



## D8.3 Dissemination & Stakeholder Involvement Plan

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### Work Package 8: Dissemination and Exploitation Document Dissemination Level: Public

#### Abstract

This deliverable is about the FLYSEC Dissemination & Stakeholder Involvement Plan. It contains information about the dissemination strategy of the FLYSEC project and outlines the dissemination plan, including the target audiences, the tools and channels, conditions as well as timelines for dissemination. Specific emphasis is given on the stakeholder engagement and the stakeholder advisory group (SAG) management. The plan provides an overview on all dissemination actions and conditions for impact and outreach, setting up individual key performance indicators for certain FLYSEC dissemination activities.



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## List of Acronyms and Abbreviations

ACRONYM	EXPLANATION
BER	Berlin Brandenburg International Airport
CG	CG SMARTECH LTD
CEN	Comité Européen de Normalisation
EASC	European Aviation Security Center e.V.
EC	European Commission
EU	European Union
EMZA	EMZA Visual Sense LTD
EPSGR	Epsilon International SA
ETSI	European Telecommunications Standards Institute
ERAU	Embry Riddle Aeronautical Deutschland GmbH
EXUS	Exodus Anonymos Etaireia Pliroforkis
FLYSEC	Optimising time-to-FLY and enhancing airport SECurity
ICTS	ICTS (UK) LTD
KPI	Key Performance Indicator
NCSR	National Center for Scientific Research “Demokritos”
SAG	Stakeholder Advisory Group
UL	Universite Du Luxembourg

## Table of Contents

<b>1</b>	<b><u>EXECUTIVE SUMMARY</u></b>	<b>6</b>
<b>2</b>	<b><u>INTRODUCTION</u></b>	<b>7</b>
2.1	PURPOSE OF THE DOCUMENT	7
2.2	INTENDED AUDIENCE	8
<b>3</b>	<b><u>DISSEMINATION &amp; EXPLOITATION MANAGEMENT</u></b>	<b>9</b>
3.1	OBJECTIVES	9
3.2	WORK SCOPE	9
3.2.1	DISSEMINATION (TASK 8.1)	9
3.2.2	STAKEHOLDER ENGAGEMENT AND SAG MANAGEMENT (TASK 8.2)	10
3.2.3	COST-BENEFIT ANALYSIS AND VIABILITY ASSESSMENT (TASK 8.3)	10
3.2.4	STANDARDIZATION ACTIVITIES (TASK 8.4)	10
3.2.5	EXPLOITATION (TASK 8.5)	11
3.2.6	TRAINING (TASK 8.6)	11
3.3	RESPONSIBILITIES AND ROLES IN THE PARTNERSHIP	12
<b>4</b>	<b><u>DISSEMINATION STRATEGY</u></b>	<b>13</b>
4.1	OBJECTIVES OF DISSEMINATION	13
4.2	KEY ASPECTS	13
<b>5</b>	<b><u>DISSEMINATION PLAN</u></b>	<b>15</b>
5.1	DISSEMINATION GOALS	15
5.2	DISSEMINATION TARGET AUDIENCES	16
5.3	KEY MESSAGES	17
5.4	DISSEMINATION CHANNELS AND TOOLS	18
5.4.1	PROJECT CORPORATE IDENTITY	20
5.4.2	PROJECT WEBSITE AND SOCIAL MEDIA	20
5.4.3	ELECTRONIC NEWSLETTER	22
5.4.4	PROJECT LEAFLET	22
5.4.5	ROLL-UP POSTER	22
5.4.6	STANDARD PPT AND PROJECT INFORMATION TEMPLATES	23
5.4.7	FINAL BROCHURE	23
5.5	DISSEMINATION TIMELINE	23
5.6	INTERNAL COORDINATION	25
5.6.1	CALENDAR OF IMPORTANT MILESTONES	25
5.6.2	CONTRIBUTION OF THE PARTNERS	26
5.7	EXTENDED DISSEMINATION PLAN	27
<b>6</b>	<b><u>CONDITIONS FOR DISSEMINATION</u></b>	<b>28</b>
6.1	APPROVAL PROCEDURES	28
6.2	MANAGEMENT OF INTELLECTUAL PROPERTY	28
6.3	COPYRIGHT MANAGEMENT	29
<b>7</b>	<b><u>STAKEHOLDER INVOLVEMENT PLAN</u></b>	<b>30</b>
7.1	LIST OF STAKEHOLDERS IN PARTICIPATING REGIONS	30

<b>7.2</b>	<b>STAKEHOLDER ENGAGEMENT</b>	<b>32</b>
<b>7.3</b>	<b>ADVISORY GROUP INVOLVEMENT AND SUPPORT BY TASK</b>	<b>32</b>
<b>7.4</b>	<b>STAKEHOLDER WORKSHOP</b>	<b>33</b>
<b>8</b>	<b><u>IMPACT AND OUTREACH</u></b>	<b>34</b>
<b>8.1</b>	<b>DISSEMINATION FEEDBACK</b>	<b>34</b>
<b>8.2</b>	<b>KEY PERFORMANCE INDICATORS</b>	<b>35</b>
<b>9</b>	<b><u>CONCLUSIONS</u></b>	<b>38</b>
<b>10</b>	<b><u>LIST OF TABLES</u></b>	<b>39</b>
<b>11</b>	<b><u>LIST OF FIGURES</u></b>	<b>40</b>
	<b><u>ANNEX1: LIST OF RELATED JOURNALS</u></b>	<b>41</b>
	<b><u>ANNEX2: LIST OF PROJECT RELEVANT EVENTS</u></b>	<b>42</b>

## 1 EXECUTIVE SUMMARY

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The present document is the deliverable D8.3, resulting out of Task 8.1 of Work Package 8 of the H2020 project FLYSEC (Optimising time-to-FLY and enhancing airport SECURITY). The deliverable is about the FLYSEC Dissemination & Stakeholder Involvement Plan. It provides an overview about all FLYSEC dissemination and exploitation activities related to the work scope of work package 8. After describing each task of the work package, the responsibilities and roles in the partnership are formulated and give a first division of dissemination work between the partners of the project consortium.

FLYSEC will elaborate a dissemination strategy along with a dissemination plan, defining the key objectives of dissemination and key aspects of FLYSEC's dissemination activities. These are including the FLYSEC system architecture as a main part of the FLYSEC concept and within those the existing and new technologies, which are brought in, used and combined by the project consortium within the project to reach the goals of FLYSEC, an optimised time-to-FLY and an enhanced airport security.

The plan defines the target audiences of the project, which are mainly settled around stakeholders, the public, the scientific and technological professional community and other RTD projects. Amongst stakeholders, it defines airport operators, the airport security industry, airline companies, aviation association networks and transport and aviation authorities. For each of the target groups, key messages and message givers are pre-defined, to ensure that partners choose the right approach while performing dissemination actions. Further, the plan provides a list and a detailed description of dissemination channels and tools. These are rated and aligned to the above mentioned target groups. Along with a dissemination timeline for the first three project years and the time after the project end, the document provides a calendar of the most important milestones to be communicated by each work package and task. As a result, an extended dissemination plan is being operated by the dissemination leader combining the work of all partners of the FLYSEC consortium.

Special emphasis is given to the stakeholder involvement plan, describing the stakeholder engagement and stakeholder advisory group (SAG) management. This plan provides a typology of relevant stakeholders and the approach on how to engage these stakeholders in a proper way. An analysis of one main tasks and deliverables per work package in conjunction to SAG member involvement shows in detail how these stakeholders are involved in the specific concrete project work. Each stakeholder being a member of the SAG is a single person that will represent its organisation and join FLYSEC events like the stakeholder workshop, conference and working meetings combined with pilot field tests.

The dissemination plan comes along with conditions of dissemination, determining approval procedures for dissemination actions, defining copyright management and the management of intellectual property. In the last chapter, the impact and outreach framework of the FLYSEC dissemination is outlined, with special emphasis on dissemination feedback procedures and pre-defined key performance indicators. The document concludes with two lists. One related to journals and magazines, where FLYSEC articles are foreseen to be published. The other one related to relevant events, where FLYSEC partners will actively participate and promote the project.

## 2 INTRODUCTION

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### 2.1 Purpose of the Document

The dissemination plan results as an output deliverable of Work Package 8, Task 8.1 Dissemination and marks the Deliverable D8.3 Dissemination & Stakeholder Involvement Plan. The deliverable in its pre-defined type is a report and the corresponding dissemination level is “public”. The deliverable is considered as an early dissemination plan and advisory board and stakeholder’s management report.

The objective of the dissemination plan (Task 8.1 “Dissemination”) is to ensure a proper spread of knowledge and project results according to an overall project dissemination strategy aimed to secure the highest impact of the outputs and milestones related to dissemination activities of the FLYSEC project.

The dissemination plan acts as the main guideline for dissemination of the project activities and as one of the main tasks of the project it will serve as a supporting tool for the consortium management on the verge between Work Package 8 (Dissemination & Exploitation), WP10 (Project Management & Coordination) as well as all other technical work packages. The dissemination plan intends to be a guideline for project partners to identify and exploit communication and dissemination opportunities. Further, it is a leading document for the preparation on project releases and publications like templates, project identity, procedures and varieties. The present version of the document will be reviewed and adapted during the project lifetime, ensuring an up to date reflection on dissemination tools and opportunities.

The dissemination plan comes along with the “stakeholder involvement plan”. As a standalone task (T8.2), the stakeholder engagement and stakeholder advisory group forms one of the main supporting tools for the project towards a linkage to real life operation and the practice support by experts from the airport and aviation security sector. The Stakeholder Involvement Plan describes in detail the type of stakeholder experts (who) and their engagement to the project (how) during the project lifetime of FLYSEC.

For completeness, it has to be mentioned that Work Package 8 “Dissemination & Exploitation” preserves also an Exploitation plan (D8.4) which is an output of task T8.5 Exploitation).

The dissemination activities described in the dissemination & stakeholder involvement plan will be taken up and evaluated within two further reports that are milestones of the FLYSEC project, the intermediate (MS16) and the final (MS18) report on the quality of FLYSEC dissemination & networking activities. These milestones will ensure a measurement and monitoring of the quality of dissemination results throughout the project, as they are foreseen to be published after 2 and 3 years of project runtime.

## 2.2 Intended Audience

The intended audience of this report is primarily the project consortium and partnership. The goal is to inform the partners about the dissemination plan, planned activities and to provide them with a guide for project wide and individual dissemination activities related to a respective work package, task, output, related target group and tailored dissemination tool. By this, the project and dissemination management will ensure consistency and a proper use of the FLYSEC project corporate identity. For project management groups (Coordinator, Executive Board, Ethics and Security Scrutiny Committee, Stakeholder Advisory Group) the document will provide an overview of activities, tools and processes for dissemination purposes of the FLYSEC project. These can be agreed upon the project consortium adopted and updated at future project milestones and be reviewed for impact and outreach purposes at a later stage. Last but not least the European Commission (project officer; respective DG) will be informed about the FLYSEC project dissemination objectives and planned activities as well as their status of target achievement.



## 3 DISSEMINATION & EXPLOITATION MANAGEMENT

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### 3.1 Objectives

The objective of Work Package 8 „Dissemination and Exploitation“ is to promote the FLYSEC project findings to a wider range of interested target groups, the academia and stakeholders in the field of aviation security. Particular focus will be made on pursuing an effective exploitation of the knowledge generated within the project and to carry on a strong dissemination of the project results amongst airports and players of the aviation security chain within the architecture of the airport security systems, security management, legal authorities and the executive power in charge of airport security, who are interested in improving the aviation security chain on the technical, security-related and on the commercial side.

The overall aim is concretized in a number of concrete operational objectives:

- draft a dissemination and exploitation plan that will serve as a guidance document for all dissemination and exploitation activities
- develop an overall project identity to have consistent, recognizable and harmonized project communication
- produce a set of dedicated communication tools and build on existing communication channels to communicate project messages in the most appropriate, effective and accessible way
- disseminating project activities and results in order to raise the attention of stakeholders and competent public bodies
- Effective transfer of knowledge from the simulations and pilot activities to end users on operation airports

### 3.2 Work Scope

The above section described the objectives of the dissemination & exploitation management of the FLYSEC project. The following part concentrates on the work scope, describing the tasks and deliverables of Work Package 8 with the intention to embed the dissemination plan into the overall work package structure and to shortly describe all tasks related to the work package, even if they won't be part of direct dissemination actions within the strategy.

#### **3.2.1 Dissemination (Task 8.1)**

This task contains the main dissemination strategy, describes all dissemination tools and channels foreseen for use by the partnership and contains the dissemination plan, scientific dialogue and the involvement of academia in the project. Further, networking activities already defined by the partner during the application process are part of this section.

Related Deliverables:

Deliverable Number	Deliverable Title	Lead Beneficiary	Type	Dissemination level	Due date (in months)
D8.1	Project Website	7 - EASC	Report	Public	1
D8.2	Final Brochure	7 - EASC	Report	Public	36
D8.3	Dissemination & Stakeholder Involvement Plan	7 - EASC	Report	Public	5

TABLE 1 - DELIVERABLES RELATED TO WP8, TASK 8.1

### 3.2.2 Stakeholder Engagement and SAG Management (Task 8.2)

Task 8.2 is related to the Stakeholder Engagement and Stakeholder Advisory Group Management. It is comprised by a list of stakeholders in the participating regions, the advisory group involvement and support per task, the stakeholder involvement plan and a stakeholder workshop linked to WP9. A more in depth description and elaboration of this task will be done in chapter 8 of the present report as the deliverable “stakeholder involvement plan” is also part of the report.

Related Deliverables:

Deliverable Number	Deliverable Title	Lead Beneficiary	Type	Dissemination level	Due date (in months)
D8.3	Dissemination & Stakeholder Involvement Plan	7 - EASC	Report	Public	5

TABLE 2 - DELIVERABLES RELATED TO WP8, TASK 8.2

### 3.2.3 Cost-benefit Analysis and Viability Assessment (Task 8.3)

A cost benefit analysis and viability assessment will be conducted and provided as supporting document for the FLYSEC exploitation plan.

### 3.2.4 Standardization Activities (Task 8.4)

FLYSEC will deal with many processes related to data processing and to their integration into heterogeneous systems, focusing on the interoperability of spatial data and related network services. Within this context Geographic Information standards assume a key-role, with their positive impact on the project and vice versa. In particular, this task will identify standards/regulations related implementation gaps, including potential misalignments between standards from different sources or uneasy implementations of standards/regulations, in order to be properly tackled within the project. The proposed solutions will also be reported to the standardisation/regulation bodies in order to push the start of a revision loop. The ultimate contribution to standardization will result in the actual proposition of an extension of existing standards. This will be certainly the case for OpenLS that will have to be extended accounting for multimodal requirements and indoor routing and most probably for other standards such as IndoorGML (a letter of support from OGC is

attached). Extension to other standards from ETSI (European Telecommunications Standards Institute) and CEN (Comité Européen de Normalisation) will be assessed during the activities of the project.

Related Deliverables:

Deliverable Number	Deliverable Title	Lead Beneficiary	Type	Dissemination level	Due date (in months)
<b>D8.5</b>	Standardisation Activities report	11 – Epsilon International SA	Report	Public	36

**TABLE 3 - DELIVERABLES RELATED TO WP8, TASK 8.4**

### **3.2.5 Exploitation (Task 8.5)**

This task is comprised of the three main elements: a.) Durability, meaning the lead up of tested solutions to regular use in the implementation area; b.) Expandability (up-scaling) focused on the extension of solutions in the implementation “environment” and c.) Transferability, meaning the widening of use scale by transfer into other use cases, places and environments.

Related Deliverables:

Deliverable Number	Deliverable Title	Lead Beneficiary	Type	Dissemination level	Due date (in months)
<b>D8.4</b>	Exploitation Plan	7 - EASC	Report	Public	12
<b>D8.7</b>	Final Exploitation Plan	7 - EASC	Report	Public	36

**TABLE 4 - DELIVERABLES RELATED TO WP8, TASK 8.5**

### **3.2.6 Training (Task 8.6)**

Training as a task is related to the provision of information and behavioural instruction courses at piloting airports, targeting the staff of ground control. Further, on-the-job training and instructions are being provided to engineers and technicians at the piloting airports.

Related Deliverables:

Deliverable Number	Deliverable Title	Lead Beneficiary	Type	Dissemination level	Due date (in months)
<b>D8.6</b>	Training Guidelines and Schedule	7 - EASC	Report	Confidential, only for members of the consortium (including the Commission services)	24

**TABLE 5 - DELIVERABLES RELATED TO WP8, TASK 8.6**

### 3.3 Responsibilities and roles in the partnership

The Work Package and tasks are led by the following partners:

- EASC is the Leader of Work Package 8, Task 8.1, 8.2 (in this role also Stakeholder Advisory Group Manager), 8.3, 8.5 and 8.6.
- EXUS is the leader of Task 8.4

The Dissemination Manager (Leader of WP8) is also responsible for

- Monitoring and reporting on dissemination and exploitation activities
- Managing the Stakeholder Advisory Group
- Ensuring a proper use of dissemination tools and materials by also respecting the rights of the partnership
- Ensuring a consistent corporate design for a common image and publishing of the project
- In cooperation with the project coordinator making sure that an effective use of dissemination resources will be done throughout the project lifetime

The partnership is actively contributing to the dissemination & exploitation work package tasks by:

- Providing information to the WP8 leader about dissemination opportunities like events, conferences, workshops, publications and networking activities in the field of aviation and airport security
- Providing contributions (results, outputs, milestones, deliverables) to the content of dissemination material (presentations, leaflets, brochures, website) developed by the respective work package and tasks
- Promotion of project results in the organizations own newsletters, web pages and relevant network meetings
- Providing publications related to project results and presenting them on relevant external events
- Support (promotion, organization) to promote the FLYSEC project on external workshops, conferences and other events linked to the field of airport security
- Suggesting relevant stakeholders to be invited to the Stakeholder Advisory Group by the WP8 leader
- Supporting to establish contact to relevant stakeholders, authorities and other bodies relevant for the spread of dissemination actions

## 4 DISSEMINATION STRATEGY

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The dissemination strategy serves as a guidance document for all communication activities. In FLYSEC, the dissemination strategy has been foreseen as a milestone with due date of month 15 on 31. July 2016. It includes a detailed description of the project envisaged target groups and the dedicated communication tools and channels. It identifies project milestones, which particularly offer relevant and suitable opportunities for outreach, as well as external initiatives, publications and events which will be used to promote FLYSEC. The strategy outlines also how the international and European level dissemination can be complemented with regional and local pilot site based communication activities. Finally, a detailed distribution of roles per partner is included, as well as a dedicated tool for keeping track of all dissemination activities that will take place throughout the project. An intermediate and a final report on dissemination and networking activities will be published and verified by the projects steering committee. Dissemination will be put forward with different media. An official Project website has been created at the very beginning of the Project and it will be used for the daily communication, as generator of public awareness for the approach followed, and the (publishable) results achieved, and as a repository for the knowledge generated. In conjunction with social media channels like the FLYSEC LinkedIn Group and Twitter account, it corresponds to a digital campaign tool. A section dedicated to the project will be created in each partner's website, so as to achieve the largest possible dissemination of project results.

### 4.1 Objectives of Dissemination

The objective of dissemination in the FLYSEC project is to communicate information about the projects' progress properly and disseminating the project activities and results in order to raise the attention of stakeholders, competent public authorities and the scientific/technological professional community that has impact on the technologies used in the FLYSEC system architecture.

Dissemination is the targeted distribution of information and materials to a specific airport security relevant audience. The intent is to spread knowledge gathered in the project and the results on the way to the final FLYSEC concept. Dissemination occurs through several channels, tools and settings.

The dissemination and exploitation of project results are fundamental components of the whole FLYSEC project and will take place during the whole project lifetime. The project coordinator and WP8 Dissemination leader will promote the dissemination activities, while the whole partnership will actively contribute. Dissemination activities in relation to project results will be implemented through well-targeted mechanisms that are presented in the following chapter 5 on dissemination plan.

### 4.2 Key Aspects

The first step is to define clear, concise and persuasive messages to communicate the project results. These messages must convey the innovation and the benefits brought in by these results. The second step is to identify the stakeholders and tailor the messages

accordingly, using the most appropriate and effective communication channels depending on the objective and target audience.

FLYSEC network partners include important European and international airport security Sector stakeholders, who will accelerate the creation, and deployment of the new FLYSEC concept and new products based on new and existing technologies, combined with behavioural analysis and intelligent algorithms, in the following categories:

- Video surveillance
- Intelligent remote image processing
- Biometrics
- Big data analysis
- Open-source intelligence
- Crowdsourcing
- Mobile application technologies for improved passenger experience
- Positive boarding applications
- RFID for carry-on luggage tracking and quick unattended luggage handling

Properly presented and disseminated results will be important for potential end users at the airport security industry, airport operators and the aviation security sector. Therefore, the airport simulation test bed (proof of concept and field test pilot) will be important milestones to show how the concept works in real-time and real-life environment on actual running airports.

The project results will be of great interest not only to airport security professionals but also to public authorities at national and European level (special attention will be given to authorities responsible for aviation/airport security). These target groups will be a key to plan for investments leading to a national- and EU-wide deployment later on.

The dissemination in FLYSEC will spread information among all potentially concerned Stakeholders, defined and approached via a stakeholder engagement strategy. This approach will be made easier due to network and working contacts of FLYSEC partners that will enable direct contact to experts of the airport security sector.

## 5 DISSEMINATION PLAN

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### 5.1 Dissemination Goals

FLYSEC dissemination is about formulating messages to identified target groups and entering into a dialogue with them, seeing it as a two way procedure. FLYSEC will inform stakeholders with relevant information and will inspire these groups to provide feedback and express needs, suggestions and critical response to results and in-between steps. FLYSEC dissemination goals can be differentiated between:

- Raising awareness – by communicating what FLYSEC is about
- Providing information – by making information available through different open channels
- Active engagement – by collecting input and feedback from respective stakeholder target groups
- Promoting the project – by spreading outputs, milestones and results

The dissemination plan addresses the following questions:

- What are the needs that the FLYSEC project does respond to? (need analysis)
- What are the expected and pre-defined project results? (result analysis)
- Who are the potential users and beneficiaries of the project's outcomes?
- What types of dissemination activities are appropriate to reach the respective target groups?
- What are the relevant dissemination channels and tools?
- When should the dissemination activities take place?
- What are the resources available for dissemination activities?
- Who is doing what?

The plan gives a concrete number of activities with the goal to reach a widely promotion of the FLYSEC project:

- **Contact database:** by making use of own contact database, not only covering the network's own members and partners but also several stakeholders of aviation security in Europe, to relay and widely distribute FLYSEC information and outputs
- **Profession Target groups:** Information via presentations and talks during meetings with professionals will be conducted in order to keep informed legal authorities responsible for aviation and airport security in the respective member states and on European level
- **Contacts with relevant European Networks and projects:** Project partners make use of their good relationships with other European and national networks to spread the word of FLYSEC to different groups of stakeholders and through different existing channels. Other European projects will be also contacted to explore dissemination synergies and exchange information
- **Press and Media:** At project major milestones, European press releases will be prepared and WP leaders will write articles on FLYSEC findings for specialized European and national magazines
- **Promotion at external events:** WP Leaders will be responsible for presenting the project at relevant events across Europe (list available in the annex)

- **Final Event:** A Final project workshop will be organized to present the FLYSEC findings and accomplishments of the validation pilots in real operational environment and the simulation-based validation on workshop will be organized in conjunction with a relevant larger European international Airport (e.g. BER (Berlin Brandenburg International Airport); Athens Airport).

## 5.2 Dissemination Target Audiences

FLYSEC will widely disseminate the knowledge created by the project with the aim to promote adoption of the technical solutions, studies and recommendations developed in the project. The main dissemination target for FLYSEC will be stakeholders in aviation security industry as well as the wider relevant business and administration/policy ecosystem. Of course dissemination channels towards the wide audience who directly benefits from the output of the project results will also be setup and maintained, taking also benefit from social media and mobile internet best practices. The FLYSEC dissemination activities will therefore focus on target groups that are directly concerned by the project results:

- **Stakeholders:** Airport operators, airport security industry, airline companies, Aviation associations networks, Transport and Aviation Authorities
- **The public:** innovative security concepts focus on passenger facilitation and the public will be kept in the loop of FLYSEC project through the Portal, Open Project Information Day as well as through publications in lay readings and press.
- **The scientific/technological professional community:** the knowledge gained in the FLYSEC project should not only benefit the consortium but also a wider community of experts; such exchanges with other researchers and engineers working on related R&D domains will be of mutual benefit for all and avoid duplicate effort.
- **Other RTD projects** in the field of airport security and other relevant fields in the FP7/H2020 Security and “Disaster-resilience: safeguarding and securing society” programme. FLYSEC has already identified and established connection with other relevant EU projects. The aim is to exchange experience, visit vice-versa events and find synergies to profit from the other project’s results. First projects identified are:
  - XP-DITE, <http://www.xp-dite.eu/>, invited to FLYSEC SAG and workshop
  - PASSME project, <http://www.passme.eu/>, invitation to FLYSEC SAG event

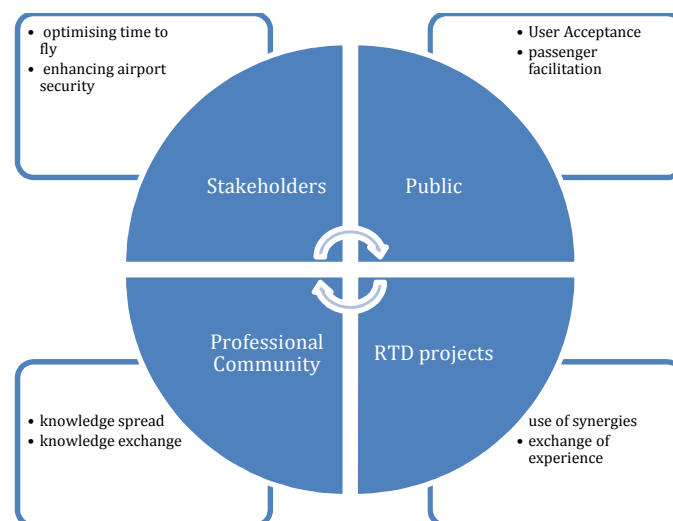


FIGURE 1 - TARGET AUDIENCES OF THE FLYSEC PROJECT



### 5.3 Key Messages

The objectives of the FLYSEC project and goals to be achieved by the developed concept can be linked to a set of messages that will be communicated to the target audience via certain dissemination channels and tools. These messages provide important information about the FLYSEC idea and concept development and excite attention of the targeted audience towards:

- The importance of the issue
- The relevance of the concept
- The Link to needs and interests of the audience
- The vision of the project

The set of messages provide clear pre-defined statements that bring over the key information associated to the FLYSEC project. They will be defined with regards to the different target audiences and their interests. These will be taken into account while producing materials and preparing dissemination activities, that will be presented in the next chapter on dissemination tools and channels. While it is obvious that FLYSEC wants to communicate an “optimized time-to-FLY” approach, an industrial stakeholder deeply interested in the technology used is interested in other details and can be approached with another set of key words and information than a member of the public e.g. a passenger travelling. Key messages will serve as the basic set of sentences that the partners will use when preparing their presentations taking into account the target audience.

Thus, the message is influenced by the target, the channel and the purpose of the information being communicated. More important factors to be taken into account and will help to reach a good impact of the dissemination, are:

- **Need of the target audience:** The message should be targeted on the needs of the particular audience, taking into account what is of most importance to them and what they actually want to know and not what is most important to the project partner
- **Reliability:** The message giver and the source of the information have to be clearly reliable and plausible to the audience.
- **Sound:** The message should raise interest of the audience, showing that information is alerting, exciting, compelling or comforting, depending on the impact of the dissemination activity and the target audience.
- **Major spot:** The message clearly has to target one major point to be addressed and repeated clearly open without being lost within the other detailed information provided.
- **Clearness:** A clear message contains only a few understandable technical and scientific formulations and is clearly possible to be understood also by non-professionals. Also, detailed information, probably of high importance to an expert, sometimes has to be eliminated so that the target audience can have a decision about the presented concept/idea without going into too many technical details. Therefore, proof-reading by non-involved colleagues of the organisations can help to determine whether the message given is understandable and or if the wording has to be adapted.

Each target audience should be targeted keeping the following questions in mind:

- What is the benefit for the target with regards to the FLYSEC project and its concept?

- What is the reasoning behind the communication?
- What does the project want to change in the attitude of the target audience?
- What does the project want to achieve in the thinking and acting of the target audience, in order to meet the goals of the FLYSC project?

With the above description of the message creation process in mind, the finalized message to be provided to the audience can be reviewed and checked by the WP8 leader and more importantly by persons not involved in the project. This will ensure a high probability of message understanding and identify the messages with the best potential to reach the objectives of the project dissemination.

#### 5.4 Dissemination Channels and Tools

FLYSEC is provided with several dedicated tools and channels used for branding and promoting purpose towards the identified target audience. The following list is not exhausting but sets the scope on the main activities with regards to dissemination in the project.

Various dissemination channels and media will be used to obtain maximum impact from promotion of the FLYSEC concept. The channels will be selected according to the intended audience. The purpose of the following table is to show the relation of target audience and communication channels:

Target	Communication channels
<b>Stakeholders</b>	<p>Direct contacts through existing business relations</p> <p>Leaflets distributed on relevant industrial events and exhibitions</p> <p>Stakeholders Advisory Group and workshop targeting specifically stakeholders.</p> <p>Project Info Day</p> <p>Final Conference</p>
<b>The public</b>	<p>Project website, press relations, social media, internet marketing, consumer workshops</p>
<b>Scientific/technological community in aviation and airport security</b>	<p>Publications, expert section on the project website, dedicated mailing list and forum, networking with scientists and research initiatives working in related domains, participation to scientific conferences such as International Conference on Persuasive Technology, Persuasive Health and submission to Journals such as Journal of Human Computer Studies, Journal of Service Science</p>
<b>ICT programme</b>	<p>Participation to related workshops, conferences organized by the EC for related FP7 or H2020 projects. Exchanges will be sought with related projects (list provided)</p>

TABLE 6- FLYSEC TARGET AUDIENCES AND COMMUNICATION CHANNELS

For promotion of the project and its activities, different media will be used, adapted for different target groups. The table below presents the types of activities to be used to disseminate FLYSEC results according to different target groups:

Target Group / Tool	EC	Transport and Aviation Authorities	Airport Operators	Security and Industry Market Stakeholders	General Public - Passengers	Scientific Research	Airline Companies	Airport located Businesses
<b>Corporate Identity</b>	X	X	X	X	X	X	X	X
<b>Website and Social Media</b>	X	X	X	X	X	X	X	X
<b>Electronic Newsletter</b>	X	X	X	X		X	X	X
<b>Leaflet</b>	X	X	X	X	X	X	X	X
<b>Roll-up</b>		X	X	X	X		X	X
<b>PowerPoint PPT</b>	X	X	X	X		X	X	X
<b>Final Brochure</b>	X	X	X	X	X	X	X	X
<b>Conferences</b>		X	X	X		X	X	X
<b>Dedicated Workshops</b>		X	X	X			X	
<b>Restricted Deliverables</b>	X					X		
<b>Public Deliverables</b>	X	X	X	X	X	X	X	X
<b>Technical and Scientific Publications</b>	X	X		X		X		

TABLE 7 - FLYSEC DISSEMINATION ACTIVITY TYPES AND TARGET GROUPS

### 5.4.1 Project corporate identity

A corporate identity is being developed to give FLYSEC a recognizable brand that will be used across all project communications. It includes a project logo, graphic charter, and colour definition, dedicated templates for PowerPoint and word usage.

FLYSEC logo	FLYSEC recognizable brand	FLYSEC design
		

TABLE 8 - FLYSEC CORPORATE IDENTITY

### 5.4.2 Project Website and Social Media

A dedicated FLYSEC website will be developed, which will be the projects main platform for dissemination activities to the exterior. It will provide extensive information on the projects objectives, activities and partnership, including details on the pilot sites, results and further use of results during the modelling. Project results and public reports will be made available in a download section, as well as publications such as the newsletter and final brochure. Interested stakeholders will also be able to sign up to the newsletter through the website. The website will be maintained until at least two years after the end of the project. The website itself is a Deliverable D8.1 that was delivered already in M1. It has specified in detailed the purpose and structure of the FLYSEC website:

- Home
- News and Events
- About FLYSEC
- Our partners
- Documents
- Contact Us

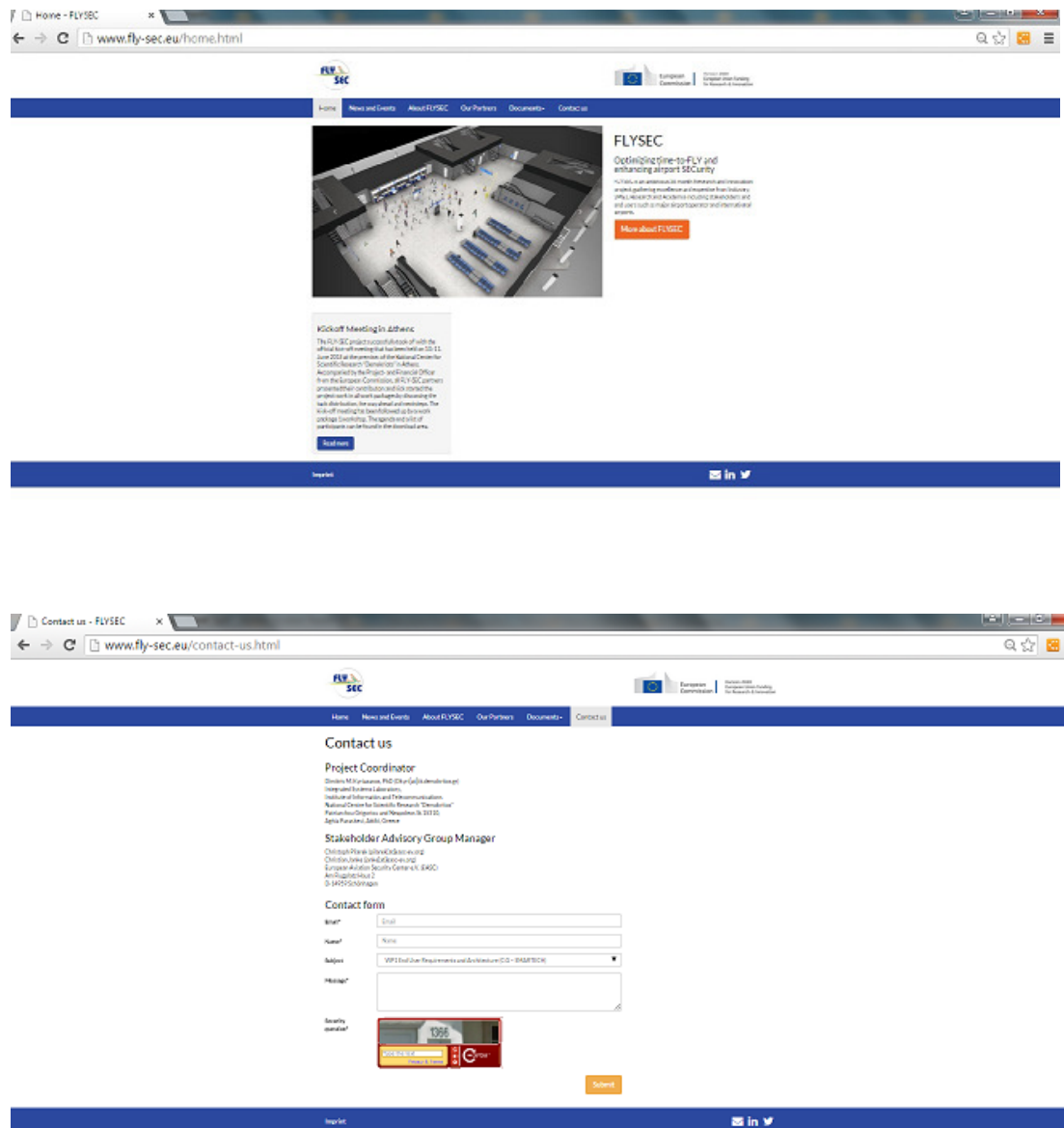


FIGURE 2 - FLYSEC HOMEPAGE

Social Media plays an increasingly important role in the dissemination of research results and is also a crucial aspect for the FLYSEC project. Therefore, the project decided to establish a FLYSEC LinkedIn group that will be connected to the website, so that not only the interested professional community can be informed within their network contacts on LinkedIn but also have a direct web application access to the FLYSEC project website. The STRATO AG host chosen by the project, allows to use a model kit to provide a direct connection and interaction via a so called “share widget” for visitors of the website and the LinkedIn group vice versa to share content and comment on recent activities, project progress, key results and to initiate discussions among peers on FLYSEC related issues. Other LinkedIn groups like the Aviation Security Group or the Aviation Industry Group may get interconnected as a next step.

Besides LinkedIn, social media presence will be established and maintained to other popular platforms such as Twitter and Facebook, aiming to promote visibility of FLYSEC public events and information. Besides creating FLYSEC dedicated groups and social media pages, partners will be encouraged to promote FLYSEC and create postings frequently in their own pages and social networks. A first objective of the FLYSEC social media campaign would be to establish visibility and awareness for the [www.fly-sec.eu](http://www.fly-sec.eu) domain and website.



FIGURE 3 - SOCIAL MEDIA PRESENCE

#### **5.4.3 Electronic Newsletter**

Every 6 months an electronic newsletter will keep the interested FLYSEC community informed on the project's progress and intermediate results. It will also feature interview with key experts or decision makers in the field of airport security.

#### **5.4.4 Project Leaflet**

The project leaflet will be a 4 to 6 page brochure in English, which will present the project at a glance (objectives, partnership and envisaged results) to a wide range of interested target groups.

#### **5.4.5 Roll-up Poster**

A roll-up poster will be developed and produced for promotion at events, presenting the project with some keywords and referring to the website for more information.

### 5.4.6 Standard PPT and project information templates

A standard project presentation will be developed that can be used to present the project at relevant events. It will be updated regularly to include intermediate results and will be adapted to the specific target groups of the respective events. Further, a “two and four pager” will be developed to enable a short and direct approach to target groups with comprehensive information about the project. The short document provides an executive summary of the FLYSEC project, information on the FLYSEC overall security concept, the FLYSEC system architecture and a work package overview. Both documents are already available on the project website: <http://www.fly-sec.eu/presentations.html>



TABLE 9 - FLYSEC OVERVIEW PAPER

### 5.4.7 Final Brochure

The final brochure will gather all project results and achievements in one comprehensive document, which will be presented to stakeholders during the final event of FLYSEC.

## 5.5 Dissemination Timeline

Dissemination activities as the whole Dissemination Work Package (WP8) will accompany the project throughout its whole lifetime and in some extent also after the project end. Of course, the longer the project exists and the more outputs, deliverables and results are produced, the more relevance dissemination activities gain. As soon as the FLYSEC project reaches its critical proof of concept and pilot testing phase at the airports, it will be of priority to communicate how the concept actually works out and how the FLYSEC system architecture manages the implementation phase. With a view on the projects Gantt chart, the following dissemination activities per year can be divided, while the next chapter will show what kind of technical and content related results will be subject matter of dissemination during the project timeline.

#### Dissemination during the first year:

- Corporate design and project logo
- Set up of project website and social media channels
- Publishing of first brochures and project overview leaflets
- Spreading project information by all partners during conferences, workshops and other events
- First newsletter and press release
- Evaluation of first and upcoming dissemination actions

#### Dissemination during the second year:

- Extension of the project website and social media in terms of digital campaign
- Promotion of project results on several events
- Submission of papers about the projects progress and first results to scientific journals
- Evaluation on the quality and quantity of FLYSEC dissemination and networking activities

#### Dissemination during the third year:

- Promoting the project on conferences and events, having a more deeper focus on exploitation of results
- Submitting papers to academic and professional journals and engaging with wider press and media
- Detailed exploitation plan for final results
- Final evaluation on the quality and quantity of FLYSEC dissemination and networking activities

#### Final Event

At the end of the project, a FLYSEC two day event will be hosted at the Berlin Airport BER. The idea is to bring an invited group of expert stakeholder from the various scientific, technological, media and airport/aviation security sector together to discuss the results and to engage in an interactive experience. The shape of the event would be more in the style of a workshop, than a conference. This will allow a deeper experience, which will aid the far reaching dissemination made possible by personal contact. Of course, most innovative technologies will be used to also making possible participation via social media channels but keeping focus on the dissemination towards experts.

#### Activities after the project end

The FLYSEC project website will remain online for at least 3 years after the project end. The enhancing networks of all partners will spread the information of achieved results and more importantly try to build a bridge from the pilot testing to a regular use of technology in a way that corresponds to the FLYSEC concept and system architecture, enabling an optimized time-to-FLY and enhanced airport security also on other, mainly civil commercial running airports. These kinds of developments will be published further on the website and in articles also after the project end.



## 5.6 Internal Coordination

### 5.6.1 Calendar of important Milestones

The following table provides an overview on the project's important milestones in a timeline from the start to the end of the project and links it to the relevant audiences per milestone.

MS	Name	WP	Target Audience	Timeline
<b>MS3</b>	Operational Scenarios Presentation	WP1	SAG, Consortium	M06
<b>MS4</b>	Operational Requirements Guidelines	WP1	SAG	M10
<b>MS5</b>	System Architecture	WP1	Scientific/Technological Community	M12
<b>MS15</b>	Dissemination Strategy	WP8, WP10	Consortium, EC, Public	M12
<b>MS8</b>	Front End component development complete	WP4	SAG	M17
<b>MS10</b>	First Version of Portal	WP5	SAG	M17
<b>MS1</b>	Interim Review	WP10	Consortium, EC	M18
<b>MS7</b>	Behavioural Analysis and Risk Based Security Models	WP3	SAG	M18
<b>MS13</b>	Proof of concept	WP7	SAG, RTD	M20
<b>MS16</b>	Intermediate report on the quality and quantity of FLYSEC dissemination and networking activities	WP8	Consortium, EC, Public	M24
<b>MS6</b>	Complete Simulation and Training System	WP2	SAG	M32
<b>MS9</b>	Front End component integration complete	WP4	SAG	M32
<b>MS11</b>	Final Version of Portal	WP5	Technological Community	M32
<b>MS12</b>	Final Integrated System	WP6	Technological Community	M33
<b>MS14</b>	Field Test - Pilot	WP7	SAG	M33
<b>MS2</b>	Final Review	WP10	EC, SAG, Public	M36
<b>MS17</b>	Organisation of final workshop	WP8	EC, Public, SAG,	M36
<b>MS18</b>	Final report on the quality and quantity of FLYSEC dissemination and networking activities	WP8	Consortium, EC, Public	M36

**TABLE 10 - CALENDAR OF IMPORTANT MILESTONES AND TARGET AUDIENCES**

### 5.6.2 Contribution of the partners

As described in the above chapters, all partners will be directly involved in dissemination actions and have already pre-defined target audiences as well as activities. In the course of the project implementation, each partner will assign tasks, deliverables and milestones which are meeting the expectations and interest of their target groups and will be promoted by these dissemination actions.

Partner	Target Audience/Group	Dissemination Action Description
<b>NCSR</b>	FP7-SEC-IP TASS and FP7-SEC-CSA COPRA Stakeholders Group	Established direct contacts to a well-developed and global network of aviation security stakeholders from various sectors.
<b>EXUS</b>	ICT	Dissemination of FLYSEC outputs especially from software perspectives
<b>ESL</b>	Clients in the HLS domain	Promotional material through existing network of contacts, publication at conferences and exhibitions
<b>ICTS</b>	Aviation airports industry; airline clients	Stakeholder Advisory Group invitations, workshop and dissemination events
<b>CG Smartech</b>		Presenting the project security aspects at workshops and conferences
<b>EASC</b>	DG JRC; German public authorities for civil aviation (German Federal Police), aviation associations, airport operators	Scientific publications, presentations at workshops and conferences, trade fair exhibitions; involvement of industry partners as member of network associations, invitation to meetings and workshops of the projects and the stakeholder advisory group, exchange of experience in the field of aviation security and involvement of high level stakeholders as members of association networks
<b>EPSGR</b>	smeSpire network	A network of SMEs and other institutional stakeholders aiming at bridging the gap between the INSPIRE driven demand of environmental digital data and the industry-driven offer of geo-ICT solutions, stimulating, encouraging and facilitating the participation of SMEs. For the time being, 500+ SMEs are currently registered to the network, some of which are working within the aviation sector and might be interested in benefitting from FLYSEC.
	Hellenic Aviation Society	Hellenic Aviation Society and on behalf of EPSILON will disseminate FLYSEC results into its network.
<b>ERAU</b>	Federal Aviation Security Association of Germany	Access to the security community in Germany, presentation on conferences, publications by ERAU

TABLE 11 - DISSEMINATION ACTIONS PER PARTNER AND TARGET GROUP

## 5.7 Extended Dissemination Plan

The extended dissemination plan is a draft document considered as work in progress. It brings together all dissemination activities planned, the foreseen tools and channels, the target groups with institution and person, the due dates, the “key messages and message givers”. It lists what kind of information is distributed, which project presentations are being held by whom and where, articles that are posted as well as other dissemination relevant activities. Coordinated by the WP8 leader, all partners are again involved in the elaboration of this document. Based on the dissemination strategy, the extended dissemination plan shows the main aims and target groups, what they will be reached through and the main dissemination products that will be produced by the FLYSEC project.

### 5. Dissemination activities planned

#### 5a.) Distribution of Information

No.	Type of Activity	Target groups	Target (institution)	Target (person)	Date	Comment	Who?
1	Electronic Newsletter	Public, SAG			Nov 16	6 monthly	EASC
2	Public Deliverable	Professional Community					Consortium
3	Final Event	Public, SAG, RTD			Apr 18		NCSR

#### 5b.) Project presentations

No.	Type of Presentation	target groups	target institution	target person	date	Comment	who
1	key note speech at the smart airport munich	airport operators	-	-	Okt 15	chairman of the board	EASC
2	Project Presentation at ACI Airport Exchange Exhibition	Airport Operators; Transport authorities, Aviation Security Industry	-	-	Dec 2016		ICTS
3	project presentation at the european police congress Berlin	public authorities responsible for aviation and airport security	German Federal Police	-	Feb 16		EASC
4	Innovation Forum Civil Security						

#### 5c.) Articles and postings: (websites, blogs, newspapers, journals, books etc.)

No.	Type and medium	target group	date	comments	who	what
1	Project Website	Public; SAG	01.07.2015	Document Download	EASC	
2	LinkedIn Group	Airport Security Experts	14.10.2015	WP1 Discussion	EASC	
3	Twitter Account	Public	30.10.2015	Project and Event Info	EASC	
4	Journal Article	Professional Community	30.04.2016	Covering first results	EASC	Airport Focus

#### 5d.) Other activities envisaged

No.	type of activity	target groups	target (institution)	target (person)	date	comments	who?
1	Internal Working Group Meeting	Consortium			Nov 15		Consortium
2	Stakeholder Workshop	SAG			Feb 16		SAG
3	Cooperation Workshop	X-pedite project	X-pedite project	Project Coordinator	Feb 16	Xpedite Meeting	NCSR

FIGURE 4 - EXCERPT OF THE EXTENDED DISSEMINATION PLAN

## 6 CONDITIONS FOR DISSEMINATION

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### 6.1 Approval Procedures

#### Approval

FLYSEC partners should inform the project coordinator as well as dissemination manager in advance prior to any external communications with relevance to the image and visibility of the FLYSEC project to allow comments and discuss concerns related to the structure and content of the external communication and dissemination planned by the respective project partner. This goes especially with the following dissemination material:

- Presentations of the FLYSEC concept or results at external events
- Publishing of newsletters, brochures, flyers, posters, internet content by the partners own organization presenting FLYSEC results
- Papers or articles in academic, technical or other general publications
- Written press and media releases
- Exhibit on fairs or other demonstrations by their own organization

#### Disclaimer

Adequate references to the Contract with the EC shall be given in all dissemination materials and channels used. Any publication must include the following acknowledgement: **“The FLYSEC project (Optimising time-to-FLY and enhancing airport SEcurity) is supported by the European Commission under the Horizon 2020 Programme, Grant Agreement No. 653879.”**

Nonetheless any publicity concerning the project must also specify that it reflects only the author’s view, exempting the Community from any liability.

#### Use of the project and EU logo

Any publication or dissemination material prepared by FLYSEC partners about the project must display the logo of the FLYSEC project and the EU/EC logo. Partners may use their organizations’ own logo in addition. All publications have to be published within the corporate design of the FLYSEC project and on the templates provided by the project coordinator and dissemination leader.

### 6.2 Management of Intellectual Property

The FLYSEC Consortium Agreement, to be signed by all partners, provides a framework for the management and exploitation of knowledge and intellectual property generated as a result of the project. The objectives of the consortium agreement will be to foster efficient knowledge and technology transfer, to satisfy the essential needs of industrial and academic partners, and to clarify their respective rights and obligations. The underlying principle of this agreement is that the organization generating such results and IPR is the owner of such results and IPR, and is responsible for their legal protection and transfer. Results jointly

developed shall be jointly owned. The following points relating to IPR shall be addressed in the consortium agreement:

- Ownership of scientific results and IPR generated by partners;
- Modalities for scientific publications (submission to the partners, precise deadlines for remarks and modifications, etc.);
- Modalities of exchange of research results between partners;
- Confidentiality aspects (precise limits and rules);
- Priority for the exploitation partners of FLYSEC to negotiate exploitation rights on results and IPR from FLYSEC, and a specific priority period to express interest for a specific result;
- Minimum access rights and associated conditions (non-exclusive, participation in patenting costs, fair and reasonable financial return in case of commercial use, diligence);
- Commitment of the FLYSEC partners to actively transfer knowledge and technology, also outside of FLYSEC.

In order to ensure a suitable management of IP related matters, the General Assembly will appoint a special task force, the Innovation Management Team. Partners involved in FLYSEC may need access to this knowledge to perform their own research or use. In the event that the handling of specific cases requires clarification, the Innovation Management Team will study the case and act as mediator and advisor to the General Assembly of the consortium. It will also be consulted when a disagreement on IPR issues arises between two project partners. The Innovation Management Team will have no decision making power at the consortium level. Only the General Assembly will take a decision. The innovation Management Team members will be selected by the General Assembly at project start.

### **6.3 Copyright Management**

The illustrations, graphics, models, visual designs and other materials produced in the framework of the FLYSEC project are property of the FLYSEC consortium and the partnership. They may not be used by any external party without a prior approval by the project coordinator (WP10lead) and communication manager (WP8 lead). With regards to the concept and technology used within the FLYSEC system architecture, it may be part of project internal approval procedure under involvement of the FLYSEC executive board if publication of copyright relevant material is planned or inquired by externals. In any case, FLYSEC has to be clearly marked and acknowledged as the source of information. In the case when consortium partners are using external graphics and pictures in public FLYSEC documents (presentations, publications etc.), they shall quote the rights and ownership to prevent any legal issues due to violating ownership rights. All FLYSEC publications shall use the same citation as pre-defined in official FLYSEC the Deliverable template provided by the project coordinator.

## 7 STAKEHOLDER INVOLVEMENT PLAN

Considered as one of the most important dissemination outputs of the FLYSEC project, the Stakeholder Involvement Plan describes the work of Task 8.2 „Stakeholder Engagement and Stakeholder Advisory Group Management“. Stakeholders in FLYSEC are defined as Airport operators, airport security industry, airline companies, aviation association networks, and transport and aviation authorities. The Plan will draw a guide on how to engage stakeholders and benefit from a direct response to project work in progress (presentations, papers, work charts etc.) and project results (deliverables, reports, milestones) from the most important target groups and stakeholders of the FLYSEC relevant fields of expertise. To be in line with the real life environment of the airport and aviation security within the aeronautics sector, the success of the stakeholder engagement is crucial.

### 7.1 List of Stakeholders in participating regions

The FLYSEC consortium has pre-defined types of relevant stakeholders and their impact with regards to the projects aims and objectives. This typology has been observed while analysing potential stakeholders for the stakeholder advisory group (SAG).

Stakeholder Type	Impact
<b>EU and Member States</b>	Enhancement of Security, improvement of passenger experience and increase of utilization of EU & MS airport infrastructure
<b>Transport and Aviation Authorities</b>	Better procedures and improved logistics through the “airport security as a service” concept.
<b>Airport Operators</b>	More efficient and profitable airport operation
<b>Passengers</b>	Improve the overall experience at the airport by reducing security control time and by providing a passenger-centric procedural approach.
<b>Airport Security Industry &amp; Market Stakeholders</b>	Opportunities for new services at operating airports and technology repurposing in new markets.
<b>Research</b>	Research opportunities for innovative technologies, redesign and optimization of airport security processes and logistics.
<b>Airline Companies</b>	Enhanced passenger experience, better utilization of airport infrastructure and reduced personnel cost from the increase in personnel efficiency
<b>Airport located businesses</b>	Increased sales and revues from the increase in passenger leisure time as a result of the decrease in security check procedures.

TABLE 12 - STAKEHOLDER TYPOLOGY

A stakeholder in the SAG is always a concrete person, not the institution. The identified expert is contacted and informed about the FLYSEC project as well as about their potential contribution as a member of the SAG. Due to privacy issues the names are not published in this stakeholder involvement plan, but the organisations and positions of the stakeholders that have been contacted are as follows:

Organisation of the Stakeholder	Position of the Stakeholder
European Parliament	Transport Committee Member
European Parliament	Societal Challenges Committee (Security Topics)
European Aviation Safety Agency	Chief Legal Advisor
Ministry of Security and Justice of Netherlands	Policy Advisor
German Parliament	Member of the Transport Committee
Grand-Ducal Police Luxembourg	Director General
German Federal Police	Person in Charge for Airport Security
Centre for Security Studies, Greece	Liaison, Security Expert, Hellenic Ministry of Interior
Athens International Airport	Head Airport Security Planning, Training & Contracts Monitoring
Köln-Bonn Airport	CEO
FBB Berlin-Brandenburg Airport	Director Airport Security
Amsterdam Schiphol Airport	Person involved in development of AMS control points
Poznan Airport	CEO
Warsaw Airport	Security Officer
German Aviation Association	Head of Operations, Engineering and Safety
Rapiscan Systems	Systems Engineer
"School of Computer Science and Engineering Pusan National University Korea	Professor Computer Science and Engineering
Berlin University of Arts	Research Director
Technical University Berlin	Dean of Air and Space Institute
Joint Research Centre of the EC (IRMM)	Director of the Institute
Associates Limited	Aviation Security Expert

**TABLE 13 - FLYSEC LIST OF SAG MEMBERS**

## 7.2 Stakeholder Engagement

The procedure to engage stakeholders and gather them in the SAG is the following one:

- Each project partner identifies an expert from the field of the pre-defined stakeholder types and suggests him/her to the stakeholder advisory group manager
- The SAG Manager collects all suggestions and an analysis of the persons is undertaken by the members of the board of the European Aviation Security Center, the WP leader.
- The WP8 leader presents a template for stakeholder engagement that can be used for contacting potential stakeholders with information about the project but moreover about their role and responsibility as a member of the SAG
- After confirmation of participation to the SAG, the FLYSEC partnership carefully prepares documents and timelines for workshops to be sent to stakeholders in relevance to deliverables and milestones where feedback is foreseen.

## 7.3 Advisory Group involvement and support by task

SAG members are being involved in two main steps:

- By providing feedback and support on documents of work in progress and project result deliverables and milestones, which are being reviewed by them
- By participating in project workshops and conferences to directly discuss the projects work and influence the implementation of work package work and tasks.

Work Package leaders have identified the following outputs where relevant stakeholder feedback is foreseen:

Deliverable/Milestone	Relevant stakeholder feedback	WP/Task	Comment/Recommendation
Scenario Gap analysis	Gaps and requirements formation process	WP1/T1.2	SAG workshop preparation
Simulation System Evaluation Report	Feasibility and Evaluation of the System	WP2/T2.4	
Behaviour and Risk Model Report	Feedback and Risk Analysis	WP3/T3.3	Presentation of the model, refining of the model
Front-end components design and lab testing	Design elaboration, feedback on lab test results	WP4/T4.1	Provision of lab test data
Management and	Analysis of	WP5/T5.2	Basis for proof of concept



Control System Specification	specifications		portal & back end system
Final System Prototype	Validation of System Competency	WP6/T6.3	Security Requirements Operational
Evaluation and lessons learned	Feedback on the field tests	WP7/T7.4	Participation of stakeholders to the Airport Operational tests and provision of results
Stakeholder Workshop Report	Feedback on ethical, privacy data protection and information access issues	WP9/T9.1	Used within all other work package throughout the project lifetime

**TABLE 14 - SAG INVOLVEMENT AND SUPPORT BY TASK**

#### 7.4 Stakeholder Workshop

Stakeholders will participate in project meetings and workshops. In the context of monitoring all technical aspects of the FLYSEC concept, the stakeholder workshop on ethical, privacy data protection and information access issues in Work Package 9 (Privacy, Ethics and Aviation Law) will be of high importance. As a result it will publish a report which will be a guide for further concept development environment during the project lifetime. The SAG Manager, WP8 leader and WP 9 leader together with the project coordinator will elaborate and prepare the workshop to ensure the highest degree of impact through this instrument.

## 8 IMPACT AND OUTREACH

### 8.1 Dissemination Feedback

The dissemination of the FLYSEC project will evolve throughout the project timeline and in parallel to the technical work packages within the project structure. The concept architecture and stakeholders may change during the time of the project. Suitable tools and procedures must be identified to react but also proactively prepare for changes. It will be crucial for the success of the dissemination to review the progress of the project but also the mechanisms used and the extent to which the dissemination strategy and plan is meeting its predefined objectives. The effectiveness of FLYSEC dissemination will be also based about the feedback obtained and success measured. Therefore it will be important to pre-define key performance indicators and measure them throughout the project. A key instrument for this kind of evaluative work will be the intermediate and final report on the quality and quantity of FLYSEC dissemination and networking, to be delivered after 2 and after 3 years of the project lifetime.

An analysis of dissemination tools will be done directly after identification of dissemination tools and channels to have an idea of strengths and weaknesses but also costs and effort to be put in by the FLYSEC project partners. Observations done by the consortium will be continuously worked in by the WP8 leader, to ensure a proper use of resources and adaption of the dissemination activities.

Tools/ Channels	Size	Cost	Effort	Implem entation	Strengths	Weaknesses	Comments
<b>Newsletter</b>	Low to mid	low	low	low	<ul style="list-style-type: none"> <li>• Large audience reached easily</li> <li>• Event reminder</li> <li>• Free design</li> </ul>	<ul style="list-style-type: none"> <li>• Spam</li> <li>• Excess Supply</li> <li>• No deep information</li> </ul>	Periodic, half yearly
<b>Website</b>	large	mid	mid	high	<ul style="list-style-type: none"> <li>• Large audience reached easily</li> <li>• Interactive design</li> </ul>	<ul style="list-style-type: none"> <li>• TMI</li> <li>• Maintain</li> <li>• High implement</li> </ul>	Require careful preparation
<b>LinkedIn Group</b>	Low-mid	low	low	mid	<ul style="list-style-type: none"> <li>• Professionals target group</li> <li>• Direct “open” feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Maintenance</li> <li>• Updating</li> <li>• spam</li> </ul>	A FLYSEC group will be set up and discussions will be enabled
<b>Twitter Account</b>	Low-mid	low	low	mid	<ul style="list-style-type: none"> <li>• Large audience reached easily</li> <li>• Event reminder</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain</li> <li>• Updating</li> <li>• spam</li> </ul>	FLYSEC twitter account

<b>Work shop</b>	mid	mid	Low-mid	mid	<ul style="list-style-type: none"> <li>• Specific expert targeting</li> <li>• Detailed info</li> <li>• Direct feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Good preparation needed</li> <li>• Attendance problem</li> <li>• costs</li> </ul>	Good impact is based on personal contacts
<b>Conferences</b>	large	low	low	mid	<ul style="list-style-type: none"> <li>• direct feedback</li> <li>• large specific audience</li> </ul>	<ul style="list-style-type: none"> <li>• planning</li> <li>• logistics</li> <li>• attendance</li> </ul>	
<b>Exhibition</b>	high	high	high	mid	<ul style="list-style-type: none"> <li>• direct feedback</li> <li>• specific target group</li> </ul>	<ul style="list-style-type: none"> <li>• very high costs</li> <li>• detailed preparation required</li> </ul>	
<b>Dissemination Material</b>	Low-mid	mid	Low-mid	Mid-high	<ul style="list-style-type: none"> <li>• Easy to disseminate</li> <li>• Enhancing project visibility and corporate identity</li> </ul>	<ul style="list-style-type: none"> <li>• Design effort</li> <li>• outdating</li> </ul>	Flyer, Leaflet, brochure, roll-up, presentation

TABLE 15 - ANALYSIS OF DISSEMINATION TOOLS AND CHANNELS

## 8.2 Key Performance Indicators

An important instrument to evaluate and measure the success of the dissemination plan, especially on how the dissemination activities performed as messages via the different channels on their way to the target audience, are key performance indicators (KPI). These KPI's have to be defined with view on the projects identified audiences and tools and thus will help to measure the success of the given dissemination activity and thereby the success of the dissemination plan. For FLYSEC's dissemination plan, the following KPIs can be identified:

Tools and Channels	Measurement	Target
<b>Website</b>	<ul style="list-style-type: none"> <li>• No. of Unique Visitors,</li> <li>• No. of Page views, Country origins; Map overlay,</li> <li>• No. of New vs. returning visitors</li> <li>• Time on site and traffic sources</li> </ul>	<ul style="list-style-type: none"> <li>• 100 visitors per month with 25 exclusive visitors</li> <li>• 5 different country visits per month</li> </ul>
<b>Publications of Project results/Deliverables</b>	<ul style="list-style-type: none"> <li>• No. of Downloads</li> <li>• Counts of Visitors</li> </ul>	
<b>Social Media</b>	<ul style="list-style-type: none"> <li>• No. of contacts in the LinkedIn FLYSEC Group/Account</li> <li>• Feedback from Contacts</li> </ul>	<ul style="list-style-type: none"> <li>• 10 new Twitter followers per month</li> <li>• Start at least one</li> </ul>

	<ul style="list-style-type: none"> <li>• Number of Twitter followers</li> </ul>	<ul style="list-style-type: none"> <li>• LinkedIn group discussion monthly</li> <li>• At least 10 visits to the FLYSEC profile monthly</li> </ul>
<b>Final Event</b>	<ul style="list-style-type: none"> <li>• No. of attendees</li> <li>• No. of registrations</li> <li>• No. of press representatives</li> <li>• No. of collected feedback sheets</li> </ul>	<ul style="list-style-type: none"> <li>• 50 attendees</li> <li>• 5 press representatives</li> <li>• At least 25 feedback sheets</li> </ul>
<b>E-Newsletter</b>	<ul style="list-style-type: none"> <li>• No. of Mailing list subscribers</li> <li>• No. of Newsletter series</li> </ul>	<ul style="list-style-type: none"> <li>• At least 6 newsletter series (half yearly)</li> </ul>
<b>Dissemination Material</b>	<ul style="list-style-type: none"> <li>• No. of Downloads of dissemination material from the website</li> <li>• No. of printed/produced dissemination material</li> </ul>	
<b>External Events</b>	<ul style="list-style-type: none"> <li>• No. of presentations held during events</li> <li>• No. of attendees to events with FLYSEC participation</li> <li>• No. of flyers/leaflets/brochures distributed</li> <li>• No. of Feedback provided by the audience</li> </ul>	<ul style="list-style-type: none"> <li>• Project partners attending the planned events mentioned in the list of external events</li> <li>• Feedback from the audience analysed and discussed internally</li> <li>• At least half of the attendee numbers being mirrored by dissemination material</li> </ul>
<b>Publications in scientific and non-scientific journals and magazines</b>	<ul style="list-style-type: none"> <li>• No. of publications</li> <li>• No. of Citation</li> <li>• No. of sold magazines</li> <li>• No. of working papers</li> </ul>	<ul style="list-style-type: none"> <li>• 10 publications published during the project lifetime</li> <li>• At least 3 non-scientific publications</li> </ul>
<b>Articles in regional, national and international press</b>	<ul style="list-style-type: none"> <li>• No. of articles in the press</li> <li>• No. of TV broadcasts</li> <li>• No. of press releases</li> <li>• No. of press inquiries</li> </ul>	<ul style="list-style-type: none"> <li>• 10 articles in the press</li> <li>• 2 TV broadcasts</li> <li>• 18 press releases</li> </ul>
<b>Collaboration with Organisations,</b>	<ul style="list-style-type: none"> <li>• No. of E-Mails received from Stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• 15 e-mails received per</li> </ul>

<b>Networks and Stakeholders</b>	• No. of inquiries received	month
	• No. of responses to publications	• 10 inquiries per month
	• No. of networking events	• 5 networking events per month
	• No. of direct contacts (face to face; e-mail)	• 100% response to inquiries

**TABLE 16 - FLYSEC KEY PERFORMANCE INDICATORS**

A 3-monthly monitoring of KPI's is foreseen by the WP8 leader in cooperation with the project partners. Results will be embedded in the interim and final report on the quality and quantity of FLYSECs dissemination and networking activities. By this, an evaluation of dissemination in terms of impact and outreach will be provided individually by each project partner and for the consortium as a whole. Through the feedback collected, FLYSEC will be able to react to the acceptance and evolution of the dissemination strategy as follows:

- If the KPI's set show that the objectives are being achieved, the monitoring of the KPIs continuous and improvements are being identified and tested.
- If objectives are not being achieved, the plan is being adapted by changes of KPIs, identification of wrongly set tools and channels, correction of messages and adaption of target audiences. Also, objectives can get under consideration of being reviewed and adapted.

KPIs can be measured by several tools:

- Own monitoring excel tool
- Google analytics for website traffic and analysis
- LinkedIn Group statistics
- Twitter monitoring social media tool for keywords and follower information

The WP8 leader under support of an external web agency will set up the measurement tools and coordinate the monitoring also by providing feedback to the partnership with regards to the achievement of objectives.

## 9 CONCLUSIONS

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The present document is an elaborated dissemination and stakeholder involvement plan for the FLYSEC project. It provides an introduction to the project and the scope of work. It outlines a first basic dissemination strategy and provides an overview on objectives of dissemination as well as key aspects. The description of dissemination tools and channels enables the partnership to prepare dissemination activities according to a pre-defined dissemination goal, reaching the proper target audience and use proofed and tailored messages. A timeline of most important milestones and achievements will enable to concentrate on the timing of dissemination activities and coordinate actions performed by individual partners with the projects overall dissemination strategy. Further, the document provides information on the conditions of dissemination, like the approval procedures, disclaimer, IPR and copyright management.

The stakeholder involvement plan provides information on how to approach stakeholders and what kind of types of stakeholders is important for FLYSECs dissemination strategy but also the success of the development of the FLYSEC concept with regards to experts from the projects target audience. A clear idea of Stakeholder Advisory Group involvement and support by task will enable both sides, the project and the stakeholder, to prepare for the work to be done and the meetings needed to have a successful support and elaboration of the FLYSEC concept in order to ensure a most professional outcome of project results and successful pilot testing at the airports.

This document is not a finalised one, as described in the chapter on impact and outreach. Continuous monitoring of feedback and evaluation of success (KPIs) of dissemination activities will lead to adaption and evolvement of the dissemination plan. Dissemination is a task for the whole project lifetime and beyond. Therefore, the present plan provides a good starting point for the intended audience of the FLYSEC project.

## 10 LIST OF TABLES

---

Table 1 - Deliverables related to wP8, Task 8.1 .....	10
Table 2 - Deliverables related to WP8, Task 8.2.....	10
Table 3 - Deliverables related to WP8, Task 8.4.....	11
Table 4 - Deliverables related to WP8, Task 8.5.....	11
Table 5 - Deliverables related to WP8, Task 8.6.....	11
Table 6- FLYSEC target Audiences and Communication Channels .....	18
Table 7 - FLYSEC dissemination activity types and target groups .....	19
Table 8 - FLYSEC corporate identity.....	20
Table 9 - FLYSEC Overview Paper .....	23
Table 10 - Calendar of important milestones and target audiences.....	25
Table 11 - Dissemination Actions per partner and target group.....	26
Table 12 - Stakeholder Typology .....	30
Table 13 - FLYSEC list of sag members .....	31
Table 14 - SAG involvement and supprt by task.....	33
Table 15 - Analysis of dissemination tools and channels .....	35
Table 16 - FLYSEC key performance indicators .....	37

## 11 LIST OF FIGURES

---

Figure 1 - Target Audiences of the FLYSEC project.....	16
Figure 2 - FLYSEC Homepage .....	21
Figure 3 - Social Media Presence.....	22
Figure 4 - Excerpt of the extended dissemination plan.....	27



## ANNEX1: LIST OF RELATED JOURNALS

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Name	Type	we blink
<b>Airport Magazine</b>	Magazine	<a href="http://airportmagazine.net">http://airportmagazine.net</a>
<b>Airport World</b>	Magazine	<a href="http://www.aviationmedia.aero/magazines/airport-world">www.aviationmedia.aero/magazines/airport-world</a>
<b>Airport Focus International</b>	Journal	<a href="http://www.airportfocusinternational.com">www.airportfocusinternational.com</a>
<b>Security Today</b>	Magazine	<a href="https://security-today.com/articles/list/airport-security.aspx">https://security-today.com/articles/list/airport-security.aspx</a>
<b>Aviation Security International</b>	Journal	<a href="http://www.asi-mag.com/subscribe">www.asi-mag.com/subscribe</a>
<b>International Airport Review</b>	Magazine	<a href="http://www.internationalairportreview.com">www.internationalairportreview.com</a>
<b>Magazine AIRPORT Safety, Security Service</b>	Magazine	
<b>Security Journal</b>	Journal	<a href="http://www.palgrave-journals.com/sj/index.html">www.palgrave-journals.com/sj/index.html</a>
<b>Journal of airport Management</b>	Journal	<a href="http://www.henrystewartpublications.com/jam/online">www.henrystewartpublications.com/jam/online</a>
<b>Journal of Air Transport Management</b>	Journal	<a href="http://www.journals.elsevier.com/journal-of-air-transport-management">www.journals.elsevier.com/journal-of-air-transport-management</a>
<b>The Journal – Airport Security</b>	Journal	<a href="http://www.thejournal.ie/airport-security/news">www.thejournal.ie/airport-security/news</a>

## ANNEX2: LIST OF PROJECT RELEVANT EVENTS

Name	Date	Venue	Web link
<b>Smart Airports – Airport Security Day</b>	October 2015	Munich	<a href="http://www.smart-airports.com/europe/programme?tab=Day_4">http://www.smart-airports.com/europe/programme?tab=Day_4</a>
<b>Inter Airport</b>	October 2015	Munich	<a href="http://www.interairport.com">www.interairport.com</a>
<b>5<sup>th</sup> World Passenger Symposium</b>	October 2015	Hamburg	<a href="http://www.iata.org/events/passenger-symposium/Pages/index.aspx">www.iata.org/events/passenger-symposium/Pages/index.aspx</a>
<b>Airport Security Conference</b>	November 2015	Barcelona	<a href="http://www.airportsecurityconference.com">www.airportsecurityconference.com</a>
<b>ACI Airport Exchange Exhibition</b>	December 2015	Istanbul	<a href="http://www.airport-exchange.com">www.airport-exchange.com</a>
<b>Trans Security Expo</b>	December 2015	London	<a href="http://www.transec.com">www.transec.com</a>
<b>European Police Congress</b>	February 2016	Berlin	<a href="http://www.european-police.eu">www.european-police.eu</a>
<b>PPP Airport Investments Summit</b>	February 2016	Istanbul	<a href="http://www.pppairports.com">www.pppairports.com</a>
<b>Air Security Days</b>	February 2016	Potsdam	<a href="http://www.bdi.eu/Termine_Luftsicherheitstage.htm">www.bdi.eu/Termine_Luftsicherheitstage.htm</a>
<b>Aviation Security Congress</b>	February 2016	Potsdam	
<b>Passenger Terminal Expo</b>	March 2016	Cologne	<a href="http://www.passengerterminal-expo.com">www.passengerterminal-expo.com</a>
<b>Security &amp; Counter Terror Expo</b>	April 2016	London	<a href="http://www.counterterrorexp.com">www.counterterrorexp.com</a>
<b>Innovation Forum Civil Security BMBF</b>	April 2016	Berlin	<a href="http://www.sicherheit-forschung.de/termine/3_-bmbf-innovationsforum.html">www.sicherheit-forschung.de/termine/3_-bmbf-innovationsforum.html</a>
<b>SPIE Defense+ Commercial sensing</b>	April 2016	Baltimore	<a href="http://spie.org/x6776.xml">http://spie.org/x6776.xml</a>

<b>Global Airport Leaders Forum</b>	May 2016	Dubai	<a href="http://www.globalairportleadersforum.com">www.globalairportleadersforum.com</a>
<b>ACI EUROPE Regional Airports Conference and Exhibition</b>	May 2016	Vilnius	<a href="http://www.aci-europe-rac.com">www.aci-europe-rac.com</a>
<b>ILA Berlin Airshow</b>	June 2016	Berlin	<a href="http://www.ila-berlin.de">www.ila-berlin.de</a>
<b>The British-Irish Airport Expo</b>	June 2016	Birmingham	<a href="http://www.airports-expo.com">www.airports-expo.com</a>
<b>International Airport Expo</b>	October 2016	Las Vegas	<a href="http://www.internationalairportexpo.com">www.internationalairportexpo.com</a>