



beAWARE

Enhancing decision support and management services in extreme weather
climate events

700475

D8.6

Online and offline communication and dissemination material – v3

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Abstract <p>This document describes the activities taken for the development of all online and offline communication and dissemination material during the first five semesters of the beAWARE project.</p>	



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Executive Summary

This deliverable presents all the online and offline dissemination material that has been produced or developed during the five first semesters 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.

The deliverable concludes with a review of the targets reached including an overall evaluation of the usefulness of the material.

However, since the deliverable is submitted in M30 with 6 months remaining in the project's life cycle where the last pilot will take place along with the final version of the system, new material will be produced in order to disseminate those activities. Therefore, the overall evaluation of the produced material will be done in a dedicated section in D8.3 which will be submitted in M36.

Abbreviations and Acronyms

The following abbreviations have been used in this document:

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 Optonics, 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 stated in 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". It is clear that the right dissemination, communication and awareness-raising are critical to ensure the success of the project and a real impact towards its target groups.

The beAWARE's dissemination plan (found in deliverable D8.2) 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. It goes without saying that 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 deliverable (D8.6) is oriented towards presenting all those means developed throughout the course of the beAWARE project to achieve these goals. This document constitutes the third version of an Online and Offline communication and dissemination material report, as described in beAWARE's DoA, and should be seen as an updated version of the previous deliverables D8.4 (submitted at M6) and D8.5 (submitted at M18) that presented the materials at that particular moment 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 first two and a half year of the beAWARE project. The document is divided in two sections, first showing and analysing the online dissemination material and the second the presenting the hard copies and usage of the offline dissemination material such as poster, videos and PowerPoint presentations.

2 Online Dissemination Material

The online dissemination and communication material of the project consists by the project's website, the dedicated wiki page, the social media accounts that have been created for this purpose, with the addition of the YouTube channel compared with the previous deliverable.

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, including a comparison with the status of M18.

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 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:

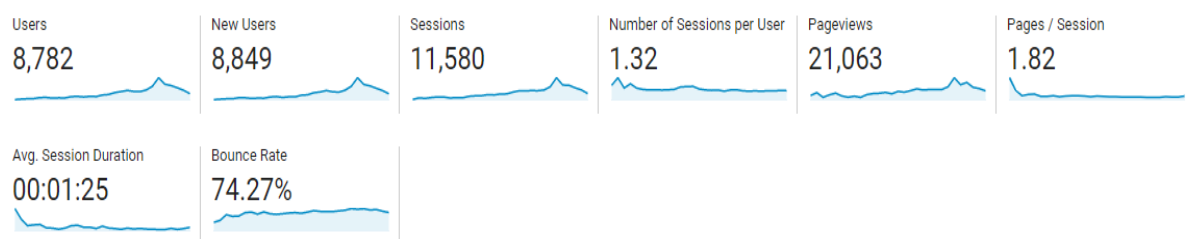


Figure 1. Information about visits, such as total sessions, total users, and total pageviews

The following figure shows the total visits of the web page per month. The number of the unique visitors of the web page has been significantly increased until the beginning of 2019, with a small decrease the last months of the project's implementation. This decrease was expected as the promotion of the pilot and the newsletters was mainly focused through the social media accounts channels that have a wider reconnaissance by the general public but special emphasis will be given to the remaining period of the project to boost the visibility of our website.

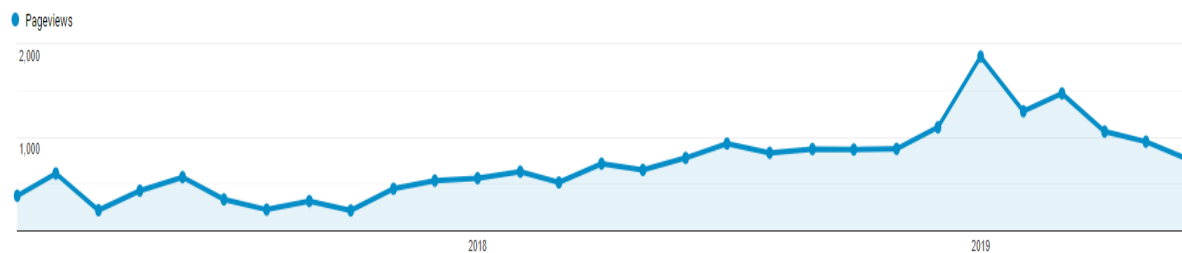


Figure 2. Pageviews per month

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 month has been increased continuously, until the beginning of 2019 with a decrease on the following months. As explained before this decrease was expected and will be tackled throughout the last remaining six months of the project course, taking advantage of extensive dissemination information that will come after the last large scale pilot in Valencia.

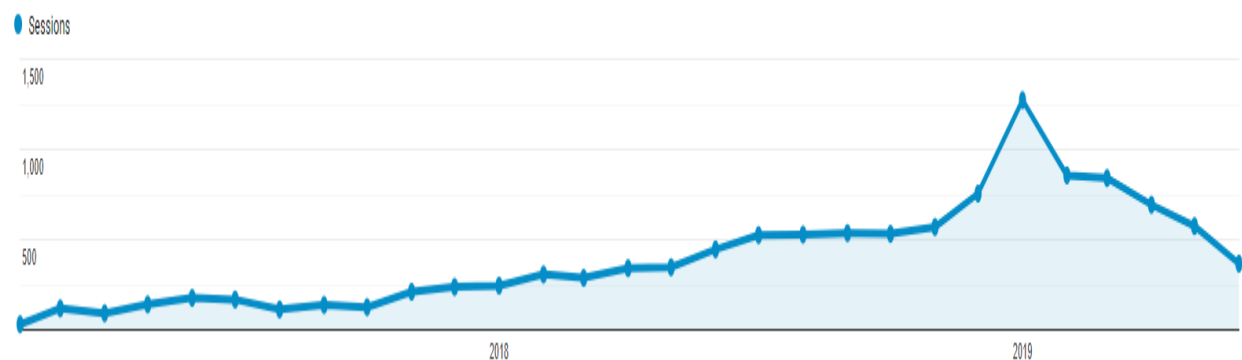


Figure 3. Sessions per month

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 (1.799), followed by India at the 2nd place (742) and Canada at 10th place (186). From the EU countries, most users are originated from Greece (740), France (540),

Italy (536), Spain (456), followed by Germany (427), the United Kingdom (384) and Denmark (269).





















	Country	Users	% Users
1.	 United States	1,799	 20.20%
2.	 India	742	 8.33%
3.	 Greece	740	 8.31%
4.	 France	540	 6.06%
5.	 Italy	536	 6.02%
6.	 Spain	456	 5.12%
7.	 Germany	427	 4.80%
8.	 United Kingdom	384	 4.31%
9.	 Denmark	269	 3.02%
10.	 Canada	186	 2.09%

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, around 40% of the users belong to the age group of 25-34, followed by the age group of 35-44 with around 28% and 19.5% 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.

Age

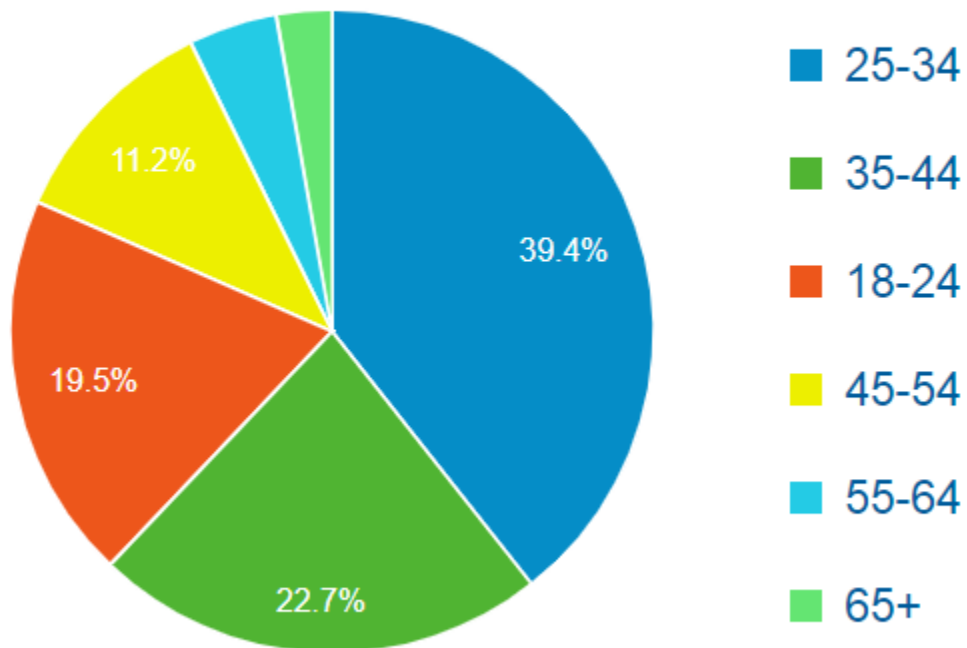


Figure 5. Demographic distribution of visitors: Age

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 a 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 course of the project, these accounts have been constantly used and updated with posts, news and photos from our activities. Especially during the fourth and fifth semester of the project, our social media activity has been significantly increased with daily posts, interaction with other H2020 projects with similar scope, and most importantly by using the large audience of the consortium partners’ social media accounts (see table) through re-posts and re-tweets. The impact of those activities is positive as it will be seen in the later pages of this deliverable.

Partner	Facebook followers	Twitter followers
CERTH	5,321	1,358
UPF	39,822	31,400
IOSB	797	203
PLV	8.975	25,767
HRT	22,506	1,576
FMI	3,653	160,000
IBM	20,318	2.284
FBBR	1.889	Only emergencies
TOTAL	103.101	220.304

Figure 6. Partners’ followers in social media account

The thematic of all the majority of 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

- Promotion of news and activities of other H2020 projects

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.

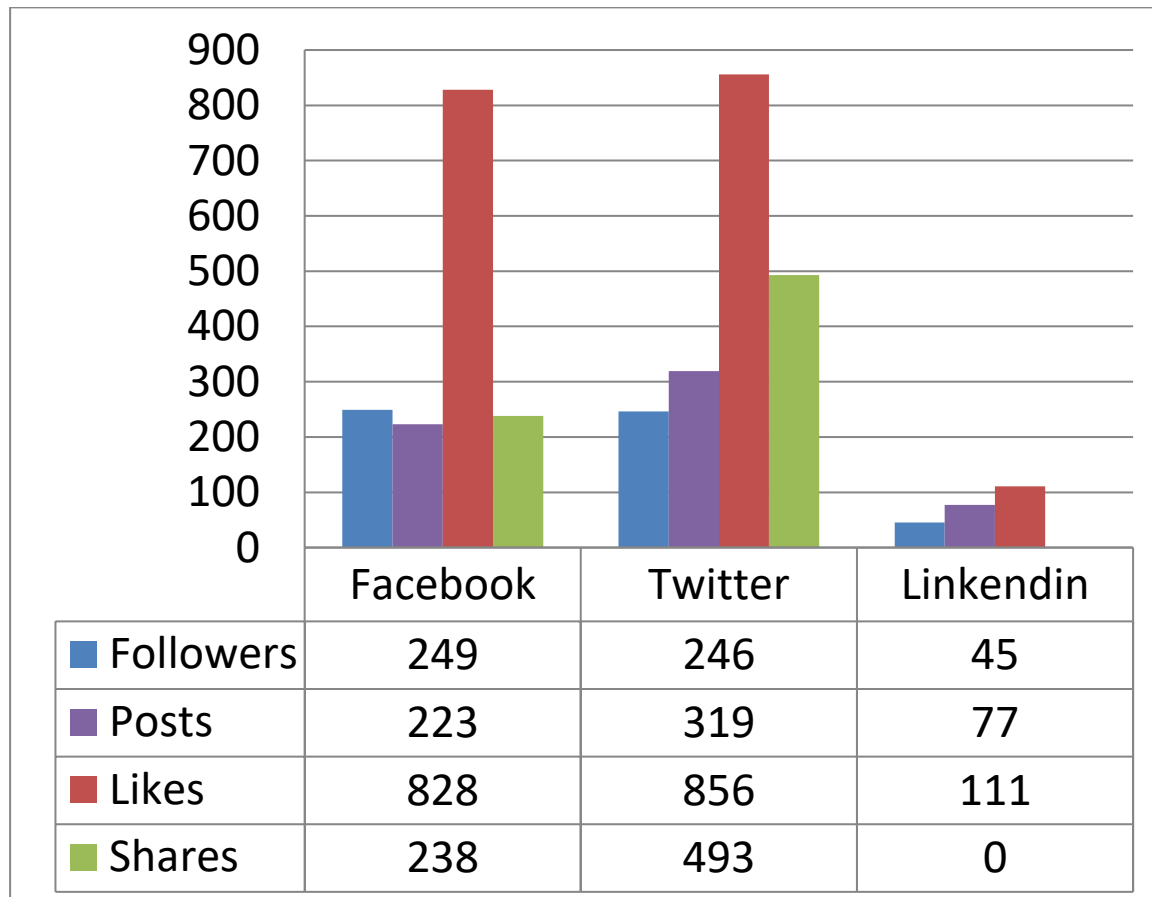


Figure 7. Followers, likes and posts per social media platform

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

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 the beginning of the project 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.

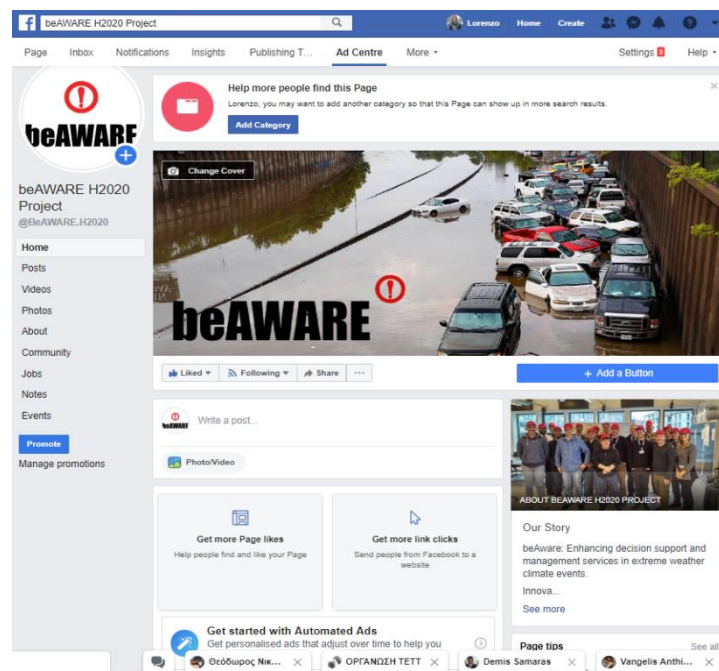


Figure 8.Main page

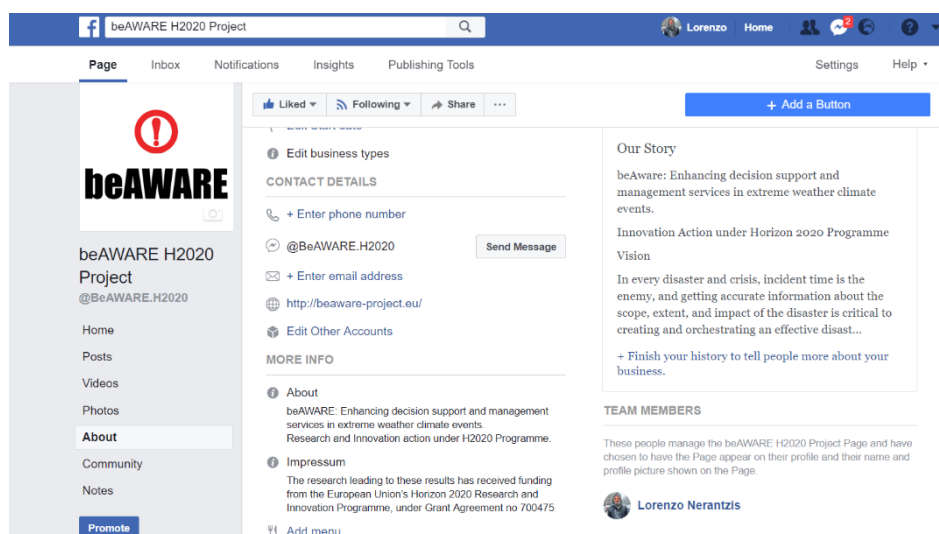


Figure 9.Main Information

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.

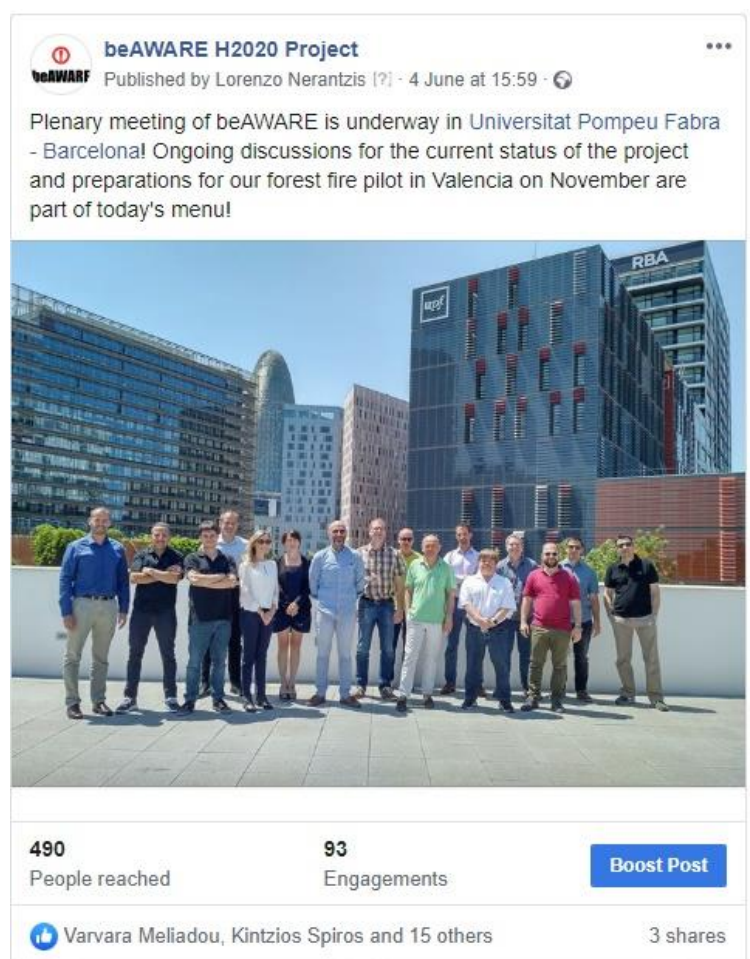


Figure 10. Facebook Post

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. From the middle of 2018 up to date the activity on our Facebook account has been boosted with 249 current total followers and 223 total posts.

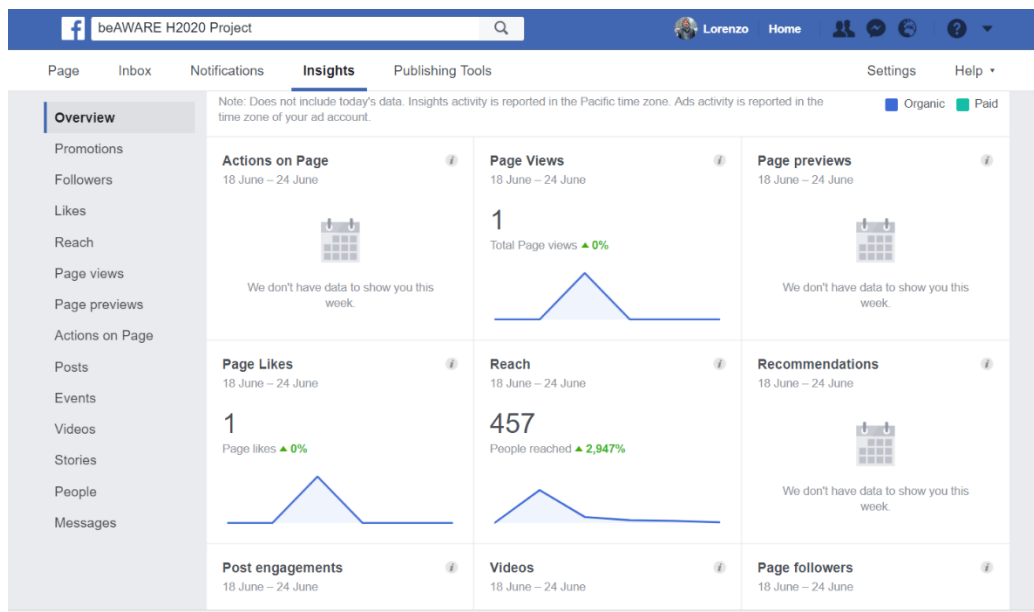


Figure 11. Sample of Posts statistics

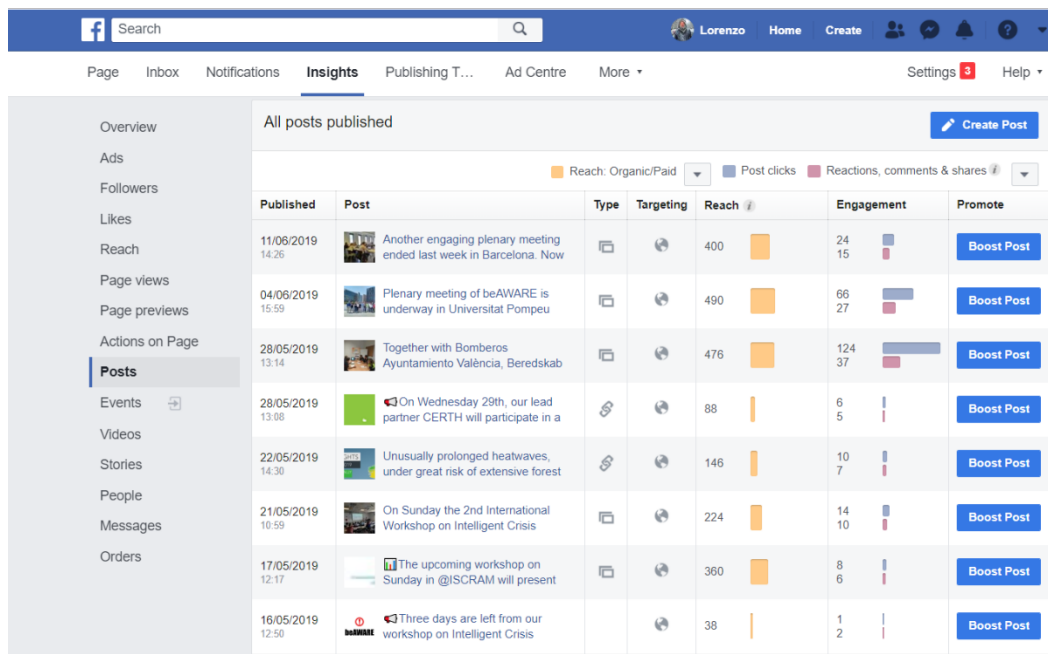


Figure 12. Sample of recent posts statistics

Moreover, the 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 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. For the examining period of M18 to M30 the average reach per post is around 3.280 unique users, with 7.635 the total number of users reached during the last full quarter (M28-M30).

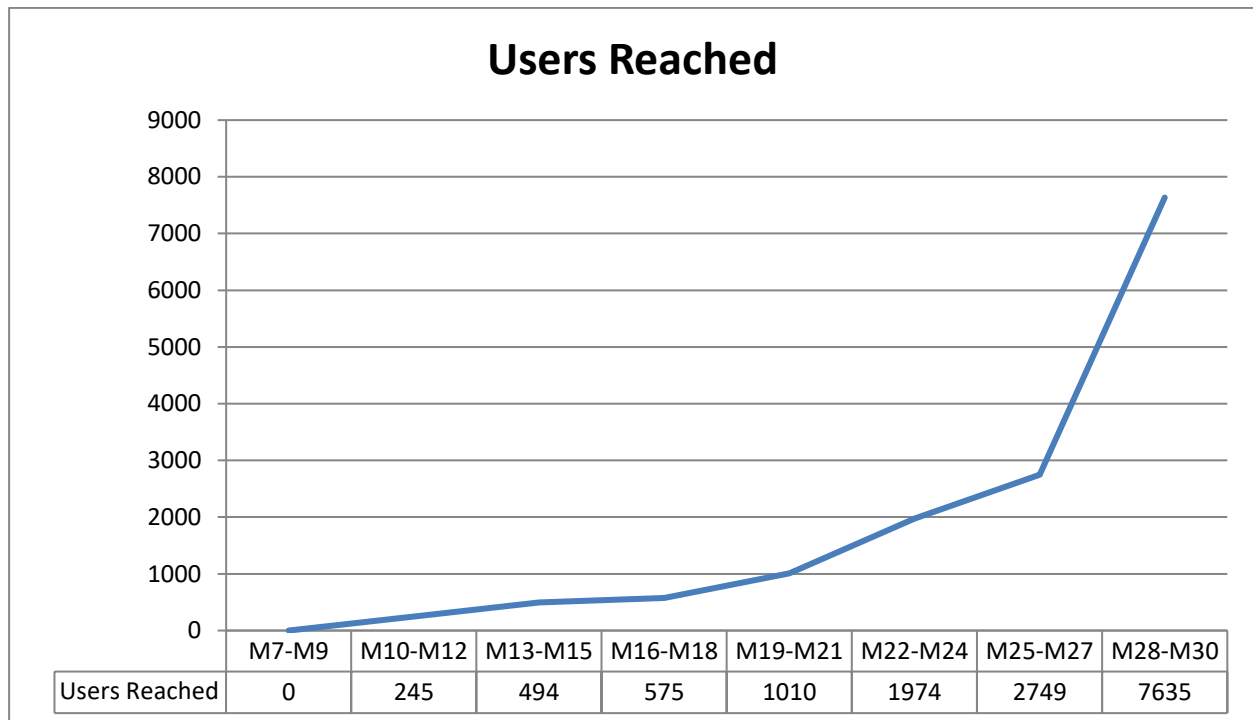


Figure 13. Graph Facebook total reach

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 463 at the end of M18. For the last examining period (M19-M30) the number has been increased significantly, with its higher pick on during the flood pilot execution (M25-M27) with 1458 unique total users engaged in our posts

Again, it is noteworthy to mention that the number of people engaged to our posts has been almost tripled since the middle of 2018, as it can be seen from the graph below. The last period (M28-M30) following the 2nd pilot that is not as energetic as the previous ones regarding the project development, has seen an expected decrease. However, due to the preparations for the 3rd pilot the engagement is expected to grow again in the upcoming period.

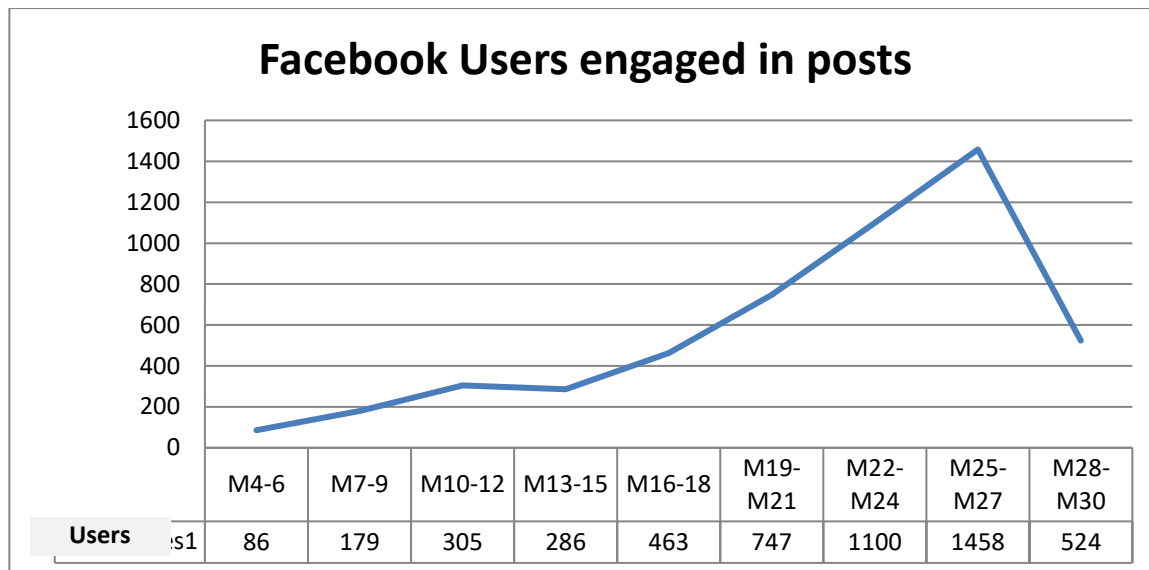


Figure 14: Graph Facebook engagements

2.3.2 Twitter

Furthermore, to the Facebook account, 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**.

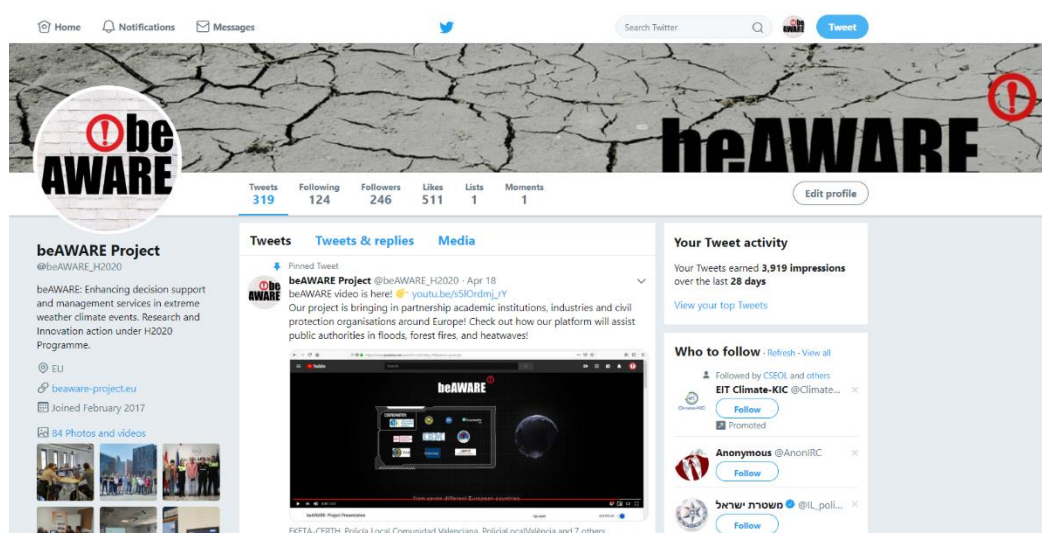


Figure 15. beAWARE's Twitter front page

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 16. Twitter Likes



Figure 17. 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 18. Sample of following Twitter accounts

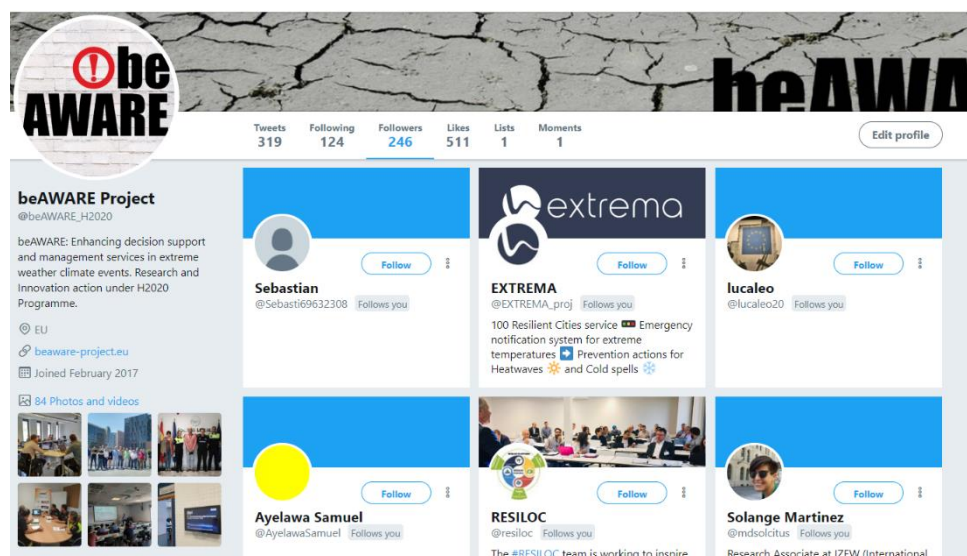


Figure 19. Sample of Twitter followers of beAWARE account

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 increasing the number of posts and by engaging the consortium partners' social media accounts in the overall dissemination of our posts, a wider audience was reached to the point that as of the end of M30, 246 followers are connecting and watching the project' online posts on Twitter.

It is worth mentioning again that since the middle of 2018 the users following beAWARE's Twitter account has been almost four times since M18 of last year. Adding to this, the average number of impressions earned (the number of users 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 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%. For the examining period M19-M30, there was a significant growth in the second half of 2018, arriving to more than 100.000 users reached on M22-M24, with a decline, still with positive trend for 2019.

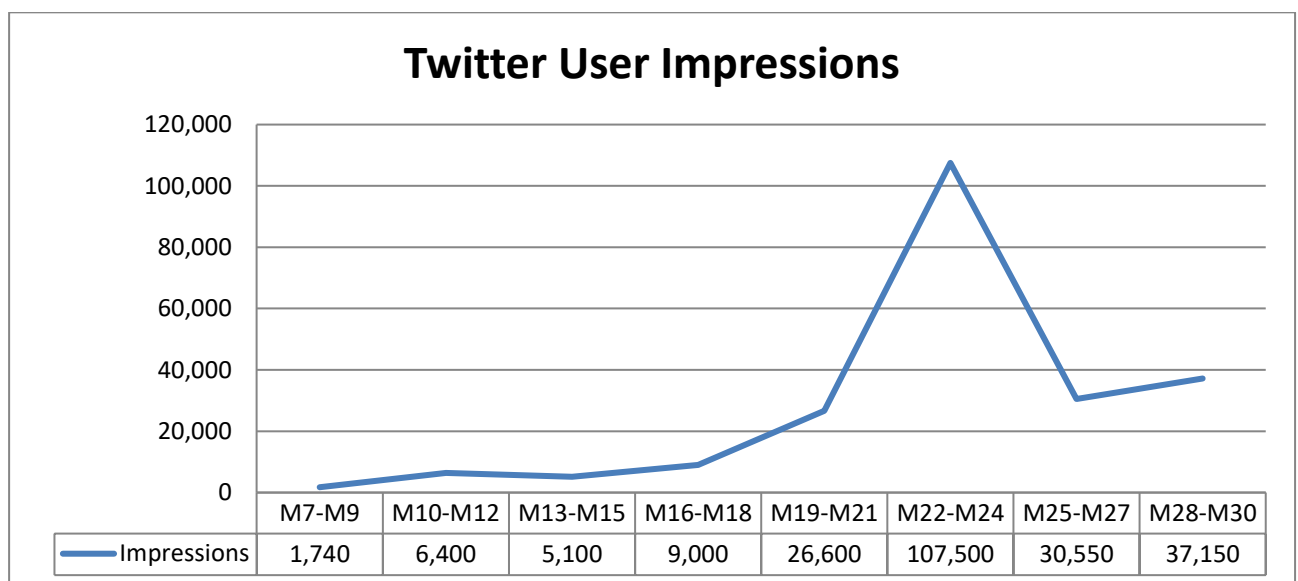


Figure 20. Graph Twitter Posts reach

Last but not least, as it can be seen from the following graph, the number of twitter users that has been engaged with our posts has followed a similar path throughout the examining period of M18-M30.

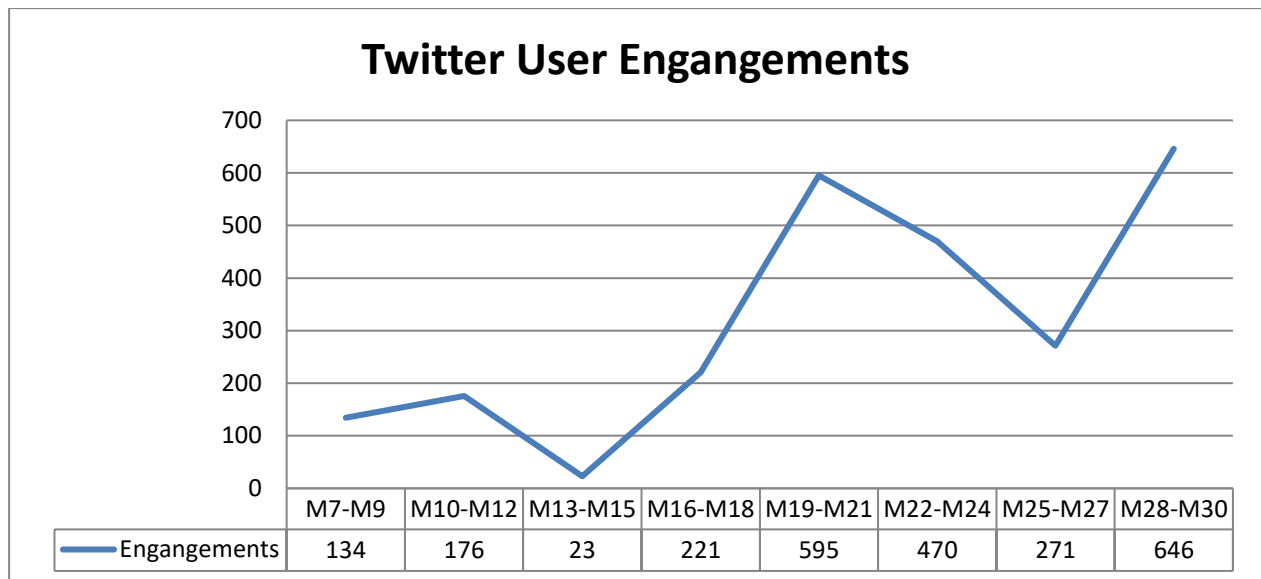


Figure 21. Twitter engagement

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.

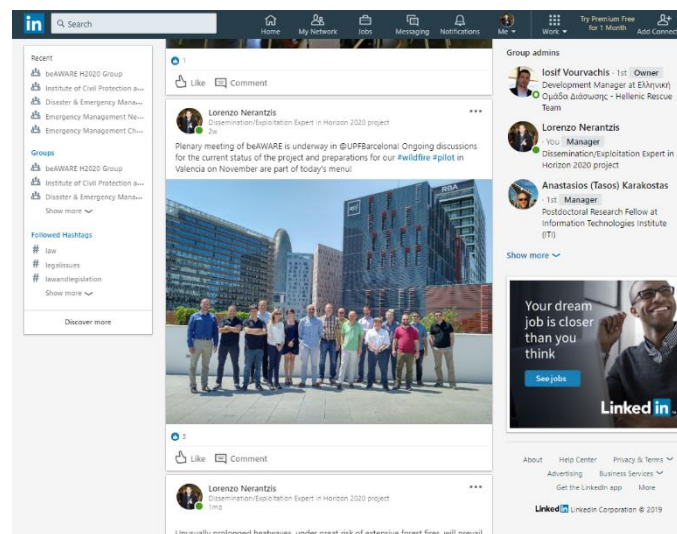


Figure 22. LinkedIn beAWARE Group page

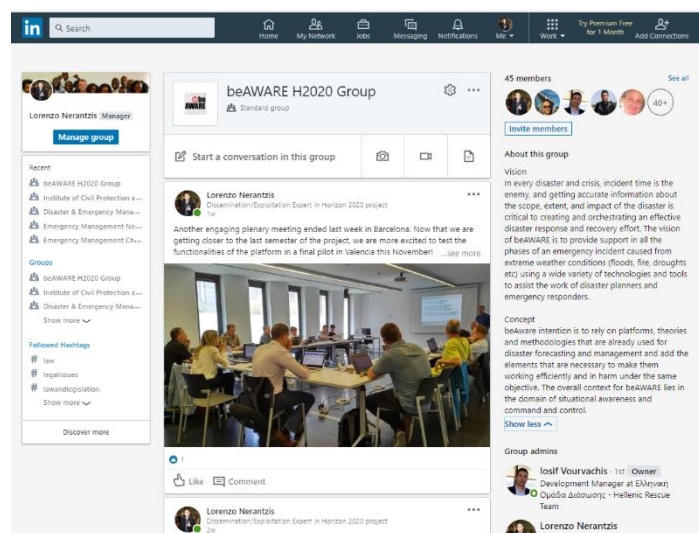


Figure 23. LinkedIn front page

Special emphasis was given in the enrollment, approach and communication of relevant individuals, including the invitation to enroll to our Network of Interest list, in dedicated groups related with crisis management and civil protection.

Already the project has become member and actively participated in the following LinkedIn groups:

- Emergency Management Networking
- Emergency Management Chief (Fire/ EMS) Group
- Disaster & Emergency Management
- Professionals in Emergency Management
- Institute of Civil Protection and Emergency Management
- European Civil Protection unofficial network - EUCP
- Search and Rescue (SAR)
- Fire & Rescue Magazine group

Attached is a sampling screenshot from the promotion beAWARE has undertaken to promote webinars in related LinkedIn Groups.

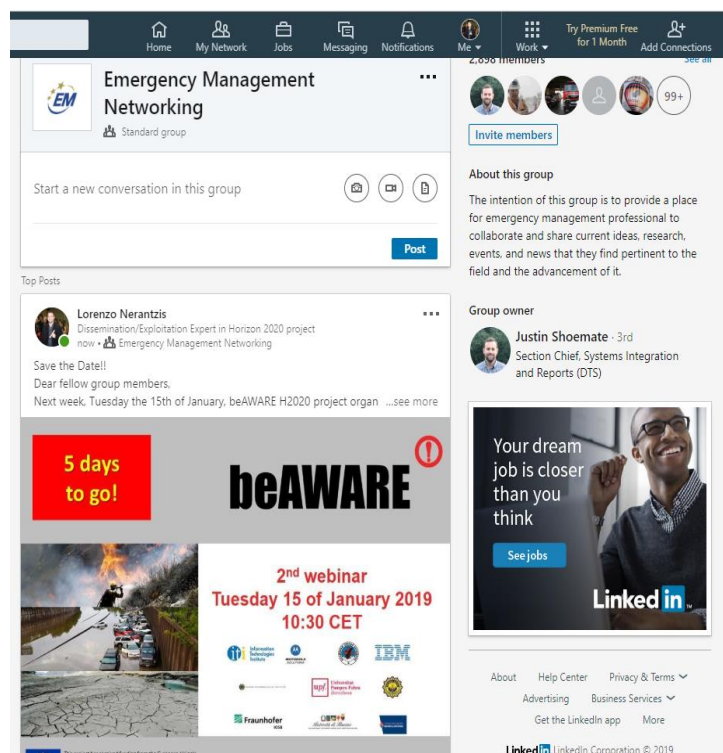


Figure 24: Publishing beAWARE webinar in relevant social media groups

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 that have been opened are the following:

Table 1: Social media accounts checklist

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

From the above table we can see that only Instagram have not been opened. Compared with the previous period, the opening of the YouTube channel is the biggest novelty and clear following of the guidelines. The channel has been enriched with a video presenting the project, with interviews, prototype analysis and online presentation of the project after the completion of the pilots.

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.

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.

Table 2: Twitter guidelines checklist

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

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:

Table 3: Facebook guidelines checklist

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

Overall, the documents highlight 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.

Table 4: H2020 Guidelines: Making the best of social media

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

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, semi-annual newsletters, project presentations, a series of posters and videos etc.

Since the beginning of the project, there is a constant upgrade of the offline dissemination material that was developed and disseminated. Keeping in mind that the development of all dissemination material is an ongoing process that is enhanced as the project progresses, further material has been developed and the existing will be updated with new information regarding the beAWARE project as we are getting closer the last stages of the beAWARE project.

The offline dissemination materials presented below are:

- Leaflet and flyer
- Newsletters
- Project Presentations
- Posters
- Videos

3.1 Flyer

As it was first presented in the first deliverable D8.4, in order to promote and to introduce the project to general public and also to participants in conferences that the partners participate, a trifold flyer has been produced.



Figure 25. Trifold flyer front page

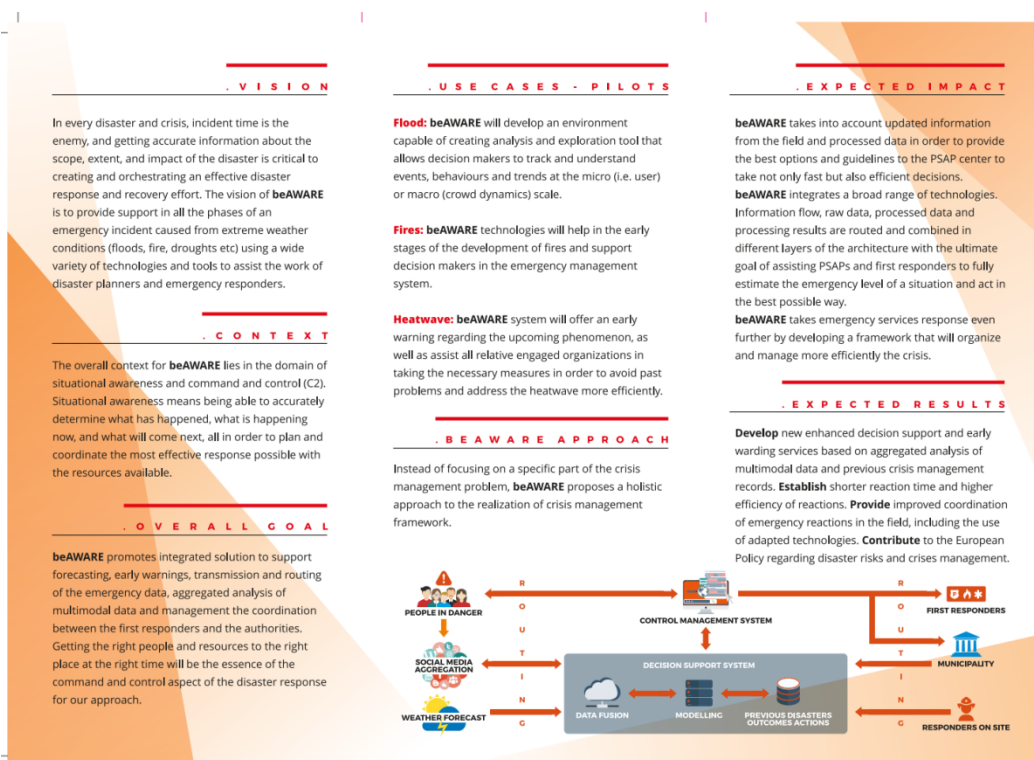


Figure 26. Trifold flyer back page

The information that is presented in the flyer is:

- The project's and EU logos
- The project's vision
- A general context
- The overall goal
- A first presentation of the pilots
- The approach of the system in crisis management
- The expected impact
- The expected outcomes
- The project objectives
- The consortium partners
- The project's website and its accounts in social media

The above flyer is only the first that is produced in the project. Depending on the project's progression and its dissemination requirements a newer and updated version might be produced in the future.

Additionally, a factsheet to present in a more synoptic way the project has been produced.



beAWARE
Enhancing decision support and management services
in extreme weather climate events

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 main goal of **beAWARE** is to provide support in all the phases of an emergency incident. More specifically, we propose an 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. Our intention is to rely on platforms, theories and methodologies that are already used for disaster forecasting and management and add the elements that are necessary to make them working efficiently and in harm under the same objective. The overall context for **beAWARE** lies in the domain of situational awareness and command and control of a disaster response.

OBJECTIVES

1. Perform a research study on the requirements for emergency services.
2. Multilingual speech and written communication analysis in emergency calls
3. Aggregate multimodal information from sensor networks, meteorological stations, and social media for decision support, validation purposes and issue early warnings
4. Visual context analysis during emergency calls
5. Semantic integration of multimodal information from the emergency calls, M2M/IoT
6. Multilingual report generation from aggregated emergency data
7. Research & development of Main Public Safety Answering Point (PSAP) for emergency multimedia enriched calls
8. Design and execute 3 large scale pilots

THE THREE PROPOSED SCENARIOS

1. **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.
2. **Fires:** **beAWARE** technologies will help in the early stages of the development of fires and support decision makers in the emergency management system.
3. **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.

PROJECT COORDINATOR

Center for Research and Technology Hellas –
Information Technologies Institute (CERTH-ITI), GR
Ioannis Kompatsiaris (Project Coordinator)
Tel: +30 2311 257 774 - Email: ikom@iti.gr

Project website: <http://beaware-project.eu/>
Duration: 01/2017-12/2019
Funding scheme:
Total Cost: 6.725.209,00 €
Total Cost: 5.953.780,00 €

EXPECTED IMPACT

1. more effective and faster emergency responses to extreme climate events
2. faster analysis of risks and anticipation
3. publicly available online and forecasting systems for disasters;
4. improved coordination of emergency reactions in the field, including the use of adapted cyber technologies,
5. improved capacity to provide adequate emergency responses
6. responses
7. shorter reaction time and higher efficiency of reactions target the needs and requirements of emergency users

PARTNERS

Information Technologies Institute (ITI), Motorola Solutions, upf, Fraunhofer, FMI, IBM, and others.

The research leading to these results has received funding from the European Union's Horizon 2020 Research and Innovation Programme, under Grant Agreement no 700475

Figure 27. Factsheet

The factsheet was uploaded in the project's webpage and distributed through our social media accounts and during event and conferences. The information that is presented is:

- The project's and EU logos
- A general abstract for presenting the project
- A first presentation of the pilots, the proposed scenarios
- The expected impact
- The consortium partners
- Information about the coordinator of the project, contact information and its budget.
- The project's website

3.2 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 is uploaded to the project's website and distributed to the general public and heavily promoted through beAWARE's social media accounts.

Compared with the previous period (M1-M18) with the publication of two newsletters, the current period (M18-M24) has seen the publication of four newsletters, an increase that is justified due to the organization of the heatwave and flood pilots that required the publication of dedicated versions. In total, six newsletters have been published for the purposes of the beAWARE project, with a seventh due to publication in the following month.

The first newsletter was published on November 2017 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 28. First newsletter

The second newsletter was published on June 2017 and it included:

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



Figure 29.Second newsletter

The third newsletter was published on September 2018 and it included:

- Developments regarding the project
- Many news on the extreme weather events of this summer in Europe, the new capacities coming from using drones and the academic researcher that show the necessity to adopt risk assessment plans
- Participation of beAWARE in events and conferences
- Updates from our workshop in ISCRAM
- News from our plenary meetings



Figure 30. Third newsletter

The fourth newsletter was a dedicated version presenting the process and outcomes of the heatwave pilot that was held in Thessaloniki on November 2018. In particular the following subjects were presented:

- The objectives of the pilot
- The training of the participants
- The pilot sessions
- Photos and actions taken during the pilot



Figure 31. Heatwave (fourth) newsletter

The fifth newsletter was published on March 2019. Along with the previous newsletter of the heatwave pilot that took place in November 2018, in Thessaloniki, in this 5th newsletter the public could find many information regarding the project's participation in events and conferences, news on awards and online presentations and the announcement on the upcoming flood pilot in Vicenza.



Figure 32. The fifth newsletter

In the sixth newsletter we presented all the relevant information and photos regarding the flood pilot organised on March in Vicenza where the platform was tested, through a flood scenario that recaptured the real-time events of the Vicenza floods in 2010.

More specifically the subjects that were analysed were the following:

- Objectives of the pilot
- A general overview
- The training of the participants
- The pilot execution and the respective sessions

- Photos and actions taken during the pilot
- The drone activities
- Debriefing session



Figure 33. The flood pilot newsletter

3.3 Project Presentation

As it was stated in the previous deliverables D8.4 and D8.5, 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. All of the presentation can be found on our website in the resources section (<https://beaware-project.eu/resources/presentations>).

In total until M30, four presentations have been created for the purposes of presenting beAWARE which are:

- beAWARE project- 1st presentation
- beAWARE project- 2nd presentation
- Heatwave Pilot presentation.
- Flood Pilot presentation.

Next month, the flood pilot presentation will be made available on our website. Respectively, after the fire pilot a relevant presentation will be built based on the results of the pilot.



Figure 34.beAWARE Project 1stpresentation

For the purpose of the “The Information Systems for Crisis Response and Management” (ISCRAM) 2018 and 2019 workshops, relative presentations were created by members of the Consortium. 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.

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



Figure 35.IOSB presentation, ISCRAM 2018



Figure 36.FBBR presentation, ISCRAM 2019

Last but not least, after the heatwave pilot in Thessaloniki, two new presentations were created for the dissemination purposes of the project. Those were video presentations and were used in order to present the first pilot on of the project through an online demo. The goal was to disseminate the project, the system and the pilot to an audience that was not able to participate in it. Apart from that, those video presentations were also used for further dissemination activities as well, like presenting the project in events, in workshops and conferences. These video presentations are available to download through the project's website to anyone that would like to know more about beAWARE.



Figure 37.beAWARE Project- 2nd presentation

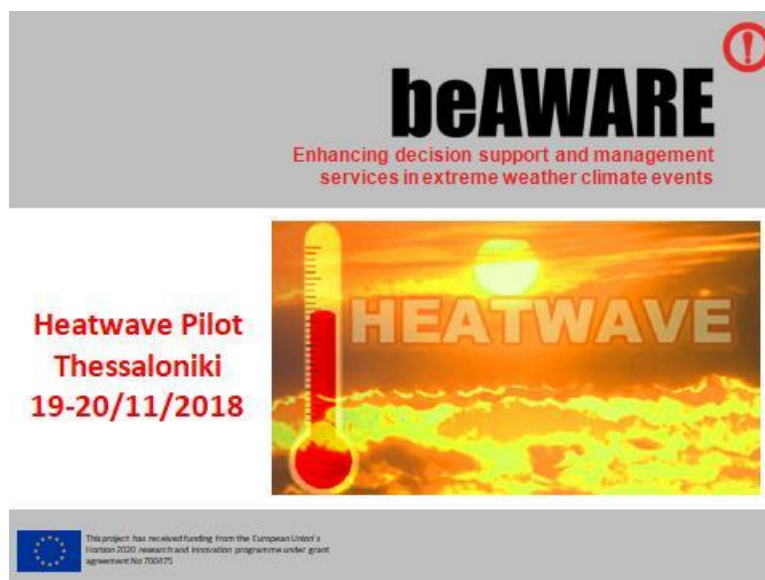


Figure 38.Heatwave Pilot Presentation

3.4 Poster

An essential offline dissemination material is the poster. Three different versions of posters have been created as a short presentation of the beAWARE project and were widely used for the dissemination and presentation of the project in conferences, events and pilots.

The first poster was divided into 3 parts. At the first part of the poster, the vision, the context and the overall goal of the beAWARE are presented. 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 third part, the Expected Impact and Results can be found along with a diagram which illustrates the beAWARE approach.

Finally, at the last 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.

beAWARE¹

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, MaMiIoT
• 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.

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

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.

Consortium Members: Information Technologies Institute, Motorola, UPF, Fraunhofer IOSB, FMI, IBM, etc.

Project Coordinator: Center for Research and Technology Hellas – Information Technologies Institute (CERTH-ITI), GR Ioannis Kompatsiaris (Project Coordinator)
Tel: +30 210 757 776 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

Contacts:
https://www.facebook.com/beAWARE.Hellas/
@beAWARE_Hellas
http://beaware-project.eu/

Figure 39. 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.

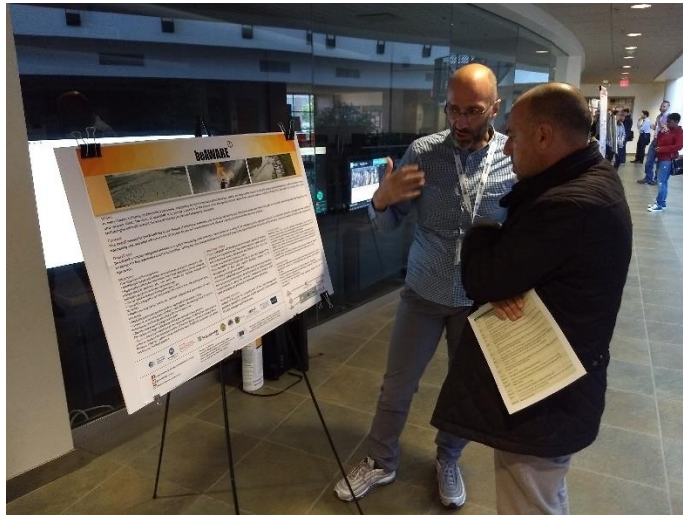


Figure 40.beAWARE poster presentation



Figure 41.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.

Additionally, our partner AAWA that were among the organisers of the conference, 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.

The second poster was created by the end of the second year of the project and it included additional information compared with the previous version. In particular, by using a more vertical layout, it incorporated photos from the pilot, the PSAP environment, and the mobile application.

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.

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

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.



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.





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The research leading to these results has received funding from the European Union's Horizon 2020 Research and Innovation Programme, under Grant Agreement no 700475

<https://www.facebook.com/BeAware.H2020/>
[@BeAware_H2020](https://twitter.com/BeAware_H2020)
<http://beaware-project.eu/>



Figure 42. The second beAWARE poster

The poster has been used for every dissemination activity that has taken place in the last three months, including the flood pilot in Vicenza and the SRE conference in Brussels, Belgium.




Figure 43.beAWARE poster in Vicenza pilot






Figure 44.beAWARE poster presentation in SRE conference

The third poster was created for the purposes of the 13th Meeting of the Community of Users on Secure, Safe, Resilient Societies”, which is an annual event that is co-organised by DG HOME and DG CONNECT of the European Commission. Moreover, the poster was present in and the Smart Resilience conference in Budapest, Hungary, receiving a lot of interest and questions by the participants.

This dedicated version of the poster was more focused on visualising the outcomes of the project, and as such, it included less script but more photos of the video analysis, the dashboard, and the social media analysis component.













Vision
In every crisis, incident time is the enemy and getting accurate information about the scope, extent and impact of the disaster is critical to create and orchestrate 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, using a wide variety of technologies and tools to assist the work of disaster planners and emergency responders.

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 beAWARE.

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, drones 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.

Results

- Enhanced decision support and early warning services based on previous crisis management records and aggregated multimodal analysis.
- Shorter reaction time and higher efficiency of reactions.
- Improved coordination of emergency reactions in the field including the use of adapted technologies.
- Contribution to the European Policy for crisis management and risk assessment.

<https://www.facebook.com/BeAWARE.H2020/>

[@beAWARE_h2020](https://twitter.com/beAWARE_h2020)

<https://beaware-project.eu/>

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The research leading to these results has received funding
from the European Union's Horizon 2020 Research and
Innovation Programme, under Grant Agreement no 7996725

Figure 45. The third beAWARE poster



Figure 46.beAWARE poster presentation in SmartRelience conference

3.5 Videos

An important part of the beAWARE promotion and increasing understating of the general public is the creation of videos were the project is presented and functionalities analysed. To date, six videos have been created covering a wide aspect of intentions, from project presentation, interviews with the participants to the capturing of the events of the heatwave pilot in Thessaloniki.

Specifically the videos that are available in a specific section of our website (<https://beaware-project.eu/resources/videos/>) and the dedicated YouTube beAWARE channel (<https://www.youtube.com/channel/UCoogTOO-dmd4JSS47gC1nGw>) are the following:

1. Project presentation
2. 1st version of PSAP platform
3. Interviews with the heatwave pilot participants
4. Heatwave pilot events
5. Online presentation of the heatwave pilot
6. Operational Prototype

Upcoming next month are the videos presenting the flood pilot, interviews with the users of the platform as well as the online presentation of the events on Vicenza.

3.5.1 Project Presentation Video

In order to better and easier disseminate beAWARE to the public, a video was 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 is a first comprehensive introduction to the project that currently is 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 is the following:

- **Part 1: Problem description.** The video starts with an introduction of facts that show the necessity to the adoption of a system like the one of beAWARE. This data was 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: beAWARE platform as a solution to the problem.** A quick overview from the general view on the philosophy, scope and objectives to the specific on what the system does

- **Part 3:** Analytical presentation of beAWARE tools and components. A more detailed presentation with graphics and animation of the platform components and tools demonstrated by capturing the system functionalities throughout the sequential steps of a simulated event that revive the historical great flood of November 2010 when the Vicenza city center, a very busy residential and commercial area, was submerged.
- **Part 4:** An overall presentation of the beAWARE functionalities offered by the platform, including the PSAP the PSAP dashboard the Mobile Application, and the Sensor Thing Server
- **Part 5:** beAWARE in numbers. In the last part, a quick presentation of the partners of the consortium, budget, duration and etc was given.

This video is present both on our website and YouTube channel and heavily promoted through our social media channels. Both on our Facebook and Twitter account, the video is pinned in the beginning of the posts, meaning that anyone new to the project that visits our accounts, this project presentation video is the first thing to see in order to understand better the beAWARE project.

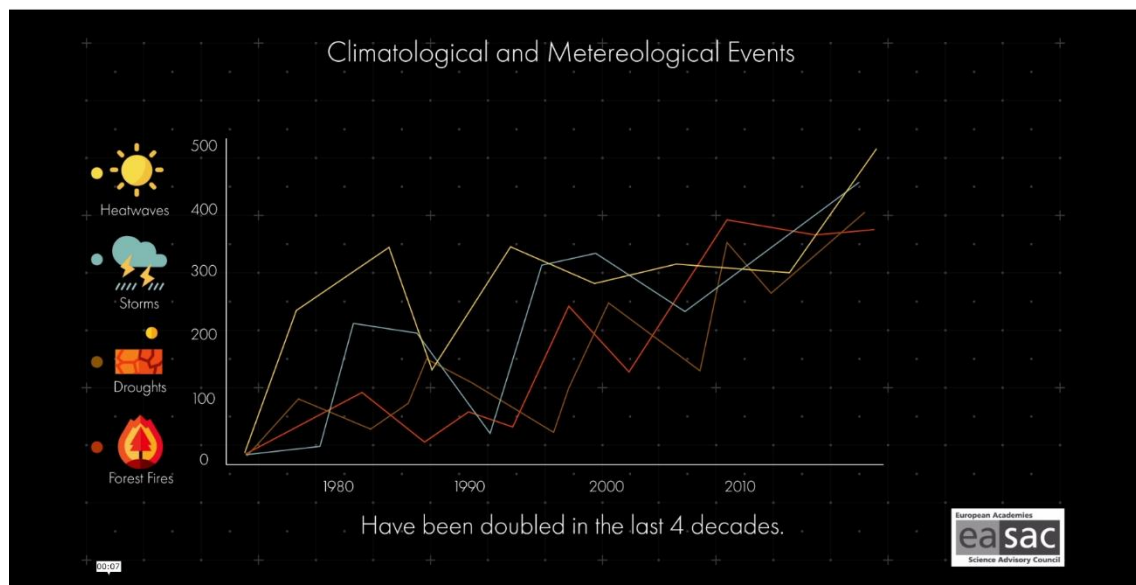


Figure 47. Screenshot of the project presentation video

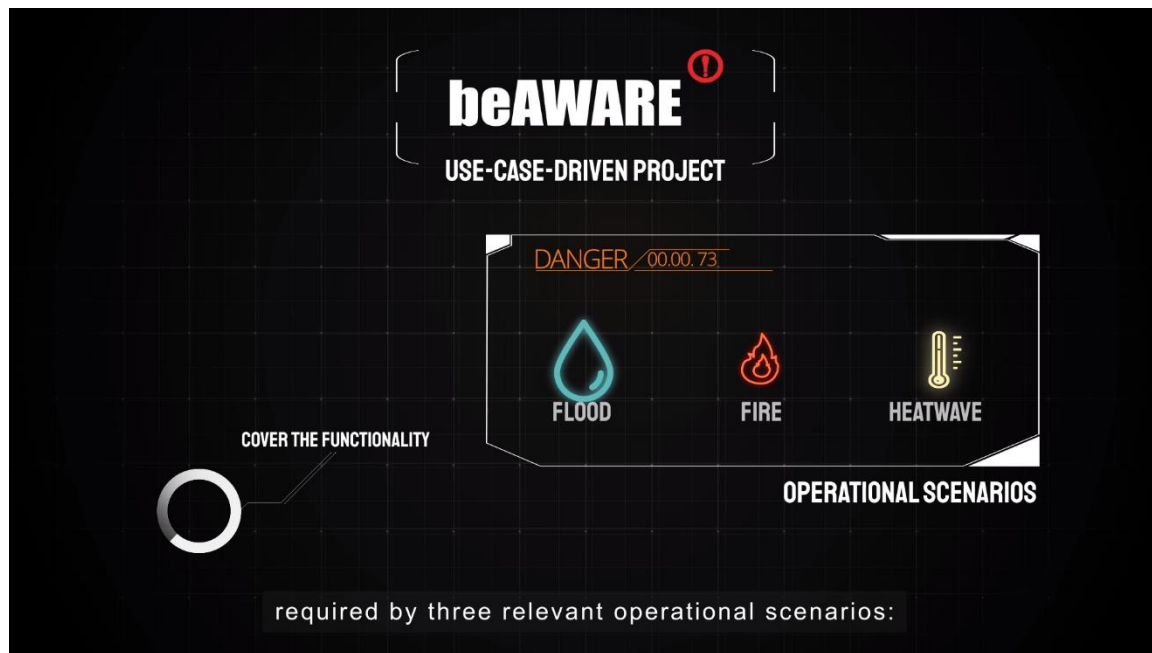


Figure 48. Screenshot of the project presentation video

3.5.2 Pilot Videos

A series of videos regarding the pilots have been and will be created for the dissemination purposes of beAWARE. Some of the videos present the events of the pilot and demonstrate the functionalities of the platform. Other videos show interviews with partner representatives and users of the first prototype of beAWARE platform, addressing questions on what the responder believes that beAWARE will bring to crisis management and why the research of the beAWARE project is important to the civil protection domain. These videos on the heatwave pilot are available on our YouTube channel and website.



Figure 49. Image of Interview video of pilot participants

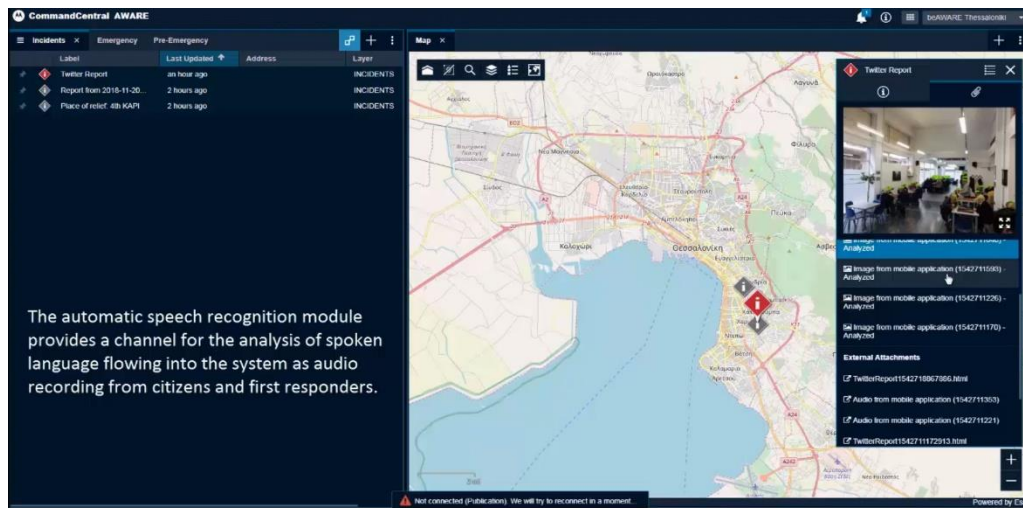


Figure 50. Screenshot from 1st version PSAP platform video

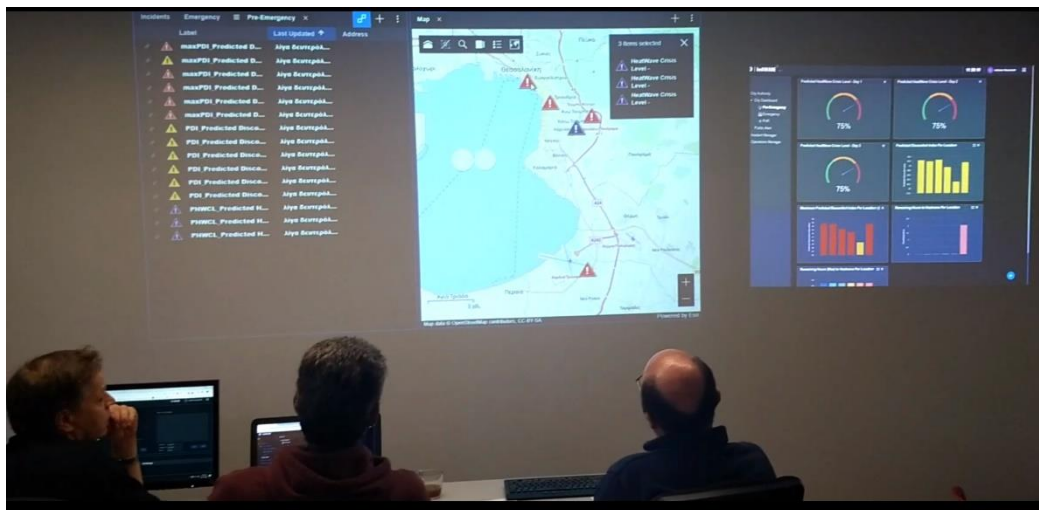


Figure 51. Screenshot from Heatwave Pilot video

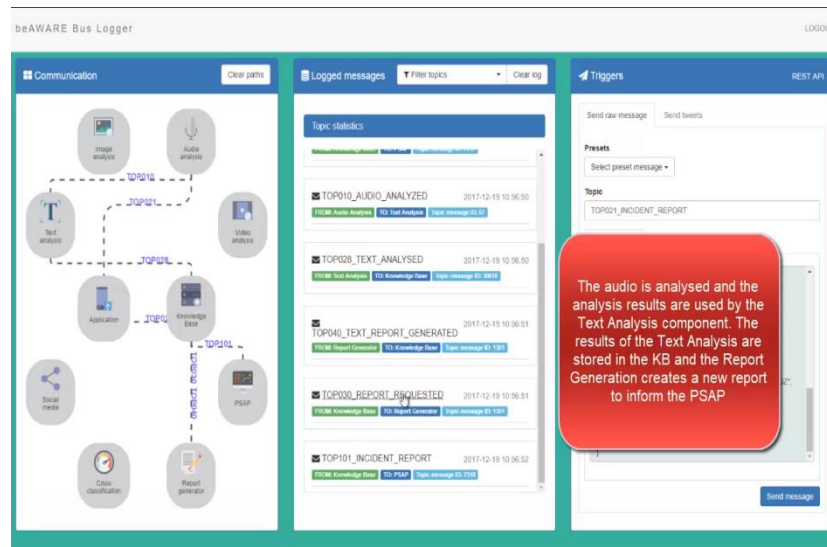


Figure 52. Screenshot from Operational Prototype Demonstration video

3.5.3 Online pilot presentation Video

Two versions (one in Greek and one in English) of an online presentation took place in January 2018. The main subject was the presentation of the results of the heatwave pilot in Thessaloniki on 19-21 November 2018. Even though disseminated primarily among the Network of Interest contacts lists, these online presentations were open to public audiences through an advertised registration process. The presentations were titled, “The course and results of the H2020 beAWARE Heatwave Pilot”, and were conducted by HRT and CERTH experts.

The presentation was captured in video that was made available online and was divided into 3 large sections:

- 1) Presentation of the speaker about who is, presentation of beAWARE, its functions, which will help and what has been done so far
- 2) Presentation of the heatwave pilot. Preparations, what were the goals of the pilot, the use cases, the user requirements and the scenario of the pilot. What was done during the first day of training and the exercise that took place on the 2nd day. Moreover, if the goals of the pilot had been reached, the problems that were faced. Finally, the future steps towards the execution of the flood pilot in Italy.
- 3) Discussion Suggestions and Questions.

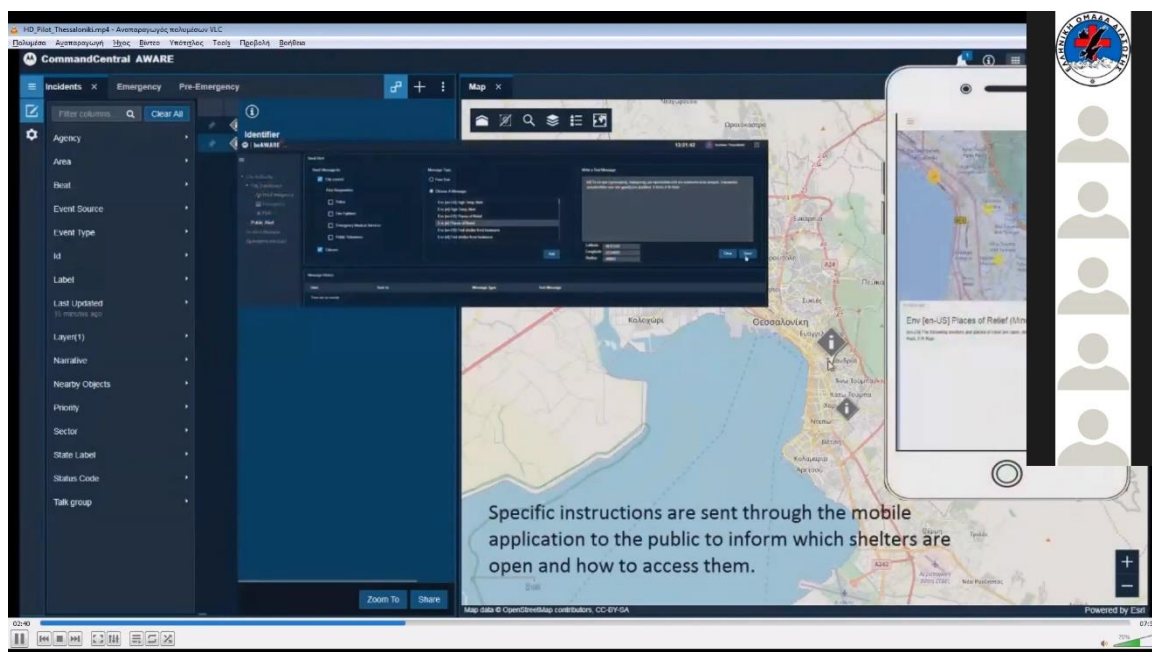


Figure 53. Screenshot from Online pilot presentation video

4 Conclusions

Online and offline communication has been a never-ending, dynamic and ongoing process which has provided the tools to the consortium partners to promote their role in the project as well the project itself in various target groups, from specific stakeholder groups to the general public, for better understanding the project outcomes and innovative element as well as raising awareness.

The developed dissemination material has been used to promote the project, its goals, all developed tools and its impact to all end users. Moreover, they served to raise awareness on the topics of extreme weather hazards, their effective management and even to promote the beAWARE solution and its positive effects in crisis management of extreme weather phenomena.

As the project is evolving, the dissemination and communication efforts have been significantly increased the last year since the submission of the previous version of this deliverable (D8.5). Keeping in mind always the guidelines as they were set by the European Commission in their respective document, beAWARE has boosted its online presence the last year of the project implementation through the social media accounts and official website.

By taking advantage of the increased dissemination activities (participation in conferences, preparations of workshops etc.), the new platform prototypes and the organization of the two pilots, both our online and offline communication material have been enhanced and updated in order to reflect the latest developments of the project. New material has been created (Posters, PowerPoint presentation etc.) and extensively used in the dissemination activities in related events and pilots that has increased the visibility of the beAWARE project. The reception of these materials has been positive as it was seen in the previous sections, and the feedback received by the targeted audience is being used for further improve the solutions offered by the beAWARE platform.

Obviously, as we are getting closer to the final stages of the project, the dissemination and communication material will be further updated and improved, both on their online and offline form. More specifically, 3 more newsletters are expected to be published presenting the progress, the 3rd pilot and the completion of the project. Additionally, 3 to 4 more videos will be produced until the end of the project presenting the flood and fire pilots held in Vicenza and Valencia respectively which will be uploaded in the project's YouTube channel as well. Moreover, the project's activity in social media will continue until M36 in order to promote the project and its activities as strongly as possible.

As a result, an update on the figures relative to social media and the produced material will be reported in a dedicated section in D8.3 in M36. In that section, all additional material that will be produced during the period M31-M36 will be presented along with the final figures

that are relative to the social media of the project. Furthermore, a short review of the targets reached, with an overall evaluation of the usefulness of the material will also be included as well.