



End-User Driven Demo for CBRNe EDEN Project Dissemination Plan

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Executive Summary

This document is the Project Dissemination Plan of EDEN, a European 7th Framework EC funded project.

The main purpose of EDEN is to:

- Shorten time to response (after an event occurs)
- Improving mass gathering/events security
- Enhancing the protection of sensitive or critical infrastructures
- Achieving a European lead in CBRNE sampling, detection, proficiency testing and forensics
- Boosting the EU civilian CBRNE market
- Reinforcing technological, societal and psychological resilience of the EU society

These aims will be realised with the EDEN Toolbox of Toolboxes approach and checked and improved throughout the demonstrations.

This document, the Project Dissemination Plan, details explicitly and formally all dissemination aspects, i.e. dispatching information about the project and its innovative results in international thematic journals, and throughout relevant international and national conferences and EU seminars. The following supporting tools will be used to enhance the process: press releases, newsletters, technical papers & conference presentations, internal company presentations, external presentations to experts, public web site with associated mailing list and Study Outcome publications. It determines all aspects and means of communication in the consortium and methods for public communication.

Partners Involved in Document

No	Partner	Short name	Check if involved
1	BAE Systems	BAES	
2	EADS Astrium	AST	
3	FFI	FFI	
4	Tecnoalimenti	TCA	
5	SELEX ES	SES	
6	SAMU	SAMU	
7	Main School of Fire Service	SGSP	
8	CSSC	CSSC	
9	Astri Polska	APL	x
10	Istituto Affari Internazionali	IAI	x
11	CBRNE LTD	CBRNELTD	
12	UCL	UCL	
13	LDI	LDI2	
14	Fraunhofer	FhG EMI	
14	Fraunhofer	FhG INT	
14	Fraunhofer	FhG ICT	
15	VTT	VTT	
16	FRS	FRS	
17	Indra	IND	
18	INERIS	INR	
19	SICPA	SIC	
20	MDA	MDA	
21	PIAP	PIAP	
22	Hotzone	HZS	
23	ENEA	ENEA	x
24	Nuclétudes	NUC	
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28	Bruker UK	BRU	
29	LDIAMON	LDIAMON	
30	Microfluidic	MCG	
31	Robert Koch	RKI	
32	EU-VRI	EU-VRI	
33	Space Research Center	SRC	
34	AINIA	AINIA	
35	UCSC	UCSC	
36	CBRNE Centre	UMU	

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LIST OF ABBREVIATIONS

APL	Astri Polska
ASTRIUM	EADS Astrium
B	Biological
C	Chemical
CBRN	Chemical, Biological, Radiological, Nuclear
CBRNE	Chemical, Biological, Radiological, Nuclear and Explosives
CBRNELTD	CBRNE LTD
CSSC	Centre for Science, Society and Citizenship
DEMO	Demonstration
DOW	Definition of work
E or e	Explosive
EADS	European Aeronautic Defence and Space Company
EC	European Commission
EDEN	End-user driven Demo for cbrNe
EDENSTORE	Toolbox of tollboxes of EDEN
EMB	EDEN Management Board
ENEA	Italian National Agency for New Technologies, Energy and Sustainable Economic Development
EU	European Union
EU-VRI	European Virtual Institute for Integrated Risk Management
FFI	Norwegian Defence Research Establishment
FhG EMI	Fraunhofer Ernst-Mach-Institute
FhG ICT	Fraunhofer Institute for Chemical Technology
FhG INT	Fraunhofer Institute for Technological Trend Analysis
FP 7	7 th Framework Programme
FRS	Fondation pour la recherchestratégique
IAI	Istituto Affari Internazionali
INERIS	Institut National de l'Environnement Industriel et des Risques
IPR	intellectual property rights
LDI	Laser Diagnostic Instruments
MDA	Magen David Adom (Israeliian)
N	Nuclear
NSA	National Security Authority
OTHER	Other specific activities
PIAP	Industrial Research Institute for Automation and Measurements

	(Polish)
PDP	Project Dissemination Plan
PMP	Project Management Plan
POC	Point of contact
PSP	Project Security Plan
R	Radiologic
R&D	Research and Development
R&T	Research and Technology
RTD	Research and technological development
RTO	<i>Research and Technology Organisation</i>
SAL	Security Aspects Letter
SAMU	<i>Service d'aide médicale urgente (French)</i>
SES	SELEX Electronic Systems
SGSP	Main School of Fire Service (Poland)
SICPA	Swiss company
SME	Small and Medium Enterprises
TCA	Tecnoalimenti
ToT	Toolbox of Toolboxes
UCSC	Università Cattolica del Sacro cuore (Italian)
UCL	Université catholique de Louvain
UNICRI	United Nations Interregional Crime and Justice Institute
VTT	Technical Research Centre of Finland
WP	Work Package
WPL	Work Package Leader

1 INTRODUCTION

Work Package 90 *Dissemination and exploitation* is the efficient and effective coordination of the external communication of the project, the dissemination and exploitation of project results as well as the incorporation of external stakeholders into the project efforts. WP90 is aimed at arranging an extensive but highly focused dissemination programme for the project outputs; it will also provide plans for long term sustainability effects of the project outputs. This work package will co-ordinate all activities related to dissemination, such as scientific papers, publications and publicity, workshop arrangements and communications as well as reporting and further analysis of the work package results.

Dissemination activities will be conducted in order to actively engage all Partner organisations. The Dissemination WP Leader responsible for dissemination is and will be working to ensure proper information dissemination to support the full communication of the project results. The consortium is committed to presenting project outcomes in order to obtain a balanced participation from each Partner.

1.1 Scope of Project

This document is the Project Dissemination Plan of EDEN, a European 7th Framework EC funded project.

The main purpose of EDEN is to:

- Shorten time to response (after an event occurs)
- Improving mass gathering/events security
- Enhancing the protection of sensitive or critical infrastructures
- Achieving a European lead in CBRNE sampling, detection, proficiency testing and forensics
- Boosting the EU civilian CBRNE market
- Reinforcing technological, societal and psychological resilience of the EU society
- These aims will be realised with the EDEN Toolbox of Toolboxes approach and checked and improved throughout the demonstrations.

1.2 Purpose of document

1.2.1 Scope of the document

The objective of this Project Dissemination Plan (PDP) is to:

- setup rules for dissemination process in the project taking into consideration security aspects, define strategies and methodology.
- identify and organise activities to be performed in order to promote EDEN and reach ambitious targets.
- ensure that the project outcomes have a long lasting and beneficial impact on European society and that everyone in the EU can use this results, either directly or build upon.
- show the world EDEN as an example of successful EU wide cooperation between industry, researchers and end users.
- ensure lasting impact on EU stakeholders and enable stakeholders to use the results.
- promote the use of the EDEN Store in the EU and associated countries.
- ensure that it is understandable to the European Commission how consortium will disseminate the project's results.

Furthermore, dissemination actions and materials are presented and described. The PDP is an external deliverable from WP91 “Dissemination and events”.

All EDEN participants must know and use it for all aspects of dissemination of project’s results.

1.2.2 Document structure

This document is structured as follows:

General frame definition

Chapter 1: “Introduction” - This chapter provides an overview of the EDEN project, the purpose and scope of the Project Dissemination Plan, its general structure, its applicability.

Chapter 2: “Referenced Documents” - This chapter reminds the contractual documents, related subsidiary plans, EC guides and documents.

Chapter 3: “Dissemination decision making body” - This chapter specifies the organization of dissemination and main decisions bodies and its responsibilities.

Chapter 4: “Dissemination strategy” - This chapter specifies the strategy and methodology of project dissemination and its main activities to achieve goals.

Chapter 5: “Dissemination tools” - This chapter outlines dissemination materials, events and many others which will help to provide dissemination activities.

Chapter 6: “Target groups” – This chapter determines main stakeholders and its place in the dissemination plan.

1.2.3 Relationship to other documents

1.2.3.1 Grant Agreement

The EDEN Grant Agreement, ref. [GA], is the contract between each Partner and the European Commission for delivery of the EDEN project

1.2.3.2 Description of Work

The Description of Work, ref. [DOW] (Annex I of [GA]), describes the work that is to be done, the outputs to be delivered and the milestones to be achieved by the project.

This Project Dissemination Plan is a supporting document to the [GA] document and contains extracts from Annex I where appropriate to ensure a full definition of the dissemination processes and actions.

1.2.4 Applicability and Approval

The Project Dissemination Plan is a reference document in the EDEN project.

From the start of the project to its end, it is applicable to all partners up, and is expected to remain stable. However, any changes will be agreed by the EDEN Management Board (EMB) and included in a revised version.

2 REFERENCE DOCUMENTS

The following documents define the contractual requirements that all Project Partners are required to comply with:

Grant Agreement

This is our contract with the European Commission.

Grant Agreement Annex I

This is the Description of Work (DOW) and defines what we need to produce.

Grant Agreement Annex II

This defines the general conditions applicable to the group of FP7 contracts, including our contract.

Grant Preparation Forms

This defines the partner budget distribution.

Consortium Agreement

This defines our obligations towards each other.

Each of the above documents was established at the start of the project, and copies were supplied to each Partner. Each document could potentially be updated independently of the others during the course of the project following a prescribed process. In the event of any such update, the latest formal issued version shall apply.

In the event of a conflict between this document and any of the contractual documents referenced above, the contractual document(s) shall take precedence.

2.1 Related plans

- [D11.1] Project Management Plan
- Work Package Development and Demonstration Plans
- Project Security Plan

3 DISSEMINATION DECISION MAKING BODY

3.1 Dissemination Board

Main decisions will be made by the Dissemination Board. The decision process will be supported by all the consortium Partners.

Members of Dissemination Board are the same as in EDEN Management Board. It will shorten response time and comprise security aspects.

The Dissemination Board is responsible for ensuring the sufficient number of information material, covering the activities from all WPs. The Dissemination Board is also expected to support the Dissemination WP Leader in effective dissemination of project results to the widest possible audience, in order to generate a critical mass around the project, demonstrate EDEN project results and initiatives, and establish the project as a well known player in the CBRNE field. The Dissemination Board will help to increase the circulation of information among Partners. A balanced approach throughout the entire consortium will help to extend dissemination activities into local, national, and international levels. The dissemination Board should also ensure that secrecy of information is kept.

The following functions of the Dissemination Board have been defined:

- contribute to the population of public website (new content, relevant events, news, links, etc),
- acceptance of dissemination requests (file: EDEN-WP10-BAES-MGT-FORM-007_Dissemination_Request_v00),
- translation and distribution of press releases,
- communication with Partner responsible for dissemination with requests/suggestions for new dissemination materials and/or needs,
- assist in the timely and detailed response to technical inquiries.

All security aspects will be covered during dissemination process. All public disseminations will be examined by Dissemination Board (EMB and Security Board members) for verification and appropriate classification.

All dissemination materials which are not deliverables and dissemination requests will be reviewed by EMB in time of max 2 weeks.

3.2 Dissemination Manager

Dissemination Manager selected from Dissemination Board will be responsible for approval of urgent public releases for external website and public discussion groups. This person will also cover security aspects. The main purpose to appoint this person is to ensure that delay in issuing information is minimised.

3.3 Dissemination WP Leader

The Dissemination WP leader – APL will be responsible for the coordination of dissemination activities throughout the project in cooperation with the whole consortium.

Dissemination WP Leader will be also responsible for:

- Collecting dissemination requests from all Partners and passing it to Dissemination Manager or Dissemination Board for decision;
- Coordinating the dissemination activities in the project;
- Gathering the dissemination materials produced by other Project Partners;

-
- Organizing the dissemination events (e.g CBRNE Fair);
 - Making presentations to potential users during the events;
 - Reporting on Dissemination to the EDEN Management Board.

3.4 EDEN Partners

Each Partner based on her/his role in each WP will support the dissemination activities by:

- producing dissemination materials,
- coordinating and managing the relevant activities that deal with the Partner's work and/or application field on the project.
- organizing events.
- conferences, research paper,
- active participation in various dissemination events,
- gaining and providing information about meetings important for dissemination activities,
- supporting dissemination activities by using their network of contacts.

All Partners will appoint one person as a main Point of Contact for dissemination purposes. This person will be responsible for:

- gathering dissemination information,
- approval of new internal website users from Partner institution,
- contact with Dissemination WP Leader in any dissemination and exploitation issues.

4 DISSEMINATION STRATEGY

To ensure broad promotion, wide visibility and identification of the project following actions were and will be undertaken:

- Designing of EDEN logo,
- Production and distribution of promotional materials such as: flyers, posters, brochures, booklets, bookmarks, etc.
- Launching of public website with most updated and relevant information,
- Participation in relevant events, exhibition, workshops, specialized international meetings, etc.
- Launching of a media campaign existing of public relations, featured articles in magazines, press releases, public discussion groups using social media,
- Organization of CBRNE Fair.

4.1 Electronic communication

Electronic communication, which is nowadays the most efficient way to communicate will be one of the most important tools to disseminate results of the project. It will use several tools: public website, public discussion groups on social media, e-newsletters and internal website.

The main electronic tools to assist these activities are:

- The project's website which includes a members' area, acting as a common file repository amongst Project Partners and a public area acting as a dissemination platform for EDEN project.
- The mailing lists of consortium members.
- The real time communication platform.
- Public discussion groups.

In order to assure real time response on the website and public discussion groups all urgent content will be accepted by Dissemination Manager latest in the time of 1 week. All content will be prepared by Dissemination WP Leader with cooperation with Consortium.

4.2 Press communication

Research publication is seen as the important method to increase visibility and credibility of EDEN project. The Project Partners will publish the project results in high profile international conferences and journals. The conference presentations are expected to attract the scientific community thereby introducing the idea of the EDEN Store and increasing the public awareness related to the CBRNE threat. Such publications directly link with international academic and industrial researchers, providing them information about the most up-to-date technical solutions dedicated to CBRNE world.

The project results and innovations will be submitted for publication in scientific journals, conferences, and workshops relevant to the topic of the research activity carried out during the project. The submission of papers jointly written by Project Partners are encouraged.

4.3 Liaison with Relevant Initiatives, Organisations and European Bodies

EDEN Consortium will provide appropriate contact and communication with relevant initiatives, organisations and European bodies in order to assure cross border cooperation, interoperability and long lasting impact of the EDEN results at the European level. The liaison

is created based on the existing network of contacts not only of EDEN Project Partners, but also through contacts of Project EDEN End User Platform (IAI: WP13), SME Platform (CBRNE/ELTD: WP14) and Supplier Platform (EU-VRI: WP15).

Links will be established also with complementary EC Security projects and the European Enterprise Network in order to maximize the efficiency of dissemination and exploitation potential. The European Enterprise Network, in particular, thanks to its technology transfer mission can provide a big added value for the industrial transfer of patented or patentable results of the project by publishing them in the European Enterprise Network database for technology offers.

4.4 Engagement of Stakeholders

One of the objectives of the dissemination tasks in the EDEN project is to spread information to the largest possible group of interested stakeholders in order to:

- make the EDEN project end-users driven/oriented in every single phase by continuously enlarging the cooperating end-users group,
- encourage the participation of as many SMEs as possible in the Project Eden demonstrations (WP14),
- provide the demonstrations with the most up-to-date technologies offered by supplier platform (WP15),
- emphasise the impact and future exploitation of the results of the project.

These activities will be supported by various tools such as:

- dedicated page on the main website of the EDEN project,
- real-time communication multifunctional platform,
- public discussion groups created on Facebook, Twitter and LinkedIn,
- dedicated forum on Intranet website.

It will ensure the involvement of stakeholders and the exchange of information as well as passing on the Project's results.

4.5 Population awareness

Part of the dissemination strategy is to increase population awareness in the case of CBRNE threat. This will be done by mapping current state-of-the-art and then providing guidelines that could support building population resilience to CBRNE attacks. Guidelines document will be supported by training kits in e-learning format and will provide information to public services how to prepare people that may encounter a CBRNE situation, stressing proper actions and behaviour in such situations. In the longer term it will raise population awareness related to the CBRN threat and prepare suitable means for people that may encounter a CBRN situation.

These activities will ensure that the outcome of the EDEN project will have an impact on European society, who will be able to use them.

4.6 Boosting EU civilian market

The aim of this part of the project is to individuate the current features of the EU civilian CBRNE market(s) and try to define drivers and constraints to the development of an integrated and competitive EU CBRNE market (policy recommendations).

The WP96 starts at month 14. IAI will circulate a draft work plan by month 13 in order to define a common approach with all WP96 partners (BAE, AST, SES, APL, EU-VRI).

The aspects that the study should consider include:

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"RESTRICTED, restricted circulation to a limited number of consortium members (including the Commission Services) EU Project"

-
- demand and supply/industrial segment,
 - private and public actors,
 - potential civil/military synergies and dual use potential.

The study will benefit from selected interviews with relevant EU and national stakeholders (officers, industrial representatives, experts).

4.7 CBRNE Fair

All institutes/companies/organisations that were identified during the project and are potential suppliers for EDEN will be invited to present their innovative products and solutions during the EDEN CBRNE Fair, which will be organized at the end of the project (Summer 2016). This fair will allow the end users to meet and discuss directly with the technology suppliers and see the EDEN solutions.

4.8 Exploitation

The exploitation plan for each Consortium Partner will be addressed including the management of the knowledge generated within the project. Final deliverables with detailed exploitation plan will be ready in the end of the project. In the meantime draft of the plan will be prepared in order to ensure that results will meet the needs of the end users identified at the start of the project and as it progressed.

The knowledge and ideas generated in the Project will be distributed to the relevant end users, experts and interested parties.

5 DISSEMINATION TOOLS

Different dissemination materials have been designed and crafted and will be continued to be produced throughout the entire course of the project.

All the materials with a text describing the project to a significant length appear with the official disclaimer:

“LEGAL NOTICE: Neither the European Commission nor any person acting on behalf of the Commission is responsible for the use which might be made.

The views expressed in this publication are the sole responsibility of the author and do not necessarily reflect the views of the European Commission”.

ACKNOWLEDGEMENTS

5.1 Project identification:

5.1.1 The EDEN logo [APL]

One of the first steps taken by the Dissemination WP Leader is design and craft the EDEN professional logo; an image by which the project can be easily identified. It's necessary that every event, presentation, newsletter, deliverable (both public and restricted), leaflet, etc. make use of this image and are consistent with its style.

All project materials should be marked with EDEN logo, EU and FP7 logo.

The draft of logo was created however color could be updated. Final version of logo will be ready by the end of December 2014.



Fig 1. Logo

5.1.2 Templates [BAE]

Presentation template for the EDEN project has been prepared by Project Coordinator. It is expected that this template will be used by all the Project Partners for any internal or external presentation of the project.

Suitable templates for project deliverables and other documents have been also prepared by Project Coordinator.

All the templates will be available for download on the EDEN the internal website.

5.1.3 Poster [APL]

An official EDEN project poster will be designed, printed and presented during the promotional events in which Dissemination WP Leader will participate. Other Project Partners will have access to the electronic version of the poster on the internal website. The poster will outline the project objectives, architecture, partners and the contact details.

EDEN will have different set of posters according to different needs and also following the evolution of project. These posters will be designed to offer a pragmatic and attractive display to demonstrate the key milestones of the project.

All posters will be available on the internal website, those which are public will also available on the external website. They will be free to use by all Partners to promote project.

5.1.4 Leaflets [APL]

A smaller version (B5 format) of the poster will be prepared with additional detailed description of work packages in the EDEN project at the back. The leaflet will present the objectives, architecture and brief summary of each EDEN project work package. All Project Partners will have an access to the electronic version of the leaflet on the internal website of the project. They are free to use by all Partners to promote the Project.

Leaflets will be also accessible on the external website upon agreement that could be published.

5.1.5 Information package [APL]

Short information package will be prepared to promote and encourage new Platform members. It will be distributed among Project Partners and will be available on the external website.

5.2 Electronic media

E-media is primarily concerned with the project's website and the services made available there:

- Content published on EDEN Website;
- Content published on the Partner's company website about EDEN project.

5.2.1 The EDEN Website [APL with contribution of all partners]

The EDEN website <http://www.eden-fp7-security.eu/> is the principle communication tool to disseminate project results. The website acts as a platform for all public outputs and is continuously updated during the duration of the project and at least 3 years after the project ends. The website will be the main source of information on the project, on its initiatives such as events and training modules. It provides several services to Project Partners and members of EDEN Platforms with a user centric content management system that allows users to autonomously publish several types of content and to collect feedback.

Main aims of the website are to provide:

- general information about the EDEN project, its progress and results as well as information,
- about all demos and fairs organized within the project (including reports and materials after events like photos and video),
- access to EDEN Store and all facilities that come with it,

- easy contact and utilities for exchanging information and data within EDEN Store users,
- a role of EDEN Platforms and encourage to join Platforms.

In general, the website will consist of agreed sub pages: ABOUT, CONSORTIUM, NEWS & ACTIVITIES, PLATFORMS, EDENStore, PUBLICATIONS, GALLERY, DOWNLOADS, LINKS, CONTACT.

Public website will be systematically updated. The success of this task will depend on the involvement of the entire consortium of the EDEN.

Project Partners are the main source of information and the ones responsible for adding content. The structure and configuration of the website is modified upon recommendation by Partners, or as needed by the Website Administrator for facilitating navigation and access to information.



Fig. 2 Website content publication decision path

5.2.2 Internal website [APL with contribution of all partners]

The intranet page is created as a central information hub for all Project Partners and the EC relevant services, providing actual project documentation, an archive and contact platform for the users. The intranet site is admitted with a password. There are two levels of confidentiality to access its content: (1) for Project Partners (2) for End User Platform, SME Platform and Supplier Platform. Project Partners will have an access to whole intranet content (read) but only part of them will have privileges to write (mainly SubWP leaders and Partners main contacts). Platforms will have an access to dedicated forum which will be moderated by Platforms Leaders.

In general, the website will consist of agreed sub pages: FORUM, ETHICS, CALENDAR, PROJECT STATUS, PUBLICATIONS, DOCUMENTS, RISKS.

New internal website users from Partner's institutions will be added to the website upon agreement of Partner's main Point of Contact. Platform Leaders will be in charge of management of new Platform users.

Link for the internal website will be available on the external website.

5.2.3 E-newsletter [APL with contribution of all partners]

E-newsletters published twice per year and before and after each demonstration (WP40, WP50, WP60) and EDEN CBRNE Fair (WP90) will be distributed to broad public to provide information about events and results.

The timetable for e-newsletters is as follows:

Month 6 – February 2014	Newsletter 1	Regular e-newsletter
Month 12 – August 2014	Newsletter 2	Regular e-newsletter
Month 18 – February 2015	Newsletter 3	Regular e-newsletter
Month 21 – May 2015	Newsletter 6	First Demonstration

		Announcement
Month 24 – August 2015	Newsletter 4	Regular e-newsletter
Month 24 - August 2015	Newsletter 8	Second demonstration announcement
month 28 – December 2015	Newsletter 10	Third Demonstration announcement
Month 29 – January 2015	Newsletter 7	First Demonstration Report
month 29 – January 2016	Newsletter 12	EDEN CBRNE Fair Announcement
Month 30 – February 2016	Newsletter 5	Regular e-newsletter
month 32 – April 2015	Newsletter 9	Second demonstration report
month 36 – August 2016	Newsletter 11	Third Demonstration report

The Dissemination WP Leader will create a lay-out, coordinate content collecting, edit and will be responsible for dissemination issues. FRS will contribute to e-newsletter through articles.

5.2.4 Public discussion groups [APL]

Public discussion groups (PDG) will be initiated using social and professional network services such as Facebook, Twitter and LinkedIn. The Dissemination WP Leader is responsible for creation and maintenance of these groups.

The main objective to create groups is to involve Project Partners and stakeholders in discussion and also seek for links with other related project, topics, organization and publishers. It is necessary to moderate discussion and engage stakeholders to participate in it, otherwise PDG won't play its major role in the project dissemination.

It is also crucial to publish information which is unclassified therefore the publication decision path is the same as for external website content.

5.2.5 Real-time communication platform [APL]

The real-time communication multifunctional platform will be provided in the end of April 2014, giving possibility of handling virtual conferences (webinars) and meetings among Partners in different places. The platform will be accessible through the website without necessity to install any additional software. It will allow to present in real-time presentations and chats as well as video and audio streaming for up to 50 users and give the possibility to moderate the meeting to 2-3 of them. The platform will support communication inside consortium and enhance communication with stakeholders.

5.3 Press

5.3.1 Press releases [ENEA with contribution of all partners]

ENEA will propose the press releases of the project twice per year and after the large scale demonstrations (WP40, WP50, WP60) and the EDEN CBRNE Fair (WP90).

The press releases will be sent to the Dissemination WP Leader who will distribute it to the Dissemination Board, each country member, will approve and translate the press release into each local language (English, Italian, Spanish, French, German, Polish) and then will send it

(already translated) to his/her country Partners for the dissemination. Other languages could be supported through cooperation with EU Office.

ENEA WEB TV will also produce specific videos (once a year) that will be approved by the Dissemination board and then linked to Facebook, Twitter, Youtube and, where possible, to Youscience and Sciencetube. Press releases and videos will be distributed to broad public (list of European journalists provided by ENEA office in Brussels) to disseminate information about the project in Europe.

The timetable for press releases is as follows:

Month 3 – November 2013	Press release 1	Announcement of the kick off of the project
Month 10 – June 2014	Press release 2	Regular press release
Month 16 – December 2014	Press release 3	Regular press release
Month 22 – June 2015	Press release 4	Regular press release
Month 28 - December 2015	Press release 5	Regular press release
Month 34 – June 2016	Press release 6	Large Scale Demo: results
Month 36 – September 2016	Press release 7	End of the project, CBRNE Fair

5.3.2 Publications [APL with contribution of all partners]

Research publication is seen as the important method to increase visibility and credibility of EDEN project. Project Partners will publish the project results in high profile international conferences and journals. The conference presentations are expected to attract the scientific community thereby introducing the idea of the EDEN Store and increasing the public awareness related to the CBRNE threat. Such publications directly link with international academic and industrial researchers, providing them information about the most up-to-date technical solutions dedicated to CBRNE world.

The project results and innovations will be submitted for publication in scientific journals, conferences, and workshops relevant to the topic of the research activity carried out during the project. The submission of papers jointly written by Project Partners will be encouraged.

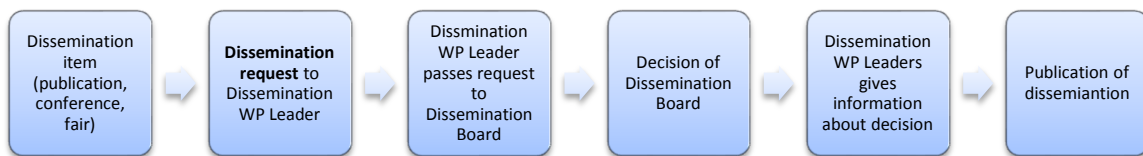


Fig. 3 Dissemination publication path

5.4 Other

5.4.1 Office in Brussels [UCL]

EDEN office in Brussels will be provided by UCL for the duration of the project. This office will facilitate the organization of face to face meetings and optimize interaction with EU and international bodies in Brussels.

5.4.2 Study outcome publication [APL with contribution of all partners]

Study Outcome publication comprising the results of the study will be distributed among all interested parties. The Study Outcome Publication will comprise a Main Report, an Executive Summary with a mailing list of consortium members. Before publishing, draft versions will be consented by all consortium members and the EC.

5.4.3 EU institutional framework [IAI, SES]

The aim of this part of the project is to map mandates/competencies of CBRNE relevant EU agencies and institutions (e.g. the EC Monitoring and Information Centre (MIC), the European Centre for Disease Prevention and Control (ECDC), the EC DG Health and Consumers (DG SANCO)), EU mechanisms (e.g. the Rapid Alert System for Food and Feed (RASFF), the European Community Urgent Radiological Information Exchange (ECURIE)).

WP94 starts at month 1 and the deliverable containing the list of above institutions and their competencies as well as relevant EU mechanisms is expected for month 12.

The aim is to assess the functioning of the above mentioned framework and highlight best practices and potentialities for CBRNE cases especially involving transnational management, in order to identify key EDEN STORE users and contributors and potential public “repository” at EU level for the Toolbox of Toolboxes in the future.

It should be considered that the EDEN store may be placed officially somewhere (the repository) but be owned and operated by somebody else.

In addition, a specific effort will be dedicated to the validation and “certification” mechanisms and organisations.

The study will benefit from selected interviews with relevant EU and national stakeholders. The preliminary list of selected institutions/people to interview will be presented to Dissemination Board and after its verification, decision will be taken and interviews will be conducted.

5.4.4 Exploitation plan [APL with contribution of all partners]

Overall strategy for the exploitation of the project’s results with consideration for individual exploitation plans provided by each Partner will be prepared by month 36. This will take into account the findings of the market analysis and will be handled as a living document constantly updated.

More detailed description is defined in DoW Part B, chapter 3.2.2.1 page 193-196.

5.5 Events [APL with contribution of all partners]

The entire Consortium will be involved in active promotion and dissemination of the information about the project through participation in various conferences, seminars, exhibitions, etc related to the CBRNE events. The promotional materials will be available for all the Partners of the EDEN project to be presented during such events. Dissemination WP Leader will support the coordination of the events’ planning by proposing the list of conferences and meetings that might be of EDEN project interest. The list (events calendar) will be available on the internal website and should be up-dated by Project Partners. It will allow not to double efforts by Consortium Members when disseminate project results on various events.

WP90 will support EDEN Project Partners in dissemination activities providing promotional help. Papers and presentations from every event as well as information about the event itself will be gathered by Dissemination WP Leader.

Once a Partner receives information on an up-coming conference, workshop, etc., the concerned Partner should inform the Dissemination WP Leader about the event. Dissemination WP Leader passes request to Dissemination Board and after decision Dissemination WP Leader informs concerned Partner about it. When presentations are made externally, the presentation should be sent according to the scheme presented on Fig. 3.

During the Project a number of different workshops will be organized within the framework of the different Work Packages. Dissemination workshops and/or seminars will be organized in order to promote the Project and its results. These will also contribute to the sustainability of the Project and, as they will be held at different locations in Europe, they will also strengthen the regional impact of EDEN.

All Partners are responsible for supporting events and gaining as big audience as possible.

5.6 CBRNE Fair [APL, UCL, EDEN Platform Leaders, contribution of all partners]

All institutes/companies/organizations that were identified during the project and are potential suppliers for EDEN will be invited to present their innovative products and solutions during the EDEN CBRNE Fair. EDEN CBRNE Fair will be a 2 day event organised in Brussels and held together with the last demonstration. This fair will allow the end users to meet and discuss directly with the technology suppliers and see the EDEN solutions.

The End User, Supplier and SME Platforms will be involved to ensure joined up thinking and where possible organisations will liaise with each other to demonstrate capabilities that link with the key stages of a CBRNE event, namely (i) preparation; (ii) protect and (iii) manage.

The EDEN CBRNE Fair will be linked closely with the SME Platform (CBRNELTD: WP14) with a special section for SMEs to demonstrate their concepts, ideas and technology at whatever Technology Readiness Level (TRL) is required. It will be an opportunity for industry, RTOs and the suppliers and buyers to meet in an entrepreneurial environment.

The Fair will be organized with the support of the Belgian MoD. UCL will handle the contact with MoD.

All Partners are responsible to encourage possible interested exhibitors and potential users to participate in CBRNE Fair. Information about CBRNE Fair should be on the website of all Partners.

6 TARGET GROUPS

Disseminating and exploiting results means looking beyond generating publicity to actually encouraging stakeholders to use or further develop project results. To obtain this goal different actions described above will be conducted targeting into groups described below. The number of target groups will increase through the Local Workshops that will be held in a number of non-EDEN partner countries mainly organized in WP 21.2.

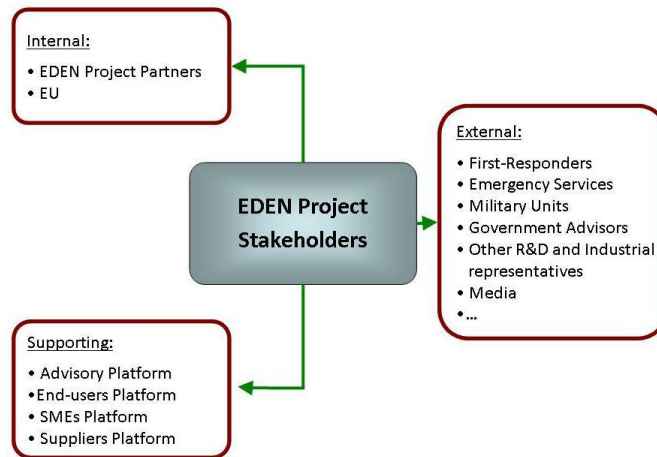


Fig. 4 EDEN Project Stakeholders

6.1 External stakeholders

Active stakeholders' participation in the Project will enable to promote the Project and widen the EDEN Project network of contacts thus improving and guaranteeing a greater dissemination of the Project's results.

External stakeholders groups are as follows:

- First-responders,
- Military units,
- Emergency services,
- Government advisors,
- R&D and industrial representatives,
- Media,
- International agencies,
- EU society.

6.2 Supporting stakeholders

Project will be supported by stakeholders divided into 4 Platforms:

Advisory Board (FFI)

The EDEN Advisory Board is the mechanism through which various bodies will provide an independent assessment and advice on the needs and gaps to fulfill, the demonstrations, and the resultant impact from the project. It will constitute various institutions and end users which are actually beneficiaries and those others that have shown a high degree of commitment with EDEN

End-users Platform (IAI)

The EDEN End Users Platform is the body through which end users will promote their active participation in the project, and give their advice and feedback on the main issues of the project. It will constitute end users which are actually beneficiaries and those others that have shown a high degree of commitment with EDEN.

SME Platform (CBRNELTD)

The EDEN SME Platform is the body through which SMEs achieve involvement in the Project EDEN demonstrations and the EDEN toolbox

Suppliers Platform (EU-VRi)

The EDEN Supplier Platform are firms advocate for representing Suppliers during the life of the project with the prime objective to achieve appropriate Supplier involvement in the demonstration programs of Project EDEN and the provision of tools for the EDEN Toolkit.