

# D9.4 - BROCHURE AND INFOBOARD



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**Keywords:** dissemination material, brochure, infoboard, academic poster, business poster

**Abstract:** This document presents the required dissemination material such as the brochure, the academic poster for infoboard and a business leaflet.

Document History			
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09/03/22	1.0	Final document after internal reviews	Nikos Dourvas (CERTH), Andromachi Papagianni(CERTH), Ilias Gialampoukidis (CERTH)

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## Executive Summary

The major goal of this communication and dissemination material is to promote the project at every event, conference, webinar, and other gathering that any of the ISOLA partners will attend over the project's lifespan. All of the communication and dissemination materials were developed in light of the discussions held at WP9 and the dissemination and communication workshop, in which the entire consortium participated to ensure that the most important dissemination aspects of the project would be addressed. The purpose of this paper is to provide a quick overview of the communication and dissemination materials and more specific brochure and infoboard that were developed.



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## List of Acronyms

Acronym	Meaning
EC	European Commission
MEP	Member of the EUROPEAN PARLIAMENT

**Table 1.** List of acronyms.

# 1 Introduction

The process of dissemination and communication in a research project should be considered as a very basic element, which plays a very important role in any research project. The effective communication and dissemination activities that take place during a project play a vital role in ensuring that the research has a social, political and economic impact. The appropriate strategy can attract the interest of the end-users, governments and other stakeholders for the results of the research project. From the beginning of ISOLA, the first strategies that would be followed for its dissemination were discussed and decided. The strategies that have been designed can be found in the respective deliverables that have already been submitted during the first period of the project. During the second period of the project, special emphasis was given on how to increase the impact of ISOLA's image. A workshop was organized which aimed at the dissemination of the project, where discussions were made on the next steps required to communicate the project to the appropriate stakeholders.

The creation and implementation of an efficient connection with interested research and user groups that allows information flow between the three parties is directly linked to the success and impact of a large research initiative like ISOLA. A well-established and appealing communication strategy will have a significant impact on the transmission of new discoveries and results. This can be accomplished effectively in the contemporary period by utilizing digital channels such as traditional and social media, as well as a traditional website. The website has the benefit of concurrently giving information to a wide audience on demand as well as static information, such as a project description and expected outcomes. It can also deliver recurring and continually changing pieces of data, such as project progress reports or fresh project findings

The system proposed in the context of ISOLA is a unique and quality product, which will be the result of a three-year research, combining different technologies from a significant number of collaborators involved in the project. Therefore, the dissemination strategy is very important, at which it should be promoted to the respective audience. The first steps focused on creating easy and efficient means of disseminating the project in order to achieve the respective objectives, such as social media. The project website was also created, that includes all the necessary information about ISOLA and where the reader can be properly informed about the objectives of the project, the technologies involved, the solutions proposed and the current stage of development.

## 1.1 Dissemination material

However, there are other methods such as attracting specific stakeholders and often at a specific time and place. Within this specific deliverable and according to its requirements, three different forms of dissemination material are presented. More specifically, the design of two posters and one booklet was chosen, since it is an effective technique to meet the project's dissemination aims.

Whether we are talking about some electronic form or some traditional printing form, the promotional materials can be disseminated and shared in a wide range of cases. These cases could be an official conference relevant to ISOLA topics, the workshops or events organized in the context of the project itself, the social media pages as well as the official emails, which are sent to the relevant stakeholders.

More specifically in the framework of task 9.1 (under WP9) it is foreseen that the project brochure and posters will be created in order to present the advantages and the impact of the project in an easy to understand and interesting way for the general public. This is why three different types of promotional materials have been produced namely:

#### D9.4: Brochure and infoboard

- Two types of posters : an academic and a business one
- A brochure

In all these materials an introduction about the project as well as a brief information about the objectives, the expected impact and the results of the project are presented. Regarding the brochure, information that is more specific is given about the pilot use cases as well as some changes in the graphic content.

## 1.2 Stakeholders and Target Audience

Stakeholders and target audiences are always the beginning point for how we might make the most of our dissemination efforts, whether the debate is about digital or printed distribution. The sorts of stakeholders the project must connect with, as well as their needs, determine the methods and channels that will be used to successfully reach out to them and engage them in the project's progress. The ISOLA project, in particular, wants to reach out to a diverse group of people, ranging from end users and researchers to local governments and passengers. ISOLA's target audiences are divided into three groups, as shown below:

- Technological and Scientific Community
  - Technology Providers
  - Scientific community (Research centres, Universities, etc.)
- End users
  - Coast Guard Authorities
  - System operators
  - Commercial Customers
  - Stakeholders at the Pilot Sites
  - General Public
  - Passengers ships owners
- Facilitators
  - EU Institutions (EC, European Science Foundation, MEPs)
  - National public authorities (industrial committees, national regulation authorities, ministry and regional councils)
  - Standardisation Bodies
  - Related EU-funded projects
  - Organizations & EU Alliances in topics addressed by ISOLA
  - European Technology Platforms and respective clusters
  - Public Bodies & Environmental Organizations
  - Maritime Companies

## 1.3 Stakeholders and dissemination tools mapping

Table 2 below provides an overview of all the tools utilized in the ISOLA project with the audiences we plan to address, based on the three main audience types given in the previous



#### D9.4: Brochure and infoboard

section. The production and distribution of promotional materials (brochure and posters) appear to be an effective technique in reaching out to all three-audience segments the ISOLA project wishes to interact with, as shown in this table.

Tools	Technological and Scientific Community	End users	Facilitators
Website	✓	✓	✓
Social Media	✓	✓	✓
ISOLA video	✓	✓	✓
Online Publications	✓	✓	✓
Newsletters	✓	✓	✓
Training workshops/Infodays		✓	
Conferences	✓		
Brochure/Posters	✓	✓	✓

**Table 2.** Dissemination tool per stakeholder category



## D9.4: Brochure and infoboard

technologies than ensure the external security of the ship (illegal boarding or stowaway incidents, piracy attacks, illegal attachments on the ship's hull etc.). The second category has to do with the technologies involved that ensure the internal security of the ship (theft incidents, illegal chemical detection and dispersion, abnormal behaviours etc.). The third category involves the technologies that are used in the ISOLA control station, where the data are collected and the situational awareness is provided to the ship's security officers. The academic poster is considered more detailed and informative for all those who want to get a first good impression of ISOLA aims and work.



**EXPECTED IMPACT**

- Support ship's Security Stakeholders in their decisions during execution of their duties especially referring to Ship Security Plan (SSP)
- Enhance Ship's Situational Awareness (Perception, Comprehension, Prediction)
- Improve communication and reporting of what is happening on ship (SW : Who-What-Where-When-Why)
- Provide protection of evidences

**EXPECTED RESULTS**

An integrated platform capable of:

- Continuous monitoring of ship's internal security from heterogeneous sensors
- Continuous monitoring of ship's external security with the addition of UAVs
- Monitoring of ship's hull with AUV scanning
- Monitor the access to restricted areas onboard
- Fast and easy enrollment procedure
- Secure Boarding System
- Monitoring system of air facilities and baggage for illegal chemical substances
- Prediction of hazardous chemical dispersion
- Other Security
- Crisis Classification of the incidents, Early Warning and Decision Support
- Integrated ship's legacy systems
- Interactive user interface for ship's security officers following a User-Centered approach
- Immediate interaction with the passengers and crew members in case of security incidents
- Intelligent reporting

**PILOT USE CASES**

1. Intoxicated troubles
2. Detection of a theft incident at a vessel's shops
3. Piracy Attack
4. Illegal boarding/Stowaway incident
5. Cyberattacks

**ISOLA**  
Innovative & Integrated Security System on Board Covering the Life Cycle of a Passenger Ships Voyage

**WEBSITE**  
<http://isola-project.eu/>

<https://www.linkedin.com/company/isola-project-56860014w>  
<https://twitter.com/isolaProject>  
<https://www.facebook.com/isolaprojectEU2020>  
[https://www.youtube.com/channel/UC6dUuKfR0CTDhXU1\\_Mw4k](https://www.youtube.com/channel/UC6dUuKfR0CTDhXU1_Mw4k)

**DURATION:** 6/1/2020 - 31/12/2023  
**TOTAL COST:** € 7.006.081,25

**CONSORTIUM**

**VISION**

Maritime transport enables trade and contacts between all EU nations and has always been a catalyst for economic development and prosperity of the Union. One of the major concerns of EU policy is to protect the citizens and economies from the consequences of illegal intentional acts against shipping and port operations. ISOLA will develop, integrate, test, deploy, demonstrate and validate a systematic and fully automated security approach by incorporating innovative technologies for sensing, monitoring, data fusion, alarming and reporting real-time during illegal incidents. This will ensure high level of security among all passengers of the ship and augmentation of the Ship Security Plan.

**OBJECTIVES**

- To create strategies and methods for a ship to easily integrate, in the existing ship systems, security solutions that will enhance passengers and crew safety
- To combine information of heterogeneous sensors and visual technologies to an early warning and decision support framework to support ship's security
- To create a complex collaborative system for continuous monitoring and detecting security related incidents and events
- To create early warning methods for the ship security personnel and other crew members to prevent breaches of security and incidents' escalation
- To collect incident evidences by exploiting Augmented Reality
- To offer situational awareness, early warning, decision support and relevant updates to different ship's security stakeholders and authorities
- To model, classify and easily report a security-related event

**CONTACTS**

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Figure 2. Business Poster

A simpler business-oriented version of the academic poster (Figure 2) was also created with the aim to respond to the needs of business-minded stakeholders. The business poster features the main vision, objectives, impact and expected results. The pilot use cases are only depicted as titles. The communication details as well as all the partners who are working on the project.

## D9.4: Brochure and infoboard



Figure 3. Brochure

Finally, the ISOLA brochure (Figure 3) has been developed with the aim to present the objectives of the prototype testing, the pilot cases scenarios and all the relevant information about the project.

## 2.2 Print Dissemination

The developed materials will be used, displayed and shared in print format during formal conferences, ISOLA workshops, and bilateral meetings with interested stakeholders and other occasions that ISOLA consortium considers as good and relevant opportunities for the project's promotion, outreach and impact. The project's posters and brochures are estimated to be featured in several European and International conferences contributing significantly to the project's outreach. At the same time, ISOLA project will organise its own Infodays and workshops and more specifically, there will be Infodays trainings organized by the partners who lead the pilots. The promotional materials will be used during these workshops and trainings but also in the promotion campaigns of these events. Below, an indicative list of events, where the ISOLA project can be presented and its materials disseminated, follows:

Conferences
European Day for Border Guards
FRONTEX Conference and Exhibition on Biometrics on the Move
International Summit on Borders
IEEE International Conference on Automatic Face & Gesture Recognition
IEEE International Conference On Biometrics: Theory, Applications And Systems
BEST Network Conference at BIOSIG
FRONTEX Conference on Biometric Technology for Border Control
International Conference on Ethics and Policy of Biometrics and International Data Sharing

International Conference on Security Science and Technology (ICSST)
Conference on Human Factors in Computing Systems
Perceptual Quality of Systems (PQS)
Journals
Big Data Research
Computational Statistics and Data Analysis
International Journal of Data Science and Analytics
IEEE Transactions on Big Data
IEEE Big Data
Trans. on Information Forensics and Security
IEEE Transactions on Mobile Computing
Trans. on Security & Privacy
Computers and Security Journal
International Journal of Migration and Border Security
IEEE Transactions on Communications
IEEE Transactions on Multimedia
International Journal of Human-Computer Studies
Management Information Systems
International Journal of Biometrics
ISOLA Events
Workshops that are organized
Training Days
Demonstration Days

**Table 3.** Indicative events where promotional material can be disseminated

## 2.3 Digital Dissemination

Beyond the traditional use of promotional materials at physical meetings and events, the digital version of the posters and brochures allows us to widely disseminate and share them via the project's online channels, such as the website, social media (Twitter, Facebook, and LinkedIn



#### **D9.4: Brochure and infoboard**

pages), newsletter, and other partners' online channels or external ones interested in the ISOLA project. The ISOLA posters will be featured on the official project's website and will be found and available for download under the Resources tab.

Simultaneously, the posters and brochure can be utilized to promote the project's progress through social media campaigns in which portions of the brochure/posters are uploaded to capture followers' attention and direct them to our website or other sources of project information. Prior to the events organised by ISOLA, the promotional materials can be also sent in digital format through emails or links from the ISOLA website in order to provide participants with a quick informative overview of the project's objectives, its activities and partners involved. Given the COVID-19 situation that has lasted since the beginning of 2020, it is expected that the project's materials would be promoted and disseminated mostly through digital methods, as the physical events that were planned for this time period had to be converted to digital ones. As a result, the easiest way to share the advertising materials developed now appears to be through internet means. However, the promotional materials will continue to be available in paper format, as this is how they are expected to be utilized in the future.

### 3 Conclusion

As demonstrated in the previous sections, the primary goal of task D9.4 'Brochure and infoboard' is to create promotional materials that present the benefits and impact of the project in an easily understandable and captivating way for the general public, has been fully achieved. Given the importance of print dissemination actions for project promotion at all stages, this deliverable has provided a comprehensive overview of why developing promotional materials is critical for project visibility, how these materials succeed in reaching all of the project's targeted stakeholder groups, and the methods that can be used for print or digital dissemination of these materials. Simultaneously, a full overview of all forms of promotional materials generated (poster and brochure) is presented, along with an explanation of their distinguishing features (academic vs business etc.). Given that the COVID-19 crisis has had a negative impact on many EU-funded projects' communication and dissemination efforts, ISOLA has taken steps to strengthen its online dissemination of its materials through any available means (digital workshops, social media, email campaigns, etc.) and thus is not at risk of being negatively impacted. The project is on pace to disseminate its promotional materials as broadly as possible throughout its term, thanks to the project's internet channels as well as all of the partners' channels, regardless of whether they are in digital or print format.



## Annex 1: Academic Poster

### EXPECTED IMPACT

**Support** Ship's Security Stakeholders in their decisions during execution of their duties especially referring to Ship Security Plan (SSP)

**Enhance** Ship's Situational Awareness (Perception, Comprehension, Prediction)

**Improve** communication and reporting of what is happening on ship (5W : Who-What-When-Where-Why)

**Provide** protection of evidences

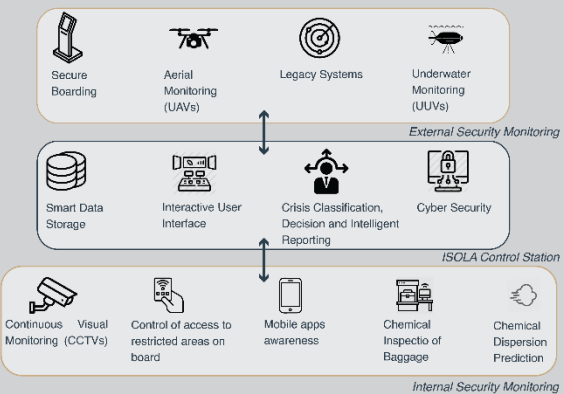
### EXPECTED RESULTS

An integrated platform capable of:


- Continuous monitoring of ship's internal security from heterogeneous sensors
- Continuous monitoring of ship's external security with the addition of UAVs
- Monitoring of ship's hull with AUV scanning
- Monitor the access to restricted areas onboard
- Fast and easy enrolment procedure
- Secure Boarding System
- Monitoring system of air facilities and baggage for illegal chemical substances
- Prediction of hazardous chemical dispersion
- Cyber Security
- Crisis Classification of the incidents, Early Warning and Decision Support
- Integrated ship's legacy systems
- Interactive user interface for ship's security officers following a User-Centered approach
- Immediate interaction with the passengers and crew members in case of security incidents
- Intelligent reporting

### CONTEXT

The overall framework for the ISOLA project lies in the domain of security in maritime environment and situational awareness. The main objective is to detect and recognize illegal security activities, assess conditions and properly indicate and inform the ship security officers and operational personnel about the area status.



The diagram illustrates the ISOLA architecture, showing the flow of information between External Security Monitoring, ISOLA Control Station, and Internal Security Monitoring. External Security Monitoring includes Secure Boarding, Aerial Monitoring (UAVs), Legacy Systems, and Underwater Monitoring (UUVs). ISOLA Control Station includes Smart Data Storage, Interactive User Interface, Crisis Classification, Decision and Intelligent Reporting, and Cyber Security. Internal Security Monitoring includes Continuous Visual Monitoring (CCTVs), Control of access to restricted areas on board, Mobile apps awareness, Chemical Inspection of Baggage, and Chemical Dispersion Prediction.



# ISOLA

**Innovative & Integrated Security System on Board  
Covering the Life Cycle of a Passenger Ships Voyage**

### VISION

Maritime transport enables trade and contacts between all EU nations and has always been a catalyst for economic development and prosperity of the Union. One of the major concerns of EU policy is to protect the citizens and economies from the consequences of illegal intentional acts against shipping and port operations. ISOLA will develop, integrate, test, deploy, demonstrate and validate a systematic and fully automated security approach by incorporating innovative technologies for sensing, monitoring, data fusion, alarming and reporting real-time during illegal incidents. This will ensure high level of security among all passengers of the ship and augmentation of the Ship Security Plan.

### WEBSITE

<http://isola-project.eu/>

<https://www.linkedin.com/in/isola-project-5689661ba/>

<https://twitter.com/IsolaProject>


<https://www.facebook.com/isolaprojectH2020>

[https://www.youtube.com/channel/UC03M6K6F05DYaX1\\_MkaA](https://www.youtube.com/channel/UC03M6K6F05DYaX1_MkaA)

**DURATION:** 9/1/2020 - 8/31/2023

**TOTAL COST:** € 7.008.081,25

### CONSORTIUM



### OBJECTIVES

- To create strategies and methods for a ship to easily integrate, in the existing ship systems, security solutions that will enhance passengers and crew safety
- To combine information of heterogeneous sensors and visual technologies to an early warning and decision support framework to support ship's security
- To create a complex collaborative system for continuous monitoring and detecting security related incidents and events
- To create early warning methods for the ship security personnel and other crew members to prevent breaches of security and incidents' escalation
- To collect incident evidences by exploiting Augmented Reality
- To offer situational awareness, early warning, decision support and relevant updates to different ship's security stakeholders and authorities
- To model, classify and easily report a security-related event

### PILOT USE CASES

**Intoxicated troubles:** ISOLA will be able to detect illegal chemical substances used from passengers and their possible dispersion in ship's areas, illegal chemical materials in passengers' baggage during boarding procedure and abnormal behavior from intoxicated people.

**Detection of a theft incident at a vessel's shops:** ISOLA will be able to detect the objects that were stolen from a vessel's accessories / gifts shop along with the potential individual and unattended baggage in restricted areas.

**Piracy Attack:** ISOLA will provide detection of suspicious approaching small boats, while vessel is sailing; suspicious approaching small boats, while vessel is on anchorage, and suspicious objects attached in the underwater surroundings of vessel's berthing place or on the ship's hull during routine underwater inspections.

**Illegal boarding/ Stowaway incident:** ISOLA will be able to detect people trying to board the vessel through the main boarding gate having a stolen ticket or a fake ID, people in restricted areas and people trying to bypass the secure boarding system and towards the vessel.

**Cyberattacks:** ISOLA will provide Cyber Security vulnerability assessment to minimize the risk of future cyberattacks.

**contacts**

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 883362.



## Annex 2: Business Poster




### EXPECTED IMPACT

**Support** Ship's Security Stakeholders in their decisions during execution of their duties especially referring to Ship Security Plan (SSP)  
**Enhance** Ship's Situational Awareness (Perception, Comprehension, Prediction)  
**Improve** communication and reporting of what is happening on ship (5W : Who-What-When-Where-Why)  
**Provide** protection of evidences

### EXPECTED RESULTS

An integrated platform capable of:

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4. Illegal boarding/Stowaway incident
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**PILOT USE  
CASES**



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**DURATION:** 9/1/2020 - 8/31/2023

**TOTAL COST:** € 7.006.081,25

### CONSORTIUM

















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## D9.4: Brochure and infoboard

### Annex 3: Brochure

### GET IN TOUCH

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**CERTH-ITI: Dr. Stefanos Vrochidis**  
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### CONSORTIUM





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### DURATION:

9/1/2020 - 8/31/2023

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€ 7,006,081,25



### ISOLA

Innovative & Integrated Security System on Board Covering the Life Cycle of a Passenger Ships Voyage





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## D9.4: Brochure and infoboard

### CONTEXT

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### PILOT USE CASES

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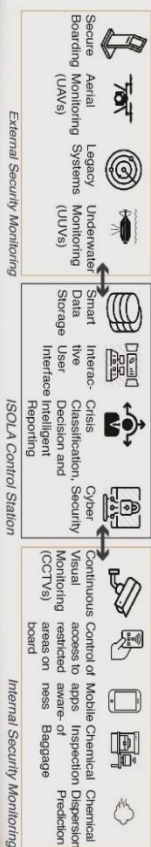
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#### An integrated platform capable of:

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- Intelligent reporting



**Piracy Attack:** ISOLA will provide detection of suspicious approaching small boats, while vessel is sailing, suspicious approaching small boats, while vessel is on anchorage, and suspicious objects attached in the underwater surroundings of vessels' berthing place or on the ship's hull during routine underwater inspections.

**Illegal boarding/ Stowaway incident:** ISOLA will be able to detect people trying to board the vessel through the main boarding gate having a stolen ticket or a fake ID, people in restricted areas and people trying to bypass the secure boarding system and towards the vessel.

**Cyberattacks:** ISOLA will provide Cyber Security vulnerability assessment to minimize the risk of future cyberattacks.