SOFIE - Secure Open Federation for Internet Everywhere
779984

DELIVERABLE 6.4

Initial Communication and Dissemination Plan

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1. Introduction

This document outlines the communication and dissemination procedures for the European Union Horizon 2020 project SOFIE - Secure Open Federation for Internet Everywhere. The SOFIE project Communication, Dissemination and Exploitation work package (WP6) runs through the project (M1- M36). The core purpose of the WP6 is to support the impact of information and communication technologies applied to three distinct domains. This plan describes the activities thus far and outlines the purpose and direction of the future efforts.

SOFIE will actively participate in standardisation in respective fields. It will disseminate results through specialist venues: scientific journals, conferences, and developer communities, but also through the web, social media and workshops.

The aims of SOFIE communication activities are to ensure that the project research and practical outcomes reach the appropriate target audiences in varied sectors in industries, academia and governmental bodies. Additionally, it aims to convince distinct audiences of the possibilities and advantages of the IoT federation approach.

The Initial Communication and Dissemination plan describes SOFIE's key messages, identifies the communication audience of the project and presents the project's visual identity. It also describes the roles of consortium members in the work package and the various communication channels that are utilised. Monitoring and standardisation activities are also discussed briefly.

Where needed, this Initial Communication and Dissemination Plan deliverable will be revised and supplemented in the D6.6 - Updated Consolidated Communication and Dissemination Plan, due in December 2018.

2. Strategy for Dissemination and Communication

The main purpose of the SOFIE communication and dissemination strategy is to maximise the impact created by the project. The strategy stems from the higher-level communication and dissemination goals that are listed below:

- Raising general awareness about the project and its output
- Supporting the engagement of stakeholders fit for participation in the explorations in WP2-WP5
- Gathering feedback from stakeholders that can be incorporated in SOFIE's scientific and development activities
- Informing stakeholders from the target use sectors, food-chain, energy and gaming, about the achievements in the project
- Ensuring high transparency and accessibility of the project output
- Monitoring and evaluating interest in the project

Communication and dissemination activities are directed to address both in-project and outreach communication needs. To support those activities, clear communication messages are formulated. Also, highly accessible and transparent communication materials are compiled that can serve different audiences. Multiple different communication channels are utilised to reach the relevant stakeholders. SOFIE project communicates with factual, structured content and concrete demos.

2.1 Key Messages

The primary message of the project:

The SOFIE project aims to develop a blockchain driven federated platform for enabling information exchange of different IoTs and data silos.

Project description to be used in external communication (elevator pitch -style output):

Today, there are a few hundred different technical IoT platforms. While there are standardised, common protocols, most of the IoT systems built using with these platforms **will never talk to each other**. The main reason for this incommunicado is due to business reasons: there is little incentive for these silos to exchange information, and even if they wanted to, they don't know how.

The SOFIE open and secure federation framework uses smart contracts, running on multiple blockchains or other distributed ledgers, to provide a business model and platforms for data exchange. The frameworks allows to set up a distributed and fully decentralised information systems, or **open business platforms**, that allow IoT information streams to be shared between consenting partners. With smart contracts and IoT oracles, the parties can agree on the terms of such information sharing and verify that the agreed upon terms are followed.

Starting from individual business sectors, such as smart grid, smart logistics, and mixed reality gaming, the SOFIE project will establish a model for the wider IoT industry. With an installed base of almost one million devices, the SOFIE pilot platforms demonstrate the feasibility of the SOFIE framework, simultaneously forming potential budding data sharing platforms for the involved sectors.

2.2 Target Audience

The SOFIE dissemination and communication activities are to ensure impact by engaging with the stakeholders. The activities leverage the consortium members' strong relationships with a

range of audiences: industrial, academic/research, and governmental. The primary target audience will be the relevant IoT industries where SOFIE is to pilot on.

In addition to disseminating the project's results, SOFIE's engagement with stakeholder communities will allow the project to gather feedback which it will incorporate in its scientific and development activities.

Below is an overview of the channels and dissemination goals in relation to the four large target groups.

Table 1: Target groups and dissemination goals

Target group	Channels	Goal of Dissemination
Industry	Existing business relationships and networks, policy reports, meetings, conferences, seminars/workshops.	To engage relevant industry in the work of SOFIE. To demonstrate the IoT platform and to gather feedback for further exploitation as well as for further improvements. To engage them in the uptake of SOFIE's innovative solutions.
Academia/Research	Publications in journals, conferences and workshops, presentations, tutorials, course lectures.	To engage participants in dialogue, to present them research results and ignite further research work.
Public sector	Policy reports, consultation meetings, conferences/workshops, social media.	To create awareness of relevant parts of SOFIE's work that can be of use in the public sector.
General public	Public reports, presentations, social media.	To create general awareness of the advantages SOFIE's platform provides.

2.3 Visual Identity

A visual identity for SOFIE was created at the beginning of the project. The visual style is clear and modest to leave room for content discovery. Following sections offer exemplars of the style. This visual identity is to be used in all the communication such as the project website, deliverables, presentations, leaflets. The SOFIE logo combines IoT with the circle O around SOFIE and stopping at the I. As SOFIE stands for Secure Open Federation of Internet Everywhere, the circle in the logo is left open to symbolise the notion of openness of the SOFIE federation. The logo can be downloaded from the SOFIE website: https://www.sofie-iot.eu/assets/sofie-logo.svg.

Figure 1. The SOFIE logo

2.4 Management

Dissemination of project results as well as open access to scientific publications and research data is governed by the procedure described in Article 29 of the EC Grant Agreement (EC-GA). All Consortium partners will contribute to the dissemination and communication activities under WP6. The co-ordination of communication activities within the consortium is done via the internal communications channel on Slack and the consortium mailing list.

Roles of participants in communication and dissemination activities are described in the following table.

Table 2: Roles of consortium members in WP6.

AALTO University	Will write academic papers, employ PhD students and organize courses or lectures to disseminate the results of the project. AALTO's researchers will be encouraged to attend conferences and exhibitions in a speaker or panellist role, and be active in blogging and social media, including Twitter and LinkedIn from the start of the project.
ASM Terni SPA	Will mainly contribute to the stakeholder engagement, offering the energy pilot as part of the SOFIE validation strategy and specify business plans based on the energy marketplace.
Athens University of Economics and Business	Will write and publish refereed articles in highly respected journals and reviews/tutorials in high-visibility magazines and will present research papers in highly selective conferences and workshops. It will also contribute to the design and organization of the workshops, the update of course syllabi or introduction of new courses, and to the liaison activities through its various connections. AUEB team members will also contribute to the project's website with blog articles and will engage with the project's social media activities.
GuardTime	Will lead the communication work package and be in charge of the project's social media accounts and website. GT will organise workshops relating to project's results and use its existing business network as well as its Vice-Chairmanship at the European Organisation of Cyber Security to make sure all the necessary

	information reaches the most relevant public authorities as well as the most relevant European and international industry.
Emotion SRL	Will mainly contribute to the stakeholder engagement, offering the EV/recharging segment of the energy pilot. In collaboration with ASM and ENG will contribute by specifying business plans based on the energy market place and micro-contracts negotiation.
Engineering Ingegneria Informatica SPA	Will lead the energy micro-contracts negotiation business plans. ENG will liaison SOFIE with FIWARE and contribute to the AIOTI WG12 "Smart Energy" Will disseminate the outcomes of SOFIE project, involving the Energy and Utility business unit, moreover will try to create liaison with other running projects.
Ericsson	Will lead the stakeholder engagement and standardization task, advertise project with blog posts, and disseminate project results using existing business networks. Project results will also be published in scientific conferences and will be advertised in Ericsson's Network Society blog to maximize impact.
Optimum Anonimi Etairia Technologies Pliroforikis	Will contribute to the social media communication & dissemination activities and promote SOFIE solution at their commercial base.
Rovio Entertainment	Will contribute to communication and dissemination activities and promote SOFIE solution and gaming pilot relevant to stakeholders.
Synelixis Solutions SA	Will contribute to the scientific and stakeholders' activities, liaison with large IoT projects (such as the IoF2020) and contribute to standardization, e.g. AIOTI WG 06 "Smart Farming and Food Security"

3. Communication and Dissemination Channels

SOFIE will utilize communication channels to be as interactive as possible in order to stimulate interest and target global, European, and local markets/communities. SOFIE will utilize online as well as offline communication channels; e.g. participate in events and workshops. In the beginning of the project these activities will build on existing networks of partners. In the long run the stakeholder networks will be further developed to increase the project's visibility and impact, and to gather valuable feedback.

Table 3: SOFIE dissemination channels and respective target groups

Dissemination tools	Industry - IoT sector	Academia / research audience	Public sector	General public
SOFIE project website	x	x	x	x
Social media	x	x	x	x
Scientific publications and presentations	x	x	x	
Business presentations	x			
Policy presentations			x	
Liaisons establishment with other projects, EC events			x	
Promotional materials	x	x	x	
Networking, direct meetings	x	x	x	
Workshops	x	x		

3.1 Sofie Project Website

Description: The SOFIE website is the project's key dissemination tool and the main source of information, especially for the wider IoT community and the general public. It can be found at http://www.sofie-iot.eu. The site contains several sections: general information about the project, news items, contact information and publicly available publications and project deliverables.

The News section provides information about published papers, events, workshops, breakthroughs, etc. The Blog posts focus on providing in depth insight on the technologies and business development that is made possible through the project.

Figure 2. SOFIE website's main page

Purpose: The purpose of the SOFIE website is to increase the project's visibility and impact. It provides links to the project's social media accounts and raises general awareness about the objectives, outcomes and impact of the project.

Schedule: The About page of the three-year project will remain unaltered throughout the project, unless any radical changes occur that affect the description of work or the partners of the consortium. The sections relating to Results, Blog and News will be updated regularly as the project progresses. The News and Blog section will be updated at least every two months. Project Deliverables and Publications will be updated within a month of publication.

Process & responsibilities: Being the leader of WP6, Guardtime is the administrator of the website and updates the information on the site when necessary. A partner wishing to update the News, Blog or any other section, should send the proposed update to the administrator, SOFIE mailing list or Slack communication channel. A tentative plan for the blog posts is provided below. The blog posts are written by multiple authors, a tentative plan is agreed upon at the consortium meetings or in the electronic channels.

Table 4: Blog Schedule - tentative plan for the 1st year of the project

Month (2018)	Topic of the blog post
March	Introduction of the project in general (http://www.sofie-iot.eu/blog/eu-research-looks-into-open-federated-iot-business-platforms)
April	Introduction of the Estonian Energy pilot (http://www.sofie-iot.eu/blog/blockchain-technology-to-secure-cross-border-data-exchange-between-smart-meter-platforms)
May	Overview of the food-chain data pilot (http://www.sofie-iot.eu/blog/utilizing-blockchain-technology-for-providing-product-insights-from-field-to-fork)
June	Introduction of the Italian Energy pilot (http://www.sofie-iot.eu/blog/a-secure-blockchain-based-energy-marketplace-for-load-balancing-in-low-voltage-distribution-grids)
August	Overview of the State of Art
September	Aalto University's overview of SOFIE architecture
October	Overview of SOFIE demos
November	Introduction of the gaming pilot
December	Outcomes of the first project year

3.2 Social Media

Description: Twitter and LinkedIn profiles were created at the outset of the project (deliverable D6.1). The profile pages have unified design elements, e.g. SOFIE logo.

- Twitter (@EU_Sofie), https://twitter.com/EU_Sofie
- LinkedIn, https://www.linkedin.com/company/sofie-project

Purpose: Social media accounts help to enlarge the project's followers and reach wider and targeted audiences in a fast and efficient manner. The Twitter account will be used for sharing short messages, making announcements and retweeting relevant messages. LinkedIn is the preferred channels for networking with other professionals. The SOFIE project's Slack group will serve as a platform for formal discussions, interaction, collection of information, and communication of the project outputs to experts.

Schedule: The goal is to publish new tweets on Twitter at least once a month but ideally more regularly.

Process & responsibilities: Partners propose updates to the WP6 leader who posts the updates on social media. Partners help to enhance the project outreach by retweeting. The WP6 leader monitors project's wiki page and Slack channels to find material for new posts.
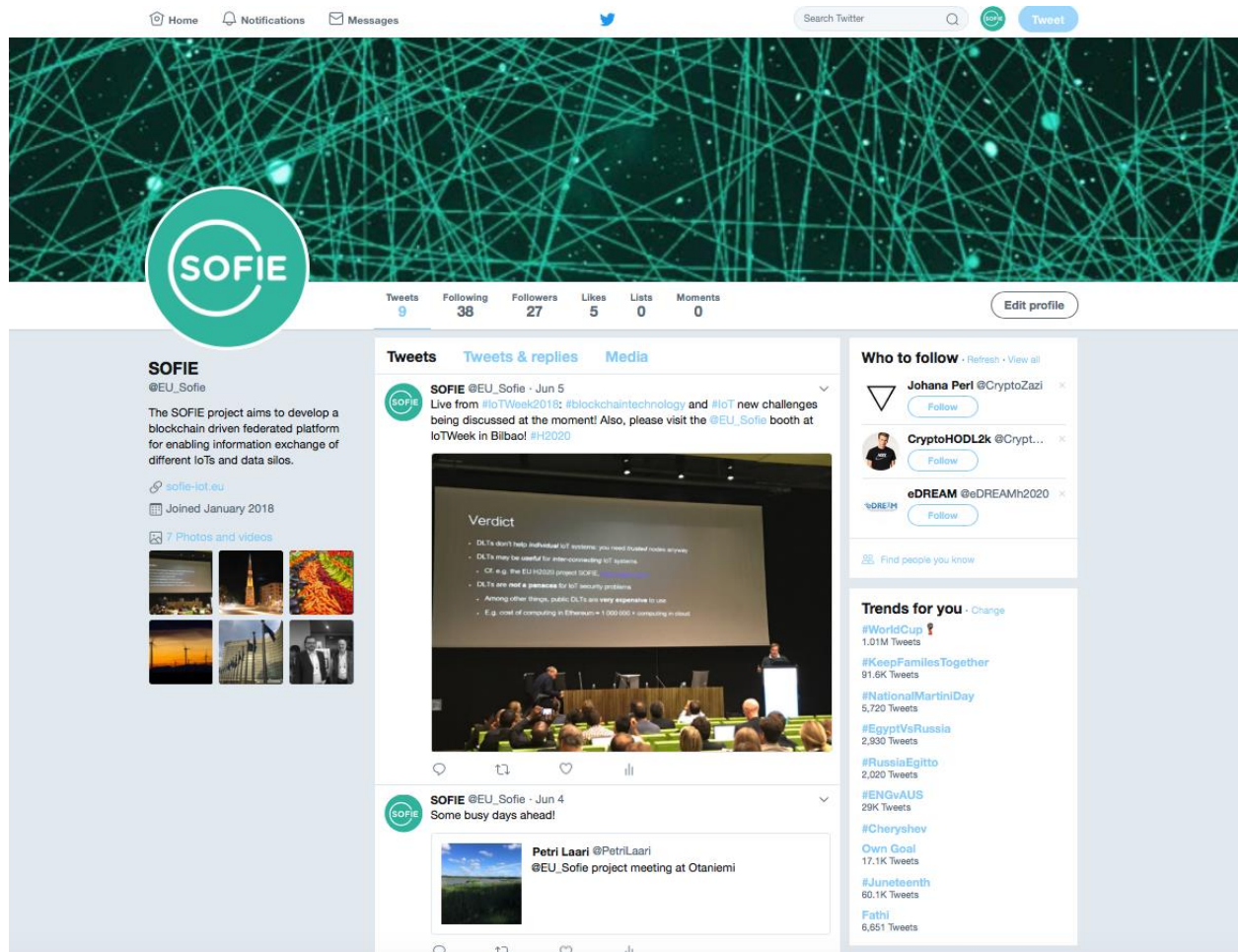
Figure 3. SOFIE Twitter page

3.3 Scientific Publications and Presentations

Description: Active participation in academic dissemination channels. Such dissemination includes submission of scientific articles to key peer-reviewed conferences and journals, and submission of demonstration and tutorial proposals on the new technology in the main conferences in the field.

Relevant conferences and journals include: International Journal of Internet of Things, IEEE WF-IoT, IEEE INFOCOM, IEEE ICC, and IEEE GLOBECOM.

Purpose: To generate visibility for SOFIE in the scientific community and to receive feedback.

Schedule: The goal is to publish at least 14 scientific articles during the project. Most publications will come in the latter half of the project when the project results will be more mature.

Process & responsibilities: The consortium has established the basic publication processes and rules, which have been documented in the Quality Plan (D1.1) deliverable. The academic partners (Aalto an AUEB), who have an extensive track record of publishing in high-level venues and publications, will steward this activity. Industrial partners will contribute to the scientific publications where seen fit.

3.3.1 Open Data Publishing

Description: To provide an open access to SOFIE's results. This includes: scientific publications under green open access model, relevant data related to scientific publications, and data related to SOFIE pilots.

Purpose: To facilitate timely access to SOFIE's results and to comply with H2020's efforts for open access.

Schedule: The main objective is to ensure open access to a scientific publication at the time the said publication is presented in a conference or published in a journal. In cases where this is not possible (for example due to an embargo period imposed by the publisher) open access will be provided within six months following publication. Open data related to the pilots will be published according to the schedule described in the deliverable Data Management Plan (D6.5).

Process & responsibilities: For scientific publications, the Lead Author is responsible for preparing a version of the manuscript for open access publication, respecting the requirements of both the ultimate publication venue as well as the open access repository used. Only recognized open access repositories indexed by major services such as Google Scholar will be used. A link to the open access version will be submitted to the SOFIE Website Administrator by the Lead Author, once the paper in question is available in the open access repository. The Lead Author is also responsible for publishing relevant datasets related to the publication.

For open data related to the pilots, the process is described in more detail in D6.5. For scientific publications, the Lead Author of the publication is responsible for handling the above-mentioned process, together with Guardtime (Website Administrator).

Each pilot has a responsible partner, which will also be responsible for open data publishing.

3.4 Business Presentations

Description: SOFIE consortium members have a strong presence in the industry circles. Exploitable results of the project will be presented at applicable business venues and general IoT and distributed ledger technology events.

Purpose: To keep the relevant industry circles updated about the aims and progress of the SOFIE project.

Schedule: This is an ongoing activity. Business presentations are made throughout the project when suitable opportunities arise. A record of these activities is kept in SOFIE wiki.

Process & responsibilities: A commercial SOFIE slide deck will be drawn up by WP6 leader. This can be used for introducing the project to various business audiences by all consortium members. The events that are of interest to SOFIE are for example: CONSENSUS, Blockchain Week, Global IoT Day Events, IoT Built Environment & Smart City, Nordic IoT Hackathon, IoT Startup Soiree, IoT World Forum (IoTWF), Mobile World Congress, CEBIT, M2M & Connected Objects Show, M2M World Congress, IoT Privacy Summit, IoT Expo, Internet of Things Developers Conference.

3.5 Policy Presentations

Description: The project's results will be disseminated at the relevant European fora such as the cybersecurity public-private partnership hosted by the European Organisation for Cyber Security as well as other relevant public private partnerships and industry forums related to IoT such as the European Alliance of Internet of Things Innovation (AIOTI) and the IoT European Research Cluster (IERC).

Purpose: The objective of such dissemination is providing input towards common activities and receiving feedback, offering advice and guidance, and receiving information related to standards, policy/regulatory activities, national or international initiatives**.** SOFIE's connection to IERC and AIOTI is to promote wider adoption of the federated ecosystem, forge consensus and participate to policy discussions.

Schedule: The policy presentations will mostly take place in the second half of the project, when the outcomes are more defined. Already, Dr. Pekka Nikander from AALTO hosted a talk with MEP Henna Virkkunen on Aalto University Digi Breakfast: "Blockchains - A transformational technology?" (http://digi.aalto.fi/en/blockchain/) on 7th of June 2018. Henna Virkkunen is a part of EU Committee on Industry, Research and Energy and a substitute of the Committee on Transport and Tourism.

Process & responsibilities: A slide deck for policy presentations will be prepared. Various policy recommendations will be discussed internally within the consortium and then will be proposed to various public-private partnership organisations.

3.6 Liaisons Establishment with Other Projects, European Commission Events

Description: Formation and fostering of collaborations with external projects. Participation in coordination meetings and panels organized by the European Commission.

Purpose: Joint efforts strengthen the impact of the collaborating projects.

Schedule: This is an ongoing activity. The goal is to collaborate with at least 5 projects.

Process & Responsibilities: SOFIE has participated in the European Commission's Cluster Workshop for IoT Security/Privacy Related Projects and contributed a section about the project to the "IoT Cluster Book 2018". SOFIE was also present in the IoT Week 2018 event and will organize a common booth with other European Commission projects at the ICT 2018 event in December 2018. The consortium members are constantly kept informed when new collaboration options arise, and it is internally decided which of these are taken.

3.7 Promotional Material

Description: SOFIE promotional flyer is a double-sided sheet that was created in March 2018 as D6.3. SOFIE also has a roll-up that can be used at conferences. The roll-up's design is very similar to the flyer.

Figure 4. SOFIE flyer (outside part)

The major challenge in the evolving IoT world is the fragmentation of vertically oriented, closed systems and architectures dedicated to specific application areas. The SOFIE project aims to develop a blockchain driven federated platform for enabling information exchange of different IoTs and data silos. Secure open federation is the key concept of the SOFIE approach. The aim is to enable creation of business platforms, based on existing IoT platforms and distributed ledgers, without needing to negotiate with any gatekeepers. The wide applicability of the approach is tested through four pilots.

Our objectives

Define a secure, open, decentralised and scalable IoT federation architecture for sensing, actuation, and smart behaviour with support for interworking across different Distributed Ledger Technologies.

Make IoT data and actuation accessible across applications and IoT platforms in a secure and controlled way.

Develop a solution that ensures integrity, confidentiality, privacy and auditability of data and transactions, with support for smart contracts.

Demonstrate SOFIE's concept and technologies through the:

Development of an IoT federation framework that facilitates the creation of federated IoT business platforms

Deployment and evaluation of the SOFIE federation framework in four pilots

Pilots

Italy - Engineering, as technological provider, together with Emotion and ASM Terni as users, is implementing a real-field pilot which will demonstrate the capability of creating smart micro-contracts and micro-payments in a fully distributed energy marketplace.

Finland - Rovio is exploring, through demonstration games, the potential for mixed reality gaming, by exploiting the real world via sensors and actuators, while also investigating the potential for trading of virtual goods among gamers and other parties.

Greece - Synelixis and Optimum are implementing a food chain pilot which utilizes IoT infrastructure to cover the whole path from 'field-to-fork,' providing consumers, traders, transporters, and producers with a thorough and secure insight into the complete supply-chain history of the product.

Estonia - Guardtime is implementing an energy pilot, which will demonstrate how the SOFIE federated framework can be used for providing reliable data feeds and exchange power consumption information among energy grid participants in order to allow new flexible services based on smart meter data.

Figure 5. SOFIE flyer (inside part)

Purpose: The flyer and roll-up provide a compact overview of the project.

Schedule: The flyer was created at the beginning of the project. As the project progresses, an updated version with the project results will probably be created in the second half of the project.

In the later stage of the project there may be a need to compile for more specified versions of the flyer to appeal to different audiences or to promote specific pilots.

Process & Responsibilities: The flyer was designed by WP6 leader and it can be downloaded from the project website: https://www.sofie-iot.eu/results/project-deliverables. Partner that wishes to make updates to the flyer, should contact the WP6 leader.

3.8 Events and Workshops

Description: The SOFIE consortium members will actively participate in external events on the field of IoT and other related domains. SOFIE consortium will engage with the different stakeholders of the different use case communities by collaborating in organising 3 workshops.

Purpose: Participation in the events and workshops helps to deepen the knowledge exchange between organizations. It supports project outreach with face-to-face encounters.

Schedule: The workshops will take place in the second half of the project when the project has cumulated more tangible results to present. Participation in various events takes place throughout the project.

Process & Responsibilities: SOFIE has already taken part in some external events. For example, the annual Network and Distributed Systems Security Symposium in San Diego. Some other prospective events include CONSENSUS, Blockchain Week, Global IoT Day Events, IoT Built Environment & Smart City, Nordic IoT Hackathon, IoT Startup Soiree, IoT

World Forum (IoTWF), Mobile World Congress, CEBIT, M2M & Connected Objects Show, M2M World Congress, IoT Privacy Summit, IoT Expo and Internet of Things Developers Conference.

The workshops will be organized in collaboration with some other H2020 projects in the second half of the project. The workshop content is planned as follows:

- **Workshop 1** is dedicated to disseminating SOFIE's research results so far in the second half of the project.
- **Workshop 2** is dedicated to presenting and demonstrating SOFIE's use cases to specific target audiences and to gather relevant feedback. This will also occur in the second half of the project.
- **Workshop 3** is dedicated to SOFIE's exploitation activities and will involve expert interviews and focus groups.

External events are planned and coordinated on project Slack channel and SOFIE wiki. Wiki page also hold a list of planned and past activities.

4. Monitoring and Evaluation

The results of the communication and dissemination strategy are constantly monitored in order to assess its effectiveness and progresses, as well as to formulate changes to requirements where necessary. SOFIE project will regularly review the traffic on the website and social media channels, e.g. number of followers, likes and shares of the news items. Most of the events where SOFIE is presented will be evaluated and shared when appropriate.

Notably, more important than the exact numbers of the actions themselves, in many cases, are the directions where the numbers are developing.

Table 5: Monitoring and evaluation of dissemination activities

Dissemination measure	Why	Action	Target KPI
Project news and updates on SOFIE Website	General Information	100 updates and Search Engine Optimization (SEO)	
Attendance to conferences and exhibitions	Promotion Interaction	14 Conferences 6 exhibitions	200 visitors 20 speakers
Workshop organization in collaboration with other projects	Scientific Dissemination	3 project workshops	15 external participants per workshop
Open Access publications	Policy making Social Awareness	Publications to journals and magazines	14 publications
Online publishing	General Information	15 Publications overall and six blog posts per year	
Social channel publishing	General Information	100 shares	

Liaison and organization of cluster activities	Strengthen impact via joint efforts	Meeting attendance and common publications	5 projects

5. Measures of Standardisation

IoT related standardisation suffers from similar fragmentation as the field in general, with tens of competing standardisation organisations and well over a hundred different standards. As often, proper end-to-end security and privacy remain areas with the least amount of interoperability. In SOFIE, we have identified W3C Web of Things (WoT), the various IETF/IRTF groups, oneM2M, and ETSI M2M as the main forum of interest, in addition to the EU initiated AIOTI (European Alliance of IoT Innovation) and IoT Large Scale Pilots (LSPs). ENG is a founding member of AIOTI, while Synelixis is already active member in WG 06 "Smart Farming and Food Security". The SOFIE project intends to actively contribute to the standardisation processes.

In February 2018, George Polyzos from AUEB participated in an IRTF DIN pre-standardisation workshop (https://trac.ietf.org/trac/dinrg/wiki). The topic of standardisation will be discussed in more detail in deliverable D6.6 - Updated Consolidated Communication and Dissemination Plan. The preliminary planned standardisation activities along with the responsible partner are shown in the table below.

Table 6: SOFIE Standardisation activities

Activity	Responsible Partners	Area of contribution
W3C	AALTO, LMF	Active contributions in security and privacy to WoT IG and WG Participating to the Blockchain and Interledger CGs
IETF/IRTF	ERIC, AALTO, SYN	Continuing to co-chairing the IoT directorate and T2TRG Continuing contributions to IRTF T2TRG and IETF CoRE WG Active contribution to any future IoT security & privacy work
AIOTI	ENG, SYN	ENG is a founding member of AIOTI SYN will contribute to WG 06 Smart Farming and Food Security ENG will contribute to the WG12 Smart Energy
ETSI M2M/one M2M	ERIC	Protocols/APIs/standard objects based on oneM2M architecture Security and privacy aspects Interoperability, including test and conformance specifications
ISO	AALTO	ISO TC307, contributions to SG3 security and privacy