SAFE RESCUE
improves situational awareness
for emergency

SafeRescue: software-instrumentation platform to improve situational awareness for emergency responders

Deliverable

D6.3 Initial dissemination plan

Document type: Document
Document version: V0.4
Access level: Public
Submission date: M24
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Executive summary

This document describes the plan for using and disseminating the knowledge in the context of SafeRescue project. It specifies Safe-Rescue dissemination strategy, target audience and means for communication with this audience. It also presents the planned and performed dissemination activities including the participation in conferences and other relevant events, the publications in scientific journals and establishing project's mass communication channels.

1. Project description

The Safe Rescue project has the potential to save the lives of victims and first responders by allowing emergency dispatchers to track, locate and direct teams to rescue personnel that are at risk or down during emergency events. Software will be created to increase the emergency dispatcher's situational awareness of an accident by providing a dashboard view of the incident location, superimposed with the status / locations of the first responders, with the status / locations of the workers, and with the status / locations of the victims

2. Dissemination strategy

External dissemination activities are key to extending the impact of SafeRescue project to a global level. The objective of SafeRescue dissemination activities are to

- Effectively use various communication channels to present project results;
- Establish links and encourage synergies with similar projects and initiatives;
- Engage relevant stakeholders, domain experts or partners that can help us widen the scope of the project,
- Maximize the market visibility for the developed technologies and services

The channels of communication for the project include a wide range of media to be able to effectively disseminate project results. Non-technical brochures, newsletters, white papers and active participation in social media will ensure widespread dissemination of the key project's contributions to a wide audience. Trade fairs and exhibitions will demonstrate equipment and products, and promote applications and services. The main communication activities are outlined below. The following table summarizes various communication challenges, target audience and specific activities for each target audience.

Table 1. Communication channels, specific activities and target audience

Communication channel	**Specific activity**	**Target audience**
Conference Publications	Project results will be published in related conferences, such as IEEE ICC, IEEE INFOCOM, IEEE GLOBECOM, ACM Sensys, ACM Mobicom, ACM Mobihoc, ACM DIS, ACM CHI. Conferences allow fast publication of recent research results, high visibility, and direct dialogue with experts from both academia and industry.	Industry (R&D), research community
Journal Publications	Journals offer a platform for detailed description of research progress with a wide-spread recognition of the topic, the project and its results. The project results will be published in high-impact factor journals, such as IEEE Trans. Com., IEEE Trans. Wireless Com., IEEE Trans. Cloud Comp., IEEE ComMag, IEEE Trans. on Netw., IEEE Access, etc. Ergonomics, The Design Journal	Research community

Industrial Events	SafeRescue will showcase the obtained platform in demo sessions within top industry events, such as MWC (2020, 2021) and IoT World congress forum (2020, 2021).	Industry, regulators, general public, telecom operators
European Commission & specific H2020 events	IoT community contact and presentation of achievements in ICT weeks	Public authorities, regulators
Training and teaching activities	University courses will be enriched by the concepts and results of SafeRescue. Initially, relevant outcomes will be included in postgraduate courses, while more general concepts and key results could also be included in undergraduate courses.	Students, Research community
Website	A project website will be established, including the project's presentation (consortium, objectives, etc.), key events and public outcomes (e.g., deliverables), and other information of interest (e.g., reflecting industry debates).	General public, academia, industry
Press Release	Periodic press releases will be prepared, to notify the Industry of the project's commencement and achieved milestones.	Industry (senior management)
Mailing list	A mailing list will be created for the distribution of the project Newsletter and for the dissemination of special news/events related to the project. Different levels and approaches of distribution will be followed including local, national and EU level.	Industry (R&D and implementation)
Standardization activities	Safe Rescue will actively contribute in all relevant standardization bodies (3GPP, ETSI, IEEE-SA, IETF, ONF, TCG), as outlined in Section 2.2.1.1.	Industry, regulators
Brochures / Leaflets	Describe applications and services that can be made available through the proposed framework. Two brochures will be issued per year.	General public, distributed to universities, city councils, hospitals, conferences, industrial events, etc.
Newsletters	Report the key project activities and updates periodically (every 6 months). High level descriptions of the proposed frameworks and solutions will be given. Newsletters will be sent electronically to a targeted mailing list.	Mailing list may include members of the scientific community, R&D industrial departments, etc.
Social media	Accounts will be created in mainstream social media (e.g., Twitter, Facebook, LinkedIn) and frequent updates will be posted on news, upcoming events and achieved milestones.	General public
White papers	Prepare white papers with key technical innovations (API and ONOS extension)	Application and service providers, developers' community
Demos of the project's prototype	Demonstration of the implemented prototype platform based on the proposed use cases. - Live demos in at least 1 exhibition (e.g., industrial events, conference demo sessions, etc.) - Video demonstrations, uploaded to YouTube channel	Other sector communities (e.g., Industrial community, maintenance companies, etc.)

Press Releases	Key project milestones and success stories will be made public through press released in local and national media (e.g., newspapers, radio channels, etc).	General public, policy makers
Participation in European Technology Platforms and Summits / Conferences	ARTEMIS-IA summit, EPoSS IoT specific events, EU-commission events (e.g., Netfutures ENF)	Electronic Components and Systems community

3. Dissemination tools

3.1. Logo

A logo (Figure 1) was designed to advertise SafeRescue project and let the target audience easily identify and associate any project result to this logo/brand. The logo consists of a combination of a signal and location indicator, echoing the project objectives of locating emergency personal and providing effective communication during emergency situations. The logo was designed using three colors, greenish blue, red and black. Black is used to emphasize the project name and short title. While the greenish blue represents stability, tranquility and safety, red was preferred to symbolize emergency. This logo must be used by all partners whatever the medium on which information is spread: Website, brochures, deliverables, documents, graphical materials.

Figure 1. SafeRescue logo

3.2. Website

An initial website for Saferescue project has been designed by using WIX platform (https://saferescue0.wixsite.com/saferescue). The website contains general information about the project, partners, and deliverables who has public access. The website content will be managed by WP6 leader (Koç University) during the project. After the final website design has been decided, the website will be moved its host address.

3.3. Social media accounts

To advertise the project and disseminate the results via social media, Linkedn (https://www.linkedin.com/in/safe-rescue-2042241a3/) and Facebook (https://www.facebook.com/saferescueproject) accounts have been opened. Project related updates,

invitations for workshops, announcements for events and demo sessions, and project results will be communicated via these channels.

4. Exploitation of the results

Safe Rescue is expected to generate a significant amount of intellectual assets, including software solutions (middleware design, API framework) and specific methods (algorithms and protocols), etc. To effectively manage all scientific and industrial innovations produced by the project and maximize their impact across Europe and beyond, all partners will commit to follow this well-defined exploitation plan.

Whenever possible, an open access strategy will be adopted (see the dissemination strategy above), in order to stimulate further innovation by academia and industry.

Overall, the key exploitation targets of the academic partners can be summarized as:

- Extending their expertise and visibility in the scientific community, through publications in renowned journals and conferences
- Enriching their graduate/postgraduate courses
- Attracting competent researches for future studies/collaborations
- Encouraging the participation in future collaborations and projects with academic/industrial entities

On the other hand, the industrial partners are willing to use their expertise to transfer the project results to their targeted markets, agreeing to the following common exploitation objectives:

- Extending their product and service portfolio
- Increasing their market shares, gaining new customers and identifying new business opportunities
- Creating links with innovation hub and establishing collaborations with technological partners

5. Standardization

Safe Rescue will align its solutions to existing standardization, thus ensuring maximum compatibility and interoperability. And also, it will go beyond the state-of-the-art and produce innovative technology to support easily configurable, self-adaptable, interoperable and trusted services over different communication infrastructures. The novel concepts and outcomes of the project are expected to shape future network and service deployments. To fully exploit this potential Safe Rescue teams will actively participate in important standardization bodies (3GPP, ETSI, IEEE-SA, IETF, ONF), in order to incorporate its main contributions in relevant standards.