

Deliverable reference: D13.1	Date: 30 January 2012	Responsible partner: PLUS
Bridging Resources and Agencies in Large-Scale Emergency Management		
 BRIDGE is a collaborative project co-funded by the European Commission within the Seventh Framework Programme (FP7-SEC-2010-1) SEC-2010.4.2-1: Interoperability of data, systems, tools and equipment Grant Agreement No.: 261817 Duration: 1 April 2011 – 31 March 2015 www.sec-bridge.eu		
Title: Dissemination Strategy		
Editor(s): Prof. Friedrich Steinhäusler		Approved by: Geir Horn (SINTEF) Ramirez Leonardo (Fraunhofer FIT) Peter Wahlgren (USTOCK) Andreas Zimmermann (Fraunhofer FIT) Classification: Public
Abstract / Executive summary: The main objectives of WP13 are internal and external dissemination of BRIDGE-related results throughout the entire project and administration of End-User Advisory Board. The basic tasks of WP13 are to create awareness of BRIDGE and ensure local dissemination in strategic boards of participants, using flyers, brochures and the web site; attendance in seminars and congresses; organisation of seminars. The Deliverable D 13.1, <i>Dissemination Strategy</i>, foresees the use of different tools, platforms and dissemination measures, such as: Enhanced Project Team Identity; Task-specific E-mail reflectors; Project and partners' websites; BRIDGE Newsletter; BRIDGE Brochures, folders, posters; High quality technical & scientific publications; PowerPoint Templates; Press releases; Task group meetings at actual test site; Lectures and seminars; Workshops and conferences; Pre-show cases; Exhibitions; End-User Advisory Board Meetings and Reports. Examples for the practical implementation of the strategy are provided, such as: BRIDGE logo, BRIDGE brochure, layouts for BRIDGE stationary, project-related PowerPoint presentations and press releases, and the BRIDGE Newsletter.		
Document URL: http://www.bridgeproject.eu/downloads/d13.1_dissemination_strategy.pdf		ISBN number: 978-82-14-05375-3
		

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Version History

Version	Description	Date	Who	Affiliation
1	First Draft Release	18.4.2011	Steinhäusler	PLUS
2	Second Draft Release	29.8.2011	Steinhäusler	PLUS
3	Third Draft Release	4.9.2011	Steinhäusler	PLUS
4	Fourth Draft Release	5.9.2011	Steinhäusler Büscher Ferro Hellwagner	PLUS ULANCS Almende UNIKLU
5	Fifth Draft Release	26.9.2011	Steinhäusler	PLUS
6	Sixth Draft Release	27.9.2011	Steinhäusler	PLUS
7	Final Draft Release	17.10.2011	Steinhäusler	PLUS

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1 Introduction

The main objectives of WP13 are internal and external dissemination of BRIDGE-related results throughout the entire project and administration of End-User Advisory Board.

The basic tasks of WP13 are to create awareness of BRIDGE and ensure local dissemination in strategic boards of participants, using flyers, brochures and the web site; attendance in seminars and congresses; organisation of seminars.

This document describes the different tools and methods available for disseminating the information on the BRIDGE project, in particular dissemination material, templates and advice on the practical implementation of the dissemination strategy.

2 Implementation

2.1 Stakeholders

There are two types of stakeholders for this project: external and internal. The *external* stakeholders include:

- National and international professional societies representing EU first responders;
- National Governmental Bodies and Ministries addressing first responders issues;
- Industry related to first responders (hardware, software);
- EU First Responder Platforms;
- Universities and research centres;
- Individual researchers;
- Print media (journals, trade magazines, newspapers);
- Electronic media (Radio, TV, Internet);
- Members of the public.

The *internal* stakeholders are:

- Project partners;
- End-User Advisory Board;
- Technical Coordination Committee;
- Project Coordination Committee;
- European Commission.

2.2 Methodology

BRIDGE dissemination activities will use different tools, platforms and dissemination measures, such as:

- Enhanced Project Team Identity;
- Task-specific E-mail reflectors;
- Project and partners' websites;
- Newsletter;
- Brochures, folders, posters;
- High quality technical & scientific publications;
- PowerPoint Templates;
- Press releases;
- Task group meetings at actual test site;
- Lectures and seminars;
- Workshops and conferences;
- Pre-show cases;
- Exhibitions;
- End-User Advisory Board Meetings and Reports.

2.3 Project Team Identity

Team Identity is an essential component in strengthening the cohesion of the consortium partners on the one hand, and in displaying this team spirit formally to Third Parties. This can be achieved by using a common logo, stationary, templates for PowerPoint presentations, etc. Details are outlined in the sections below.

BRIDGE Logo

Several drafts were provided to the BRIDGE Consortium. Based on the majority vote taken among the project participants, the following logo has been selected as the official BRIDGE Logo (see Figure 1 below).



Figure 1 BRIDGE Project logo.

BRIDGE Letterhead

Several drafts were provided to the BRIDGE Coordinator and BRIDGE Technical Coordinator. The figure below shows the final BRIDGE Project Letterhead.



Figure 2 BRIDGE Project Letterhead.

BRIDGE Report Template

Several drafts were provided to the BRIDGE Coordinator and BRIDGE Technical Coordinator. The figure below shows the final BRIDGE Report Template.

Deliverable reference: Dn.n	Date: 00 XXX 0000	Responsible partner:
Bridging Resources and Agencies in Large-Scale Emergency Management		
 BRIDGE is a collaborative project co-funded by the European Commission within the Seventh Framework Programme (FP7-SEC-2010-1) SEC-2010.4.2-1: Interoperability of data, systems, tools and equipment Grant Agreement No.: 261817 Duration: 1 April 2011 – 31 March 2015 www.sec-bridge.eu		
Title: Deliverable title here centred, 20pt Title Style		
Editor(s): N.N.	Approved by: Gair or Andress	
	Classification: Confidential/public	
Abstract / Executive summary: This is the abstract of the report. It will be no other summary than the text that you write here, so it should summarise well the content of the report. Please do not use figures or headers in this text, although bullets and enumerations may be feely used. The abstract should be in the Normal style (see instructions below).		
Document URL: http://www.sec-bridge.eu/deliverables/...	ISBN number: 101010101010101	

Figure 3 BRIDGE Project report template.

2.4 E-Mail Lists

- E-Mail Reflector for all participants: eRoom
- E-Mail Reflector for each Work Package: eRoom

2.5 Project Website

Two domains have been reserved: www.sec-bridge.eu and www.bridgeproject.eu. The structure was proposed and approved at the BRIDGE Kick-off Meeting. The first edition of the website was launched in May 2011; the second edition was launched in September 2011.

The website is maintained by the *BRIDGE Website Editor*, Lyudmila Zaitseva (PLUS), and the *BRIDGE Webmaster*, Wilhelm Heidegger (PLUS)).

2.6 Newsletter

The BRIDGE Newsletter is issued in six monthly intervals, starting with the first issue in October 2011. It will contain about 4 to 8 pages per issue, depending on the amount of new content available from the different Work Packages. Deadline for submission of contributions is three weeks prior to publication date. *BRIDGE Newsletter Editor* is Lyudmila Zaitseva (PLUS).

2.7 BRIDGE in Print Media and Electronic Media

Consortium partners will present the BRIDGE Project and its results in print- and electronic media, at exhibitions, conferences and trade fairs. For this purpose dedicated archives have been created in the project eRoom.

The following ways are foreseen for presenting BRIDGE in the media:

- Press release layout (Figure 4 below). The text of a press release is the responsibility of each Work Package Leader, subject to approval by the Project Coordinator
- Technical & scientific publications
- Newspaper articles
- Posters
- Video productions
- Contributions to Chat Rooms and Social Networks

Contributions to the *BRIDGE Media Archive* fall within the responsibility of each partner, i.e., each partner can upload to the BRIDGE eRoom (BRIDGE (SEC-261817)/ Technical/ WP 13 Dissemination and standardisation/ Press Release Library:

https://project.sintef.no/eRoom/ikt2/BRIDGE/0_149a4).

In case of *BRIDGE Publications* it is the responsibility of each partner to upload to the BRIDGE eRoom (BRIDGE (SEC-261817)/ Technical/ WP 13 Dissemination and standardisation/ Publications: https://project.sintef.no/eRoom/ikt2/BRIDGE/0_11323).

All other *BRIDGE Dissemination Activities* should be handled in a similar manner, i.e., it is the responsibility of each partner to upload to the BRIDGE eRoom (BRIDGE (SEC-261817)/ Technical/ WP 13 Dissemination and standardisation/ Dissemination Events:

https://project.sintef.no/eRoom/ikt2/BRIDGE/0_149f9)



Project co-funded by the European Commission within the
Seventh Framework Programme (FP7-SEC-2010-1)
SEC-2010.4.2-1: Interoperability of data,
systems, tools and equipment
Grant Agreement No.: 261817

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FOR IMMEDIATE RELEASE

MAIN TITLE OF PRESS RELEASE (UPPER CASE)
Subtitle (Upper and Lower Case)

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If you'd like more information about this topic, or to schedule an interview with Geir Horn, please call him at +47 93 05 93 35 or e-mail him at Geir.Horn@sintef.no.



Figure 4 BRIDGE Project press release.

2.8 Lectures

Presentations on BRIDGE should adhere to the Standardized BRIDGE PowerPoint Presentation layout; consortium partners have six different layouts to choose from (Figure 5 below). Copies of all lectures held by project partners will be uploaded onto the BRIDGE eRoom and stored at the *BRIDGE Lecture Archive*; uploading is the responsibility of each author.



Figure 5 BRIDGE Project PowerPoint presentation layouts.

2.9 Seminars

BRIDGE-related seminars should use the Standardized PowerPoint Presentation layout (Figure 5). Copies of all presentations provided by project partners will be uploaded onto the BRIDGE eRoom and stored at the *BRIDGE Seminar Archive*; uploading is the responsibility of each author.

2.10 Workshops

Workshops organized within the framework of the BRIDGE project should use the Standardized PowerPoint Presentation layout (Figure 5). Copies of all contributions provided by project partners will be uploaded onto the BRIDGE eRoom and stored at the *BRIDGE Workshop Archive*; uploading is the responsibility of each author.

2.11 Conferences

Conferences organized within the framework of the BRIDGE project should use the Standardized PowerPoint Presentation layout (Figure 5). Copies of all manuscripts submitted by project partners will be uploaded onto the BRIDGE eROOM and stored at the *BRIDGE Conference Archive*; uploading is the responsibility of each author.

2.12 Pre-Show Cases and Exhibitions

Pre-Show Cases and participation at exhibitions are key to a successful dissemination of the BRIDGE Tools to be developed. For this purpose several components have been assembled in the *BRIDGE Exhibition Organizer*:

- An overall project description is provided in the BRIDGE brochure (Figure 6 below). This publication will be updated at irregular intervals, e.g., to reflect preliminary product development;
- A foldable, magnetic display panel with BRIDGE logo is available from PLUS, e.g., for use in a presentation booth. This should be augmented by a BRIDGE project PowerPoint Presentation, displayed continuously via LCD projector.

A special package (*BRIDGE Exhibition Organizer*; total weight: approx. 35 kg) is available from PLUS upon request, containing the display panel in a carry-on suitcase, BRIDGE brochures, BRIDGE logo as magnetic foil, a rostrum with BRIDGE logo, and special lamps for illuminating the display panel (Figure 7 below). The organization and cover of all costs associated with the transport (to and fro Salzburg, Austria) is the responsibility of each partner.

OBJECTIVES

The goal of BRIDGE is to increase safety of citizens by developing technical and organisational solutions that significantly improve crisis and emergency management. A BRIDGE platform will provide technical support for multi-agency collaboration in large-scale emergency relief efforts. The key to this is to ensure interoperability, harmonization and cooperation among stakeholders on the technical and organisational level.

The vision of the BRIDGE project is to

- Facilitate cross-border and cross-agency collaboration;
- Allow the creation of a common, comprehensive, and reliable operational picture of the incident site;
- Enable integration of resources and technologies into workflow management;
- Enable active ad-hoc participation of third parties.



Social practices, ethical concerns, legal and bureaucratic demands must be taken into consideration during the realization of this vision. Therefore, BRIDGE will facilitate constructive deep integration of multi-dimensional social, legal, ethical analysis into ambitious interdisciplinary user-led socio-technical innovation.

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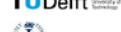
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VSH Hagerbach Test Gallery
Flum: Hochwies – Switzerland



Delft University of Technology
Delft – The Netherlands



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www.bridgeproject.eu
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Project co-funded by the European Commission
within the Seventh Framework Programme
(FP7-SEC-2010-1)
Project No.: 261817
Duration: April 2011 – March 2013
www.bridgeproject.eu/ www.sec-bridge.eu

BRIDGE:

Bridging Resources and Agencies in
Large-Scale Emergency Management



BRIDGE will build a system to support interoperability – both technical and social – in large-scale emergency management. The system will serve as a bridge between multiple First Responder organisations in Europe, contributing to an effective and efficient response to natural catastrophes, technological disasters, and large-scale terrorist attacks.



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PROJECT DESCRIPTION

The BRIDGE consortium consists of a well-balanced mix of cross-disciplinary academics, technology developers, domain experts and end-user representatives. Participatory design and agile software development allow for a close collaboration with the targeted end-user groups. BRIDGE is also committed to an iterative user-centred approach incorporating and validating user/domain requirements.

Social, legal and ethical experts investigate the mutual dependence of technology, organisational dynamics, and human factors, and study existing and emergent future practices of managing opportunities, risks and difficulties. This steers the far-reaching synchronization between technical and social innovations as well as public life.

BRIDGE elaborates solutions for the generation and distribution of 3D simulations of emergency situations for use in training and in case of an emergency. The visual presentation of threat scenarios and their consequences facilitate to bridge the differences in technical and operational backgrounds between the parties involved. In addition, BRIDGE develops technical solutions in three different areas:

- Interoperability of data, systems & technology;
- Exploration of a common operational picture;
- Runtime inter-agency & inter-agent collaboration.

Realistic scenarios in real-world environments lead to yearly demonstrations of the BRIDGE platform under different foci. The project's exploitation activities target three groups: emergency management end-user communities in different European countries; industrial BRIDGE partners; and non-BRIDGE technology and solution providers in Europe.



Expected Results

BRIDGE will deliver socio-technical innovation in multi-agency emergency collaboration. Ethnographical work will construct a deep understanding of the first responders' domain, also in terms of social, legal and ethical issues. The technical platform will deliver:

- Methods and tools that support run-time intra- & inter-agency collaboration;
- A middleware allowing data, system & network interoperability;
- Advanced human-computer interaction techniques for effortless exploration of high-quality information;
- Enhanced organizational workflows & communication processes.

Benefits for First Responder Community

BRIDGE aims for support in rapid decision making during a large-scale, multinational crisis response. The results should:

- Enable more-efficient performance;
- Reduce workload;
- Improve quality and efficiency of situation assessment, decision making, and timeliness and effectiveness of communications and coordination;
- Optimize the use of resources;
- Strengthen competitiveness of EU technology and service providers in knowledge-based economies and the public sector.

End-User Advisory Board

In order to guarantee active end-user involvement during the whole project, BRIDGE established an advisory board of national and regional end-user organisations representing different areas within emergency management. This expert-level group forms a steering committee for the project and reflects the BRIDGE objectives and achievements from the customer point of view. Furthermore, it ensures that the project remains aligned with end-user needs and technology trends during the course of its execution and that the project results remain beyond state-of-the-art.



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Figure 6 BRIDGE Project brochure.



Figure 7 BRIDGE Project mobile display panel with rostrum

2.13 End-User Advisory Board (EUAB)

The End-User Advisory Board (EUAB) has a special role within the BRIDGE project, since it provides valuable assistance in monitoring the practicability of the tools developed for the first responder community. Appointment is by invitation through the Task Leader (Eivind Rake, RAKOS), who also drafts meeting date, venue and agenda. Organization and conduct of the meeting is carried out jointly between Task Leader, local project partner and Fraunhofer FIT. Taking and publishing of EUAB Minutes of meetings is the responsibility of Fraunhofer FIT; RAKOS will prepare all *EUAB Reports*. PLUS assists with the logistics of the EUAB meetings.

2.14 Actions Recommended to Consortium Partners

All BRIDGE partners, in particular Work Package Leaders, are encouraged to write a short article on the reports published to generate interest for the report and disseminate the results to a wider audience. It is also recommended that all partners publish twice a year a press release or Op-ed article in their respective country. Topic and timing should be chosen by the partners themselves.

A smooth information exchange on all dissemination-related activities between all partners and the Project Coordinator is essential. Therefore, all partners should inform the Coordinator and partners of relevant meetings, publications and presentations through the eRoom *Meeting Calendar* in a timely manner. Also, all partners should report any *negative* publicity or similar events to the Project Coordinator (copy to the WP 13 Leader) in order to handle the event.

2.15 Fine-tuning BRIDGE Dissemination Strategy

Each BRIDGE partner had been invited in April 2011 to address the topic areas listed below and send their individual replies to PLUS (WP13 Leader) through a standardized questionnaire:

- What do we want to disseminate?
- When do we disseminate?
- What are the most effective ways of disseminating?
- Who might help us disseminate?
- How do we turn our strategy into an Action Plan?
- How do we estimate the cost of our dissemination activities?
- How will we know we have been successful?

Feedback from the survey among the consortium members was obtained from Almende, Fraunhofer FIT, UNIKLU and UNLANC. These results provided the basis for developing the *BRIDGE Dissemination Strategy* (see section 3).

2.16 Summary of Individual Responsibilities within Work Package 13

- | | |
|--|-------------------------------|
| • BRIDGE Communication within WP13: | Friedrich Steinhäusler (PLUS) |
| • BRIDGE Communication with other Work Packages: | Friedrich Steinhäusler (PLUS) |
| • BRIDGE Website Editor: | Lyudmila Zaitseva (PLUS) |
| • BRIDGE Webmaster: | Wilhelm Heidegger (PLUS) |
| • BRIDGE Newsletter Editor: | Lyudmila Zaitseva (PLUS) |
| • EUAB Minutes of meetings: | Andreas Zimmermann (FIT) |
| • EUAB Reports: | Eivind Rake (RAKOS) |
| • BRIDGE Lecture Archive in eRoom: | each partner |
| • BRIDGE Seminar Archive in eRoom: | each partner |
| • BRIDGE Workshop Archive in eRoom: | each partner |
| • BRIDGE Media Archive in eRoom: | each partner |
| • BRIDGE Publications in eRoom: | each partner |
| • BRIDGE Dissemination Activities in eRoom: | each partner |
| • BRIDGE Lecture Archive in eRoom: | each partner |
| • BRIDGE Seminar Archive in eRoom: | each partner |
| • BRIDGE Workshop Archive in eRoom: | each partner |
| • BRIDGE Conference Archive in eRoom: | each partner |
| • BRIDGE Exhibition Organizer in eRoom: | each partner |

3 BRIDGE Dissemination Strategy

The following section describes the BRIDGE Dissemination Strategy, drafted by PLUS and supplemented by Almende, Fraunhofer FIT, UNIKLU and UNLANC.¹

1. What do we want to disseminate?

Objective: Description of activities to portray BRIDGE to an outsider and dissemination activities.

The table below summarizes the main content of the project-related key messages which will be disseminated by the different Work Packages.

WP No.	Our WP will disseminate the following:
WP02	Bridge generic scenario development and requirements engineering with respect to cross-agency collaboration A series of ethnographic studies characterizing the practices in crisis management and inter-agency collaboration from three different perspectives: • Interoperability and Integration • User interface and Interaction Design • Collaboration Technologies Grounded scenarios, concepts and visions for IT systems to support collaboration, communication and coordination of first response agencies attending major incidents, developed collaboratively with practitioners coming from the world of crisis management and team members of the different WPs in BRIDGE. A specification of stakeholders and requirements for the design of an IT system starting from the concepts and visions proposed. Feedback for the visions, ideas and requirements, resulting from the work with probes and other design activities conducted in collaboration with practitioners.
WP03	Threat visualization through 3D models of different threat scenarios for security specialists and, in parallel, for a non-technical audience (e.g., political decision makers, electronic and print media, members of the interested public
WP04	Functional system architecture of actor-agent networks
WP05	Context and knowledge management system enabling context-aware attentive user interaction as well as cross-agency collaboration data transmission infrastructure for growing mobile ad-hoc networks (BRIDGE mesh): easy and automatic integration of existing, deployable and available

¹ The final version of this document was subject to internal review within the BRIDGE project by: Peter WAHLGREN (University of Stockholm, Sweden), Leonardo RAMIREZ (Fraunhofer FIT, Germany), Geir HORN (Project Coordinator; SINTEF, Norway) and Andreas ZIMMERMANN (Technical Coordinator; Fraunhofer FIT, Germany).

	communication infrastructure context management system for providing contextual information about communication nodes of the BRIDGE mesh graphical user interfaces for comprehensible visualization of the current status of the BRIDGE mesh
WP05 & WP06	1. The general goals, objectives, and expected results and benefits of the BRIDGE project as a whole. 2. The specific research work and scientific results of the different BRIDGE teams, i.e., the transmission, analysis, adaptation, prioritization, filtering and presentation of multimedia data (e.g., images, audio messages, video clips, visualizations) in the context of emergency response operations. General aspects will disseminated (1) mainly via the existing communication channels of a partner organization to the public/media and the scientific aspects, and results (2) mainly in conference and journal publications and plans to use them in seminars and demonstrations, e.g., in university courses and for relevant stakeholders in emergency response agencies. BRIDGE will also contribute to technology transfer efforts of partners, in that patent applications and spin-offs will be encouraged. BRIDGE partners in academia will also seek non-commercial exploitation of its results through the open source community
WP06	Context-aware attentive user interfaces for advanced distributed resource management Concepts and prototypes for field and command post support based on the grounded scenarios of WP2 An IT-based triage process to support ambulances Forwarding and filtering the triage information for the command post for decision making and strategy development A database containing working and proven concepts for interaction and application design for both on-site use and command posts. Publishing of the information platform with the aim of being continuously maintained during the project. (Pattern Language Management System) Applications (Apps) for Crowd Sourcing and Civilian involvement by acquiring information from devices at hand by opportunistic and smart sensing but ensuring that civilians are not actively involved in the rescue processes Applications for the filtering and scanning for information in social media platforms (information provided by bystanders and witnesses) that go beyond the standard communication like phone and short messages.
WP07	Agent-based context-aware communication and workflow management of human and ICT resources
WP12	(1) BRIDGE research contributions to public debate about social, legal and ethical issues (this will include highlighting problematic aspects, e.g. erosion of privacy,

	militarization of everyday life, opportunities, e.g. more effective, transparent and participatory emergency response, challenges, e.g. managing balance between automation and user control, data mining and data security). (2) BRIDGE contribution to proactive design responses to these risks, opportunities, challenges. (3) BRIDGE contribution to development of collaborative, experimental approach to research and design methodologies that are required to manage risks, opportunities, challenges.
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2. When do we disseminate?

Objective: Description of key target audiences/groups, together with a time frame by which BRIDGE partner will have undertaken one or more of the dissemination activities listed below.

Depending on the dissemination activity, the table below describes the optimal time frame for a specific action.

Dissemination Activity	Key Target Audience/Group	Time Frame	Reasons
Awareness	Interested public, (local) newspapers EU / Public	Shortly after project kick-off	Raise attention, introduce project
Understanding	Research community, via conferences, workshops, journals	Throughout the project	Present scientific results
Support and Favourability			
Involvement	Internal community of each partner institution	Throughout the project	Identify potential synergism with ongoing R&D
Commitment and Action	Internal community of each partner institution	Throughout the project	Present BRIDGE Newsletter

3. What are the most effective ways of disseminating?

Objective: Multi-strand approach with more than one vehicle and varying the dissemination media in order to increase chances for success.

Dissemination of information has to be tailored to the target audience. Depending on the dissemination method selected, this carries widely differing costs. The table below outlines the main dissemination methods and suitable target audiences.

Dissemination Method	Target Audience	Reasons ²
Mailing lists	European First Responder communities and personal networks of BRIDGE partners	Low cost
E-mail	European First Responder communities and personal networks of BRIDGE partners	Low cost
Newsletters	Research newsletter by individual partner organizations, made available within the organization as well as to the media	(1); Visibility throughout the different MS
Reports	Project reports	(1); Internal and external understanding and reuse
Websites	Link to project Website on university and research group Websites Publishing press releases and <i>Facebook</i> posts on the webpage of participating partners	(1)
Briefings	Political- and industry decision makers	(1)
Workshops	Scientific papers (research workshops) Representation of BRIDGE at EU Cluster Meetings (FinES, IERC, FIA)	(2); Reach out to and coordination with the scientific community

² (1) Raise awareness of the project, increase visibility of the research group; and (2) Present and discuss scientific work and results; find synergies with others and create new ideas; get feedback on the current work.

Road shows	Use of portable display wall, combined with: (a) BRIDGE Power Point presentation on project objectives and results; (b) BRIDGE brochures and key publications	Reach out to industry
Conferences	Scientific papers (research conferences) Representation of BRIDGE at trade fairs and exhibitions (CeBIT, Mobile World Congress, Urbantec, etc.) Organization of workshops at conferences	(2); Reach out to EU, science and industry
One-to-one	Discussion with colleagues (at the occasions of visits, workshops, and conferences)	(1)
Electronic media	Online publications and newsfeeds	(1)
Print media	Scientific papers (research journals), book chapters, books	(2)
European Cluster Meetings	Presentation and participation in European Cluster meetings such as Future Internet Enterprise Systems Cluster (FInES) and European Research cluster on the Internet-of-Things (IERC)	Addressing Industry and research institutes
Trade Fairs	Present BRIDGE prototypes at trade fairs such as CeBIT or Mobile World Congress (GSMA)	Reach out to industry
BRIDGE Facebook or LinkedIn Profile	Continuously publish results from the project work.	Create a targeted community

4. Who might help us disseminate?

Objective: Identifying existing channels through which to disseminate BRIDGE activities and results, thereby increasing efficiency and reducing costs without adding unnecessarily to the information overload of the target audience.

The table below illustrates examples of work contacts by BRIDGE partners to a certain professional community and the potential BRIDGE-related contribution by them.

BRIDGE partner for Approach/Possible Contact	Organisation/Individual	Existing Event/BRIDGE Activity
PLUS, using EU CAST Database	European First Responder Associations in EU Member States	National/International First Responder Meetings/ BRIDGE Exhibition Stand Poster or paper presentation
THALES, using personal contacts	International Association of Emergency Managers (IAEM) Information Systems for Crisis Response and Management (ISCRAM) Community	International Conferences/ BRIDGE Exhibition Stand Poster or paper presentation

5. How do we turn our strategy into an Action Plan?

Objective: BRIDGE Dissemination strategy is articulated as a clear set of different actions, which also provides a check-list for monitoring purposes for each partner.

The table below summarizes the different methods, associated vehicle and optimal timing for reaching out to specific target groups.

Purpose	Target Groups	Method	Vehicle	Timing
Familiarize your own institution with BRIDGE	Colleagues Researchers and developers	Internal meetings, university newsletter	Internal Research meetings	Beginning of the project Each half year
Raise awareness of BRIDGE	Colleagues, alumni, interested public	University newsletter, university science events (e.g., Austrian “Lange Nacht der Forschung”)		At beginning and during project
Promote BRIDGE through press	Local and international interested public Emergency response and crisis	Press releases to (local) newspapers Interviews	Magazines	During project Each year

	management sectors			
Share experience with peers & subject discipline groups	Colleagues, other research groups Scientific community	Scientific publications Submissions	Articles / Papers / Book chapters / Presentations	During project Each 1.5 years
Promote findings of BRIDGE	Other research groups Industrial sector	Scientific publications Proposals for exhibition		During project Each 2 years
Create BRIDGE communities	Colleagues, other research groups Scientific community Industrial sector	Postings of recent results	Facebook, LinkedIn	Once a month at least

6. How will we know we have been successful?

Objective: Use of different mechanisms for internal review of BRIDGE dissemination strategy by checking whether the three main purposes (awareness, support, understanding) have been met.

Successful dissemination of the BRIDGE project and associated results requires timely preparation of the action and establishing reliable and entrusted contacts with media representatives *prior* to a media-targeted information campaign. It needs to take into account the needs and restrictions the target groups (media, first responders, decision makers, etc) have in reaching their clientele, such as:

- A press conference should be scheduled for the morning in order to reach the lunch-time radio/TV news and the evening edition of the newspapers
- Journalists need short, precise messages in the press release, not lengthy scientific -style papers
- The language used in the BRIDGE-related message should match that of the target audience, i.e., first responders will require the use of different technical terms as compared to political decision makers or members of the scientific community
- *A picture says more than a thousand words* - if possible, any message should be supplemented by one or more photos of high quality
- Layout is (almost) as essential as the content of a brochure or poster. Amateurish design, low quality graphics and low paper quality should be avoided by all means

- Video clips are of high value, *if* the standard of filming and editing is professional – otherwise it is better to forgo this route and select still photography instead
- First responders are usually under enormous time pressure due to their daily routine. In order for them to attend a BRIDGE-related seminar, workshop or conference, both the programme as well as the location of the venue should warrant their effort (and usually limited meeting-budget)
- Decision makers (in politics as well as in industry) require concrete, concise and action-oriented messages. Any too scientific or too technical language is lost and actually counterproductive.

The table below summarizes the key criteria for determining success in disseminating BRIDGE-related information to different target groups.

Purpose	Target Group(s)	Target	Time Frame	Criteria for Success
Awareness	Interested public	Raise attention, introduce project, increase visibility	During project	Numbers of: university newsletter entries, media articles, visitors at science events, etc. Visitors of website, Friends on Facebook
Support and Favourability	Political decision makers, industry representatives	Raise interest in BRIDGE tools	After first year	Inquiries to Project Coordinator by members of target groups
Understanding	Research community	Present scientific results	During project	Number, quality and impact of publications