



SUSTAIN Deliverable

D8.2 Detailed plan for dissemination and exploitation of results including communication activities

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Action coordinator's scientific representative

Prof. Stephan Sigg
AALTO –KORKEAKOULUSÄÄTIÖ,
Aalto University School of Electrical Engineering, Department of Communications and Networking
stephan.sigg@aalto.fi



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Authors in alphabetical order		
Name	Beneficiary	e-mail
Name (from A's to Z's)	SHORT name of organization	name.name@org.de
Stephan Sigg	AALTO	stephan.sigg@aalto.fi

Abstract
This "Detailed plan for dissemination and exploitation of results including communication activities" presents the SUSTAIN project dissemination activities.

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1 Dissemination and Exploitation

Communication and Dissemination

a) Dissemination and exploitation of results

A detailed **plan for dissemination and exploitation** including all communication activities will be provided after the project start and continuously updated (D8.2, D8.5(a), D8.5(b)). We will maintain a rolling dissemination and exploitation plan (see below) included in all periodic/final reports. The EIC logo will be used prominently.

Plan for the dissemination of project results and their objectives
<p>The partners will disseminate results of the project at national and international scale:</p> <ul style="list-style-type: none"> • We expect >20 top-tier high impact publications in: IEEE Transactions (Mobile Computing, Signal Processing, Wireless Commun., Evol. Comput.), IEEE Magazines (Commun., Signal Process.), APS/EPS publications (Phys Rev.), ACM IMWUT. <i>In addition, further publications in good publication channels such as IEEE PerCom, IEEE ICDCS, ACM CONEXT, ACM GECCO, EWSN. (<u>Open Science & Global Challenge – innovation, economic development, and competitiveness</u>)</i> • We will use arXiv for early and open sharing of research output. All publications will be made available (green open access) in Aalto’s ACRIS archive (https://research.aalto.fi) as well as via the European Open Science Cloud (https://eosc-portal.eu). (<u>Open Science</u>) • For full scientific impact towards future industrial exploitation, and to involve technologically-aware people, we plan to exhibit results at major fairs to explain and demonstrate solutions and findings: Mobile World Congress (Spain), SLUSH (Finland). (<u>Establishing new markets & Global Challenge – cluster 4</u>) • At least one summer school will be arranged jointly by the partners to attract young researchers and teach in the fundamental areas related to the project. Tutorials on the technologies behind <u>SUST(AI)N</u> will be presented in public outreach events and scientific venues. Social media (Twitter, YouTube, ResearchGate), leaflets & promotional videos (<u>Open Science – early sharing</u>) • Standardization: Active participation to standardization through involvement in relevant IETF groups • AAL, TRE, YTU, IMT, UPC national and international news channels (<u>dissemination to general public</u>)

Data Management:

We will create a detailed **Data Management Plan** (WP8.3; responsible: AAL) using tools like e.g., OpenAIRE ARGOS, to make data findable, accessible, interoperable and reusable (FAIR). SUST(AI)N will generate a consortium agreement to manage the ownership and access to **IPR and research data** in Task 1.3 (D1.2). SUST(AI)N will generate significant amount of data in WP4, WP7. Data, stored as *ascii dat/txt (up to 10TB)*, will be *backed up, encrypted, anonymized* (e.g., OpenAIRE AMNESIA) and *made available* (<https://version.aalto.fi>, <https://zenodo.org>). Documentation will be provided as separate files. Metadata standards can be used (Dublin Core [DC], Resource Description Format [RDF], Data Documentation Initiative [DDI]). The commented *source code is stored in Git* (<https://version.aalto.fi>). Data and code will be *owned by the partner generating it*. We will publish data and code *as openly as possible* after analyzing exploitation activities.

b) Communication activities:

We will reach out to the following stakeholder groups:

General public	Companies	Academia
SUST(AI)N objective, demonstrators, videos, results may spark interest of the general public. We will also communicate to	Companies in building automation, localization, logistics, VR/XR/AR, AAL, are most likely to integrate SUST(AI)N to their production schemes. TRE will be responsible to	Publications/workshops at int. conferences will create interactions with relevant standardization groups and Technical Committees, (e.g., IEEE RAS TC Smart Buildings,

the educational community.	disseminate results at EU scale and through regional networks.	https:// www.ieee-ras.org/smart-building).
Objective: Raise awareness and education about consciousness of technology.	Objective: Technology-to-market action. Integrating SUST(AI)N in products. Generate new markets.	Objective: Generate new (interdisciplinary) research domains & opportunities. Scientific dissemination.
Message: Technology with awareness inside is feasible and customer friendly.	Message: Awareness inside generates opportunities; Requires planning, not necessarily extra investment.	Message: Awareness inside leads to new interdisciplinary research opportunities.

We follow a progressive strategy adapted to each of the three stakeholder groups. Main contents communicated during the project are i) **Public documents**; ii) **News** related to the areas of interest; iii) **Meetings and project events**; iv) **Photos and videos** about the demos, and the technologies developed.

Communication plan (Tools and metrics):

Open Science (Metrics):

Website: (Metrics: top 5 on google for "privacy compliant sensing" after year 1)

We will create www.sustain-project.eu to explain the objectives and to disseminate information about project activities and results. It will be the access point to the forum with possibility to feedback on the project. Website will follow EU guidelines. It will further collect press releases and work package reports. For internal collaboration, a private area will allow coordination of tasks, information sharing, and organizing virtual meetings.

General media: (Metrics: 1+ article in major newspapers or magazines of each partner country per year)

Results of the validation studies and implications in the field of aware and sustainable building technology will intrigue and catch the interest of the media community.

Blog and social media: (Metrics: see the table below) a blog will be created to complement a more static website. Social media will be used to multiply the impact of the blog and to better interact with the general public.

Twitter	Blog	YouTube/Vimeo	ResearchGate
Metrics: > 52 tweets/year	Metrics: >12 blog posts/year	Metrics: 2 video/year	Metrics: >20 project followers/year
Tweet on project results	Posts on achievements (results, demo, publications)	project activities (demos, interviews)	Networking, sharing research results, open discussions.