

FP7-285556 SafeCity Project



D8.2 Dissemination Activities

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Abstract: This document provides a general overview of the dissemination activities and results achieved during the whole project. Also those activities in collaboration with the Dissemination Work Group and activities developed by the complete consortium.

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1. Dissemination Activities

Following document will report the Dissemination activities carried out in SafeCity project, such as project social media activity, as well as partners' contributions to networking and dissemination actions during the whole project.

In order to develop the report, all different activities carried out by the consortium were analysed and status report updated monthly. In addition, this document reports how SafeCity KPI's stated in Dissemination Plan have been achieved at the end of the project.

1.1 SafeCity events

During the two years duration of the project, consortium partners worked in disseminating and spreading SafeCity message and several events were attended, considering different dissemination activities. Find below those events and conferences where the project took part through the attendance of SafeCity partners.

2011

1. **FI-PPP Budapest**, (19th March 2011). FI-PPP Work Groups.
2. **European Summit on the Future of Internet**, Luxemburg (6th June 2011) – Everis made informal dissemination of SafeCity objectives during said event.
3. **TIEMS Annual Conference 18th Edition** (7th, 10th June 2011). MIT made a SafeCity presentation during the event.
4. **Physical & Digital security convergence conference**, Madrid (5th July 2011) – Everis introduced SafeCity to the audience.
5. **Jornada TELECOM I+D. The Smart Cities**, Santander (28th, 30th September 2011) Isdefe
6. **Future Cities Conference** – (30th September) Innovation Centre BBVA (Assaf Biderman and Carlo Rattu's speeches)
7. **General Assembly of Technological Spanish Platform es.Internet** (20th, 21st October 2011) – HIB made a SafeCity presentation.
8. **ISI meeting** (20th, 21st October 2011) – ISD made a SafeCity presentation.
9. **Future Internet Week, Poznan** (24, 28th October 2011) – FI-PPP work groups.
10. **3rd European Innovation Summit** (5th, 6th December 2011) ISD – Judith (Presentation)
11. **Gala Comunic@tii Mobile** (9th December 2011) – MIT made a SafeCity presentation during the event.

2012

12. **Use Case Meeting Brussels** (January 2011)
13. **SICUR**, Safety, Security and Fire First responder international event, Madrid (IFEMA 28th – 2nd March 2012). EVR was there in the everis booth, spreading dissemination material and presentations.
14. **FIPPP: Opportunities for Cities and SMEs** - Malaga, 21th March. ISD introduced SafeCity project and goals to SmartCities stakeholders during the conference.
15. **EMB-WG- Use Case meeting**, 26th 27th March in Brussels. SafeCity Business Model Presentation.
16. **Geneva Safety** Presentation, (28th March 2012) Telecom Italia introduced the project to the audience.
17. **CSP Forum**, Berlin (24th, 25th April 2012). HIB made a presentation to introduce SafeCity concept, objectives and goals to the audience.
18. **NTMS 2012**, Istanbul (7th, 10th May 2012). AIT introduced a paper presentation during the event.
19. **Future Internet Assembly Aalborg - “Smart Cities and Internet of Things”** (7th 11th May 2012), Aalborg, Germany.
20. **Eurosatory Trade Show**, Paris (11th, 15th June 2012) – During the event SafeCity was introduced to the audience in an ATH’s Booth, where several brochures and dissemination material was spread.
21. **SmartCities Workshop in the Spanish Ministry of Industry**, Madrid (15th June 2012) Roberto Giménez from HIB presented SafeCity with a presentation called “SafeCity in Smart Cities, Social and legal aspects related to Citizens Empowering”. The workshop was hold in the Spanish Ministry of Industry where other projects and SmartCities were presented.
22. **SmartCities Workshop, AENOR** (2nd July 2012). Roberto Giménez from HIB also present SafeCity Project with a presentation called “Future Internet in Smart Cities”. Several initiatives related to SmartCities where also presented during the workshop, mainly focused on SmartUrban and Sustainable Development in communities.
23. **Future Security 2012, Bonn** (4th- 6th September). SafeCity project dropped a paper for Future Security 2012 and organisation chosen the paper to present it during the event. A representative person from EVR presented the paper in the Future Security congress, together with other organisations and projects related to the future of security.
24. **SmartCityExpo 2012, Barcelona** (13th- 15th November). SafeCity project shared the progress and success of the project with all the participants in the poster area. This poster area is placed within the coffee break, where several panel deployed are screening different posters related to SmartCities.

2013

25. **Second Symposium in Man Made Disasters** (30th January 2013). KEMEA made a presentation of the SAFECITY project results and its PoC events entitled «Public Safety applications of Future Internet in Smart Cities; the SAFECITY project» in the event organized by the Cyprus Safety Platform in Nicosia in cooperation with the European University and the Centre for Environmental Safety.
26. **Stockholm Workshop – PoC** (13th January 2013)
27. **Mobile World Congress** (27th, 28th February 2013). SafeCity was represented by ISD and EVR in the MWC together with all FIPPP projects in the FIPPP booth. Leaflets, block notes, poster and video were showed during the congress. Also face to face meeting were hold.
28. **FIPPP Event**, (28th Feb and 1st March). ISD and MCC introduced to the audience different aspects of the SafeCity project. Also dissemination material and video was showed during the event.
29. **FI-PPP Workshop on Policy and Regulation** (13th March). ISD supported by HIB presented SafeCity project to the audience.
30. **HOMSEC 2013 IV International Exhibition on Technologies for Security and Defense**, (12th, 15th March). HIB was at the IFEMA Fair presenting SafeCity results to the audience.

1.2 Professional Publications

Scientific Publications			
Nº	Article Name	Organization/Event	Partners involved
1	Moving advanced safety to the Cloud: some outcomes of SafeCity Project	Future Security Boon 2012	HIB, ISD, AIT, EVR
2	The Safety transformation in the future internet domain	FIA BOOK	HIB, ISD, AIT, TIL, EVR
3	Spy-Sense: Spyware Tool for executing Stealthy Exploits against Sensor Networks	In Black Hat	AIT
4	Pollination: A Data Authentication Scheme for Unattended Wireless Sensor Networks	10th IEEE International Conference on Trust, Security and Privacy in Computing and Communications (IEEE TrustCom-11), Changsha, China, November 16-18, 2011	AIT
5	<i>Multi-Party Trust Computation in Decentralized Environments</i>	NTMS 2012, Istanbul	AIT
6	<i>Emergencies and public safety services transformation</i>	SmartCityExpo 2012, Barcelona	HIB, ISD, AIT, EVR
7	SafeCity Mission, Vision, Strategy	November 2012, FIPPP	ISD, HIB, AIT, EVR
8	Public Safety applications of Future Internet in Smart Cities; the SAFECITY project	January 2013, Cyprus	ARA

9	Cloud Semantics for Security and Safety	FIA Book, March 2013	HIB
10	FIPPP Policy Working Paper for Workshop, 13 March 2013	Institutional Agenda Design WG	HIB, ISD
No-Scientific Publications			
Nº	Article Name	Organization/Event	Partners involved
11	USECNETWORK International Magazine– November 2011	SafeCity and FI-PPP	EVR
12	Monthly FIPPP Snack	2012/2013	EVR (mainly)
13	Madrid PoC – Success results in Spanish press 7 th March 2012		EVR
	Media where the article appeared	<ul style="list-style-type: none"> • Yahoo • Europapress • El Economista • Telecinco • Mundotekno • Iberoamerica.net • imeneame 	<ul style="list-style-type: none"> • teinteresa • RNE interview • noticiascolladovillalba • La vanguardia • Desastres y Accidentes • Ohmyphone • serviciostic
			

Note: A complete list of links related to SafeCity PoC can be found at the end of this document. → [Link](#)

1.3 Social Media

1.3.1 SafeCity website

Everis (EVR) as Dissemination leader of SafeCity project has created and kept updated a public website where stakeholders, public, industrial and academics audience and any entity interested in the project is able to check news and progress of the project. The link to the website is: www.safecity-project.eu

In order to measure the success and usefulness of the website, everis used the Google Analytics tool for statistics. As the project progressed a positive tendency was detected, and more visits and from more countries were registered. Generally speaking, the traffic is more massive when social media networks are more active (labour days during the week) and falls down during the weekends.

The web site was created and published at the end of September 2011, and since then till the present, the following main figures have been recorded:

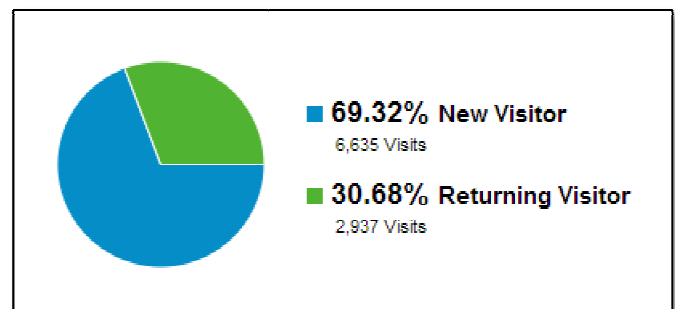


Figure 1 Website's type of visitors

Figure 2 Visitors trends

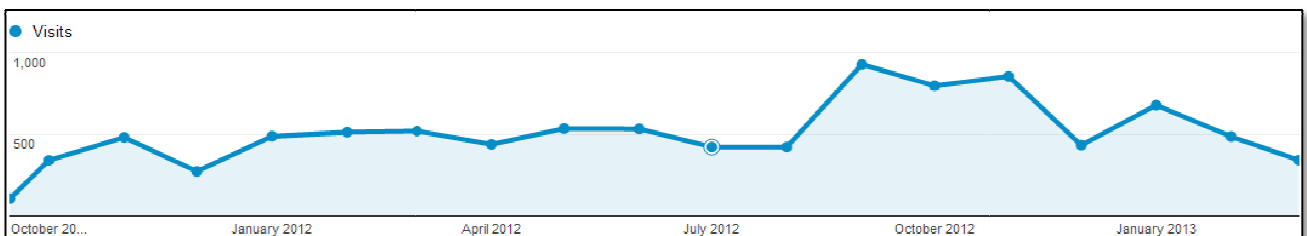


Figure 3 Visits per month

Country/Territory	Visits	% Visits
1. Spain	2,352	24.57%
2. Italy	577	6.03%
3. United Kingdom	500	5.22%
4. Greece	483	5.04%
5. India	436	4.55%
6. United States	408	4.26%
7. Romania	380	3.97%
8. Germany	372	3.89%
9. France	303	3.16%
10. Israel	282	2.95%

Figure 4 Visitors' country

1.3.2 Twitter

To analyse Safecity's Twitter influence and traffic HootSuite tool was used. This tool let us know about Safecity followers, updates and Klout* level were obtained. KLOUT is the standard measure of online influence associated to one account (in this case, to SafeCity twitter account). This measure goes from 0 to 100, being the current Klout for SafeCity project at the end of the project a value of "42". This figure is overall very similar to the one obtained by FI-PPP. It is remarkable that SafeCity got one of the highest FI-PPP KLOUT level on Twitter and the highest between the eight Use Cases of FI-PPP.

Other relevant figures obtained from Twitter are following:

- Followers: **509**
- Following: **392**
- Tweets: **667**

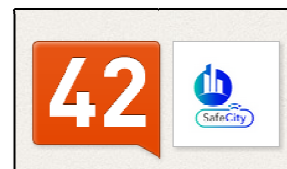


Table 1 Other related projects status

Project	Klout	Followers	Following	tweets
FI-PPP	47	481	109	1.214 1 st
FI-Ware	45	409	254	241
Infinity	33	90	90	121
SafeCity	42	505 ▲	392 ▲	668 2 nd
Smart agrifood	40	117	26	273
Outsmart	35	144	178	158
Envirofy	33	82	11	97
Finest	23	20	11	49
Instant mobility	---	----	----	----
fi-content	---	----	----	---
finseny	---	----	----	---

*Date: 13/03/2013

1.3.3 Facebook

Facebook own statistics tools were used to measure activity on SafeCity’s Facebook page. The next figures can sum up the activity of SafeCity Facebook fun page:

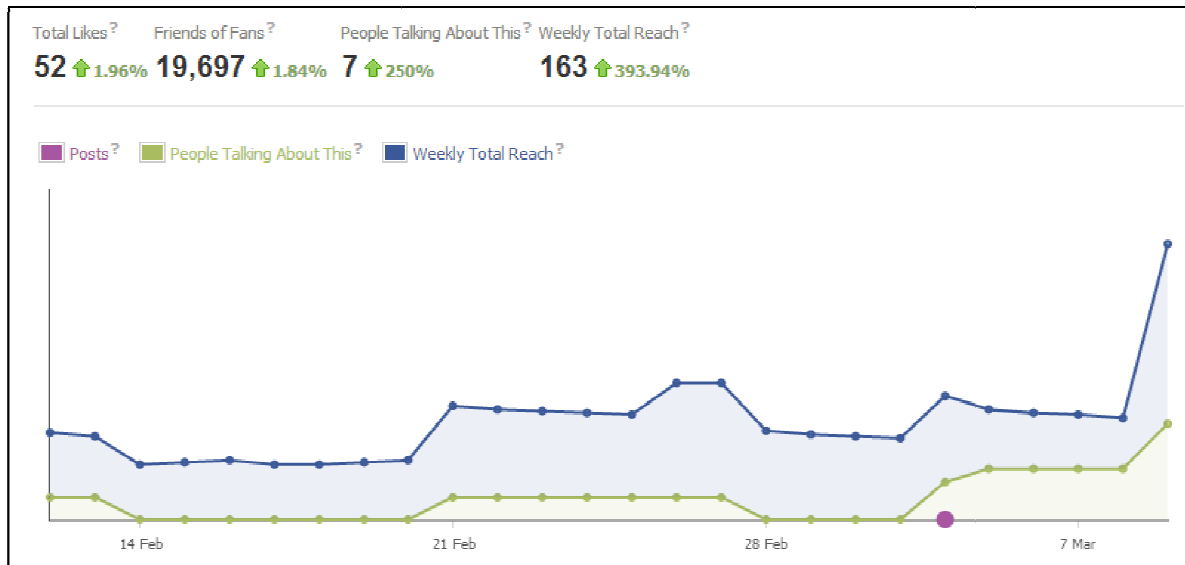


Figure 5 Facebook fun page figures

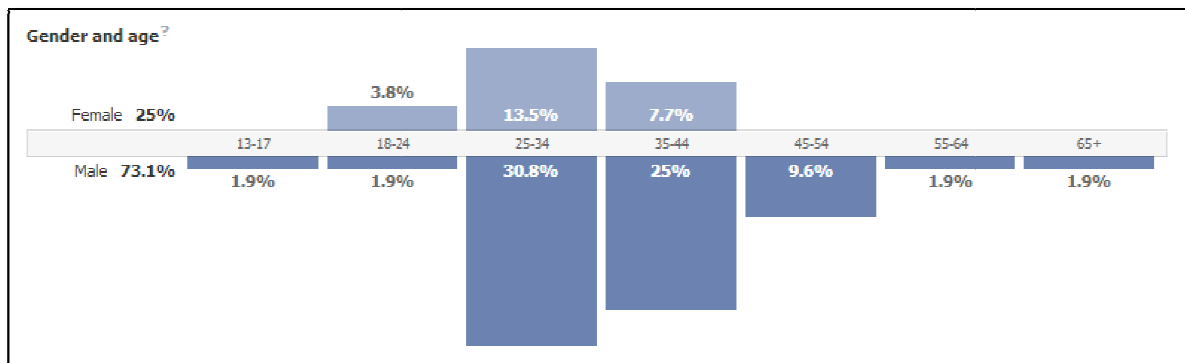


Figure 6 Gender and age of followers

Countries?	Towns/cities?	Languages?
112 Greece	63 Athens, Attiki	66 Greek
8 Romania	18 Corfu, Kerkira	52 English (US)
7 Spain	6 Bucharest, Bucuresti	19 English (UK)
6 Brazil	5 Patras, Akhaia	6 Portuguese (Brazil)
4 Portugal	4 Madrid, Madrid	4 Romanian
4 Italy	4 Kérkyra, Kerkira	4 Spanish (Spain)
3 United States of America	3 Florianópolis, Santa Catarina	3 Spanish

Figure 7 Demographic and location

1.3.4 LinkedIn

A LinkedIn profile and group have been created for SafeCity professional activities. LinkedIn group was used to start several discussions and participate in other external groups discussions related to the project research and results. Networking and dissemination relationships have been started thanks to SafeCity LinkedIn group.

LinkedIn groups has an own new tool to measure traffic and further details, thus information provided would be more precise. LinkedIn own statistics were used to analyse the traffic on SafeCity’s LinkedIn page:

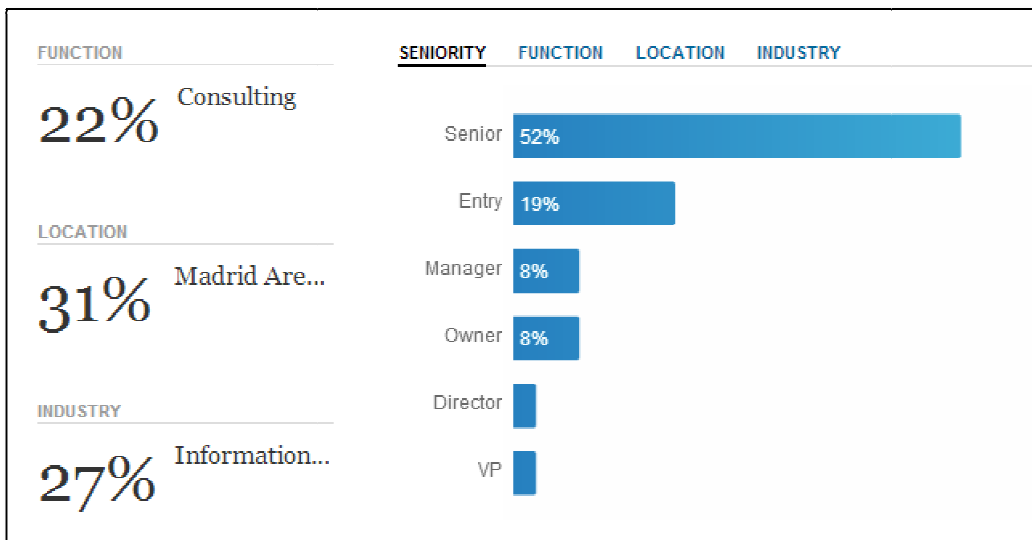


Figure 6 Demographic and professional profile of members

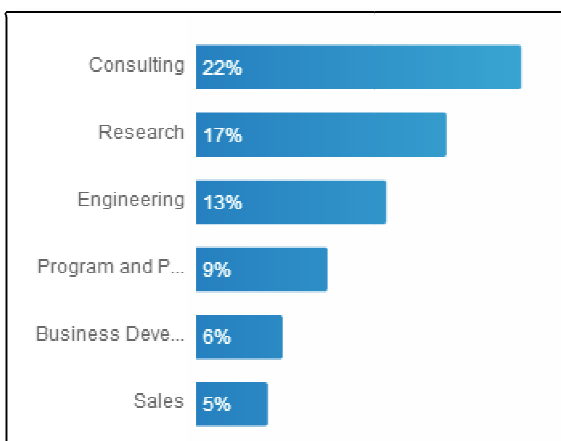


Figure 8 Function or sector of members

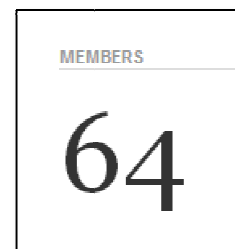


Figure 7 Members of the group

Comparison between Fi-PPP projects:

Project	Users
FI-PPP	139
FI-Ware	150
Infinity	---
Fi-PPP Arch Board	20

Project	Users
SafeCity	64
Outsmart	31
Instant mobility	18
Envirofy	---

Project	Users
Finest	---
Smart agrifood	---
fi-content	---
finseny	---

1.3.5 Dissemination Material

- Brochures
- Leaflets
- Posters
- Digital Poster
- Video – [Download the video](#)
- Notebooks

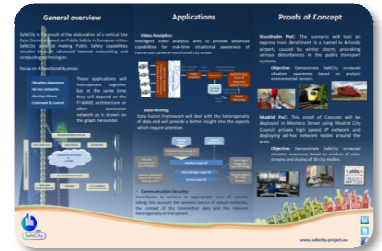


Figure 9 SafeCity's Dissemination Materials

1.3.6 Other Dissemination activities

- **Digital card**

A digital card was created to be used when a partner sends an external email or communication regarding SafeCity issues or sending emails to other FI-PPP projects and Boards.

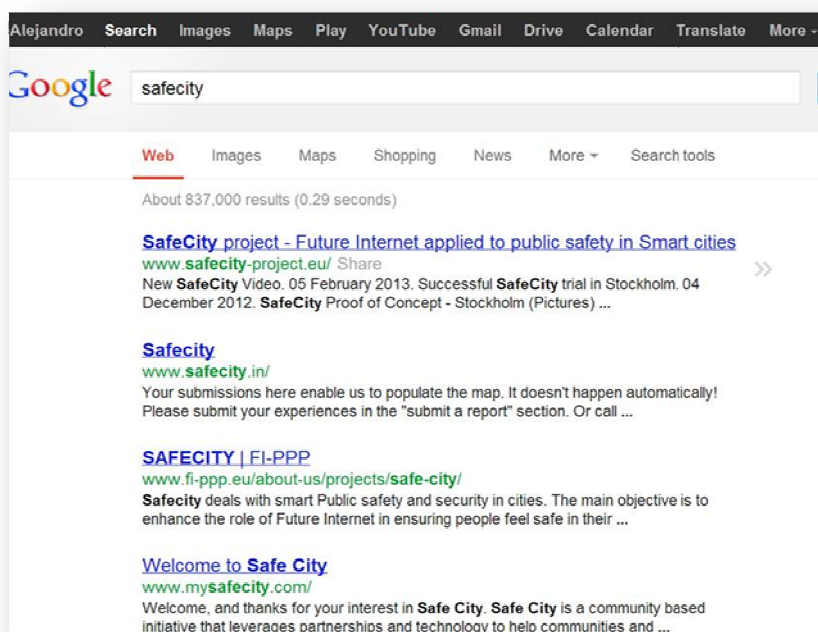
Most of the partners approved and used the digital card, which template is shown next.



Figure 10 Digital SafeCity's card

- **SafeCity in the net**

The SafeCity website is the first option in Google search with "[SafeCity](#)".



A complete list of links related to SafeCity in the net can be found at the end of this document. → [link](#)

2. KPIs and Dissemination achievements

Within the D8.1-Dissemination Plan, an essential evaluation strategy was set up. Several KPI's have helped the dissemination team to define and measure progress and achievements.

In these sense several KPI's were chosen at the beginning of the project for dissemination activities, those are listed below:

- **Specified KPIs**

BLOG/FORUM	PUBLICATIONS
<ul style="list-style-type: none"> • Keep at least an average of 30/40 active users. • Receive an average of 10 inquires monthly • Responses to publications in 2 days period 	<ul style="list-style-type: none"> • Publish at least 15 scientific publications. • Publish at least 3 no-scientific publications.
EVENTS	SOCIAL MEDIA
<ul style="list-style-type: none"> • Every partner will attend at least ¼ of the events detailed in DOW. • Pick up 100% of the feedback from audience. • Related to events where SafeCity will be as speaker, audience must be measure and analysed according with the capacity. Three audience groups are established: <ul style="list-style-type: none"> - Up to 100 people capacity event: <ul style="list-style-type: none"> ○ Get 60% of the audience contacts. ○ 50% must be interested in SafeCity project after the event. - 100/500 people capacity event. <ul style="list-style-type: none"> ○ Get 30% of the audience contacts. ○ 40% of the audiences must be interest in SafeCity project. - More than people 500 capacity event: <ul style="list-style-type: none"> ○ Achieve at least 20% of the audience in SafeCity section. ○ Get 20% of the audience contacts. • 40% of SafeCity audience must be keen on the project 	<ul style="list-style-type: none"> • Twitter: <ul style="list-style-type: none"> ○ Increase KLOUT punctuation 2 points per month. ○ Achieve 20 new followers monthly. • LinkedIn: <ul style="list-style-type: none"> ○ Start two new discussions monthly. ○ Get 20 views of SafeCity's profile. • Facebook: <ul style="list-style-type: none"> ○ At least 50 post's views. ○ Visitor's feedback must be over 30%.
WEB	E-MAIL
<ul style="list-style-type: none"> • Countries' visitors, at least 10 different per month. • Visitors which surfer less than 30 seconds must be inferior to 20%. • At least 200 visits per month and 50 of them must be exclusive visitors. 	<ul style="list-style-type: none"> • Number of e-mails received from Stakeholders to SafeCity's account must be under 25 per month. • Number of inquiries received must be under 25 per month. • 100% of the feedback from the audience must be analysed.

- KPI's results

Table 2 KPI's results table

KPI	STATUS	EXPLANATION
PUBLICATIONS	ACHIEVED	<i>*wait for further papers.</i>
EVENTS	ACHIEVED	<i>24 were expected and 30 were attended.</i>
SOCIAL MEDIA	ACHIEVED	<i>Twitter and LinkedIn were the most successful tools. Facebook did not have the expected impact and seemed to be unnecessary.</i>
WEBSITE	ACHIEVED	<i>All KPIs were achieved.</i>
BLOG/FORUM	FAIL	<i>Forum was finally not used. LinkedIn group seemed to be a better option to get feedback and start discussions.</i>
E-MAIL	FAIL	<i>Most of the feedback was obtained from LinkedIn, thus, e-mail was less used.</i>

ANEX I - Links to news related to Madrid PoC

Table 3 Newsletters links related to Madrid PoC

Newsletters	
1	http://es.noticias.yahoo.com/prueban-tecnolog%C3%ADa-detecta-delitos-plena-calle-avisa-polic%C3%ADa-124409717.html
2	http://www.europapress.es/portaltic/software/noticia-prueban-tecnologia-detecta-delitos-plena-calle-avisa-policia-20130307133332.html http://www.europapress.es/buscador.aspx?buscar=SafeCity&orden=fecha&mostrar=false http://www.europapress.es/portaltic/software/seguridad-00646/
3	http://www.europapress.es/buscador.aspx?buscar=SafeCity&orden=fecha&mostrar=false
4	http://www.iberamerica.net/espana/prensa-generalista/es.yahoo.com/20130307/noticia.html?id=oK8l1cJ
5	http://mundotekno.wordpress.com/2013/03/07/prueban-una-tecnologia-que-detecta-delitos-en-plena-calle-y-avisa-a-la-policia/
6	http://www.imeneame.net/index.php?id=1862141&f=Pendientes
7	http://www.teinteresa.es/comunidad-de-madrid/madrid/Prueban-Madrid-tecnologia-situaciones-Policia_0_878312727.html
8	http://www.telecinco.es/informativos/tecnologia/?page=3703
9	http://www.serviciostic.com/noticias/item/67248-prueban-en-madrid-una-tecnolog%C3%ADa-que-detecta-delitos-y-situaciones-de-riesgo-en-plena-calle-y-avisa-a-la-polic%C3%ADa.html
10	http://www.eleconomista.es/interstitial/volver/acierto/tecnologia/ultimas/index.html
11	http://www.desastresyaccidentes.com/accidentes-y-desastres-provocados-por-el-hombre-p5?language=es
12	http://www.lavanguardia.com/local/madrid/20130307/54368111626/prueban-en-madrid-una-tecnologia-que-detecta-delitos-y-situaciones-de-riesgo-en-plena-calle-y-avisa-.html
13	http://ohmyphone.orange.es/internet/safecity-el-sistema-europeo-que-detecta-delitos-y-avisa-a-la-policia.html
14	http://www.digitalavmagazine.com/2013/03/08/safecity-pone-a-prueba-en-madrid-la-tecnologia-para-deteccion-de-delitos-y-situaciones-de-riesgo/
15	http://www.sanmiguel.com.sv/desarrollan-en-espana-un-sistema-para-detectar-delitos-y-alertar-a-la-policia
16	http://elmundo.com.sv/desarrollan-en-espana-un-sistema-para-detectar-delitos-y-alertar-a-la-policia
17	http://www.grupobursan.es/index.php/prensa

Radio Interview	
19	http://www.ivoox.com/safecity-interview-audios-mp3_rf_1850750_1.html

Partners website news related to SafeCity Madrid PoC	
1	http://www.everis.com/spain/es-ES/sala-de-prensa/noticias/Paginas/everis-safecity.aspx http://www.everis.com/global/en-US/press-room/news/Paginas/everis-safecity.aspx
2	http://www.ait.gr/ait_web_site/news/201303/002.html

ANEX II - Links to news related to Stockholm PoC

Table 4 Newsletters links related to Stockholm PoC

Newsletters	
1	http://cordis.europa.eu/fp7/ict/programme/challenge1/debrief_en.html
2	http://ec.europa.eu/digital-agenda/en/news/safecity-project-team-happy-announce-successful-achievement-proof-concept-stockholm-arlanda
3	http://www.hi-iberia.es/quienesSomosNovedadesAmplia.php?IdElement=1559

ANEX III - Links to news related to SafeCity Project

Table 5 General newsletters links

Newsletters	
1	<p>http://normas.usecnetwork.com/usecim/noviembre2011/ Published in following countries:</p> 
2	http://es.wikipedia.org/wiki/Buenos_Aires_Ciudad_Segura_(BACS)
3	http://www.fireball4smartcities.eu/?page_id=329