

# FLOODIS

INTEGRATING GMES EMERGENCY SERVICES WITH SATELLITE NAVIGATION AND  
COMMUNICATION FOR ESTABLISHING A FLOOD INFORMATION SERVICE

## FLOODIS Dissemination Plan

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<sup>1</sup> **PU** = Public, **PP** = Restricted to other programme participants (including the Commission Services),  
**RE** = Restricted to a group specified by the consortium (including the Commission Services),  
**CO** = Confidential, only for members of the consortium (including the Commission Services)

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# 1 INTRODUCTION

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## 1.1 PURPOSE OF THE DOCUMENT

This Dissemination Plan has been prepared under WP 8 of the FLOODIS project – Integrating GMES Emergency Services with satellite navigation and communication for establishing a flood information service. It represents deliverable D8.1 under this Collaborative Project (no. 607220) awarded under the SPACE call SPA.2013.1.2-01.

Through the dissemination activities, the team aims to raise awareness of the FLOODIS project per se, but also the outcome of the project – namely the FLOODIS smartphone/table app and information service.

This deliverable outlines the dissemination activities that the FLOODIS team intends to undertake during the 21 months of the project. These include two different aspects of dissemination:

- Promotion of the project
- Promotion of the FLOODIS app, once it has been developed and is operational

## 1.2 STRUCTURE OF THE DOCUMENT

The document comprises three chapters:

- **Chapter 1** outlines the activities regarding promotion of the FLOODIS project
- **Chapter 2** describes the promotion activities for the FLOODIS app and service
- **Chapter 3** lays out a timeline for these promotional activities

## 1.3 DISSEMINATION SUBCONTRACT

As per the proposal, NDConsult launched a subcontract for the following dissemination activities:

Categories of costs	Total expenditure for the activity	
	Euro	Description
FLOODIS Logo and templates	2500	Design of project logo and project PowerPoint template
FLOODIS social web pages	500	Graphics for Facebook/LinkedIn web pages
FLOODIS website	12000	Design of project website
FLOODIS brochure	4000	Design of the FLOODIS brochure
FLOODIS Audio-visual presentation	3500	Production of an audio-visual presentation of FLOODIS project and results
<b>TOTAL</b>	<b>22.500</b>	

Table 3: Preliminary costs breakdown for the subcontract related to the dissemination activities.

This subcontractor was selected from three offers that were received. Offers were requested for the above task with a price indication of around €23,000. The offers were received from Luca Maria Ernesto Spano' Sviluppo Software (for €25,500), Ecoh Media (for €23,000) and Scp strategie informatiche (for €27,000), all based in Italy.

A key requirement of the team (mainly ISMB and NDConsult) was to utilize a local Italian company (to facilitate meetings etc.), but that had staff with a good command of English to avoid additional problems when setting up a website in English. Ecoh Media was selected not only for the marginally better price (although this had to be marginally negotiated down), but also for the quality of proposal/offer and their ability to work in English. The subcontract with Ecoh Media was signed in early October with Ecoh Media, for the amount of € 22,500.

## 1.4 ACRONYMS LIST

CPA	Civil Protection Authorities
DMC	Disaster Management Centre
EDAS	EGNOS Data Access Service
EFAS	European Flood Awareness System
EGNOS	European Geostationary Navigation Overlay Service
EMS	European Emergency Management Service
EO	Earth Observation
ERU	Emergency Response Units
Galileo	Europe's GNSS system
GIO	GMES Initial Operations
GNSS	Global Navigation Satellite System

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REA

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Research Executive Agency

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## 2 PROJECT DISSEMINATION

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### 2.1 TARGET AUDIENCE

The target audience of the FLOODIS project comprises a wide range of groups, including:

- Various Directorates and Agencies of the European Commission - DG Enterprise and Trade (Galileo and GMES/Copernicus Units), REA, GSA, DG International Relations and DG Humanitarian Aid and Civil Protection
- Other FP7 project teams working on emergency response, floods or smartphone app development
- Potential end-user groups including Civil Protection authorities, emergency response teams, emergency management centres, within Europe but also abroad
- UNESCO's stakeholders
- Wider public, especially those living in flood-prone areas
- Smartphone application developers
- Research institutions that support the civil protection and emergency sectors

Websites are a usual promotion channel towards the wider public. However, the reality is that due to the plethora of information that is available on the Internet, it is principally only interested parties that will search out this type of information. Thus we cannot consider this as mass-market advertising in the truest sense, but for this type of project that is not a concern, as we are not initially trying to reach all citizens.

### 2.2 DISSEMINATION CHANNELS

The FLOODIS team proposes to use the traditional dissemination channels as well as some new ones. These include:

- Project web site
- Project newsletters to be broadcast via email
- Project colour-brochure
- Project powerpoint presentations at conferences
- Articles on the project in the appropriate trade press (GNSS and Civil emergency related) and conference proceedings

While the new channels include:

- Social media sites such as Facebook, LinkedIn, Twitter and Google+



- FLOODIS demonstration to end-user groups involved in the project – the Civil Protection authorities of the Veneto region in Italy and that of Shkoder region of Albania.
- A FLOODIS animated presentation (toward the end of the project)
- Promotion of the FLOODIS app on app-specific web portals, e.g. [www.android.com/apps](http://www.android.com/apps) or [windowsphones.com/en-us/store/featured-apps](http://windowsphones.com/en-us/store/featured-apps)
- A final Regional Conference aimed at a wide range of end-user groups from across Europe but also from abroad.

## 2.3 PROJECT IDENTITY

The first task of any promotion campaign is to establish a recognisable identity. The project identity is principally created through the recognition of an eye-catching logo and presentation template designed around the logo. These two items represent the first deliverables under WP 8 (D8.7), which have already been created by a subcontractor company to the FLOODIS team – Ecoh Media based in Lombardy, Italy.

Ecoh Media proposed 5 different logo options and at the project KO meeting, the team selected their favourite, which was a combination of two proposed logos. The final outcome is shown in the figure below. The team felt this logo best captured the essence of the project.



Figure 2-1: FLOODIS logo.

As the full project title of ‘Integrating GMES Emergency Services with satellite navigation and communication for establishing a flood information service’ is too technical and too much of a mouthful, the team also agreed on a simpler tagline which would be prominent on the web site:

‘better flood warning in your hands’.

A FLOODIS presentation template has also been delivered by the subcontractor, with a look and feel that is coherent with the logo. This Microsoft Power Point template is included as an attachment to this document.

## 2.4 PROJECT WEB SITE

Deliverable D8.8 represents the FLOODIS web site, which was put online at the end of December 2013. Two web addresses were registered for the project [www.floodis.eu](http://www.floodis.eu) and [www.floodis-project.eu](http://www.floodis-project.eu), but the team have finally settled on [www.floodis.eu](http://www.floodis.eu).

The web site was created by the same subcontractor and hence has the same look and feel as the FLOODIS template and logo. The website banner (repeated on every page) includes the project logo and the logos of the European Commission and 7<sup>th</sup> Framework Programme, as well as links to social media (Facebook, Twitter, LinkedIn and Google+).

The website has the following sections:

- Homepage with a brief description of the project
- Objectives
- Partners
- Project progress
- Demonstration
- Links
- News
- A section for registered users only, i.e. project partners

## 2.5 SOCIAL MEDIA PRESENCE

Through the use of backend software called Joomla for the web site, this will automatically be linked to the social media sites where FLOODIS will have a presence, viz. Facebook, LinkedIn, Twitter and Google+. This ensure the same look and feel to, and means that when the news item is updated on the website, this will be propagated throughout all the social media sites too.

The creation of FLOODIS pages on these social media sites represents Deliverable D8.9, and these will be put in place by the end of January 2014. Once this has been done, the links to these sites from the FLOODIS web site will be activated.

## 2.6 FLOODIS NEWSLETTERS

Over the duration of the project, three FLOODIS newsletters will be prepared, at roughly 6 monthly intervals. The newsletters will include the following topics:

- Information on the project and team
- Update on the status of the project
- Announcements of upcoming meetings and conference attendance
- Important events/announcements related to the EFAS and GIO-EMS

The subject matter of the newsletters will develop through the project, i.e. the first newsletter will introduce the project and the final one will promote the FLOODIS app and final Regional Conference.

The team intends to use software called MailChimp to create the newsletters which will ensure that the news is embedded directly in an email rather than included as an attachment (see example below from a previous FP7 project). This will maximise the ease of use and ensure that it will be widely read.

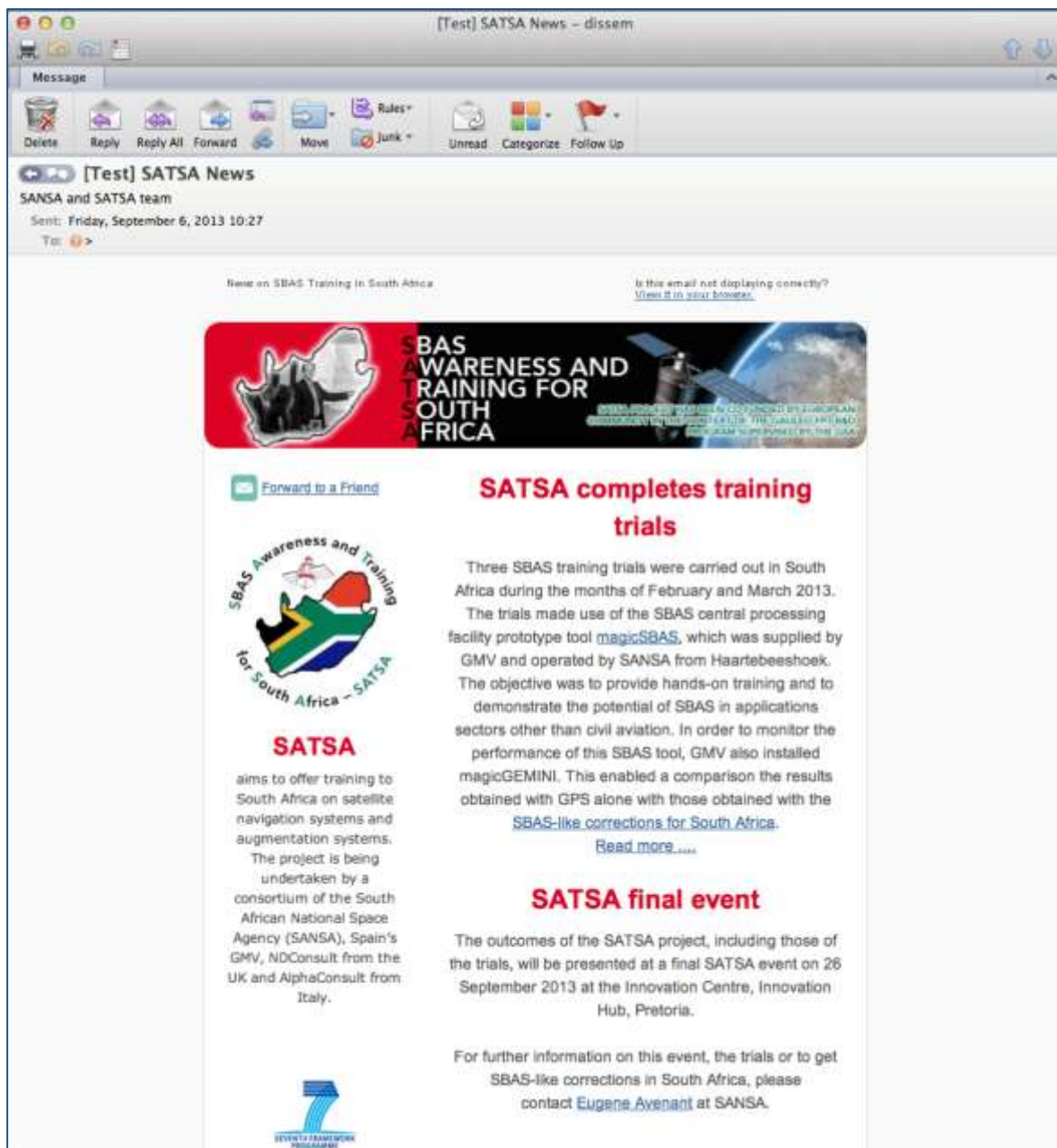


Figure 2-2: Example of embedded project newsletter

The newsletters will be broadcast via email to the FLOODIS mailing list. This will include mainly potential users though UNESCO's contact database, but also interested parties supplied by all team members.

## **2.7 CONFERENCE ATTENDANCE DURING THE PROJECT**

The team proposes to consider attending a subset of the following conferences during the project execution, and to make presentations about their contribution to the FLOODIS development.

Conference name	Website	Venue	Dates
Munich Satellite Navigation Summit 2014	<a href="http://www.munich-satellite-navigation-summit.org/Summit2009/">http://www.munich-satellite-navigation-summit.org/Summit2009/</a>	Munich, Germany	Mar 25-17, 2014
ICL-GNSS 2014: International Conference on Localization and GNSS	<a href="http://www.icl-gnss.org/2014/index.php">http://www.icl-gnss.org/2014/index.php</a>	Helsinki, Finland	Jun 24-16, 2014
ION GNSS 2014	<a href="http://www.ion.org/gnss/index.cfm">http://www.ion.org/gnss/index.cfm</a>	Tampa, Florida	Sep 8-12, 2014
ICCST 2014: The 48 <sup>th</sup> International Carnahan Conference on Security Technology (IEEE)	<a href="http://www.iccst2014.org/index.php?option=com_content&amp;view=featured&amp;Itemid=101">http://www.iccst2014.org/index.php?option=com_content&amp;view=featured&amp;Itemid=101</a>	Rome, Italy	Oct 13-16, 2014
HP3C 2014 : International Conference on High Performance Compilation, Computing and Communications (IEEE)	<a href="http://www.hp3c.org/">http://www.hp3c.org/</a>	Aizu-Wakamatsu, Japan	Sep 23-25, 2014
CloudCom 2014 : The 2014 IEEE International Conference on Cloud Computing Technology and Science (IEEE)	<a href="http://2014.cloudcom.org/">http://2014.cloudcom.org/</a>	Singapore	Dec 15-18, 2014
CLOUD 2015 : The 8th IEEE International Conference on Cloud Computing (IEEE)	(2014 website) <a href="http://www.thecloudcomputing.org/2014">http://www.thecloudcomputing.org/2014</a>	Alaska, USA (2014)	-
ICT-DM 2015 : International Conference on ICTs for Disaster Management (IEEE)	(2014 website) <a href="http://ict-dm.org/submissions.php">http://ict-dm.org/submissions.php</a>	Algiers, Algeria (2014)	-

IEEE MobileCloud 2015: The 3rd IEEE International Conference on Mobile Cloud Computing, Services, and Engineering (IEEE)	(2014 website) <a href="http://www.mobile-cloud.net/call-for-papers">http://www.mobile-cloud.net/call-for-papers</a>	Oxford, UK (2014)	-
CASE 2015 : 2nd IEEE International workshop on Cloud Computing Applications and Security (IEEE)	(2014 website) <a href="http://www.icics.info/icics2014/inner/CASE1Sec2014.htm">http://www.icics.info/icics2014/inner/CASE1Sec2014.htm</a>	Irbid, Jordan (2014)	-
ENC 2015: European Navigation Conference	(2014 website) <a href="http://www.enc-gnss2014.com/">http://www.enc-gnss2014.com/</a>	Rotterdam (2014)	-

**Table 2-1: List of proposed conferences for 2014**

## 2.8 ADDITIONAL CHANNELS

ISMB will promote the project and its activities through its communication channels and its newsletter.

ISMB is a Microsoft Innovation Center and thus also plans to actively promote the FLOODIS project and its results through the Microsoft Innovation Centers Network and the official global Microsoft communication channels (i.e. Microsoft News Center).

## 3 PROMOTION OF FLOODIS APP

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### 3.1 TARGET AUDIENCE

For the promotion of the FLOODIS app, the audience will be narrower in scope than the audience for the project promotion, and will be a subset of the groups mentioned in the previous chapter. The type of promotion will be more commercially orientated and will target mostly potential users of the FLOODIS app and service, such as:

- Potential end-user groups including Civil Protection authorities, emergency response teams, emergency management centres, within Europe but also abroad
- UNESCO's stakeholders
- Wider public, especially those living in flood-prone areas
- Research institutions that support the civil protection and emergency sectors

It goes without saying that promotion of the FLOODIS app and service can only commence when the app has been developed and tested with the users. This means that this type of promotion activity will take place towards the end of the project, and will hopefully continue beyond when the team will be concerned with commercialising their development.

### 3.2 DISSEMINATION CHANNELS

In a similar vein, also the dissemination channels for the promotion of the FLOODIS app and service will be narrower, and will include:

- The FLOODIS animated presentation (which will be available one month before the end of the project )
- Promotion of the FLOODIS app on app-specific web portals, e.g. [www.android.com/apps](http://www.android.com/apps) or [windowsphones.com/en-us/store/featured-apps](http://windowsphones.com/en-us/store/featured-apps)
- A final Regional Conference aimed at a wide range of end-user groups from across Europe but also from abroad. We propose that this conference will be held during the last month of the project to ensure that the FLOODIS app and service is ready for wider publicity.
- ISMB will actively promote the FLOODIS outcomes through the Microsoft Innovation Centers Network and the official global Microsoft communication channels (i.e. Microsoft News Center).



### 3.3 ARTICLES IN TRADE PRESS AND CONFERENCE ATTENDANCE POST-PROJECT

It should be noted that the onus of promoting the FLOODIS technology to Civil Protection authorities that deal with floods but also other Disaster sectors (e.g. fire and earthquakes) will fall outside of the project dissemination activities, and we be carried out by those partners that intend to commercialize the outcome.

FLOODIS paper based dissemination will be done through publication in specialised and sectorial magazines, industry publications and specialised magazine available for information and insights on the GNSS, GMES and APP industries, including the issuing of selected press-releases. This is also known by the term ‘trade press’, and differs from academic journals, which is the traditional channel for research topics.

It may be possible that the outcome of the project can be promoted in the trade press, for example in ALERT – the bi-annual journal of The Institute of Civil Protection & Emergency Management<sup>1</sup>. Italy and Albania might have similar publications, but to publish articles in Italian or Albania would be marginal in terms of readership potential.

In the author’s experience of working on FP7 projects, it is very challenging for the team to manage to get articles published before the end of the project, simply due to the timing. The final product can only be promoted towards the end, if not right at the end of a project, and then additional time is needed to submit and get articles accepted. In the case of FLOODIS, there is the additional complication that articles will have to be written in various languages since Civil Protection personnel cannot be expected to all understand English. One way around this would be to publish on-line articles, e.g. in Google’s Crisis Response (<http://www.google.org/crisisresponse/>) as the lead time for these are considerable shorter. Other online options might be the EMS or EFAS web sites, the Copernicus Observer Newsletter, and the GSA EGNOS Newsletter.

Here we include a list of possible trade press journals that will be considered by the team for the publication of articles and press releases:

Journal, sectorial magazines	Type of journal	Main topics
<b>GPS Business News</b>	Online media providing business news on the consumer market.	Presentation of results
<b>GPS World Magazine</b>	buyer's guide, solutions database,	Fact Sheet / poster
<b>Research*<sup>eu</sup>;</b>	Technical and curiosity driven	Project Results
<b>GMES Observer (www.gmes.info)</b>	E-newsletter on GMES	Project objectives,

<sup>1</sup> <http://www.icpem.net/>

Journal, sectorial magazines	Type of journal	Main topics
		Project progress, project results
<b>Georisk</b>	Assessment and Management of Risk for Engineered Systems and Geohazards	Project objectives, Project progress, project results
<b>Mobile Magazine (www.mobilemag.com)</b>	E-magazine where smartphones, tablets, games and apps are reviewed,	Description of FLOODIS APP
<b>Apps Magazine</b>	Print magazine that reviews hundreds of iPhone, iPad, iPod and Android apps	Description of FLOODIS APP

### 3.4 REGIONAL CONFERENCE ON EARTH OBSERVATION AND TELECOMMUNICATIONS FOR RISK MITIGATION AND PREPAREDNESS

This conference represents the final dissemination event under the FLOODIS project. The current plan is to hold it in Venice and it will most likely take place in June 2015. We estimate between 50 and 100 attendees. The final venue will be selected based on the extent of interest in FLOODIS, and a venue of appropriate size will be selected to ensure that all attendees can be accommodated.

The conference will be organized by the UNESCO VENICE Office in consultation with the UNESCO Cross-Cutting Thematic Unit on Disaster Risk Reduction. The target audience scientists and policy makers on reduction of vulnerability in human and environmental disasters (with particular focus on floods) by satellite-based data and applications in Europe with particular focus on SEE countries.

Governmental Civil Protection representatives will be invited from all regions in Italy, but also from other European countries that are prone to flooding (e.g. Germany, Poland, UK, Ireland, etc.), as well as those from SEE countries. Since this conference represents an excellent opportunity to introduce FLOODIS to a wider user-group, considerable effort will be made to invite a wide range of representatives, including decision-makers (from political and disaster management initiatives<sup>2</sup>) and civil protection officers from different administrative levels (local, regional, European, and even global). As far as possible the invitations will be extended to a wide range of countries, recognizing the constraint that the Conference will be held in English only.

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<sup>2</sup> from e.g. EFAS, EMS, and GDACS

The aim is to make presentations about the project but also to be able to demonstrate the FLOODIS service at this forum with the collaboration of the end-user groups that were directly involved in the project – i.e. Civil Protection Agencies of Italy and Albania. We propose to focus this conference mainly at representatives of Disaster Management Centres (DMC) that are concerned with flood alerting and mitigation.

## 4 DISSEMINATION TIMELINE

The dissemination activities under FLOODIS will be undertaken in two phases which coincide roughly with the two types of dissemination activities. As can be seen from Figure 4-1, the project dissemination activities will be undertaken in the first phase, followed by the FLOODIS ‘product’ promotion towards the end of the project, and continuing beyond the end of the project.

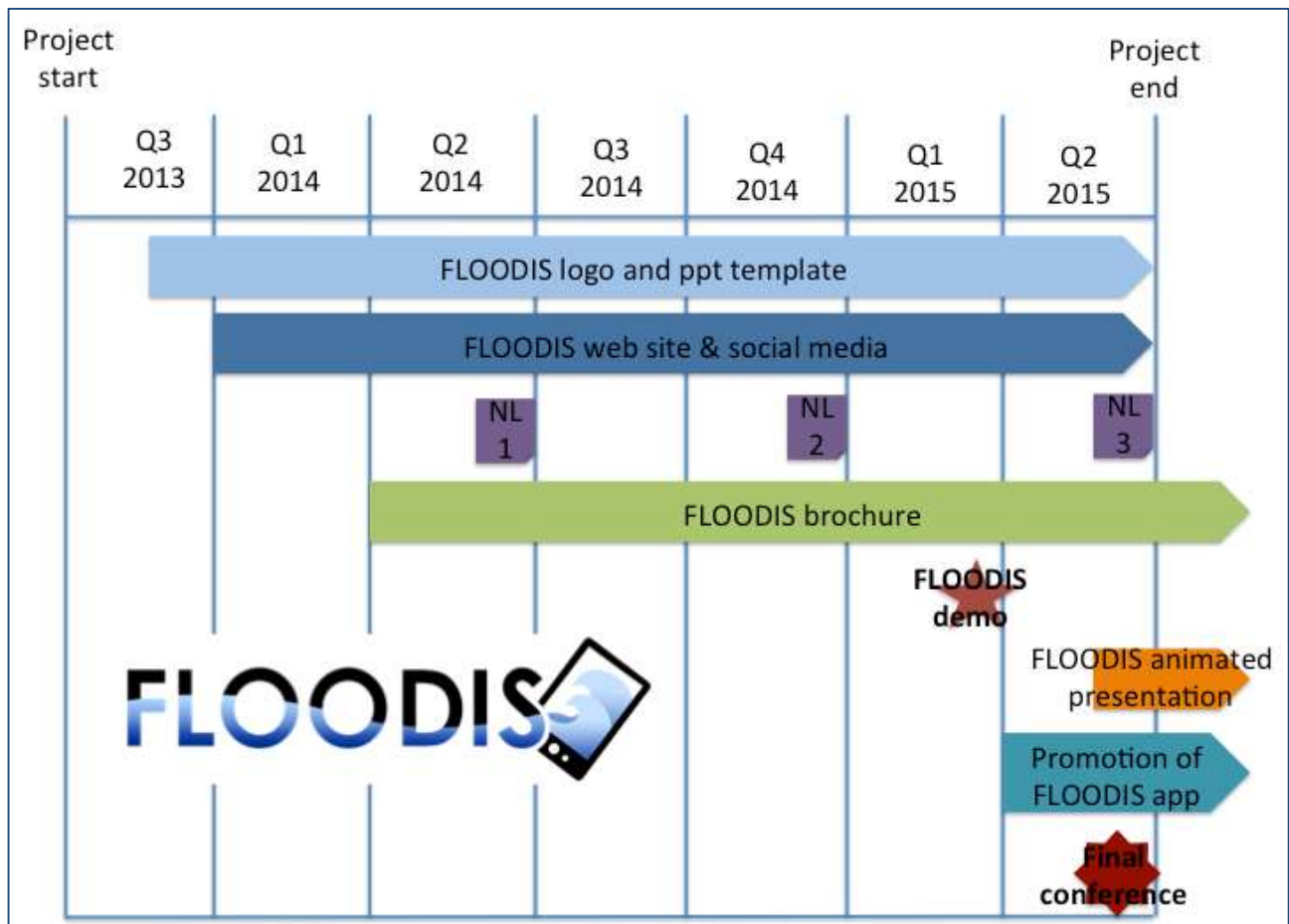


Figure 4-1: Timeline for FLOODIS dissemination activities

### 4.1 NEXT STEPS

The FLOODIS logo, ppt template and web site have now been completed. The social media web sites will be launched at the end of January 2014, and the FLOODIS brochure will be designed and printed by the end of March. That will be followed by the first FLOODIS e-newsletter in June 2014.

## APPENDIX A. FLOODIS POWERPOINT TEMPLATE

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See attached file.

**END OF THE DOCUMENT**