https://iot4cps.at/

Initial Dissemination & Website

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Introduction

This document seeks to provide insights into the dissemination aims, strategies and methods within the IoT4CPS project. Concrete activities such as the project website setup, as well as dissemination and community building activities are considered more closely.

The first part of the report contains an overview of all tasks, objectives and deliverables within WP9 as well as its relations and interactions with other work packages. Before giving attention to a specific plan of action, the report at hand identifies all stakeholders involved. In a next step, the report gives insights into the concrete actions regarding the setup of communication and dissemination channels as well as the development of dissemination material. This chapter is also supposed to introduce all social media and website activities as well as the tracking of their range and benefit. The next part of the report will cover the public kick-off that was held at TU Vienna on February 1. A preliminary dissemination plan based on a separate consideration of scientific and nonscientific activities functions as the main part of the document at hand.

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1   Introduction to WP9

1.1   Introduction along the Work Plan (Description of Work, DoW)

The report on Dissemination Plan and Website is the first deliverable of WP9, which contains the following specified objectives:

The goal of this work package is the publication and presentation of the results delivered by the other work packages. One of the major targets of this work package is the scientific dissemination of our results through reputable conferences and journals, focusing on high-tier venues sporting rigorous academic peer-review. Another focus lies on targeting industrial and governmental stakeholders with the most disruptive results in order to achieve awareness and generate impact. Furthermore, information material and the presentation of the project on the project website, including regular updates, are part of this work package

The results of the objectives described in this document will be provided within the following deliverables:

- D9.2: Annual updates on the dissemination plan, incl. reporting
- D9.3: Annual report on the ARES-Workshop
- D9.4: Final report – on published work, workshops and non-scientific events

The following tasks will ensure an efficient dissemination of the project results in order to generate the required impact in the scientific community, as well as industrial stakeholders and governmental players.

Task T9.1: Dissemination plan [M1-M36] (SBA, AIT**):** In order to achieve a structured approach towards the dissemination activities, including the selection of the right venues, as well as targets for information material, we will develop a dissemination plan. This results in an efficient

utilization of the budget reserved for material like an image video, posters, flyers and other printed material.

Task T9.2: Scientific dissemination [M13-M36] (SBA, AIT, JR, SRFG, SCCH, TUW, DUK, JKU**)**: Scientific results of the project will be disseminated through academic conferences and journals that provide rigorous academic peer-review for verification of our results through the scientific community. We will select the targeted venues with respect to their overall status in the research community, as well as measures like impact factor or rating in order to achieve the best possible impact. On the conference side, we therefore target venues both in Europe, as well as in the US in order to cater for the internationality of the scientific field.

Task T9.3: Non-Scientific dissemination [M1-M36] (AIT, SBA, AVL, NOKIA, SAGÖ, TTTech, IFAT, NXP, XNET**):** While scientific dissemination is excellent for spreading the results in the academic community and verifying them through peer-review, the topics of IoT4CPS are highly relevant for the industry and governmental bodies. Thus, the dissemination activities will also target venues (conferences and journals) that cater to these audiences in order to enable further dissemination of the results towards relevant stakeholders in the field. These activities also include the design of printed material like posters, flyers and information material, as well as the setup and subsequent upkeep of the project website.

Task T9.4: Event organization [M1-M36] (SBA): We will organize different workshops to raise awareness in the community and disseminate the project results. A public kick-off and closing event will be organized with stakeholders of the industrial IoT community. Furthermore, a specialized workshop at the ARES conference (International Conference on Availability, Reliability and Security), a very respectable and long-standing conference in the field of IT-Security and related aspects, will be organized to present the project's results to a wide audience in the information security community. The first iteration of this workshop will start in the second year of the project and continue through the project lifetime and will provide many opportunities for extending the partner network of the project consortium with international partners, academic, as well as industrial.

The participating organisations and person-months per organisations are:

A/AIT(5), P1/AVL(2), P2/DUK(0,9), P3/IFAT(1,8), P4/JKU(1), P5/JR(1,2), P6/NOKIA(0,2), P7/NXP(1), **P8/SBA(7),** P9/SRFG(2), P10/SCCH(2), P11/SAGÖ(2), P12/TTTech(2), P14/ITI(1), P15/TUW(1,5), P16/XNET(0,8)
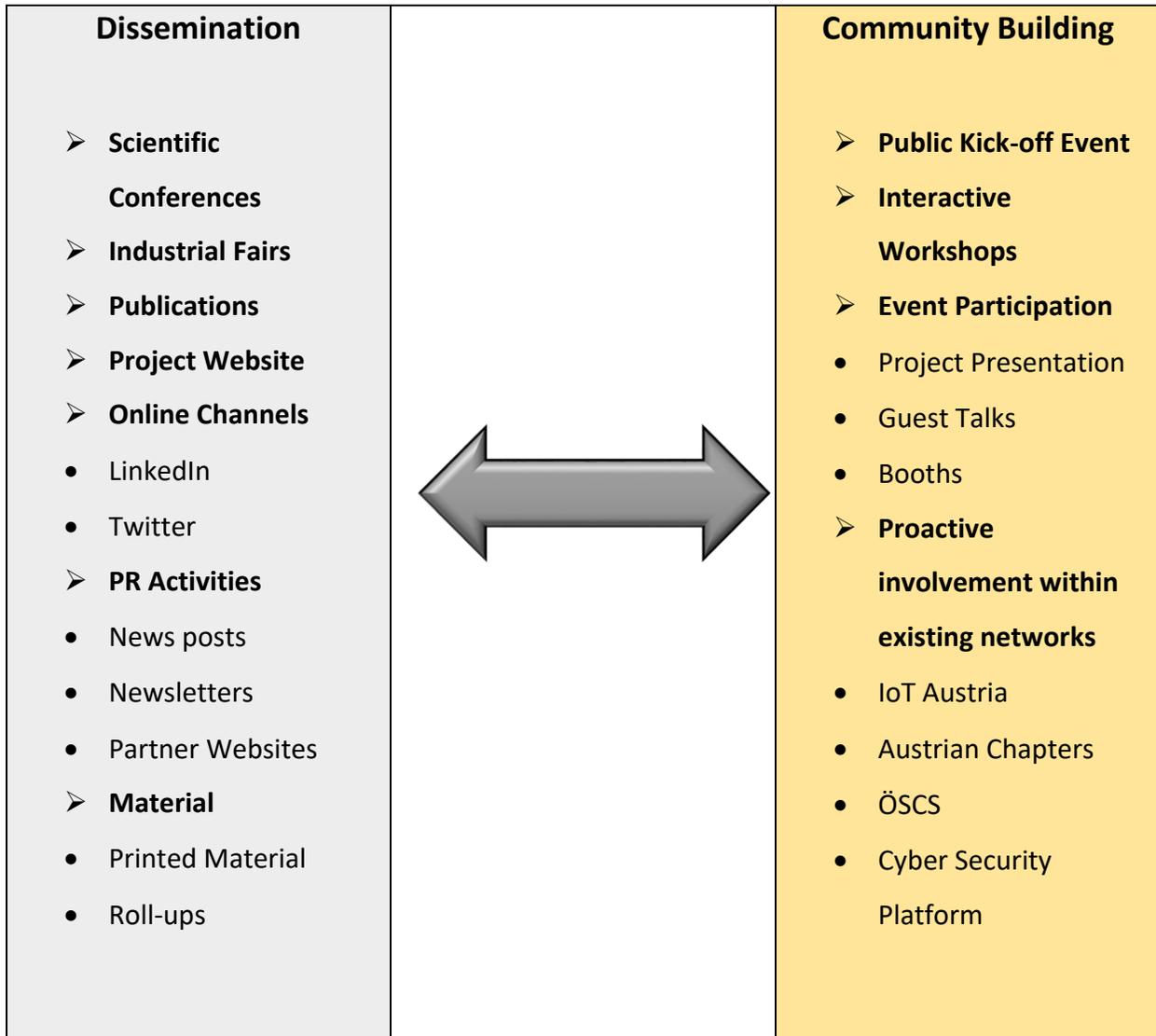
Method

The dissemination plan has been established together with all partners and is therefore strongly interconnected with all other work packages within the project. The academic dissemination itself is done by the respective partners who generate the research results, for the non-academic venues, the partners will work together as a consortium in order to disseminate the results. The information material has been produced and distributed to all partners at the public kick-off and will be updated reegularly throughout the project lifetime. The dissemination output will be additionally optimized bygathering feedback from external participants (e.g. public kick-off).

1.2 Interconnection with other Work packages

The presented tasks are strongly interconnected with all other parties that are active within IoT4CPS. The initial dissemination plan at hand requests the involvement from both scientific as well as industrial partners. The exploitation process represents the benefit from the joint value of all partner´s resources. The strongest interaction occurs with WP8, which partly deals with clustering and community building activities (T8.1: Clustering).

2 Dissemination & Event Organization, Community Building

2.1 Dissemination & Community Building

Dissemination		Community Building
➢ **Scientific Conferences** ➢ **Industrial Fairs** ➢ **Publications** ➢ **Project Website** ➢ **Online Channels** • LinkedIn • Twitter ➢ **PR Activities** • News posts • Newsletters • Partner Websites ➢ **Material** • Printed Material • Roll-ups	⬌	➢ **Public Kick-off Event** ➢ **Interactive Workshops** ➢ **Event Participation** • Project Presentation • Guest Talks • Booths ➢ **Proactive involvement within existing networks** • IoT Austria • Austrian Chapters • ÖSCS • Cyber Security Platform

2.2 Stakeholder Groups

The following model identifies all stakeholders affected by/involved in the IoT4CPS project. Moreover, the model shows the individual points of contact as well as ways to approach those stakeholders.
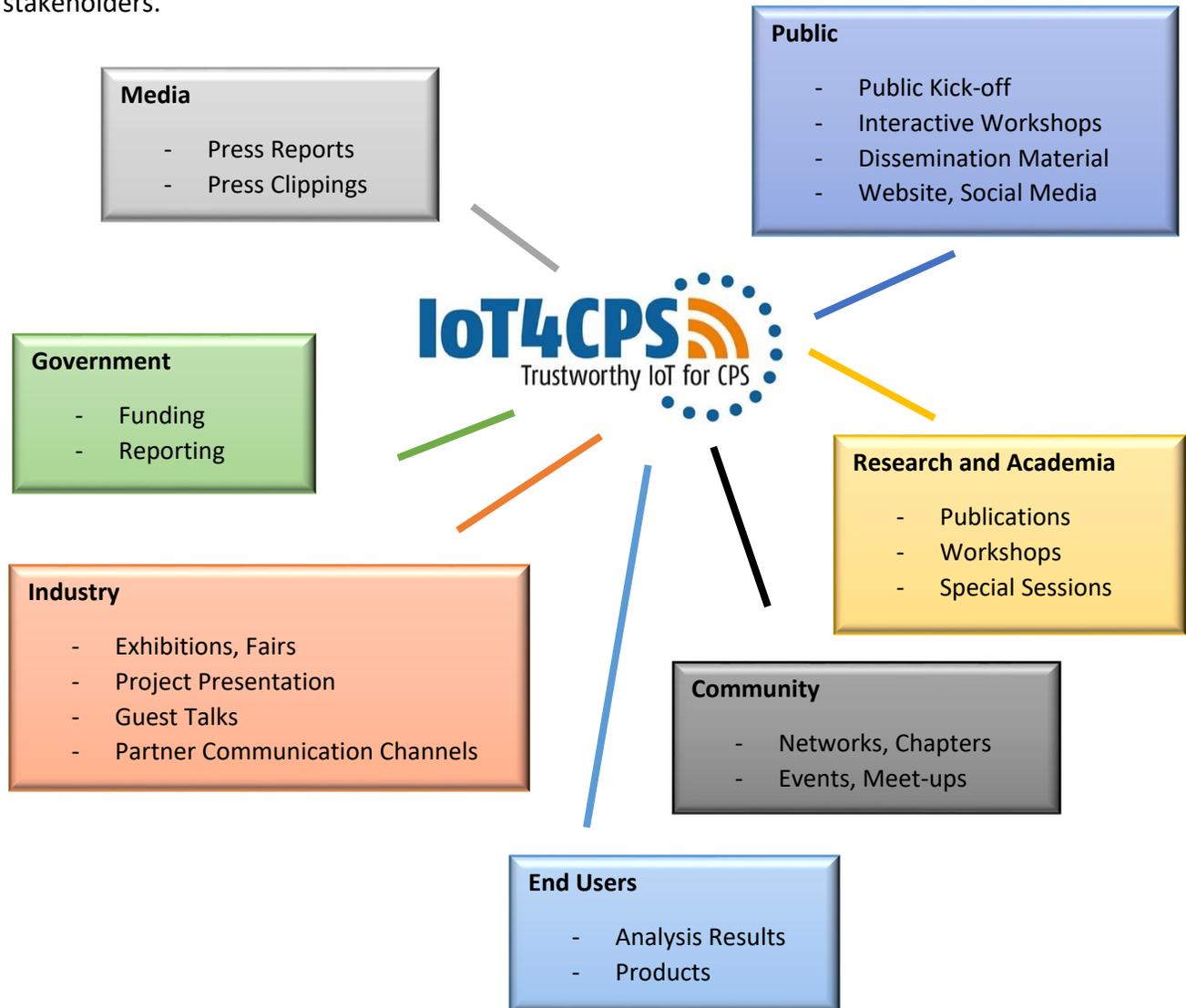
2.3   Stakeholder Identification and Contact

The stakeholders listed above are being identified, approached and interacted with in different ways.

Direct identification and contact

- Scientific conferences
- Industrial fairs
- Organization of public events and workshops
- Attendance of events (guest talks, project presentation)
- Social media and website activities
- Emailing (newsletters)

Indirect identification and contact

- Press reports
- PR Activities
- Publications
- Dissemination material (printed information material)

Identification and contact through multipliers

- Communities and networks
- Partner communication channels (newsletters, websites)

3   IoT4CPS: Communication Channels, Dissemination Channels & Materials

3.1   Internal Communication

Internal exchange happens through:

- Several mailing-lists for the whole consortium/specific work packages
- Monthly status calls with all partners

3.2   Channels and Material

In order to generate a high recognition value a first set of dissemination material including flyers and roll-ups were produced and initially presented at the public kick-off on February 1 (News post: https://iot4cps.at/2018/02/08/iot4cps-public-kick-off/)

Within in process of designing the material the focus was put on the development of a strongly definable brand.

Developed material

- SharePoint
- Logo (web & print, several sizes & mutations)
- RollUps
- Folder
- Templates (deliverables, documents, presentations)

Online communication channels

- Website: https://iot4cps.at/
- Social media channels:
  - Twitter: https://twitter.com/IoT4CPS
  - LinkedIn: https://www.linkedin.com/in/iot4cps-project-a8a037155/

All partners are contributing to the project´s online presence by sharing information and news updates on their professional social media pages as well as their websites. Furthermore, all partners have been asked to add the IoT4CPS professional LinkedIn page as their employer.

3.2.1 Website

The IoT4CPS can be found at www.iot4cps.org

As the presentation of the project website functions as one of the milestones within this first dissemination, report the following chapter shall address all respective contents and features.

The website provides insights into the structure of IoT4CPS and informs about all partners involved. It also highlights the partner´s activities and responsibilities in the course of the project.

Additionally it links to the IoT4CPS social media channels and places the project logo at public disposal (for media in particular).

It also gives an overview of research contents as well as the two use cases. The objective of the project website regarding dissemination can be described as the following:

- Visibility and recognition value
- Public Relations
- Media
- Newsposts
- Project content, use cases

3.3 Multipliers

The following communities and networks shall function as multipliers:

- Partners
    - Newsletter, websites, social media accounts, events
- IoT Austria
    - Events, website, newsletter, press clippings
- Austrian Chapters
    - ACM SIGSAC Vienna
    - IEEE SMC/CS Austria
- IKT-Sicherheitsportal
- ÖSCS
- Cyber Security Platform

4 Measurable Criteria for Success – Tracking of Range and Benefit

This chapter is supposed to give an insight into the tracking process and the identified measurable criteria for success of all dissemination and community building activities. All defined criteria can be changed or replaced by new criteria at all time in the event of decreasing informational value.

4.1 Events, Academia, Press

- Number of participants and attendees
  - Community building events
  - Public Kick-off
  - Conferences
  - Workshops
  - Project presentations
  - Guest talks
- Number of contacts
  - Industrial fairs
  - Conferences
- Number of distributes information material
  - Industrial fairs
- Number of press releases and press clippings
- Number of publications (full paper, short paper, poster) and workshops

4.2 Website, Social Media

- Website statistics (the setup of a tracking system with google analytics is being contemplated)
- Numbers related to social media channels
  - LinkedIn
    - Number of followers
    - Number of views
  - Twitter
    - Tweets and re-tweets
    - Number of followers
    - Number of likes (news posts)
    - Number of klicks (profile, news posts)

5   Public Kick-off

The public kick-off of the Austrian flagship project IoT4CPS took place at TU Vienna (Boeckl Saal) on February 1, 2018.

After the welcome notes from Johannes Fröhlich (Vice Rector, TU Vienna), Helmut Leopold (Head of Center for Digital Safety and Security, AIT) and Andreas Eckel (Team Lead Grants, TTTech) we looked into the contents and aims of the project.

Within the next part of the event, the auditorium was invited to join interactive workshops based on the project´s main topics. External participants had the opportunity to ask questions, provide input and give feedback. Depending on their interests, people could participate in either a single or multiple workshops within the timeframe of one hour.

The official part of the kick-off was eventually concluded by short presentations of the brainstorming outcomes followed by an expert panel discussion.

Expert Panel Discussion

Interactive Workshops

6   Dissemination Plan

The dissemination plan at hand strives to give an overview of all currently planned scientific as well as nonscientific dissemination activities. The preliminary plan will be constantly adapted in the course of the project.

In addition to the long-term plan at hand, the following tasks are being executed on a continuous basis:

- Update of publications
- Update of public presence (project presentation, keynote, guest talks at events)
- Maintenance and update of website and social media channels
- Dissemination via project website and partner websites, newsletters
- Press reports, press clippings
- Evaluation and replacement (if needed) of measurable success criteria

6.1 Scientific Dissemination 2018

The IoT4CPS project shall be presented/introduced by the project partners in the course of the following scientific occasions:

Date (Period)	Partner	Conference	Location	Function/Action
Month 1 (January 2018)	SSCH	Software Quality Days	Vienna, Austria	Presenter
Month 2 (February 2018)	TU Graz	EWSN 2018	Madrid, Spain	Steering Committee, Session Chair
	SBA Research	NDSS 2018	San Diego, USA	Participant
	IFAT	ISSCC 2018	San Francisco, US	Program Committee
Month 3 (March 2018)	TU Wien	DATE 2018	Dresden, Germany	Presenter
Month 4 (April 2018)	TU Wien	CPS Week 2018/HSCC 2018/Smart Farming 2018	Porto, Portugal	Paper Accepted at HSBB, Organizer of Smart farming in collaboration with the AIT
	AIT	TACAS 2018	Thessaloniki, Greece	Presenter
	AIT	CPS Week /CPS SR 2018	Porto, Portugal	Organizer
	AIT	CPS Week / HSCC 2018	Porto, Portugal	Presenter
	NXP	RFD Journal Live	Orlando, US	Exhibitor
	IFAT	VLSI-TSA	Taiwan	Presenter
	AVL	WCX: SAE World Congress Experience	Detroit, US	Participant

Month	Institution	Event	Location	Role
Month 5 (May 2018)	TU Graz	DocEIS 2018	Lisbon, Portugal	Keynote Speaker
	AIT	FAC 2018	Vienna, Austria	Organizer
	SBA Research	IEEE S&P	San Francisco, US	Participant
	DUK	ICPS 2018	St. Petersburg, Russia	Publication, possible organization of a special session on IoT
	SRFG	International Journal of Computer Integrated Manufacturing ; Issue on Cyber-Physical Systems with application in production and logistics	Scientific Journal	Publication
Month 6 (June 2018)	TU Graz	IEEE SIES 2018	Graz, Austria	Organizer
	AVL	30. Internationale AVL Tagung "Motor & Umwelt" 2018	Graz, Austria	Organizer
	TU Wien	DAC 2018	San Francisco, US	Presenter
	DUK	ISIE 2018	Cairns, Australia	Publication, possible organization of a special session on IoT
Month 7 (July 2018)	AIT, TU Wien	FLOC 2018/CAV 2018/RVARISE 2018	Oxford, UK	Organizer of CAV 2018 satellite workshop
Month 8 (August 2018)	SBA Research	ARES/CD-MAKE 2018	Hamburg, Germany	Organizer
	SBA Research	USENIX Security, USENIX Soups	Baltimore, US	Participant
Month 9 (September 2018)	AIT	DECSoS	Vasteras, Sweden	Organizer
	AIT	SAFECOMP2018	Vasteras, Schweden	Presenter
Month 10 (October 2018)	DUK	IECON 2018	Washington, US	Publication, possible organization of a special session on IoT

Month 11 (November 2018)	TU Wien	ISoLA 2018	Limassol, Cyprus	Organizer of R-TheTop track: Runtime Verification from the theory to the industry practice
At the latest by Month 12 (December 2018)	DUK	IEEE Transactions on Industrial Informatics (TII)	Scientific Journal	Publication, Special Session
	DUK	IEEE Industrial Electronics Magazine (IEM)	Scientific Journal	Publication, Topic Focus

6.2 Non Scientific Dissemination 2018

The IoT4CPS project shall be presented/introduced by the project partners in the course of the following nonscientific occasions:

Date (Period)	Partner	Event/Fair	Location	Function/Action
Month 1 (January 2018)	AIT	OCG Jahresopening 2018	Vienna, Austria	Keynote
	AIT	Cyber Security Week Vienna	Vienna, Austria	Organizer, Involvement of three Partners
	SBA Research	Cyber Security Week Vienna	Vienna, Austria	Exhibitor
Month 2 (February 2018)	All Partners	Public Kick-off	Vienna, Austria	Organizer, Presenter
	X-NET	Embedded World 2018	Nürnberg, Germany	Exhibitor
Month 4 (April 2018)	NXP	RFD Journal Live	Orlando, US	Exhibitor
	X-NET	Hannover Messe 2018	Hannover, Germany	Exhibitor, Networking
Month 5 (May 2018)	SBA Research	IMPACT 2018	Vienna, Austria	Organizer, Presenter
	SBA Research	Security Forum 2018	Hagenberg, Austria	Exhibitor, Presenter
	X-NET	Smart Automation Austria	Linz, Austria	Exhibitor
Month 6 (June 2018)	X-NET	CeBIT	Hannover, Germany	Exhibitor
Month 9 (September 2018)	IFAT	EuMW	Madrid, Spain	Exhibitor

Month 11 (November 2018)	NXP	Electronica	Munich, Germany	Exhibitor
	SBA Research	IT-SECX	St. Pölten, Austria	Exhibitor, Presenter
At the latest by Month 12 (December 2018)	SBA Research	IoT Austria Event	Vienna, Austria	Presenter

6.3   Extract of Website Activities, Social Media Activities and Press Reports

The following table is supposed to give an idea of the ongoing dissemination tasks regarding public relations, press reports and online activities.

Date (Period)	Category, Medium, Title, Link	Target Group
Month 1 (January 2018)	**Newspost** **IoT4CPS Website** *Neues österreichisches Leitprojekt für sicheres Internet der Dinge (IoT) gestartet* https://iot4cps.at/2018/01/12/neues-osterreichisches-leitprojekt-fur-sicheres-internet-der-dinge-iot-gestartet/	Public, AT
	Press Report **Salzburger Landeskorrespondenz** *Salzburger Know-how für sicheres Internet der Dinge (Haslauer: Vernetzte Systeme im Internet der Dinge eröffnen neue Möglichkeiten für Betriebe)* http://service.salzburg.gv.at/lkorrj/Index?cmd=detail_ind&nachrid=59305	Public, AT
	Newspost **SRFG Website** *Salzburg Know-How for a Secure Internet of Things* https://www.salzburgresearch.at/en/2018/salzburg-know-how-for-a-secure-internet-of-things/	Public, International
	Newspost **Twitter, LinkedIn** **Introduction of the IoT4CPS Project** https://twitter.com/IoT4CPS https://www.linkedin.com/in/iot4cps-project-a8a037155/	Public, International

Month 2 (February 2018)	**Newspost** **IoT4CPS Website** *IoT4CPS Public Kick-Off* https://iot4cps.at/2018/02/08/iot4cps-public-kick-off/	Public, AT
	Newspost **IoT4CPS Website** *Presentation of IoT4PS at the Vienna Cyber Security Week* https://iot4cps.at/2018/02/08/presentation-iot4cps-vienna-cyber-security-week/	Public, AT
	Newspost **SRFG Website** *IoT4CPS: Öffentliches Kick-off Event* https://www.salzburgresearch.at/event/iot4cps-oeffentliches-kick-off-event/	Public, AT
	Newspost **TU Graz Website** *TU Graz participating in new IoT lead project* https://www.tugraz.at/en/tu-graz/services/news-stories/tu-graz-news/singleview/article/-4476bea90d/	Public, International
	Newspost **Debendable Things Research Center Website** *New Austrian Lighthouse Project on Safe and Secure IoT* https://www.tugraz.at/projekte/dependable-things/news/	Public, International
	Newspost **JR Website** *Neues österreichisches Leitprojekt IoT4CPS gestartet* https://www.joanneum.at/digital/aktuelles/news/news-detail/news/neues-oesterreichisches-leitprojekt-iot4cps-gestartet/?	Public, International

6.4 Preliminary Dissemination Plan 2019

Date (Period)	Partner	Conference/Fair	Location	Function/Action
Month 17 (May 2019)	SBA Research	Security Forum	Hagenberg	Exhibitor
Month 20 (August 2019)	SBA Research	ARES/CD-MAKE	TBA	Organizer, Special Session
Month 23 (November 2019(	SBA Research	IT-SECX	Hagenberg, Austria	Exhibitor, Presenter
TBA	SCCH	ECML-PKDD 2019	TBA	Presenter

7 Conclusion

A solid planning of various dissemination activities as well as a contentious execution of all actions is crucial for the success of IoT4CPS. Without a the required external effect and impact, the best research is rather useless.

Therefore, the document at hand shall strives to give an overview of all types of dissemination activities within IoT4CPS. Thereby the communication strategy covers both real life and online activities. Subsequent to an identification of all stakeholders, it offers valuable clues on the different approaches of the very same.

Apart from listing all activities, the deliverable at hand introduces the measurable criteria for success related to the respective actions.

In the course of a specific consideration of scientific and non-scientific events, the document comprises a preliminary detail dissemination plan for the coming 12 months. The last section provides a short extract of actions executed to this point.

To ensure a dynamic and flexible handling of external communication, all discussed tools and strategies will be evaluated and potentially replaced in regard to future reports.