



ICT-56-2020 - Next Generation Internet of Things

## D 8.1 First dissemination plan and report

Version 1.0

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| V 1.0      | Final version for submission      |

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## Executive Summary

This deliverable describes the initial dissemination plan for the VEDLIoT project, which entails the definition of dissemination objectives, of the main target audiences, of the project image and branding and of the main dissemination channels to be employed. Furthermore, it also describes initial activities and the materials already developed for dissemination purposes and presents the key performance indicators that will be considered to measure the success of dissemination activities. This deliverable will be periodically revised over the course of the project to adjust and refine the dissemination plan.

## 1 Introduction

This document presents VEDLIoT's dissemination plans and initial dissemination activities and materials. Therefore, it covers the work that was performed in Task 8.1 (Collaboration tools and dissemination channels) and initial work of Task 8.2 (Dissemination).

The goal of dissemination is to maximise the visibility of the project, raise awareness of project technical achievements and results and maximise their impact. The VEDLIoT's dissemination plan provides guidelines for the project activities from the dissemination perspective. The plan is to be carried out throughout the project lifetime.

Initial activities concerned with dissemination, including setting up tools and dissemination channels, have already been done, as this report details. For example, the VEDLIoT website has been set up and is publicly available, LinkedIn and Twitter accounts have been created and are already being used, a press release announcing the start of the project has been prepared and was disseminated through VEDLIoT channels and partners' own channels, and some project researchers have already given interviews to the media and invited talks at events, such as HiPEAC 2021. Dissemination activities take place continuously, and research papers presenting initial work developed in VEDLIoT are currently in preparation.

## 2 Objectives

The main objectives of the work that was already done in the context of Task 8.1 was to set up the structures and processes for dissemination activities. This included the creation of the project visual identity, the creation of the project website, the preparation of templates that will support VEDLIoT-related presentations, and the definition of processes for collecting relevant dissemination indicators.

Concerning Task 8.2, the main objectives as set forth in the VEDLIoT's description of work, are the following:

- Organise technical workshops within the project, which will provide broad and in-depth overviews of the project results and findings, and include interactive sessions to capture potential feedback from experts outside of the consortium;
- Present project results by giving talks at conferences and trade shows and by writing articles for technical and academic publications;
- Engage all partners in a wide range of different dissemination activities, including the use of closed forums that project partners have access to, involving affiliated industry partners and the general public;
- Exploit additional important communication channels for the dissemination of project results, like press releases, project leaflets, university lectures and invited talks;
- Exploit social media like Twitter or LinkedIn as communication channels to keep interested parties updated about VEDLIoT project work.

For achieving these objectives, it is important to characterise the audience to which dissemination will be targeted, to select the appropriate means, messages and language register to be used. To increase the impact of dissemination, it is also important to ensure that a consistent visual identity of the project is maintained across the different channels. Finally, to meet the dissemination objectives, project activities must be continuously monitored to identify dissemination opportunities and dissemination materials, such as news for social media, must be continuously prepared. Therefore, the following sections address these issues in detail, identifying the target audiences, laying down the visual identity of the project, identifying the dissemination channels and setting target performance indicators.

## 3 Target audiences

The dissemination plan aims to bring awareness of the project activities and results to several audience groups, including the scientific community in general and related projects in particular, industrial stakeholders, policy makers, students, and the general public. These groups have different interests and knowledge on the problems being addressed and on the technical concepts explored in VEDLIoT, which requires different strategies to reach each of them better. Therefore, in what follows we characterise each group, we identify the key messages to be conveyed, as well as the applicable dissemination channels.

### 3.1 Scientific community

**Characterisation:** The scientific community includes experts in the several topics addressed in the project, from embedded systems hardware to distributed systems security and machine learning, who know the state-of-the-art, limitations of existing approaches, open problems and challenges to address them.

**Key message:** The VEDLIoT project will provide an infrastructure comprising hardware and software to support a cognitive IoT platform, and an optimisation toolchain for interfacing AI software (such as TensorFlow) to the hardware, which will incorporate robustness, privacy and security aspects. This infrastructure will be driven by use cases from the automotive, industry and smart home sectors.

**Register:** For specialists.

**Channels:** Website, Social media, Conferences and workshops, Journals.

### 3.2 Related projects

**Characterisation:** Related projects in the areas of HPC, hardware development, IoT and cybersecurity. These projects are potentially interested in collaborating with VEDLIoT to organise joint initiatives and create the critical mass to deal with the challenges in these research and development areas.

**Key message:** VEDLIoT can deliver a complete cognitive IoT platform, as well as separate building blocks for the next generation of IoT. The project is available to work on joint standardisation activities and interesting 3rd party use-cases. We are looking for joint dissemination events such as conference workshops.

**Register:** For specialists.

**Channels:** Website, Social media, Conferences and workshops, Special journals issues or book chapters.

### 3.3 Industrial stakeholders

**Characterisation:** Industrial stakeholders are aware of the problems being addressed in VEDLIoT, can be considered experts in their fields, and are typically interested in leveraging new ideas, platforms, frameworks and tools developed and made available by the project. Their interest in project results is as high as the demonstrated benefits and the potential exploitability of these results.

**Key message:** The VEDLIoT project offers a solution for next-generation IoT products and projects. Interested parties can have early access to VEDLIoT technologies using the VEDLIoT open calls. The use-cases already integrated into VEDLIoT include Automotive and Automation, covering key industry areas in Europe.

**Register:** For specialists.

**Channels:** Website, Social media, Fairs and Conferences, Press releases, Advisory Board.

### 3.4 Policy makers

**Characterisation:** Policy makers are non-experts, whose interest is in new technological developments with high positive impact on the society and economy in the large.

**Key message:** VEDLIoT helps to build secure, trusted IoT technology leveraging AI and deep learning. The project strengthens EU leadership in IoT and provides key enabling technology for connected smart objects initiatives like Smart Anything Everywhere.

**Register:** For non-specialists.

**Channels:** Website, Social media, Events organised by the EU, Press releases.

### 3.5 Students

**Characterisation:** Students are newly formed or potentially new experts in the problem areas addressed in VEDLIoT. They are interested in learning more and in becoming aware of the state-of-the-art in their areas of interest.

**Key message:** Involvement in VEDLIoT offers high-quality courses on the latest technology in the areas of IoT and AI. Become an expert in next-generation distributed cognitive IoT platforms and applications.

**Register:** For new specialists.

**Channels:** Website, Social media, Tutorials, and education materials.

### 3.6 General public

**Characterisation:** The general public includes non-experts, including undergrad students, technology enthusiasts and the press. They are interested in learning what the project will deliver, in terms and with examples with which they are familiar.

**Key message:** VEDLIoT delivers the next generation of cognitive IoT platforms, enabling distributed IoT processing. The project will deliver the foundation for new products and business in various IoT areas and applications, ranging from autonomous driving to smart-home and assisted living.

**Register:** For non-specialists.

**Channels:** Website, Social media, Press releases.

## 4 Image and branding

The impact of dissemination activities can be amplified through the use of adequate branding and a consistent image of the project in all dissemination materials. This consistency will make it easier for target groups to recognise the project and its outcomes. Therefore, VEDLIoT has defined a logo and branding rules, as well as templates for presentations and documents that will be used by all project partners to ensure the desired consistency.

### 4.1 Logo

The project logo provides a visual identity of the project. It combines three elements: the project acronym (VEDLIoT), the whole project name (Very Efficient Deep Learning in IoT) and a symbol representing a neural network. The logo is available in rectangular and square formats, as well as in an additional format that only includes the acronym and the symbol. Finally, the symbol is also usable as a separate element, as a project icon. Versions of the logo in all these formats are also available in greyscale.

|           | Main logo horizontal | Main logo square | Horizontal without whole name | Icon v1 | Icon v2 |
|-----------|----------------------|------------------|-------------------------------|---------|---------|
| Colour    |                      |                  |                               |         |         |
| Greyscale |                      |                  |                               |         |         |

Table 1: VEDLIoT logos.

The availability of multiple formats and versions is meant to cover the requirements of each specific use case. The main logo should be used whenever possible, either the horizontal or the square version, whatever results in a better visual look in each specific context. If the logo is to be presented in very small dimensions, the name will not be readable, and hence it is recommended that the version without the full project name is employed. The symbol of the neural network in isolation is to be used as an icon, for instance, as the favicon on the project webpage.

All these logos are available to project partners on the VEDLIoT private cloud repository, in vectorial formats (.ai and .pdf) and in image formats (.jpg and .png). They are also publicly available on the project website, included in a branding package (.zip archive) to be downloadable by the media/press.

### 4.2 Colours and Fonts

The main colour to be used in the project (whenever a colour is needed), which is the base colour as shown in the colour scheme in Figure 1, is a grey-blue with CMKY 85.50.20.40 equivalent to RGB 56.82.119. The second colour, a light-green, is used along with the base colour in the logo. Other accents can also be used if multiple colours are needed.

The font defined for VEDLIoT dissemination materials is the Ubuntu font family. The font is easy to read and the family includes a monospace version, which must be used to typeset code listings.

Additional recommendations, namely for presenting text inside boxes and for formatting tables, are also defined. They are shown in Figure 2.

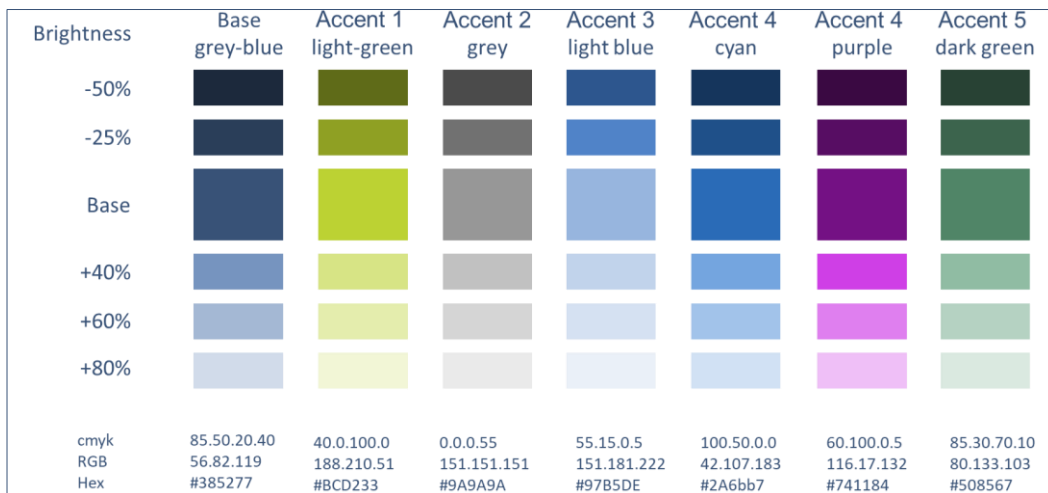


Figure 1: VEDLIoT colour scheme.




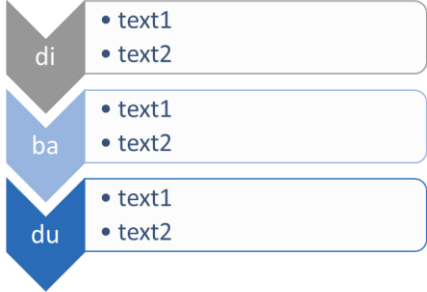
| Caption | Caption | Caption |
|---------|---------|---------|
| Item    | Item    | Item    |
| Item    | Item    | Item    |
| Item    | Item    | Item    |

Standard text box  
Ubuntu 20 pt.

Highlighting box  
Ubuntu 20 pt.

Alternative highlighting box  
Ubuntu 20 pt.





```

1  #include <iostream>
2  int main(){
3      std::cout << "Hello, World!" << std::endl;
4      return 0;
    }

```

Figure 2: Recommendations for tables, boxes, code listings and SmartArt.

### 4.3 Language


The official language of the VEDLIoT project is British English. However, the dissemination material should be translated into the different languages within the consortium, where possible. Each partner should ensure that the materials are adequately translated into the local languages, e.g., in the case of the press releases for the local media. In fact, this has been the case with the press release that was already prepared (see Section 5.5), which was translated into German, French and Portuguese.

### 4.4 Templates

A set of templates for presentations, deliverables, and meeting minutes, is available also on the VEDLIoT private cloud and will be used throughout the project.

#### 4.4.1 Presentations

A presentation template for office applications (.pptx format) has been prepared and is available for all partners to use in all project presentations. The template includes layouts for title and content pages, as well as for an end page, including acknowledgements and logos of all partners. Figure 3 illustrates the title page layout and one of the end page layouts, and Figure 4 provides an outlook of all available layouts (of which, 9 are content layouts). Slides are in the 16:9 (wide) aspect ratio, which is currently the native format of most LCD monitors.




Very Efficient Deep Learning in IoT

Title

Subtitle

Name 1, Name 2, Name N  
Affiliation

Date



Thank you for your attention.

Contact

Name  
Affiliation  
E-mail address




Figure 3: Title and end page layouts for VEDLIoT presentations.



Figure 4: Outlook of all available layouts for VEDLIoT presentations.

#### 4.4.2 Deliverables

Document templates for project deliverables and meeting minutes were prepared and are available in .docx and LaTeX formats. As an example, this deliverable was edited using the deliverables template (in this case, the .docx format).

## 5 Channels

Dissemination activities will be done using several channels, which we describe in this section.

### 5.1 Website

The project website (<https://vedliot.eu> or <https://vedliot.io>) plays a central role in the dissemination strategy. It will be a central point of information, where we will collect all relevant information such as publications, white papers, (public) deliverables, and where we will also provide news, event announcements and links to relevant dissemination material, such as press releases or the project branding package with the project logo. The website will provide information to all targeted audiences, and therefore special care will be taken with the used language register in the preparation of content (e.g., project description, objectives, use cases, news). Links to related projects and initiatives will set the project into the relevant context. The current landing page and a screenshot of the news page are provided in figures 5 and 6.

Two network domains were acquired by the project coordinator, both providing access to the website, which is hosted also in premises of the project coordinator. The website will be edited by the WP8 leader in collaboration with the project coordinator, and all project partners will collaborate with the provision of contents. Improvements to the website structure and appearance will be done over time, as deemed useful or necessary. The website implementation fully respects GDPR as no user information is collected.

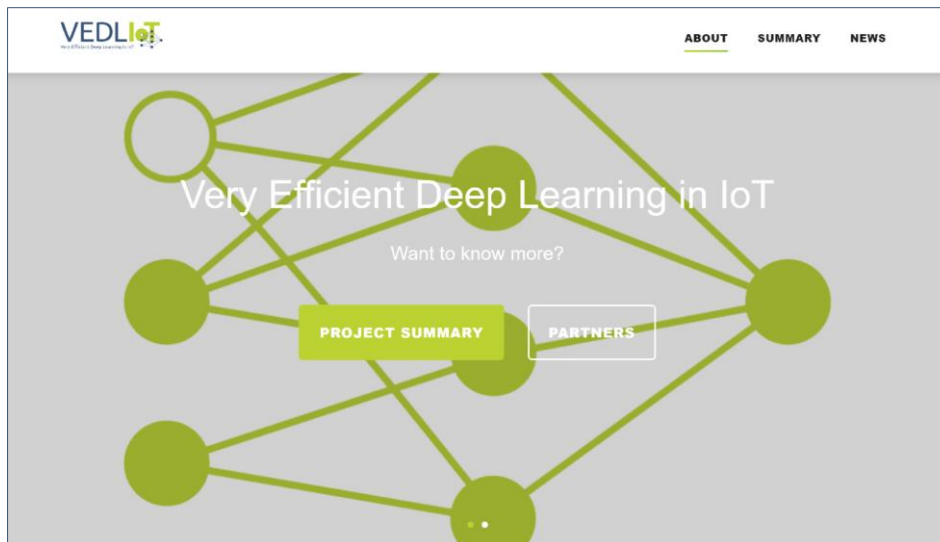


Figure 5: VEDLIoT website – landing page.



Figure 6: VEDLIoT website – news page.

To obtain information concerning the number and profile of website visitors, and obtain more information about the target audience, visits will be monitored using Google Analytics. It is planned that these statistics will start to be collected in M4. The results will be continuously and carefully analysed and reported in deliverables D8.2 and D8.4.

## 5.2 Social media

Social media provides a way to quickly bring awareness of VEDLIoT news and information to a wide range of stakeholders and engage new potential stakeholders. It is thus an important dissemination channel.

VEDLIoT is present in two of the most prominent social networks currently in existence and used by professionals: LinkedIn and Twitter. LinkedIn, being the largest professional network, is an excellent channel to connect both to researchers in the academia and industry, and also to the general public. Twitter complements LinkedIn and extends the reach of VEDLIoT-related news, namely to the general public. Figures 7 and 8 illustrate the LinkedIn and Twitter VEDLIoT pages.

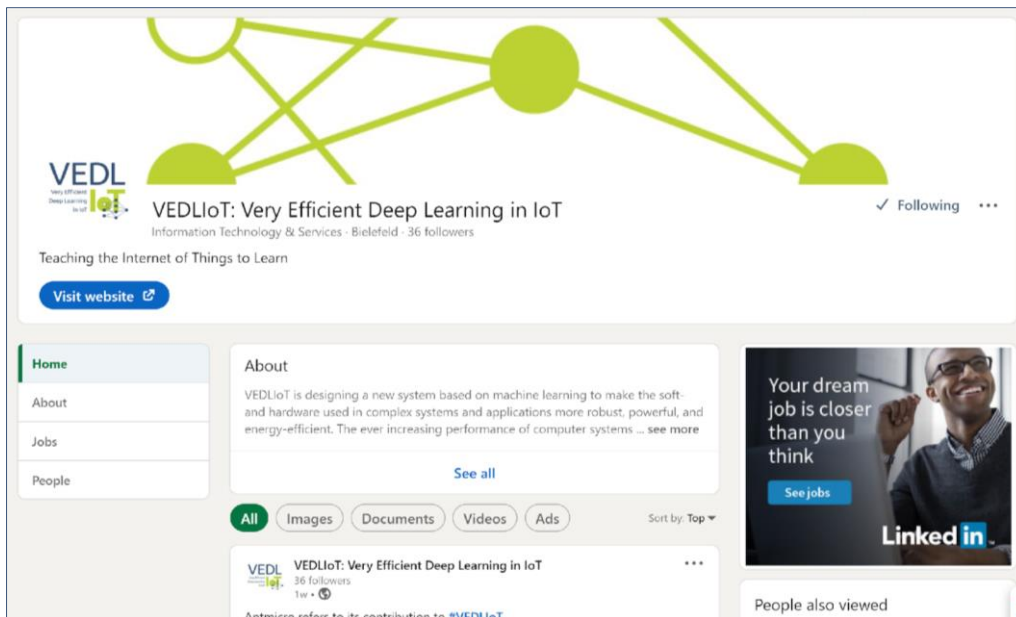


Figure 7: VEDLIoT LinkedIn presence.



Figure 8: VEDLIoT Twitter presence.

### 5.3 Conferences

Another important dissemination channel, namely for the dissemination of research results, will be through peer-reviewed scientific publications in journals, conferences, and workshops, as well as the presentations of the work accepted at conferences and workshops.

Whenever possible, we will opt for using a green or gold open access model. The main target audience of such publications is of course the academic world, but also relevant industries can be reached by selecting venues also intended for an industrial audience, such as DATE, HiPEAC or HPCA. Depending on the topic of the publication, we will select firstly from the lists of scientific conferences and journals presented in tables 2 and 3.

| Conferences  |   |
|--|---|
| Symp. on Applied Computing (ACM SAC)   | Symp. on Microarchitecture (MICRO)  |
| Design Automation Conf. (DAC)  | Security of Things WORLD  |
| Int. Conf. on Architectural Support for Programming Languages and Operating Systems (ASPLOS) | Int. Conf. on Information Security and Cryptology (ICISC)                             |
| Int. Conf. on Big Data, IoT and Data Science (IEEE BID)                                      | IEEE World Forum on Internet of Things (WF-IoT)                                       |
| Cloud and Grid Computing (IEEE/ACM CCGrid)   | Systems Design and Implementation (NSDI)  |
| IEEE Int. Conf. on Cloud Computing (IEEE Cloud)  | IoT European Summit   |
| ACM Symp. on Cloud Computing (ACMSOCC)   | IoT Solutions world congress  |
| IEEE/ACM Int. Symp. on Cluster   | IoT Tech Expo Europe  |
| Int. Conf. on Communications (IEEEICC)   | IoT World Europe  |
| ACM Conf. on Computer and Communications Security (CCS)                                      | Int. Middleware Conf. (ACM/IFIP/USENIX Middleware)                                    |
| Int. Symp. on Computer Architecture (ISCA)   | EC Net Futures  |
| Annual Int. Conf. on Computer Communications (INFOCOM)                                       | Int. Conf. on Mobile Ad hoc and Sensor Systems (IEEE MASS)                            |
| ACM European Conf. on Computer Systems (ACM EuroSys)   | Internet Society's Network and Distributed System Security                            |
| Int. Conf. on Cooperative Information Systems (CoopIS)                                       | Int. Conf. on Objects, Models, Components and Patterns (TOOLS)                        |
| Applied Cryptography and Network Security (ACNS)   | IEEE/ACM Int. Conf. on Embedded Software (EMSOFT)                                     |
| Operating Systems Design and Implementation (OSDI)   | Int. Conf. on Distributed Computing Systems (ICDCS)                                   |
| Symp. on Reliable Distributed Systems (SRDS)   | Dependable Systems and Networks (DSN)   |
| European Symp. on Research in Computer Security (ESORICS)                                    | ACM Symp. on Operating Systems Principles (ACM SOSP)                                  |
| Euromicro Conf. on Real-Time Systems (ECRTS)   | IEEE Int. Conf. on Software Engineering (ICSE)  |
| Symp. on Field-Programmable Custom Computing Machines (FCCM)                                 | Working Conf. on Requirements: Foundation for Software Quality (REFSQ)                |
| Int. Conf. on Fog and Edge Computing (IEEE FEC)  | IEEE Int. Conf. on Requirements Engineering (RE)                                      |
| IEEE Symp. on Edge Computing (IEEE SEC)  | RSA Conf  |
| IEEE/ACM Int. Conf. on Hardware/Software Codesign and System Synthesis (CODES+ISSS)          | Int. Symp. on High-Performance Computer Architecture (HPCA)                           |
| IEEE Int. Symp. on High Performance Distributed Computing (HPDC)                             | Int. Conf. on Internet-of-Things Design and Implementation (IEEE/ACM IoTDI)           |
| High-Performance Embedded Architectures and Compilation Conf. (HiPEAC)                       | IEEE Int. Conf. on Trust, Security and Privacy in Computing and Communication (TRUST) |
| ACM SIGCOMM Conf   | USENIX Annual Technical Conf. (USENIX ATC)  |
| Int. Conf. on Fog and Mobile Edge Computing (IEEE FMEC)                                      | Int. Conference on Field-Programmable Logic and Applications (FPL)                    |
| RISC-V Summit  |   |

Table 2: List of Conferences.

| Journals   |   |
|--|---|
| ACM Trans. on <i>Architecture and Code Optimisation</i> (TACO) | ACM Transactions on Reconfigurable Technology and Systems (TRETs) |
| Computer Networks ( <i>ComNet</i> )                            | IEEE/ACM Trans. on <i>Networking</i> (TON)                        |
| ACM Trans. on <i>Computer Systems</i> (TOCS)                   | Journal of <i>Systems and Software</i> (JSS)                      |
| ACM Trans. on <i>Computing</i> (TOC)                           | <i>IEEE Security and Privacy</i>                                  |
| Trans. on <i>Cyber-Physical Systems</i> (ACM TCPS)             | <i>IEEE Trans. on Software Engineering</i> (TSE)                  |
| ACM Trans. on <i>Embedded Computing Systems</i> (TECS)         | <i>Trans. on Software Engineering and Methodology</i> (TOSEM)     |
| Journal of <i>Information and Software Technology</i> (IST)    | <i>IEEE Trans. on Parallel and Distributed Systems</i> (TPDS)     |
| Internet of Things <i>Journal</i> ( <i>IEEE IoT-J</i> )        |   |

Table 3: List of Journals.

Despite the recent start of the project, we note that an invited talk related to the work to be developed in VEDLIoT has already been given, namely at the 3<sup>rd</sup> Workshop on Accelerated Machine Learning (AccML), co-located with HiPEAC 2021.

## 5.4 Exhibitions

The project will seek opportunities to disseminate project results through exhibitions at high-level peer-reviewed conferences or industrial fairs in which it might be possible to set up a booth with proof-of-concept demonstrators or other material to illustrate and bring attention to the results.

Some examples of venues which VEDLIoT is considering for this purpose include HiPEAC, Hannover Messe Industrie (HMI - The world's leading trade fair for industrial technology), and Forum Maschinenbau (FMB – The supplier show for mechanical engineering).

Presenting VEDLIoT at international industry fairs like HMI or FMB can be used to disseminate the latest updates of the project from the general public up to industry leaders.

## 5.5 Press releases

Press releases are considered an instrument to better reach industrial stakeholders, policy makers and the general public. Press releases will be written using non-experts terminology, providing easy to understand examples and highlighting key aspects of the project or of its results. The goal is to get the attention of traditional media, like newspapers, specialised magazines or television channels, and web-based media, through which VEDLIoT messages can reach a very large audience.

The first VEDLIoT press release was prepared by the project coordinator and disseminated through the project's own social channels and also through partners' own channels, in some cases adapted or translated to other languages (e.g., German, French and Portuguese). Examples of this press release, as it appeared in various websites, are provided in Figure 9. In addition to being propagated through several specialised websites (<https://www.hackster.io/>, <https://www.prnewswire.com>, <https://iot.ng>, <https://riscv.org>, etc.), the press release also triggered interviews for two Swiss media channels (<https://canalalpha.ch> and <https://www.rts.ch>). VEDLIoT will prepare new press releases whenever an important result or milestone is achieved.

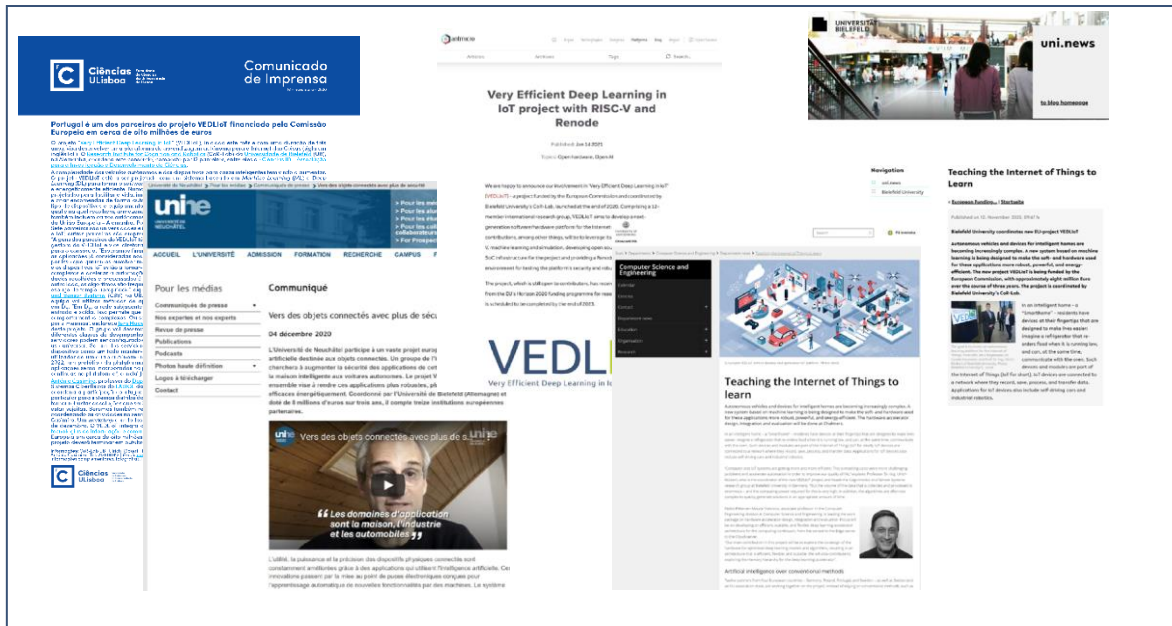


Figure 9: Examples of VEDLIoT first press release.

### 5.7 Dedicated workshop

One possible way to further disseminate project results to the research community and to strengthen the connections to other projects with related objectives, is to organise a workshop under the umbrella of a conference in the areas of HPC or IoT. Ideally, a conference that brings together academics and industry will be selected, to enlarge the dissemination scope. The plan is to select the target conference and submit a workshop proposal during the first year and organise at least two editions of the workshop.

### 5.8 Advisory Board

An External Expert Advisory Board (EEAB) has been established, comprising several highly recognised experts from the industry, covering the following sectors: technology provisioning, telecommunications, automotive, automation and manufacturing. It is expected that the EEAB members will not only provide external feedback of strategic decisions, but also, by closely following VEDLIoT's activities, help the project to further disseminate the main project achievements to other potential stakeholders.

## 6 Performance indicators

We intend to measure the success of our dissemination efforts by using "Social" related indexes (i.e., number of website page views, number of followers on social networks, number of posts, etc.) as well as "Dissemination" indexes (i.e., number of accepted publications, number of presentations, number of addressed participants, etc.).

Table 4 provides the key performance indicators for dissemination activities, which will be continually monitored during the project. Indicators related to the project website will be collected through Google Analytics, to which the website will be linked. Information concerning the number of participants in events in which VEDLIoT dissemination activities take place will be collected by the participating partners and registered in a shared document on the VEDLIoT private cloud. This document will include all the dissemination activities (published and presented papers, press releases, participation in events, released videos, etc.), thus allowing us to keep track of most dissemination indicators.

| Performance indicator                             | Target   |
|---|--|
| # of page views on the VEDLIoT website            | > 1,000 visitors / year  |
| Approved consensually by all partners             | visible in all project dissemination and communication materials |
| # of followers in different social media accounts | > 200 followers per platform                                     |
| # of published blog posts on the project website  | ~60 blog posts   |
| # of published papers                             | > 12 journal publications  |
| # of presented papers                             | > 30 published papers in conferences and/or workshops            |
| # of events                                       | ca. 10 presentations & demos                                     |
| # of participants in events                       | 50 -100 persons / events   |
| # of events                                       | ca. 6 exhibitions  |
| # of contacts gathered                            | 100 - 500 persons / exhibition                                   |
| # of videos; # of views                           | 3 videos; 200 views / video                                      |

Table 4: Key performance indicators.

## 7 Summary

This deliverable presented the VEDLIoT's dissemination plan, as well as already prepared dissemination materials and some initial dissemination activities and outcomes. In particular, the main target audiences were identified and characterised, the visual identity of the project was defined and presented, and the dissemination channels that will be used were described, with illustrative examples of how these channels are already being used.

Dissemination activities are recognised as key enablers for the success of VEDLIoT. Therefore, all project partners are fully committed to increasing the visibility of the project and its results, along the lines set out in the presented plan. All partners are aware of the key performance indicators that were defined and will contribute to meet them.

## List of Abbreviations

AI: Artificial Intelligence

EC: European Commission

EEAB: External Expert Advisory Board

HPC: High-Performance Computing

IoT: Internet of Things

LCD: Liquid Crystal Display

WP: Work Package