D8.1 – Communication and Dissemination Strategy

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Table of Contents
Document History .................................................................................................................. 2
Internal Review History ........................................................................................................ 2
Table of Contents .................................................................................................................. 3
Executive Summary .............................................................................................................. 4

1 Introduction ....................................................................................................................... 5
  1.1 Scope of the Deliverable ................................................................................................. 5
  1.2 MONSOON Project Concept ......................................................................................... 5
  1.3 Role of Dissemination and Communication ................................................................. 5
  1.4 Structure of this Document ......................................................................................... 6

2 Dissemination Objectives .................................................................................................. 6

3 Dissemination Target Groups ............................................................................................ 7

4 Means of Dissemination .................................................................................................... 10
  4.1 Project Web Portal and Presence in Social Media ......................................................... 10
  4.2 Scientific Publications, Conferences and Presentations ............................................. 11
  4.3 Participation in Events and Exhibitions ....................................................................... 12
  4.4 Workshops ................................................................................................................... 12
  4.5 Interaction with Standardization Bodies ....................................................................... 12
  4.6 Media Communication and Press Releases .................................................................. 13
  4.7 Project eNewsletter ..................................................................................................... 13

5 Mapping between Dissemination Tools and Target Groups ............................................ 13

6 Channels and Opportunities for Dissemination ................................................................ 14
  6.1 Scientific Journals and Conferences .......................................................................... 14
  6.2 Related Projects for Liaison Activities ....................................................................... 19
  6.3 ICT Events ................................................................................................................. 22

7 Expected Outcomes .......................................................................................................... 23
  7.1 Industry Stakeholders Motivation .............................................................................. 24

8 Visual Identity and Dissemination Material ....................................................................... 25

9 Conclusions ....................................................................................................................... 30

Acronyms ............................................................................................................................... 31
List of figures ......................................................................................................................... 31
List of tables .......................................................................................................................... 31
Executive Summary

This deliverable presents the Communication and Dissemination Strategy for the European Union (EU), under its Horizon 2020 Research and Innovation programme (H2020), Sustainable Process Industry through Resource and Energy Efficiency (SPIRE) “MOdel-based coNtrol framework for Site-wide OptimizatiON of data-intensive processes (MONSOON)”. The content of this deliverable is organized as follows:

First, the Scope of the Deliverable D8.1 – Communication and Dissemination Strategy, the Concept of MONSOON Project, the Role of Dissemination and Communication along with the Structure of the Document are identified and characterized.

Next, the Dissemination Objectives and Dissemination Target Groups are briefly discussed. This discussion is then followed by a presentation of Mean of Dissemination, where the dissemination activities such as Project Web Portal and Presence in Social Media, Scientific Publications, Conferences and Presentation, Participation in Events and Exhibitions, Workshops, Interaction with Standardization Bodies, Media Communication and Press Releases and Project eNewsletter are presented. Moreover, the Mapping between Dissemination Tools and Targets Groups, the identification of relevant Channels and Opportunities for Dissemination such as Scientific Journals and Conferences, Related Projects for Liaison Activities and ICT Events are discussed. Afterwards, the Expected Outcomes of dissemination strategy are given. Finally, the Visual Identity and Dissemination Material that were already defined in the first months of the project are briefly presented.
1 Introduction

1.1 Scope of the Deliverable

This document presents the MONSOON communication and dissemination strategy foreseen for the three years of the project. Such a strategy is planned to present improvement and results of MONSOON as well as optimize dissemination of project knowledge to scientific and industrial communities, companies and public organizations.

This document is part of task “Task 8.1 - Dissemination and Communication Strategy” meant to define the project dissemination and communication strategy and set up an effective communication plan, in order to reflect entirely the information of the project. It defines and sets up the framework for implementing and executing the communication and dissemination actions by:

- Scientific dissemination activities, aimed at engaging the academic community in MONSOON research results;
- Commercial oriented dissemination activities, aimed at informing industrial stakeholders and potential customers about MONSOON achievements;
- Dissemination activities directed towards the general public aimed at informing about developments and progresses in MONSOON impacts and technologies a wider audience.

1.2 MONSOON Project Concept

The MONSOON vision is to provide Process Industries with dependable tools to help achieving improvements in the efficient use and re-use of raw resources and energy. MONSOON aims at establishing a data-driven methodology supporting the exploitation of optimization potentials by applying multi-scale model based predictive controls in production processes.

MONSOON features harmonized site-wide dynamic models and builds upon the concept of the cross-sectorial data lab, a collaborative environment where high amounts of data from multiple sites are collected and processed in a scalable way. The data lab enables multidisciplinary collaboration of experts allowing teams to jointly model, develop and evaluate distributed controls in rapid and cost-effective way. Hybrid simulation and seamless integration techniques are adopted for rapid prototyping and deployment in real conditions.

MONSOON will be developed and evaluated in two sites from the aluminium and plastics domains. MONSOON addresses the SPIRE vision, providing advantages for the European industry competitiveness and sustainability through the realization of an overarching monitoring and control infrastructure.
MONSOON aims at creating synergies within and between the process industry sectors, boosting European industry in the worldwide race for competitiveness and sustainability.

1.3 Role of Dissemination and Communication

The MONSOON project foresees a continuous monitoring and evaluation of dissemination and exploitation actions, pursued in order to enhance impact of the activities and to make the project foreground scalable and replicable. The overall objective is to maximise the project impact through an active and professional 360 degrees marketing of the project results.

Dissemination and communication plan is essential to assess the total impact of the project and the fulfilment of its impact KPIs.

The dissemination and communication strategy allows to progressively increasing dissemination efforts as project results are obtained to assure a wide awareness of the MONSOON project.

The actions aim at optimise dissemination of project knowledge and results to cities, companies and organisations which share an interest in the scientific results and the applications or are potential providers of the platform. Key Performance Indicators (KPIs) are set to control and assess the forcefulness and the impingement of the dissemination activities such as scientific papers, organised events, marketing activities and website visits.

Furthermore, partners will actively engage in dissemination activities within their areas of expertise and work together for identifying and carrying out dissemination activities, such as:

- Publish project results in dedicated high impact journals, provided that all measures to protect the intellectual property are taken
- Interact with standardization bodies to promote the dissemination of the project and foster the exploitation of its results

The dissemination of the project results will take several forms and use a variety of media and the communication messages will be addressed to the right groups depending on the contents. Furthermore, there will be clear acknowledgement of EC funding in all disseminations activities, at any media or event.

1.4 Structure of this Document

This document reports the communication and dissemination strategy organizing the following dissertation in three main steps, which are representative of the actual architecture of the strategy itself.

At first, Dissemination Objectives are presented so as to provide the 3-year dissemination plan of MONSOON project. Secondly, the Means of Dissemination are described in order to explain the followed approach and the available tools to guarantee a sharp and effective diffusion of the information, considering also the right combination related to type of content (“what”), audience (“to whom”) and the mean to vehicle the message (“how”). Thirdly, the Dissemination Target Groups are presented in order to define the specific beneficiaries of the information, to select the relative type of content to convey and the correct way to do so. Then, the Channels and Opportunities for Dissemination are presented in order to define potentials for dissemination in scientific and industrial community. Following, the Expected Outcomes are outlined in order to clarify the expected impact of the communication and dissemination strategy in parallel with the reasons why these are fundamental aspects of the project. Finally, the Visual
Identity and Dissemination Material provide a visual presentation of project and partners logos, the presentation template, the drafts of flyer and poster and the home page of MONSOON’s web portal.

2 Dissemination Objectives

Dissemination objectives are going to be accomplished by detailed methods for every year of the project. Different objectives have to be accomplished and carried out through different methods for each year of MONSOON project. The respective 3-year dissemination plan is presented in

<table>
<thead>
<tr>
<th>Year</th>
<th>Objective</th>
<th>Method for accomplishment</th>
</tr>
</thead>
</table>
| 1    | • Fixing and tuning of project ideas raised at proposal level, including the long term dissemination plan review and release with a detailed timetable.  
     • To spread MONSOON vision and results in the ESG group, also involving them in a co-design and early validation of the MONSOON components  
     • Non electronic and electronic tools and contents will be used to present the project and its results.  
     • Distribution of regular updated eNewsletters via email, website and partners’ network | • Spread of project objectives awareness  
• ESG meeting  
• Mobilization with partners’ associations and networking with other Associations  
• Dissemination material  
• eNewsletters |
| 2    | • Distribution of regular updated eNewsletters via email, website and partners’ network  
     • Organization of workshops that will target to a selected audience of stakeholders, including the ESG, highly interested in taking up the MONSOON developed solutions.  
     • Partners’ participation in conferences and fairs to represent the project and network with key players and adopters.  
     • Publications on scientific journals and conferences proceedings | • eNewsletters  
• Workshops and seminars for presentation of prototypes  
• Participation in external events  
• Publications in technical literature and journals |
| 3    | • Distribution of regular updated eNewsletters via email, website and partners’ network  
     • Organization of workshops that will target to a selected audience of stakeholders, including the ESG, highly interested in taking up the MONSOON developed solutions.  
     • Partners’ participation in conferences and fairs to represent the project and network | • eNewsletters  
• Workshops and seminars for presentation of prototypes  
• Participation in external events  
• Publications in technical literature and journals  
• Organization of a MONSOON conference |
with key players and adopters.
• Publications on scientific journals and conferences proceedings

Table 2.1, given below. The main goal of such plan will be to strengthen both the vision and results of MONSOON project on a large scale.

<table>
<thead>
<tr>
<th>Year</th>
<th>Objective</th>
<th>Method for accomplishment</th>
</tr>
</thead>
</table>
| 1    | • Fixing and tuning of project ideas raised at proposal level, including the long term dissemination plan review and release with a detailed timetable.  
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• Publications on scientific journals and conferences proceedings | • eNewsletters  
• Workshops and seminars for presentation of prototypes  
• Participation in external events  
• Publications in technical literature and journals  
• Organization of a MONSOON conference |
Table 2.1. Dissemination objectives and methods for accomplishment.

3 Dissemination Target Groups

The dissemination of knowledge gained, research outcomes and achieved results are a significant part of MONSOON project general philosophy. With MONSOON we expect that process industry will have useful tools and techniques to utilize on its ongoing and future activities. Through dissemination activities we believe that it is of great importance industrial end-users and relevant research communities to have awareness about results and outcomes of MONSOON project.

The dissemination strategy is intended to optimize the circulation of project results and the diffusion of related methodologies and knowledge. By project results we mean both the final product, i.e., a complete working system for prediction control, and the intermediate assets, e.g., single components, integration methodologies, architecture strategies, and developed algorithms. On the one hand, we expect that large companies and enterprises could be interested in the final working system; on the other hand, companies that provide technology services could be interested in the methodologies and solutions used to handle the single issues in the project, ranging from hardware and architecture solutions, to algorithms development.

A view and selection of stakeholders and target groups for dissemination at a National and European levels is significant in that it defines the content of the conveyed information and to establish the activities actions of the various dissemination methods. Dissemination activities are tailored to the needs and interests of each target group.

At top level, the main dissemination target groups will be the industrial community, the scientific community, and the general public. In the following scheme, (see Figure 3.1), the main dissemination actions towards each group are reported.

Concerning the **industrial community**, we have to

- Distinguish different sub-targets.
- Determine which assets could be presented to each of them.
- Define the specific procedures of dissemination.
- Plan when the assets will be ready to be presented.
Figure 3.1. Overview of targets groups.

The guidelines are explained in Table 3.1 and Table 3.2.

<table>
<thead>
<tr>
<th>Industrial stakeholders</th>
<th>Description</th>
<th>Assets of interest for the stakeholders</th>
</tr>
</thead>
</table>
| Manufacturing companies  | • Produce manufacts and materials  
• Have complex production processes  
• Implement classical automatic control models, which are not sufficiently efficient  
• Would like to invest in new improvements in control and optimization systems  
• Provide in plant platforms to implement the system | • Final project product: a complete working prediction system  
• Adaptation of the system for the specific company’s need and kind of production |
| Industry associations    | • Promote shared developments in specific industry sectors | • Final project product: a complete working prediction system |
The second main target group is the **scientific community**. The project is expected to develop innovative methodologies and know-how in the following fields:

- Predictive Control
- Automation
- Learning systems
- Architecture solutions
- Software solutions

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**Table 3.1. Possible assets disseminations.**

<table>
<thead>
<tr>
<th>Industrial stakeholders</th>
<th>Dissemination tools</th>
<th>Due at</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing companies</td>
<td>• Organize presentation and demo in site&lt;br&gt;• Invite to dedicated workshops and events&lt;br&gt;• Organize presentation and demo in site&lt;br&gt;• Invite to dedicated workshops and events</td>
<td>End of the project</td>
<td>All over Europe</td>
</tr>
<tr>
<td>Industry associations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>System integrators</td>
<td>• Organize direct meetings&lt;br&gt;• Invite to dedicated workshops and events</td>
<td>Since M18</td>
<td>On the regional/national territory All over Europe</td>
</tr>
<tr>
<td>Technology providers</td>
<td>• Organize direct meetings&lt;br&gt;• Invite to dedicated workshops and events&lt;br&gt;• Organize direct meetings&lt;br&gt;• Invite to dedicated workshops and events</td>
<td>Since M18</td>
<td>On the regional/national territory All over Europe</td>
</tr>
<tr>
<td>Further investors</td>
<td></td>
<td>End of the project</td>
<td>All over Europe</td>
</tr>
</tbody>
</table>

**Table 3.2. Possible industrial stakeholders dissemination timeline.**
Various scientific papers and conferences could be addressed in these fields. For example, within the IEEE Transactions, scientific contributions from the project could address the following titles: automatic control, neural networks and learning systems, industrial informatics, knowledge and data engineering.

Finally, the project is expected to have a positive impact for society, in terms of environmental and health improvement. This message should be circulated to the general public, in order to increase the people’s awareness about industrial procedures and optimization and educate them to prefer new, more eco-friendly productions.

The Project will also leverage, for dissemination actions, on an External Stakeholder Group (ESG), a group of independent professional experts (with any affiliation with the consortium partners) which have recognized knowledge in the industrial field, with expertise also on the business and regulation aspect of the sector.

4 Means of Dissemination

Several means of dissemination will be used to reach the identified target groups, including but not limited to websites, presence on social media, newsletters, flyers and brochures, workshops, press releases, scientific papers, presentations and demonstrations at specialized and general ICT events, and direct liaison activities with Working Groups, Public Bodies and related research projects.

The remainder of Means of Dissemination section is organized as follows. In Section 4.1, Project Web Portal and the Presence in Social Media are presented and Scientific Publication and Presentations and Workshops are discussed in Section 4.2 and 4.3, respectively. Other means of dissemination such as Workshops and Interaction with Standardization Bodies are discussed in Sections 4.4 and 4.5 and Media Communication and Press Release and Project eNewsletter are presented in Sections 4.6 and 4.7.

4.1 Project Web Portal and Presence in Social Media

The Project Web Portal was initially created by the very start of MONSOON project and its initial version was launched at M2. Its final version was launched during M3 after several updates. The web portal is maintained and updated regularly, and will be active for at least 3 years after the end of MONSOON project.

The Project Web Portal constitutes the main tool for the dissemination of MONSOON serving several purposes described below:

- Provides an internal collaboration platform for the project partners.
- Provides general information about MONSOON project (vision, objectives, actions) and the origins of consortium (partners, H2020 funding).
- Constitutes a public repository for MONSOON project results (deliverables, other results) and for dissemination materials (publications, presentations, brochures, promotional videos, newsletters, press releases etc.).
- Present news and events related to the MONSOON project.

The Project Web Portal is willing to have a strong presence in social media in order to disseminate by the most effective way the vision of MONSOON project to target communities. Till M3 the Social Media
The presence of MONSOON project is established only on the networking channel of Twitter. The main goal is to establish the presence of MONSOON project to other major social networking and content platforms, such as Facebook, LinkedIn etc.

In the link https://www.spire2030.eu/monsoon one can find MONSOON project's website. A detailed description of the project website has already been provided, on deliverable D8.2 (“MONSOON Project Website”), produced at M3.

4.2 Scientific Publications, Conferences and Presentations

The vision and scope of MONSOON project will disseminated to research and scientific community through publications in scientific journals and conferences with topics relevant to the research work and the philosophy of the project. The presentation of publications in scientific conferences could be either with a lecture of a poster presentation. Thus, MONSOON project’s awareness is enhanced by these activities and the concepts, techniques, methodologies and solutions of MONSOON project are able to leverage with other relevant research projects, fostering cross-project cooperation. Along with publications in scientific journals and conferences, the participation in thematic panels, special conference sessions, workshop talks, poster presentations and specialized demonstrations at scientific events will also be used as a way to spread in scientific community results and achievements of MONSOON project. The lists of candidate journals and conferences, for publication of scientific papers, are provided in Section 5.

Target scientific events will be selected according to the following criteria:

- **Scope**: Selected events will cover highly specialized topics relevant to MONSOON project framework, such as site-wide scheduling and optimization, predictive modelling (machine learning and deep learning applications and implementations).
- **Short-term impact**: Some scientific events will be selected based on their short-term impact in order to ensure a fast track for project awareness in the scientific community. This implies, for instance, selecting large-scale events to publish or present work-in-progress, early results and MONSOON project overviews.
- **Long-term impact**: As the project scientific results start to mature, a gradual shift to long-term impact is expected, with submissions to top journals and very selective conferences. This will ensure the long-lasting impact of MONSOON in the scientific community.

4.3 Participation in Events and Exhibitions

Another way to raise the awareness of MONSOON project not only to scientific community but also to industrial is the participation to several ICT events and exhibitions, as exhibitors and presenters or as visitors.

In the case where MONSOON project is about to participate as exhibitor, there is a great opportunity to reach easily a large scale audiences, most of which are individuals that belong to groups of interest. The steps required for attending events as exhibitor are thorough planning, comprehensive preparation and development of supporting material, such as booth materials, prototypes (if any), slides, videos and other
promotional materials (flyers, brochures). Final steps required are execution, feedback and finally evaluation of the whole process.

In the case where MONSOON project is about to participate as a visitor, there is an opportunity to reach in person a large number of attendees (individuals) belonging again to groups of interest. The steps required for attending events as visitors are less than in previous case but still thorough planning, development of supporting material (if needed) and finally evaluation of the whole process are quite important and should be done. In Section 5 a list of candidate future events per dissemination channel that MONSOON project is willing to participate, is presented.

4.4 Workshops

There is a planning for the organization of workshops during the activities of MONSOON project. The exact scope and nature of each workshop depends on multiple factors, including the specialization areas of involved partners, the attending stakeholders and the timing of the workshops. Nevertheless, a common set of goals includes:

- To attract live interaction with heterogeneous audiences (end users and other stakeholders) inviting them to present their expectations and their opinion about the MONSOON approaches and results.
- To engage workshop participants in future activities of MONSOON project.
- Each workshop will focus on general concepts and results of MONSOON project and depending on the audiences, on more specialized topics (e.g. machine learning and deep learning techniques).
- To increase local awareness of the MONSOON project. These workshops will primarily follow an overall strategy to serve the project goals (covering the various phases of the project, stakeholders and expertise areas).

4.5 Interaction with Standardization Bodies

The international standardization system is a powerful tool for dissemination of the project results and interaction with the market stakeholders. Within international standardization bodies, standardization work is developed by groups of experts, within technical committees (TCs), each one having a well-defined field of activity. TCs are made up of representatives of industry, non-governmental organizations (NGOs), governments and other stakeholders, interested in its specific field of activity. That means standardization activities linked with the project will reach a well-focused group of stakeholders. In addition, the procedures themselves followed within international standardization bodies guarantee a broad diffusion of the standardization work. MONSOON contributions to existing or new projects of standards will be distributed to national members of international standardization bodies, and, in this way, they will reach national stakeholders.

4.6 Media Communication and Press Releases

Obtaining news coverage, whether at a national or local level, can increase the profile of the MONSOON project greatly and reach a very wide body of people within the targeted sector. It is important to ensure that a "news story" have been identified before approaching a journalist to ensure the chance of getting
them interested enough in publishing anything on the project. Then, the consortium will develop a project narrative that will be used as a baseline for external communications by all partners.

Two types of media can be distinguished:

- External media, i.e. independent from the members of the consortium, with the aim of public dissemination, such as "L'Usine Nouvelle" (http://www.usinenouvelle.com/), or "Smart industries magazine" (http://www.smart-industries.fr/fr/magazines/home/)
- Internal media, i.e. managed by one of the members of the consortium, with a target population that can be external, such as the Capgemini annual report (https://www.capgemini.com/investor/annual-report)

A list of media to be targeted will be developed throughout the course of the project, with the aim of achieving a good disciplinary and national spread. Press releases will be prepared in major European languages for distribution to the media and other stakeholders on completion of specific project milestones and publication of deliverables.

4.7 Project eNewsletter

Another essential tool to keep in touch with the stakeholders is the implementation of a project newsletter. Starting from M6, a 6 months period eNewsletter (at M12, M18, M24, M30 and M36) will provide updates on MONSOON community about project's activities, achievements and results. The distribution of the eNewsletter will take place via email to registered users, the project’s website and partners’ network.

5 Mapping between Dissemination Tools and Target Groups

Table 5.1 provides the cross-references between the aforementioned dissemination target groups and the means of dissemination of MONSOON project, in order to identify their interconnection.

<table>
<thead>
<tr>
<th>Means of Dissemination</th>
<th>Industrial Community</th>
<th>Scientific Community</th>
<th>General public</th>
</tr>
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<tbody>
<tr>
<td>Project Web Portal and Presence in Social Media</td>
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<td></td>
<td></td>
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<tr>
<td>Scientific Publications, Conferences and Presentations</td>
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<tr>
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<tr>
<td>Project eNewsletter</td>
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</tbody>
</table>

Table 5.1. Mapping between dissemination tools and target groups.

6 Channels and Opportunities for Dissemination
According to the previous discussion of Means of Dissemination (see Section 4), this section provides a corpus of opportunities for dissemination of MONSOON project results and outcomes in scientific journal and conference along with liaison procedures and activities.

The remainder of Channels and Opportunities for Dissemination section is organized as follows. In Section 6.1, Scientific Journals and Conferences are presented, Related Projects for Liaison Activities are discussed in Section 6.2 and finally ICT Events are presented in Section 6.3

### 6.1 Scientific Journals and Conferences

After careful exploration and consideration, the following indicative but not exhaustive lists of targeted scientific journals and conferences have been drafted. The following tables identify some relevant opportunities for scientific publication in journals (see Table 6.1) and in scientific conferences (see Table 6.2). Attempts for publications in journals and participation in conferences will be also made to other than those proposed in tables below. The criteria for including these journals and conferences were their scope, their reputation, and their relevance with MONSOON project in the involved scientific communities. The tables presented below shall be updated in regular bases as part of WP8 activities.

<table>
<thead>
<tr>
<th>Journal name</th>
<th>Description</th>
<th>Website</th>
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<tbody>
<tr>
<td>International Journal of Simulation and Process Modelling (ISSN: 1740-2131, Inderscience publishers)</td>
<td>The simulation and modelling of processes provide a better understanding of a set of interrelated activities that interact to achieve an optimised result and evaluate the effect of process changes, e.g. demand, resources, supply and constraints.</td>
<td><a href="http://www.inderscience.com/browse/index.php?journalID=100#objectives">http://www.inderscience.com/browse/index.php?journalID=100#objectives</a></td>
</tr>
<tr>
<td>IEEE Transactions on Industrial Informatics (ISSN: 1551-3203, IEEE Computer Society, USA)</td>
<td>This embraces a collection of techniques that use information analysis, manipulation and distribution to achieve higher efficiency, effectiveness, reliability, and/or security within the industrial environment. The scope of the IEEE Transactions on Industrial Informatics includes reporting, defining, providing a forum for discourse and informing its readers about the latest developments in intelligent and computer control systems robotics factory communications and automation flexible manufacturing, vision systems and data acquisition and signal processing.</td>
<td><a href="http://tii.ieee-ies.org/">http://tii.ieee-ies.org/</a></td>
</tr>
<tr>
<td>Expert Systems with Applications (ISSN: 0957-4174, Elsevier Limited, UK)</td>
<td>Expert Systems with Applications is a refereed international journal whose focus is on exchanging information relating to expert and intelligent systems applied in industry, government, and universities worldwide. Topics include but not limited to: engineering, production management, economics, energy, multi-agent systems, etc.</td>
<td><a href="http://www.journals.elsevier.com/expert-systems-with-applications/">http://www.journals.elsevier.com/expert-systems-with-applications/</a></td>
</tr>
<tr>
<td>4</td>
<td><strong>Journal name</strong></td>
<td>Simulation modelling Practise and Theory (ISSN: 1569-190X, Elsevier Limited, UK)</td>
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</table>
| **Description** | Simulation modelling Practise and Theory provides a forum for original, high-quality papers dealing with any aspect of systems simulation and modelling. The journal aims at being a reference and a powerful tool to all those professionally active and/or interested in the methods and applications of simulation. Paper submission is solicited on: |  • theoretical aspects of modelling and simulation including formal modelling, model-checking, random number generators, sensitivity analysis, variance reduction techniques, experimental design, meta-modelling, methods and algorithms for validation and verification, selection and comparison procedures etc.;  
  • methodology and application of modelling and simulation in any area, including computer systems, networks, real-time and embedded systems, mobile and intelligent agents, manufacturing and transportation systems, management, engineering, biomedical engineering, economics, ecology and environment, education, transaction handling, etc. | |

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<tr>
<th>5</th>
<th><strong>Journal name</strong></th>
<th>Journal of Process Control (ISSN: 0959-1524, Elsevier Limited, UK)</th>
<th><strong>Website</strong></th>
<th><a href="http://www.journals.elsevier.com/journal-of-process-control">http://www.journals.elsevier.com/journal-of-process-control</a></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description</strong></td>
<td>Journal of Process Control covers the application of control theory, operations research, computer science and engineering principles to the solution of process control problems. Papers on the theory in these areas will also be accepted provided the theoretical contribution is aimed at process control. Topics covered include, control applications, plant monitoring, plant-wide control, process control systems, control techniques and algorithms, process modelling and simulation, design methods.</td>
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<tr>
<th>6</th>
<th><strong>Journal name</strong></th>
<th>Engineering Applications of Artificial Intelligence (ISSN: 0952-1976, Elsevier Limited, UK)</th>
<th><strong>Website</strong></th>
<th><a href="http://www.journals.elsevier.com/engineering-applications-of-artificial-intelligence">http://www.journals.elsevier.com/engineering-applications-of-artificial-intelligence</a></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description</strong></td>
<td>Artificial Intelligence (AI) techniques are now being used by the practicing engineer to solve a whole range of hitherto intractable problems. Engineering Applications of Artificial Intelligence provides an international forum for rapid publication of work describing the practical application of artificial intelligence methods in all branches of engineering. Focal points of the journal include, but are not limited to innovative applications of: Real-time intelligent automation, knowledge processing, expert systems, neural networks, deep learning and real world applications, aspects of software engineering, intelligent fault detection, fault analysis, diagnostics and monitoring, big data analytics, internet-of-things.</td>
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<tr>
<th>7</th>
<th><strong>Journal name</strong></th>
<th>Computers and Chemical Engineering (ISSN: 0098-1354, Elsevier Limited, UK)</th>
<th><strong>Website</strong></th>
<th><a href="http://www.journals.elsevier.com/computers-and-chemical-engineering">http://www.journals.elsevier.com/computers-and-chemical-engineering</a></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description</strong></td>
<td>Computers and Chemical Engineering is primarily a journal of record for new knowledge management, neural networks, knowledge discovery, data and text mining, multimedia mining, and genetic algorithms will also be published in the journal.</td>
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</table>
Developments in the application of computing and systems technology to chemical engineering problems. Several major areas of study are represented in the journal, including: modelling, numerical analysis and simulation, mathematical programming (optimization), process dynamics, control and monitoring, abnormal events management and process safety, plant operations, integration, planning/scheduling and supply chain.

<table>
<thead>
<tr>
<th>Journal name</th>
<th>Description</th>
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<tbody>
<tr>
<td>Journal of Global Optimization</td>
<td>Publishes carefully refereed papers that deal with all theoretical, computational, and applied aspects of global optimization. Original research articles explore optimization in the widest sense, including nonlinear, stochastic and combinatorial programming, multi-objective programming, control, games, geometry, approximation, and algorithms for parallel architectures.</td>
</tr>
<tr>
<td>IEEE Control Systems Magazine</td>
<td>Publishes interesting, useful, and informative material on all aspects of control system technology for the benefit of control educators, practitioners, and researchers.</td>
</tr>
<tr>
<td>Production Planning and Control</td>
<td>Is an international journal that brings together research papers on the management of operations in all industries. The journal focuses on research that stems from an industrial need and can guide the activities of managers and future researchers. Production Planning and Control welcomes papers that describe research based on the emerging needs of industry, making clear the nature of the industrial problem.</td>
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</tbody>
</table>

Table 6.1. Scientific journals.
<table>
<thead>
<tr>
<th>Deliverable no.</th>
<th>Deliverable Title</th>
<th>Version</th>
<th>Scope</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td><strong>EUSIPCO – European Signal Processing Conference</strong></td>
<td>January/February</td>
<td>The premier conference series presenting the state of the art and future perspectives of industrial information technologies. The aim of the conference is to bring together researchers and practitioners from industry and academia and provide them with a platform to report on recent developments, deployments, technology trends and research results, as well as initiatives related to industrial informatics and their application.</td>
</tr>
<tr>
<td>4</td>
<td><strong>IFAC - Conference on Management and Control of Production and Logistics</strong></td>
<td>September/October</td>
<td>The objectives of the conference are to provide high quality research and professional interactions for the advancement of science, technology and fellowship. It also provides the participants an opportunity to present their research papers and experience reports, and to take part in open discussions. Some of the thematic areas that Conference on Management and Control of Production and Logistics encompass and are relevant with MONSOON project are: Modelling and Simulation, Decision-Support Systems: Concepts, Methods and Algorithms, Probabilistic and Statistical Modelling, Production Planning and Scheduling, Operational Research Applications Control Methods and Concepts.</td>
</tr>
<tr>
<td>5</td>
<td><strong>IFAC - Conference on Manufacturing Modelling, Management and Control</strong></td>
<td>October - December</td>
<td>The conference will focus in particular on the most innovative methods proposed in the last few years in the context risk management, resilience, and disaster recovery.</td>
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</table>
control in the 21st century. Some of the thematic areas that Conference on Manufacturing Modelling, Management and Control encompass and are relevant with MONSOON project are: Design and reconfiguration of manufacturing systems, Facility planning and materials handling, Production planning and scheduling, Modelling, simulation, control and monitoring of manufacturing processes, Knowledge management in production, Fostering innovation in manufacturing, Monitoring, diagnosis and maintenance of manufacturing systems, Maintainability, reliability, safety and dependability of production systems, Discrete event systems in manufacturing, Simulation technologies, Probabilistic & statistical models in industrial plant control, Industrial and applied mathematics for production, Sensor network optimization.

<table>
<thead>
<tr>
<th>Conference name</th>
<th>IFAC - Congress on Modelling and Simulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated submission deadline</td>
<td>April - June</td>
</tr>
</tbody>
</table>

Some of the thematic areas that Congress on Modelling and Simulation encompass and are relevant with MONSOON project are: - Methodologies, including Computational intelligence, Conceptual modelling, Complex systems, Data analysis, Discrete event simulation, Distributed parameter systems, Parallel and distributed interactive systems, Simulation tools and platforms. - Functionalities, including Control and optimization, Communication and security, Fault detection & fault tolerant systems, Human-Machine interaction, Planning and scheduling - Application domains, including industrial processes.

<table>
<thead>
<tr>
<th>Conference name</th>
<th>IEEE International Symposium on Applied Machine Intelligence and Informatics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated submission deadline</td>
<td>October/November</td>
</tr>
</tbody>
</table>

Some of the thematic areas that International Symposium on Applied Machine Intelligence and Informatics encompass and are relevant with MONSOON project are: Computational Intelligence, Artificial Intelligence, System Engineering.

<table>
<thead>
<tr>
<th>Conference name</th>
<th>IEEE International Conference on Intelligent Engineering Systems</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated submission deadline</td>
<td>June/July</td>
</tr>
</tbody>
</table>

Some of the thematic areas that International Conference on Intelligent Engineering Systems encompass and are relevant with MONSOON project are: Artificial Intelligence in Engineering: Reasoning, Learning, Decision Making, Knowledge Based Systems, Expert Systems Communications Software and Systems in Engineering: Design Methodologies and Tools, Software Engineering Computational Intelligence in Engineering: Machine Learning, Neural Nets, Fuzzy
<table>
<thead>
<tr>
<th>Conference name</th>
<th>Estimated submission deadline</th>
<th>Scope</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Conference on Automated Planning and Scheduling</td>
<td>November/December</td>
<td>Some of the thematic areas that International Conference on Automated Planning and Scheduling encompass and are relevant with MONSOON project are: Theoretical and empirical studies of planning and scheduling problems and algorithms, Novel techniques and approaches that extend the scope and scale of problems that can be solved, Analytic and implemented tools supporting automated planning and scheduling.</td>
</tr>
<tr>
<td>World Congress on Global Optimization</td>
<td>November/December</td>
<td>A primary goal of the World Congress on Global Optimization is to bring together scientists, engineers, mathematicians and patricians from a variety of related disciplines, to exchange ideas and present original research results in the theory and applications of global optimization. It is hoped that most countries will have a delegation to participate this event.</td>
</tr>
<tr>
<td>International Conference on Machine Learning</td>
<td>February/March</td>
<td><strong>International Conference on Machine Learning</strong> is the leading international machine learning conference. Some thematic areas that are relevant with</td>
</tr>
</tbody>
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**Communication and Dissemination Strategy**

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**Error! Unknown document property name.**
MONSOON project are: reinforcement and deep reinforcement learning, stochastic gradient methods for large-scale machine learning.

Table 6.2. Upcoming scientific conferences.

### 6.2 Related Projects for Liaison Activities

Table 6.3 provides a number of active EU projects with potential for liaison activities. This table includes a brief description of each project along with relevant information (website, duration). Along with direct project to project contacts, MONSOON is available to participate in any workshops and concentration meetings organized by European Commission. The table presented below shall be updated regularly as part of WP8 activities.

| RECOBA | Cross-sector real-time sensing, advanced control and optimisation of batch processes saving energy and raw materials |
| Website | https://www.spire2030.eu/recoba |
| From | 2015-01-01 to 2017-12-31, ongoing project |

**Project description:** In many aspects batch processes are superior to continuous. Therefore it is worthwhile to take advantage of recent progress in sensor technologies, modelling and automation to develop a new paradigm for the design and conduction of batch processes: a) operation at maximum efficiency, b) dynamic, quality driven process trajectories rather than fixed schedules c) detailed analysis and tracking of all relevant process and product parameter. The main objective of the proposed project is the maximization of efficiency (reg. quality, energy, raw materials, and costs) of batch processes.

| STYLE – Sustainability Toolkit for easy Life-cycle Evaluation | |
| Website | https://www.spire2030.eu/style |
| From | 2015-01-01 to 2016-12-31, ongoing project |

**Project description:** Project STYLE is an industry-led consortium representing a broad spread of process industry sectors with numerous products that cross sector boundaries through their value chains. Project STYLE has three key objectives, to:

1. Identify best practice in sustainability evaluation, across sectors and through value chains via inventory and classification of established approaches.
2. Test and deliver a practical toolkit for sustainability evaluation of processes and products, spanning multiple sectors and easily usable by non-practitioners of LCA.
3. Determine gaps, through critical assessment and validation, and identify future research needs to improve the toolkit and ensure broad applicability across sectors.

| ProPAT – Robust and affordable process control technologies for improving standards and optimising industrial operations | |
| Website | http://pro-pat.eu/ |
| From | 2015-01-01 to 2018-12-31, ongoing project |

**Project description:** ProPAT aims to develop novel sensors and analysers for providing measurements on composition, particle size and local bulk properties, as well as more traditional but smart sensors for measuring other process parameters, such as temperature, flowrate, pressure, etc., and integrate them into a versatile global control platform for data acquisition, data processing & mining and User Interface in order to measure properties of process streams and products, accurately and in real-time. The platform also provides self-learning and predictive capabilities aimed for dramatically reducing over costs derived from...
from even slight deviations from the optimum process.

<table>
<thead>
<tr>
<th>Project</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>MAESTRI</td>
<td>Energy and resource management system for improved efficiency in the process industries. From 2015-09-01 to 2019-08-31, ongoing project.</td>
</tr>
<tr>
<td>COCOP</td>
<td>Coordinating Optimization of Complex Industrial Processes. From 2016-10-01 to 2020-03-31, ongoing project.</td>
</tr>
<tr>
<td>CONSENS</td>
<td>Integrated Control and Sensing for Sustainable Operation of Flexible Intensified Processes. From 2015-01-01 to 2017-12-31, ongoing project.</td>
</tr>
<tr>
<td>AGRAL</td>
<td>Development of the optimum AGRAL cermet manufacturing process for aluminium inert anode application and fuel cell interconnect plates.</td>
</tr>
</tbody>
</table>
will be used as an inert anode in the Aluminium industry. Thanks to the inert anode, it is expected to decrease by a minimum of 50% of CO2 emissions compared to currently used carbon anode. Then, the transfer to the fuel and hydrogen cell applications will be studied.

**FUDIPO** - Future Directions of Production Planning and Optimized Energy- and Process Industries
Website – No website yet
From 2016-10-01 to 2020-09-30, ongoing project

Machine learning has revolutionized the way we use computers and is a key technology in the analysis of large data sets. The FUDIPO project will integrate machine learning functions on a wide scale into several critical process industries, showcasing radical improvements in energy and resource efficiency and increasing the competitiveness of European industry. The project will develop three larger site-wide system demonstrators as well as two small-scale technology demonstrators.

**SAMT** - Sustainability assessment methods and tools to support decision-making in the process industries
Website - [https://www.spire2030.eu/samt](https://www.spire2030.eu/samt)
From 2015-01-01 to 2016-12-31, ongoing project

The aim of the SAMT project is to review and make recommendations about the most potential sustainability assessment methods for evaluating energy and resource efficiency in the process industry. The analysis will focus on the applicability of different methods in industrial settings, the ability of the methods to support decision-making towards sustainable solutions and the suitability of the tools for cross-sectoral analysis. SAMT will evaluate tools that cover either environmental, economic and social aspects, or a combination of these, and apply principles of life cycle thinking.

**CoPro** - Improved energy and resource efficiency by better coordination of production in the process industries
Website – No website yet
From 2016-11-01 to 2020-04-30, ongoing project

The goal of CoPro is to develop and to demonstrate methods and tools for process monitoring and optimal dynamic planning, scheduling and control of plants, industrial sites and clusters under dynamic market conditions. CoPro will provide decision support to operators and managers and develop closed-loop solutions to achieve an optimally energy and resource efficient production.

**EPOS** - Enhanced energy and resource Efficiency and Performance in process industry Operations via onsite and cross-sectorial Symbiosis
Website – [https://www.spire2030.eu/epos](https://www.spire2030.eu/epos)
From 2015-10-01 to 2019-09-30, ongoing project

With the aim of reinforcing competitiveness of the EU industry, it is the ambition of the EPOS partners to gain cross-sectorial knowledge and investigate cluster opportunities using an innovative Industrial Symbiosis (IS) platform to be developed and validated during the project. The main objective is to enable cross-sectorial IS and provide a wide range of technological and organisational options for making business and operations more efficient, more cost-effective, more competitive and more sustainable across process sectors.

Table 6.3. Related EU projects to MONSOON.

### 6.3 ICT Events
The following indicative but not exhaustive list of targeted ICT events with potential for liaison activities has been drafted in Table 6.4. The consortium will decide on the most value adding events to participate in. This table includes a brief description of each event along with relevant information (website, duration). The table presented below shall be updated regularly as part of WP8 activities.

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Website</th>
<th>Important Dates</th>
<th>Future Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event description: All key technologies and core areas of industry – from research and development, industrial automation, information technology, industrial supply, production technologies and services to energy and mobility technologies – can be found in Hannover.</td>
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<tr>
<td><strong>ICT Proposer’s Day</strong></td>
<td>Estimated date: September/October</td>
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</tr>
<tr>
<td>Event description: The event focused on the Horizon 2020 Work Programme in the field of ICT. It offered a unique and exceptional opportunity to build quality partnerships with academics, researchers, industrial stakeholders, SMEs and government actors from all over Europe.</td>
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<tr>
<td>Event description: CeBIT offers unique benefits. Boasting a show and a conference programme for professionals, CeBIT defines the latest trends, presents talks by high-calibre speakers and forward-looking panel discussions, and showcases product innovations from all over the world.</td>
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<tr>
<td>Event description: The topics covered by European Utility Week are energy revolution, intelligent buildings, storage, big data &amp; analytics, smart gas – smart water, smart metering – smart homes &amp; end use, intelligent grid, retail, sustainable &amp; smart city, ICT and data management.</td>
<td></td>
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<tr>
<td>Event description: Smart Industries is an event dedicated to the creation and development of the Industry of the Future. At last event, the exhibition is divided in six major fields: the product/process design, the management and control of the production apparatus, the manufacturing operations, services related to the production apparatus, digital technologies and work organization. The environmental dimension, including energy efficiency is covered in each field.</td>
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</table>
Important dates
14-15 June 2017

**Event description:** The Autonomous Systems World 2017 is an international knowledge exchange platform bringing together the top experts in the field of autonomous systems, and will provide a unique glimpse into the fascinating world of autonomous robots, intelligent machines and smart technologies.

Table 6.4. ICT events.

# Expected Outcomes

The outcomes of MONSOON project are expected to have a substantial impact not only in aluminium and plastic stakeholders but also on both scientific and industrial communities. MONSOON project will seek to have a continuous promotion of its activities and results through dissemination and communication (publications in scientific journals, participation on scientific conferences, events, workshops etc.) so as to enhance the impact of these activities to aforementioned target groups. The key features that dissemination and communication strategy of MONSOON is aiming to achieve so as its vision, techniques and methodologies to affect and inspire not only stakeholders from aluminum, plastic and other industrial domains but also future related projects are:

- Scalability
- Replicability
- Future references

On the other hand, the collaborative enterprises in MONSOON consortium from aluminum and plastic domains, will improve not only their image in the industrial community by participating in a project that aims not only to decrease resource and energy consumption but also will show that they are open to use new and innovative techniques and methodologies so as to achieve the aforementioned goals.

The dissemination and communication strategy of MOSNOON is expected to have a positive impact to additional industry stakeholders also. The expertise gained within the MONSOON project will be of crucial importance for the additional industry stakeholders, especially while defining their future strategy for critical processes enhancement.

It is important to reach these stakeholders, for the following reasons:

- To inform them about challenges addressed by the consortium
- To engage them in a dialogue about data-driven methodology supporting predictive controls in production processes, its use and re-use and potential value for innovation
- To invite them to consider recommendations made by the consortium
- To support discussion on usability and standards

For effective dissemination, and prioritization we must understand additional industry stakeholder motivations. Understanding stakeholders’ motivations will enable the consortium to effectively engage, communicate with and promote future dialogue between different stakeholders.

## 7.1 Industry Stakeholders Motivation
Over the last several decades, organizations have relied heavily on analytics to provide them with competitive advantage and enable them to be more effective. Analytics have become an expected part of the bottom line and no longer provide the advantages that they once did. Organizations are now forced to look deeper into their data to find new and innovative ways to increase efficiency and competitiveness, and create social impact.

It’s now a given that bigger, more complex and more diverse data can help an organization drive things forward. Organizations often view big data as inevitability. Amplifying this, we’re starting to hear from early adopters who have experienced success by integrating big data into their existing IT framework. Big data is starting to become the norm. And that’s changing the discussions around the topic. Being competitive in big data technologies and solutions will give Europe a new source of competitiveness and the potential to foster a new data-related industry that will generate new jobs.

As mentioned in chapter 1 *The Big Data Value Opportunity of New Horizons for a Data-Driven Economy*\(^1\) the positive transformational potential has already been identified in a number of key sectors:

- **Manufacturing**: The manufacturing sector was an early adopter of IT to design, build, and distribute products. The next-generation of smart factories with intelligent and networked machinery (i.e. Internet of Things, Industry 4.0) will see further efficiency improvement in design, production, and product quality. Big data will enable fulfilment of customer needs through precisely targeted products and effective distribution. In addition to efficiency gains and predictive maintenance, big data will enable entirely new business models in the area of mass production of individualized products.

- **Energy and Transport**: Big data will open up new opportunities for innovative ways to monitor and control transportation and logistics networks using a variety of data sources and the Internet of Things. The potential for big data in the transport sector is estimated at USD 500 billion worldwide in the form of time and fuel savings, with the avoidance of 380 megatonnes of CO2 emissions (OECD 2013). The digitization of energy systems enables the acquisition of real-time, high-resolution data via smart meters that can be leveraged within advanced analytics to improve the levels of efficiency within both the demand and supply sides of energy networks. Smart buildings and smart cities will be key drivers of enhanced efficiency in the energy sectors. Big data technology in the utilities sectors has the potential to reduce CO2 emissions by more than 2 gigatonnes, equivalent to 79 billion euros (OECD 2013).

- **Healthcare**: In the early twenty-first century, Europe is an ageing society that places significant demands on its healthcare infrastructure. There is an urgent need for improvement in efficiency of the current healthcare system to make it more sustainable. The application of big data has significant potential in the sector with estimated savings in expenditure at 90 billion euros from national healthcare budgets in the EU. Clinical applications of big data range from comparative effectiveness research where the clinical and financial effectiveness of interventions is compared to the next generation of clinical decision support systems that make use of comprehensive heterogeneous health datasets as well as advanced analytics of clinical operations. Healthcare

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R&D applications include predictive modelling, statistical tools, and algorithms to improve clinical trial design, personalized medicine, and analyzing disease patterns.

8 Visual Identity and Dissemination Material

Various support tools were developed in the first months of the project, to provide MONSOON project’s visual identity – including graphics, templates, styles and guidelines which can be used by partners when presenting their work in electronic and print material. These elements also support project’s dissemination activities. The dissemination materials of MONSOON project described in this section are project, EU and partner’s logos, template of presentation slides, flyer, poster and project website.

The overall philosophy behind the project logo focused on creating an intuitive and appealing visualization that will be the flagship of the project’s successful branding and future dissemination. Some versions of the logo of MONSOON project is given in Figure 8.1.

![Alternative logos of MONSOON project](image)

Figure 8.1. Alternatives of MONSOON project logos.

Any dissemination of results in any form (non-electronic, electronic, etc.) must display the EU logo (see Figure 8.2) and consortium partner’s logos (see Figure 8.3). The EU logo must be always use with the disclaimer given below: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 723650”.
Other dissemination materials that MONSOON project will also produce and disseminate are flyers, posters, and slides presenting the project concept and achievements, scientific conferences, workshops and other dissemination activities. The slides already produced by the first month of the MONSOON project are given in Figure 8.4. A first draft of the flyer and the poster are given in Figure 8.5 and Figure 8.6, respectively. The flyer and poster of MONSOON project have to be finalized by M6.
Figure 8.4. MONSOON template of slides for presentations.

Figure 8.5. MONSOON flyer (cover and back cover).
The MONSOON project website is already available since November 2016 at the following links: [https://www.spire2030.eu/monsoon](https://www.spire2030.eu/monsoon) and [www.monsoon-spire.eu](http://www.monsoon-spire.eu) and a depiction of website Home page is given in Figure 8.7.
Model based control framework for Site-wide Optimization of data-intensive processes

The MONSOON project - Model based control framework for Site-wide Optimization of data-intensive processes - aims to data-driven methodology to support identification and exploitation of optimization potentials by applying model-based controls, so as to perform plant and site-wide optimization of production process. The ambition of MONSOON project is of significant process industries from the sectors of aluminum and plastic.

“Process industries represent a significant share of European industry in terms of employment and turnover, but also in terms of resources consumption and environmental impact. MONSOON seeks to provide such industries with a dependable, replicable and cost-effective methodology that helps them achieving significant improvements in the efficient use (and re-use) of raw materials, energy, easing the effort of more technical competences.”

About the MONSOON project:
Start Date: 1st October 2016
Duration: 36 months
Budget: 6 million €
Coordinator: Claudio Passino, IGM

Figure 8.7. MONSOON project website (Home page)
9 Conclusions

This document presents the Communication and Dissemination Strategy of the MONSOON project. The Communication and Dissemination Strategy is a plan, which details the corresponding targets, mechanisms and best-suited tools that will be used so as to disseminate the vision of the MONSOON project, the methodologies and techniques that will be developed during the overall project period so as to support its vision and finally project outcomes.

The dissemination and communication strategy of MONSOON must fulfil the following objectives: to allow all relevant stakeholders to be informed about the project activities, results and outcomes, to ensure the highest exploitation potential of MONSOON techniques and methodologies and finally to support European research and innovation in industrial sector (especially in aluminium and plastic domains) and information and communication technology, thus contributing to enhance industry competitiveness in Europe.

This requires, among other things, creating a corporate identity, publishing promotional materials (such as eNewsletters and flyers), using online communication (project web portal and social networks), building synergies with related on-going initiatives and participating in high-level events to present the project’s progress.

Moreover, MONSOON Project Website, as the most direct mean of dissemination will be updated in regular bases. The deliverable D8.1 – Communication and Dissemination Strategy will be reviewed on an annual basis (M12, M24 and M36). This review will take into account the efficiency and success of all dissemination activities. In the particular case where the dissemination results are not the expected ones, corrective measures will be implemented with the aim of ensuring the effective dissemination of projects’ techniques, methodologies and outcomes.
Acronyms

<table>
<thead>
<tr>
<th>Acronym</th>
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<td>IS</td>
<td>Industrial Symbiosis</td>
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<td>Key Performance Indicator</td>
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List of figures

Figure 3.1. Overview of targets groups. .................................................................8
Figure 7.1. Alternatives of MONSOON project logos....................................................26
Figure 7.2. EU and EC logo.........................................................................................26
Figure 7.3. Partner’s logos.........................................................................................26
Figure 7.4. MONSOON template of slides for presentations..............................................27
Figure 7.5. MONSOON flyer (cover and back cover)........................................................27
Figure 7.6. MONSOON poster.........................................................................................28
Figure 7.7. MONSOON project website (Home page).......................................................29

List of tables

Table 2.1. Dissemination objectives and methods for accomplishment. ..........................7
Table 3.1. Possible assets disseminations. ......................................................................9
Table 3.2. Possible industrial stakeholders dissemination timeline. ................................................................. 10
Table 5.1. Mapping between dissemination tools and target groups. ................................................................. 13
Table 6.1. Scientific journals. ............................................................................................................................. 16
Table 6.2. Upcoming scientific conferences. ......................................................................................................... 19
Table 6.3. Related EU projects to MONSOON. ..................................................................................................... 22
Table 6.4. ICT events. .............................................................................................................................................. 23