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Abstract

This deliverable includes a description of the dissemination process for TITANIUM and the project outcomes, including identification of target groups and dissemination channels.

Keyword list

Dissemination, communication, social media, website, impact



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References

Ref	Document	Date	Details and Version
1	H2020 Online Manual: Dissemination & Exploitation of results	Accessed 2017-09-21	http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results_en.htm
2	Guidelines to the Rules on Open Access to Scientific Publications and Open Access to Research Data in Horizon 2020	2017-03-23	Version 3.2
3	D8.1 Project Handbook	2017-07-31	Version 1.0



Executive Summary

This deliverable defines TITANIUM's Dissemination and Communication Plan. The plan designs the dissemination process for TITANIUM and the project outcomes. It identifies communication channels and includes the process for monitoring and evaluating the dissemination and communication strategy, key messages and a timeline for dissemination activities. This plan contains project branding guidelines, on which the public-facing project website and dissemination material is designed.

TITANIUM's dissemination strategy focuses in particular on the TITANIUM stakeholders, other specialists, and the general public. As the project focuses on a sensitive matter (tracking of transactions, criminal activity, privacy issues, etc.), communication with the public and media will be limited, but as transparent as data protection law requires. The primary focus of TITANIUM's dissemination activities lies on communicating with specialists in the field in a private and confidential manner. The secondary focus lies on informing the general public about non-sensitive project developments.

First of all, this document investigates different stakeholders for the project – specialists, general public, as well as stakeholders associated with the project itself. Second, it outlines two major modes of TITANIUM dissemination activities: public dissemination and communication with specialists. Various methods, channels and strategies are discussed in that section, providing details on how and when they will be used on TITANIUM. Third, this document will cover the project branding guidelines, in order to establish uniform presence in the media and public opinion, as well as visual identity for the project. Fourth, the timeline of key dissemination activities is discussed. Fifth, key roles, procedures and responsibilities of partners in TITANIUM dissemination Work Package are discussed.



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1 Introduction

TITANIUM will research, develop, deploy and validate novel data-driven techniques and solutions designed to support Law Enforcement Agencies (LEAs) charged with investigating criminal or terrorist activities involving virtual currencies and/or underground markets in the darknet. Dissemination in TITANIUM aims at informing and, to some extent, engaging LEAs, the research community, potential customers from the private security sector, special interest groups, as well as citizens about project developments and its results in the most suitable way.

The Communication and Dissemination Plan for the TITANIUM project describes the means and channels used by TITANIUM to ensure that this goal is achieved. The dissemination strategy focuses in particular on the stakeholders in TITANIUM, other specialists, and the general public. As the project focuses on a sensitive matter (tracking of transactions, criminal activity, privacy issues, etc.), communication with the public and media will be limited, but as transparent as data protection law requires. The primary focus of TITANIUM's dissemination activities lies on communicating with specialists in the field in a private and confidential manner. The secondary focus lies on informing the general public about non-sensitive project developments.

Key messages have been produced to further underline the objectives of the project and to support the design of the dissemination process and the identification of communication channels for TITANIUM (section 1.3). A list of dissemination tasks with roles and responsibilities defined for each task is Included in this Communication and Dissemination Plan (section 5). Dissemination monitoring procedures and related KPIs have been defined (section 3.3). This plan is a public deliverable and will be published on the TITANIUM website. Further information about the TITANIUM project can be retrieved from the project website and the Description of Action.

1.1 Vision

The expected result of TITANIUM is a set of “technology readiness level 6” (TRL 6) services and forensic tools, which operate within a privacy and data protection environment that is configurable to local legal requirements, and which can be used by investigators for

- (i) monitoring virtual currency and darknet market ecosystems for trends and possible threats,
- (ii) tracking and tracing virtual currency transactions across ledgers, and
- (iii) generating court-proof evidence reports based on reproducible and legally compliant analytical procedures.

The tools are versatile enough to support a large number of “volume crime” investigations throughout Europe and, at the same time, enable co-ordinated actions against the international cybercriminal infrastructure with the aim of bringing their backers to justice. Forensic tools will be developed in an agile fashion in close collaboration with associated LEAs, which directly include five full and 10 associated LEA partners, and indirectly include the extensive international law enforcement networks of INTERPOL and Europol. Tools will be deployed and tested in national Field Labs, which allow for continuous evaluation and validation of practical applicability as well as maintenance of legal and ethical compliance.

The expected impacts of TITANIUM are improved investigation capabilities for LEAs in virtual currency and darknet market analytics. As a result, crimes will be solved more rapidly and societal distress, impact on victims, and investigative costs will be reduced. The project will allow European SMEs to



develop cutting edge tools, to access LEA markets, and to strengthen European innovation and competitiveness.

1.2 Objectives and overview

The objectives of TITANIUM's communication strategy are:

- to inform and engage all interested parties, including associated partners and other specialists in the field, about the project development and its results in the most suitable way
- to establish a fruitful coordination with other H2020 FCT projects and with national coalitions
- to synthesise the results of our dissemination and communications plan and support exploitation of our results.

This document discusses various aspects of TITANIUM dissemination and communication. First of all, it investigates different stakeholders for the project – specialists, general public, as well as stakeholders associated with the project itself. Second, it outlines two major modes of TITANIUM dissemination activities: public dissemination and communication with specialists. Various methods, channels and strategies are discussed in that section, providing details on how and when they will be used on TITANIUM. Third, this document will cover the project branding guidelines, in order to establish uniform presence in the media and public opinion, as well as visual identity for the project. Fourth, the timeline of key dissemination activities is discussed (this information is also provided in a different visual format in the Gantt Chart in Appendix 1). Fifth, key roles, procedures and responsibilities of partners in TITANIUM dissemination Work Package are discussed.

1.3 Key messages and target groups

TITANIUM has a variety of stakeholders (see section 2) who will have different inquiries and questions to the project. To ensure successful communication and dissemination of results, a targeted dissemination strategy is needed. Therefore, the main focus of TITANIUM's dissemination and communication strategy lies on the two primary target audiences of the project:

- the **stakeholders and organizations active in the space of digital security (cybersecurity) and security of financial transactions** (e.g., national law enforcement authorities (LEAs), corporate security firms, banks, financial institutions) who need the TITANIUM tools to ensure the security of their business or customers,
- the **general public**, including media, press, Internet forums, communities of virtual currency developers and users, special interest groups (such as watchdog organisations monitoring the LEAs and privacy laws) and other public bodies that might be interested in the project.

TITANIUM as a project has the potential to be highly controversial, as it can be mistakenly or malevolently seen as encroaching on the freedoms of the Internet and empowering national governments and LEAs to track and spy on their own citizens – which are things that Internet communities are vocally opposed to. As such, great care must be taken to tailor the messages to these two main groups of audiences. Whereas with the associated stakeholders and professionals, the messages can focus on the technical specifications of TITANIUM outputs and its integration with existing stakeholder operations, the messages targeted at the general public must most importantly underline the privacy, ethics, and legal aspects of the project (emphasising the efforts to preserve citizen rights of privacy in all their forms, with the project being ethical and carefully monitored).



In other words, the key messages that TITANIUM dissemination effort will get across are focused around the applicability (i.e., power of the TITANIUM tools for tracking virtual currency transactions, their transferability across national or organisational contexts, their user-friendliness, the state of the art of the underpinning technologies) and appropriateness (legal compliance with GDPR and national legislations, ethical treatment of private and sensitive information, focus on the use for intended purposes, controlled access to the project and its works and outputs) of TITANIUM outputs. Dissemination to organisational/institutional stakeholders will focus on the former (applicability), while dissemination to the more general public and media will focus on the latter (appropriateness). The key differences between dissemination to these two groups are outlined in Table 1 below.

Key dissemination message	Dissemination to the institutional and organizational stakeholders	Dissemination to the public (including project communication)
<i>Informing about the project, its goals, funding, consortium, etc. (communication).</i>	Yes	Yes
<i>Showcasing the technological excellence of TITANIUM tools.</i>	Yes	
<i>Demonstrating the compliance with GDPR and national laws.</i>	Yes	Yes
<i>Demonstrating the ethical approach to privacy, data protection, citizens' rights, etc.</i>	Yes	Yes
<i>Emphasising the usefulness of TITANIUM tools to LEAs and secondary market (banks, financial firms/institutions, corporate security firms).</i>	Yes	

Table 1. Comparison of the focus on the key dissemination messages between two main target groups of TITANIUM project.

Dissemination activities of TITANIUM will coincide with the planned exploitation activities. The goal of dissemination is to inform various stakeholders about the project's outputs, ultimately leading to the adoption of these outputs by the relevant actors (who are not consortium partners), as well as building communities of professionals which will ensure further development, improvements, relevance and innovation of TITANIUM outputs. The dissemination activities presented in this document will be augmented and co-opted by the subsequent exploitation actions, which will start towards the end of the first year of the project.

An important part of the project will be communication about the project to the general public. The consortium is not expecting to commercialise the project outputs with this target audience. An important sub-set of this target audience will be special interest groups, such as watchdog organisations monitoring privacy rights and freedom of the Internet. They are vocal, visible and well-connected organisations that may have significant influence on the public sentiment towards TITANIUM. Accordingly, in this context, the public messages will focus especially on ethical and legal aspects of TITANIUM.



AIT, the project co-ordinator, generally manages the information flow from the project to third parties. The co-ordinator is the official press contact of TITANIUM. However, for general communications about the project, all other project partners can use the following key message:

The dark web is the home to exchanges by criminals and terrorists who use blockchain technology to make their transactions anonymously and securely. Nevertheless, it is possible to identify who is participating in such exchanges, at least to some extent. The TITANIUM project aims to develop some tools and procedures, the use of which will help law enforcement agencies to identify who is engaged in what transactions. The three-year, EU-funded TITANIUM project, which began in May 2017, is being undertaken by a consortium of European partners, co-ordinated by Ross King, a senior scientist at the Austrian Institute of Technology (AIT). The consortium is aware of and takes fully into account the provisions of the General Data Protection Regulation as well as ethical issues.

Any communication going beyond what is contained in this key message must be delegated to the project co-ordinator.

2 Stakeholders

The main stakeholders of TITANIUM are LEAs, the research community, potential customers from the private security sector, special interest groups, and citizens. These stakeholders will be the main target groups of our targeted dissemination and communication strategy.

The following stakeholder analysis describes the main actors identified across these stakeholder groups and the chosen level of dissemination:

- Project-internal stakeholders
 - Consortium partners (researcher, LEAs, private security sector organisations)
 - Associated stakeholders (LEAs, private security sector organisations)
- Project-external stakeholders
 - Specialists (LEAs, private security sector organisations, researchers)
 - General public (citizens, special interest groups)

2.1 Consortium partners

The TITANIUM consortium partners are international and interdisciplinary stakeholders collectively representing a wide range of research expertise, technical disciplines, and business acumen. The consortium consists of a balanced team of six research organisations, three of which are universities (UCL, UIBK, and KIT) and three of which are research and technical organisations (RTOs) (AIT, TNO, and VICOM). The consortium includes four industry partners (COB, DEN, TRI, and CCR), all of which are SMEs, and five law enforcement agency stakeholders (BKA, INT, NBI, BMI, and MIR-PN). The partners have also been chosen to provide the full coverage of expertise necessary to ensure that the project is not missing any key competencies required for its execution.

Timely dissemination and communication in the TITANIUM project will support close co-operation between consortium partners.

Consortium partners will also engage in dissemination and communication of project results and developments in order to ensure that the target audiences both among the partner institutions, including trustees and senior executive staff, and other specialists in the field will be reached. All partners communicate general project information to their respective audiences. Due to the sensitive



nature of the project, more detailed or in-depth communication about the project will need to go through and be approved by the project coordinator first.

2.2 Associated stakeholders

The associated stakeholders are represented in the Associated Stakeholder Group (ASG), chaired by BKA. The ASG is a set of 12 law enforcement agency partners from 10 European states, plus the European Central Bank, that have committed to support the project by signing a Letter of Support. The group covers a wide range of expertise on the subject: some participants are experts in investigating organised crime and cybercrime, in particular, some are specialised in the technical and forensic confiscation of data and the processing of secured data, and others are prominent in research and teaching in this regard. While some operate on a regional level, others execute central functions on a national level or, like Europol, even for all states of the European Union. Additionally, the European Central Bank supports the project due to its focus on virtual currencies.

BKA is responsible for co-ordinating the interaction within the group as well as between the group and individual consortium partners and for collecting the data necessary to improve investigations in the field of organized crime and cybercrime. Accordingly, BKA occupies an interface position between research and practice to ensure that the developments meet police requirements. For this reason, the contact with the associated stakeholders has to be particularly close in order to test, improve and finally spread the new investigation tools to national and regional law enforcement offices that are interested in the tools. All in all, even non-participating law enforcement agencies will benefit from the project, since Europol will help to promote the tools across Europe.

2.3 Specialists

This category includes organisations and institutions such as banks, financial services firms, corporate security companies, and similar. They comprise the secondary market for TITANIUM exploitation (the primary market is LEAs and related organizations in European Member States). The consortium estimates the size of that market at around 3,000 organisations in total in Europe. More detailed intelligence on the market size, segments, and various indicators will be collected during the preparation of TITANIUM exploitation plan and business model (D7.3). This market is highly specialised and is already populated by offerings in the space of cybersecurity and blockchain, which are competing with the TITANIUM outputs. As such, the consortium is estimating a 20% market share for TITANIUM services in that market, following a successful entry and marketing (dissemination) campaign.

The TITANIUM Advisory Board has a special role within this stakeholder category: it will both be a specific target audience for TITANIUM dissemination as well as multiplier of TITANIUM results.

Dissemination to this group of stakeholders will take place primarily through existing professional networks of partner organisations. Many partners are very well-connected with these stakeholders (which is reflected by, for example, ASG described above, or by INTERPOL's international network), and can capitalise on advertising and showcasing TITANIUM directly to relevant personnel and decision makers. The partners will also work to generate positive word-of-mouth – asking relevant professionals for recommendations and informing their colleagues about TITANIUM.

TITANIUM will also have a presence in relevant trade shows and conferences in Europe (and, to some extent, around the world as well). For the list of such events, please see section 3.2.3 below. The



project will seek to engage its potential users in providing feedback on TITANIUM (while the project is still in the service development phase) to better match its outputs to the needs of practitioners.

Apart from the main channel described above, these stakeholders will be targeted by social media (most importantly, Twitter and LinkedIn, which allow more targeted and content-rich communication with the selected audiences), e-mails about the project website as a source of news and information (including introductory information, consortium contact details, informational videos, etc.) as well as by a regular project newsletter.

2.4 General public

There are three sub-groups in this category (they are described here according to their increasing importance to TITANIUM dissemination efforts). The first group includes citizens reading papers and watching/listening to the news every day, with no special interest in blockchain or digital currencies. The second group involves people with an interest in technology and IT, including specialists and professionals in the fields of computer science, engineering and financial markets. The third group includes more specialised organisations such as special interest groups (SIGs), concerned citizens' groups, as well as communities of Bitcoin users and developers (who often exist and are mobilised through online forums and various events).

What is unique about the third sub-group is that it has the potential to negatively affect TITANIUM's public image. Particularly the SIGs and concerned citizens' groups as well as the communities of Bitcoin users might oppose the project. There is a certain risk that TITANIUM could be controversial with these groups, as they are often invested in the freedom of Internet and will oppose any governmental attempt to regulate and scrutinise the Web. Moreover, TITANIUM is developing tools the purpose of which is to track currency and transactions which were designed specifically to be untraceable and anonymous. The consortium will strive to continuously moderate its public messages and image in order to truthfully inform the public about the project, but also, at the same time, highlighting the privacy, data protection and ethics components of the project, as well as its crime-preventing (and counter-terrorist) mandate.

Table 2 below presents the channels and approaches that will be used to target these public groups and engage with them about TITANIUM. The more detailed list of dissemination tasks, as well as their timing, are presented in Section 5 Dissemination activities timeline.

Group description	TITANIUM approach and engagement in dissemination/communication activities
Citizens	Press releases, presence in popular media (interviews on TV, in newspapers, etc.).
Specialists, professionals	Press releases, presence in specialised/sector media (interviews, project profiles), presence in conferences and trade shows, newsletters, social media activity, academic publications.
Special interest groups, concerned citizens' groups, cryptocurrency communities	Press releases, presence in specialised/sector media (targeted articles), academic publications, conferences and trade shows, bilateral relationship and trust building, degree of project transparency, 'open project' days, presence of project representatives in key forums/communities.



Table 2. Summary of approaches to dissemination to three public groups.

3 Strategy for the achievement of the dissemination and communication objectives

This section discusses in detail the key dissemination and communication activities that the project partners will undertake to ensure that LEAs, the research community, potential customers from the private security sector, special interest groups, as well as citizens are informed about project developments and its results in the most suitable way. Their timing and potential interdependencies are also highlighted. Please refer to the dissemination activities timeline in section 5 for the temporal overview of all dissemination activities. The dissemination strategy is in line with the TITANIUM Project Handbook (D8.1, Ref. 3), the H2020 Online Manual on Dissemination (Ref. 1), and the Guidelines to the Rules on Open Access to Scientific Publications and Open Access to Research Data in Horizon 2020 (Ref. 2).

TITANIUM dissemination activities have been split into two main categories: public dissemination and communication with specialists. The goal of this approach is to better tailor the dissemination messages to their audiences, in particular from the perspective of the project exploitation. Information disseminated to the general public (as captured by this document) will not be followed by exploitation-focused messages. On the other hand, dissemination to specialists will be followed by exploitation messages, which will serve to attract them as potential adopters of TITANIUM. No information will be concealed or withheld when communicating with these two categories of dissemination targets, but the mode of communication and its form will vary, as outlined below. Both these groups comprise the project stakeholders and will be treated equally. TITANIUM stakeholders are highly diverse, and they are likely to have different enquiries which require different dissemination strategies tailored to their information needs.

3.1 Public Dissemination

The aim of public dissemination of TITANIUM will be to inform the public about the project and its developments. As the project focuses on a sensitive matter (tracking of transactions, criminal activity, privacy issues, etc.), care must be taken when communicating with the public and media to avoid unnecessary misunderstandings about the nature of the project and incorrect perception of its activities. The partners must be aware that the online communities (e.g., as embodied in discussion forums or comment threads on news websites) can easily misunderstand and misrepresent potentially controversial projects (and TITANIUM is one of them, as it involves Bitcoin tracking, LEAs, as well as privacy and security issues).

In general, we should be as restrictive as possible about how we are achieving impact. In this context, it is important to consult the project stakeholders well in advance of publishing any information about project results (e.g., developed technologies, use cases derived from concrete prosecution cases). We should also liaise with each partner's publicity office or agency over placement, timing and content of publicity materials. Maintaining and updating online channels to communicate and disseminate project results will include the project website, social media, videos and animation, newsletters, press stories, and others.

3.1.1 Project website (including design, management and updates)

The project website is the main online communication tool for public dissemination. It will be maintained and updated regularly (e.g., at least once a month) throughout the project's lifecycle. The



site will be evaluated on an annual basis and effectiveness will be monitored by means of Google Analytics. An initial website providing core project information has been made available to the consortium in month 5 of the project. Website development has been outsourced and has been completed in month 6 (October 2017); the partner responsible is AIT. AIT may ask selected partners to provide additional contributions to the website, such as blog posts, commentaries, graphics, etc. The website is available here: <https://www.titanium-project.eu/>

3.1.2 Videos and animation

Partners will co-ordinate the production of a short video (1:30 min), which is a great way to explain the key outputs of the project, and to serve as the centrepiece for the website (it will be also published on YouTube). This video can be outsourced from the dissemination budget. Up to two videos could be developed during the project -- the first on the project itself, and the second on the results of the project -- at M12 and M24). TRI will be the partner responsible for this task.

3.1.3 Flyers and related materials for conferences, trade shows, events

These will be designed and put together by TRI in Month 6. All partners will be asked to review them and to provide their inputs. The focus will be on comprehensiveness and visual attractiveness of the materials. TRI will design banners and large posters to be displayed at trade show booths or at TITANIUM workshops in order to maintain the same visual theme. Leaflets, posters and banners will be printed and produced as needed by consortium partners (costs to be covered from dissemination budget; one or two roll-up banners will be produced for the whole consortium and partners will share them, as they are expensive to make).

3.1.4 Social media (Twitter, LinkedIn)

Regular use of social media is planned, in particular, for engaging in conversations with both experts and the general public, following relevant discussions, maintaining the public image of the project and monitoring new developments in the field of cryptocurrency. We plan to use Twitter (for the ability to follow and engage relevant stakeholders), and Facebook (useful for holding the 'open day' activities). This will be an ongoing activity; AIT will maintain and update the accounts, with the help from VICOM and BKA. The activity will start in Month 6 of the project.

3.1.5 Prepare and publish frequently asked questions (FAQs) with answers

As the project engages with both the public and specialised stakeholders, certain questions will repeat. Some issues and points of interest to the public might also be better addressed in a format of a question and answer on the website. A FAQs section is a commonplace for many public and private services, and TITANIUM will follow suit. BKA will support the preparation of the FAQ by Month 8 (December 2017), and will update them in M12 and in M24. They will be reviewed by all partners before publishing, and some partners might be asked for inputs (i.e., on technical matters, or other fields according to their expertise).

3.1.6 Writing press releases and feature stories

AIT will co-ordinate and review press releases and feature stories, in collaboration with TRI and other partners. For more details, see D8.1 Project Handbook (Ref. 3). This is a key activity for the project. Press releases will be prepared upon reaching major project milestones, as well as when public attention is focused on the topic of cryptocurrencies or blockchain (to capitalise on the attention). TITANIUM expects to publish at least two press releases annually – although this number might increase depending on the need (in M2, M6, M12, M18, M24, M30, and M36). Below we list the likely press release topics and their release dates throughout the project lifetime. This list is mainly keyed to the release of major deliverables. Additional press releases will be also issued on other occasions, e.g.,



a TITANIUM's partner making an important presentation at a high-profile conference, major international event concerning cryptocurrency or underground markets (to capitalize on public attention), etc.

Deliverables/milestone	Month and date	Press release content
Kick-off meeting	M2 (June 2017)	Overview of the project, information about the consortium.
D7.1 Dissemination plan	M6 (October 2017)	Information about the project website, project update, main ways of following the project's developments.
D2.1 General legal, societal, and ethical impacts of the TITANIUM tools. D3.1 Report on technical trends of Internet Organized Crime and Terrorism.	M12 (April 2018)	Findings of TITANIUM research, cutting edge trends analysis. Project update.
D3.4 Report on data sharing and provenance tracking models. D5.1 Multi-source de-obfuscation heuristics.	M18 (October 2018)	TITANIUM's innovations and analytics models. CARE NOT TO REVEAL CONFIDENTIAL INFO.
D5.2 Mixing service and money laundering detection techniques. D4.3 Microservice for collecting digital evidence left by applications.	M24 (April 2019)	TITANIUM's innovations and techniques. CARE NOT TO REVEAL CONFIDENTIAL INFO.
D5.5 Virtual currency transaction tracking tools. D5.3 Network analytics and anomaly detection service.	M30 (October 2019)	Tools and services of TITANIUM. Exploitation of project results. CARE NOT TO REVEAL CONFIDENTIAL INFO.
D5.6 Darknet market monitoring tools D4.6 Dataset registry service D5.4 Multimedia content analytics service	M36 (April 2020)	Tools and services of TITANIUM. Project end and conclusions. Exploitation of the results. CARE NOT TO REVEAL CONFIDENTIAL INFO.

Table 3. List of deliverables including press release topics.

3.1.7 Media contacts search

TRI requested media contacts from partners in June 2017, with contributions from many partners. This activity will be repeated on a regular basis throughout the project (whenever a major press release or a project milestone is reached), before the release of each press story (in M7, M13, M19, M25, M31, and M35). TRI will co-ordinate this activity. Partners who have media contacts whose contact data may not be transferred to the other partners will forward press stories to these media contacts.

3.1.8 Identification and monitoring of forums and online communities

With the support of all partners, VICOM will monitor whether TITANIUM is being discussed at cryptocurrency or Bitcoin or Ethereum or deep-web-focused forums (major or selected ones) and



intervene when the community misunderstands the project. Care must be taken while working on this task, which has the potential to affect TITANIUM's public relations and public image. This task will carry on throughout the remainder of the project (M6-M36). All partners are requested to monitor the forums and online communities that they are already familiar with (i.e., know of, or which are in languages other than English) and report all incidents to VICOM.

3.2 Communication with specialists

TITANIUM's dissemination activities will also focus on specialists in the field, who are already familiar with the problem and related issues (i.e., the scope for misunderstanding of the project will be limited, and the communications will typically be private and confidential). It will be much easier to maintain confidentiality and non-disclosure clauses in communicating with stakeholders as opposed to the media and the general public. Due to the relatively low number of stakeholders, communication with them will typically be personal and private (as opposed to the contacts with the media and public in communication and general dissemination activities). TITANIUM partners can provide the stakeholders with a brief overview of the project. If necessary, an NDA (non-disclosure agreement) can be signed between a stakeholder and the consortium. All direct e-mails should include a clause of confidentiality.

Stakeholders will be approached through the existing professional networks of the project partners. New stakeholders will be also met by the partners in various trade shows, conferences and similar events, as well as through cold acquisition-based activities, such as following key influencers on social media, reaching out to organisations potentially interested in TITANIUM outputs (in conjunction with exploitation and TITANIUM marketing activities), and networking.

3.2.1 Webinars - informational, technical, need-exploring

Webinars will be an important activity to engage target stakeholders and inform them about the project and its outputs. The webinars will follow a tailored and individualised approach – each webinar will be intended for a different audience, and partners will consider the professional background of attendees when preparing the webinars. These activities will be more general than Tasks 7.3 and 7.4, will cover a broader range of topics and will be more interdisciplinary (as opposed to training stakeholders how to benefit from TITANIUM outputs), and will attract more people to the project by allowing them to learn more about its offerings and strengths. These webinars will be organised four times, in M18, M24, M30 and M34. The seminars will be delivered by UCL, TNO and BMI, and will be coordinated by TRI. Other partners, such as UIBK, will include the information about TITANIUM in other (non-project) seminars that they organize, however they are not planning on organizing TITANIUM-specific webinars. Instead, they will assist in recruiting webinar attendees (through spreading the information about the webinar through their relevant networks for example) after they are asked for help in writing by another TITANIUM partner.

3.2.2 Stakeholder search, networking

All partners should be ready at all times to engage with new stakeholders and inform them about the project. More importantly, partners should actively expand their networks in relation to TITANIUM (i.e., add new people to them who might be interested in the project and its outputs, be it from public or private sector). Partners should network at various events, perform online searches, reach out to the authors of relevant articles, and use business intelligence to identify potentially interested firms. This is an ongoing activity, and all partners are asked to report on their stakeholder search actions once a year in the WP7 Exploitation group meeting. The project stakeholders will be approached with information about project events, invited to try out its outputs, or purchase consortium activities – as



per the exploitation plan). Partners who have stakeholder contacts whose contact data may not be transferred to the other partners will forward stakeholder information to these stakeholder contacts.

3.2.3 Attending trade shows, expos, and conferences

TITANIUM will be disseminated at various trade shows, expos and conferences. A list of conferences, trade shows and events at which TITANIUM might be disseminated is included in Table 3. Partners are encouraged to seek synergies with other WPs wherever possible when planning their event attendance; this especially applies to partners with low PMs in WP7. This is a vitally important activity especially in the second half of the project. The events will be occurring throughout the duration of the project, and all events where TITANIUM is present will be reported in the Reviews and at the end of the project. All partners are requested to record their attendance at such events in TITANIUM Redmine project tracking tool.

In this revised version, the list was updated with more recent events (selected events attended by TITANIUM staff) and added with relevant security, privacy and anonymization events of interest for the project until the end of its duration.

Event Name	Location	Date	Event Type	Target Group
IGCEG (Interpol Global Cybercrime Expert Group) in context of Interpol World Congress 2017	Singapore	Jun 5-7, 2017	Technology and Innovation Conference	Experts for transaction tracking and de-anonymization techniques, Security, Cybercrime, LEAs
International Workshop on Cryptocurrencies and Blockchain Technology (UIBK presented a paper on measuring control flow immutability of smart contracts deployed on Ethereum)	Oslo, Norway	Sep 14, 2017	Academic Conference	Experts for transaction tracking and blockchain techniques, Researchers
Conference on IT forensics	Darmstadt, DE	Sept 26, 2017	Conference	Experts for transaction tracking and de-anonymization techniques, Security, Anonymization, Researchers, LEAs
CAST-Workshop on blockchain technology of the Fraunhofer SIT	Darmstadt, DE	Oct 26, 2017	Workshop	Experts for transaction tracking and



				blockchain techniques, Researchers
German Federal Ministry for Economic Affairs and Energy "Digitale Zukunft konkret"	Berlin, DE	Nov 20-21, 2017	Symposium	Experts for blockchain and data protection, Regulators
9 th Community of Users on Safe, Secure and Resilient Societies	Brussels, BE	Dec. 6, 2017	Workshop on Cybercrime	Experts for cybercrime, security, privacy, Researchers
EARTO (European Association of Research and technology Organisations) meeting	Vienna, AT	Dec 12-13, 2017	Working group on Security and Defence Research	Experts for, security, defence, Researchers
21 st European Police Congress	Berlin, DE	Feb 6-7, 2018	Congress	Experts for cybercrime, LEAs
Chances and risks of blockchain systems	Berlin, DE	Mar 9, 2018	Expert meeting organised by the German Federal Ministry of Education and Research	Experts for blockchain technologies, Regulators, Researchers
Blockchains, Smart Contracts and Future Applications. Dagstuhl Seminar	Dagstuhl, DE	Apr 09-13, 2018	Seminar	Experts for blockchain technologies, Researchers
BaFin Tech	Berlin, DE	Apr 10, 2018	Conference organised by the German Federal Financial Supervisory Authority	Experts for finance-technological innovation, Researchers, Regulators, Banks
GDANSKT TALKS 2018 Economic Security	Heringsdorf, DE	Apr 19, 2018	Conference	Experts for finance-technology and security, LEAs, Regulators, Researchers



Summer school on real-world crypto and privacy	Sibenik, HR	June 11-15, 2018	Summer school	Experts for blockchain technologies and privacy, Researchers
Scientific School on Blockchain and Distributed Ledger Technologies	Pula, IT	Jun 12-15, 2018	Summer School	Experts for blockchain technologies, Researchers
WEIS 2018: 17th Annual Workshop on the Economics of Information Security	Innsbruck, AT	Jun 18-19, 2018	Workshop	Experts for information security, Researchers
5th Virtual Currency Conference (Europol)	The Hague, NL	Jun 19-21, 2018	Conference	Experts for cybercrime, virtual currencies, security, LEAs
Google Web Security Summit 2018	Munich, DE	Jun 25-26, 2018	Conference	Experts for web security, Researchers, Innovators, Companies/Industry
Privacy Enhanced Technologies Symposium	Barcelona, ES	July 24-27, 2018	Conference	Experts for security technologies, Researchers
USENIX Security 2018	Baltimore, US	Aug 15-17, 2018	Conference	Experts for security, Researchers
Big Data meets Applied AI congress	The Hague, NL	Sep 27, 2018	Congress	Experts for big data & AI technologies, Researchers
2 nd INTERPOL Darknet and Cryptocurrencies Working Group	Nuremberg, DE	Oct 10-11, 2018	Working group meeting at Interpol	Experts for cybercrime and transaction tracking techniques, LEAs
Working group on the security of debit and credit cards	Heppenheim, DE	Oct 10-12, 2018	Annual event where German-speaking LEAs meet fraud and	Experts for financial transaction security, LEAs, Banks



			compliance staff of banks and payment processors	
LIBRECON powered by CEBIT	Bilbao, SP	Nov 21-22, 2018	Conference	Open technologies experts, Innovators, Companies, Researchers
23 rd International Conference on Financial Cryptography and Data Security 2019	St. Kitts, KN	Feb 18-22, 2019	Conference	Experts for transaction tracking techniques and data security, Researchers
3 rd Global Conference on Criminal Finances and Cryptocurrencies	The Hague, NL	Mar 06-07, 2019	Europol cybercrime conference	Experts for transaction tracking techniques, cybercrime, security, LEAs
13 th Meeting of Community of Users on Secure, Safe and Resilient Societies	Brussels, BE	Mar 25-29, 2019	Expert meeting	Experts for security, privacy, Researchers
65 th meeting of the International Working Group on Data Protection in Telecommunications (IWGDPT)	Bled, SVN	Apr 9-10, 2019	Workshop	Experts for data protection and telecommunication, Researchers, Regulators
ILEANET Workshop "Tools, methods and good practices for conducting financial investigations to support investigations of serious organised crime, cybercrime, terrorism and illegally mediated migration"	Riga, LVA	Apr 10-11, 2019	Workshop	Experts for transaction tracking techniques, cybercrime, security, terrorism, LEAs
EU Policy Cycle - EMPACT	The Hague, NL	Apr 30 – May 02, 2019	Expert meeting	Experts for cybercrime, security, terrorism, LEAs and LEA



				networks (Interpol, Europol, EMPACT, and CEPOL)
Europol 6 th Virtual Currencies Conference	The Hague, NL	Jun 12-13, 2019	Conference	Experts for transaction tracking and blockchain techniques, cybercrime, LEAs
2 nd International Workshop on Blockchains and Smart Contracts	Canary Islands, SP	Jun 24-26, 2019	Workshop	Experts for transaction tracking and blockchain techniques, Researchers, Companies/Industry
The Honeynet Project Workshop 2019	Innsbruck, AT	Jul 01-03, 2019	IT Security Conference	Experts for security, deception and cyber intelligence, Researchers, Innovators, Cyber Engineers
Interpol World	Singapore, SG	Jul 02-04, 2019	Global Co-Creation Event	Experts for security, LEAs, Industry, Researchers, Regulators, Public and Private Sector
2 nd IEEE International Conference on Blockchain	Atlanta, USA	Jul 14-17, 2019	Conference	Experts for blockchain technologies, Researchers
USENIX Security 2019	Santa Clara, USA	Aug 14-16, 2020	Conference	Experts for security, Researchers
Blockchain Enterprise Days 2019	Frankfurt, DE	Sep 18-19, 2019	Trade Show	Experts for blockchain applications, cybersecurity,



				Companies/Industries
Paradise Lost? Policing in the Age of Data Protection	Copenhagen, DN	Sep 19-20, 2019	3 rd EDEN Conference on Data Protection in Law Enforcement	Experts for data protection, privacy, cybercrime, LEAs, Security Authorities, Researchers, Companies/Industry
FinnSec 2019	Helsinki, FI	Oct 2-3, 2019	Trade Show	Experts for security technology, Companies/Industry
Global Cyber Security Summit "Develop a robust cyber defence strategy"	London, UK	Feb 27, 2020	Conference	Experts for cyber security and defence, Companies/Industry, Regulators, Researchers
Techno Security & Digital Forensics Conference	San Diego, USA	Mar 9-11, 2020	Conference	Experts for digital forensics and cybersecurity, Companies/Industries, Regulators, Researchers
Cyber Security & Cloud Expo Global 2020	London, UK	Mar 17-18, 2020	Trade Show	Experts for cyber security, Companies/Industries, Regulators, Researchers

Table 4. List of European conferences, trade shows, and events in which TITANIUM might be disseminated, depending on partners' travel arrangements and acceptance of publications.

3.2.4 Newsletter writing and circulation

AIT will co-ordinate publication of a project newsletter twice a year (M6, M12, M18, M24, M30 and M36) and its circulation to all stakeholders in the TITANIUM network (i.e., persons or organisations who have expressed their consent to have their e-mail address added to the TITANIUM contact list). MailChimp or similar software will be used to manage that contact list. The newsletter will provide an update of TITANIUM activities and will be targeted at both academic and professional audiences. Selected partners will be asked to provide inputs to the newsletter as it's being prepared for publication; these will take the form of short articles, comments, event reports, or similar. Partners regularly involved will be TRI, TNO and BKA.



3.2.5 Academic publishing and presentation in academic conferences

Publishing in peer-reviewed journals, conferences and workshops will be an ongoing activity throughout the project. All partners are requested to inform the consortium whenever they plan to publish new articles (please refer to the procedure for prior notice of planned publications in D8.1 Project Handbook). Partners particularly active here will be UIBK, UCL, KIT and TRI.

All TITANIUM partners will ensure open access to all peer-reviewed scientific publications relating to their results, either through self-archiving or Open Access publishing.

3.2.6 Academic liaison

Maintaining contact with the international research community as well as crypto-currency developers is an ongoing activity during the project, and partners involved in it are UIBK, UCL and KIT.

3.2.7 Related projects

AIT will co-ordinate TITANIUM dissemination and training activities with other H2020 FCT projects and with national coalitions to identify opportunities to share and reuse resources. This activity will carry on throughout the project.

Related projects and on-going activities:

- TITANIUM and the H2020 projects ASGARD, DANTE, and other cybercrime related projects closely exchanged relevant information, lessons learned and shared resources from the beginning of the project.
 - A data protection meeting took place between ASGARD, TITANIUM, DANTE, and other related projects in June 2017.
 - TITANIUM will attend the 9TH EVENT OF COMMUNITY OF USERS ON SECURE, SAFE AND RESILIENT SOCIETIES in December 2017.
- TITANIUM will closely follow the Community of Users on Secure, Safe and Resilient Societies and interact and get involved where appropriate.
- TITANIUM partners are involved in national virtual currency projects (e.g. GraphSense, IKT der Zukunft AT; Cointel, SBIR Cyber Security NL) and share their expertise and re-usable outcomes within the TITANIUM project.
- Further projects and national coalitions will be identified during the course of the project and possible exchange, collaboration, and resource sharing possibilities carefully monitored and exploited.

3.3 Monitoring and evaluation of the dissemination and communication strategy

AIT will be responsible for Task 7.2: Monitoring project outcomes. Project outcomes include deliverables, publications and representation of TITANIUM at relevant events. Dissemination activities include conferences or fair visits, website and newsletter activities, production of marketing material, and social media activities. Relevant metrics such as website statistics and impact metrics will be included in the annual reports. AIT will monitor these outcomes through Redmine and in the bi-weekly Executive Board calls, and in annual reports (D7.2 and updates).

Redmine will be used to monitor project outcomes:

- **Dissemination activities by partners** (e.g. project presentations, press releases, social media activities) will be collected on the WP7 wiki by all partners: <https://redmine.titanium-project.eu/projects/wp7-dissemination-training-and-exploitation/wiki>



- For this purpose, all TITANIUM participants will be given access and edit rights to the WP7 project on Redmine.
- **Internal and external project relevant events** will be listed on the Events calendar by all partners: <https://redmine.titanium-project.eu/projects/events/issues/calendar>
- **Publications** will be monitored on the Publications area: <https://redmine.titanium-project.eu/projects/publications>
 - The submitted version of the publication should be added to the DMSF in the Publications project, and a notification with a link to the publication should be posted as a news item in the Publications project.
- **The status of project deliverables** will be monitored on the WP8 wiki: <https://redmine.titanium-project.eu/projects/wp8-project-coordination/wiki/Deliverables>

AIT will regularly check the status of the logs with the partners involved in dissemination activities and update the continuous reporting page on the Participants Portal accordingly.

TRI will compile and maintain contacts in specialist and popular press and media and be the contact for other project partners to identify suitable contacts, channels or intermediaries within a specific community of interest.

A central register of all project enquiries will be maintained. FAQs will be provided, which will include key messages of TITANIUM that can be communicated to external enquiries (e.g., press).

3.3.1 Key Performance Indicators

Relevant Communication Measures & Goals	Indicators & Targets
TITANIUM branding & communication material, channels	
Develop project logo, key messages, online & printed identity	<ul style="list-style-type: none"> ● 1 project logo (various resolutions) ● 1 public key message in English ● 1 PPT & 1 document template
Set up project communication channels	<ul style="list-style-type: none"> ● 1 project web site ● 3 Project social media accounts: Twitter, Facebook/LinkedIn, YouTube channel for videos <ul style="list-style-type: none"> ○ Over 250 twitter followers for the project ○ At least 100 views of the project videos ○ Social media links with at least 10 representative groups across the EU
	<ul style="list-style-type: none"> ● Impact of website <ul style="list-style-type: none"> ○ Average number of hits >2 ○ >2500 unique visitors ○ Average length of stay >1,5 minutes
Develop communication guidelines & good practices for project dissemination activities	<ul style="list-style-type: none"> ● 1 Dissemination and Communication Plan explaining communication strategy & how to use key message, including: <ul style="list-style-type: none"> ○ guidelines for documenting & reporting project dissemination activities ○ statement template for acknowledging EC funding



Newsletter	<ul style="list-style-type: none"> At least 250 individuals from the target audience signed up to receive email updates on project achievements by the end of the project
Produce printed project brochures, flyers	<ul style="list-style-type: none"> Project flyers in English, printed and distributed as necessary, in at least 10 different events.
TITANIUM campaigns	
Social media campaigns	<ul style="list-style-type: none"> 2 around the project per year around relevant events
Campaigns for outreach to general press and media	<ul style="list-style-type: none"> 3 press releases per year on project stories & outcomes
Promotion of targeted news items for scientists & experts via specialised channels	<ul style="list-style-type: none"> 2 news items per year on specialised project topics (through existing channels & newsletters)
Community engagement	<ul style="list-style-type: none"> Networked with at least 5 EU or national projects, initiatives, networks
TITANIUM scientific outreach	
Publication of scientific papers in journals or conferences	<ul style="list-style-type: none"> At least 10 peer-reviewed scientific publications At least 4 publications published in international journals
Organisation of special sessions or workshops in scientific conferences	<ul style="list-style-type: none"> Participation in at least 6 scientific workshops Presentation of project results in at least three international events and active distribution of at least 1,000 leaflets at such international events
Master & PhD programme	<ul style="list-style-type: none"> At least four MSc theses and one PhD projects
Preparation of articles in general science communication & publication outlets	<ul style="list-style-type: none"> 2 articles per year at related blogs and websites
TITANIUM business outreach	
Promoting TITANIUM achievements via business partners web sites	<ul style="list-style-type: none"> Create more than 5 entries in organisation's News section of the web site
Meetings with Business Units/Commercial Staff from commercial partners	<ul style="list-style-type: none"> At least 3 during the projects lifetime

Table 5. TITANIUM KPIs

4 Project branding guidelines

The TITANIUM branding guidelines have been introduced to ensure a uniform project identity and to ensure that related dissemination material is recognised and attributed to the TITANIUM brand.

4.1 Font

For all publications – printed or electronic – as well as all other documents TITANIUM will use the Calibri font. Calibri is a Microsoft font but should be available for all other platforms (e.g., through the `msttcorefonts` package from the Ubuntu Multiverse repository).



4.2 Logo

The TITANIUM Logo can be downloaded from the Redmine instance: https://redmine.titanium-project.eu/projects/wp8-project-coordination/dmsf?folder_id=30
It should be used on all disseminated documents and materials.

4.3 Information on EU funding

According to the TITANIUM Grant Agreement, the project must include the [EU emblem](#) and the following text on any dissemination of results (in any form, including electronic):

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 740558”.

When displayed together with another logo, the EU emblem must have appropriate prominence.

4.4 Colours

The TITANIUM colours are derived from the project logo colours. They should be used for all coloured parts of all documents (e.g., tables, diagrams etc.).

Colour	RED	GREEN	BLUE
	16	59	140
	127	127	140
	218	218	220
	255	255	255
	0	0	0
	247	233	33

4.5 Templates

Where possible, all project related documents and presentations should use one of the templates provided on Redmine. (See WP8 > DMSF > [Templates](#))

5 Dissemination activities timeline

TITANIUM focuses on public dissemination and on communication with specialists, as well as on monitoring project outcomes and dissemination activities. A Gantt charts of all dissemination activities is provided in Appendix 1.

Type of Dissemination	Partner	Task	Date
Public Dissemination	AIT and all partners	Project Website (including design, management and update)	M5 – M36
	TRI	Videos and animation	M12, M24
	TRI	Prepare Flyers and conference materials	M5 – M6, M25
	BKA and all partners	Prepare and publish FAQ with answers	M12, M24



	AIT & TRI , all partners	Writing press releases and news stories	M2, M8, M14, M20, M26, M32, M36
	TRI and all partners	Media contacts search	M7, M13, M19, M25, M31, M35
	VICOM and all partners	Identification and monitoring of online forums and communities	M6 – M36
Communication with Specialists	TRI & UCL, TNO, UIBK, BMI	Webinars - informational, technical, need-exploring	M18, M24, M30, M34
	ALL PARTNERS (TRI maintains list)	Stakeholder search, networking	M1 – M36
	ALL PARTNERS (TRI maintains list)	Attending tradeshows, expos, conferences	M1 – M36
	AIT & TRI, TNO, BKA	Newsletter writing and circulation	M6, M12, M18, M24, M30, M36
	AIT & VICOM, BKA	Social Media (Twitter, LinkedIn)	M1 – M36
	UIBK, UCL, KIT, TRI, AIT	Academic publishing and presentation in academic conferences	M1 – M36
	UIBK, UCL, KIT	Academic liaison	M1 – M36
	AIT	Related projects	M1 – M36
Monitoring project outcomes	AIT	Monitoring project outcomes and dissemination activities	M1 – M36

Table 6. TITANIUM dissemination activities timeline

6 Roles and responsibilities

According to the DoA and this Dissemination Plan, all TITANIUM partners are responsible for the online and offline dissemination and communication of project results. Resources have been allocated for all project partners for dissemination.

Project Management and the WP7 lead are responsible for preparing the Communication and Dissemination Plan. The Quality Plan for Internal Communication is described in the Project Handbook (D8.1).

6.1.1 Monitoring social media and discussion forums

All partners are requested to support the monitoring of social media and discussion forums on the internet (such as Reddit or NeoGaff) for discussions related to TITANIUM. If such discussions indeed take place, partners must react if it is evident that the project (its methods, purpose, beneficiaries) has been misunderstood. In those cases, a corrective statement can be issued by AIT according to TITANIUM protocols (see the public dissemination procedures in the paragraph above) and added to the discussion. However, please keep in mind that EU confidentiality must be maintained at all times and is the responsibility of all project participants.



6.2 TITANIUM Dissemination Procedure

6.2.1 Maintain calendars of academic journals and conferences

All consortium partners are requested to support the maintenance of the central TITANIUM calendar of academic journals and conferences. All events relevant for TITANIUM should be noted on the central calendar on Redmine (the shared calendar linked from the Events project area).

6.2.2 Comply with project branding

Project Management and WP7 provides support to ensure compliance with project branding. Word document and PowerPoint presentation templates are provided and are available on [Redmine](#). Please refer to the Project branding guidelines in this document.

6.2.3 Obtain consortium approval of all dissemination materials

The TITANIUM consortium agreement states in section 8.4 that prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before a written publication and 21 calendar days before a presentation (see D8.1 Project Handbook, section 6.2). The same procedure should be applied to all dissemination materials.

The submitted version should be added to the [WP7 wiki](#) of the TITANIUM Redmine platform, and a notification with a link to the document should be posted as a news item to all partners.

Objections to any planned publication should be made via e-mail to the WP7 leader (TRI) and to the Party or Parties proposing the dissemination activity, within five calendar days after receipt of the notice of the written publication, and two calendar days in case of receipt of a notice of a presentation.

6.2.4 Report on dissemination activities

Attendance at dissemination events and related dissemination activities will be documented by all partners on the [WP7 wiki](#) on Redmine. AIT will regularly check the status of the logs and update the continuous reporting page on the Participants Portal accordingly.

Appendix 1

Dissemination activities and responsibilities

Type of Dissemination	No	Partner	Task
Public Dissemination	1	AIT & all partners	Project Website (including design, management and update)
	2	TRI (outsource)	Videos and animation
	3	TRI	Prepare Flyers and conference materials
	4	TRI & BKA, all partners	Prepare and publish FAQ with answers
	5	AIT & TRI , all partners	Writing press releases and news stories
	6	TRI & all partners	Media contacts search
	7	VICOM	Identification and monitoring of online forums & communities
Communication with Specialists	8	TRI & UCL, TNO, BMI	Webinars- informational, technical, need-exploring
	9	ALL PARTNERS (TRI maintaining list)	Stakeholder search, networking
	10	ALL PARTNERS (TRI maintaining list)	Attending tradeshows, expos , conferences
	11	AIT & TRI, TNO, BKA	Newsletter writing and circulation
	12	AIT & VICOM, BKA	Social Media (Twitter, LinkedIn)
	13	UIBK,UCL,KIT,TRI (Informing TRI, AIT)	Academic publishing and presentation in academic conferences
	14	UIBK, UCL, KIT	Academic liaison
	15	AIT	Related projects
Monitoring proj. outcome	16	AIT	Monitoring project outcomes

Table 1. TITANIUM dissemination activities and responsibilities; legend to Table 2



Dissemination activities Gantt Chart

No	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36		
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Table 2. TITANIUM dissemination activities Gantt chart. Legend: see Table 1.