



beAWARE

Enhancing decision support and management services in extreme weather
climate events

700475

D8.5

Online and offline communication and dissemination material – v2

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Abstract

This document describes the activities taken for the development of all online and offline communication and dissemination material during the second and third semester of the beAWARE project.

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Executive Summary

This deliverable presents all the online and offline dissemination material that has been produced or developed during the second and third semester of the beAWARE project's implementation.

The deliverable is divided in two parts between the online and offline communication and dissemination material. The online dissemination material shows the use and development of the project's website, the wiki page and the social media accounts (Facebook, Twitter, LinkedIn), along with a presentation of the H2020 social media guidelines. The offline dissemination materials are oriented towards the newsletter, the PowerPoint project presentation, the poster that has been created for the conferences and finally a first overview of the project's video.

In the last section, after the presentation of all the materials, certain conclusions are reached outlining the ways in which the material will be updated in following versions of this deliverable in order to disseminate and communicate the project results with different audiences and publics.

Abbreviations and Acronyms

AAWA	Alto Adriatico Water Authority
AVG	Average
CERTH	Center for Research and Technology Hellas
CISE	Centro Integral de Seguridad y Emergencias (Emergencies and Security Comprehensive Center (in Valencia city))
DEMA	Danish Emergency Management Agency
DOA	Description of Actions
DSS	Decision Support System
FBBR	Frederikssund-Halsnaes Fire & Rescue Service
FMI	Finnish Meteorological Institute
HRT	Hellenic Rescue Team
IBM	IBM Israel – Science and Technology Ltd
IOSB	Fraunhofer Institute of Optronics, System, Technologies and Image Exploitation
ISCRAM	Information Systems for Crisis Response and Management
JRCC	Joint Rescue Coordination Center
MSIL	Motorola Solutions Israel Ltd
PLV	Valencia Local Police
PSAP	Public Safety Answering Point

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1 Introduction

As it stated in the beAWARE's Description of Actions (DoA) "the dissemination plan will focus on the promotion of project results, in order to attract the target audience, raise their awareness, and engage them to project activities". As such, dissemination, communication and awareness-raising are critical to ensure the success of the project and a real impact towards its targets groups.

The beAWARE's dissemination plan provides a strategic guidance for the communication and dissemination of the various parts of the project, its activities, its process, its results and outcomes, mainly in WP8 which is entirely dedicated to this purpose.

This deliverable is oriented towards the means to achieve these goals. A critical factor that will define the success of an overall dissemination plan and activities can be found on the materials that are being used, both in terms of online form or hard copies as offline forms.

This document presents the second version of an evolving Online and Offline communication and dissemination material report, as described in beAWARE's DoA, and should be seen as continuation of the previous deliverable D8.4 which was submitted at M6 of the project's implementation.

The key objective of this deliverable is to provide an overview of all the online and offline dissemination material that has been produced or developed during the second and the third semester of the beAWARE project.

2 Online Dissemination Material

The online dissemination and communication material of the project consists mainly of the project's website, the dedicated wiki page and the social media accounts that have been created for this purpose.

By the end of this section a small presentation of the H2020 social media use guidelines by the European Commission is provided, along with a comparison of the guideline's checklist and the actions taken in by the project.

The following section illustrates the numbers behind the visits of the online dissemination material by the online audience along with detailed explanations.

2.1 Website

As stated in the DoA, “the project website will be used as (a) the dissemination tool among the beAWARE consortium and the audience interested in the project and as (b) a management tool among the project partners”. The website development and enrichment with information concerning the project and its progress can be found throughout all the phases of the dissemination plan timeline.

For this purpose, a website of the project was created on M3 of the project (as presented in the previous deliverable D8.4) with the URL: <http://beaware-project.eu/>.

In order to verify whether the website has achieved its goals to provide a dissemination path for the project outputs and documentation with the general public, the web page analytics were gathered, summed and analyzed. The results are shown in the following table:

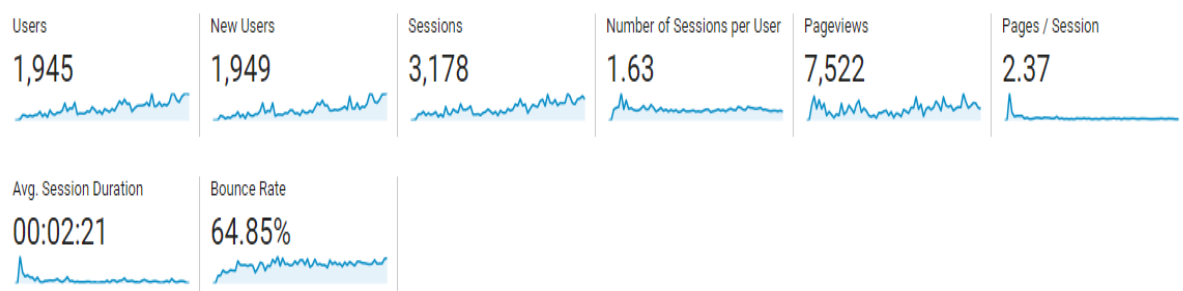


Figure 1. Information about visits, such as total sessions, total users, and total pageviews

The following figure shows the total visits of the web page per week. With an average (avg) of 109 views, the web page visits are following a small but steady increase of unique visitors through the project's implementation the last year.

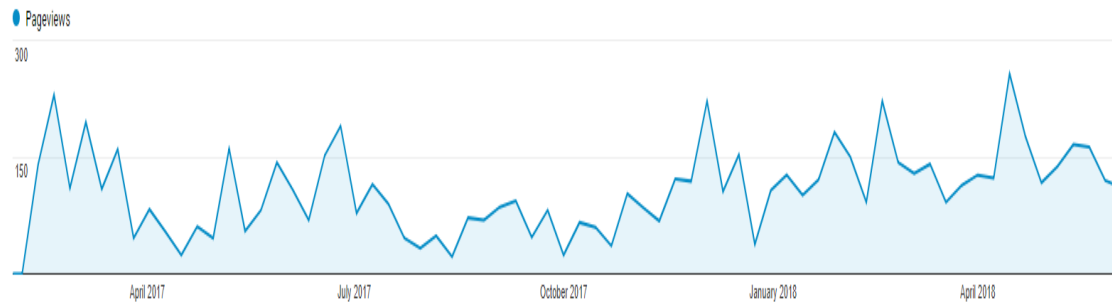


Figure 2. Pageviews per week (avg. 109)

Next, the session of activity that a user with a unique IP address spends on a web site during a specified period of time is demonstrated. Generally, the number of user sessions on a site is used to measure the amount of traffic a web site gets. From the figure below, it can be seen that the number of beAWARE's website sessions per week is increased continuously, with an average of 46 sessions per week

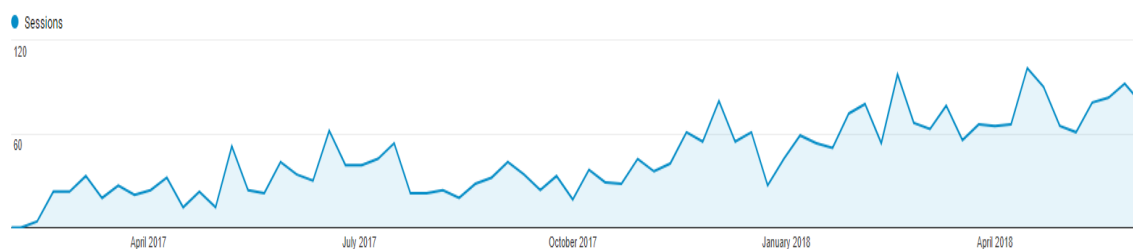


Figure 3. Sessions per week (avg 46)

Upcoming is the table that shows the country of origin of the beAWARE's website users. Very promising is the fact that many users are coming from countries outside the EU, with USA offering the most users (335), followed by India at the 4th place (179) and Brazil at 8th place (61). From the EU countries, most users are originated from Greece (271), Italy (192), Spain (129), followed by France (79), the United Kingdom (60) and Israel (54).




















Country	Users	% Users
1.  United States	335	 16.89%
2.  Greece	271	 13.66%
3.  Italy	192	 9.68%
4.  India	179	 9.02%
5.  Spain	129	 6.50%
6.  Germany	108	 5.44%
7.  France	79	 3.98%
8.  Brazil	61	 3.07%
9.  United Kingdom	60	 3.02%
10.  Israel	54	 2.72%

Figure 4. Most frequent countries visiting the website

Another important aspect of the webpage users is the demographic of visitors. Understanding the website audience composition in terms of age, will help the project to comprehend the kinds of content that needs to be developed, the kinds of social media and internet strategy to follow, and the kinds of target audiences for marketing and dissemination campaigns.

As it can be seen from the graph below, 40% of the users belong to the age group of 35-44, followed by the age group of 35-44 with 28% and 18% among the group of 18-24. It is interesting to note that the 25-34 and 35-44-year-olds age groups together make up the vast majority of users, a positive fact considering the target group of the website since the beginning of the project.

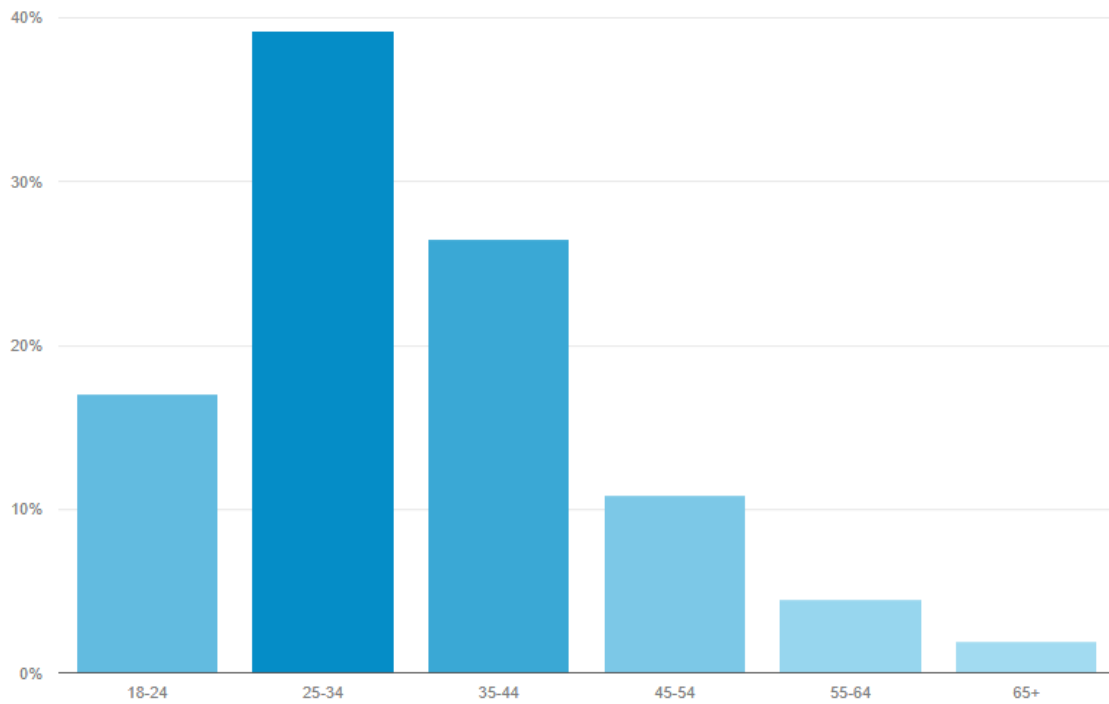


Figure 5.Demographic distribution of visitors: Age

2.2 Wiki

As stated in the DoA and in the D8.14, in order to create a “private section for safe access by project partners which will include a repository for document uploading and downloading and wikis where partners will be able to discuss about project related topics” a wiki has been created for that purpose. Access to the wiki is allowed only to the partners of the consortium.

The wiki page provides very useful tools that have improved the inter-consortium communication capacities of all partners. Through the wiki page, the partners have the possibility to:

- Share documents, working and final versions of deliverables, videos etc.
- Receive information regarding an technical updates and the pilots
- Declare their availability for meetings and telcos
- Provide contact details
- Inform about their activities and any new contacts of the Network of Interest
- Update tables regarding the dissemination and exploitation of the project

Due to privacy regulations, this deliverable cannot present any screenshot/photo of the wiki page content.

2.3 Social Media

The importance of using social networking sites for marketing and dissemination purposes has been increasingly recognised in the last years worldwide. Social networking sites such as Facebook, Twitter, and LinkedIn have become powerful marketing and communication tools and by using these channels an easier interaction with a wider audience is achieved.

For the purposes of the beAWARE project and with the scope, as stated in the DoA, “to involve the target audience groups and especially the citizens, in order to motivate them to use the beAWARE and receive their feedback”, three social media accounts were created on the above stated social networks: Facebook, Twitter and LinkedIn.

Throughout the second and third semester of the project, these accounts have been constantly used and updated with posts, news and photos from our activities

In the broader sense, the posts had the following subjects:

- News on natural disasters related with floods, fires, and heatwaves
- News regarding the project or events
- Promotion of the newsletter and any dissemination activity of the project
- Goal: regular posts in order to stay engaged with our audience

All partners of the consortium were invited to like, comment and share the posts in order to increase the number of people that will be informed about the beAWARE project.

The reception of our accounts has been positive as it can be seen from the graphic below where the number of followers, likes, and posts are illustrated. A more detailed presentation of the reaction from the social media users is presented next for each one of the beAWARE’s social media account separately. In the last part of this section, the results will be compared with the social media accounts guidelines of H2020 project as they were defined by the European Commission¹.

¹EUROPEAN COMMISSION-Directorate-General for Research & Innovation,*H2020 Programme: Guidance Social media guide for EU funded R&I projects*, Version 1.0, 6 April 2018

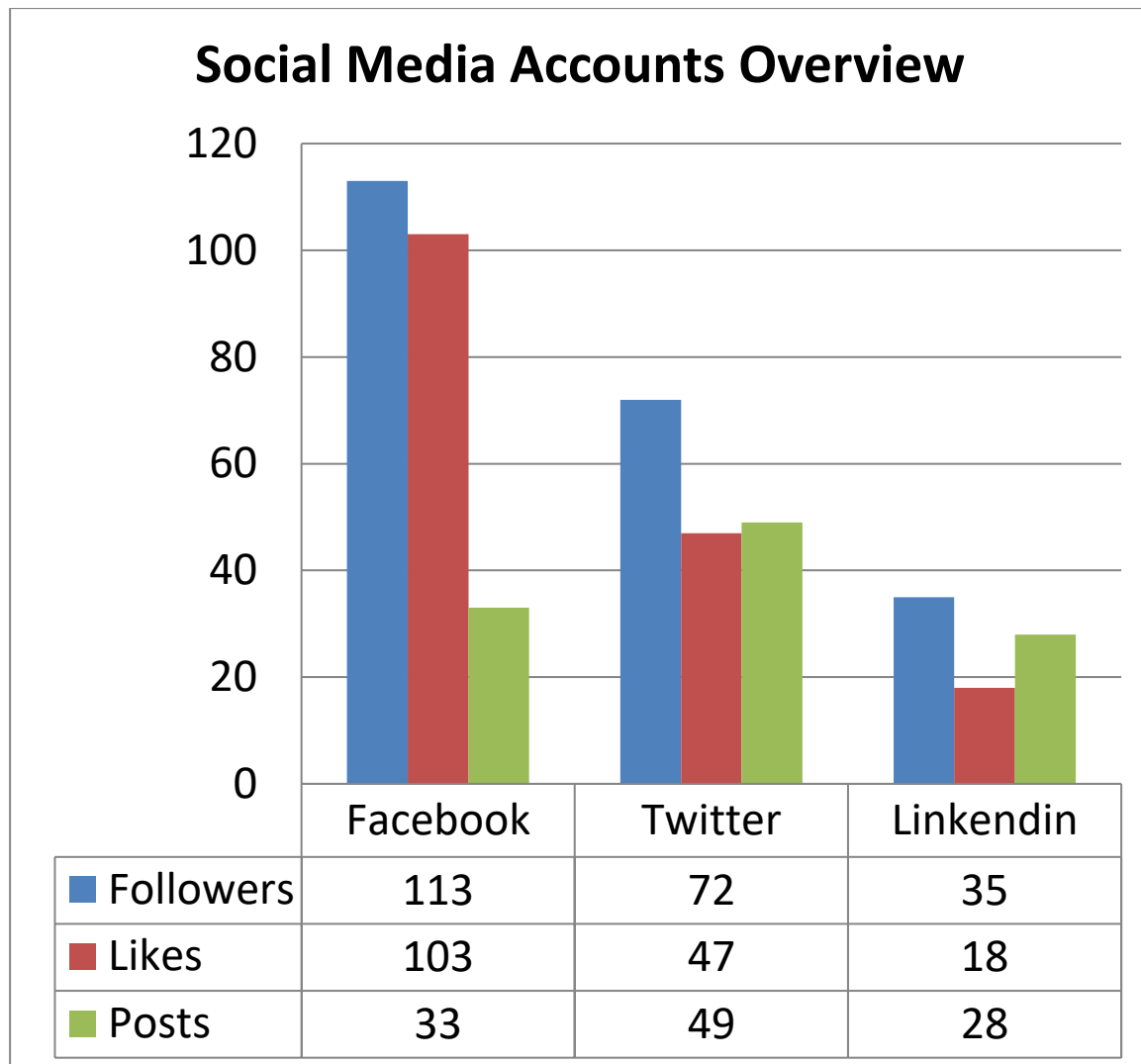


Figure 6. Followers, likes and posts per social media platform

2.3.1 Facebook

The dedicated Facebook group page (<https://www.facebook.com/BeAWARE.H2020>), which has been created during the first semester of the project, has been widely used from M6 to M18 in order to promote all updates regarding the project, activities that have taken place, participation in conferences and workshops, photos from our plenary meetings as well as news.

All these contents have been also published on <http://beaware-project.eu/> with the scope to additionally promote the project's website through the Facebook group page.

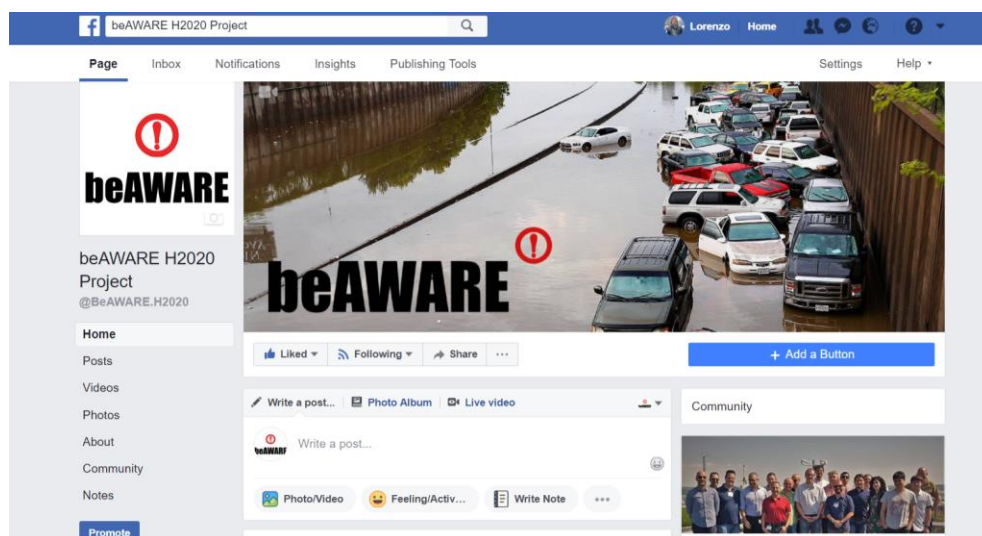


Figure 7.Main page

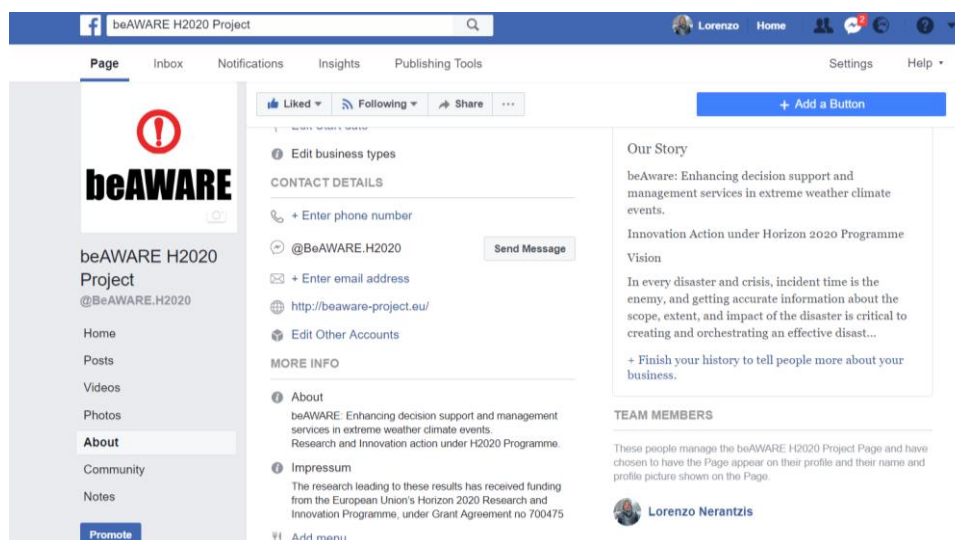


Figure 8.Main Information

With the purpose to be used as a general Business to Customer platform and to promote the system that will be developed, in summary all posts had one of the following subjects:

- Updates related with the project's activities and plenary meetings
- News related directly or indirectly to the potential use of the system (e.g. natural hazards, extreme weather conditions, etc.)
- Invitation of followers to the Network of Interest list
- Promotion of the dissemination material of the project, such as newsletters, brochures, etc, as well as the beAWARE's website
- Events that the projects will organize and plan to participate (such as conferences, workshops, etc.)
- Any news regarding the pilots of the platform and, in the upcoming future, of their set-up.

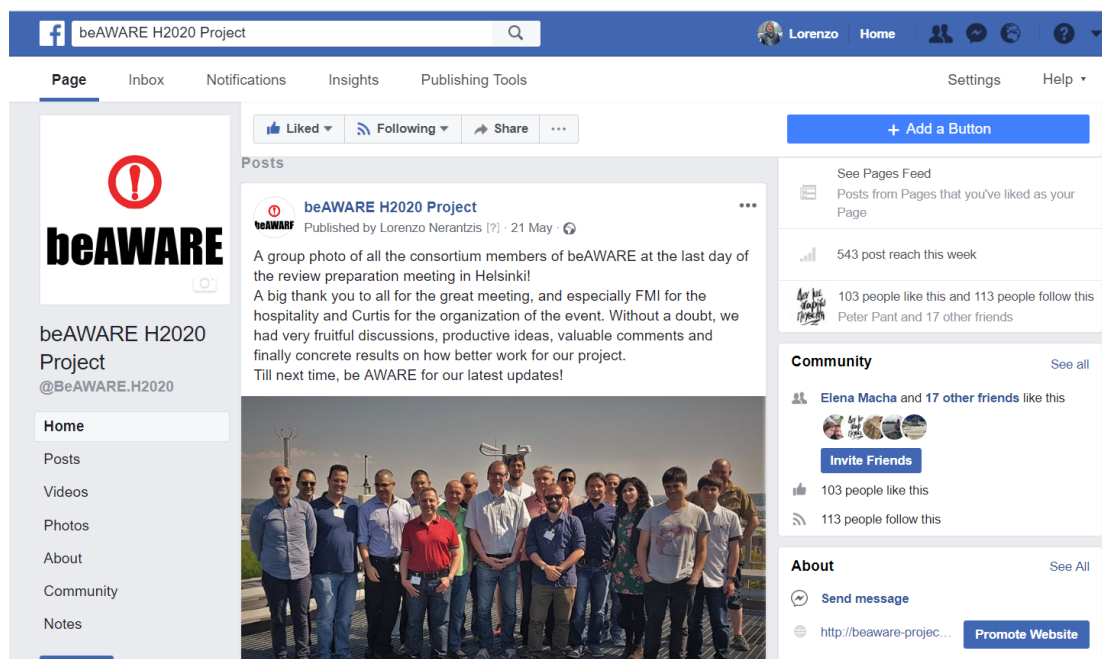


Figure 9. Facebook Post

The reception of the project's posts has been steadily increasing, reaching a wider audience with the course of the time. Already from the creation of the group, the Facebook page reached almost immediately 33 followers, and since the beginning of 2018 the users following the page has been tripled to reach more than 110.

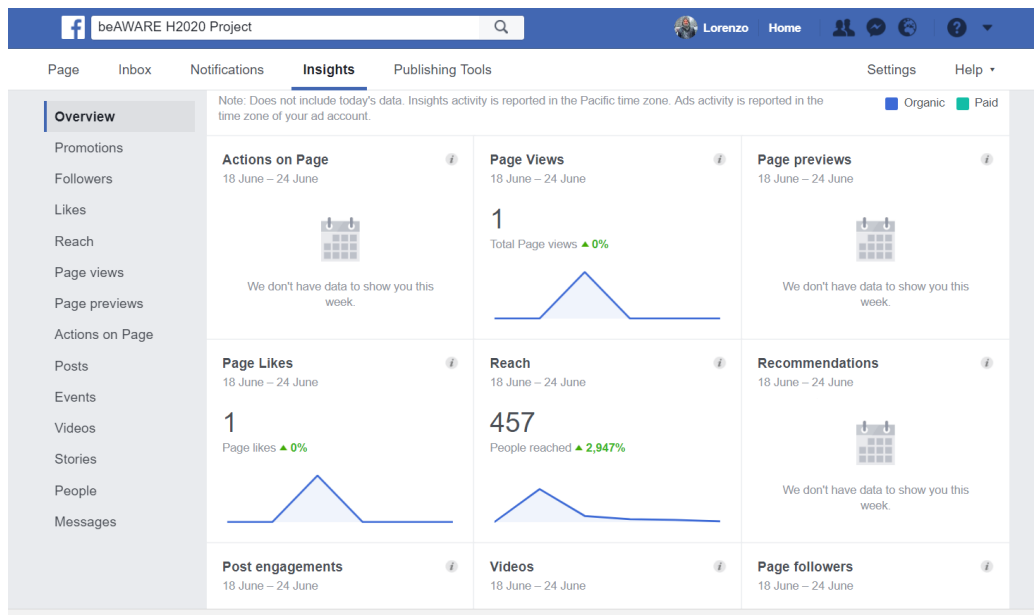


Figure 10. Sample of Posts statistics

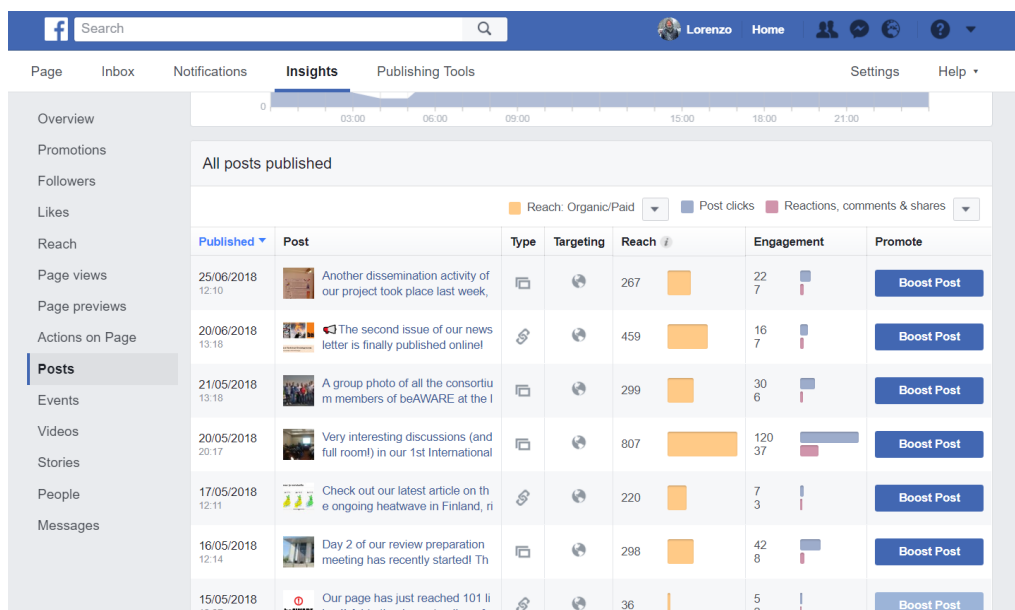


Figure 11. Sample of recent posts statistics

Moreover, the average number of Facebook users that each post has reached (the number of unique **people** who saw the content, including engagement, likes, comments, clicks etc.) has been consistently augmenting, as it can be seen from the following chart. Throughout the examining period of M6 to M18, the average reach of all posts has been 258 unique Facebook users. It is worth mentioning that from the beginning of 2018 this average number has doubled to reach 445 persons that had viewed the group content.

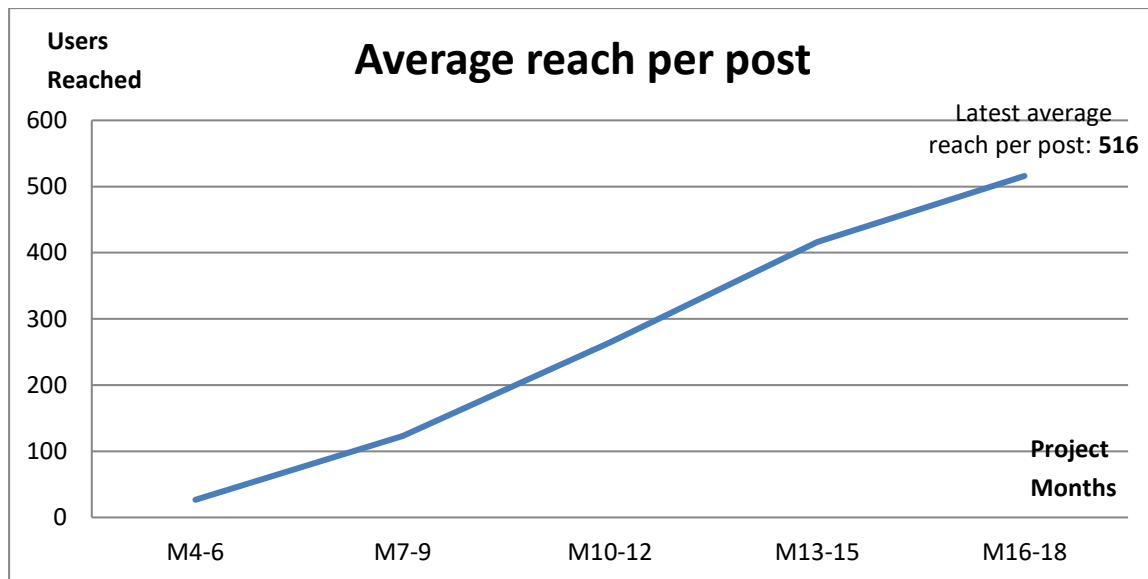


Figure 12. Graph Facebook average reach

Additionally, as it can be seen from the following graph, the engagement of users to the project's posts has been seemingly grown, from an average of 27 in the initial month after the creation of the group to 516 at the end of M18. Again, it is noteworthy to mention that the number of people engaged to our posts has been almost doubled since the beginning of 2018, as it can be seen from the graph below.

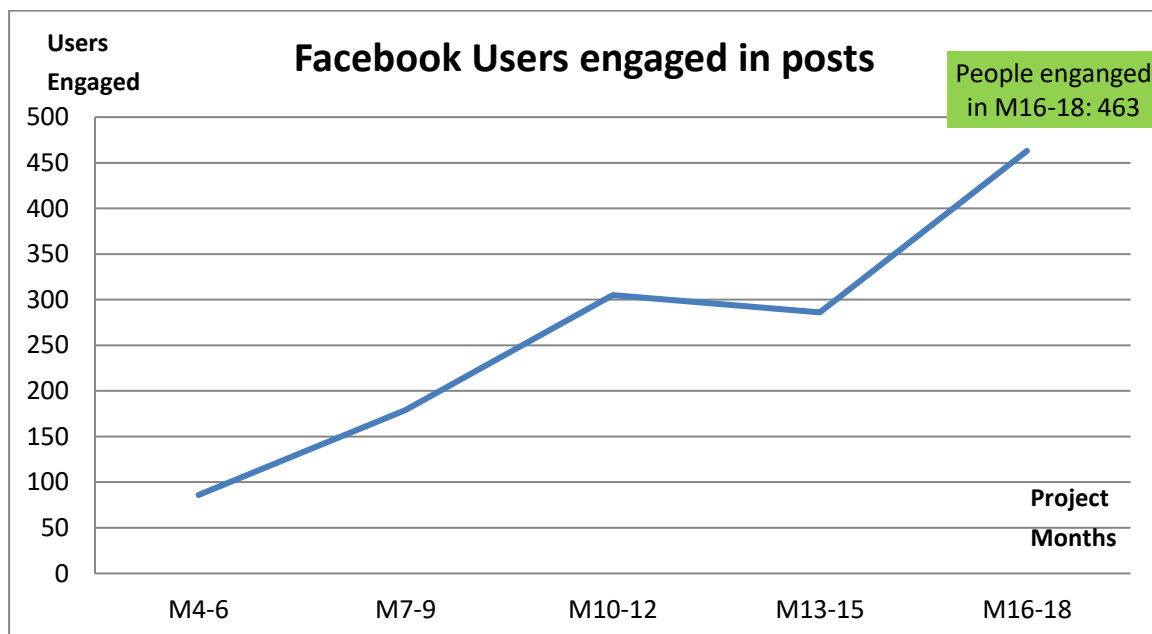


Figure 13: Graph Facebook engagements

In total, the following quantities represent the number of Facebook users that has interacted in any form with the project's Facebook group throughout the period M6 to M18:

- People reached: 6720
- People engaged: 1004
- Average reach: 258
- Average reach the first half of 2018: 445
- Average engagement: 40

Needless to say that all partners were invited to follow the group and also to promote the posts through their accounts in order to increase the impact and maximize the stakeholders and general public reached through their own network.

2.3.2 Twitter

Furthermore to the Facebook account, as already stated in D8.4, a dedicated Twitter account was created with the view to better communicate the dissemination activities and promote the projects results. Similar to the Facebook account, all posts were related with news regarding the project or scientific studies that show the need of the adoption of a system similar to the beAWARE platform, participation in conferences and workshops, photos etc.

The twitter account created has the username **@beAWARE_H2020**.

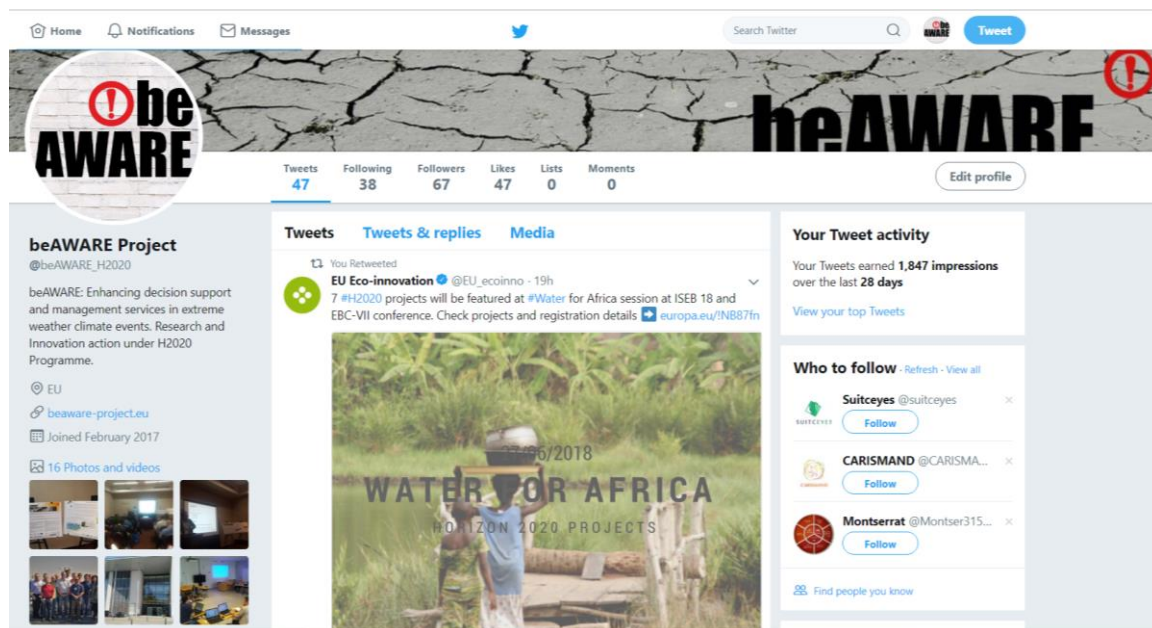


Figure 14. beAWARE's Twitter front page

Due to the very nature of Twitter which is more short announcements oriented, the total number of post that were published were more than those of Facebook as they included a number of retweets from other accounts related with the project's scope. The objective was to keep the Twitter account as active as possible in order to engage our followers and through the hashtags, reach a wider audience.



Figure 15. Twitter Likes



Figure 16. An example of a Twitter Post

Special attention was given to which accounts the project would follow with preference to:

- Similar projects funded by the Horizon 2020 (eg [@INPREP_EU](#) , [@IREACT_EU](#))
- Newsrooms related with EU projects and climate change (eg [@guardianeco](#) , [@EUEnvironment](#))
- EU and UN institutions (eg. [@EUClimateAction](#) , [@UNEnvironment](#) ,
- Civil protection organizations (eg. [@GSCP_GR](#), [@SecCivileFrance](#))
- Consulting firms (eg [@Expert_360](#), [@Crisisplan](#))
- Academic forums and research institutes (eg [@C2SM_ETH](#), [@ERC_Research](#))

- Individuals with high credibility and status on the climate action (eg. [@ErikSolheim](#), [@muellerjuergen1](#))



Figure 17. Sample of following Twitter accounts

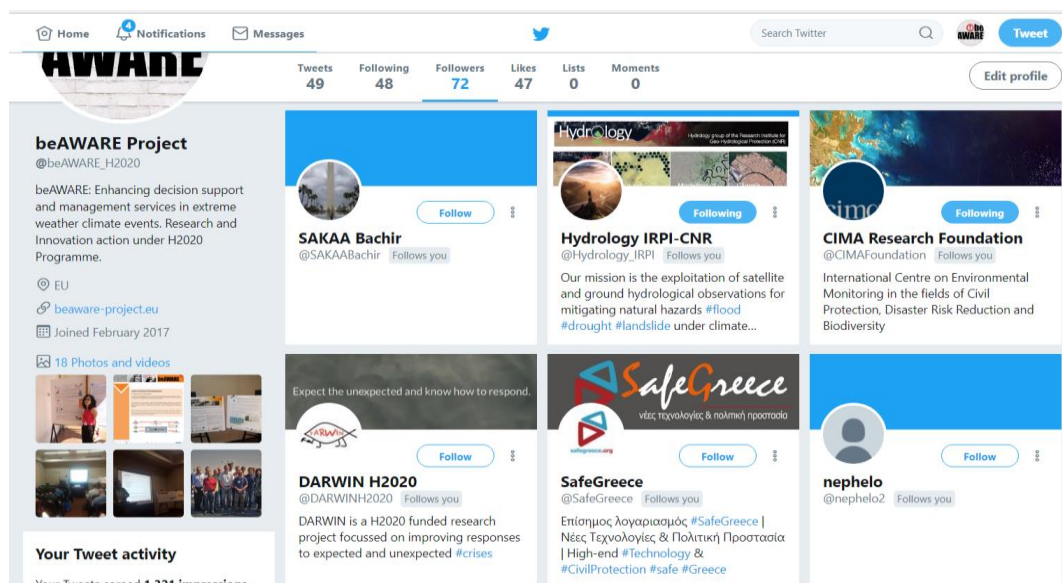


Figure 18. Sample of Twitter followers of beAWARE account

The reception of the project's account from other Twitter accounts and users has been in a constant growth since its creation. The number of followers has been increasing steadily through the usage of appropriate handle and hashtags in the posts. Moreover, by retweeting and adding beAWARE's voice to the debate of the climate change, a wider audience was

reached to the point that as of the end of M18, seventy-two (72) followers are connecting and watching the project' online posts on Twitter.

It is worth mentioning again that since the beginning of 2018 the users following beAWARE's Twitter account has tripled since the end of last year. Adding to this, the average number of impressions earned (the number of user who saw the post in their News Feed, including retweets, likes, comments, mentions clicks etc.) has been consistently increasing as it can be seen from the following chart.

Throughout the examining period of M6 to M18, the average reach of all posts has been 1.500 unique Twitter users. However, from the beginning of 2018 the average reach has been more than 2.100 users, an augmentation of 35%.

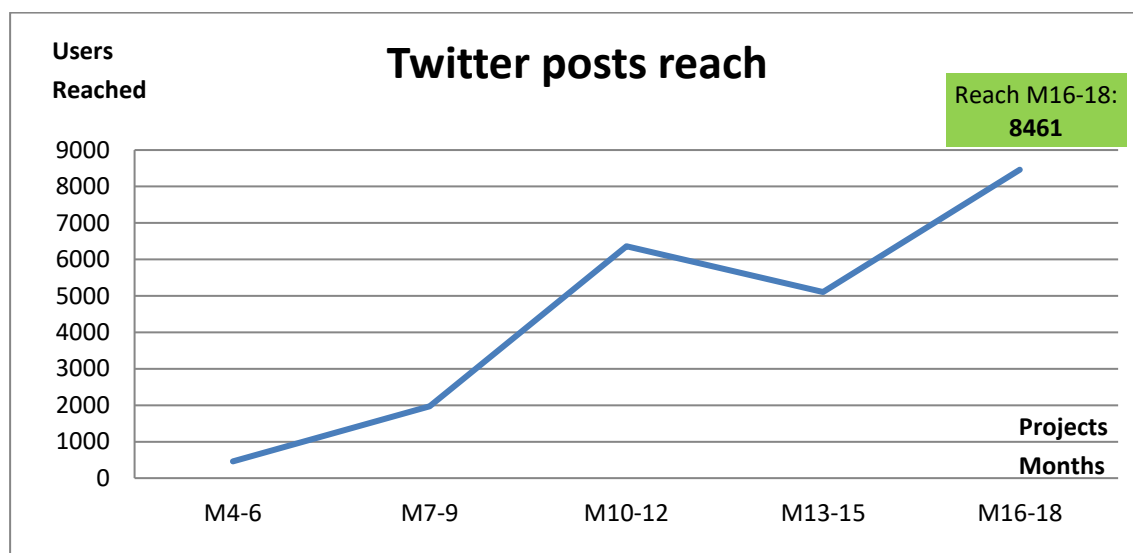


Figure 19. Graph Twitter Posts reach

Last but not least, as it can be seen from the following graph, the number of twitter users that has visited the project' page has become bigger with the course of time, from a total of 66 in the first three month to 112 unique profile visits at M18.

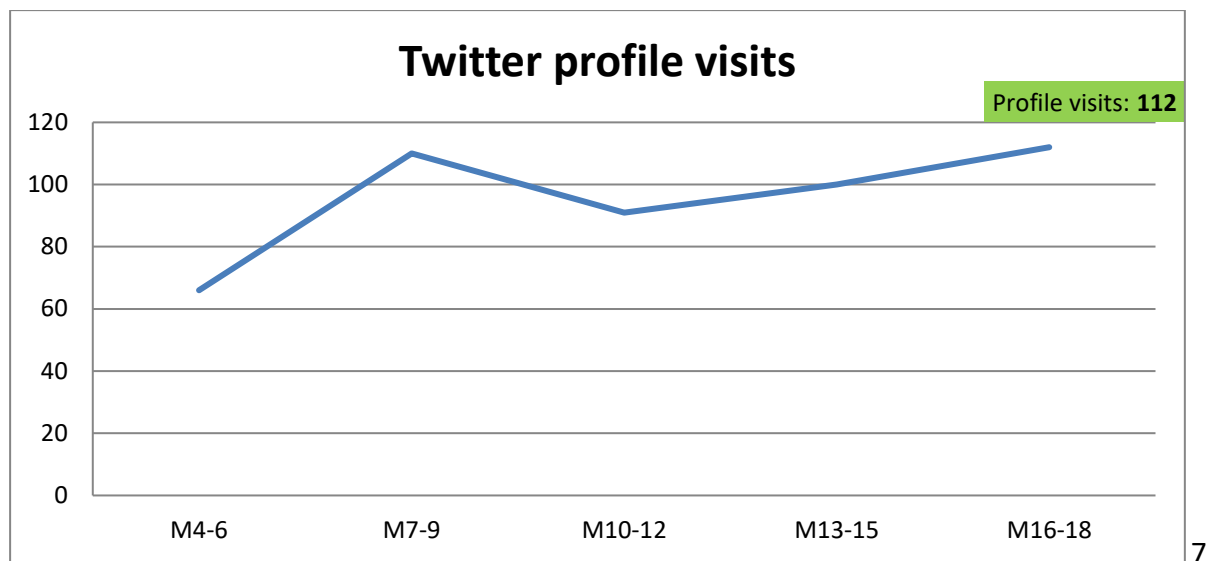


Figure 20. Graph Twitter profile visits

To sum up, the following figures represent the number of Twitter users that has interacted in any form with the project's Twitter group throughout the period of M6 to M18:

- Impressions earned: 15424
- Retweets: 98
- Average Impressions : 1500
- Average reach in 2018: 2100

2.3.3 LinkedIn

The LinkedIn group page, which has been created for the purposes of beAWARE, has been constantly active throughout the examined period. Similar to Facebook and Twitter, all posts were related to either the project or to news relative to beAWARE scope, participation in events and conferences etc.

In order to exploit the nature of LinkedIn as a professional social network, as it is more concentrated than the previous two social networks, the focus of our posts and online announcements was to involve as many experts from different backgrounds as possible.

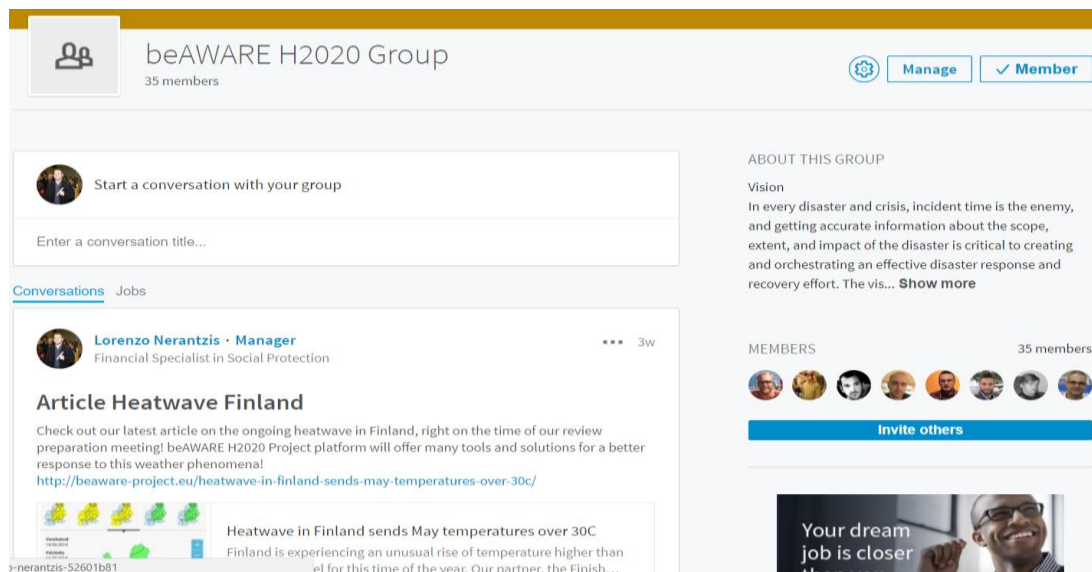


Figure 21. LinkedIn beAWARE Group page

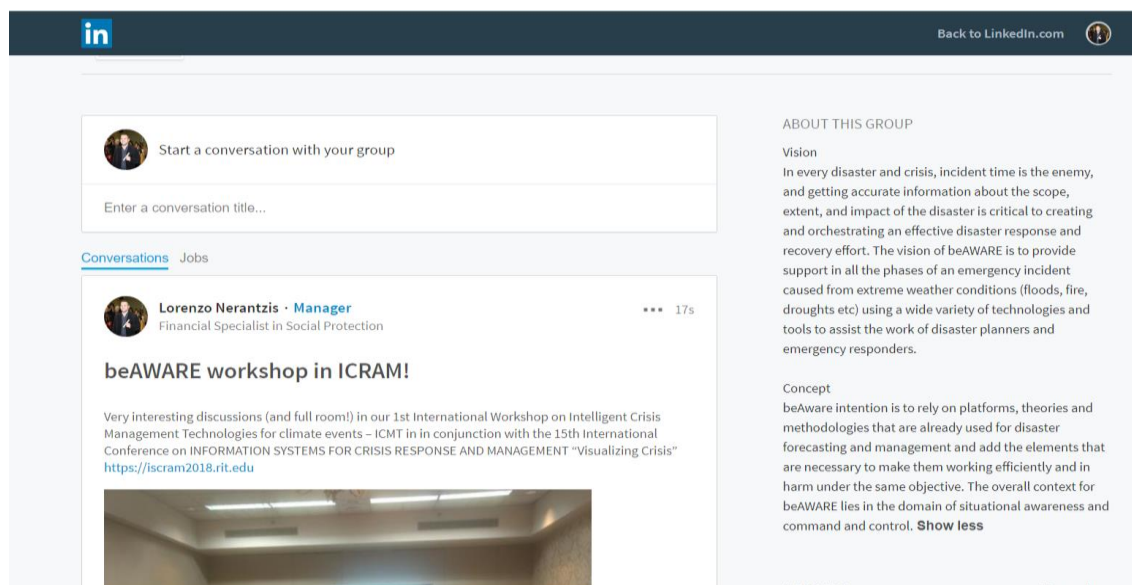


Figure 22. LinkedIn front page

2.4 H2020 social media guidelines

On the 6th of April, 2018, the European Commission has published a detailed list of guidelines concerning the use of social media by all European projects funded by Horizon 2020. In this very comprehensive document, detailed explanations are provided regarding the reasons behind using social media accounts, the first steps and some basic rules that should be followed, along with a list of guidelines on defining a detailed social media strategy, as part of aH2020 project's communication and dissemination plan.

In the following tables, the major points of the Social Media Guide are listed along with the clarification whether that specific rule or recommendation has been followed or not.

To start with, the first table is showing the recommended social media platforms that a H2020 project should open and use to communicate with the general public. The accounts to be open are the following:

Twitter	YES
Facebook	YES
LinkedIn	YES
Instagram	NO
Youtube & Vimeo	NO

Figure 23. Social media accounts checklist

From the above table we can see that only Instagram and the two video social media platforms (YouTube and Vimeo) have not been opened.

According to the document, the reason behind creating an Instagram account is that it offers *“a self-standing repository of all the project-related images you want to publicise, separate from your own project website”*. Considering that the beAWARE project is not as much photo orientated as much as presentation of results, the usage of Instagram has been found as not necessary, because the rest of the social media platforms (Facebook, Twitter, LinkedIn) are adequate enough to fulfil the necessities of the beAWARE’s social media strategy.

Regarding the suggestion to open YouTube and Vimeo accounts, this action will be performed once our first video presenting beAWARE project is ready and about to be shown publicly. In the following section of the offline communication and dissemination material, more details on the creation of the video are introduced.

The Social Media Guide document also provides a more detailed list of rules concerning specific recommendations on the use of Twitter and Facebook.

When it comes to Twitter, the following table shows the summary of the recommendations by the H2020 social media guidance document.

project handle @ and hashtag #	YES
Leverage any existing social media presence	YES
communicate information about your project	YES
Use handles, such as @EU_H2020	YES
Include emojis in your tweets	YES
increasingly visual — post pictures, videos, GIFs or data visualizations to spark interest	YES
Make Twitter lists	NO
tag other Twitter accounts (up to 10)	YES

Figure 24. Twitter guidelines checklist

As it can be seen from the table above, all besides one (Make Twitter list) of the guidelines are being followed by the beAWARE social media strategy plan and actions. Creating Twitter lists is the organisation of the Twitter users following a page into group categories. Due to small list of followers yet, the categorisation of the project's accounts into themes was found not to be necessary at this stage of the project.

Next, there is the checklist of Facebook recommendations:

Use the different types of page appropriately: Facebook profile, Facebook page, Facebook group, Facebook event.	YES
Vary your content (pictures, videos, polls, links...) and tag other profiles and pages in your posts, to reach a wider audience	YES
Use Facebook Analytics	YES

Figure 25. Facebook guidelines checklist

Overall, the documents highlights that *“social media allows you to reach an extremely wide but also targeted audience, cutting across many communication boundaries and disseminating your findings to those most relevant”*. In sum, the following checklist illustrates the most basic rules to make the best use of the advantages that the social media platforms have to offer.

As it can be seen from the table below, all the guidelines from the European Commission have been incorporated in the project’s social media strategy and course of actions.

1. make an analysis of strengths, weaknesses, opportunities and threats (SWOT) in relation to using social media for your project	YES
2. make a social media strategy and plan ahead right from the start	YES
3. choose the social media platforms and accounts that are most relevant to your project	YES
4. clarify who is doing what in your consortium	YES
5. define your goals, target audience, policy and messages	YES
6. plan how you are going to measure your impact	YES
7. be consistent across all your communication channels	YES
8. share project-related content only, using an appropriate style	YES
9. vary the types of content you post (text, pictures, videos, polls, links, etc.)	YES
10. engage with your audience using replies, retweets or tags	YES
11. connect with other EU-funded projects and the European Commission social media channels	YES
12. use @EU_H2020 and #H2020 in your tweets and Facebook posts to maximize their visibility	YES
13. follow the news and use trending hashtags	YES
14. monitor your social media channels to measure the impact you're having	YES
15. share the social media activities and analysis for your project with your Project Officer, in the deliverables and periodic reports.	YES

Figure 26.H2020 Guidelines: Making the best of social media

3 Offline Dissemination Material

The offline dissemination and communication material of the project composed of all the material that will serve the purpose of promoting the project and its outcomes with a wider audience. This material is consisted of physical form such as a flyer, a factsheet, a semi-annual newsletter, a project presentation, a poster, video etc.

After the first semester of the project, there is an upgrade of the offline dissemination material that was developed and disseminated. Since the development of all dissemination material is an ongoing process that will enhance as the project progresses, further material will be developed and the existing will be updated with new information regarding the beAWARE project.

The offline dissemination materials presented below are:

- Newsletter
- Project Presentation
- Poster
- Video

3.1 Newsletter

As it is stated in the DoA, a semi-annual newsletter will be produced throughout the project's implementation. However, along with the project's development and progression, the newsletter also includes more information relative to the project and relative scientific content relative to the beAWARE system. The distribution of the beAWARE newsletter, is being done to the developed Network of Interest (NoI). Moreover, the newsletter will be uploaded to the project's website and will be distributed to anyone through beAWARE's social media accounts. Below, the second newsletter of the project with all the updated information is presented.

The first newsletter was published on the 2nd of November and it included:

- A foreword from the coordinator
- A presentation of the project (approach, objectives etc)
- News in the in the relative fields to the project's scope
- Participation in events & conferences
- 1st project's workshop in Venice on the 10-11 May 2017
- Planetary meeting in Barcelona on the 4-6 July 2017
- Partners of the consortium



Figure 27. First newsletter

The second newsletter was published on June 2018 and it included:

- Project's developments
- News section
- Participation in Conferences/Workshops
- ISCRAM Workshop
- Third Plenary Meeting in Haifa

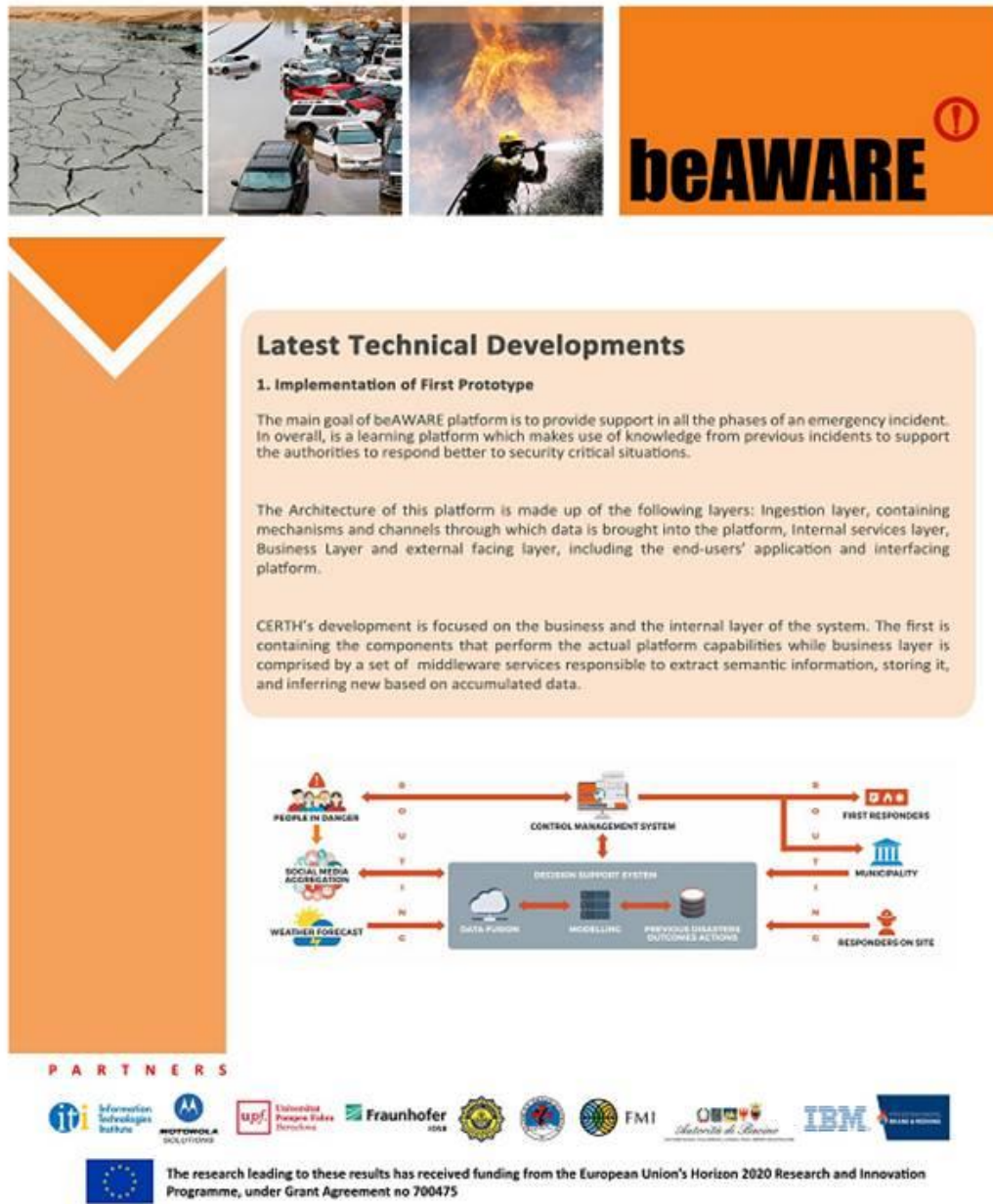


Figure 28.Second newsletter

Finally, the third newsletter is foreseen to be sent in the upcoming period.

3.2 Project Presentation

As it is stated at D8.4, a short presentation (a PowerPoint file) of the project has been created to bring forward the scope of the project, the beAWARE platform, the components and way of actions.

Similar to this one, other presentations were created by some partners of the project individually in order to disseminate the beAWARE project in conferences of specific scientific areas.



Figure 29. Project presentation

The Information Systems for Crisis Response and Management (ISCRAM) Community is an international community of researchers, practitioners and policy makers involved in or concerned about the design, development, deployment, use and evaluation of information systems for crisis response and management.

For the purpose of the ISCRAM 2018 workshop, relative presentations were created by members of the Consortium. These presentations will be used in other conferences as well as meetings in order to introduce the project to the scientific community, stakeholders and even to the general public.

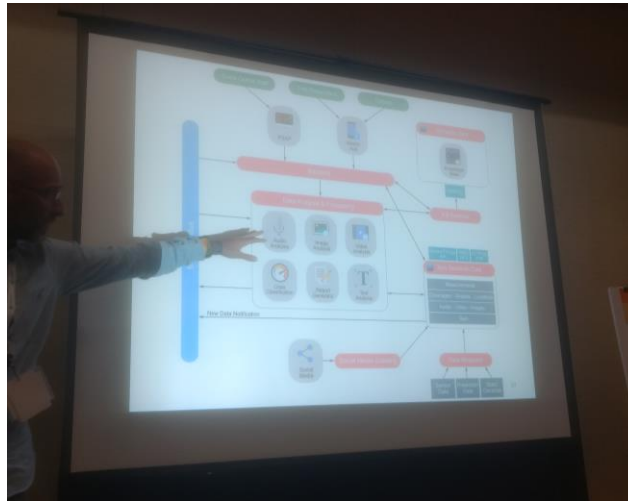


Figure 30. CERTH presentation, ISCRAM 2018



Figure 31. IOSB presentation, ISCRAM 2018

Very promising can be considered the fact that the feedback that was received during these presentations was in general terms very positive.

This favorable reception is showing the acceptance of the beAWARE project, both as a holistic platform with different components and from the point of view of participating partners, to the scientific community and in terms of explain the importance of the work that is being done.

Having the welcome from such high level audience as the one found in ISCRAM, is a promising proof that the solutions that the platform will offer to tackle with the challenges coming from extreme weather phenomena are those that both the scientific community and the first responders will require from a crisis management platform.

3.3 Poster

An essential offline dissemination material is the poster. The poster was created as a short presentation of the beAWARE project and it is divided into 3 parts.

At the first part of the poster, the vision, the context and the overall goal of the beAWARE are presented. beAWARE intends to provide support in all the phases of the emergency incident caused from extreme weather conditions using a wide variety of technologies and tools to assist the work of disaster planners and emergency responders.

At the second and main part of the poster, the objectives and the phases are given. Moreover the three Pilots (Flood, Fire and Heatwave) are presented, indicating what tools and results are expected to be developed in each one. At the last part, the Expected Impact and Results can be found along with a diagram which illustrates the beAWARE approach.

Finally at the third part, the members of the consortium, the social media contacts, the project coordinator info and that the project is funded by EU Horizon 2020 Research and Innovation program are presented.



beAWARE 

Vision
In every disaster and crisis, incident time is the enemy, and getting accurate information about the scope, extent, and impact of the disaster is critical to creating and orchestrating an effective disaster response and recovery effort. The vision of beAWARE is to provide support in all the phases of an emergency incident caused from extreme weather conditions (floods, fire, droughts etc) using a wide variety of technologies and tools to assist the work of disaster planners and emergency responders.

Context
The overall context for beAWARE lies in the domain of situational awareness and command and control (C2). Situational awareness means being able to accurately determine what has happened, what is happening now, and what will come next, all in order to plan and coordinate the most effective response possible with the resources available.

Overall goal
beAWARE promotes integrated solution to support forecasting, early warnings, transmission and routing of the emergency data, aggregated analysis of multimodal data and management the coordination between the first responders and the authorities. Getting the right people and resources to the right place at the right time will be the essence of the command and control aspect of the disaster response for our approach.

Objectives
The objectives of the project are:

- Multilingual speech and written communication analysis in emergency calls
- Aggregate multimodal information from first responders, sensor networks, meteorological stations, etc. and social media for decision support and validation purposes and issue early warnings
- Visual context analysis during emergency calls
- Semantic integration of multimodal information from the emergency calls, M2M/IoT
- Platforms and social media for decision support and generation of early warnings
- Multilingual report generation from aggregated emergency data
- Research & development of Main Public Safety Answering Point (PSAP) for emergency multimedia enriched calls Develop a PSAP
- Design and execute 3 large scale pilots

The proposed large-scale pilots will be performed in two phases:
Phase 1: An initial evaluation of the developed Main PSAP will be carried out in order to perform an initial evaluation of the system to take corrective actions
Phase 2: Pilot test, where a final test of the Main PSAP will be carried out before setting up the final product

Use Cases - Pilots
Flood: beAWARE will develop an environment capable of creating analysis and exploration tool that allows decision makers to track and understand events, behaviours and trends at the micro (i.e. user) or macro (crowd dynamics) scale.
Fires: beAWARE technologies will help in the early stages of the development of fires and support decision makers in the emergency management system.
Heatwave: beAWARE system will offer an early warning regarding the upcoming phenomenon, as well as assist all relative engaged organizations in taking the necessary measures in order to avoid past problems and address the heatwave more efficiently.

beAWARE Approach
Instead of focusing on a specific part of the crisis management problem, beAWARE proposes a holistic approach to the realization of crisis management framework.

Expected Impact
beAWARE takes into account updated information from the field and processed data in order to provide the best options and guidelines to the PSAP center to take not only fast but also efficient decisions
beAWARE integrates a broad range of technologies. Information flow, raw data, processed data and processing results are routed and combined in different layers of the architecture with the ultimate goal of assisting PSAPs and first responders to fully estimate the emergency level of a situation and act in the best possible way
beAWARE takes emergency services response even further by developing a framework that will organize and manage more efficiently the crisis

Expected Results:
Develop new enhanced decision support and early warning services based on aggregated analysis of multimodal data and previous crisis management records
Establish shorter reaction time and higher efficiency of reactions
Provide improved coordination of emergency reactions in the field, including the use of adapted technologies
Contribute to the European Policy regarding disaster risks and crises management

Partners: Information Technologies Institute, MOFOPOLIA, University of Patras, Fraunhofer IOSB, FMI, IBM, etc.

Project Coordinator: Center for Research and Technology Hellas – Information Technologies Institute (CERTH-ITI), GR Ioannis Kompatsiaris (Project Coordinator) Tel: +30 2121 257 774 Email: ikom@iti.gr

Funding: The research leading to these results has received funding from the European Union's Horizon 2020 Research and Innovation Programme, under Grant Agreement no 701425

Diagram: A flowchart illustrating the beAWARE approach, showing the integration of various data sources (e.g., emergency calls, sensor networks, social media) into a central processing and analysis system, which then provides decision support and early warnings to the PSAP and emergency responders.

Figure 32.beAWARE poster

At the ISCRAM 2018 workshop this poster was used in order to promote and disseminate the beAWARE project, not only during the presentation of the project but also during all the period of the workshop.

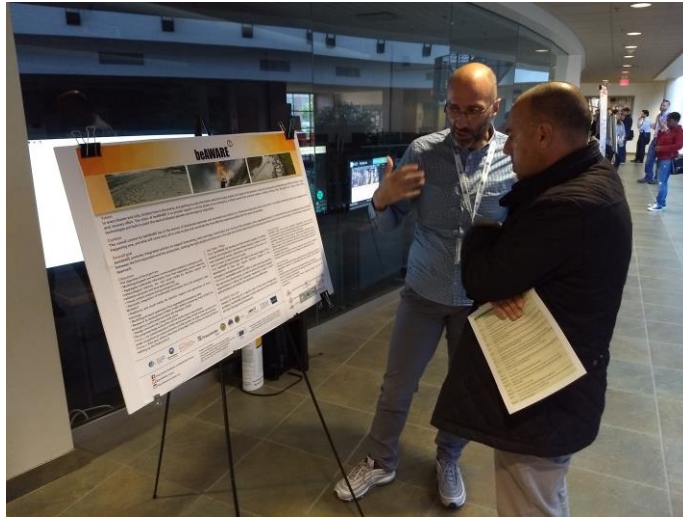


Figure 33.beAWARE poster presentation



Figure 34.beAWARE presentation with poster support

In the same way, the poster was used during the conference ‘Days of Hydrology’ on June 2018, organized by the Italian Society of Hydrology. This conference is considered as one of the most important in Italy regarding the Hydrology and it involves the main experts in this branch, from researchers to public authorities and private professionals.

During the conference, one of the sections was about new techniques to manage and reduce the risk from natural extreme events (in particular floods). The project’s partner AAWA had submitted an abstract for this session about beAWARE and the innovations

carried by our project. The authors of this abstract were Michele Ferri, Daniele Norbiato, Giovanni Tomei, Francesca Lombardo, Francesco Zaffanella under the title '*beAWARE: approccio innovativo per il supporto decisionale e la gestione integrata di eventi climatici estremi*', i.e. beAWARE innovative approach for decision support and integrate management of extreme weather events.

Additionally, they had the opportunity to make a short presentation and explain a poster about beAWARE giving a great occasion to increase the visibility of our project.

3.4 Video

In order to better and easier disseminate beAWARE to the public, a video will be created to explain the beAWARE platform, its components, tools and capacities, in a story-line format, along with how its use can be beneficial to PSAP, decision makers, authorities, rescuers and citizens during a natural disaster due to extreme weather.

This video will be a first comprehensive introduction to the project that will be presented in relevant workshops, conferences or other dissemination activities or simply to anyone that would like to know more about the project and its scope.

The structure of the video will be the following:

- **Part 1 (≈30 sec): Problem description.** In the video will start with an introduction of facts that shows the necessity to the adoption of a system like the one of beAWARE. This data will be taken from the DoA and other high profile scientific studies that prove the augmentation of likelihood of extreme weather phenomena the last decades.
- **Part 2 (≈25 sec): beAWARE platform as a solution to the problem.** A quick overview will be provided from the general view on the philosophy, scope and objectives to the specific on what the system does
- **Part 3 (≈45 sec): Analytical presentation of beAWARE tools and components.** A more detailed presentation with graphics and animation of the platform components and tools, and more specifically:
 - crisis classification
 - application for interaction with citizens and first responders
 - image analysis (social media monitoring, first responders, citizens)
 - video analysis (social media monitoring, traffic monitoring, first responders, citizens)
 - first responder management
 - citizens coordination
 - text analysis

- drones
- PSAP
- **Part 4 (≈15 sec): The three pilots.** During the implementation of the project, three pilots will take place covering the main extreme weather scenarios that the platform is intended to tackle (forest fire, heatwave, floods). In the video a short presentation of these pilots will be included.
- **Part 5 (≈25 sec): The expected results.** Considering that beAWARE is expected to provide a wide range of prospects, this part will present the potential for their wider use and the impact to the economy and society.
- **Part 6 (≈10 sec): beAWARE in numbers.** In the last part, a quick presentation of the partners of the consortium, budget, duration and etc will be given.

The video is currently under development and about to be ready to be used for its dissemination purposes by mid-July 2018. The following screenshot are giving a quick image of the first draft of the video, which by no means can be taken as final.

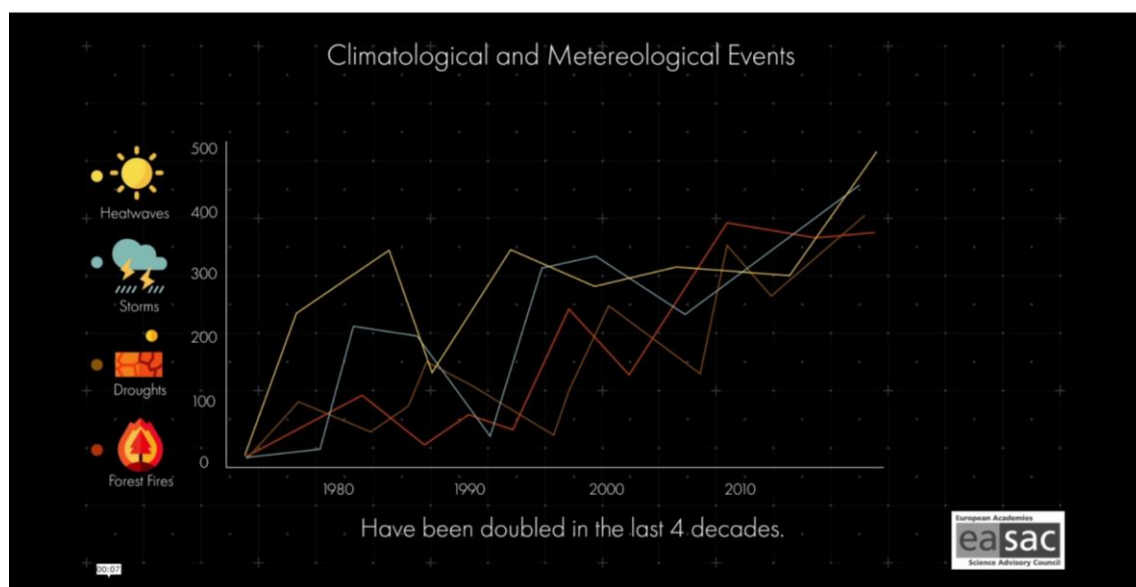


Figure 35: Screenshot of the first draft of beAWARE's video

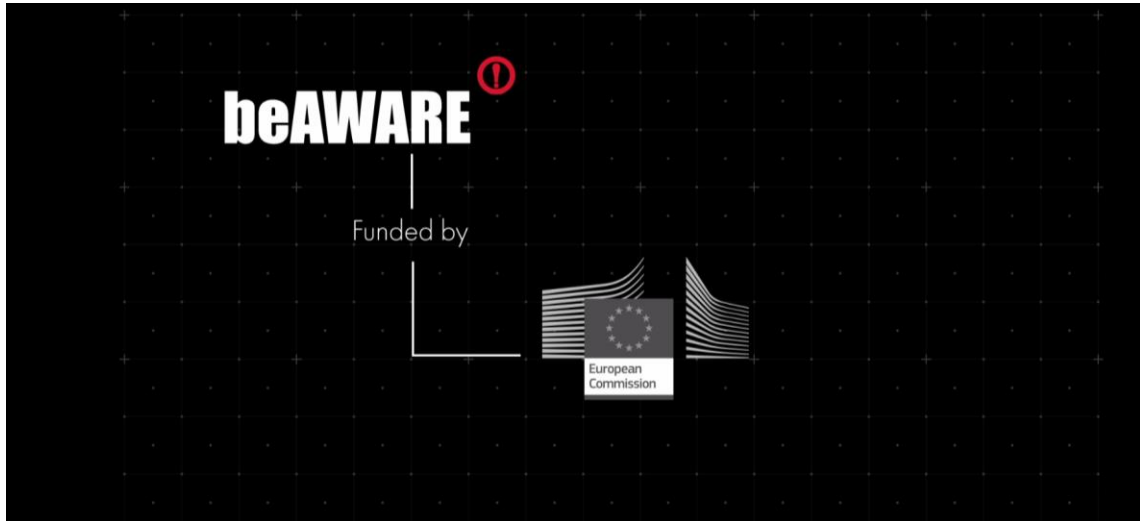


Figure 36: Screenshot of the first draft of beAWARE's video

Although the video is presented in the offline section of this deliverable since it will be used in presentations offline, with the completion of its development, it will also be uploaded on the beAWARE accounts on YouTube and Vimeo that will be created for that specific purpose, as stated earlier in section 2.4.

4 Conclusions

Communicating the project updates and results to the relative end-users and the general public at large is of high importance in order to increase the project's impact. Publications such as posters, newsletters, PowerPoint presentations and others have been already prepared for this purpose and included in this document. Moreover, special attention has been given to promote the project through the appropriate online platforms, keeping in mind always the guidelines as they were set by the European Commission in their respective document.

Furthermore, additional communication materials or updates of the existing ones will be prepared throughout the project in order to provide information to the general public, as well as to the end-users, researchers and stakeholders, about the results and the activities taken by beAWARE consortium. It goes without saying that the online and offline communication is a dynamic and ongoing process which will provide the tools to promote the project in various target groups, from specific stakeholder groups to the general public, for better understanding the projects and raising awareness.

Consequently, the next version of this document will be further updated with the additional communication material that will be prepared during the course of the project.