

# **PANOPTIS**

Development of a Decision Support System for increasing the Resilience of Road Infrastructure based on combined use of terrestrial and airborne sensors and advanced modelling tools Grant Agreement Number: 769129

D8.6 Information Packs for referenced and networked communication amplifiers [M12]

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#### **ABBREVIATION LIST**

Abbreviation	Definition
ACCIONA	Acciona construccion SA
ADS	Airbus Defence and Space Sas
AUTH	Aristotelio Panepistimio Thessalonikis
C4C	C4controls ltd
CORDIS	Community research and development information service
CORTE	Confederation of organisations in Road Transport Enforcement
EC	European Commission
EOAE	Egnatia odos ae
FINT	Future intelligence
FMI	Ilmatieteen laitos
HYDS	Hydrometeorological innovative solutions
IFSTTAR	Institut francais des sciences et technologies des transports, de l'amenagement et des reseaux
KPI	Key performance indicators
ICT	Information and communication technologies
RIA	Research and innovation actions
NTUA	National technical university of athens
SOFHELLAS	Sofistik hellas ae
UTWENTE	Universteit Twente

# **Executive Summary**

The scope of this document is to report the work performed in PANOPTIS for Task 8.6, titled: Information Packs for referenced and networked communication amplifiers, during M1-M12 of the project. This task will focus on regular and special dissemination activities of PANOPTIS outcomes, as they become available during the project. Activities under this task are explained in more detail on the following pages of this document, for all possible and appropriate channels and means.

# **1** Introduction

The scope of this deliverable is to present the impact of the adopted strategies and work plan for the dissemination and communication activities of PANOPTIS, and, in parallel, to illustrate how the main marketing methods and material tools (communication means) affect any efforts to amplify the communication between involved parties. The main goals of the task are:

- 1. To identify the main target audiences and optimal communication strategies.
- 2. To measure the overall dissemination strategy of the project, given quantitative criteria.
- 3. To establish a consistent and high-quality project theme/brand which will constitute a powerful trend about the project and develop dynamic, personalized and content rich material (leaflet, poster, other dissemination material) in order to continuously promote and further enhance the dissemination activities.

# 2 **Project Dissemination & Communication Objectives**

#### 2.1 PANOPTIS Dissemination Objectives and Strategy

The dissemination activities deal with the diffusion of scientific and technological knowledge generated within the context of the PANOPTIS project, aiming to ensure both a mid– and long-term impact by informing the target audience about PANOPTIS. The dissemination strategy applied in the project is aligned with the high-level objectives:

**OBJ. I**: To ensure maximum visibility of the project in the target audiences via appropriate key messages.

**OBJ. II**: To timely diffuse the scientific and technological knowledge generated in the project within and beyond the project's consortium.

**OBJ. III**: To establish liaisons with other projects and initiatives for knowledge and innovation transfer

**OBJ. IV**: To engage the target audiences to get feedback and validate the project's results.

#### 2.2 PANOPTIS Communication Objectives and Strategy

The communication activities included actions that contribute to the diffusion of the project's results beyond the consortium and the direct stakeholders, maximizing its impact to innovation and attracting a wide range of stakeholders who are invited to benefit from the project's advancements.

The communication strategy was driven by the following communication objectives, defined at the early beginning of the project:

**OBJ. I**: To create awareness of the project among the full range of target audiences defined for communication activities.

**OBJ. II**: To provide a clear view of the project's concept, goals and results by formulating adapted key messages, and preparing communication material.

**OBJ. III**: To create an active community of potential users and collect feedback to be considered by the project's activities.

**OBJ. IV**: To prepare the ground for the exploitation of project results.

**OBJ.** V: To support targeted dissemination of the project results.

In order to ensure that the different communication objectives were effectively addressed, and expectations of the target audience groups were met, particular attention was paid to adapt the communication means, the measures and the content to the needs and knowledge levels of the targeted groups, as well as, to the status/progress and needs of the project.

#### **2.3 Target Audiences**

Having defined the goals and objectives for dissemination and communications (Why?), we had specified (Who?) the potential targeted audiences of PANOPTIS along with their specific interest in the project. Figure 2.1 illustrates the distinction made between audiences directly linked to the

project and its results (blue color), and those that are connected indirectly (grey color). An extensive, but not exhaustive, list of related audiences to the project can be found at CORTE's website (http://www.corte.be/members/list-of-members).



Figure 2.1 PANOPTIS main target groups

#### 2.4 Implemented measures for dissemination

Dissemination activities are of the utmost importance both during the project's duration, to create visibility and raise awareness within the scientific community, but also after the project, in order to utilize the project's results and find ways to further continue and advance the related research. PANOPTIS dissemination activities targeted a wide range of stakeholders, starting from the specific scientific fields tackled by the project, to the end user community.

ACTION		MEANS		
Awareness: Create	٠	Dissemination materials: Project Logo and graphic identity		
visibility and raise awareness	raise •	Develop the Project Website and upload the first public deliverables, news about plenary meetings of the consortium and participation in sectorial conferences		
		Create the Social Media channels and start building the PANOPTIS's Community		
	•	Share several articles with EE mass media and Science Publications		
	•	Participation in conferences, seminars and workshops		

Table 2.1	Dissemination	Activities
1 auto 2.1	Dissemination	Activities

Results: Share	•	Refine website with more concrete results and public deliverables		
knowledge developed within the project		Social Media and online promotion, such as news about early results		
	•	Press release with first results		
	•	Distribute marketing material		
	•	Attends events		
		Create YouTube videos showcasing the progress of the project and first results		
		Share several press articles with EE mass media and Science Publications		
Exploitation: Work	•	Upload into the website project results and public deliverables		
towards exploitable results and utilization	•	Social Media and online promotion		
	•	Share several press articles with EE mass media and Science Publications		
	•	Create YouTube videos showcasing results		

# 2.5 Communication Activities

Communication is a very important activity in the PANOPTIS project. Besides the projectoriented communication between partners, there is a need for output and impact targeted focus, involving the Commission, the project partners and various external stakeholders.

Table 2.2 Communication Activities

Communication Chanel	Targeted frequency	Language	Responsible partner(s)
Project flyer and poster	1 design at M3	EN	NTUA
Website and Social Media	Running from M5	EN	NTUA
Communication Material: Logo, graphic identity	At M2	EN	NTUA
Conference contribution	Minimum 2 per year	EN	Individual partners

# **3** Dissemination and Communication Means

The goal of this section is to describe how the technical and business progress, achieved in PANOPTIS project, was promptly communicated and spread via a series of channels, for the first 12 months. Different tools were considered in order to reach the identified target groups.

### 3.1 Communication Means

#### 3.1.1 Website

At month 5 a website, address: http://www.panoptis.eu/, was designed and is continuously updated since, with all the PANOPTIS latest news, events and publications. The PANOPTIS website has become an important factor for the PANOPTIS dissemination and communication plan.

The structure (sitemap) of the website is designed to provide visitors immediate access to all public information of the project. For the visitors' convenience, almost all, subpages of the website are accessible by the main page with respective quick links. Moreover, links to the social media accounts (LinkedIn, Twitter and Facebook), amplifying the branding of the project, are available on the Main Page of the website. The "Home" page of the website is presented in Figure 3.3 below while the current structure of the website is presented in Figure 3.4.

Website statistics up to M12 of the project are depicted in in Figure 3.1 and Figure 3.2 below. The former image illustrates the progress on the number of unique visitors for the last six months. The latter image demonstrates the users' behavior while visiting the site for the same period.



Figure 3.1 Number of unique visitors



Figure 3.2 Various analytics for the PANOPTIS website from December 2018 to April 2019

A total of approximately 1000 new users were recorded. Each user had approximately 1.3 pages visited each session. The average duration time per visit was 3.5 minutes.



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Figure 3.3 PANOPTIS website (Home Page).





Figure 3.4 Illustrates the updated sitemap of PANOPTIS website. Future updates may include new tabs or the redesign of the existing ones.

#### **Future Activities**

The PANOPTIS website will be constantly updated with new content (news, participation in events, workshops, publications etc.) in order to keep the visitors informed on the latest advances of the project. Feedback from the visitors is also considered. The content and structure of the PANOPTIS website can be updated in the future to become more user friendly with useful information that would allow target groups to quickly understand what the project is about and what it has to offer. NTUA is currently working on the updated content and structure of the website.

#### 3.1.2 Redmine

Redmine is a free and open source, web-based project management and issue tracking tool. It allows users to manage multiple projects and associated subprojects. It features per project wikis and forums, time tracking, and flexible, role-based access control. Redmine platform is accessible through PANOPTIS' web site to all consortium members, using login credentials.



Figure 3.5 Home page for the PANOPTIS' Redmine platform.

Redmine									
	_	_	_	_	_	_		_	
Overview	Activity	Issues	Gannt	Calendar	News	Documents	Forums	Files	Settings



#### 3.1.3 EC And Partner Websites

In order to increase the visibility of the project and as a sign of the involvement of the consortium partners in dissemination and communication, the sections on PANOPTIS created on the websites of the partners and the Commission are shown below.



Figure 3.7 Screenshot from ACCIONA's website. The participation to PANOPTIS project is mentioned. The role in the project is mentioned.



Figure 3.8 Screenshot from C4C's website. The participation to PANOPTIS project is mentioned and a short description and the role in the project is provided.

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Figure 3.10 Screenshot from FINT's website. Various details and the role in the project are provided. A direct link to the PANOPTIS site is, also, available.



Figure 3.11 Screenshot from FMI's website. The participation in PANOPTIS project is mentioned.

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Figure 13 Screenshot from IFSTTAR's website. The participation to PANOPTIS project is mentioned, a short description is provided.

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Figure 3.15 Screenshot from Mr. Vamvatsikos (NTUA) personal site. The participation to PANOPTIS project is mentioned and a short description is provided. A direct link to the PANOPTIS site is, also, available.



Figure 3.16 Screenshot from SOFISTIC's website. The participation to PANOPTIS project is mentioned, a short description and the role in the project is provided. A direct link to the PANOPTIS site is, also, available.



Figure 17 Screenshot from UTWENTE's website. The participation to PANOPTIS project is mentioned, a short description and the role in the project is provided. A direct link to the PANOPTIS site is, also, available.

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Figure 3.18 project related results at CORDIS.

#### 3.1.5 Social Media

In recent years, social media has become ubiquitous and instrumental for communication, networking and content sharing purposes. Successful social media activities will help PANOPTIS to increase its visibility and maximise its potential outreach. Therefore, PANOPTIS project will actively engage in social media as a channel for communication of the project idea and outcomes as well as for interaction with target audiences.

In month 5, the PANOPTIS accounts in three social networks, <u>LinkedIn</u>, <u>Twitter</u> and <u>Facebook</u>, were set up and activated.

#### 3.1.5.1 LINKEDIN

LinkedIn is a professional networking platform for professional development and networking. For PANOPTIS project, LinkedIn was used as an effective tool for collaboration, sharing best practices, and targeted marketing efforts.

Up to the time of creating this document, the Panoptis Europe LinkedIn account had 256 connections and the PANOPTIS LinkedIn page had 19 followers.



Figure 3.19 LinkedIn account.

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(with change over previous period).

### 3.1.5.2 **TWITTER**

Twitter is a short message communication tool that allows you to send out tweets up to 140 characters long to people who subscribe to you (followers). The content strategy that was setup for twitter was: tweets that included links to web content (blog posts, website pages, PDF documents, as well as a photos and videos).

For PANOPTIS project, a Twitter account has been set up and is continuously updated with the latest news, events and deliverables. Up to the time of creating this document, the Twitter account had 267 followers.



Figure 3.21 PANOPTIS Twitter account.



Figure 3.22 Last 28 days summary of Twitter account.

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Country			
Country name	% of audience		
United States	20%		
United Kingdom	9%		
India	7%		
Russia	5%		
Ukrane.	5%	1	
Greece	4%	1	
Turkey	3%		
France	3%		
Bangladesh	3%		
United Arab Emirates	3%		

Figure 3.23 Audiences location overview (last 28 days)

#### **3.1.5.3 FACEBOOK**

Facebook is the world's largest social network, and one which enables heretofore unheard-of avenues of communication. The content strategy that was setup for this network unfolds like this: posts that educate while entertaining, informational videos, and anything that generates hype, and therefore comments and shares.

For PANOPTIS project, a Facebook page has been set up and up to the time of creating this document, it had 184 followers.



Figure 3.24 PANOPTIS Facebook page

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Figure 3.25 Last 28 days summary of Facebook page (With change over previous period)

Several KPIs have been established for work package 7, which can be found in D1.1, and in addition to these indicators EURF will monitor throughout the project the impact and engagement of each publication. The statistics of the social media channel of PANOPTIS per publication up to M16 of the project is depicted in the Table below.

LinkedIn page		Twitter	<b>f</b> Facebook page	
Likes	Likes	Retweets	Engagement rate	Engaged Users*
34	116	35	1.8%	403

Table 3.1 Lifetime statistics of the social media channels of PANOPTIS

\* The number of unique people who engaged in certain ways with Facebook Page posts, for example by commenting on, liking, sharing, or clicking upon particular elements of the post.

In order to make the most usability of PANOPTIS's social channels, several Action Plans with specific objectives have been defined as seen in the table below. This table will be continuously updated based on the project advances and new identified opportunities.

#### Table 3.2 Identified action plans per year

Schedule	Objectives	Activities
M1 – M12	Start building the community	<ul> <li>M5:</li> <li>Create the social media channels</li> <li>Ask the consortium to follow PANOPTIS's profiles</li> <li>From M5 until the end:</li> <li>Retweeting in Twitter, adding photographs in Instagram, and publishing messages.</li> <li>Follow main actors related to PANOPTIS thematic, as policy makers, regional and European level</li> </ul>

#### 3.1.6 Communication Material

#### 3.1.6.1 Logo and Graphic Identity

A logo of PANOPTIS was designed. The logo mainly uses green and gold colors referring to energy and money respectively.

Iconography combines the concepts of electricity and money. The plug is looking towards the colour green, alluding to green energy, and as a consequence of this act, money is generated. Thanks to the electricity savings, the user generates CO2 coins.



Figure 3.26 PANOPTIS logo

#### 3.1.6.2 Leaflet

The project's leaflet was released at M3. It is publicly available for download at the PANOPTIS website. A public brochure will be generated with intermediary results.



Figure 3.27 PANOPTIS leaflet.

#### 3.1.6.3 Presentation Template

A presentation template was created, either for complete project presentation or for presentation of results, further contributing to the identity forming and making the project recognizable. All documents are stored and available at the Redmine collaboration platform.



Figure 3.28 Presentation template

## 3.2 Dissemination Means & communication amplifiers

By identifying the major target groups and the means/ways of communication in the project, this section will present the different impacts generated to date.

#### **3.2.1** Scientific Publications

Publications in scientific journals with topics relevant to the research and innovation work will target the scientific communities directly or indirectly in the scope of PANOPTIS. These activities reinforce the project awareness, allow PANOPTIS concepts and solutions to leverage other research projects, foster cross-project cooperation and provide fundamental means of peer reviewing of the scientific approaches of PANOPTIS.

The following articles have been published:

- Doulamis A., Doulamis N., Protopapadakis E., and Voulodimos A. (2018), "Combined Convolutional Neural Networks and Fuzzy Spectral Clustering for Real Time Crack Detection in Tunnels," in 2018 25th IEEE International Conference on Image Processing (ICIP), 2018, pp. 4153–4157.
- 2. Sevilla I., Chrobocinski P., Barmpas F., Schmidt F., Kerle N., Moutzouris M., Doulamis A., Russotto R., (2018) "Improving resilience of transport infrastructure to climate change and other natural and manmade events based on the combined use of terrestrial and airborne sensors and advanced modelling tools", in 2018 CONAMA 2018 Congreso Nacional del Medio Ambiente, Madrid
- 3. Bakalis K., Vamvatsikos D., Grant D.N., Mistry A. (2019). Downtime assessment of base-isolated liquid storage tanks. Proceedings of the SECED 2019 Conference, Greenwich, UK.
- 4. Chatzidaki A., Vamvatsikos D. (2019). Mixed probabilistic seismic demand models for fragility assessment. Proceedings of the SECED 2019 Conference, Greenwich, UK.
- 5. Vamvatsikos D. (2019). Decision support for road infrastructure resilience: the panoptis perspective. Proceedings of the SECED 2019 Conference, Greenwich, UK.
- 6. Kazantzi A.K., Vamvatsikos D. (2019). Prescriptive approaches in performance-based design? A case-study on base isolation. Proceedings of the 13th International Conference on Applications of Statistics and Probability in Civil Engineering, ICASP13, Seoul, South Korea.
- 7. Spillatura A., Vamvatsikos D., Bazzurro P., Kohrangi M. (2019). Issues in harmonization of seismic performance via risk targeted spectra. Proceedings of the 13th International Conference on Applications of Statistics and Probability in Civil Engineering, ICASP13, Seoul, South Korea.

#### 3.2.2 Participation in conferences, seminars, workshops, and project meetings

Until M12 PANOPTIS was disseminated via the participation of consortium partners to the following events:

**Event #1:** Kick-off Meeting in Thessaloniki, Greece

Date: 19-20 of June 2018

**Short description:** In the two-days meeting, administrative procedures were discussed and an overview of all Work Packages (WP) and scientific approaches to be followed was made. Particular attention was placed on the detailed, technical discussion of the active tasks in the first semester of the project. Each partner presented their strategy, internal milestones for the task and a roadmap for the first months was drafted.



Figure 3.29 Kick-off Meeting in Thessaloniki

Event #2: End-user workshop Madrid, Madrid

Date: 29- October 2018

**Short description:** All partners attended the Madrid's event. During the first day of the meeting, end-users' requirements for PANOPTIS system were discussed, having the participation of the Concessions and Infrastructure Maintenance divisions of ACCIONA.

The first day of the meeting was dedicated to a visit to the demo site in a section of the A2 Highway in Spain that connects Madrid with Barcelona. The highway is publicly owned, but the operation and the maintenance is done by the Concessions Division of Acciona. The section selected for the pilot has a length of 77.5 km, and lays in the province of Guadalajara. A more detailed and open technical discussion on the main issues that have to be dealt with in the next period took place.



Figure 3.30 Visit demo site in Spain

Event #3: Meeting in Metsovo, Greece

Date: March 2019

**Short description:** The purpose of the meeting was to discuss the active work packages and the main issues that have to be dealt within the next period. The physical and logical architecture of the PANOPTIS system were also specified during the meeting. During the last day, project partners visited the Greek demo site of Egnatia Odos, that connects Metsovo with Panagia to determine the characteristics of each asset that will be examined during the project.



Figure 3.31 Metsovo meeting

#### 3.2.3 National or International Research and Innovation Activities

There are several projects, finished and ongoing, at national or international level with great relevance to PANOPTIS. The outputs and findings of particular projects will be used by PANOPTIS to build on and address its objectives:

Project	Description	Website
ROBO- SPECT	ROBO-SPECT, driven by the tunnel inspection industry, adapts and integrates recent research results in intelligent control in robotics, computer vision tailored with semi-supervised and active continuous learning and sensing, in an innovative, integrated, robotic system that automatically scans the intrados for potential defects on the surface and detects and measures radial deformation in the cross-section, distance between parallel cracks, cracks and open joints that impact tunnel stability, with mm accuracies. This permit, in one pass, both the inspection and structural assessment of tunnels. Intelligent control and robotics tools are interwoven to set an automatic robotic arm manipulation and an autonomous vehicle navigation so as to minimize humans' interaction.	www.robo- spect.eu/

Table 3.3 Related Projects

This way, the structural condition and safety of a	
tunnel is assessed automatically, reliably and speedily.	

**AEROBI** AEROBI aims at the development and validation of the prototype of an innovative, intelligent, aerial robotic system with a specialised multi-joint arm for the in-depth structural inspection of reinforced concrete bridges, speedily and reliably, without interfering with the traffic and endangering the inspectors, that has the potential to be commercialised in the short term.

#### **3.2.4** Other dissemination means

- 1. ACCIONA prepared an advert of PANOPTIS project for the Spanish National Radio (Broadcasters Onda Cero and Cadena SER) broadcasted during the last September 2018. Audio can be listened here <u>https://hoy.acciona.com/media/acciona-lidera-el-proyecto-panoptis-para-aumentar-la-resiliencia-de-infraestructuras-2/?\_sf\_s=resiliente</u>
- 2. Results transportation among CORTE members: In PANOPTIS, CORTE is transferring the results of the project to its members composed of national transport authorities, transport associations and transport companies, bringing together public and private interests in transport. CORTE has presented PANOPTIS to its membership on the occasion of its General Assembly meeting and during two Board meetings.

# 4 Impact evaluation

Key Performance Indicators for the impact evaluation are documented in D8.3: Dissemination and Communication Plan. In this section we provide the current status for each of the proposed KPIs.

Dissemination tools	Parameter	KPIs	M12
Website	Number of visits/year	10,000	>8000
Social media channels	Number of members/account	200	FB: 183 Twitter: 267 LinkedIn: 19
	Number of posts/year in total	150	100
Leaflets, videos and e- Newsletters	Number of newsletters	3	1
	Number of leaflets	2	1
	Number of videos	2	0

Table 4.1 Impact evalution through KPIs

	Number e-Newsletter	-	0
Publications on open access scientific Journals	Number of publications	2	0
	Conference publications	-	7

# **5** Conclusions

The PANOPTIS project has conducted various dissemination & communication activities for the first 12 months. The accomplishments could be summarized in the following:

- The PANOPTIS website was created and is regularly updated
- The project's social media are now available to spread the PANOPTIS results
- The first version of the leaflet was created
- PANOPTIS members participated in several scientific conferences
- The preliminary results of the project were published in scientific journals
- The project was advertised in the Spanish National Radio

The project will continue to intensify these activities during the following months, especially since more results will be available that can be demonstrated, increasing usable channels and number of people reached (stakeholders, researchers, public etc.).