D6.1: Dissemination and Communication Strategy and Plan

Revision: v.1.0

Work package	WP6
Task	Task 6.1
Due date	31/12/2023
Submission date	26/12/2023
Deliverable lead	MARTEL
Version	1.0
Authors	Klaudia dos Santos, Galileo Disperati (Martel Innovate)
Reviewers	Erika Nika (DBC Europe)
Abstract	This document presents BAG-INTEL's communication and dissemination strategy and plan developed to ensure that the project receives widespread visibility. It outlines the steps that will be followed by the BAG-INTEL consortium throughout the project's entire duration (M1-M36). The document sets the communication and dissemination framework and provides directions for the consortium so that the project partners can better align on outreach activities. The document will be periodically updated to match the evolving needs and opportunities.
Keywords	Communication, dissemination, stakeholders, liaisons

Document Revision History

Version	Date	Description of change	List of contributors
V0.1	05/12/2023	ToC and first version of the document shared with the consortium	Klaudia dos Santos, Galileo Disperati (*Martel Innovate*)
V0.2	15/12/2023	Partners' contributions	STAM, HPOL, GUCI, INTRA, KEMEA,

Grant Agreement No.: 101096649
Call: HORIZON-CL3-2022-BM-01

Topic: HORIZON-CL3-2022-BM-01-04
Type of action: HORIZON-RIA

			ISDEFE, UGR
V0.3	21/12/2023	Internal review and final text edits	Erika Nika (DBC Europe), Klaudia dos Santos, Galileo Disperati (*Martel Innovate*)
V1.0	26/12/2023	Submission to the EC	Jean-Baptiste Milon (*Martel Innovate*)

DISCLAIMER

Funded by the European Union

Project funded by
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Swiss Confederation
Federal Department of Economic Affairs, Education and Research EAER
State Secretariat for Education, Research and Innovation SERI

Funded by the European Union (BAG-INTEL, 101121309). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

COPYRIGHT NOTICE

© 2023 - 2026 BAG-INTEL

Project funded by the European Commission in the Horizon Europe Programme		
Nature of the deliverable:	**R**	
Dissemination Level		
PU	*Public, fully open, e.g. web (Deliverables flagged as public will be automatically published in CORDIS project's page)*	✓
SEN	*Sensitive, limited under the conditions of the Grant Agreement*	
Classified R-UE/ EU-R	*EU RESTRICTED under the Commission Decision No2015/ 444*	
Classified C-UE/ EU-C	*EU CONFIDENTIAL under the Commission Decision No2015/ 444*	
Classified S-UE/ EU-S	*EU SECRET under the Commission Decision No2015/ 444*	

Funded by the European Union

Project funded by

© 2023-2026 BAG-INTEL

EXECUTIVE SUMMARY

With the substantial growth of the volume of air travelers and limited human resources available, the border and customs authorities at inland border airports see the need for new tools, which will increase the effectiveness and efficiency of baggage customs controls without the need to increase the total number of human recourses involved in the process. The goal of BAG-INTEL is to develop an innovative solution involving high-resolution cameras and robust AI to support the customs teams in tackling the challenge of reidentifying suspicious pieces of luggage.

The deliverable at hand presents a comprehensive communication, dissemination, and community-building strategy and plan developed to maximize the impact of BAG-INTEL and ensure that the following communication-related project objectives are met:

- Ensuring BAG-INTEL's broad visibility by establishing a distinctive and recognizable brand identity, which will support promotional and outreach efforts, spreading knowledge and updates about the project and its progress, and ensuring free and open access to key project results.
- Reaching, stimulating, and engaging a critical mass of stakeholders to ensure that project results are effectively showcased by supporting and strengthening interactions between end-users, scientific community, industry, policymakers, as well as society and citizens.
- Facilitating the uptake of project outcomes by providing pertinent contributions to relevant scientific domains and standardization bodies and actively promoting further development of innovative solutions based on the BAG-INTEL outcomes.
- Building on previous findings and developments by establishing synergies and liaisons with relevant publicly funded projects and initiatives related to BAG-INTEL.

In addition to setting the communication and dissemination framework, the document provides directions for the project consortium, serving as a guide for project partners so that they can better align on communication and dissemination activities. The strategy will be followed by the BAG-INTEL project during its whole duration.

Funded by the European Union

Project funded by

© 2023-2026 BAG-INTEL

TABLE OF CONTENTS

DISCLAIMER **2**
COPYRIGHT NOTICE **2**
EXECUTIVE SUMMARY **3**
TABLE OF CONTENTS **4**
LIST OF FIGURES **5**
LIST OF TABLES **6**
ABBREVIATIONS **7**
1 INTRODUCTION **8**
1.1 Purpose of the document 8
1.2 Structure of the document 8
1.3 Background and Challenges 8
1.4 Project vision and mission 8
2 COMMUNICATION AND DISSEMINATION STRATEGY **10**
2.1 Targeted stakeholders 10
2.2 Means and activities 12
2.2.1 Project's brand identity 12
2.2.2 Online tools and channels 14
2.2.2.1 Project website 14
2.2.2.2 Social media channels 15
2.2.2.3 Videos 18
2.2.2.4 News items and press releases 19
2.2.2.5 Publications 19
2.2.2.6 Promotional materials 20
2.2.2.7 Events 20
2.2.2.8 Newsletter 22
2.3 Partners' individual communication plans 23
2.4 Collaboration and liasons 25
2.5 IMPACT ASSESSMENT 25
3 CONCLUSIONS **28**
APPENDIX A **29**

Funded by the European Union

Project funded by

© 2023-2026 BAG-INTEL

LIST OF FIGURES

FIGURE 1: THE BAG-INTEL LOGO 12
FIGURE 2: BAG-INTEL'S COLOR PALETTE 13
FIGURE 3: FUNDING ACKNOWLEDGEMENTS FOR BAG-INTEL COMMUNICATION TOOLS 13
FIGURE 4: THE BAG-INTEL WEBSITE 14
FIGURE 5: BAG-INTEL'S WEBSITE MATOMO ANALYTICS VISITORS OVERVIEW (OCT-DEC 2023) 15
FIGURE 6: BAG-INTEL X/TWITTER PAGE 15
FIGURE 7: BAG-INTEL LINKEDIN PAGE 16

Funded by the European Union

Project funded by

© 2023-2026 BAG-INTEL

LIST OF TABLES

TABLE 1: TARGET AUDIENCE FOR BAG-INTEL PROJECT 11
TABLE 2: BAG-INTEL TARGET HASHTAGS, TWITTER AND LINKEDIN HANDLES 17
TABLE 3: BAG-INTEL CONSORTIUM SOCIAL MEDIA ACCOUNTS 17
TABLE 4: LIST OF TARGETED PUBLICATIONS 19
TABLE 4: TARGETED EVENTS 21
TABLE 5: INDIVIDUAL PARTNERS' PLANS FOR COMMUNICATION AND DISSEMINATION 23
TABLE 1: PROJECT KPIS 26

Funded by the European Union

Project funded by

© 2023-2026 BAG-INTEL

ABBREVIATIONS

EC	European Commission
AI	Artificial Intelligence
CT	Computed Tomography
X-ray	High-Energy Electromagnetic Radiation
KPIs	Key Performance Indicators

Funded by the European Union

Project funded by

© 2023-2026 BAG-INTEL

1 INTRODUCTION

1.1 PURPOSE OF THE DOCUMENT

This document, developed in the context of Work Package 6 (Dissemination, Communication, Exploitation), defines the communication, dissemination, and community building strategy and plan, and describes the activities BAG-INTEL will be pursuing to guarantee the project's broad visibility, adequate promotion, and uptake of its results. This involves outlining activities aimed at engaging a diverse group of stakeholders, publicizing project achievements, and promoting BAG-INTEL's research findings and innovations. The document also provides guidelines for project partners to ensure that all communication and dissemination activities are coherent, consistent, and aligned with the overall project objectives. The plan will be periodically evaluated and adjusted, if needed. Updates and any potential changes will be included in periodic reports.

1.2 STRUCTURE OF THE DOCUMENT

This document is structured into three main sections.

1. Introduction: This section introduces the project background and mission and provides an overview of the document outlining its purpose and structure.

2. Communication and dissemination strategy: This is the main section of the document presenting project stakeholders, various types of communication and dissemination tools and activities, as well as indicators that will be used to monitor the effectiveness of the strategy.

3. Conclusions: This section concludes the document.

1.3 BACKGROUND AND CHALLENGES

The baggage customs control systems at airports detect and process cases of baggage containing contraband, i.e., goods that are illegal to import or whose import failed to be declared for customs clearance, such as drugs, tobacco, endangered species, raw food material, or currency. Depending on the risk assessment of a particular arrival, the baggage customs control staff may decide to run all baggage from the arriving flight through non-intrusive screening equipment (X-ray/CT), which helps them to identify suspicious pieces of luggage. Once the baggage customs control staff identify suspicious luggage, they deem it suitable for manual inspection. However, reidentifying that luggage after the passenger has picked it up from the carousel and proceeded toward the exit can be challenging. The challenge is becoming even greater now due to the growing volume of passengers arriving by commercial passenger flights at inland border airports and so the need for increased efficiency of baggage customs control continues to grow.

1.4 PROJECT VISION AND MISSION

BAG-INTEL aims to develop a solution to support the customs teams in tackling the challenge of reidentifying suspicious pieces of luggage. By addressing the whole process, the effectiveness and efficiency of baggage customs control will increase but without the need to increase the number of staff involved in the process. BAG-INTEL will develop a new solution involving high-resolution cameras

Funded by the European Union

Project funded by
© 2023-2026 BAG-INTEL

and robust AI, which will provide an end-to-end continuous reidentification of the luggage. The solution will help to ensure that all baggage is scanned, and that the suspicious luggage is kept track of so that the customs staff can easily find it to manually inspect it.

Funded by the European Union

Project funded by

© 2023-2026 BAG-INTEL

2 COMMUNICATION AND DISSEMINATION STRATEGY

Phase 1: Awareness creation and communication foundation (M01-M12)

In this phase, the project will refine target stakeholder groups, define main communication tools and channels, develop a project website, open project social media channels, put together a calendar of relevant events, draft a comprehensive communication and dissemination strategy and plan, and develop an introduction flyer and project presentation (slides) to be presented at relevant events.

During this phase, the consortium will also start reaching out to relevant stakeholders to inform them about BAG-INTEL's scope and objectives. They will also participate in at least one conference/event presenting the BAG-INTEL concept and they will organize the first dedicated training workshop. Two bi-yearly newsletters with updates and news about the project will be circulated by the end of Phase 1.

Phase 2: Dissemination and Stakeholders' Engagement (M13-M24)

During Phase 2, the consortium will be focused on actively reaching out to target stakeholders, including the public to grow interest in BAG-INTEL and its activities and outcomes. This will be done through active promotion of the project via the project website and social media channels, showcasing project progress and use-cases at relevant events, and collaboration with related projects and initiatives, including co-organization of at least one event. In this phase, a slide-based presentation of first project results will be developed and first papers will be submitted to scientific journals making the key results openly accessible.

Phase 3: Global outreach and sustainable impact (M24-M36)

This phase will support the adoption and deployment of the concepts, technologies, and tools offered by BAG-INTEL through dedicated impact creation activities, such as the promotion of use cases, publishing scientific papers, development and distribution of various promotional materials, sharing project results via the project website and other platforms, participation in selected events, exhibitions, and workshops, and conducting interviews with project partners. Besides, it is expected that standardization efforts will intensify in this phase as the BAG-INTEL technologies develop and trials mature.

2.1 TARGETED STAKEHOLDERS

The BAG-INTEL consortium plans to reach out to diverse stakeholder groups, including the research community, from both industry and academia; end users, including custom control officers, airport managers, and police officers; public authorities and other organizations from relevant communities, such as the World Customs Organization; standardization and pre-standardization bodies; open-source communities in Artificial Intelligence; media; and the general public.

Funded by the European Union

Project funded by
© 2023-2026 BAG-INTEL

Table 1: BAG-INTEL's target audience

Target Stakeholder	Interaction channels
The scientific community (researchers from the industry and academia; includes universities, research centres, industrial R&D departments)	Open access publications; Participation/presence in scientific events, workshops; Encourage the stakeholders to subscribe to the newsletter, social media; Dedicated scientific/technical blogs on the portal
End-users - Custom control officers, Airport managers, Police	Invite to participate in the project's events; Distribution of promotional materials; Encourage the target stakeholders to subscribe to the project newsletter and social media channels; Publish regular news items with project updates; publishing papers of interest to the group; Participation in the training workshops
Value chain players, industrial/SMEs, public authorities and other organisations from the relevant communities such as World Customs Organization	Participate in policy debates, working groups; Presentations, participation at local/national events and exhibitions, but also to key policy making events at European level; Invite to participate in the project's events; Distribution of promotional materials; Encourage the target stakeholders to subscribe to the project newsletter and social media channels; Publish regular news items with project updates; publishing papers of interest to the group; Participation in the training workshops
Media, influencers and the general public	Encourage the citizens to subscribe to the project newsletter, social media channels; Publish regular news items, in an accessible and easy to understand language, with updates about the project; Establish relation with influencers in the travel industry; Press releases for the general media
Standardisation and pre-standardisation bodies	Participation and presentations in standardisation working groups and other events, workshops, demos; Invite to participate in events and webinars; Targeted campaigns, news on website, newsletters. Examples include: the EOS SSD Working Group, CEN and ECAC.
Open-source communities in artificial intelligence	Participation and presentations in targeted events; networking sessions, experts' workshops; Demos and showcasing; Invite to participate in the project events and webinars; sharing technical work developed in BAG- INTEL in open-source forums and committee meetings,

Funded by the European Union

Project funded by
© 2023-2026 BAG-INTEL

	leveraging and actively participating in open-source projects.

2.2 MEANS AND ACTIVITIES

2.2.1 Project's brand identity

Brand identity consists of visible assets, such as logo, color palette, and typography that are created to portray a certain image and distinguish the brand. It defines how those who come in contact with the brand perceive it and influences their opinion about it. Good brand identity provides unique and memorable assets and a unified and consistent appearance across all outlets (electronic and printed visual media).

The visual identity and guidelines for BAG-INTEL have been finalized at the early stage of the project. The following assets have been developed as part of the BAG-INTEL brand:

- Color palette,
- Logo and icon with different variations,
- Font set
- Templates for presentations, press releases, and deliverables.

This identity will be incorporated into all promotional and dissemination materials produced during the project and it will be used by all project partners in their outreach activities.

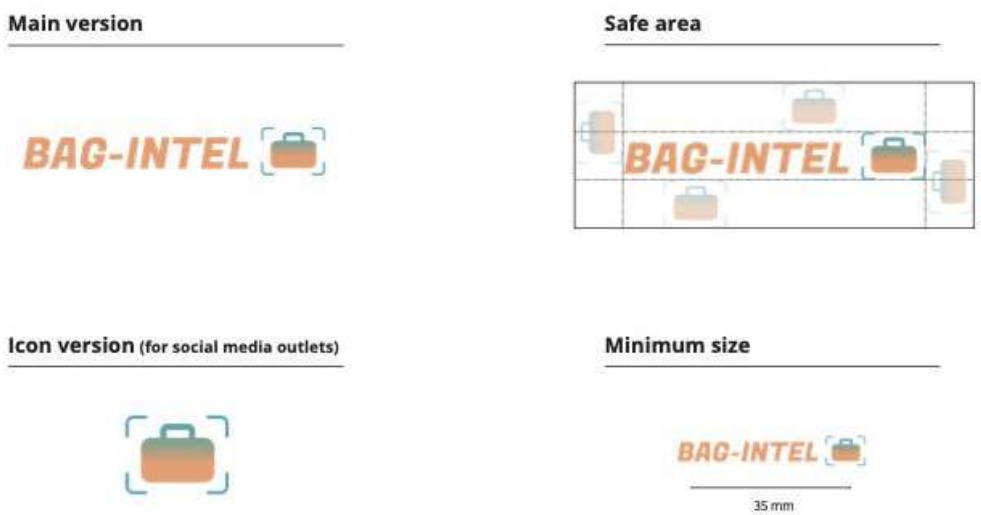


Figure 1: The BAG-INTEL logo

The main logo is also provided in the variations depicted here below, to allow readability over dark backgrounds or for black and white printing purposes.

The guidelines of the brand identity are composed of visual elements such as the fonts, color palette and templates for documents and presentations. The main palette of the corporate colors is composed

Funded by the European Union
Project funded by
© 2023-2026 BAG-INTEL

of two colors based on the logo color scheme. Two additional greyscale colors complete the full BAG-INTEL color palette.

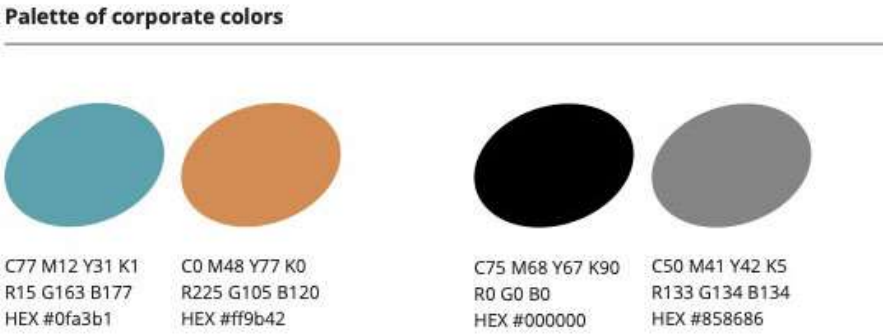


Figure 2: BAG-INTEL's color palette

A general "brand guidelines" document (Appendix A) has been developed and distributed to the partners since the beginning of the project to ensure a consistent look and feel in all BAG-INTEL's communication activities. This is the base of a solid identity and facilitates the recognition of BAG-INTEL wherever is presented. All dissemination materials refer to the project name, the project website, and Horizon Europe with associated graphic elements in line with the European Commission's guidelines. The whole Brand Guidelines are in Annex 1 of this document.

A **PowerPoint presentation template** was created to be used by the partners to create their presentations for all external and internal events, meetings, etc., based on a common look and feel. The Appendix A gives an impression of the template.

EC acknowledgement

As an EU/SERI funded project, BAG-INTEL will clearly show the funding acknowledgement in all dissemination and communication materials (e.g., flyers, posters, brochures, videos, website, etc). In the figure below, we briefly present examples of the elements, and their required arrangement. The assets were also made available to the consortium in negative versions for use on dark backgrounds. More details can be found in the project brand guidelines (see Appendix A).

Figure 3: Funding acknowledgements for BAG-INTEL communication tools

Funded by the European Union

© 2023-2026 BAG-INTEL

2.2.2 Online tools and channels

2.2.2.1 Project website

The BAG-INTEL project website is a fully functional site that offers comprehensive information on BAG-INTEL's aims and objectives, with easy access and a user-friendly interface for retrieving information and any public material generated within the project, as well as materials gathered via various work package activities about ongoing projects and relevant initiatives.

The BAG-INTEL website serves as the entry point for the public and stakeholders (existing and newcomers) to the activities, services, material, and information that BAG-INTEL plans to create, collect, and share. Web design experts within the project consortium conceived its design and structure to promote the outcomes to the relevant target groups. The design of the website, developed on the WordPress platform, is strongly brand-oriented to consolidate the image of the BAG-INTEL identity.

The dissemination material produced within the project and for interaction with social networks will use the website as a reference, ensuring consistent communication and an easy-to-recognize image/brand. To support multimodal access, it adopts responsive design principles aimed at providing an optimal viewing experience: the interface adapts the layout to the viewing environment using fluid, proportion-based grids. The website will be publicly accessible from M4 of the project, with further updates applied promptly, as necessary.

Figure 4: The BAG-INTEL website

The website data is subjected to meticulous and consistent analysis to assess its performance and facilitate adjustments to the content strategy as needed. Matomo, a chosen platform analytics software, is employed for this purpose, as it enables the collection of comprehensive reports on communication campaigns, website visits, and acquisitions, providing valuable insights for decision-making. It is worth noting that Matomo adheres to European GDPR standards, ensuring compliance with data protection regulations and safeguarding the ownership of the collected data.

The BAG-INTEL project's website analytics, at the time of writing show a total visit count of 283, with an average visit duration of 1 minute and 28 seconds. In terms of activity, each visit involves around 2.1 actions, such as page views, downloads, outlinks and internal site searches. The total page views have reached 541 with 401 unique page views.

Funded by the European Union

Project funded by
© 2023-2026 BAG-INTEL

Figure 5: BAG-INTEL's website Matomo analytics visitors overview (Oct-Dec 2023)

2.2.2.2 Social media channels

In order to promote the project's activities and outcomes effectively, several social media channels have been established and linked to the project website. These social media platforms are intended to encourage discussions on innovative technologies in the field of security and customs, as well as related topics, while actively promoting the project's achievements and cultivating an engaged community. Below is an overview of the social media platforms developed for BAG-INTEL:

X/Twitter: The project maintains an official Twitter account, which serves as a platform for sharing real-time updates, project news, events, and relevant industry insights. The BAG-INTEL X/Twitter account, **@BAGINTEL** (https://twitter.com/BAGINTEL) was established in advance in August 2023 and currently counts 27 followers and 8 posts.

Figure 6: BAG-INTEL X/Twitter page

The project utilizes X/Twitter as a means to build meaningful relationships with various stakeholders such as the European Commission, related Directorates-General, policymakers, industry stakeholders, SMEs, and the general public. Through these connections, valuable opportunities may arise within the

Funded by the European Union
Project funded by
© 2023-2026 BAG-INTEL

stakeholder network. Twitter also acts as a real-time communication tool, keeping everyone informed about project workshops, events, and other activities.

To ensure that the project's content reaches the target audience, increases views, likes, shares, and drives traffic to the BAG-INTEL website, suitable hashtags and accounts have been identified. By utilizing these hashtags and mentioning relevant accounts, the reach and coverage of the BAG-INTEL X/Twitter channel are maximized, leading to increased visibility and engagement.

LinkedIn: A dedicated LinkedIn page was created to connect professionals, researchers, and organizations interested in BAG-INTEL. It serves as a platform for sharing project-related information, publications, and networking opportunities.

The page administrator of the project's LinkedIn corporate page actively seeks opportunities to foster engagement and increase visibility by linking to partners' LinkedIn profiles. This strategy allows for relevant exchanges and mutually beneficial interactions within the professional network.

To broaden the social media audience and diversify the user base of the page, a plan has been devised to involve European research and innovation projects and initiatives in the dialogue on this platform. By engaging with these stakeholders and promoting the activities of BAG-INTEL in relevant LinkedIn groups, the project aims to stimulate discussions, share insights, and establish connections.

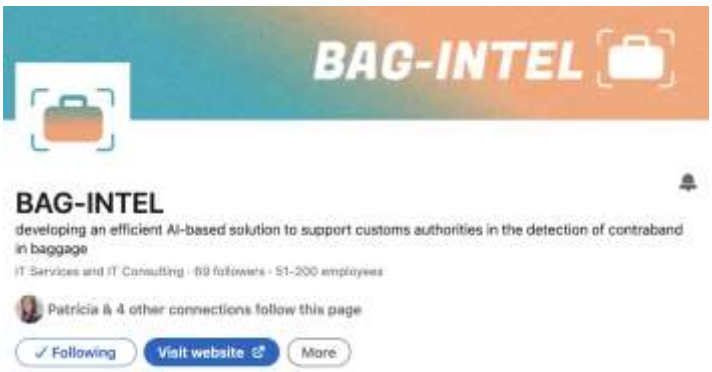


Figure 7: BAG-INTEL LinkedIn page

The page currently counts 79 followers and generated over 417 views (with 170 unique visitors and 22 custom button clicks).

These social media platforms collectively aim to foster a vibrant and interactive online community around BAG-INTEL, enabling the dissemination of project outcomes, stimulating conversations, and encouraging knowledge exchange within the field.

To foster dialogues, interactions, and maximize the impact of the project on social media platforms, several hashtags and handles have been identified for tagging in relevant tweets and posts. These tags and handles can help increase the visibility of the project's content, engage with relevant communities, and encourage discussions.

Funded by the European Union
Project funded by
© 2023-2026 BAG-INTEL

Table 2: Examples of target hashtags, and X/Twitter and LinkedIn handles

Hashtags	#HorizonEU #digitaltwins #luggagereidentification #customs #customsautomation #AI #baggagecustomscontrol #automaticdetection
LinkedIn Handles	• EU Digital & Tech • EU Science, Research, and Innovation • Project partners' handles
Twitter Handles	• @HorizonEU • @DigitalEU • Project partners' handles

To promote engagement within the consortium and amplify the project's impact, BAG-INTEL actively monitors and keeps track of all partners' social media profiles. Whenever appropriate, the project tags and mentions partners in relevant posts and content. By doing so, BAG-INTEL aims to foster collaboration and create a significant ripple effect across the consortium. Tagging partners not only increases their visibility but also encourages them to engage with the project's social media activities, resulting in a more cohesive and impactful online presence.

Table 3: The BAG-INTEL consortium social media accounts

Partner	X/Twitter handle	LinkedIn handle
Legind Technologies	#LegindTechnologies	https://www.linkedin.com/in/henrik-legind-larsen-540a401/
Martel Innovate	@Martel_Innovate	@Martel Innovate
Commissariat à l'énergie atomique et aux énergies alternatives	@CEA_Officiel	@CEA
University of Granada	@CanalUGR	@Universidad de Granada
STAM	@Stam_Tech	@STAM S.r.l.
Conceptivity	@CONCEPTIVITY_CH	@CONCEPTIVITY S.à.r.l.
Netcompany-Intrasoft	@NetCo_Intra	@Netcompany-Intrasoft
DBC Europe	@DiadikasiaSA	#DBCDiadikasia

Funded by the European Union
Project funded by
© 2023-2026 BAG-INTEL

PSI Logistics GmbH	#PSIlogistics	@PSI Logistics
Institute of Communication and Computer Systems	@IccsNtua	@ICCS - NTUA
National Institute of Applied Sciences of Rouen	@insarouen	@INSA Rouen Normandie
Smiths Detection Germany GmbH	@smithsdetection	@Smiths Detection
EXUS AI Labs	@exus_AILabs	@EXUS AI LABS
Ingeniería de Sistemas para la Defensa de España	@Isdefe_	@ISDEFE
Hochschule für den öffentlichen Dienst in Bayern	#CEPOLIS	@Hochschule für den öffentlichen Dienst in Bayern
The Center for Security Studies - KEMEA	@Centerforsecur1	@Center for Security Studies (KEMEA)
Fraport Regional Airports of Greece Management Company	@Airport_FRA	@Fraport AG
Independent Authority for Public Revenue - IAPR	#IAPR	#IAPR
Estonian Tax and Customs Board	@maksu_tolliamet	@Maksu- ja Tolliamet / Estonian Tax and Customs Board
The Danish Customs Agency	#Toldstyrelsen	@Toldstyrelsen
Spanish Tax Agency	#AEAT	#AEAT
Hellenic Police	@hellenicpolice	@Hellenic Police
Ministerio del Interior	@interiorgob	@Ministerio del Interior
Customs and Monopolies Agency	@AdmGov	@Agenzia Dogane e Monopoli - ADM

2.2.2.3 Videos

BAG-INTEL will produce videos, including a motion graphics explainer video to provide updates on the project, disseminate its vision and achievements, and promote the experts and other stakeholders involved in the project. Producing and sharing such content will support awareness creation, stakeholder engagement, and the uptake of project results and the developed technology.

Funded by the European Union

Project funded by
© 2023-2026 BAG-INTEL

The first video containing the Project Coordinator's remarks was shot during the kick-off meeting and will be released in Q1 2024.

2.2.2.4 News items and press releases

BAG-INTEL will be publishing regular news items with updates about the project. The news items will be written in an easy-to-understand language to ensure their accessibility to a wide group of stakeholders, including the general public. Press releases will be published coinciding with key activities and achievements of the project (e.g., kick-off, key technological developments, etc.). They will be distributed to various European media outlets to raise awareness and inform the readers about the project progress and/or results. The first multi-language press release informing the public about the project kick-off meeting was published in 8 languages and it is available on the project website.

2.2.2.5 Publications

The table below lists publications/journals, to which partners plan to submit BAG-INTEL-related papers.

Table 4: List of targeted publications

Targeted Journal	Link
International Journal of Modelling and Simulation	https://www.tandfonline.com/journals/tjms20
SIMULATION	https://journals.sagepub.com/home/sim
Computers & Industrial Engineering	https://www2.cloud.editorialmanager.com/caie/default2.aspx
Computer Vision and Image Understanding	https://www.sciencedirect.com/journal/computer-vision-and-image-understanding
International Journal of Computer Vision	https://link.springer.com/journal/11263
International Journal of Machine Learning and Cybernetics	https://link.springer.com/journal/13042
Image and Vision Computing	https://www.sciencedirect.com/journal/image-and-vision-computing

Funded by the European Union

Project funded by
© 2023-2026 BAG-INTEL

IEEE/CVF Conference on Computer Vision and Pattern Recognition (CVPR)	https://ieeexplore.ieee.org/xpl/conhome/1000147/all-proceedings
Expert Systems with Applications	https://www.sciencedirect.com/journal/expert-systems-with-applications

2.2.2.6 Promotional materials

BAG-INTEL will produce a variety of dedicated promotional materials presenting the project and its achievements. These will include slide-based presentations, posters/roll-ups, flyers/brochures, various multimedia content, and giveaways (e.g., stickers). All materials will be developed in alignment with the planning for presentations and events and adapted in relation to specific target groups and types of events in terms of style, content, and messages.

2.2.2.7 Events

BAG-INTEL's participation in events serves several critical purposes, all aiming to enhance the project's impact, visibility, and collaborative potential. Whether it's international conferences, workshops, or technical demonstrations, each event participation is a strategic step in achieving the project's overall objectives.

1. **Promotion and visibility**: Attending events provides a platform to showcase the project's work, progress, and results, enhancing BAG-INTEL 's visibility within its field. This can lead to increased recognition, driving interest among potential collaborators, funders, and beneficiaries.

2. **Knowledge exchange**: Events allow the BAG-INTEL team to learn from and share insights with experts, peers, and stakeholders. This mutual exchange of knowledge can contribute to the refinement of the project's methodology, objectives, and outcomes, ensuring they remain aligned with current trends and best practices in the field.

3. **Networking and collaboration**: Events bring together diverse groups of individuals and organizations. For BAG-INTEL, these provide excellent networking opportunities, potentially leading to collaborations that can enrich the project and extend its impact.

4. **Dissemination of findings**: Through presentations and discussions, BAG-INTEL can disseminate its findings and innovations to a broader audience, contributing to the knowledge base of the field and promoting the application of its research outcomes.

5. **Engagement and dialogue**: By participating in events, BAG-INTEL fosters a dialogue with stakeholders, beneficiaries, and the public. This interaction can enhance understanding of the project's relevance and potential impact, encouraging broader engagement and support.

6. **Feedback and improvement**: Feedback received during events can provide invaluable insights for improving the project. This feedback, whether it comes from peer discussions or formal reviews, can lead to adaptations and enhancements in the project's subsequent stages.

Funded by the European Union

Project funded by
© 2023-2026 BAG-INTEL

The project consortium has already identified some key events, which will be attended to promote the project, grow awareness about its potential, and attract stakeholders.

Table 5: Targeted events

Targeted events	Date	Link
ESM	23-25, October 2024	https://www.eurosis.org/cms/?q=taxonomy/term/21
MODELS	22-27 September 2024	https://conf.researchr.org/home/models-2024
SIMULTECH	2025	https://simultech.scitevents.org/Home.aspx
ECMS	2025	https://scs-europe.net/conf/ecms2024/
Annual Conference on EU Border Management	25-26, April 2024	https://www.era.int/cgi-bin/cms?_SID=ced8c4d5236e8a3dd3fdffea2f93bcb659adbbae01039699014766&_sprache=en&_bereich=artikel&_aktion=detail&idartikel=132585
World Border Security Congress	24th-26th April 2024	https://world-border-congress.com/
Security Research Event	October 2024	https://www.securityresearchevent.eu/

Funded by the European Union

Project funded by

© 2023-2026 BAG-INTEL

Security and Defence Conference	2024	https://rise-sd2023.eu/ **the 2024 edition has not been announced yet*
IEEE WCCI 2024	June-July 2024	https://2024.ieeewcci.org/
IPMU 2024	July 2024	https://ipmu2024.inesc-id.pt/

Given the size of the consortium, all project partners will follow a specific procedure that will ensure a smooth and successful promotion of individual activities and ease the reporting duties – when a project partner plans to participate in an event, they should inform the Project Coordinator and the Dissemination Manager upfront. The dissemination team will then advise the project partner about the promotional material that should be taken to the event, in addition to supporting them with the social media coverage during and after the event.

2.2.2.8 Newsletter

The BAG-INTEL newsletter will be published bi-yearly providing updates on project activities and results. More specifically, the newsletters will contain information on the upcoming tasks, attended and organized events, as well as any relevant news and announcements from individual partners. All consortium members will provide relevant information to ensure that the content of the newsletter is engaging, accurate, and timely.

The design of each newsletter will be aligned with the BAG-INTEL brand identity and will be fully responsive to ensure its full readability on any device. The technology behind the newsletter will provide enough flexibility to be adapted to the communication needs of the project. All issued newsletters will be uploaded on the website.

A mailing list based on subscription has been created, giving the possibility to share the newsletter via mass mailing. A registration functionality allowing interested visitors to subscribe to the newsletter is already available on the project website. Martel will ensure that the abovementioned actions comply with the requirements of the GDPR. Mailings with invitations to relevant workshops and webinars, and any other information that cannot wait for the newsletter publication will be sent in a form of a newsflash to the same database used for the newsletter.

Funded by the European Union

Project funded by
© 2023-2026 BAG-INTEL

2.3 PARTNERS' INDIVIDUAL COMMUNICATION PLANS

All members of the BAG-INTEL consortium are equally committed to promoting the project and will use their respective channels to maximize the project's communication and dissemination efforts. In that regard, in addition to contributing to the activities set by WP6, many of the partners are building additional communication plans, exploiting their unique expertise, networks, and partnerships. The engagement of all project partners will guarantee a wide reach of BAG-INTEL's activities and achievements. Some of the partners' initial individual outreach plans are presented below.

Table 6: Individual partners' plans for communication and dissemination

Partner	Communication and dissemination activities
STAM	LinkedIn: STAM will regularly update its LinkedIn profile with project achievements, insights into the methodologies applied in the digital twin development, and relevant industry news. Twitter/X: On Twitter, STAM will maintain an active presence, sharing real-time updates on project activities, participating in industry conversations using project-specific hashtags, and promoting relevant content. Events: STAM will be proactive in joining events for presenting BAG-INTEL and the key-results that will be obtained.
GUCI	Attendance at events, conferences, congresses, seminars, webinars, etc. on security, technology and innovation where GUCI will be able to present project results. Dissemination of the project at frequent meetings with other LEAS, academia, industry, etc. At these events, projects in which GUCI is involved, including BAG-INTEL, are presented. LinkedIn and Twitter/X: Dissemination of the project on social media. GUCI will provide regular updates on the progress of the project.
INTRA	Netcompany-Intrasoft (INTRA) will disseminate the advancements and offerings derived from the BAG-INTEL project through a comprehensive plan of outreach activities that encompasses product promotion and marketing, industry engagement, and academic collaboration. More specifically, INTRA will (i) utilize the company website, social media channels, and industry-specific forums to promote the cybersecurity solutions developed through BAG-INTEL; (ii) collaborate with consortium partners to co-promote the BAG-INTEL offerings, providing a comprehensive solution to potential clients; (iii) participate in relevant industry events, conferences, and trade shows to showcase the project's outcomes and interact with potential customers, partners, and experts; (iv) co-publish research findings, joint papers, and participate in academic conferences to support the project's research results. INTRA will regularly assess the effectiveness of different aforementioned dissemination channels and adjust the focus based on their performance.

Funded by the European Union

Project funded by
© 2023-2026 BAG-INTEL

HPOL	HPOL is currently in the process of posting a short summary (in Greek and English) and the logo of the project on the official website of the Greek police. In the future, the same posting procedure will be followed in case of HPOL's participation in events or meetings. In addition, there is a proposal to carry out centrally from the headquarters of the Hellenic Police a presentation of BAG-INTEL; however, the relevant permission has not yet been granted.
KEMEA	KEMEA, supervised by the Hellenic Ministry of Citizen Protection, will bring and promote the BAG-INTEL solution to the attention of all relevant entities of the Ministry. Additionally, as a key member in a significant number of European associations and organizations (e.g., EOS, ESCO, FRONTEX, Europol), KEMEA will communicate the project results to them and use them as amplifiers. KEMEA will also focus on the dissemination of the project results via its strong presence in national and international scientific and thematic conferences and workshops (i.e., SRE, IOT week, IEEE conferences) targeting academia, security experts, and the mobile industry. The results will be also communicated through workshops and events organized by KEMEA. In the last few years, in collaboration with DG Home, KEMEA organized a large annual event with titled "Mediterranean Security Event in Greece" with more than 300 attendees with an objective of bringing together innovative R&D security projects, practitioners' network, industry and academia, and policy makers to facilitate interaction and synergy among R&D activity and the networks of practitioners as users of European research. Lastly, KEMEA's dissemination activity will continue to be oriented toward journal and conference publications (over 200 publications within the last 10 years).
ISDEFE	ISDEFE has a LinkedIn page with 37K followers, in which they actively promote R&D initiatives, regardless if they participate in them or not. In this particular case, ISDEFE commits to disseminating BAG-INTEL posts regularly through its LinkedIn page. ISDEFE also sends an internal daily newsletter to their 1600 employees. It is very common that colleagues show interest and provide insight expertise when specific topics, such as security, AI, and baggage screening are mentioned. ISDEFE's participants to BAG-INTEL will publish a complete article in the daily newsletter, focusing on the Madrid-Barajas testing site and benefits spanning from the BAG-INTEL project.
UGR	UGR owns the CanalUGR dissemination channel which plays a pivotal role in bridging the gap between the academic community and the wider public, offering a rich tapestry of content that showcases the university's cutting-edge research, educational initiatives, and cultural contributions. Through its diverse array of multimedia resources (web page, X, Instagram and YouTube accounts), CanalUGR not only facilitates the sharing of valuable insights within the academic realm but also extends its impact to a global audience in local and national newspapers and social media accounts.

Funded by the European Union

Project funded by
© 2023-2026 BAG-INTEL

	We plan to disseminate the advancements made during the BAG-INTEL project in CanalUGR, as we already did for the news on project kick-off which was echoed in several national newspapers (see for instance: https://novaciencia.es/el-contrabando-en-aeropuertos-se-frenara-con-inteligencia-artificial/). The technical developments made during the project will be also disseminated in high impact research journals as well as several international conferences such as those enumerated in previous sections. UGR additionally, plans participation at the European Nights in several years during the project, and interviews with local, regional and national media.
DBC	DBC will utilize its broad network of public administration authorities and SME associations to effectively disseminate the project results. It will establish connections with well-established initiatives and summits involving public authorities, SMEs, and policymakers to actively promote the project findings and speak about its benefits.

2.4 COLLABORATION AND LIASONS

Several consortium members take part in related ongoing projects (e.g., ODYSSEUS, MELCHIOR, METEOR), associations, initiatives (e.g., START 4.0 - Smart Transportation Advanced Research and Technology*), and networks (SiiT - Società Italiana di Ingegneria del Traffico**). To ensure a broad project outreach and its successful uptake and validation, liaisons and synergies with these projects, initiatives, and organizations will be fostered forming the basis for the broader BAG-INTEL ecosystem.

2.5 IMPACT ASSESSMENT

The BAG-INTEL communication and dissemination strategy and plan will be closely monitored throughout the duration of the project. The evaluation will be carried out by the Dissemination Manager on a regular basis (every six months) to ensure the success of outreach activities.

A set of KPIs was defined to measure the impact and conduct the most accurate assessment of performed communication and dissemination activities. Table 7 presents planned activities, their objective and impact, and an estimated target value.

To support the achievement of BAG-INTEL's communication and dissemination goals, the consortium put in place several tools including Prowly (media database), Meltwater (for media monitoring), Buffer (for social media management), Ti.to (event management platform, GDPR compliant, located in the EU), and MailerLite (newsletter tool, GDPR compliant, located in the EU), Qualtrics, and a premium quality hosting infrastructure for the project website.

Funded by the European Union

Project funded by
© 2023-2026 BAG-INTEL

Table 7: Project KPIs

Activity/Measures	Objective/ Impact	KPIs (M1 - M36)
Project website	One-stop shop for all project information. The interface between the target stakeholders and the consortium.	No of unique visitors to the website: 1500 (average per year)
Flyers Posters/roll-ups	For distribution via participation to and organisation of dedicated events; Online distribution on the website	No of flyers: 6 No of posters/roll-ups: 4
Social Networks	For keeping the relevant target groups informed of the project's milestones, events, and outputs. For expanding the potential audience.	Project accounts on Twitter and LinkedIn: ≥ 1,000 connections/followers in total ≥ 60 posts on social networks
Videos (including motion graphics explainer video)	Raise awareness about the project's objectives and results and explain the benefits of the projects	≥ 6 online videos
Press releases	Raise awareness and inform on the project's results; Tailored to specific target groups	≥ 4 press releases to be translated and published by the partners
Newsletters	Raise awareness and inform on the project's results; Shared on social media and on the project website.	≥ 6 newsletters (one every 6 months)
Multimedia training materials	Inform about the project's results and train the target stakeholders for the adoption of AI solutions.	12 multimedia items
Participation in workshops, fairs, conferences and other events (in person or online)	To disseminate to the academic community, industry, and end-users the results, to receive feedback and discover scientific and business cooperation opportunities.	≥ 8 fairs and conferences where partners will take part and present BAG-INTEL concept, results and demos
Training workshops (in person or online)		≥ 6 training workshops with 30 participants attending each workshop

Funded by the European Union

Project funded by

© 2023-2026 BAG-INTEL

Publications		≥ 12 articles, including scientific publications (peer-reviewed and open access preferred) with an impact factor greater than 1,5

Funded by the European Union

Project funded by

© 2023-2026 BAG-INTEL

3 CONCLUSIONS

Deliverable 6.1 Dissemination and Communication Strategy and Plan was developed to provide guidelines and a consistent framework for communication and dissemination activities and guarantee BAG-INTEL's broad visibility, adequate promotion, and uptake of its results. The document presents the initial communication and dissemination strategy and plan, describes tools developed between M1 and M4, and outlines planned promotional activities for the remainder of the project. Developing this strategy at the early stages of the project will allow BAG-INTEL to maximize the impact of its communication, dissemination, and stakeholder engagement activities and sustain the concepts, achievements, and knowledge developed throughout the project.

The plan is supposed to guarantee that:

- All outreach activities follow the guidelines and are executed within the planned schedule,
- The messages are consistent and of a high standard,
- All consortium members contribute to promoting the project.

In addition to presenting the project's communication and dissemination strategy, the document also presents a monitoring and evaluation framework that will be used to measure the achieved progress and impact of conducted outreach activities.

Deliverables D6.2 *Dissemination and communication mid-term report*, due at M18 and D6.4 *Dissemination and communication final report*, due at M36 will provide more details on the progress of the strategy against the set KPIs, attended and organized events, published papers, established liaisons, and the overall effectiveness of BAG-INTEL's online presence.

Funded by the European Union

Project funded by
© 2023-2026 BAG-INTEL

APPENDIX A

What is a brand identity?

A brand identity allows you to recognize a consistent look and feel across all outlets (electronic and printed visual media). It defines how those who come into contact with the brand should perceive it and influences their opinion of the brand.
This document lists and explains the visual identity elements of BAG-INTEL project. These are rules and values to help you create and compose visual designs using its identity.

Examples of BAG-INTEL's brand identity across different outlets (X/Twitter and LinkedIn accounts):

© 2023-2026 BAG-INTEL

1

Funded by the European Union

Project funded by

© 2023-2026 BAG-INTEL

Logo

Main version of the BAG-INTEL logo with some basic recommendations.

Main version

Safe area

Icon version (for social media outlets)

Minimum size

© 2023-2026 BAG-INTEL

Logo variations

The main logo is also provided in the variations depicted here below, to allow readability over dark backgrounds or for black and white printing purposes.

Negative version

Black&White version

© 2023-2026 BAG-INTEL

Funded by the European Union

Project funded by

© 2023-2026 BAG-INTEL

Dos and dont's

Basic instructions on how to use the main logo - and its variations - over different types of backgrounds.

Dos

Negative version on high contrasted background.

Main version on background assuring high contrast.

Don'ts

Not enough contrasted background.

Not enough contrasted background.

© 2023-2026 BAG-INTEL

Corporate colours

A main palette of 2 colours based on the logo colour scheme.
In combination with the main colours palette, two more greyscale colours can be used.

For slide presentations and deliverables: the colour of standard elements has been defined and locked in the respective templates, as those documents are likely to be mainly edited outside design departments.

To change colours (icons or additional text), editors will find the corporate colour palette in the templates.

Palette of corporate colors

C77 M12 Y31 K1
R15 G163 B177
HEX #0fa3b1

C0 M48 Y77 K0
R225 G105 B120
HEX #ff9b42

C75 M68 Y67 K90
R0 G0 B0
HEX #000000

C50 M41 Y42 K5
R133 G134 B134
HEX #858686

© 2023-2026 BAG-INTEL

Funded by the European Union

Project funded by

© 2023-2026 BAG-INTEL

Font types

BAG-INTEL's brand uses Google Fonts' open source font Open Sans for both headings (Bold version) and body copy (Regular and Bold versions). This applies to the website and all other promotional materials.

For deliverables and presentations, the system font Calibri (only Regular and Bold versions) should be used instead, to avoid missing font issues, as those documents are likely to be mainly edited outside design departments.

Headings
(website and all promotional materials)

Open Sans bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Alternative body copy and headings
(for deliverables and presentations)

Calibri regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Body copy
(website, other promotional materials)

Open Sans regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Open Sans bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

© 2023-2026 BAG-INTEL

Funding Acknowledgements

All the EC/SERI funded projects **should clearly show** the acknowledgement to the EC and SERI funding, side by side, in all Dissemination & Communication materials (e.g. flyers, posters, roll-ups, brochures, videos, website, etc). Here below we present examples of the elements to show - and their required arrangment - in different contexts.

The assets featured in this page (and their negative versions for use on dark backgrounds) are available in the project repository.

Funded by
the European Union

Project funded by

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Education,
Research and Innovation SERI

Project funded by

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Education,
Research and Innovation SERI

© 2023-2026 BAG-INTEL

Funded by
the European Union

Project funded by

© 2023-2026 BAG-INTEL

Funding Acknowledgements - Scientific publications/press releases/blogs/deliverables

The following combined disclaimer **must be used** in scientific publications/press releases/blogs/deliverables (which feature authors and in which opinions/comments/conclusions are stated). All alignments presented here below are permitted.

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

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

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

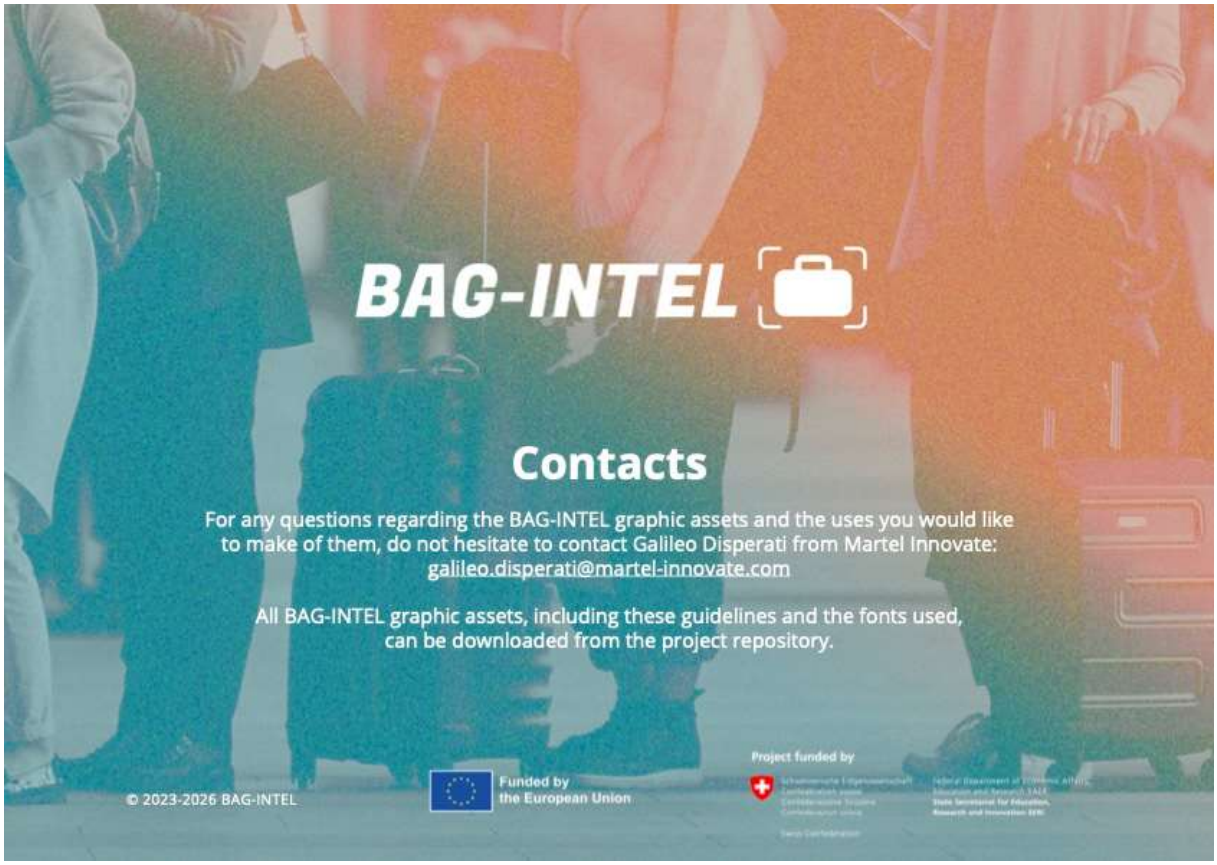
This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

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

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

© 2023-2026 BAG-INTEL

8



Funded by the European Union

Project funded by

© 2023-2026 BAG-INTEL