

# RESISTO:

## D10.6\_ DISSEMINATION AND COMMUNICATION ACTIVITIES – FIRST



# RESISTO

## D10.6 – DISSEMINATION AND COMMUNICATION ACTIVITIES – FIRST

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## RESISTO PROJECT – PUBLISHABLE EXTENDED ABSTRACT

Communications play a fundamental role in the economic and social well-being of the citizens and on operations of most of the CIs. Thus they are a primary target for criminals having a multiplier effect on the power of attacks and providing enormous resonance and gains. Also extreme weather events and natural disasters represents a challenge due to their increase in frequency and intensity requiring smarter resilience of the Communication CIs, which are extremely vulnerable due to the ever-increasing complexity of the architecture also in light of the evolution towards 5G, the extensive use of programmable platforms and exponential growth of connected devices. The fact that most enterprises still manage physical and cyber security independently represents a further challenge. RESISTO platform is an innovative solution for Communication CIs holistic situation awareness and enhanced resilience (aligned with ECSO objectives). Based on an Integrated Risk and Resilience analysis management and improvement process availing all resilience cycle phases (prepare, prevent, detect, absorb, etc.) and technical resilience capabilities (sense, model, infer, act, adopt), RESISTO implements an innovative Decision Support System to protect communication infrastructures from combined cyber-physical threats exploiting the Software Defined Security model on a suite of state of the art cyber/physical security components (Blockchain, Machine Learning, IoT security, Airborne threat detection, holistic audio-video analytics) and services (Responsible Disclosure Framework) for detection and reaction in presence of attacks or natural disasters. Through RESISTO Communications Operators, will be able to implement a set of mitigation actions and countermeasures that significantly reduce the impact of negative events in terms of performance losses, social consequences, and cascading effects in particular by bouncing efficiently back to original and forward to operational states of operation.

## EXECUTIVE SUMMARY

This deliverable contains the first release of the dissemination plan to act as a roadmap for the first year's activities and lists the main objectives and tools of the dissemination and communication strategy that the project will put in place to reach the largest audience as possible for sharing the details of the project and of its outcomes. This first release is meant to be a guideline to all partners for the first year, while all related issues will be more detailed and elaborated in the next versions of this Deliverable to act as the main dissemination and communication strategy document.

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## 1. INTRODUCTION

The main purpose of this Deliverable is to provide a general roadmap towards the dissemination strategy and communication plan that will be followed throughout the RESISTO duration.

It has to be noted that the specific point in time (M2) is too early to result in a concrete and detailed dissemination and communication strategy since this requires a thorough investigation of the project capabilities and is directly and strongly connected to the elicitation of the user needs and requirements that will occupy the first project year. For that reason, a series of Dissemination and Communication activities Deliverables has been foreseen.

Thus, since at this point the RESISTO project just started, the content of the present version represents a preliminary scheduling in the form of headlines, to act as the first roadmap for all consortium partners for the planning of their related dissemination and communication activities, at least for the first project year.

To this respect, it has to be noted that all the issues that are dealt within this first version will be thoroughly examined and presented in more detail and elaboration within the next second version (D10.7 - Dissemination and Communication Activities – second) due on M12. In D10.7 all activities foreseen and accomplished during the first project year will be mapped and individual dissemination and communication actions per partner will be listed.

## 2. COMMUNICATION AND DISSEMINATION STRATEGY

The main goal of the dissemination strategy within RESISTO is the dissemination of the achieved results to the largest audience as possible. This includes the following objectives:

- The definition of mechanisms and strategies for an effective dissemination;
- The creation of a community composed by the project partners and interested stakeholders;
- The implementation of targeted communication activities for different recipients (e.g., stakeholders, research communities);
- The performance of dissemination activities to raise international awareness and interest in the project activities and in the achieved results;
- The dissemination of relevant project results to standardization bodies;
- To maximize the impact of RESISTO by creating a liaison with other EU, regional and national projects.

The dissemination activities are devoted to the establishment of a critical mass of stakeholders and research bodies. In order to achieve this goal, the results of the activities within RESISTO will be disseminated to the widest possible community through several means. The participation of entities outside the consortium and knowledge sharing will be encouraged through networking activities and events aimed at increasing the impact and enriching the scientific and industrial contribution to the project.

The goals of the dissemination strategy are:

- The preparation of a plan for the dissemination activities;
- The creation of an image of the project;
- The establishment of the project website, together with its continuous update;
- The use of social networking tools;
- The preparation of articles, publications, press releases and brochures/flyers;
- The participation to dissemination events.

The practices to be followed by the dissemination strategy refer to the following principles:

- definition of the various target audiences to whom the project will appeal;
- identification of the type and nature of the knowledge produced and production of targeted dissemination materials tailored to the characteristics of each audience segments;
- establishment of communication means and channels to reach these audience segments along with appropriate preparation of printed and electronic materials;
- selection of the most suitable time schedule to implement the items listed above in order to achieve the most effective dissemination possible.

### 2.1 Initial identification of Stakeholders, targeted audience and User Groups

In order to develop an effective dissemination and communication strategy, following the determination of its specific goals and objectives, the most critical step is the identification of the target audience for the project. It is clear that for each phase (requirements definition, development and integration, piloting implementation - as it will be described later in this Deliverable), different groups will be targeted so as to proactively and effectively provide the most relevant information to particular specific groups.

To this respect, and in order for the produced knowledge during the project to be disseminated and communicated effectively, the following groups have been initially identified, at this preliminary stage:

1. Initial phase: requirements and architecture definition
  - facility managers and working conditions advisors;
  - IT engineers, cyber/physical threat avoidance workers and hardware / software developers;
  - students, researchers, and the academic community;
  - general public;
  - telecom providers, end users and ISPs associations and security communities.
2. Development and integration phase
  - policy makers in large telecom organizations or in government and ministries;
  - critical infrastructures regulators, managers and grants providers;
  - development partners and stakeholders from international and national cooperation agencies;
  - public and private agencies and associations against cyber and physical threats;
  - National and International Telecommunication associations.
3. Piloting implementation phase:
  - industry stakeholders and policy makers;
  - telecommunications and security supplier companies and integrators;
  - electronics and sensors manufacturers;
  - mobile, web and IT developers;
  - national and international Telecommunication Standardization Bodies;
  - risk / resilience related players and associated agencies;
  - the wider security community and associated markets;
  - the wider critical infrastructures community and related national and international bodies since many of the project outcomes are foreseen to have significant applications and important impact to other critical infrastructures (i.e. transportation infrastructures, energy plants etc) apart from the telecom ones.

To this end, based on the above list, different mechanisms and actions will be employed in order to disseminate and communicate the goals and outcomes of RESISTO to the above wide variety of targeted groups. Attempting to make an initial classification of the various stakeholders of the targeted audience the following general groups are derived where respective dissemination and communication tools, means and channels will be applied to attract the major possible appeal:

1. Dissemination to European and nationally or internationally based industries: the RESISTO industrial partners and SMEs will disseminate the project scope and outcomes not only within their companies and organizations, but also out of their companies and through their client networks and communication channels. The expected mechanisms to be applied are:
  - informal awareness creation and knowledge transfer, through internal websites, portals and newsletters;
  - meetings of related staff with other personnel out of the project, to identify synergies early enough;
  - clustering with other EU and national research projects and operational initiatives;
  - dissemination to related Business Interest Groups with the use of all dissemination and communication channels, such as electronic media and participation in conferences, fairs, exhibitions and joint events.

2. Dissemination to the academic and scientific research community: the RESISTO academic partners and Research and Technology Organisations (RTO) will disseminate the technological and scientific results that will be of major interest for the scientific and industrial commercial community. These results will be communicated, apart from the RESISTO website, at scientific, hardware and IT, telecom infrastructures and the general security society meetings, through publications in peer-reviewed conferences and journals, through press releases for popular technical magazines, along with social media and networking. Metrics such as the Impact Factor will be used to select the most appropriate and important journals for the scientific content while Open Access policies will be also promoted. Special sessions organizations in international and IEEE Conferences and workshops will be pursued.
3. Dissemination to the wider public, the media and potential users: the attraction of a wider public is planned to be accomplished through the creation and inclusion in web sites, the social media and popular channels along with press releases in magazines and newspapers or newsletters, adjust the content each time to the specific target group.
4. Dissemination to policy makers, security organizations and End Users (Telecom groups and Standardization Bodies): this activity includes a variety of actors including those players that determine the legal framework in national and international level since the RESISTO affects legal and ethical issues (such as personal data) as well. The above category ranges from the EU Committees and Agencies related to critical infrastructure protection up to Law Enforcement Agencies (LEAs), Non-governmental organizations (NGOs) and International Standardization Bodies (IEEE groups, ETSI and ECC etc). The related activities are foreseen to take place in the later stages of the project where the proof of concept and the piloting implementation will result in successful validation and evaluation results. Thus, representatives of these entities will be invited to observe the operational RESISTO platform during the piloting implementation, while targeted actions are envisioned: participation to large security and critical infrastructures related scientific or market events, fairs, exhibitions, conferences and expos in combination to exploitation actions.
5. Clustering with other research and operational initiatives: Intra-project dissemination and clustering with relevant EU or national projects will be pursued to achieve essential and important collaboration between researchers within Europe. Currently running or already finished EU or national research projects with disciplines related to RESISTO will be contacted to establish relationships and investigate potential common interests or even combined implementations and approaches, exchanging views and information, fostering cooperation and feedback with other players on the field and enabling stakeholders' interaction. This will be facilitated through participation in Clustering Events organised by the EC, Experts working Groups, Critical Infrastructures Initiatives or Security Organizations.

### 3. DISSEMINATION AND COMMUNICATION TOOLS – INITIAL ACTIONS

In the following, the initial actions already made during the first two months of the project along with representative foreseen activities for the first project year are presented. These actions will be further specified and elaborated in the next version of this Deliverable, which will also elaborate the RESISTO vision for a more effective and appealing dissemination and communication strategy.

#### 3.1 Project image

##### 3.1.1 Project Logo

The project logo is one of the key elements in the identity of the project. Its main goal is to effectively represent the core objectives of the project. The logo must capture the vision, mission and objectives of the RESISTO project, and therefore the project logo has already been designed in the first month of the project.



Figure 1 - RESISTO logo

##### 3.1.2 Project templates

The templates for different document types have been prepared (.doc, .ppt). The use of shared templates allows the project to be represented in a uniform way. All templates are available for the consortium partners on Emdesk (<https://emdesk.eu/cms/?p=334>).

Currently the following templates are available:

- RESISTO Periodic report template (Microsoft Word);
- RESISTO Minutes of Meeting template (Microsoft Word);
- RESISTO Deliverable template (Microsoft Word);
- RESISTO Presentation template 16:9 (Microsoft PowerPoint);
- RESISTO Presentation template 4:3 (Microsoft PowerPoint);

Additional templates will be added as required.

All documents, presentations etc. in RESISTO will be created by using the appropriate templates.

## 4. DISSEMINATION AND COMMUNICATION TOOLS – PLANNED AND FORESEEN

### 4.1. Website

The project website will allow the communication with the general public as well as communication among the consortium partners. The project website <http://www.resistoproject.eu/> has been established within one month from the kick - off meeting and will be maintained and continuously updated through the whole duration of the project.

The project website will be used as a hub for all dissemination activities, news broadcast channel for all public information. The website will contain a dedicated space for all public documents and dissemination material produced as a part of the RESISTO project (e.g. press releases, project brochure, newsletter, conference and journal publications).

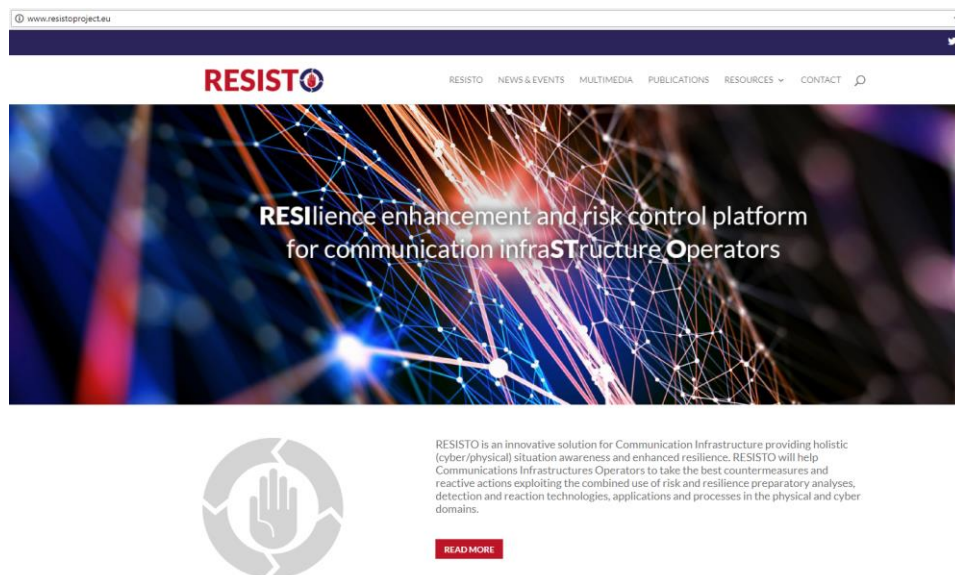


Figure 2 - RESISTO website.

### 4.2. Deliverables

The public RESISTO deliverables will be published on the website and will be available for download. This will allow the interested audience to follow the project development.

### 4.3. Flyer/ Brochure

In order to reach the wider audience as possible, different dissemination materials will be produced. Dissemination materials will contain RESISTO logo, a brief description of the project and of its structure, and the list of partners.

The produced dissemination material will be published on the website and will be available for download. They will be also distributed at the events attended by the partners in order to increase the visibility of the project and extend our network and contacts.

#### 4.4. Project presentation at external events

All partners will participate at external events relevant to the project in order to present the project and its results, increase the project visibility and establish new contacts.

##### 4.4.1 Trade shows, exhibitions and clustering events

Consortium partners who will have a presence at international, national or regional events will represent the project. The dissemination will be performed by using the available templates and flyers\brochures.

Currently, a partial list of events where partners plan to exhibit is the following:

- Academic-Industry Clustering's workshops in Cyprus Critical Infrastructure Protection Conference in Cyprus;
- Risk assessment & Management in Critical Infrastructures (Cyprus);
- Defense Industry Conference (Cyprus);
- The European Agency for the operational management of large-scale IT systems in the area of freedom, security and justice (EU-LISA) associated events;
- Clustering Events with projects: FP7 Security - ZONESEC - "Towards an EU framework for the security of widezones", 2014-2018, (607292 / SEC-2013-1.6-3 - Surveillance of wide zones: from detection to alert – Integration Project;
- relevant clustering events with research projects organised by the: European Commission and especially the Directorate-General of Migration and Home affairs (DG HOME); The Joint Research Center (JRC) Initiative (DG-JRC) of the European Commission and related units of European Security Agencies;
- IEEE Societies, Technical Committees and Working Groups or IEEE National Chapters that simultaneously are in charge or organise International Conferences or Journals, since members of the RESISTO consortium are relevant Chairs or Contributors;
- Authorities, Agencies and Bodies such as Authority for the Information and Communication Security and Privacy, working groups of Standardization bodies (i.e. ETSI etc) to enable also future exploitation aspects;
- EU's Research groups and Initiatives such as AENEAS, ARTEMIS etc...

##### 4.4.2 Conferences

Specific conferences will be excellent platform for disseminate our findings and start direct conversations with the audience.

Up to this point a paper has been submitted to a Special Session of 2018 European Conference on Networks and Communications (EuCNC). The paper is entitled "Enhancing Critical Infrastructure Protection: The RESISTO Concept" and is authored by Ioannis Chochliouros, Maria Belesioti, Federico Frosali and Rodoula Makri.

A partial list of conferences where partners plan to present the technical activities in the project is the following:

- INQUIMUS 2018- Methods and tools to assess multi-hazard risk, vulnerability and resilience (3-5 December 2018);



- IEEE Annual International Symposium on Personal, Indoor, and Mobile Radio Communications (PIMRC);
- International Conference on Information and Communication Technology Convergence (ICTC);
- IEEE Resilience Week (RWS);
- European Workshop on Visual Information Processing (EUVIP);
- International Conference on Protective Structures;
- Conference for Information Systems for Crisis Response and Management;
- Information systems for crisis response and management (ISCRAM);
- European Conference on Networks and Communications (EuCNC);
- International Conference on Artificial Intelligence Applications and Innovations (AIAI);
- InfoCom World;
- Balkan CryptSec, September 2018, Iasi, Romania;
- Defcamp9/10/11, November 2018/19/20, Bucharest, Romania;
- CyberSecurity Workshop from Orange Educational Program (having as audience 400 students and academic staff from Technical Universities from Romania), September 2018;
- Romanian International Conference on Communications (IEEE Romania);
- International Conference on Pattern Recognition Application and Methods;
- IEEE World Congress on Computational Intelligence;
- European Signal Processing Conference;
- IEEE International Conference on Image Processing (ICIP);
- Annual Conference on Neural Information Processing Systems (NIPS);
- Annual Network and Distributed System Security Symposium (NDSS);
- IEEE Radar Conference (RadarCon);
- SPIE Defense + Security Conference, including SPIE Sensors, and Command, Control, Communications, and Intelligence (C3I) Technologies for Homeland Security, Defense, and Law Enforcement;
- ICDSA - International Conference on Defense and Security Analysis.

## 4.5. Publications

### 4.5.1 Scientific publications

Journal papers are an effective dissemination tool. The consortium partners will publish reports and scientific articles with specific target to open access journals. This will ensure the long lasting impact beyond project duration, particularly in relation to the academic world.

A preliminary list of journals is in the following:

- International Journal of Critical Infrastructure Protection, Elsevier;
- IEEE Access;
- IEEE Transactions on Information Forensics and Security;
- IEEE Transactions on Industrial Informatics;
- IEEE Systems Journal;
- IEEE Wireless Communications;
- IEEE Control Systems;
- Reliability Engineering and System Safety;
- Journal of Safety Research;
- IJBCRM, International Journal of Business Continuity and Risk Management, InderScience;
- Risk Analysis, Wiley;



- Artificial Intelligence;
- Information Fusion An International Journal on Multi-Sensor, Multi-Source Information Fusion;
- International Journal of Information Management;
- IEEE Transactions on Pattern Analysis and Machine Intelligence;
- Computers & Security;
- International Journal of Risk Assessment and Management;
- IEEE Systems;
- Journal on Signal Processing, Elsevier Science;
- IEEE Transactions on Microwave Theory and Techniques;
- IEEE Transactions on Communications.

#### 4.5.2 Other publications

Apart from peer review scientific papers we will also publish in industry magazines and newsletters, such as:

- Cyprus Safety & Health Association;
- Orange Business Internet Security Cyber Threat Report, H1 2018 (bi-annual report on current trends and threats discovered in ORO's MSS infrastructure. The data in this report is gathered from multiple network security appliances, end-points and servers and ingested, correlated and presented by a custom-built Events Log Management system. This report provides actionable intel for its consumers in order to better understand the current threat landscape and the steps needed to protect one's information, brand and reputation);
- Horizon, the EU Research & Innovation Magazine;
- IEEE Computational intelligence Magazine.

#### 4.6. Social media and blogs

The project will activate social channels in order to promote the finding of the project and promote the creation of collaboration among the partners and the interested audience.

Social media are a very dynamic environment and one of the most popular and fastest ways to promote the project and enhance its visibility; we plan to create LinkedIn, Facebook, and Twitter accounts that are the most effective media for reaching a wider audience. Policy papers, newsletter, the project video along with media communication and press releases will be also pursued.

## 5. SUMMARY OF COMMUNICATION CHANNELS

Key Performance Indicators (KPI) or Key Success Indicators (KSI), are set as performance measurement to define and measure progress toward the set goals along with its impact to the targeted audiences. Initial means for verification of the success of the dissemination activities are presented in the following and will be further elaborated in the next, second version of this Deliverable. Google Analytics, Hootsuite and LinkedIn statistics will be also used to provide relevant statistics.

Table 1 summarizes communication channels and key performance indicators, which are relevant for the consortium partners with respect to the targeted audience.

Channel	Targets	Metrics
<b>Project website</b>	Everyone	# visitors > 100/month
<b>Social media</b>	Exploitation partners, research community, end user	# posts > 10/month # conversations > 3/month
<b>Scientific publications</b>	Research community, exploitation partners	# papers > 20 # citations
<b>Other publications</b>	End users, exploitation partners	# articles > 16 # Audience > 100,000
<b>Conferences</b>	Research community, end users, exploitation partners.	# presentations > 15 Audience > 1,000

Table 2 - Summary of communication channels.

## 6. EXECUTION OF DISSEMINATION STRATEGY

The key to the effective dissemination of project results is to communicate important achievements in the right time and to the right stakeholders. Thus, as denoted in Section 2, the dissemination and communication activities will follow a time plan compliant to the main project phases:

- The initial project phase incorporating Definition of user and architecture requirements will be accompanied by an initial awareness creation phase (year 1) towards dissemination and communication actions, during which the concept and project objectives will be communicated to a wide range of stakeholders;
- The project development and integration phase will be accompanied by a focused market and stakeholders attraction phase (year 2), during which early outcomes will be published and communicated;
- The piloting implementation phase will be accompanied by a more aggressive strategic dissemination phase (year 3), during which pilot trials with end users will be held to boost stakeholders and market penetration and to pave the way for the commercial exploitation after the end of the project.

All consortium partners will contribute to the implementation of the dissemination strategy.

There are 7 deliverables foreseen in the workplan which are associated with the dissemination strategy, as listed in Table 2 that will materialize the above mentioned dissemination and communication actions timeplan.

Deliverable	Due date	Responsible partner
<b>D10.1 Communication material - first</b>	4	RM3
<b>D10.2 Communication material - final</b>	36	RM3
<b>D10.3 Project Web Site</b>	2	RM3
<b>D10.6 Dissemination and Communication Activities - first</b>	2	RM3
<b>D10.7 Dissemination and Communication Activities - second</b>	12	RM3
<b>D10.8 Dissemination and Communication Activities - third</b>	24	RM3
<b>D10.9 Dissemination and Communication Activities - final</b>	36	RM3

Table 3 - List of deliverables related to the dissemination.

### 6.1 Consortium partners' contribution

Interaction and communication with all consortium partners and interaction with all WP are necessary to successfully disseminate the results of the project, especially because WP10 retrieves results and contents of WP 1-9 for dissemination and exploitation.

All involved partners will participate to the dissemination by:

- Contributing with contents and outcomes from the work packages they are involved in: press releases, presentations, pictures, video releases, articles, publications, etc.;

- Sharing dissemination opportunities;
- Participating and presenting the project at relevant events;
- Reporting the performed dissemination activities;
- Populate the section on Emdesk dedicated to the dissemination activities (<https://emdesk.eu/cms/?p=334>).

## 6.2 Acknowledgement of European Union funding

All dissemination material needs to include the EU emblem and the following acknowledgement: “This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 786409.”

## 7. CONCLUSION

The Dissemination plan is the guideline for the dissemination of the project and of its results. This plan presents dissemination tools for particular targeted audience and draft and is a living document.

However, since at this point the RESISTO project just started, the content presented in this Deliverable represents initial headline planning to act as the first roadmap for all consortium partners so that to have the proper guidelines for the conductance of their related dissemination and communication activities, at least for the first project's year.

All the issues that are dealt within this first version will be thoroughly examined and presented in more detail and elaboration within the next version of this Deliverable due on M12, where all actual and foreseen related activities will be listed. Naturally, the issues set herein will be continually monitored, updated and reported during the project.

## 8. REFERENCES

INDEX	REFERENCE
[1]	RESISTO – Grant Agreement. Project Starting Date: May, 1 <sup>st</sup> 2018