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RAgars for loNG distance maritime surveillancE and Search and Rescue operAtions

COMMUNICATION, DISSEMINATION, AND AWARENESS RAISING STRATEGIES

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Executive summary

RANGER is the newest European system for Search-and-Rescue; it provides a long-range detection with a high level of accuracy, resulting in early warnings to prevent unfortunate situations, moreover; the system is compliant with EUROSUR and CISE (enhanced maritime surveillance and cross border SaR operations).

The Deliverable 8.1 Communication, Dissemination and Awareness Raising Strategies, developed within Work Package 8: Dissemination & Exploitation Preparation, aims to plan and organize all communication activities undertaken by the consortium for the promotion and diffusion of RANGER's results and findings to targeted audiences. The current document is a working document and will be updated throughout the project's duration. The final version will be submitted in Month 30 of the project implementation.

The following elements of the communication strategy are described in the document:

- **Communication objectives**, which are to:
 - a. Raise awareness regarding the project's objectives, results, and scheduled events;
 - b. Widely promote and disseminate the project's concepts and results in a consistent manner;
 - c. Ensure the long-term impact of the project and exploitation of project results, to promote synergies with similar R&D EU and national level projects;
 - d. Inform the public about the relevance of the project outcomes with everyday life of European citizen.
- **Target audiences**, which include the scientific and educational community, general public with a focus on young audience, and stakeholders within the entire value chain of RANGER design, manufacturing, and use.
- **Key messages**, which are related to the project's innovative solutions and ground-breaking technologies, its impact and contributions, as well as its user-driven focus.
- **Key communication tools (mediums & channels) per audience**, which will facilitate awareness, understanding and action, from the side of the different targeted audiences.
- **Evaluation and monitoring procedures** which will allow for the entire communication plan and respective activities to be monitored and assessed on a regular basis during the project life. Minimum success thresholds will be used for each communication tool.

The overall communication strategy has been segmented into three distinct phases in accordance to the phases of the project, focusing on:

- Awareness-raising aiming to motivate targeted audiences to contribute to the design and specifications phase, to take on an active role, and to become interested in being informed about the progress of the findings.

- Communication with targeted-audiences on available project results, aiming to promote a deeper understanding as well as to further motivate their involvement.
- Dissemination of results that will ensure long-term impact and exploitation of the project results.

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1. Introduction

European Union (EU) trade, transport, tourism, and economic development are directly dependent on open and safe seas and oceans. However, due to the special characteristics of EU maritime borders and the multiple existing maritime threats, i.e. international conflicts, terrorism, and organized crime, many challenges arise concerning security.

The RANGER project has as main objective to reinforcing the EU by combining innovative Radar technologies with novel technological solutions in view of delivering a surveillance platform offering early warning, detection, recognition, identification, and tracking of suspicious vessels; a radar with an exceptional capacity exceeding current radar systems; seamless fitting and interoperability with CISE.

Moreover, RANGER leverages the experience of its consortium, a balanced blend of technology providers, domain experts, and end-users, delivering a cost efficient, environmental friendly solution which abides by the regulations and legislation for the protection of human lives.

The present Deliverable 8.1, entitled Communication, Dissemination and Awareness Raising Strategies, aims to define the strategy to appropriately plan and organize all communication activities undertaken by the consortium for the promotion and diffusion of RANGER's results and findings to target audiences (scientific and educational community, general public with a focus on young audience, and stakeholders within the entire value chain of RANGER design, manufacturing, and use).

The document is structured as follows:

- The methodology section presents the methodology followed for defining the strategy
- The strategy is then presented, namely the targeted audiences, key messages, and communication tools (mediums & channels) per audience
- Evaluation and monitoring procedures.
- A communication road map is then defined according to the current views of the consortium
- The procedures to evaluate and monitor the communication activities are finally set and the role of partners, defined.

2. Methodology

The Communication Strategy of the RANGER project is based on a five-step approach, as outlined in the chart below:

5-step communication approach	
1	Identification of communication objectives
2	Identification of target audiences
3	Determination of key messages
4	Identification of communication mediums & channels (per project phase)
5	Monitoring & Evaluation

Table 1: The RANGER communication approach

This approach addresses most of the basic elements of communication, namely audience, message, communication means (material), and channels to be used, as well as a time frame for delivering the messages. The methodology also provides a monitoring and evaluation process as a means to ensure the efficiency of the communication strategy and allow the smooth coordination of individual communication actions throughout the project life.

The purpose of the RANGER strategy is to develop effective communication proposals ensuring that all communications speak to the core objectives of the agreed dissemination strategy and that key messages are consistently delivered. This is achieved by answering some very simple questions, according to the 5 Ws Lasswell’s model of Communication¹, such as “Who are the key audiences? What do these audiences know now? What do we need them to know? What message or messages do they need to receive? What is the most effective mode/media to deliver these messages?” The implementation of this methodology will ensure the project’s impact maximization with regard to targeted audiences.

The RANGER project will pursue a three-stage approach on communication, dissemination, and awareness raising activities. During the initial phase, the main focus will be put on informing the public about the project’s concepts and main objectives, as well as reaching out to the targeted stakeholder groups. In essence, the resulting dissemination strategy will aim to help spreading knowledge about the project’s aims and its initial findings in order to gain maximum support from stakeholder communities and the broader public; doing this would motivate possible multipliers to engage. The second phase of the project will build upon the first, evaluating and reviewing initial activities and, moreover, promoting the initial project results in more tailored ways for each of the key stakeholder groups. The main focus will be to effectively communicate available project results

¹ Lasswell, Harold (1948). Bryson, L., ed. *The Structure and Function of Communication in Society. The Communication of Ideas*. New York: Institute for Religious and Social Studies.

and to raise further awareness on project related issues, in an engaging way. In the final phase of the project, a major effort will be put in place in order to effectively disseminate project results to the targeted audiences in a way of ensuring the long-term impact and the exploitation of project's final results. Within the frame of the Communication strategy, a detailed action plan of the project communication activities has been devised (see Annex A).

Finally, it should be noted that since budget constitutes a major constraint for the implementation of communication actions, the RANGER project has established a balanced budget that will allow the smooth implementation of the foreseen actions.

3. Communication Strategy

3.1 Objectives of the RANGER strategy

As set out in the project grant agreement, the strategic objectives for all communication activities will focus on:

- (a) Establish within targeted audiences that the RANGER project is the result of a European collaboration, which could not have been possibly done otherwise,
- (b) Demonstrating how the outcomes of the RANGER project are relevant to the everyday lives of a growing cohort of European citizens. In addition, the relevance will be demonstrated through the creation of new jobs within the EU as a result of the exploitation of project results and outputs (special emphasis will be given to young audiences attracting them to science),
- (c) Making sure that the results of the RANGER project, influence policy and decision makers in the industry, as well as the scientific community to ensure the long term impact of the project,
- (d) Ensuring that all communications that are produced are engaging and interesting to the targeted audience.

In specific, the RANGER communication objectives are formed as follows:

- Raise awareness with regard to the project objectives, results and scheduled events
- Widely disseminate the project's concepts, findings, and results throughout the project's life, while constantly revising and evaluating effectiveness of selected mediums
- Ensure the long-term impact of the project by establishing appropriate lines of communication in order to maximize influence to policy and decision makers within targeted communities (industry, research, academia)
- Promote synergies with similar R&D EU and national level projects
- Inform the public about the relevance of the project's outcomes with everyday life of European citizens (with focus on attracting young audience to science)
- Promote the findings and the results of the project to the targeted audiences (across the value chain, from design to end-user) in a regular and consistent manner
- Ensure exploitation of project results

3.2 Target Audiences and segmentation

Targeted audiences for the communication activities of the RANGER project include stakeholders across the entire value chain of RANGER solutions and components design, manufacturing and use, spanning across civil and military organizations. Personalized strategies and individual communication plans are being devised and will be implemented in order to ensure that they reach out to each targeted audience by taking into consideration their special characteristics, behaviors, needs, and motivations.

The target audiences have been identified and have been further segmented as presented in the table below:

Target audience (Stakeholder group)	Further segmentation	Objectives
Scientific community	Researchers, academia, students, similar research projects beneficiaries	Raise awareness, promote synergies, exchange knowledge
Industry	Decision-makers in relative industry (design, manufacturing, application, services, etc)	Raise awareness, ensure long-term impact and exploitation of project results
Institutions	National and EU related authorities and policy-making bodies, including the Universities, Research & academic institutions	Raise awareness, promote synergies, ensure long-term impact and exploitation of project results
End users	Coast guard, Navy, Emergency rescue services	Raise awareness, promote synergies, ensure long-term impact and exploitation of project results
Broad public	EU citizens, young audience	Raise awareness and understanding, attract young audience to science

Table 2: RANGER target audiences

3.3 Key Messages

The RANGER approach will be focused on promoting that advanced maritime surveillance will significantly impact on the efficiency of SaR operations and illegal activities interventions by its unprecedented accuracy, range of detection, and successful identification of non-cooperative vessels.

The overall key messages are:

- The substantial advantages provided by the two **ground-breaking Radar technologies** developed in **RANGER** are the **detection range that extends over the horizon and the unprecedented high resolution that allows for the accurate identification and recognition** of small, fast maneuvering vessels.
- RANGER will drastically **improve the response and intervention capacity of European Search and Rescue (SaR)** services and personnel, thus significantly reducing the expected number of casualties in the Mediterranean basin.
- RANGER creates a **surveillance platform that will offer detection, recognition, identification, and tracking of suspicious vessels** with capabilities far beyond those of existing legacy radar systems.
- RANGER combines novel and ground-breaking Radar technologies with innovative supporting technological solutions for early warning.
- RANGER research and development will contribute to the further development/or enrichment of **EUROSUR roadmap and CISE** main directives.
- RANGER will provide **new services** that will upgrade the performance of the overall CISE framework.
- RANGER ensures **cost and power consumption reduction**. The RANGER solution will comply with the strictest existing **environmental standards** that ensure the appropriate integration of the system in landscape.
- RANGER is a **user-driven project** engaging end-users throughout the whole process (from operational requirements to system validation). Key partners will contribute to the development and validation of RANGER platform while holding a key role in the surveillance and SaR operations against irregular immigration and drug trafficking across the Mediterranean.
- RANGER will facilitate the improvement of the sea-border surveillance operations.
- RANGER will provide accurate, fast and efficient detection while being cost-efficient in terms of ownership, operations and maintenance.

- RANGER will develop a platform that supports maritime surveillance operators and consequently maritime security operations, by providing early warnings, alerts and recommendations to its users.
- RANGER and its solutions for maritime surveillance are **built for the citizens**, since the whole project is about securing societies. RANGER's technological breakthroughs and the relevant opportunities they create for further developments and applications will benefit European citizens.
- RANGER innovates.
- The RANGER solution will provide an improved detection range and higher resolution capability.

All RANGER key messages will be tailored to each target group along the course of the project, according to the communication objectives set for each project phase.

3.4 Communication channels

A variety of channels will be used in order to effectively reach out to the targeted audiences, taking into consideration the specific characteristics and needs of each group. The following list is not exhaustive as new needs or opportunities may arise in the course of the project implementation:

1. Printed material (visual identity, logo, poster, leaflet, event material, etc)
2. Print & broadcast media (newsletters, press releases, articles, interviews, etc)
3. Electronic communication channels, encompassing email, internet (web), and social media platforms
4. High-impact scientific journals and conferences
5. Physical media (meetings, workshops, conferences, exhibitions, etc)

3.5 Communication Tools per Audience Group

The successful communication and dissemination of the project objectives and outcomes is key to the overall success of the project. To this end, it is of outmost importance not only to identify the targeted audiences and their specific characteristics, but also to select the appropriate tools to effectively provide them with information, tailored to their needs.

Depending on the communication objectives, dissemination can facilitate awareness, understanding and action, from the side of the different target audiences. Dissemination for awareness applies mainly to those targeted audiences which do not require detailed knowledge but need to be aware of the project's activities and outcomes in order for the project's identity to be enhanced within the broader community. On the other hand, there are targeted audiences that

need to acquire a deeper understanding of the project in order to benefit from what the project has to offer. Finally, in the case of targeted audiences in the position to influence policies or decision-making, dissemination will target to their specific actions.

Based on the aforementioned, the following table includes the most appropriate tools to be used per target audience:

TARGET AUDIENCE	TOOLS
Scientific community	Project website Newsletter Social Networks Project Promotion Video Scientific journal publications Technical conferences Conference booths and special sessions Dissemination events Project presentations at university courses
Industry	Project website Newsletter Social Networks Project Promotion Video Scientific journal publications Technical conferences, Workshops, Exhibitions Meetings
Institutions	Project website Newsletter Social Networks Project Promotion Video Scientific journal publications Technical conferences Conference booths and special sessions Dissemination events Meetings and face to face discussions Participation in working fora and standardization committees
End users	Project website Newsletter Social Networks Project Promotion Video Scientific journal publications Technical conferences Conference booths and special sessions

TARGET AUDIENCE	TOOLS
	Dissemination events Meetings and face to face discussions Participation in working fora and standardization committees
Broad public	Printed material (visual identity, logo, poster, leaflet, event material etc), newsletters, press releases, articles, interviews Website Social networks Lay reports

Table 3: Tools per target audience

4. Key Communication Tools of RANGER

4.1 Project Visual Identity

A consistent and coherent visual identity has been developed for RANGER, including a logo and a power point presentation. Among others, a leaflet and a poster will also be developed. The RANGER leaflet will present the project, its objectives, the consortium, the key objectives of the project, and its impact on stakeholders.



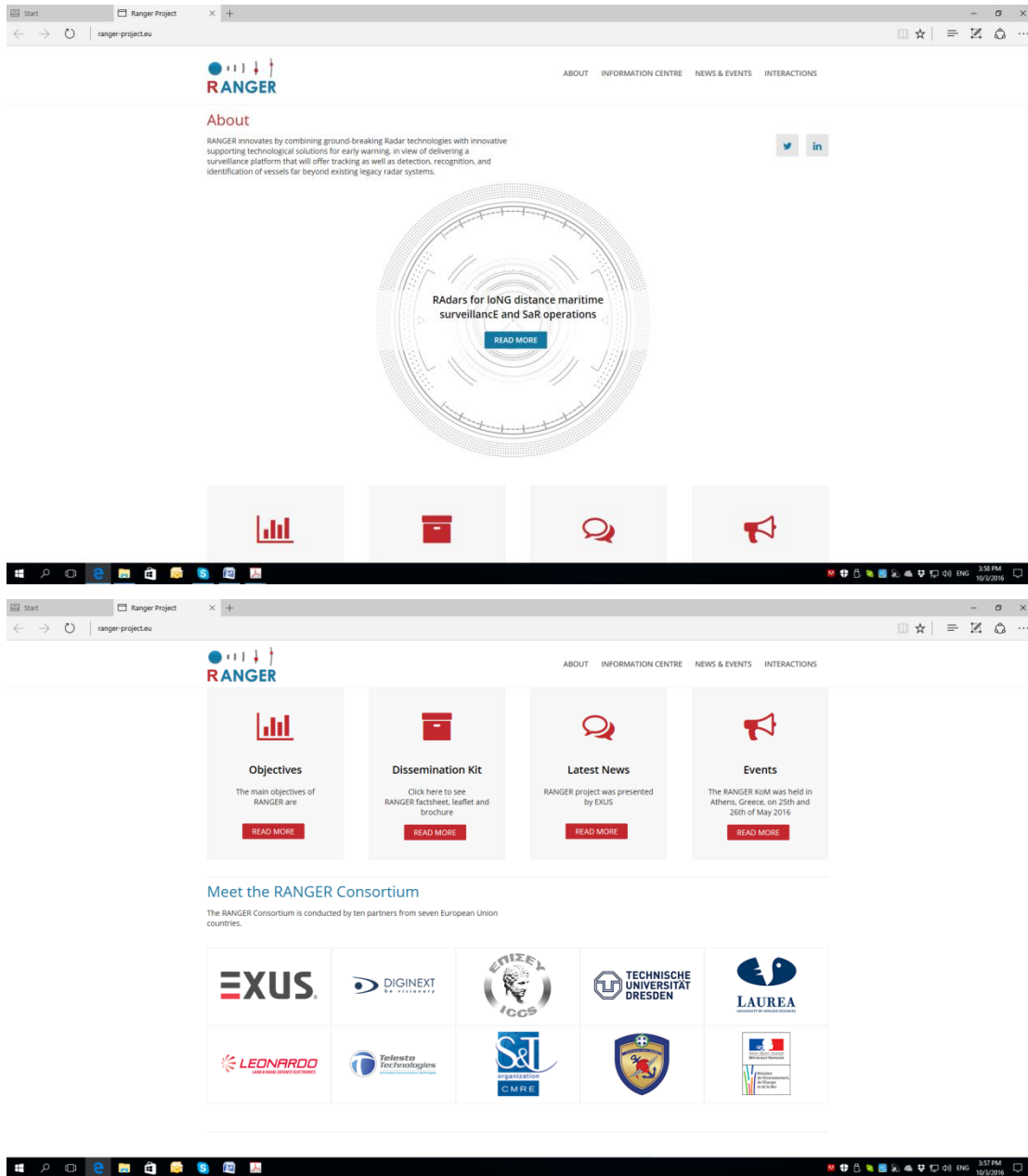
Figure 1: The RANGER logo

4.2 RANGER Newsletter

A newsletter summarizing the recent findings and developments within the project will be prepared and submitted **every three months** to various channels and stakeholders groups, starting month 6. This instrument primarily targets the European research community and others already interested in the research topics that RANGER addresses. However, specifically during the first phase of the project, it will target general audience for awareness raising purposes, as well. The Newsletter will be accessible through the website and will also be sent by email to stakeholders. The recipients' list is currently being enriched by all project partners.

4.3 RANGER Website

The project website is the single most important communication channel of RANGER as it will provide continuous updates about the project's progress. All the public deliverables and publications will be uploaded on the website providing the necessary information regarding the project's progress and its results. The consortium will ensure high ranking of the website in web search engines through SEO practices and tools. The site will be maintained and updated regularly, and will be active for at least two years after the end of the project.



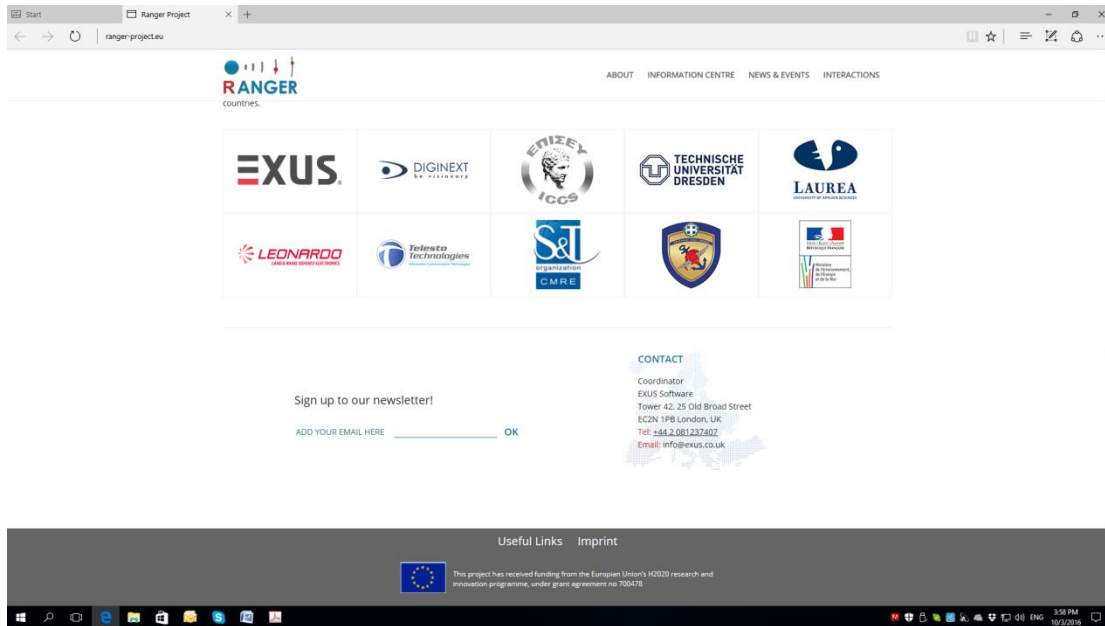


Figure 2: Screenshots from the RANGER web site (<http://ranger-project.eu/>).

Specific information about the actual structure of the website as well as related planning of activities is included in the D8.3.RANGER web-based platforms.

4.4 RANGER and Social Media

The project will make extent use of social media sites i.e. LinkedIn, Twitter, and YouTube. Furthermore, it will plan and implement social media campaigns in order to create awareness, engagement with RANGER, and to communicate the project’s progress and its results. These RANGER dedicated accounts will also interact with relevant partners’ accounts and sites. A dedicated RANGER LinkedIn Group and Twitter account have already been created to share project news with the respective expert and business communities and to collect valuable feedback through respective social media campaigns. Twitter will be used to diffuse project news and activities.

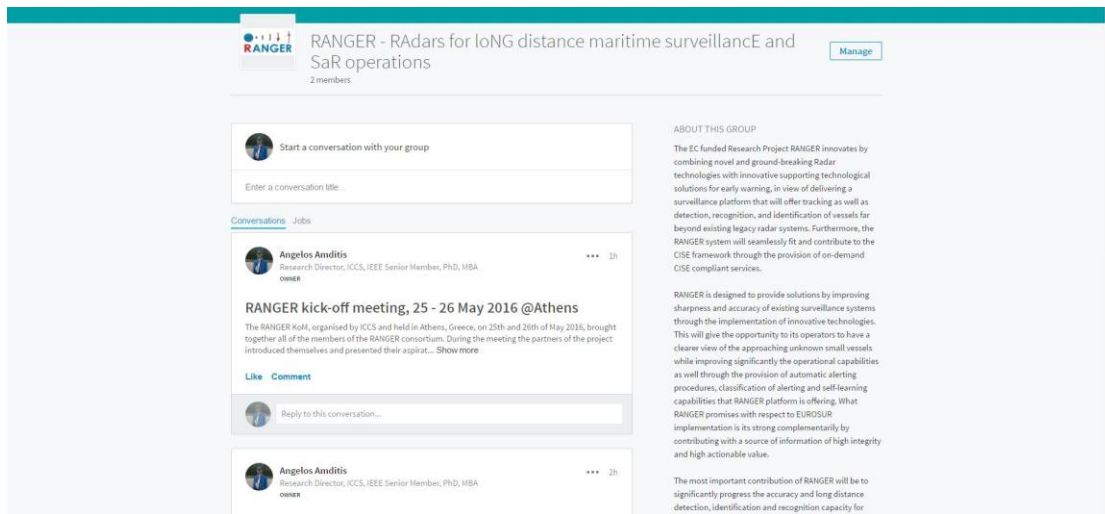


Figure 3: The RANGER LinkedIn page (<https://www.linkedin.com/groups/12014068>)

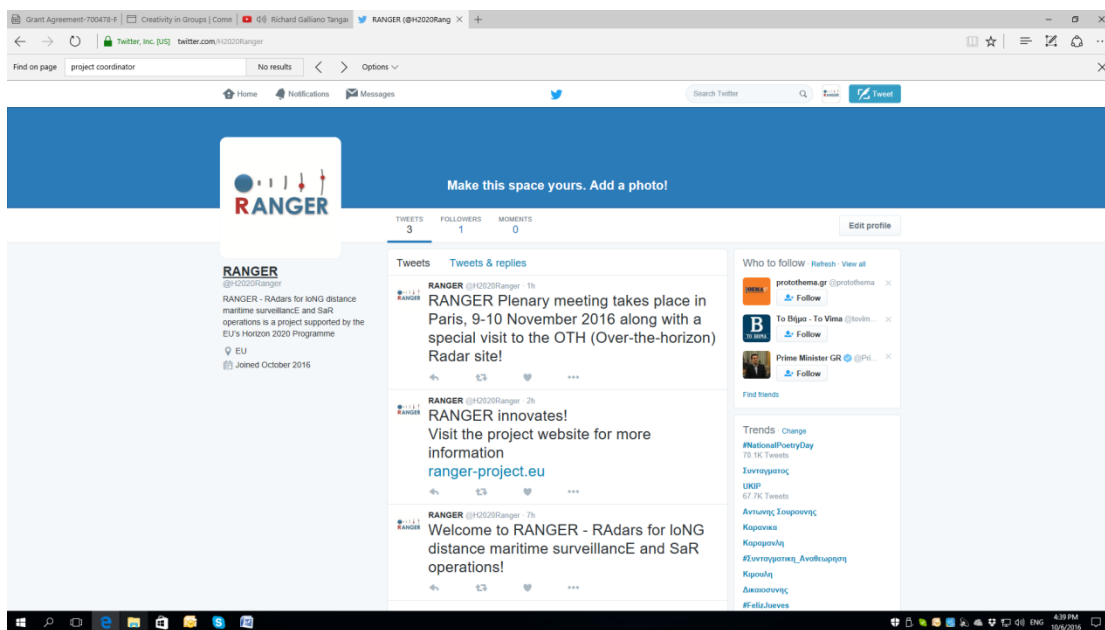


Figure 4: The RANGER twitter account (<https://twitter.com/H2020Ranger>)

A YouTube Channel will be available on a later stage and will be used to share project videos with any interested party.

4.5 Press Releases and Media Coverage

At project milestones, press releases will be issued to European and local press (both broad and specialised), as well as to all project and partner networks, platforms, and stakeholders. In support of that, relevant material and common messages will be developed. During the implementation of

the RANGER project, all partners will disseminate non confidential information of the project in their national language to local/regional newspapers and media.

The project targets at least two press releases, published within the project duration, and close to the beginning and end of the project respectively. The press releases will be uploaded to the main page of the project website and made available to the general public, and will also be distributed via various media channels.

Upon a major project success, special promotion will take place, YouTube-like videos will be created to advertise the achievements and the progress of the project.

4.6 Peer-reviewed Publications

A major effort will be put in place towards publishing peer reviewed scientific and technical papers to high impact journals and respective conference proceedings. The publications will cover fields within the work performed in the project. Specifically for journals, 1 article is foreseen to be published each year of the project runtime. Journals that have been already identified are listed in Annex B. This list will be continuously updated during the project.

We foresee that the project results will be published mainly at fee-based open access scientific journals, following the OA Gold method, due to the high impact associated with certain journals. Indeed, there are many open access high-impact journals in the disciplines of optical networks and communications, published by IEEE, OSA, and Elsevier allowing a variety of publication venues. It is anticipated that our researchers will occasionally also follow the OA Green method in the case of conference and workshop contributions, since the two OA methods are non-mutually exclusive. In that case, the published article or the final peer-reviewed manuscript is archived by the researcher in an online scientific repository before, after or alongside its publication. Authors must ensure open access to the publication within a maximum of six months. The Open Access Infrastructure for Research in Europe (<http://www.openaire.eu>) is currently being explored in order to determine the repository that RANGER will use to archive the publications made within the project.

4.7 Dissemination Events

One of the project's major dissemination activities will be the participation in conferences and the organization of a number of dedicated RANGER workshops, meetings, and other events with the aim to disseminate the project's progress and its results, as well as to receive feedback from stakeholders. In addition, RANGER partners will present project outputs and advances in related international conferences, fora, exhibitions, and workshops. More precisely, the consortium plans to present the project's results in at least 2 events, through the organization of special sessions or

workshops. A list of relevant future events is included in Annex C. This list will be continuously updated during the project's course.

In addition, RANGER will be presented in technical conferences and exhibitions through the participation of its industrial partners DXT, FNM, and EXUS. In their dedicated space, the latest project results and newly-developed research prototypes will be presented, expecting to generate commercial interest for the RANGER technology through interaction with radar system vendors, other complementary component vendors, and public authorities while giving the opportunity to interact with both Industry and academic researchers. Indicatively, DXT is planning to participate at several exhibitions and events, including the IDEX in Abu Dhabi on 19-23 September 2017, the EURONAVAL bi-annual event in 2018, and the DIMDEX in Doha on 12-16 March 2018, while EXUS, as a member of PSCE is participating, among other events, to the annual Public Safety Communication Europe conference. On each of these occasions, the RANGER project's outcomes will be presented. Moreover, the RANGER project will be presented in workshops and cluster meetings arranged by the EC.

4.8 Project presentations at university courses

RANGER specifically targets young people and young scientists, aiming to increase their knowledge and competitive edge. In this context, the academic beneficiaries of RANGER project will disseminate the project's technology developed and its applications in university courses.

More specifically, ICCS will organize two, 2-hour, lectures on RANGER developments and technologies during the course "Radar systems" offered by Prof. Uzunoglou, in the fifth year of undergraduate studies at the School of Electric Engineers of the National Technical University of Athens (NTUA).

In addition, TUD will offer a number of lectures on RANGER topics. The Chair for Circuit Design and Network Theory at TUD holds several lectures which are relevant to circuit and system level topics within RANGER. In every winter semester, the lecture 'Integrated Circuits for Broadband Communications' is offered to students within their main study period (bachelor and master in electrical engineering). Typically, the course has 40 attendees. Contents include high speed circuits for optical communication (such as laser drivers, photodiode amplifiers and clock and data recovery systems), which can be perfectly related to the photonics-enhanced components of the MIMO radar to be developed within RANGER.

Furthermore, TUD offers the lecture 'Radio Frequency Integrated Circuits' in every summer semester, also to students within their main study period, with typically 80 attendees. This lecture details design principles of radio frequency and microwave circuits such as low noise amplifiers, mixers or power amplifiers. Since these components are among the building blocks for the PE-

MIMO radar to be developed by TUD, RANGER will be presented as an example application within this lecture.

Additionally, TUD offers topics for bachelor and master theses as well as student research assistant jobs with a strong relation to research projects. As a result, students will have the opportunity to directly contribute to RANGER within all phases of the project (system theory and design, circuit design and measurement and test).

Finally, there are several mandatory under-graduate courses for students of electrical engineering, including ‘Circuit Design’ and ‘Integrated Analogue Circuits’ with typically around 100 to 200 attendees. These courses, although dealing with basic principles, always refer to applications within products or research projects, such as RANGER.

4.9 RANGER “dissemination kit”

The main dissemination resources of the RANGER project can be summarized as follows:

1. General information, poster, leaflets
 - a. Project fact-sheet, containing basic information about the project
 - b. Project leaflet, containing details about all Consortium members, main project objectives etc.
 - c. Project poster, with basic information about the project.
2. Media
 - a. Videos generated within the project for the purposes of the project, i.e. dissemination videos on relevant topics, invited speeches from project meetings/events,
 - b. related media appearances of project partners,
 - c. interviews
 - d. news articles and feature stories
3. Handouts from project events
 - a. Handouts from invited presentations at workshops
 - b. Executive summaries of workshops (main points, results)
4. Selected publications
 - a. Peer-reviewed publications in high impact scientific journals and conference proceedings

4.10 RANGER Forum and ecosystem for Open Innovation

RANGER envisions the creation of a common ground for communication, ideas exchange and collaboration in Europe that will ultimately foster innovation in technologies and processes for

improving maritime border surveillance. This also entails providing a pan-European framework that will be interoperable with existing frameworks and systems such as EUROSUR and CISE and will serve as a foundation to build an ecosystem of components and solution providers enriching the initial offering of the RANGER project.

In order to populate the RANGER ecosystem with the right blend of stakeholders and decision makers, ensuring as such that it gains the right momentum leading to long-term sustainability, specific workshops will be organized during the project lifetime (minimum 2) along with a final public showcase to officially present the outcomes of this effort and the next steps towards its growth, led by the European Coast Guard Functions Forum (<http://www.ecgff.eu/members>).

Regard to the RANGER Forum, the consortium will establish a network of active stakeholders with whom they will exchange scientific and professional expert knowledge on RANGER related issues, through requests for input, reviews of deliverables and participation in round-table discussions. To this end, all consortium members will invite a number of experts to participate in the RANGER Forum. With respect to the protection of confidential project data and outputs, the Forum participants will be asked to sign a non-disclosure agreement.

5. Communication Road Map

A key parameter for an effective communication strategy is time. More specifically, time, as for project phase, more or less defines the criteria for selecting the appropriate message to be communicated and the type of dissemination material and channel to be used.

The communication roadmap presented below, provides an outline of activities per project phase, and the respective tools to be used:

Project phase	Activities	Tools	Partner
First phase	In the initial phase of the project the dissemination activities will focus on raising awareness and generally informing the public and relevant stakeholders about the project's concepts and main objectives and motivating them to participate in the needs and requirements collection.	Brand identity, Newsletter, website, social media	ICCS, all partners
Second phase	In this phase the activities will aim to communicate available project results and raise awareness on project related issues.	Articles, press releases, publications, conferences and other events, newsletter, website, social media, meetings, presentations	ICCS, all partners
Third phase	In the final phase of the project, a major effort will be put in place in order to effectively disseminate project results to the target audiences, and to ensure long-term impact and exploitation of the results.	Articles, press releases, publications, conferences and other events, newsletter, website, social media, meetings, presentations	ICCS, all partners

Table 4: RANGER communication roadmap

6. Evaluation and monitoring of activities

The communication plan and the activities conducted will be assessed on a regular basis during the project life. The project partners will agree on minimum success thresholds for each tool to be used. Monitoring will be ongoing and evaluation will be taking place annually.

Dissemination tool	Measures	Key Performance Indicators
Website	Number of users/visitors (per project year?)	400
Leaflet	Number of copies distributes	800
Newsletter	Number of newsletters published	13
	Number of mailing list contacts	100
Peer-reviewed publications	Number of publications	2 papers per year
Articles in specialized/narrow media	Number of articles	At least 1 per year
Presentations in Conferences	Number of conferences/workshops attended	At least 2 per year
Press releases	Number of press releases published, number of mailing list contacts	At least 2 during the whole project runtime
Social media (LinkedIn, Twitter, YouTube)	Number of network members	> 100/platform during the whole project runtime
Project presentations at university courses	Number of lectures	1 lecture per academic partner
Dissemination of articles to local print media	Number of articles published	At least 1 per partner

The KPIs will be expanded per category of activities to include specific metrics to measure the effectiveness of the performed activities.

7. Role of partners

With regard to Work package (WP) 8 Dissemination & Exploitation Preparation, there is a WP leader, ICCS, responsible for managing and monitoring the whole WP8 effort, which includes the four following Tasks:

WORK PACKAGE/TASKS	PARTNER	ROLE
WP8 Dissemination & Exploitation Preparation	ICCS	Leader
	EXUS, DXT, TUD, LAU, FNM, TEL, NATO, HMOD, DMA	
Task 8.1. Awareness Raising strategies	ICCS	Responsible
	EXUS, TUD, TEL, NATO	
Task 8.2. Dissemination Activities	ICCS	Responsible
	EXUS, DXT, TUD, LAU, FNM, TEL, NATO, HMOD, DMA	
Task 8.3. Market analysis	LAU	Responsible
	ICCS, EXUS, DXT, TUD, FNM, TEL, NATO, HMOD, DMA	
Task 8.4. Business Sustainability strategies	DXT	Responsible
	ICCS, EXUS, TUD, LAU, FNM, TEL, NATO, HMOD, DMA	

Table 5: Main responsible partners for RANGER communication

All project partners are expected to contribute to the communication and dissemination activities of the project. Specific individual effort has also been foreseen. Therefore, in line with the initial Individual Exploitation and Dissemination Plans of the project partners, the chart below demonstrates the individual effort of each partner:

	EXUS	DXT	ICCS	TUD	LAU	FNM	TEL	NATO	HMOD	DMA
Web-site & social media content	A/C/I	A/C/I	R	C/I	A/C/I	A/C/I	A/C/I	A/C/I	A/C/I	A/C/I

Participation on Conferences & other events	A/C/I	A/C/I	R	A/C/I	A/C/I	A/C/I	A/C/I	A/C/I	A/C/I	A/C/I
Lectures	C/I	C/I	R	A/C/I	A/C/I	C/I	C/I	C/I	C/I	C/I
Publish scientific results	A/C/I	C/I	R	A/C/I	C/I	C/I	C/I	C/I	C/I	C/I
Communicate with other relevant projects	A/C/I	C/I	R	C/I	A/C/I	C/I	C/I	C/I	C/I	C/I
Press releases & media coverage	A/C/I	A/C/I	R	C/I	A/C/I	C/I	C/I	A/C/I	A/C/I	A/C/I
Newsletter	A/C/I	A/C/I	R	A/C/I	A/C/I	A/C/I	A/C/I	A/C/I	A/C/I	A/C/I
Visual identity material	A/C/I	C/I	R	C/I	C/I	C/I	C/I	C/I	C/I	C/I

Table 6: Partners' involvement in WP8 (R=Responsible, A= Assists, C= Consulted, I= Informed)

8. Dissemination procedures

The RANGER dissemination procedures have been created as a monitoring tool for the performance of dissemination activities of all partners. The basic objectives of the aforementioned procedures are to:

- Produce high quality RANGER publications and presentations;
- Avoid overlaps and possible disclosure of restricted or confidential information;
- Monitor and record the dissemination activities of the project in a sufficient way.

A partner's participation in an event or performance of any dissemination activity requires prior approval the RANGER Project Coordinator and the project Plenary Board (PB). The procedure, in general, provides that a partner stores the relevant material on the redmine platform, and submits, in a timely manner, a dissemination request to the WP8 Leader who then distributes it for approval, modification, or rejection. In case of the dissemination of already approved material, the partner needs to inform the WP Leader and include the appropriate acknowledgement to the RANGER project and the EC.

The RANGER dissemination procedures document is available to all partners at the project internal collaboration space and can be found through the following link:
https://redmine.iccs.gr/projects/ranger/wiki/Dissemination_procedures

The dissemination procedures are also presented in the current document in Annex D.

9. Conclusion

Deliverable 8.1 Communication, Dissemination and Awareness Raising Strategies, developed within Work Package 8: Dissemination & Exploitation Preparation, aims to identify and organize all communication activities undertaken by the consortium for the promotion and diffusion of RANGER results and benefits to target audiences (scientific and educational community, general public with a focus on young audience, and stakeholders within the entire value chain of RANGER design, manufacturing, and use).

A concise strategy has been proposed targeting specific audiences and proposing tools, means and time plan per audience. Some tools have already been developed and the communication has already started.

This document is a working document, meaning that the strategy will be evaluated on a yearly basis according to specific success criteria. If needed, the strategy will be adapted, to better suit the project's needs and the latest opportunities offered in the future.

Annex A - RANGER Action Plan

ACTIVITIES	TARGET AUDIENCE	PROJECT PHASE	PARTNERS
Creation of dedicated website, content update, link with social platforms.	Scientific & educational community Industry Institutions End users Broad public	1st	ICCS
Setting up social media accounts	Scientific & educational community Industry Institutions End users Broad public	1st	ICCS
Production of leaflet, poster, and other printed material	Scientific & educational community Industry Institutions End users Broad public	1st, 2nd	All partners
Newsletter publication	Scientific & educational community Industry Institutions End users Broad public	1st, 2nd, 3rd	All partners
Press Releases publication	Scientific & educational community Industry Institutions	1st, 2nd, 3rd	All partners

ACTIVITIES	TARGET AUDIENCE	PROJECT PHASE	PARTNERS
	End users Broad public		
Special sessions in Conferences and Dissemination events	Scientific & educational community Industry Institutions End users	1st, 2nd, 3rd	All partners
Dissemination of articles to local/regional broad media	Broad public	1st, 2nd, 3rd	All partners
Creation of project promotion video	Broad public Scientific & educational community Industry Institutions End users	2nd, 3rd	All partners
Scientific journal publications	Scientific & educational community Industry Institutions End users	2nd, 3rd	All partners
Technical conferences	Scientific & educational community Industry Institutions End users	2nd, 3rd	All partners
Dissemination of articles to specialized/narrow media	Scientific & educational community Industry Institutions End users	2nd, 3rd	All partners

ACTIVITIES	TARGET AUDIENCE	PROJECT PHASE	PARTNERS
Project presentations at university courses	Scientific & educational community Institutions	3rd	ICCS, LAU, TUD

Annex B – List of relevant journals/publications

No	JOURNALS	WEB LINK	IMPACT FACTOR
1.	Journal of Radars	http://radars.ie.ac.cn/EN/column/column113.shtml	
2.	IEEE Transactions on Geoscience and Remote Sensing	http://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=36	3.36
3.	IET Radar Sonar & Navigation	http://digital-library.theiet.org/content/journals/iet-rsn	1.099
4.	IEEE Transactions on Signal Processing	http://signalprocessingsociety.org/publications-resources/ieee-transactions-signal-processing	2.624
5.	Aerospace Science and Technology	http://www.journals.elsevier.com/aerospace-science-and-technology/	1.751
6.	IEEE Trans. Antennas and Propagation	http://www.ee.cityu.edu.hk/~ieee_tap/	2.346
7.	Photonics Spectra	http://www.photonics.com/Splash.aspx?PID=5	
8.	IEEE Spectrum	http://spectrum.ieee.org/	
9.	IEEE Photonics Technology Letters	http://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=68	1.945
10.	IEEE Journal of Lightwave Technology	http://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=50	2.567
11.	Global Journal of Technology and Optimization	http://www.omicsonline.com/open-access/global-journal-technology-optimization.php	3.2
12.	International Journal of Innovative Research in Computer and Communication Engineering	http://www.rroj.com/international-journal-of-innovative-research-in-computer-and-communication-engineering.php	5.618

13.	International Journal of Innovative Research in Science, Engineering and Technology	http://www.rroij.com/international-journal-of-innovative-research-in-science-engineering-and-technology.php	5.4
14.	International Journal of Advanced Research in Electrical, Electronics and Instrumentation Engineering	http://www.rroij.com/international-journal-of-advanced-research-in-electrical-electronics-and-instrumentation-engineering.php	5.016
15.	International Journal of Sensor Networks and Data Communications	http://www.omicsonline.com/open-access/sensor-networks-data-communications.php	1.41
16.	The Scientific World Journal	https://www.hindawi.com/journals/tswj/	
17.	Journal of Remote Sensing & GIS	http://www.stmjournals.com/index.php?journal=JoRSG	
18.	Journal of Optical Communications and Networking	https://www.osapublishing.org/jocn/home.cfm	2.183
19.	IEEE Journal of Solid State Circuits	http://ieeexplore.ieee.org/xpl/RecentIssue.jsp?reload=true&punumber=4	3.299
20.	IEEE Transactions on Microwave Theory and Techniques	http://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=22	2.284
21.	International Journal of Microwave and Wireless Technologies	https://www.cambridge.org/core/journals/international-journal-of-microwave-and-wireless-technologies	
22.	IEEE Geoscience and Remote Sensing Letters	http://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=8859	2.228
23.	IEEE Signal Processing Magazine	http://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=79	6.671
24.	IEEE Transactions on Aerospace and Electronic Systems	http://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=7	1.672
25.	IEEE Journal of Selected Topics in Applied Earth Observations in Remote Sensing	http://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=4609443	2.145
26.	IEEE Journal of Oceanic Engineering	http://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=48	1.648
27.	IEEE Intelligent Systems	http://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=9670	3.532
28.	Signal Processing	http://www.journals.elsevier.com/signal-processing	2.063
29.	Pattern Recognition	http://www.journals.elsevier.com/pattern-recognition	3.399
30.	Digital Signal Processing	http://www.journals.elsevier.com/digital-signal-processing	1.444

31.	World Maritime News	http://worldmaritimeneeds.com/	
32.	International Maritime & Port Security	https://www.shephardmedia.com/publications/magazine/international-maritime-and-port-security/	
33.	European Defence Matters, the official magazine of the European Defence Agency	https://www.eda.europa.eu/	
34.	Global Defence Technology	http://www.nridigital.com/global-defence-technology.html	
35.	Defence Systems Journal	http://www.dsjournal.com/	
36.	Maritime Security Review	http://www.marsecreview.com	

Annex C – List of relevant Conferences/events

No	CONFERENCES	DATE	PLACE	WEB LINK
1.	Smarter Borders 2016 Conference	22-23 November 2016	London, United Kingdom	http://www.smarterborders.com/
2.	13th annual Maritime Security & Coastal Surveillance	29 - 30 November 2016	Max Atria, Singapore Expo, Singapore	http://www.coastalsurveillance.com/
3.	ICCE 2017	8-10 January 2017	Las Vegas Convention Center, 2nd Floor, North Hall, Las Vegas	http://www.icce.org/
4.	Maritime Reconnaissance and Surveillance Technology Forum	30-31 January 2017	Rome, Italy	http://www.smi-online.co.uk/defence/europe/Maritime-Reconnaissance?utm_medium=www.maritime-recon.com&utm_source=D-122&utm_campaign=globalevents
5.	IEEE International Solid-State Circuits Conference	5-9 February 2017	San Francisco, USA	http://sscs.ieee.org/conferences
6.	Border Security 2017	15–16 February 2017	Rome, Italy	http://www.smi-online.co.uk/defence/europe/border-security?utm_medium=www.bordersec.com&utm_source=D-137&utm_campaign=globaleventslist
7.	IDEX/NAVDEX 2017	19-23 February 2017	Abu Dhabi, United Arab Emirates	http://www.idexuae.ae/

No	CONFERENCES	DATE	PLACE	WEB LINK
8.	6th International Conference on Sensor Networks (SENSORNETS 2017)	19-21 February 2017	2017 Holiday Inn Porto Gaia, Porto, Portugal	www.sensornets.org
9.	IDEX 2017	19-23 February 2017	Abu Dhabi, UAE	http://www.idexuae.ae/
10.	IEEE Aerospace Conference	4-11 March 2017	Yellowstone Conference Center, Big Sky, MT, USA	https://www.aeroconf.org/
11.	European Conference on Antennas and Propagation (EuCAP) 2017	19-24 March 2017	Paris, France	www.eucap2017.org
12.	LIMA 2017 Langkawi International Maritime and Aerospace Exhibition	21-25 March 2017	Kuala Lumpur, Malaysia	http://www.limaexhibition.com/
13.	HomSec Int'l Fair for Security and Defense Technologies	14-16 March 2017	Madrid, Spain	http://www.homsec.es/
14.	IEEE SoutheastCon 2017	30 March - 2 April 2017	Embassy Suites Charlotte, NC, United States	sites.ieee.org/southeastcon2017/
15.	Milipol Asia-Pacific 2017	4 -6 April 2017	Singapore	http://www.milipolasiapacific.com/
16.	Sea-Air-Space 2017	3 - 5 April 2017	GAYLORD CONVENTION CENTER, National Harbor, Washington DC, United States	http://navaltoday.com/events/sea-air-space-2017/

No	CONFERENCES	DATE	PLACE	WEB LINK
17.	Adriatic Sea Defence & Aerospace Exhibition & Conference	26-28 April 2017	Split, Croatia	http://adriaticseadefense.com/
18.	IEEE International Radar Conference	May 2017 (not final)	USA	http://www.clocate.com/conference/2017-IEEE-International-Radar-Conference/36667/
19.	International Radar Conference (RadarCon)	8- 12 May 2017	Westin Seattle 1900 5th Ave. Seattle, WA, USA	www.radarconf17.org
20.	International Joint Conference on Neural Networks	14-19 May 2017	Anchorage, AK, USA	http://www.ijcnn.org/
21.	Idet Int'l Exhibition of Defence and Security Technologies	31 May – 2 June 2017	Brno, Czech Republic	http://www.bvv.cz/en/idet/
22.	IEEE Radio Frequency Integrated Circuits Symposium	4-6 June 2017	Honolulu, Hawaii	http://rfic-ieee.org/
23.	International Microwave Symposium (IMS)	4 – 9 June 2017	Hawaii Convention Center Honolulu, HI, USA	http://www.ieee.org/conferences_events/conferences/conferencedetails/index.html?Conf_ID=19713
24.	International Radar Symposium (IRS)	28-30 June 2017	Clarion Congress Hotel Prague, Czech Republic	http://www.dgon-irs.org/index.php?id=69 Open Call for papers: http://www.dgon-irs.org/fileadmin/templates/dokumente_irs/Call_for_Papers_IRS_2017.pdf

No	CONFERENCES	DATE	PLACE	WEB LINK
25.	2017 IEEE International Symposium on Antennas and Propagation & USNC-URSI Radio Science Meeting	9-15 Jul 2017	The Manchester Grand Hyatt San Diego San Diego, CA, USA	http://www.ieee.org/conferences_events/conferences/conferencedetails/index.html?Conf_ID=21016
26.	SPIE security & defence 2017	September 2017 (not final)	Location is not final	http://www.clocate.com/conference/SPIE-Security-Defence-2017/22335/ SPIE - The International Society for Optics and Photonics
27.	European Microwave Conference (EUMW)	8 - 13 October 2017	Nuremberg, Germany	http://www.eumwa.org/en/20th-eumw-2017.html?cmp_id=20&news_id=28&vID=50
28.	IET International Conference on Radar Systems 2017	23-26 October 2017	Waterfront Belfast 2 Lanyon Place, Belfast, UK	http://www.clocate.com/conference/IET-International-Radar-Conference-2016/30429/
29.	IEEE International Conference on Wireless and Mobile Computing, Networking and Communications	October 2017,2018, 2019	TBA	http://www.ieee.org/conferences_events/conferences/conferencedetails/index.html?Conf_ID=38708
30.	AUSA Annual Meeting and Exposition	October 2017, 2018, 2019	USA	http://ausameetings.org/2016annualmeeting/
31.	Global MDA: Coastal Surveillance 2017, Annual Maritime	November 2017	Kuala Lumpur, Malaysia	http://www.coastalsurveillancemda.com/

No	CONFERENCES	DATE	PLACE	WEB LINK
	Security and Coastal Surveillance			
32.	PSCE Public Safety Communication Conference	2017, 2018, 2019	TBA	http://www.psc-europe.eu/
33.	Sea-Air-Space 2018	9- 11 2018	GAYLORD CONVENTION CENTER, National Harbor, Washington DC, United States	http://navaltoday.com/events/sea-air-space-2018/
34.	IEEE International Solid-State Circuits Conference	4-8 February 2018	San Francisco, USA	http://sscs.ieee.org/conferences
35.	DIMDEX 2018 Doha International Maritime Defence Exhibition and Conference	12-14 March 2018	Doha, Qatar	http://www.dimdex.com/en/home.aspx
36.	EuCAP 2018	8-13 April 2018	London, United Kingdom	http://www.eucap.org/
37.	POSIDONIA 2018	4-8 June 2018	Athens Metropolitan Expo, Greece	http://www.posidonia-events.com/
38.	International Microwave Symposium (IMS)	11-15 June 2018	Pennsylvania Convention Center Philadelphia, PA, USA	http://www.ieee.org/conferences_events/conferences/conferencedetails/index.html?Conf_ID=18204
39.	2018 USNC-URSI Radio Science Meeting (Joint with AP-S Symposium)	14 - 21 Jul 2018	The Westin Boston Waterfront Boston, MA, USA	http://www.ieee.org/conferences_events/conferences/conferencedetails

No	CONFERENCES	DATE	PLACE	WEB LINK
				s/index.html?Conf_ID=34998
40.	IEEE Conference on Computer Vision and Pattern Recognition	July 2018	Salt Lake City, UT, USA	http://cvpr2017.thecvf.com/
41.	European Microwave Conference (EUMW)	23 - 28 September 2018	Madrid, Spain	http://www.eumwa.org/en/21st-eumw-2018.html?cmp_id=20&news_id=30&vID=50
42.	Milipol Qatar 2018	October 2018 (not final)	Doha Exhibition Centre, Doha, Qatar	http://www.clocate.com/conference/Milipol-Qatar-2018/31614/
43.	KAOHSIUNG 2018 International Maritime & Defence Expo	TBA	Kaohsiung Exhibition Centre, Taiwan	http://www.khmaritime2016.com/default_en#
44.	EURONAVAL 2018	TBA	Paris, France	http://www.euronaval.fr/9-visiteurs
45.	Sea-Air-Space 2019	16-18 May 2019 TBC	Gaylord National Convention Center, Washington DC, United States	http://www.showseye.com/fairs/30481.html
46.	International Microwave Symposium (IMS)	2-7 June 2019	Boston Convention and Exhibition Center Boston, MA, USA	http://www.ieee.org/conferences_events/conferences/conferencedetails/index.html?Conf_ID=18411
47.	2019 USNC-URSI Radio Science Meeting (Joint with AP-S Symposium)	7- 12 Jul 2019	Atlanta Hilton Atlanta, GA, USA	https://www.ieee.org/conferences_events/conferences/conferencedetails/index.html?Conf_ID=35546

No	CONFERENCES	DATE	PLACE	WEB LINK
48.	European Microwave Conference (EUMW)	15-20 September 2019	Utrecht, the Netherlands	http://www.eumwa.org/en/2nd-eumw-2019.html?cmp_id=20&news_id=161&vID=50
49.	Milipol Paris 2019	November 2019	Nord Villepinte Exhibition Centre, Paris, France	http://www.showsbee.com/fairs/37540-Milipol-Paris-2019.html
50.	IEEE International Solid-State Circuits Conference	2-6 February 2019	San Francisco, USA	http://sscs.ieee.org/conferences
51.	IEEE International Solid-State Circuits Conference	2-6 February 2020	San Francisco, USA	http://sscs.ieee.org/conferences
52.	International Microwave Symposium (IMS)	14-19 June 2020	Los Angeles Convention Center 1201 South Figueroa St. Los Angeles, CA, USA	http://www.ieee.org/conferences_events/conferences/conferencedetails/index.html?Conf_ID=30576
53.	2020 IEEE International Symposium on Antennas and Propagation and USNC-URSI Radio Science Meeting	4- 11 Jul 2020	Fairmont- The Queen Elizabeth Montreal, QC, Canada	https://www.ieee.org/conferences_events/conferences/conferencedetails/index.html?Conf_ID=35879

Annex D - Dissemination procedures

Description and purpose

The participation of any Partner in an event as well as the performance of every dissemination activity related to the RANGER project has to be **approved beforehand by the RANGER Project Coordinator and the project Plenary Board (PB)**

- **Basic objective:**
 - Produce high quality RANGER publications and presentations;
 - Avoid overlaps and possible disclosure of restricted or confidential information;
 - Monitoring and record the dissemination activities of the project in a sufficient way.
- **Step by step procedure:**

1. Fill in the spaces of the table below;

2. Store your material (abstract, draft paper, poster etc.) at the following DMSF folder: https://redmine.iccs.gr/projects/ranger/dmsf?folder_id=1452

3. Submit your dissemination request allowing **for minimum 3 weeks before submission** deadline by email to the WP8 Leader (d.christopoulou@iccs.gr) as an internal approval procedure is followed by some project partners (i.e. NATO).

3.5 WP8 Leader distributes your dissemination request to the **SAB** for approval, modification or rejection;

4. WP8 Leader distributes your dissemination request to the Coordinator/ PB for approval, modification or rejection;

6. Coordinator/ PB decision send to the WP8 Leader **within five working days**; If no answer is received due to the set deadline it is taken as an approval;

7. WP8 Leader informs the involved partner(s) about the decision; In case of:

- **Approval:** When approval given through the WP8 Leader, then the partner(s) proceed to the realisation of the proposed dissemination activity;

- **Conflict/objection**:** Any PB member can reject the proposed dissemination activity if they have objections, as overlaps or possible disclosure of restricted or confidential information regarding the work performed in the different WPs. In case of conflict the issue is being discussed among the coordinator, the WP8 leader and the involved partners;

Generally, the steps beyond the stage described can be found in “Conflict Resolution” in D1.1 chapter 3.2

***If a conflict is created or further material is needed then WP8 Leader informs the partner and requires modifications or additions. Then the material is proposed again to WP8 Leader and if significant changes that might provoke conflicts among partners’ interests must be made, the previous procedure is followed.*

- If a partner wishes to organise a workshop or special event related to RANGER, then the approval of WP8 leader and the information of the Coordinator and the PB is also needed **2 months** before the realisation of this type of dissemination activity. The lead partner fills in the space of the table below with specific details about the activity and the aforementioned steps are followed.
- **Dissemination activities report:** Within *ten working days* after the realisation of the approved dissemination activity, the partner should provide the WP8 Leader (d.christopoulou@iccs.gr) with the filled in dissemination report (Available here: <https://redmine.iccs.gr/dmsf/files/11244/view>) and the presented dissemination material (final paper, presentation, poster etc.). The dissemination report form should be stored in the following folder: https://redmine.iccs.gr/projects/ranger/dmsf?folder_id=1454 All material will be archived by ICCS; it will be also highly appreciated if the lead partner of every dissemination activity provides the WP8 leader with some photos of their participation at the different events. The photos should be placed in the DMSF too: https://redmine.iccs.gr/projects/ranger/dmsf?folder_id=1460

NOTE:

- If partners wish to present or release material already approved as public presentation and material then no formal approval is required. The WP8 Leader (d.christopoulou@iccs.gr) has to be informed. If there are no objections, then the WP8 Leader notifies the authors to proceed with the dissemination activity.

Acknowledgement

The following acknowledgement text should be included in all publications related to the RANGER work:

"This work is a part of the RANGER project. RANGER has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no 700478. The authors would like to thank all partners within RANGER for their cooperation and valuable contribution".

For any other dissemination activities, the EC emblem with the phrase:

"This work is a part of the RANGER project. This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no 700478."

For correct use of the EC emblem please use the following links:

European flag: http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm

For further information please contact the WP8 Leader (d.christopoulou@iccs.gr)

Dissemination request form

No	Date of dissemination request	Main Leader	Type of activity	Title of the event/journal	Date and location	URL/web site	Title of publication /presentation	Abstract	Authors	Relation to RANGER	Redmine link to document