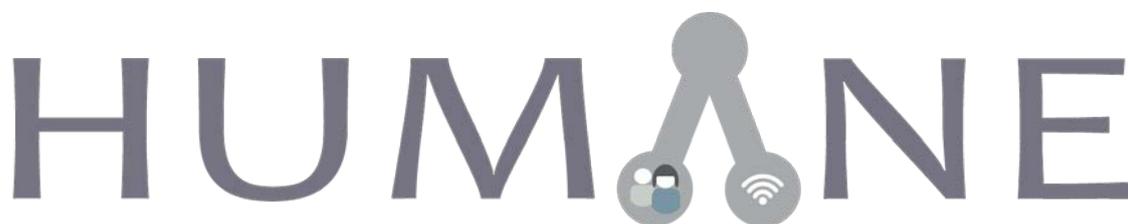


ICT-31-2014: Human-centric Digital Age

Project number: 645043



A typology, method and roadmap for HUman-MAchine NEtworks

Deliverable D5.1

Dissemination and communication plan Interim Update

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Abstract	In this report, we provide an update to the dissemination strategy for the HUMANE project. We outline our overall perspective and philosophy on openness and transparency within the project. We also describe our main strategies including organizing a HUMANE workshop and other events, publishing journal and conference papers, generating and distributing the dissemination kit, participating in clustering events, our online presence through the project website and social media, producing the project collaterals, and finally releasing the project newsletter. We identify the target audience for HUMANE, determine the type of messages to convey to each group, and set performance indicators to measure and track the dissemination activities in the project.
Key-words	dissemination; online presence; publication; communication; exploitation, stakeholders.

Versioning and contribution history

Version	Date issued	Description	Contributors
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V02	27/07/2016	Final draft ready for review	UOXF, ATC, SINTEF
V03	30/07/2016	Final version after rewwiew	UOXF, ATC, SINTEF, IT Innovation

Definitions and abbreviations

Abbreviation	Definition
HUMANE	Humane-Machine Networks
ICT	Information and Communication Technologies
KPI	Key Performance Indicator
R&D	Research and Design

Executive summary

This deliverable describes the dissemination and communication plan for HUMANE and provides a comprehensive framework for actions that will support outreach efforts necessary to disseminate and sustain the achievements and benefits of the HUMANE project. We report on HUMANE stakeholders, and dissemination and communication events to reach relevant parties and make HUMANE results easily available.

We identified the target audience and channels through which we will communicate the HUMANE findings with. Moreover we will find the best approaches to engage and inform stakeholders to maximize knowledge of the HUMANE roadmap and activities.

The online presence of HUMANE was launched in M2 of the project in the form of a website and a Twitter account. The redesign of the project website is initiated inline with the changing marketing demands as the project matures, in order to facilitate a more effective practical exploitation. The maintenance of the material will be continued throughout the project life with plans to sustain beyond the end of the project.

Workshop and events to be organised are outlined and as the project proceeds, project publications will be submitted to journal and conferences over the course of the project and beyond.

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1 Introduction

This document is an interim update to D5.1, Dissemination and Communication Plan, providing a more focused dissemination approach towards the key target audiences and the approaches to engage with them. Moreover, we include new strategies and performance measures in order to implement a more effective dissemination plan.

The main points of update can be summarized as follows:

- The dissemination to the other (non-scientific) target groups (ICT constituency and public bodies) should be the focus of the second year activity. Even though HUMANE has been very successful in producing and disseminating to the scientific audience, there is the need for further activity to extend the dissemination to ICT And public sectors.
- The on-line platform has been developed and for the first period is in line with the expectations, however the second period should emphasize the tools developed and make it more attractive for the different target groups, as it needs to evolve from a project website to a real portal for the potential users.
- Key Performance Indicators (KPIs) should be established and monitored during the remaining period. The impact of the dissemination strategy should be followed in time and maximized.
- The areas of interest and the type of the messages to the target audience have been determined.
- The dissemination and communication plan is more clearly linked to the exploitation of the project results.

These points are addressed in the remaining of this document in the related subsections (Target audience and Message, Project Website and Social Media, and Key Performance Indicators, respectively).

In HUMANE, special attention will be paid to make dissemination of final outcomes visible, customizable and open licensed in order to generate direct involvement of new stakeholders. The consortium members as well will disseminate the results of the project already from the inception phase of the activities with a wide network of contact and partner organizations. Transparency and openness is at the centre of HUMANE and all project partners will make sure that all the steps taken throughout the project are well documented and disseminated.

The dissemination of the results will be promoted and licensed in a manner that provides users with the right to make more kinds of (re)-use and improvements than those normally permitted under exclusive rights. These permissions are granted to users free of charge. Four key principles will be embraced for the promotion and dissemination of the research outcomes:

- **Reuse** - the right to use the content in a wide range of ways (e.g., in a research, R&D, in a study group, on a website, in a publication).
- **Revise** - the right to adapt, adjust, modify, or alter the content itself (e.g., translate the content into another language, adapt or adopt them in new contexts).
- **Remix** - the right to combine the original or revised content with other open content to create something new (e.g., incorporate the content into a mash up or new developments).
- **Redistribute** - the right to share copies of the original content, revisions, or remixes with others stakeholders or communities (e.g., give a copy of the content to human-machine networks designers).

Our dissemination plan considers opportunities beyond the academic audience and beyond EU borders.

2 Dissemination and Communication Strategy

The dissemination and communication strategy is adapted to fit preferences and needs of different stakeholders. In this chapter we describe our plans for dissemination of results through scientific publications and conferences as well as public and industry events, workshops and conferences. We additionally describe the initiation of the HUMANE website and multi-channel presence online.

In the first year of the project, the aim was to build awareness and engagement about the ongoing work of HUMANE. In the second year of the project, emphasis on awareness and engagement remains important, yet in the second year of the project, we also need to plan for impact. Particularly in the latter half of year two, work on optimizing impact needs to be adapted to the HUMANE roadmap (WP4).

2.1 Target Audience and Message

Here, we identify the target audience of the HUMANE dissemination and communication activities. In addition to that, we determine the appropriate channel through which each targeted group should be communicated with.

HUMANE's main target audiences are listed as follows:

1. **The ICT industry:** through the interlinked case-studies, HUMANE is well positioned to reach out to relevant ICT-developers and designers, though we also aim to reach out beyond those with whom we liaison through the project work.
2. **Public bodies and decision-makers:** We will use the HUMANE typology to develop a roadmap for human-machine networks to support future thinking, regulatory activities and policy-making in the field of ICT by providing easily applicable guidance for technology planning, actionable steps to leverage network-characteristics, and actionable steps to fit public and

private solutions to different network characteristics. Dissemination and communication activities will aim to make our work and results easily available and well-known among relevant bodies.

3. ***The scientific community***: as an R&I project, we will make efforts to disseminate the results of HUMANE work through relevant academic journals and conferences.

While the focus of the activities during the first phase of the project (typology and case studies) is on the scientific audience and R&D sectors, as the project enters the second phase (roadmap), it becomes more important to target non-scientific audience identified above (1 & 2).

In order to do so, the website will be redesigned; centred around the tools to attract the attention of practitioners who will be interested in the implications of the HUMANE findings.

Moreover, in order to facilitate a better communication of the findings and tools generated in HUMANE, the focus of the HUMANE workshop will be on these two target audiences. More details on the HUMANE Workshop is presented below.

Furthermore, we will use the HUMANE weblog to communicate with the public audience. The weblog will be reporting on the progress and the findings in a non-technical language on regular basis. The weblog posts will be linking to further publications and deliverables. More details are presented below.

We have also identified our target experts' and their corresponding field of interest as shown in the Table 1:

Table 1: Stakeholder/Audience matrix

HUMANE Audience	HUMANE Audience										
	<i>WP-ICT FP7 Work Programme</i>	<i>Project Background</i>	<i>Next-generation HMNs</i>	<i>Methods, Tools, Cases</i>	<i>Research Challenges</i>	<i>Future Technologies</i>	<i>HUMANE Roadmap</i>	<i>Users' Surveys</i>	<i>Lessons Learned</i>	<i>Project Impact</i>	<i>News and Events</i>
The ICT industry			●	●		●	●	●	●	●	●
Public bodies and decision-makers			●	●			●	●		●	●
The scientific community	●	●	●	●	●	●	●	●	●	●	●

2.2 Dissemination and Communication Activities and Events

The forums (scientific journals and conferences) where research results appear are the ultimate measure of the output of any research activity. Therefore, one of the goals will be to present the results of the research within the project in top rated scientific journals and conferences, preferably open access. Demonstrations of the different typologies of human-machine networks and their methodology will be presented in related conferences, workshops and events in order to reach a wider audience and improve the involvement of different application communities. Establishment of close links with other projects active in the area human-computer networks, Internet of Things, and knowledge representation will be sought mainly through the participation of the consortium partners in relevant activities.

Towards the end of the project, a workshop will be organized by the consortium to present the results of the project together with the roadmap to all interested parties. The workshop will invite contributions from ICT developers and policy-making, as well as researchers working in the domain of human-machine networks, and will be open to all interested parties. Relevant stakeholders to be invited include: the European national trade organizations included as members of DIGITALEUROPE (e.g. IKT Norge, Federation of Hellenic Information Technology & Communications Enterprises, techUK), the Norwegian public agency Difi (Agency for Public Management and eGovernment), the UK NPO mySociety, the UK Digital Government Service, the Open Innovation Strategy and Policy Group (OISPG).

Finally, online presence and dissemination through social media is among our core strategies. Online channels can easily bridge over disciplines and connect scientists, policy-makers, and technologists with the common interests. While physical presence at conferences and events bring their own limitations, we believe a comprehensive set of online activities can overcome most of the geographical barriers and spread the results of the project beyond the naturally limited scope of the off-line events.

A list of our activities and events is provided in the following.

2.2.1 Academic Conferences and Publications

We will present the HUMANE results in different academic conferences and peer-reviewed journals. Specific events and journals that we will aim at will be determined as the project proceeds, but a list of potential targets is provided below:

- ASONAM: International Conference on Advances in Social Networks Analysis and Mining (<http://asonam.cpsc.ucalgary.ca>)
- ICWSM: International AAAI Conference on Weblogs and Social Media (<http://www.icwsm.org/>)
- CHI: The ACM Conference on Human Factors in Computing Systems (<http://chi2014.acm.org/>)
- ICA: The Annual Conference of the International Communication Association (<http://www.icahdq.org/conf/>)
- New Media and Society (journal)
- Journal of Computer-mediated Communication (open access journal)
- First Monday (Open access journal)
- WebSci: ACM Web Science Conference (<http://websci14.org>)
- BCS HCI: International British Computer Society Human Computer Interaction Conference (<http://hci2013.bcs.org>)
- WWW: International World Wide Web Conference (<http://www2014.kr>)
- LNCS: Lecture Notes in Computer Science (www.springer.com/computer/lncs)
- Social Networks (journal)
- Journal of Systems and Services (journal)
- P&I (Policy and Internet Journal)
- ICCSS; International Conference on Computational Social Science
- Scientific Reports (Journal)
- PLoS ONE (Journal)

2.2.2 Journal Publication

HUMANE aims to publish in open access journals (gold open access), and to make publications behind pay-walls available as final peer-reviewed manuscripts in an online repository after

publication (green open access). To ensure gold open access, the HUMANE budget includes costs for Author Processing Charges. The data management plan ensures the publication of such manuscripts cohere with the embargo periods of publishers. We will also make pre-prints and working papers available through our project website.

These apply to both articles in conference proceedings and peer-reviewed journals. For a list of suggested journals, see D5.3.

2.2.3 Research Data

HUMANE will make the data available in a research data repository to make it possible for third parties to access, mine, exploit, reproduce and disseminate - free of charge - the data and metadata. Research data will be archived at the Norwegian Social Science Data Services to ensure re-use in future research projects and follow-up studies. The data management plan, D5.3 (Lüders, Engen, Pickering, Bravos, & Yasseri, 2015), specifies deadlines for the availability of such data, describe measures to ensure data are properly anonymized to ensure the privacy of informants and respondents, and to ensure the open data strategy does not violate the terms made with the interlinked R&I projects.

We will provide detailed data documentations in order to enable others to reuse the generated data with awareness of limitations and flaws.

2.2.4 Dissemination Kit

At the core of this promotion and information tool box will be key presentation materials centred around HUMANE's research and commercial benefits, including research data, research papers, white-papers, presentations, videos and live demos over the Internet elaborating on the use case studies addressed by HUMANE. These key materials will be mapped to a website that provides information about the project progress. It is designed as a spyhole to its intermediate and final results. We also use public channels, e.g., YouTube to further disseminate the material to a more public audience.

2.2.5 Clustering

HUMANE will be disseminated via Clustering meetings as well. We have identified synergetic projects with similar interest (SOCIAM), whom will be contacted and invited to the relevant meetings with the HUMANE team. In order to maximize the scientific impact of the project.

2.2.6 Project Website and Social Media

The project website <http://humane2020.eu/> is a key instrument for enhancing visibility of the project and has links to all relevant communities and interest groups (see Figure 1). All project findings are

published on the website to allow anyone interested in the subject to follow the progress of the project. Active website optimizes HUMANE on search engines.

We will also create an online data repository allowing the users to access and download the data that we have generated within the project. This will be implemented following our data management protocols.

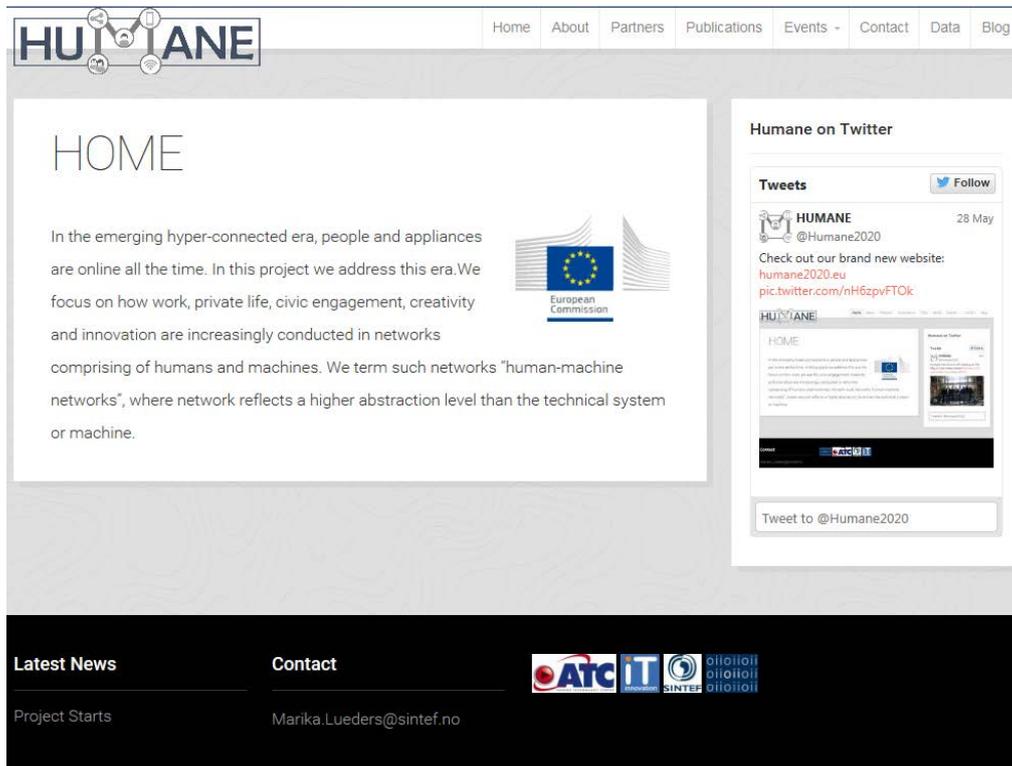


Figure 1: A Screenshot of the initial design of the humane.eu website.

Whereas the initial design of the website was more finding centric, during the second phase of the project the emphasise will be on tools. The redesign of the website considers attention attractors on the front-page which directly engages the visitors with the HUMANE typology and tools (see Figure 2). The new design will engage the visitors with the front page and guides the flow to the findings and other parts of the site from there.

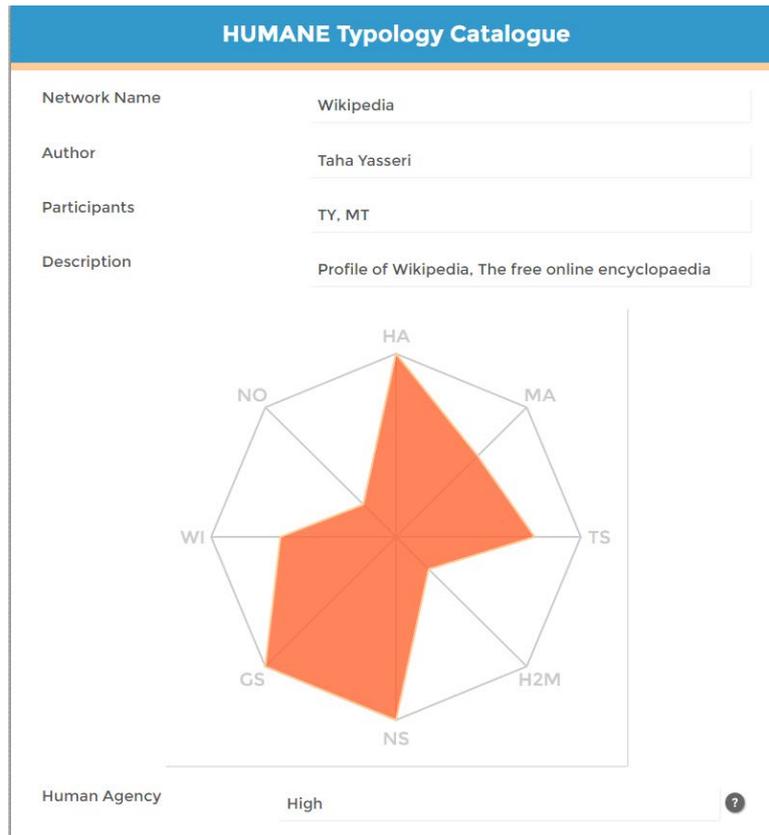


Figure 2 A Screenshot of an example of the HUMANE typology tool to be added to the front-page of the website.

Social media are fast, low cost channels of reaching interest groups and communities that are normally not present at any events.

- Online presence: website where relevant stakeholders and the general public can read about the project progress and findings (<http://humane2020.eu/>). The website was launched in M2, and will be revised and improved, particularly with regard to communicating the most important points of HUMANE.
- Interact with relevant LinkedIn Group fostering interaction with and participation of cross-border and multi-sector communities.
- Online repository on the website for anyone to download project findings and public deliverables.
- Twitter account, for sharing project news and reach a wide range of communities (@humane2020).
- Using existing consortium social networking contacts (Twitter, LinkedIn) to reach out to a wide range of communities.

2.2.7 Weblog

In addition to the static parts of the website which includes interactive and non-interactive sections, we use the project weblog as a dynamic tool which allows us to report on our progress in an informal language to target the wider audience. We use a non-technical and accessible language in the weblog however, we will link to the formal publications and deliverables of the project from within the weblog posts.

2.2.8 Mendeley Group

We have launched a literature sharing group on Mendeley (Figure 3), through which we disseminate the identified and reviewed related literature. This is an open group allowing other scientists and the members of the public to interact with the literature that is identified and tagged by the HUMANE members.

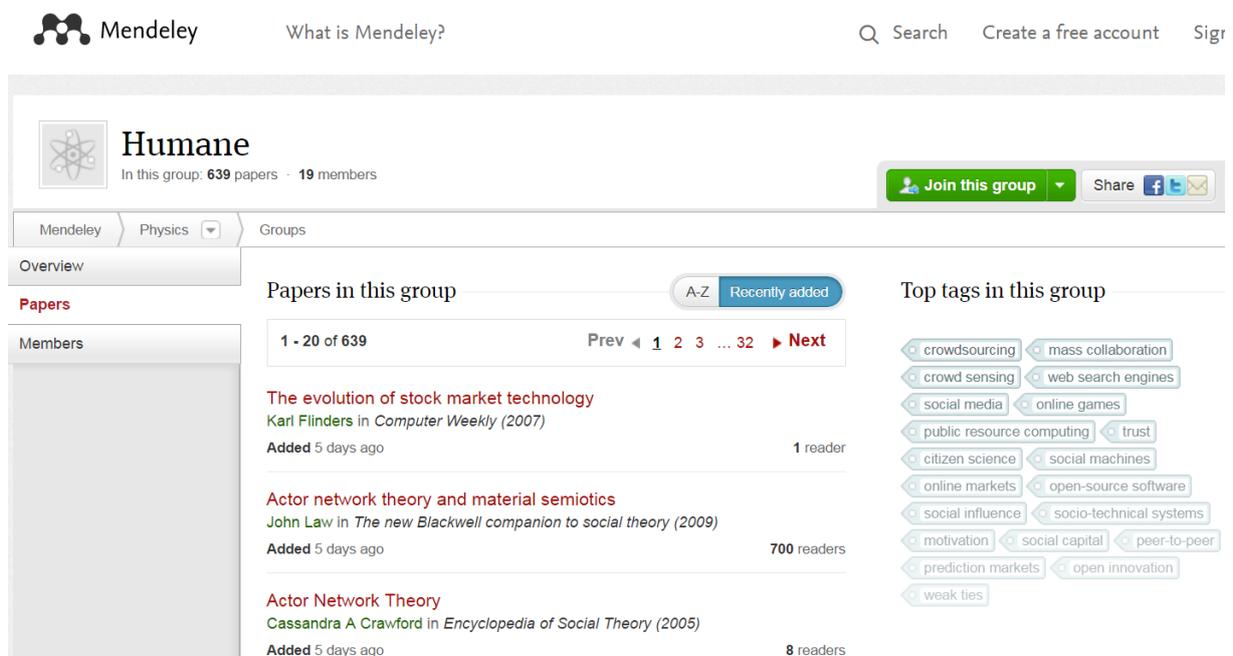


Figure 3 A Screenshot of the HMANE Mendeley group

Project collateral distributed at various events, conferences, workshops, etc., gain the project visibility with the general public and the national and European media.

- Design collateral includes designing a common branding strategy including project logo (see Figure 4).

- Create leaflets, posters banners, brochures to be given away at events.



Figure 4 The HUMANE logo

2.2.9 Press Releases

Press releases whilst a general tactic can also target specific stakeholders depending on the journal/website where press release is published. The emphasis of the press release is on our publications and that requires careful coordination with the publishers and the partners press offices.

- Send Press releases to mainstream and specialist media as well as relevant civil society newsletters, magazines and journals

2.2.10 Connect to Existing EU Initiatives

Connect the project with existing EU projects. HUMANE will benefit from the synergy with other similar or related EU projects. We value the input from other EU projects and will also try to mutually feedback our experiences to them.

- Liaising with ongoing initiatives can ensure and maximize the project impact improving the use, experiencing and understanding of human-machine networks. This includes the RRI in ICT platform, which is a good point of contact to relevant EU-projects.

2.2.11 Dissemination tactics summary

In order to generate high levels of impact, HUMANE will supplement its general dissemination activities with more targeted engagement of specific communities as shown in Table 2.

Table 2 Summary of activities.

Audience Type	General Dissemination	Targeted Dissemination
The ICT Industry	Project Website Project Newsletters Project Leaflet/Flyer Twitter Press Releases	Users' survey results HUMANE Workshop EU Project Links Weblog
Public bodies and decision-makers		Users' survey results HUMANE Workshop and other conferences EU Project Links
The scientific community		Publications HUMANE Workshop and other conferences Personal outreach and clustering EU Project Links Mendeley Group Specialised Social Media

3 Activity Schedule

The planning for the dissemination of the project has started off at a fairly high level and will be continuously refined and updated during the project lifecycle as new opportunities for dissemination arise. For ease of delivery, the activities have been broken down into three phases:

1. Design and elaboration of HUMANE vision
2. Stakeholder engagement and roadmap definition
3. Sustainability and wider dissemination

We outline the plans for key activities foreseen for the three phases of dissemination. The plan is regularly updated throughout the project (Table 3).

Table 3: Plan for key activities

Phase	Goals	Planned Activities	Expected Results & Outputs	Dates
Phase 1: Design & Elaboration of HUMANE visions	<ul style="list-style-type: none"> Build the HUMANE brand name Produce key dissemination material 	<ul style="list-style-type: none"> Produce key dissemination material Build the HUMANE website 	<ul style="list-style-type: none"> Logo Production Creation of the Website Establishment of Social networks presence Project Presentations at international conferences Scientific publications Stakeholder Map and Dissemination Plan Projects liaisons Collaboration with related communities focused on HMNs 	M1-M10
Phase 2: Stakeholders Engagement & Roadmap Definition	<p>Start engaging stakeholders;</p> <p>Leverage participation of different experts & users;</p> <p>Reaching out to the wider community of non-experts</p>	<ul style="list-style-type: none"> Website updated Start engaging stakeholders from the initial phases of the project (experts, practitioners, decision-makers etc.) Ensure active stakeholders feedback Support liaison activities with other ICT for HMNs 	<ul style="list-style-type: none"> Updated website Production of Users' survey HUMANE roadmap Production of press releases at National & EU level 	M7- M20
Phase 3: Sustainability and Wide Dissemination	Disseminate Final HUMANE Results	<ul style="list-style-type: none"> Production of several Press Releases Production of related articles and presentations Scientific publications for international 	<ul style="list-style-type: none"> HUMANE Workshop and related report Dissemination report (D5.4) Public project report Updated dissemination Material 	M20-M24

Phase	Goals	Planned Activities	Expected Results & Outputs	Dates
		conferences and journals • Organisation of HUMANE Workshop		

4 Key Performance Indicators

In order to assure a high impact dissemination and communication strategy, we have identified the following Key Performance Indicators (KPIs). We will be monitoring the KPIs as the project continues and make sure that they fulfil the anticipated levels. The monitoring is planned based on bi-monthly periods in order to ensure the goal achievement at the end of the project.

4.1 Website views:

The current level of website traffic has stabilized around 150 views by 60 unique visitors per months (see Figure 5). Our aim is to increase this to at least 300 views by 100 unique visitors per month through producing more content and heavier social media activity. We will continuously monitor the website statistics and make sure that a steady improvement is in place.



Figure 5: The monthly number of views and unique visitors to the HUMANE website

4.2 Twitter:

The current HUMANE Twitter account has about 30 followers and 5 retweets per tweets as of 30-07-2016. We aim at reaching at least 100 followers and an average of 10 retweets per tweet within the second phase of the project onwards through an increase in our social media activity.

4.3 HUMANE Workshop:

One important KPI is the number of applicant and participants to the HUMANE workshop. Although the details depend on the logistics, but we will make sure that the workshop is advertised adequately to the identified audience (see above) and the participation and engagement is maximized. We aim at having around 50-70 participants with adequate distribution among different groups of the targeted audience.

4.4 Overall Evaluation

Moreover, for each dissemination activity an indicative list of evaluation criteria is presented in the following table presenting a list of target values for quantitative indicators based on which the dissemination impact of the project will be evaluated (Table 4).

Table 4: Evaluation of the HUMANE dissemination quantitative aspects

Raise awareness and dissemination indicator target values	
No. of Twitter followers	100+
No. of actual users and experts involved	100+
No. of participants in HUMANE workshops	50+
No. of participants in stakeholders' needs survey	50+
No. of detailed Case Studies	10+
Raise awareness and dissemination indicators	
No. of presentations in external events	10+
No. of papers submitted for publication	5+
No. of blog posts published	20+
No. of downloads of workshop report (posted on the website)	50+
No. of potential users and experts involved	100+
No. of followers in Twitter	100+

The qualitative aspects of dissemination are closely related to the main project objectives that are to be attained (with regard to the policy-makers & practitioners community, the present and future users of research results) and how these dissemination activities will be successful in supporting them. This deliverable contains an account of:

- What will be produced and presented from the point of dissemination
- How, when and where will it be presented and distributed
- To whom will the results be disseminated
- Who will participate

5 Risks and Issues related to dissemination

There are a number of risks and potential issues related to the dissemination side of the project. These risks are monitored and mitigated by the Coordinator; however the Dissemination Leader also examines these risks on a regular basis and reports any changes to the Project Manager. An example of some communication risks is in Table 5.

Table 5 Communication risks examples

Risk Log	Priority	Mitigating Actions
Dissemination activities fail to target the correct audiences.	High	Set clear objectives based on knowledge of the target audience, set specific goals.
Poor dissemination towards the general public. The project may fail to get the wide participation of the citizens and the relevant stakeholders.	High	Clear map of stakeholders. Ensure clear message across all dissemination material.
Risk that everything runs smoothly but dissemination is poor & few stakeholders know about the project.	High	Dissemination related ideas, make use of a wide range of tools in order to effectively disseminate the project results such as project website, blog, electronic newsletters, press releases, papers, etc., as well as make use of the deployed Social Media and Web 2.0 platforms.
Limited establishment of liaison activities with other projects	Medium	A well-established dissemination, communication and public relations activities will create an interest in itself of other projects with relevant targets and objectives in HUMANE project.

6 Conclusions

This deliverable outlines the first iteration of the dissemination and communication plan. An overview of the targeted audiences and the related dissemination means that are being used in order to disseminate the project's results was presented.

HUMANE is a two-year long project, which means it is very important to speed up the awareness-raising and engagement activities, both online and offline. The HUMANE communication plan has been established, and with ongoing project-work and future results, reporting on activities, both online and offline, becomes relevant and necessary.

The candidate dissemination actions will be continuously monitored and accordingly updated, so this deliverable provided an overview of what is known and planned at the timing of the document preparation.

7 References

Lüders, M., Engen, V., Pickering, B., Bravos, G., & Yasseri, T. (2015). *D5.3 Data management plan*.