DATA USAGE CONTROL FOR EMPOWERING DIGITAL SOVEREIGNTY FOR ALL CITIZENS (HORIZON-MSCA-2021-SE-01)

6.1 – Dissemination, Exploitation and Communication Plan

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Lead Participant	UT3	Lead Author	Afonso Ferreira (CNRS-IRIT)
Contributing Beneficiaries	All WP partners	Related Deliverables	D 6.2

Abstract

Deliverable D6.1 is the Dissemination, Exploitation, and Communication Plan for the DUCA project. It outlines the steps and tasks that will be taken by each of the 10 partners to achieve the project's key performance indicators and effectively communicate the project's progress and results. The next deliverable linked to D6.1 will be the Dissemination, exploitation and communication report (due date M48).

Executive Summary

Driven by the growing concern on the usage of personal and sensitive data in the Internet, DUCA aims at providing a framework to empower European users and organizations to take control of their data, thus easing confidentiality and personal data protection (including both personal data of citizens and confidential data produced by data-enabled organizations). In order to achieve this, DUCA has the following concrete objectives:

1. To build a flexible and easy to use distributed framework for managing data sharing agreements, which will empower users to control the usage of their data.
2. To develop and integrate several security and privacy enhancing technologies and to tailor these to the specific needs of the DUCA platform and use cases.
3. To deploy and validate the overall distributed data usage control framework in several use cases.

According to this framework, the "Dissemination, Exploitation, and Communication plan" aims to outline the steps and tasks that will be taken by each of the 10 partners to achieve the project's key performance indicators and effectively communicate the project's progress and results.

Work Package WP6 - Communication, Dissemination and Exploitation

Lead Beneficiary: 4 – UT3	
Start Month: 1	End Month: 48
Task 6.1 Communication plan (M01-M48) [Leader: UT3, Participants: All]	
Task 6.2 Dissemination plan (M01-M48) [Leader: SETU, Participants: All]	
Task 6.3 Website, social media channels and communication materials (M01-M48) [Leader: UT3, Participants: All]	
Task 6.4 Exploitation and sustainability plan (M01-M48) [Leader: HDWU, Participants: All]	

The main objective is to create visibility for the DUCA project and generate engagement with stakeholders, maximizing the impact of the project results and laying the groundwork for future market opportunities. The WP's specific communication, dissemination and exploitation objectives are as follows:

- Introduce the project to DUCA's target audiences.
- Create a deeper understanding of the DUCA project and its objectives.
- Promote DUCA and raise awareness about it.
- Transfer DUCA knowledge and outcomes to stakeholder groups that can promote and adopt the solution.
- Create synergies with the European Competence Network of Cybersecurity Centres of Excellence.
- Ensure that each DUCA partner exploits the project results in their respective organizations.

Document information

Contributors

Name	Partner
Afonso Ferreira	CNRS-IRIT
Giorgia Macilotti	CNRS-IRIT
Mohamed-Ali Kandi	UT3-IRIT
Romain Laborde	UT3-IRIT
James Clarke	SETU

Reviewers

Name	Partner
James Clarke	SETU
Fabio Martinelli	CNR

History

Version	Date	Authors	Comment
V0.1	28/01/23	Afonso Ferreira	First draft (general communication strategy, key performance indicators, social media …)
V0.2	28/02/23	Afonso Ferreira	Change of format, additions throughout the document
V0.3	28/03/23	Afonso Ferreira	Integration social media strategy, time schedule, and task division
V0.4	27/04/23	Giorgia Macilotti	Enhanced Section 2, 3, 4, 5, 6,7
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V0.9	30/06/23	A. Ferreira, G. Macilotti, M.-A. Kandi	Final formatting
V1.0	30/06/23	James Clarke, Fabio Martinelli	Final reviews for submission

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List of Acronyms

CNR	Consiglio Nazionale delle Ricerche
CNRS	Conseil National de la Recherche Scientifique
CUBIT	Consortium Ubiquitous Technologies S.c.a.r.l.
DUCA	Data Usage Control for empowering digital sovereignty for All citizens
FORTISS GMBH	FORTISS GMBH
HDWU	Huawei Technologies Duesseldorf GMBH
INPT	Institut National Polytechnique de Toulouse
IRIT	Institut de Recherche en Informatique de Toulouse
MSCA SE	Marie Skłodowska-Curie Actions Staff Exchanges
SEO	Search engine optimization
SETU	South East Technological University
UBITECH	Gioumpitek Meleti Schediasmos Ylopoiisi Kai Polisi Ergon Pliroforikis Etaireia Periorismenis Efthynis
UMA	Universidad de Malaga
UNITN	Università di Trento
UT1	Université Toulouse 1 Capitole
UT2	Université Toulouse 2 Jean Jaures
UT3	Université Toulouse 3 Paul Sabatier
W3C	World Wide Web Consortium
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Introduction

The Horizon Europe Marie Skłodowska-Curie Actions Staff Exchanges (MSCA SE) DUCA Project aims to promote collaboration and exchange of ideas between academia and industry. This communication plan outlines the steps and tasks that will be taken by each of the 10 partners to achieve the project's key performance indicators and effectively communicate the project's progress and results.

Dissemination, Exploitation, Communication Objectives

- Increase awareness and understanding of the DUCA project among key stakeholders, Including academia, industry, media, and the general public.
- Engage and build a community of followers on social media platforms and the project's website.
- Share information and updates about the project's activities and events.
- Promote technical and academic publications related to the project.
- Report on the project's progress and results in a timely and effective manner.

Target Audience

- Academia (researchers, faculty, and students).
- Industry (companies, organizations, and individuals).
- Policy makers (European and national).
- Media (reporters, journalists, and bloggers).
- General public.

General requirements

Dissemination, Exploitation, and Communication activities related to the project will respect the visual identity of the project, display the DUCA logo and acknowledge the EU support (see Section 1 – DUCA visual identity).

Any dissemination and communications must indicate the following disclaimers (translated into local languages where appropriate):

> *"This project is funded by the European Union under HORIZON-TMA-MSCA-SE Project reference number: 101086308."*

> *"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them."*

Every partner will communicate through the project's website and social media accounts about all the activities linked to the project (news, events, publications, updates, etc.).

The consortium members will record every activity in the project's Nextcloud shared folder as evidence.

Task Division

Leader: UT3, Participants: All	
Start Month: 1	End Month: 48

- Section 1: DUCA visual identity
- Section 2: Website Development and Maintenance
- Section 3: Social Media Management
- Section 4: News and Press Releases
- Section 5: Technical and Academic Publications
- Section 6: Conference and Event Organisation
- Section 7: Event Participation and Support

Section 1 - DUCA visual identity

The consortium developed a visual identity for the project in order to make the DUCA project recognisable and identifiable, as well as to make traceable the evolution of the project.

DUCA logo

The DUCA logo has been created by the UT3 team. It presents the project name, it's slogan and an iconic representation that refers to the idea of data sovereignty (Figure 1).

Figure 1: DUCA logo

This logo must be used on every dissemination or communication activity that any member of the consortium unfolds during the length of the project. It can be used on both-top sides and in the left bottom side, leaving top-right and the bottom space available to include the European logo.

EU logo

Communication activities related to the project (including media relations, conferences, seminars, information material, social media content, etc.) must acknowledge EU support and display the European flag (emblem, Figure 2), with one of the following sentences:

> *"The DUCA project is funded by the European Union under the Horizon Europe Programme Grant Agreement No. 101086308."*

**Funded by
the European Union**

Figure 2: European logo

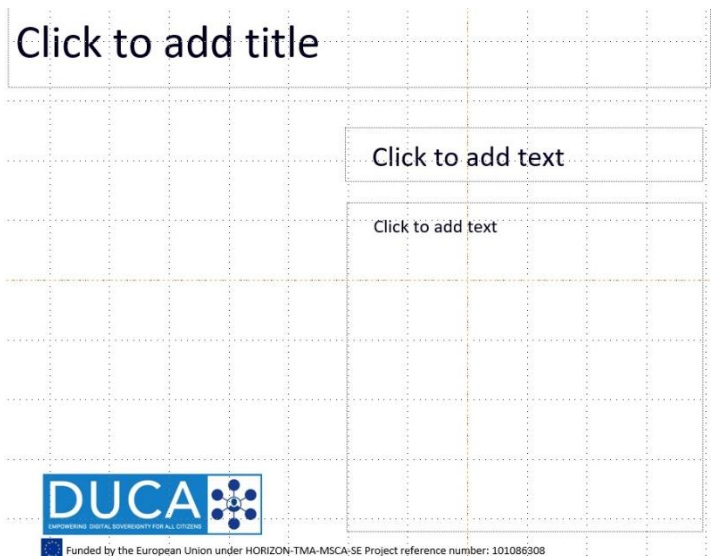## Typography

The selected font for written text and printed products is Calibri:

- Calibri light
- **Calibri Bold**
- Calibri regular

The standard colors of the project are:

- Blue
- Light Blue

A standard template for the project outputs (PPT template, deliverable template, publication template) has been created by the UT3 team. The PPT template is as follows.

Figure 3: Powerpoint template

Section 2 - Website Development and Maintenance

The project's website will serve as the central hub for all information related to the project. It will be updated regularly with news, events, and updates on the project's progress. The website will also provide opportunities for users to engage with the project and connect with other stakeholders.

The website is still under development and the prototype and final version will be available at https://www.irit.fr/duca/.

Key Performance Indicators:

- 10,000 individual users contacts on the website

Implementation

UT3 will launch a user-friendly website for DUCA by Month 9 of the project. The website will be hosted on the UT3-IRIT servers. Each partner will designate a "DUCA communication representative" who will update the website with the latest project activities. UT3 will ensure the website development and maintenance, as well as the coordination of the website content.

The website will be built using Open-Source technologies and an industry-standard web publisher. It will integrate the project's social media channels into the web design, optimize the website for Search engine optimization (SEO) according to industry guidelines and comply with W3C accessibility guidelines for users with special needs.

The DUCA's website will be continuously updated with the latest project activities, interim results and relevant information related to European cybersecurity and privacy. The consortium will use various tools, such as Google Analytics, to monitor web traffic and analyse user behaviour.

Detailed plan

Every partner will regularly update the website with the latest project activities. Specific content will be posted by the partners according to their deliverables and the milestones of the project.

Month 1-9: Develop and launch the project's website.

Month 9-48: Regularly update the website with news, events, and updates on the project's progress.

> Month 13-24: Explore the possibility to develop and implement a blog session to provide regular updates to stakeholders and followers.

> Month 25-36: Continuously monitor website traffic and user engagement and make any necessary updates.

> Month 37-48: Analyse website data to evaluate the success of the website in achieving the project's KPI objectives and make any necessary updates.

Section 3 - Social Media Management

The project will actively engage with its followers on LinkedIn, Twitter, and YouTube by posting regular updates, responding to questions and comments, and sharing content related to the project. The main objectives are to share relevant information and news about the project, to build an audience, and to support DUCA's events (conferences, workshops, meetings, etc.) and publications.

- Twitter account: https://twitter.com/DucaProject
- LinkedIn account: https://www.linkedin.com/in/duca-project-4b08ba272/

Key Performance Indicators:

- More than 100 followers on LinkedIn
- More than 100 followers on Twitter
- More than 1,000 posts (LinkedIn and Twitter) from the project's accounts
- 100 posts/partner for the duration of the project, from M5 to M47
- 10 videos on YouTube with more than 500 viewers
- 1 video/partner, from M13 to M42

Implementation

UT3 will set up two social media accounts for the project, respectively on Twitter and LinkedIn, post regular updates using the hashtag #DUCAProject, and interact with followers. The Consortium will also create and share videos on YouTube to promote the project's activities and events.

All the project partners will post regular updates (news, events, publications, etc.) on their LinkedIn and Twitter accounts and respond to questions and comments from followers. In every post, they will quote the DUCA's accounts and use the hashtag #DUCAProject.

Every content will be posted simultaneously on Twitter and LinkedIn, and it will be also shared through the DUCA's website.

The Consortium will build a community of followers starting from suggestions from each partner.

Detailed plan

Every partner will post regular updates about the project. Specific content will be posted by the partners according to their deliverables and the milestones of the project.

Month 1-12: UT3 will set up the project's LinkedIn and Twitter accounts and start to build a community of followers. Every partner will communicate to UT3 a list of relevant social media accounts to follow (M6-M9).

Month 13-48: Regularly post updates on LinkedIn and Twitter and respond to questions and comments from followers.

Month 25-36: Create and share videos on YouTube to promote the project's activities and events.

Month 37-48: Continuously monitor social media metrics and evaluate the success of the project's social media strategy in achieving the project's KPI objectives and make any necessary updates.

Section 4 - News and Press Releases

The project will issue press releases and conduct interviews with media outlets to share news and updates about the project's activities and events. Press releases will be realised especially in correspondence with relevant project milestones.

Key Performance Indicators

- 10 interviews with media outlets
  - 1 / partner for the project between M13 and M46
- 8 press releases
  - between M13 and M46

Implementation

Press releases will be issued, and interviews conducted on a regular basis to share news and updates about the project's activities and events, with special attention to the timeline of the deliverables and the milestones of the project.

A unique template for the press release will be realised and shared through the project's folder. The objective of this template is to allow the partners to share a common format and a well recognisable visual identity (DUCA's logo and the European emblem) to communicate about the project.

Each interview and press release will be shared through the project's website and social media accounts, as well as through the partners' social and web platforms. All the partners will use the visual identity and the hashtag of the project.

To ensure the success of the communication plan, each partner will share with the consortium a list of relevant stakeholders and media correspondents.

Detailed plan

Every partner will release at least one press release and conduct an interview. Press releases will be issued in correspondence with relevant project milestones.

Month 7-12: Conduct research to identify relevant media outlets and journalists who would be interested in covering the project. Establish relationships with them by reaching out and introducing the project and its objectives. Each partner will communicate to UT3 a list of (at least) 3 relevant stakeholders and media correspondents. Develop a plan for issuing press releases and conducting interviews with media outlets.

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Month 13-14: Issue the first press release and conduct the first media interviews. Use this opportunity to gain exposure for the project and build relationships with media outlets.

Month 15-48: Regularly issue press releases and conduct interviews with media outlets to share news and updates about the project's activities and events.

> Month 25-45: Evaluate the impact of the press releases and interviews on achieving the project's KPI objectives and make any necessary updates to the press release and interview plan.

Section 5 - Technical and Academic Publications

The project will promote its technical and academic publications through its website and social media channels. The dissemination, exploitation, and communication plan will be conducted in accordance with the project plan and its key performance indicators.

Implementation

The project will post content (tweets, posts, articles, press releases, etc.) on DUCA's website and social media channels for each technical and academic publication.

All the project partners will promote their technical and academic publications through their websites and social media accounts using the project's visual identity and the hashtag #DUCAProject.

The consortium members will record each publication in the project shared folder as evidence.

Detailed plan

Month 1-12: Develop a plan for promoting technical and academic publications in accordance with the dissemination plan. Build a community of relevant followers by identifying technical and academic communities and organizations that would be interested in the project publications. Each partner will communicate to UT3 a list of (at least) 3 scientific actors and supports. This could include academic journals, conferences, and workshops.

Month 13-48: Continuously promote technical and academic publications related to the project, updating relevant communities and organizations on the project's progress and achievements.

a) Month 25-36: Evaluate the impact of the communication strategy on achieving the project's KPI objectives and make any necessary updates to the promotion plan.
b) Month 37-48: Continuously promote technical and academic publications related to the project, providing updates on the project's progress and achievements, and highlighting the project's impact.

Section 6 - Conference and Event Organisation

The project will promote its academic and industrial events through its website and social media channels. The communication strategy will be conducted in accordance with the dissemination plan and its key performance indicators.

Implementation

The project will document its academic and industrial events through the DUCA's website and social media channels.

Each content will be defined according to the project guidelines and the dissemination plan, as well as respecting the visual identity and the tags of the project.

All the project partners will promote DUCA's events through their websites and social media accounts using the project's visual identity and the hashtag #DUCAProject.

The consortium members will keep a copy of the main material related to the events in the project shared folder.

Detailed plan

Month 1-12: Develop a plan for promoting academic conferences, workshops, and other events organised by the project. The project will promote the first set of academic conferences, workshops, and other events. The consortium will use these opportunities to gain exposure for the project, build its social media community, and increase its audience.

   a) Month 6-9: Identify academic communities and organizations that would be interested in hosting or participating in events related to the project. Each partner will communicate to UT3 a list of (at least) 3 scientific actors and organisations. This could include universities, research institutes, and academic societies.
   b) Month 9-12: Establish relationships with relevant academic communities and organizations by reaching out and introducing the project and its objectives. Offer to provide information and resources that would be useful in organizing and supporting events.

Month 13-48: Continuously promote DUCA's scientific events and update relevant communities and organizations on the project's progress through the project's website and social media channels.

   a) Month 25-36: Evaluate the impact of the communication strategy on achieving the project's KPI objectives and make any necessary updates to the event plan.
   b) Month 37-48: Continuously promote DUCA's events, providing updates on the project's progress and achievements and highlighting the project's impact.

Section 7 - Event Participation and Support

The consortium will promote any academic and industry event supported by the project or organised by its members. The communication strategy will be conducted in accordance with the dissemination plan and its key performance indicators.

Implementation

The project will document all the academic and industrial events in which the consortium members will be involved.

Each content will be defined according to the project guidelines and the dissemination plan, as well as respecting the visual identity and the tags of the project.

All the project partners will promote these events through their websites and social media accounts using the project's visual identity and the hashtag #DUCAProject.

The consortium members will keep a copy of the main material related to the events in the project shared folder.

Detailed plan

Month 1-12: Identify relevant academic conferences, workshops, and other events related to the project.

Month 13-48: Present research results, contribute to discussions, and provide support at selected academic conferences, workshops, and other events related to the project.

a) Month 25-36: Continuously participate in and contribute to academic conferences, workshops, and other events related to the project.
b) Month 37-48: Evaluate the impact of the project's event participation and support on achieving the project's KPI objectives and make any necessary updates.

Conclusion

This implementation plan outlines the steps that will be taken by the partners to achieve the project's key performance indicators and effectively disseminate, exploit and communicate the project's progress and results. By working together and following this plan, the Horizon Europe Staff Exchanges Project DUCA will be able to successfully promote collaboration and exchange of ideas between academia and industry.