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Abstract	This deliverable defines and describes the dissemination and communication strategy and set of activities that will be pursued by the Fed4FIRE+ partners to guarantee broad and effective visibility, promotion and up-take of the project's work and outcomes.
Keywords	Dissemination, communication, events, impact creation.

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Nature of the deliverable:		**R**
Dissemination Level		
PU	Public, fully open, e.g. web	✓
CL	Classified, information as referred to in Commission Decision 2001/844/EC	
CO	Confidential to FED4FIRE+ project and Commission Services	

** R: Document, report (excluding the periodic and final reports)*

DEM: Demonstrator, pilot, prototype, plan designs

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

OTHER: Software, technical diagram, etc.

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EXECUTIVE SUMMARY

This deliverable presents the various dissemination and communication activities conducted by the Fed4FIRE+ consortium, as well as the actions taken to raise public awareness.

As the project will be providing an improvement of the federation of experimentation facilities built in Fed4FIRE, a dissemination plan is already in place since the first months of the project.

The strategy is centered on:

- Reaching, stimulating and engaging a critical mass of relevant stakeholders.
- Ensuring broad visibility of the project's work and disseminate results to the FIRE+ community and beyond.
- Contributing to standardisation and interoperability of experimental facilities.

All the activities presented in this deliverable are equally important and target different aspect of the dissemination plan.

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ABBREVIATIONS

FIA	Future Internet Assembly
FI-PPP	Future Internet Public Private Partnership
FIRE	Future Internet Research and Experimentation
GENI	Global Environment for Network Innovations
RTD	Research and Technical (or Technological)
CENI	EU-China-FIRE project
FIWARE	Future Internet Core Platform
5GPPP	5G Infrastructure Public Private Partnership

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1 INTRODUCTION

1.1 THE FED4FIRE+ VISION

Development activities of the European ICT industry show a clear trend to shift from design-oriented tasks towards an age of experimentation, for which the ever-changing Internet ecosystem has become the major driver. Experiment-driven RTD ensures that the European Internet industry can evolve towards a Future Internet that is built on European technology, services and values. Experimentally-driven research is therefore at the heart of the Future Internet Research and Experimentation (FIRE) initiative, in collaboration with other regional and global initiatives such as GENI, CENI, FIWARE Mundus etc.

Within the Next Generation Internet initiative, the project aims to provide better services and greater involvement of society in the Future Internet. Existing federation efforts such as Fed4FIRE, XIFI, IoT Lab, OneLab, etc., bring together heterogeneous facilities and make them accessible through common frameworks and tools, thus supporting a broad range of experimenter communities covering a wide variety of Internet infrastructures, services and applications.

The FP7 Fed4FIRE federation project (running from 01/10/2013 till 30/09/2016) has developed a common federation framework that is widely adopted by different experimentation facilities and used by different communities within academia and industry. Powerful support is provided for the whole experiment lifecycle, covering tools and interfaces for discovery and reservation of resources, experiment control, measurements, monitoring, identity management, access control, accountability and SLA management.

Via open calls, Fed4FIRE has attracted over 120 experiment submissions from SMEs, industry, academia and research organisations. The results and feedback received from the selected experiments clearly showcase the need and added value of such a federated set of testbeds. As the Fed4FIRE+ project builds on the existing Fed4FIRE federation, it does not require any start-up phase. Through a system of open calls and by using the cascade granting mechanism, the project will immediately start accepting submissions of experiments in different areas of activity and different sizes of complexity targeting specific stakeholders and interested parties.

The Fed4FIRE+ project builds on the Fed4FIRE foundations, as it has proven to be the top FIRE federation at this moment. Several players and stakeholders have already stressed the huge positive impact that Fed4FIRE has made on the landscape and accepted Fed4FIRE as a reference point in the FIRE community, within and outside EU. Out of over 120 submissions through Fed4FIRE's Open Calls, over 30 experiments were selected and will have run on the federation, next to several other experiments making use of the Open Access mode.
Through the Open Access the Fed4FIRE+ facilities make also available, free of charge, the opportunity to test its own software systems on any combination of resources from various wired, wireless, sensor, cellular, Openflow, cloud computing or Smart City testbeds.

The Fed4FIRE+ project intends to implement a system of fixed funding to partner testbeds through fixed funding for resources and basic support.

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1.2 MOVING AHEAD

The Fed4FIRE+ project has the objective to run and further improve Fed4FIRE's "best-in-town" federation of experimentation facilities for the Future Internet Research and Experimentation initiative. To achieve this, the project has defined a set of sub-objectives:

- To further exploit, enlarge and build a federated set of facilities upon the foundations laid out by the FP7 project Fed4FIRE;
- To aim for an open federation for the whole FIRE community and beyond, for experimentation by industry and research organisations through the organisation of Open Calls and Open Access mechanisms;
- To continuously upgrade and improve the facilities and include technical innovations, focused towards increased user satisfaction (user-friendly tools, privacy-oriented data management, testbed SLA and reputation, experiment reproducibility, service-level experiment orchestration, federation ontologies, etc.)
- To create an open marketplace for customers of testing services by brokering across federated testbed resources.

1.3 DOCUMENT LAYOUT

The main purpose of the actual Dissemination and Communication Strategy and Plan is the creation of a reliable document and a solid plan for efficient knowledge dissemination among the target groups. The deliverable defines the dissemination plan with clear guidelines for the dissemination activities including all operational elements of the dissemination. The main goal of the Dissemination plan is defined throughout the objectives of the Fed4FIRE+ dissemination activities. Crucial target groups and bodies that are interested in the project and appropriate key messages are identified in the deliverable. The strategy includes also all dissemination methods, tools and channels for the identified target groups. The dissemination time plan presents the overview of all planned dissemination activities and their realization. The monitoring of the dissemination activities provides evaluation of the progress and ensures that the set out objectives will be realized. This deliverable is intended for internal and public usage. The partners will benefit from a common and shared communication plan to guide the on-going work, while it represents the plan of activities to be submitted to the European Commission for review and make public on the Fed4FIRE+'s website.

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2 FED4FIRE+ DISSEMINATION & PROMOTION STRATEGY

2.1 OBJECTIVES

Dissemination, communication and exploitation activities are essential to ensure the success of Fed4FIRE+ and are closely coordinated among the various work packages to ensure a cohesive plan of action that will create large scale impact in the European FIRE+ scene and in a global perspective. In order to widen the outreach of the project's efforts and maximise the impact Fed4FIRE+ activities will have, the consortium pursues and ensures close coordination with the European Commission, the various ongoing FIRE+ projects and other relevant initiatives in closely linked domains, such as the 5GPPP, the FIWARE/FIPPP etc.

In this respect, Fed4FIRE+ gradually and systematically builds up and mobilises a community with major players on the Future Internet scene including innovators, researchers, big, medium and small businesses, committed to adopting and exploiting the project's outcomes in a sustainable way by embracing nationally and internationally related efforts. The main idea is to involve a critical mass of relevant stakeholders early in the project by properly tuning promotional and marketing activities and by keeping them engaged through a continuous and dynamic approach.

For this purpose, Fed4FIRE+ puts in place a comprehensive set of measures, which are aimed at maximising the envisaged impact in a coordinated way : by tightly integrating the dissemination and promotional activities with exploitation and sustainability work.

The main objectives of the dissemination, communication and community building strategy and activities are to:

- Reach, stimulate and engage a critical mass of relevant stakeholders. European Industry, represented by large companies and SMEs, and the European Future Internet research community, represented by other research projects, are privileged potential users of the experimentation facility.

- Generate broad awareness for European industry and H2020 projects about Fed4FIRE+ work and services, attract them to join the federation, use the offered facilities, and encourage the uptake and reuse of the free open-source tools that the project develops. The open engineering conferences around Europe will help in this.

- Ensure broad visibility of the project's work and disseminate results to the FIRE+ community and beyond. Fed4FIRE+ aims to contribute to and inform the overall scientific community of its results through publication of articles, and through presentations at conferences and workshops. Particular attention will be paid to fostering dialogue with related R&D efforts also at an international scale, by ensuring liaisons and close coordination with initiatives such as GENI, FIWARE Mundus, CENI, etc.

- Contribute to standardisation and interoperability of experimental facilities. By aligning Fed4FIRE+ efforts to relevant standards and open source initiatives, fostering contribution to them as appropriate and relevant to planned exploitation or project's outcomes, will contribute to ensure sustainability and interoperability of the federated experimental infrastructures and technologies Fed4FIRE+ offers.

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2.2 REACHING A BROAD AUDIENCE

The diverse target groups Fed4FIRE+ plans to address, which have a very different level of knowledge and expectations with respect to experimental research, require the definition and use of tailored mechanisms and tools able to properly convey the right message for each audience. The list of target stakeholders identified at the time of proposal preparation includes:

- Existing users of the facilities, who already have experience with the facilities, independently of whether they are academic or industrial users.
- European Future Internet projects and other European collaborative projects that require networking facilities to develop their research.
- Academic researchers in the areas of information and communications technologies (ICT) and distributed systems.
- CTOs of high-tech companies, including small, medium and large industry players.
- European policy makers who have a strong impact on the evolution of information technologies, from professional consortium leaders to EC representatives, as well as national research and industry decision makers.
- Standardisation bodies including relevant per-standardisation and standardisation efforts and groups in several fora, such as ETSI, W3C and IETF, for successful and sustainable uptake and deployment of the Fed4FIRE+ concepts and technologies.
- The environment and the society as a whole including citizens and in particular students that could benefit from an Open R&D ecosystem creating opportunities for individuals and/or associations by a more direct access to Future Internet initiatives.

For each of these groups, customised dissemination and communication activities will be pursued as part of the dissemination strategy and plan, in order to deliver a consistent message to all target audiences, while ensuring to properly translate the Fed4FIRE+ value proposition in a way that can more effectively contribute to engage the different players.

2.3 PRIMARY DISSEMINATION AND PROMOTION CHANNELS

A broad array of dissemination channels is used to effectively reach the targets groups and to maximise awareness of the overall project's work and outcome. The synergy of Fed4FIRE+ dissemination is generated through seamless connected online and offline communication activities. Both online (e.g. website and social media) and offline channels (e.g. events) will be used to disseminate Fed4FIRE + related activities and project actions throughout Europe and beyond. In addition, all the networks and multipliers channels allow the partners of Fed4FIRE+ to raise the visibility of the project's achievements and to reach a critical mass of stakeholders, developers, contributors, integrators, researchers and relevant key players for an efficient implementation of the project work plan.

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

Table 1: Dissemination & Promotion Channels per target group

Channel/ Target Group	Next Experimenters	FIRE+ and ICT Industry	Innovators & Researchers	Standardization Bodies	General Public
Website	X	X	X	X	**X**
Social networks	X	X	X	X	**X**
Project Newsletter	X	X	X		
FIRE Dissemination Working Group	X	X			
FEC Conferences	X	X	X	X	
Third parties events	X	X	X	X	
Scientific Publications	X		X	X	
PR materials (e.g. Flyers)	X	X	X	X	X
General Media					X

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3 KICK-OFF OF THE DISSEMINATION ACTIVITIES

3.1 PROJECT'S BRAND IDENTITY

The Fed4FIRE+ project inherits the legacy, awareness and identity built by the Fed4FIRE project. For this reason, the logo has been maintained, with a simple and light adaptation. The primary colours, orange, red and yellow have been maintained while removing the shadows in order to obtain a flat (non-3D) logo. The font of the project name has been changed to obtain a more readable and compact brand icon. The "+", as a distinctive element of the project name has been highlighted within the logo graphically, incorporated in the "4" with the yellow colour.

Figure 1: FED4FIRE logo

- FED4FIRE+ maintains the same graphic icon but simplifies the outline, removes the shadows leading to a more iconic and modern style. It also highlights the "+" within the "4" with a double colour combination. The suffix "plus" is included in the extended version where the complete naming of the project is reported.

Figure 2: FED4FIRE + logo (extended version)

Figure 3: FED4FIRE + logo (compact version)

The exhaustive brand identity guidelines have been developed and shared with the partners to allow a consistent usage of the brand across all the media online and offline.

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Figure 4: Colour usage, Extract from FED4FIRE + logo guidelines

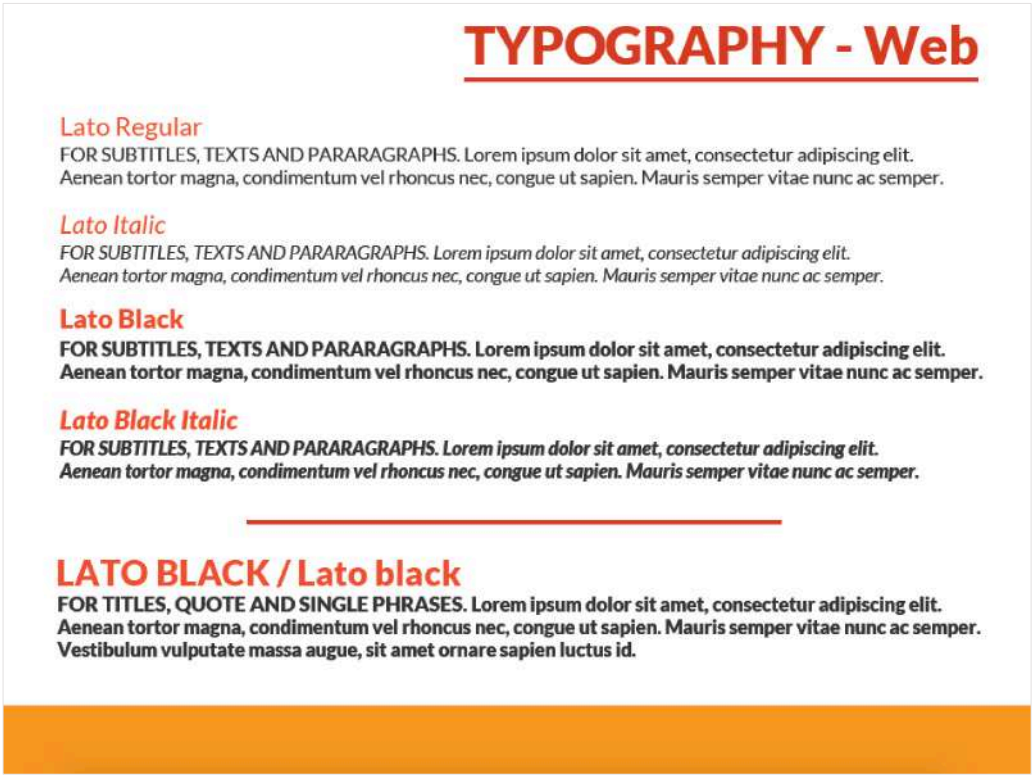

Figure 5: Fonts, Extract from FED4FIRE + logo guidelines

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3.2 ONLINE COMMUNICATION

3.2.1 Website

As per the brand identity, Fed4FIRE+ intends to leverage on the legacy of the Fed4FIRE project, taking advantage of the awareness, audience and community built by the predecessor. For this reason, the website url is maintained https://www.fed4fire.eu, and the website contents currently available is kept in an "Archive" area of the website, providing a lasting content repository.

To have a more effective dissemination on the Engineering Conference that are foreseen during the 5 years of the project, dedicated websites have been created.

For each edition of the FEC, a specific site inside the fed4fire.eu domain will be created based on this model: fecN.fed4fire.eu, with N the edition of the conference.

Figure 6: FEC1 website screenshot

Moreover, a gallery of past and forthcoming editions of the FECs will be available at: www.fec.fed4fire.eu

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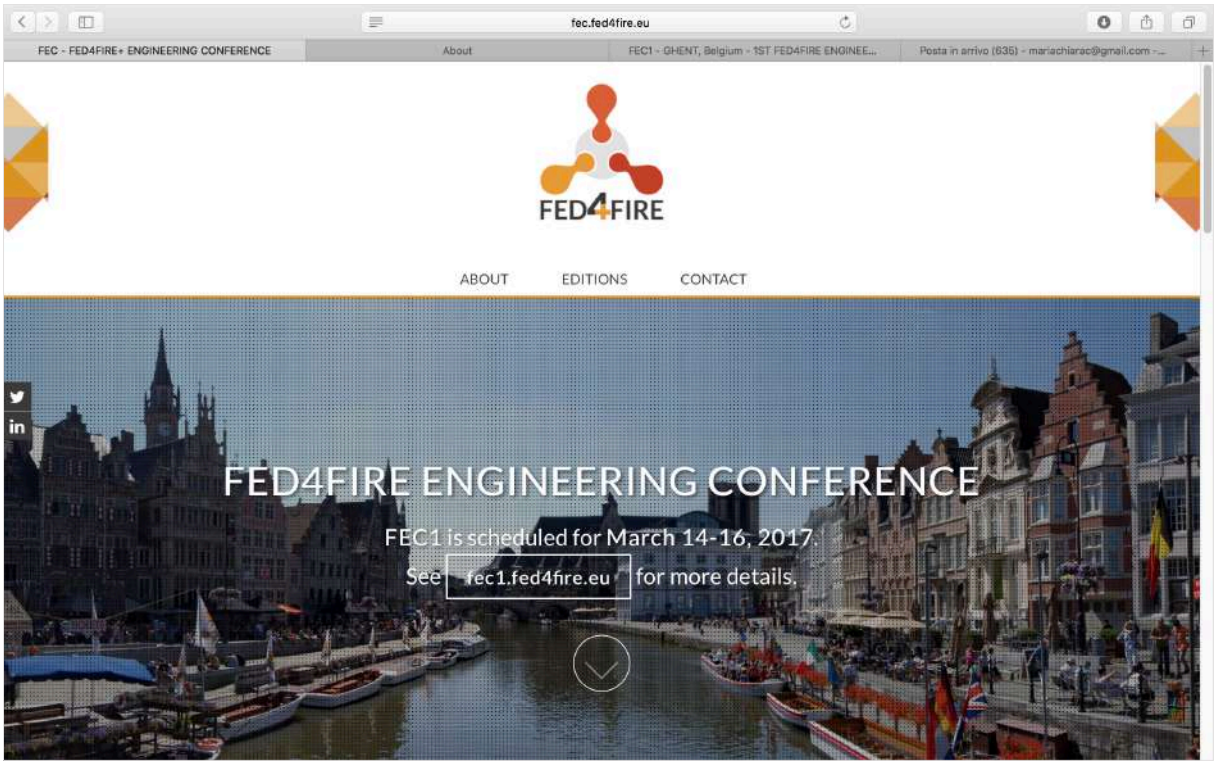

Figure 7: FEC website screenshot

The Consortium is currently working on revamping the website, which should be launched by the end of May 2017 as agreed by the partners to have as a reference for the review of the Fed4FIRE project.

The Fed4FIRE+ website will include Web 2.0 features accessible through smartphones and tablets, and optimised for search engines. The Twitter and LinkedIn accounts will be linked from the homepage that have been created in order to boost the dissemination and communication activities. The website, as originally defined, will contain the following sections:

- **Fed4FIRE+ Project**: presenting the subsections:
  - About Fed4FIRE+
  - Project partners
  - Promotional Material
  - Publications and invited talks
  - Tutorials and workshops
- **Open Call:** presenting the Open Calls and providing all the information to participate to the Call: technical, legal and financial details.
- **Run your Experiment**: presenting the testbeds available for experimenters.
- **Add your Facility**: inviting experimenters to add their testbeds, joining Fed4FIRE+ federation.

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- **Fed4FIRE+ Facilities:** including the following subsections:
  - Testbeds
  - Tools
  - Tutorials
- **Fed4FIRE+ User Stories:** presenting best practices and users experiences including interviews and posters.
- **News:** showing all the news related to the Fed4FIRE+ project activities and results, or to project related topics. Most of the news entries are spread through our Twitter/LinkedIn channels to increase their visibility and their promotion. In the News section Fed4FIRE+ will publish also the events related to the project with basic information about them and the involvement of Fed4FIRE+ will be made available
- **Contact:** providing visitors a secure contact form where to send questions and comments to the project coordinator.

On the Home page and the side bar area we show a widget with the latest tweets of our account and the links to follow us in Twitter and LinkedIn.

Figure 8: Fed4FIRE+ Homepage (development stage)

3.2.2 Intranet

To facilitate partner collaboration, IMEC will set up, within the first semester of the project, a private on-line workspace dedicated to project management, including reporting and non-public information. The intranet will be accessible at https://myminds.be/. The Fed4FIRE+ intranet will be created as part of the IMEC intranet MyMinds. It will be the main interface of the project for the consortium and will assist communication between project partners. The Fed4FIRE+ workspace is available only for registered users and will be hosted and maintained by IMEC. This private area provides different tools to facilitate project management as the repository, calendars, discussion area and a dedicated wiki. The

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Fed4FIRE+ private workspace will play an important role as the main internal repository for the project's Consortium. The structure of the private space will be flexible, dynamic and adapted to each step of the project. As a collaborative on-line tool, all partners can add information, discuss different subjects, create new spaces according to the evolution of the project and follow up on the advancement of the Work Plan and deliverables.

The private space will also be the collaborative tool for reporting. Each partner will be invited to complete its quarterly dissemination or expenditure report directly through a dedicated space that will be developed on the wiki of MyMinds. Work package leaders also have a dedicated space for each Work package to communicate and store useful information for the people involved.

3.2.3 Newsletter

Fed4FIRE+ will create a quarterly e-newsletter describing the evolution of the project framework and announcing interesting news and initiatives.

Figure 9: Fed4FIRE+ e-newsletter

3.2.4 Social Media

Social media channels are used to empower dissemination efforts and reach a wide audience so as to facilitate an interactive dialogue with relevant stakeholders. This is very important especially to support the Open Calls promotion, preparation and implementation. The project has chosen three major social media channels to funnel its communication.

- The Twitter Account, which builds upon Fed4FIRE account legacy and currently has 67 followers and has generated 74 tweets, https://twitter.com/Fed4Fire
- The Linkedin Group: https://www.linkedin.com/groups/8431872/profile

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- The YouTube Channel, inherited from Fed4FIRE project, which already has two videos from the previous project:
  - Introduction to Fed4FIRE Federation for Future Internet Research & Experimentation (August 29th, 2013)
  - Fed4FIRE training webinar (June 4th, 2014)
  - The interviews to the experimenters run during the FEC Conference in Ghent (March 2017) will be uploaded on the YouTube Channel by the end of April 2017.

3.2.5 Online education, tutorial and training materials

Fed4FIRE+ provides and offers online tutorials and training materials to facilitate uptake of the project outcomes to the target stakeholders, in particular small and medium businesses and new constituencies for new types of innovation-driven experimentation. Fed4FIRE+ reuses a number of tools and facilities developed within the Fed4FIRE project, builds upon any relevant outcome of the FIRE FORGE project and coordinates with any training activities planned at programme-level as relevant.

3.3 VIDEO

The first video shooting has been realized at the 1st FEC conference in Ghent on 14th-16th March 2017, and presents short interviews to each of the representatives of the experimenters showcasing a demo at the conference. The interviews to experimenters have been produced as speeches presenting their companies, their ideas, the business impact for their companies by participating to Fed4FIRE+ open call, the results obtained and their use in the experimentation.

Table 2: Video Interviews' details

Company	Project Name	Project Title	Person Interviewed
InnoRoute GmbH	TUNeR	Tuning User-Driven Network Reprovisioning	Andreas Foglar
SkilledApp s.r.l.s	Skilled	Skilled	Giovanni Trotta
Almatex	FI-DSPP	Future Internet data stream processing platform	Paweł Świątek
Aeorum España S.L.	LTEUAV	Performance analysis of adaptative algorithms for UAV data transfers over LTE	Sergio Boatella
ORION INNOVATIONS PRIVATE COMPANY	MENTA	MENTA: Bandwidth Management Experimentation through DPI Application	Nena Davri
ITTI sp. z o.o.	QBIX	Quality booster for QoE and context-aware adaptive service	Adam Flizikowski

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OneSource, Consultoria Informática Lda.	SODNS	Scalable OnDemand DNS	Bruno Sousa
ALLBESMART LDA	WiFi-C	Experimental assessment of WiFi	Jorge Ribeiro
AOIFE SOLUTIONS S.L	AW-Pilot_Test	AOIFES Pilot for "Access and Connectivity" experiments in the framework of Wi-Fi network	Victor Berrocal-Plaza
CYBERNETIC TECHNOLOGIES NETICTECH SA	medLTE	LTE performance of a mobile application for remote collaboration of medical professionals	Piotr Szymaniac
WPWEB	QUIES4FIRE	QUIES4FIRE	Alessandro Falcone
Duvall bvba	HMP	Hybrid Meeting Platform	Steve Bosmans.

3.4 PROMOTIONAL MATERIALS

During the lifetime of the project, a number of documents, deliverables, technical reports, posters, webinars, and presentations will be produced. In particular:

- A project brochure with an extensive description of the project.
- A leaflet, updated at least once, to reflect the project's evolution.
- A couple of roll-ups have already been designed and used on the occasion of the first FEC Conference.

3.5 WORKSHOPS & CONFERENCES

Fed4FIRE+ will focus on two types of events to provide major visibility to the project's outcomes:

- **Engagement Events**: Dedicated and active participation in conferences and workshops co-located with major events as a means to engage new Future Internet players and FIRE infrastructures providers into the Fed4FIRE+ federated platform. Precise timing of these events will be decided during the course of the project, but sufficiently in advance to allow in-depth preparation and will include, such as FIRE Forum, Net Futures, etc. As a matter of fact these "Federation Engagement" activities shall give the opportunity to present the federation and the Open Calls so as to maximise participation, but also to discuss with target stakeholders how the work shall evolve in the years to come, gathering important feedback from the community.
- **Engineering Conferences:** Through these engineering conferences, technical requirements from the testbeds and experimenters will be gathered, analysed and published through reports. These events will also serve as a forum at which experiments will showcase their results and provide feedback to Fed4FIRE+ and will serve as a basis to strengthen the community through which experimenters and facility providers interact

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and exchange information and experiences. The target is to organise these twice a year. The Fed4FIRE project initiated a successful series of Summer Schools where interested students, researchers, SMEs and other companies received training to access and use the Fed4FIRE facilities, i.e. through tutorials on setting up and running experiments. This successful series of Summer Schools will be continued and integrated in these Engineering Conferences. The engineering conferences will be organised in various locations around Europe.

3.5.1 First FEC Conference

Fed4FIRE+ aims at enabling the federation of large-scale experimental facilities to ground the Next Generation Internet. The "FECs" engineering conferences are a series of technical events organised by Fed4FIRE+ with the aim to strengthen the interaction among the different stakeholders involved. Conferences provide an opportunity for experimenters to showcase their results, analyse technical requirements from the testbeds and strengthen the community among innovators and facility providers.

Fed4FIRE+ organised the 1st Engineering Conference in Ghent, 14th-16th March, in the historic heart of Flanders. Three important events were co-located together: the Fed4FIRE+ Kick-off meeting, the 1st Engineering Conference and Fed4FIRE project's final review. The three-day event started with the Fed4FIRE+ project Kick-off meeting which involved 21 organisations from 12 different countries around Europe. It provided all participants with the opportunity to get to know each other, review the scope of the new project, specify their responsibilities and define the framework and time frame of their work. After the Kick-off meeting, the Engineering Conference began at full speed with different parallel sessions consisting of talks, tutorials and technical discussions. On March 15th, the plenary session at Ghent University on "Use Cases of Advanced Testbed Usage", which targeted the experimenters within Fed4FIRE, was very successful. This class was a tangible opportunity to learn how to use the testbeds made available by the project.

The afternoon session offered a chance for the participants to choose among different tutorial sessions: w-iLab.t wireless testbeds, Openflow, wireless NITOS testbed, automating experimentation through ansible, geni-lib, and Chef testbeds.

March 16th was dedicated to the demo booth session in which the 14 selected winners of the Competitive Call for Innovative Experiments demonstrated their achieved results by using the testbeds made available from the Fed4FIRE project.

The 14 projects selected in the last call of Fed4FIRE are:

- **InnoRoute**: TUNeR: Tuning User-driven Network Reprovisioning
- **SkilledApp**: Skilled: mobile app designed to create a network of referenced and geolocated users to search and offer skills in a specific area or to collaborate remotely, allowing users to instantly find the right person for their needs, wherever they are.
- **Pierpaolo Giacomin**: TCM4FIRE: Tunneling, Compressing and Multiplexing Traffic Flows on Fed4FIRE.
- **IN2**: Dock, Experimenting with Docker containers for highly scalable media platforms.
- **Almatex**: FI-DSPP: Future Internet data stream processing platform.

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- **Aerum España**: LTEUAV: Performance analysis of adaptive algorithms for UAV data transfers over LTE.
- **ORION**: MENTA, Bandwidth Management Experimentation through DPI Application.
- **ITTI**: QBIX: Quality booster for QoE and contextaware adaptive service.
- **OneSource**: SODNS: Scalable On-Demand DNS.
- **ALLBESMART LDS**: WiFi-C: Experimental assessment of WiFi coordination strategies using Radio Environment Maps WIFI-C.
- **AOIFE SOLUTIONS**: AW-Pilot_Test: AOIFES Pilot for "Access and Connectivity" experiments in the framework of Wi-Fi network.
- **CYBERNETIC**: medLTE: LTE performance of a mobile application for remote collaboration of medical professionals.
- **WPWEB**: The QUIES4FIRE project aimed at evolving the QUIES project's experience through some new experiments. Specifically, we installed the sensors in a city area and tested the sound spectrum to predict the event that provoked that specific noise.
- **DUVALL**: HMP: Hybrid meeting platform.

The event gathered more than 80 participants ranging from academics to highly skilled professionals, start-up accelerators to research organisations, all with a keen interest in the Next Generation Internet.

The website fec.fed4fire.eu links to all past and upcoming FECs.

Figure 10: 1st FEC's Website Screenshot

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4 PLAN OF ACTIVITIES M5-M60

4.1 WORKSHOPS & CONFERENCES

Participation in workshops and conferences is envisaged and will focus on three main activity streams to effectively promote the project's outcomes:

- **Engagement Events:** dedicated and active participation in conferences and workshops co-located with major events as a means to engage new Future Internet players and FIRE infrastructures providers into theFed4FIRE+ federated platform, such as FIRE Forum, Net Futures, etc.

Event Name	Date, Place	Type of Audience	Approx size of audience	Leading Partner
First SoftFIRE Hackathon in Berlin	Berlin, 4th May	Researchers, Policy Makers, Industry	100	Fraunhofer
TNC17 Networking Conference	Linz, 29th May – 2nd June	Researchers, Policy Makers, Industry	100	IMEC
EuCNC, Oulu	Finland, 12-15 June	Researchers, Policy Makers, Industry	30	IMEC
5G Summit Dresden	Dresden Germany, 19 September	Industry, Researcher	500	IMEC

- **Engineering Conferences:** these events serve as a forum at which experiments will showcase their results and provide feedback to Fed4FIRE+. It will serve as a basis to strengthen the community through which experimenters and facility providers interact and exchange information and experience.

Event Name	Date, Place	Type of Audience	Approx size of audience	Leading Partner
2nd FEC	October 2017, Volos (GR)	Experimenters, facilities providers, Fed4FIRE+ partners	80	IMEC
3rd FEC	March/April 2018, Paris (F)	Experimenters, facilities providers, Fed4FIRE+ partners	80	IMEC

- **Summer Schools**: successfully initiated in the Fed4FIRE project, these are addressed to students, researchers, SMEs and other companies to receive training to access and use the Fed4FIRE facilities, i.e. through tutorials to set up and run experiments. Summer Schools will be carried out at and integrated into the Engineering Conferences.

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4.2 PRESENTATIONS OR TALKS

The table below presents an initial list of third party events planned by Fed4FIRE+ to run during the first year of the project.

Table 3: List of relevant conferences and events for scientific dissemination

Event Name	Date, Place	Type of Audience	Website	Presentation	Leading Partner
IEEE DYSPAN 2017	6th-9th March 2017, Baltimore, USA.	Industry, Researchers	http://dyspan2017.ieee-dyspan.org	Demo (Paper)	TCD
INFOCOM 2017	1st to 4th of May 2017, Atlanta, GA, USA	Industry, Researchers	http://infocom2017.ieee-infocom.org	Demo (Paper)	TCD
EuCNC 2017	12th to 15th June, in Oulu, Finland	Industry, Researchers	http://www.eucnc.eu/	Demo (Paper)	TCD
NetFutures 2017	28th to 29th of June, The Egg in Brussels	Industry, Researchers	http://netfuturesconference.eu	Stand/Demo	TCD
EAI TRIDENTCOM 2017	Wuhan, China, 9–10 Dec, 2017	Industry, Researchers	http://tridentcom.org/2017/show/home	Paper	NTUA
CNSM 2017	Tokyo, Japan 26-30 Nov, 2017	Industry, Researchers	http://www.cnsm-conf.org/2017/	Paper	NTUA
IARIA SoftNet 2017	Athens, Greece 8-12 Oct, 2017	Industry, Researchers	https://www.iaria.org/conferences2017/SoftNet17.html	Paper	NTUA
IARIA NexTech 2017	Barcelona, Spain 12-16 Nov, 2017	Industry, Researchers	https://www.iaria.org/conferences2017/NexTech17.html	Paper	NTUA

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4.3 OPEN CALLS

Fed4FIRE+ will also provide funding for third parties through the cascade funding, Open Calls, mechanism. The proposals will be selected according to an open and transparent process. To support the selected experiments in preparation and execution, a support desk, which was also created in Fed4FIRE+, will be maintained, as part of the operations of the facilities, to provide all the information needed during the experiments.

The first competitive call for experimenters has been launched in January 2017 and has received 13 proposals for large experimenters and 30 proposals for small experimenters.

Call	Title	Deadline	Status
F4Fp-01	1st Fed4FIRE Competitive Call – Innovative Experiments Category "Small experiments" & "Large Experiments"	15th February 2017	Closed

The Fed4FIRE+ Open Calls will be broadly advertised through:

- Publication of the Open Call to Fed4FIRE+ website;
- Publication of the Open call to all relevant FIRE web sites and project web sites, such as: www.ict-fire.eu;
- Dissemination through Fed4FIRE+ social channels, partners. and community social channels;
- Dissemination through FIRE mailing list;
- Flyer to be distributed online and offline;
- A dissemination kit (visual/copy/link) will be distributed to major community websites to further increase visibility

4.4 JOURNALS AND CONFERENCE PUBLICATIONS

The table below presents an initial list of publications planned for the first year of the project.

Table 4: List of relevant journals for scientific dissemination

Publication	Topic covered	Submission to	Lead partner
Trust Management of Federated Testbeds	Trust and Reputation Management	IEEE TNSM or Elsevier FGCS	NTUA

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Other potential journals covering Fed4FIRE+ topics (experimentation facilities, surveys):

- IEEE Communications Surveys & Tutorials
- IEEE Communications Magazine
- Elsevier Computer Networks

4.5 SYNERGIES WITH RELATED PROJECTS AND INITIATIVES

Fed4FIRE+ will create synergies with other national and international initiatives and foster cross fertilisation in terms of reuse of tools, influence on platform and interface requirements and specifications and usage of experimentation facilities. The project will liaise with these international initiatives and support the dissemination and communication efforts and reach the widest audience possible. In particular,

- **FP7 FIRE and H2020 projects**
  - **OpenLab:** delivers control and experimental plane middleware to facilitate the use of testbeds.
  - **CREW**: has established an open federated test platform, which facilitates experimentally-driven research on advanced spectrum sensing, cognitive radio and cognitive networking strategies.
  - **WiSHFUL**: develops software for controlling radio and network aspects of heterogeneous devices ranging from sensors to software defined radios.
  - **IoT Lab**: is researching the potential of crowdsourcing and crowd sensing for ICT research and experimentations**.**
  - **F-Interop**: develops a set of online testing tools, including interoperability, conformance and performance testing tools for the Internet of Things
  - **FORGE** is an FP7 FIRE CSA which focuses on bringing together the spheres of FIRE and eLearning, especially focusing on technologies related to Open Educational Resources, MOOCs and eBooks.
  - RAWFIE (Road-, Air-, and Water- based Future Internet Experimentation) is an Horizon H2020 programme under the Future Internet Research Experimentation (FIRE+) initiative that aims at providing research facilities for Internet of Things (IoT) devices.
- **Global Collaboration Initiatives**
  - **GENI**, a first collaboration is between GENI and FIRE, on which FED4FIRE+ will build further. A first collaboration initiative is between GENI and the Fed4FIRE project on the network interconnection. Another link between GENI and FIRE is via the Fed4FIRE project through the organisation of GENI/FIRE collaboration workshops. These are brainstorm workshops, upon invitation only, between key researchers from GENI and FIRE to discuss the vision and strategies on test facilities and experimentation, and to boost collaboration between GENI and FIRE.

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- **FIBER project** aimed to design, deploy and validate a testbed facility that supports the joint experimentation of European and Brazilian researchers.
- **CENI:** The EU-China-FIRE project facilitated coordination and support to EU-China cooperation on Future Internet Experimental Research (FIRE) and IPv6.
- **SmartFIRE** project between EU and South-Korea has built an EU/South-Korean community and compatible and interconnected testbeds.
- **Felix** project between EU and Japan has built an advanced interconnected SDN EU/Japan testbed and community.

➲ **EC Initiatives**

- **5G PPP:** the 5G Infrastructure Public Private Partnership. Interaction between the Fed4FIRE+ and the 5G PPP players is essential to ensure synergies to be exploited beyond individual programme border to foster federation of facilities developed in the 5G PPP context via the Fed4FIRE+ infrastructure.
- **FI-PPP/FIWARE / FIWARE** LAB federation offers a federated testing environment which currently comprises 18 nodes and as such can cope with large trial deployments and can serve the various needs of a broad set of FI users and experimenters. This initiative is very much related to the work that will be done within Fed4FIRE+ and will therefore be closely coordinated with the planned project's activities with the equivalent of the Fed4FIRE+ project in the FI-PPP context.
- **AIOTI/IoT:** The involvement of several Fed4FIRE+ partners within the AIOTI and IoT Forum will ensure to liaise to relevant events and activities that will help promoting further the Fed4FIRE+ results reaching a broad audience. Coordination on a cross programme perspective for orchestrated contributions to standardisation with the AIOTI will be fostered as an important channel to ensure global impact creation.

4.6 CONTRIBUTION TO OPEN SOURCE INITIATIVES AND STANDARDS

The project will contribute actively to standardisation with two main focuses:

➲ Testbed federation and interoperability;

➲ Data portability, in line with the General Data Protection Regulation.

The project will relay (through P06 MI) the relevant results to the corresponding SDOs, namely:

➲ The European Telecommunication Standards Institute (ETSI).

➲ The International Telecommunication Union (ITU), with a focus on the Study Groups 20 and 11. MI is Rapporteur on Research and Emerging Technologies for the Internet of Things and for Smart Cities at the ITU (SG20) and will lead the standardisation effort within the ITU.

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- Institute of Electrical and Electronics Engineers (IEEE), where MI is Vice-Chair of the IEEE
- Subcommittee on the Internet of Things.
- International Standardization Organization (ISO), with a focus on personal data protection related standards, such as ISO 29100, ISO 29101, ISO 15408.

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5 IMPACT ASSESSMENT

5.1 QUANTITATIVE INDICATORS

Table 5: Communication KPIs

Measure	Indicators	Target Number
Brochure	Cumulative number of brochures (updated) distributed	>3,500
Project Website	Number of unique visitors to the website (average per year)	>1,000
Social Networks	Number of followers in social media	>100
Newsletter	Number of subscribers (by the end of the project)	> 500
Publications	# of relevant publications to conferences and journals	5 per year
Engineering Conferences	Number of events	2 per year

5.2 QUALITATIVE INDICATORS

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

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

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5.3 PLANNED DELIVERABLES

The Table 6 here below lists the Fed4FIRE+ Communication & Dissemination Planned deliverables:

Table 6: WP6 Planned Deliverables

Del. No.	Deliverable name	WP No.	Lead part.	Type	Dissem. Level	Del. date
D6.01	Fed4FIRE+ project web site (M02)	WP6	Martel	O	PU	M02
D6.02	Fed4FIRE+ Dissemination and Communication Strategy and Plan	WP6	Martel	O	PU	M04
D6.03	Fed4FIRE+ Dissemination and Communication Report and Updated Plan	WP6	Martel	O	PU	M18
D6.04	Fed4FIRE+ Dissemination and Communication Report and Updated Plan	WP6	Martel	O	PU	M36
D6.05	Fed4FIRE+ Dissemination and Communication Report	WP6	Martel	O	PU	M60

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6 CONCLUSIONS AND NEXT STEPS

This document presents the Fed4FIRE+ dissemination and promotion plan and describes a number of key activities that the project's partners are focusing on, and will be following up on in the coming months for the project's duration, in order to guarantee broad visibility of the project's work and results in the FIRE+ domain and beyond and to engage target stakeholders and produce a relevant and durable impact.

From the very beginning of the project, the Fed4FIRE+ partners have already been active in several ways and pursued various promotional activities, including:

- Restyling of the Fed4FIRE+ brand identity
- Development of the new Fed4FIRE+ project website, including as internal communication and information exchange platform.
- Revival of the Fed4FIRE+ Twitter account and LinkedIn Group.
- Contribution to the FIRE and NGI community in the form of information about upcoming events, organised workshops/sessions and available material.
- Diffusion of Fed4FIRE+ and overall FIRE and 5G related news via the project's communication channels, as well as the various partners' individual social communication means.
- Successful organisation of the first FEC, which took place on the 14th-16th March 2017, in Ghent (Belgium).
- Planned participation at various events, starting from the EuCNC 2017 conference in Oulu, Finland on the 12th – 15th June 2017.
- Planned creation of a slide-based presentation of Fed4FIRE+, as well as an introductory project's flyer and poster that will be released at project month 6.

The work of WP6 will continue to be intensive in the upcoming months as several efforts are planned in order to support the broad and effective promotion of various Fed4FIRE+ driven activities including the ORCA inception workshop, which will take place in M6, and the launch of the first wave of Open Call for Extensions in M9.

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[1] Authors, Title, Date…

[2] Authors, Title2, Date….

[3] URL…

[4] …

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APPENDIX A: FIRST FEC AGENDA

Figure 11: First FEC agenda, cover

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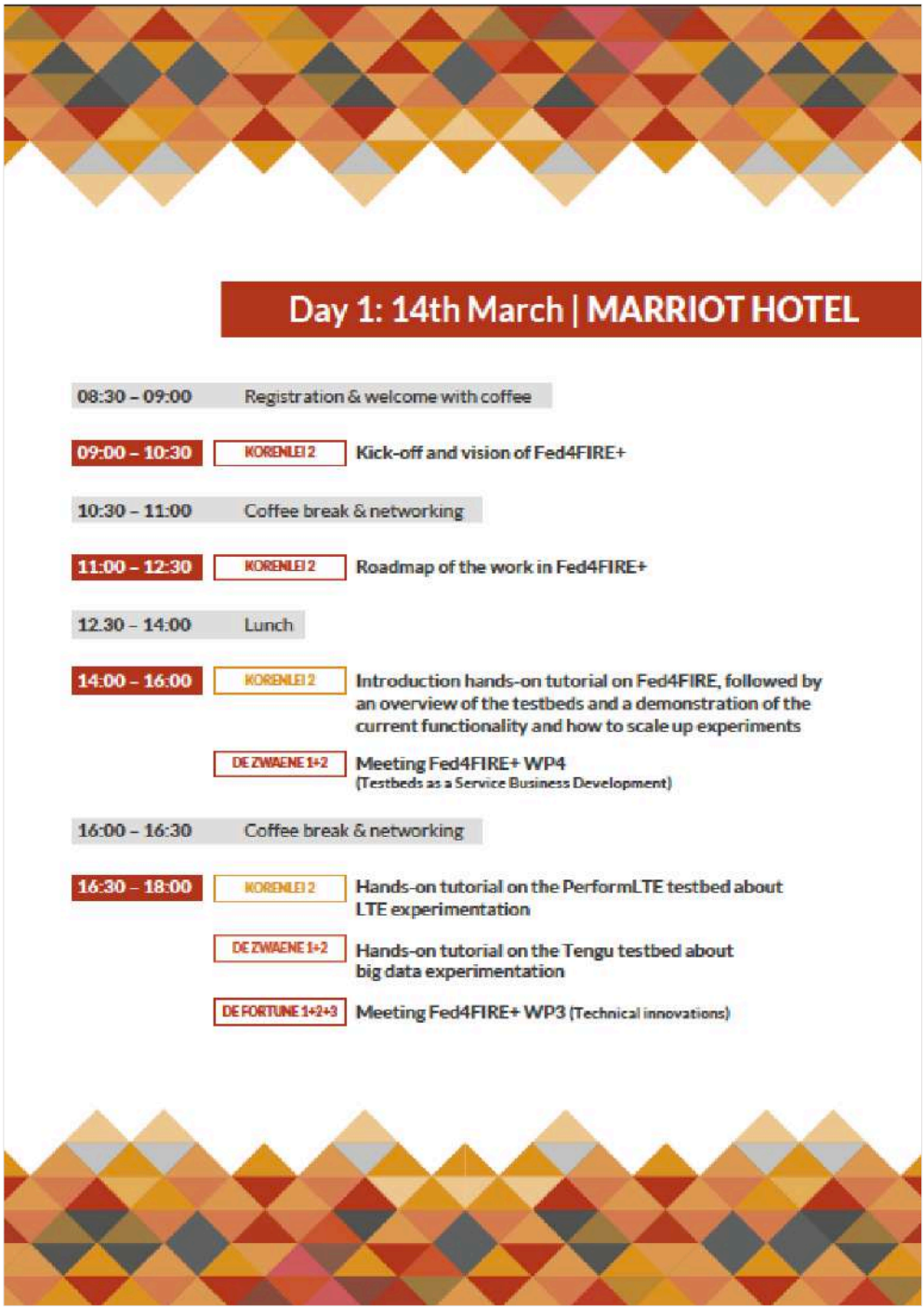

Figure 12: First FEC agenda, internal page

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APPENDIX B: FIRST FEC MATERIALS

Figure 13: Roll-up at the FEC's Conference

Figure 14: FEC's Conference Badges

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APPENDIX C: FEC'S EVENT

Figure 15: Tutorial session at 1st FEC's , 14-16 March, Ghent, Belgium

Figure 16: Plenary session at 1st FEC's, 14-16 March, Ghent, Belgium

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