 2025	Montreal, QC Canada	https://icc2022.ieee-icc.org/
Conference	IEEE CSR	Communications, Computing and Processing	HMU	N/A	31 July - 2 Aug 2023	Venice, Italy	https://www.ieee-csr.org/
Conference	FedCSIS	Communications, Computing and Processing	HMU	N/A	17-20 Sept. 2023	Warsaw, Poland	
Conference	SC24	Computing and Processing	HMU	N/A	17-22 Nov. 2024	Atlanta, Georgia, United States	
Conference	SC25	Computing and Processing	HMU	N/A	16-21 Nov. 2025	St. Louis, Missouri, United States	
Conference	International Balkan Workshop on Applied	Applied Physics	ISS	Annually	July 2023	Constanta, Romania	http://ibwap.ro/

	Physics and Materials Science						
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