

## GAIA - Green Awareness In Action



### D5.2 – First Year Report on Dissemination Activities

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## Document Revision History

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## Abbreviations

Abbreviation	Expression
DoW	Description of Work
EC	European Commission
IPR	Intellectual Properties Rights
PM	Person Months
SC	Steering Committee
TC	Technical Committee
WP	Work Package
PhC	Phone Conference
TCB	Trials Coordination Board
EPB	Ethics and Privacy Board
Ga	General Assembly

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## Executive Summary

GAIA will deliver a service and application ecosystem that will consist of a set of infrastructure deployments on buildings within the educational community, a set of data processing/mining/visualization services, and end-user applications/games targeting the efficient use of energy. The produced ecosystem, will on the one hand facilitate monitoring and profiling energy use of users and buildings and on the other hand will provide guidelines and recommendations for better energy management by users. With the envisioned applications, GAIA will increase the self-awareness of users regarding their energy use profile and by proper and continual recommendations will stimulate their behavior change toward more energy economical activities and habits. By engaging the educational community, GAIA will increase energy efficiency literacy that will produce a multiplier effect on how our behavior affects energy consumption by a significant part of society. The fundamental principles envisioned in the project: *green awareness* through *engagement, education, competition* and *innovation*.

Within this general context for the project, dissemination plays a crucial role in getting the attention of the general public, and also interacting with the educational and research community as a whole. WP5 acts as a gateway between the project partners and several diverse audiences, therefore the utilization of a mixture of communication channels is necessary. To reach audiences such as experts, industry and policy makers, the communication and publication of (preliminary) research and project results will require the exploitation of the usual, well accepted channels known to the scientific community. A broader general public as well as the target audiences of students, parents, teachers and school officials can be reached with an ordinary PR strategy and media such as a portal web site, widely dispersed social network presence, physical presentations, etc.

As stated in the DoW, WP5 receives input from all other work packages inasmuch as its task is to constantly and consistently disseminate the project results. Additionally, it supports all of the other work packages by maintaining the website for the sharing of public contents, coordinating the social networking activities, providing outreach materials, promoting public inclusion activities (games / visualization) and organizing events.

During the first year of the project, the consortium has started to define in more specific lines a strategy for the project. In broad terms, the dissemination strategy of GAIA is designed to contribute to maximize the impact of the project along the following dimensions:

- Creating a broad community of students, teachers and citizens around the GAIA applications by augmenting and reinforcing the existing communities within the pilot schools.
- Maximizing the outreach activities targeting the educational community through the network of affiliated schools and via social media.
- Stimulating the use of the GAIA IT service ecosystem facility by promoting it in the European context and beyond as a best practice example for user-centric design by creating ICT services facilitating efficient energy management.

- Targeting dissemination efforts of the GAIA facility toward specific stakeholder groups, namely: citizens, municipalities, SMEs, standards groups and the research community.
- Applying a clear strategy for maximizing the sustained availability of GAIA platform.

GAIA dissemination and exploitation are indispensable to adding value to the project, strengthening its impact on the greater consumer market. Efforts will be made to add continuity to GAIA, especially after its lifespan. In particular, the dissemination plan will establish rules and guidelines on how GAIA will share outcomes with stakeholders, relevant institutions and organizations. The aim of GAIA is to put special emphasis on the dissemination of tangible results, targeting the interested audience, selecting the results and dissemination channels based on the audience interests. Moreover, GAIA will also communicate project results to the broader, non-specialized audience, to achieve wider citizens' acceptance.

All members of the consortium will participate in dissemination activities, but the WP leaders and partners affiliated with the pilot schools/university will act as the primary dissemination managers. They will include competences in journalism, graphic design and web design, will manage and execute, together with the consortium members, the dissemination activities in the pilot trial sites located in Greece, Italy, and Sweden, in addition to contributing to the overall educational community dissemination plan coordinated by WP5.

In this deliverable we report on the status of WP5 for the first year, along with the basic steps that have been taken already, or will be taken during the second year of the project:

- In chapters 1 and 2, we go into details in terms of the project's strategy and goals so far.
- In chapter 3, we discuss the visual identity of the project, while in chapter 4 we include some of the dissemination material produced in the first year of the project.
- Chapter 5 discusses the website of the project.
- Chapter 6 discusses social network activities.
- Chapter 7 discusses dissemination activities in academia and research.
- Chapter 8 discusses individual consortium partners' activities, while Chapter 9 concludes this document.

# 1. Dissemination Goals

In this chapter, we define the goals with respect to dissemination of the project, in terms of the targeted audience. The dissemination strategy of GAIA is designed to contribute to maximize the impact of the project along the following dimensions:

- Creating a broad community of students, teachers and citizens around the GAIA applications by augmenting and reinforcing the existing communities within the pilot schools.
- Maximizing the outreach activities targeting the educational community through the network of affiliated schools and via social media.
- Stimulating the use of the GAIA IT service ecosystem facility by promoting it in the European context and beyond as a best practice example for user-centric design by creating ICT services facilitating efficient energy management.
- Targeting dissemination efforts of the GAIA facility toward specific stakeholder groups, namely: citizens, municipalities, SMEs, standards groups and the research community.
- Applying a clear strategy for maximizing the sustained availability of GAIA platform.

The table below briefly illustrates the dissemination goals of engaging with each of the different stakeholders.

Targeted stakeholders	Dissemination goals
Students	<ul style="list-style-type: none"> <li>- Raise awareness regarding the benefits of using GAIA applications.</li> <li>- Understand the socio-economic impact of user activities relating to energy efficiency and savings.</li> <li>- Encourage students to participate in GAIA workshops and school competitions as well as share this information with their friends and family.</li> <li>- Embolden students to participate and provide feedback on their behavior that affects energy consumption.</li> <li>- Maximize the effectiveness, usability and applicability of the proposed technological solutions through direct user feedback and early validation.</li> </ul>
Teachers	<ul style="list-style-type: none"> <li>- Raise awareness regarding the benefits of using GAIA applications &amp; services.</li> <li>- Understand the socio-economic impact of user activities relating to energy efficiency and savings.</li> <li>- Encourage teachers to participate in GAIA workshops and school competitions as well as share this information.</li> <li>- Support teachers with documentation and guidelines to teach energy awareness through GAIA in their respective lesson plans (science, physics, ecology, economics, etc.).</li> </ul>



Staff & Building Administrators of Schools & Universities	<ul style="list-style-type: none"> <li>- Raise awareness regarding the benefits of using GAIA applications &amp; services.</li> <li>- Understand the socio-economic impact of user activities relating to energy efficiency and savings in the context of school buildings.</li> <li>- Encourage users to participate in GAIA activities and follow recommendations and guidelines.</li> <li>- Maximize the effectiveness, usability and applicability of the proposed technological solutions through direct user feedback and early validation.</li> </ul>
Parents	<ul style="list-style-type: none"> <li>- Raise awareness regarding the benefits of using GAIA applications &amp; services.</li> <li>- Understand the socio-economic impact of user activities relating to energy efficiency and savings.</li> <li>- Encourage parents to participate in GAIA activities together with their children.</li> <li>- Strengthen and galvanize public support for efficient energy use.</li> </ul>

## Plan of Dissemination Activities

The dissemination principles include the description of the project's aims and objectives, an explanation of how to attain them and the envisaged results and expected benefits. Further aspects include providing updates regarding the progress of the project or adaptations to its original objectives. The use of the following dissemination instruments will be used:

- *Project brochures and posters*: they provide an overview of the objectives, approach, consortium and targeted results with particular emphasis placed on the scale of breakthroughs and innovations that are expected.
- *The project website*: it provides a project description, project vision and objectives, the relationship between the project and the programme and the make-up of consortium with partner profiles and respective areas of expertise. The site will be regularly updated by consortium members over the lifetime of the project with relevant publications and public materials that showcases all relevant progress in the projects implementation.
- *Press releases and press notes*: will be provided for use in public newspapers/agencies and specialized journals as well as highlight press coverage the project has received.
- *Workshops*: Will be arranged with schools and universities in cooperation with stakeholder associations.
- *Presentations*: Will take place at meetings and workshops organized either by the European Commission, IoT Forum, Energy Efficiency Initiatives, Sustainable Energy week, etc.
- *Social networks*: The project will maintain its presence on social media such as ResearchGate, LinkedIn, Facebook and Twitter, amongst others. The first two, for example, will be used for interaction with a more professional community (researchers, SMEs, large industry), while the latter two mentioned above will be used for directly interacting with the general public.
- *Network of Stakeholders*: The project will disseminate its activities and results in the network of stakeholders (pan-European network of schools for low-energy consumption and other educational entities at regional or national level) that is going to be organized in Task 5.2 (begins in M24).

## Quantification of GAIA Dissemination Activities for the 1<sup>st</sup> year

The following table provides a quantification of the projects dissemination activities, via the dissemination KPIs as provided in D1.1, plus an additional column reporting the actual implementation status. This sets a basis for verifying whether the project dissemination objectives are being met. Specifics about activities mentioned in this table are included in the following chapters of this document.

Code	Name	Brief description	Validation Methodology	Gaia target	Status at end of year 1
GB.1	Time spent using Web portal	The time spent by end-users on the GAIA portal and web interfaces, as a measure of end-user engagement	Use server-side system logging components, monitoring all related activity, while also having in mind privacy issues	7 – 10 hours	Not relevant - Trials haven't begun
GB.2	persons using web portal	An estimate of the number of different end-users utilizing the GAIA web portal	server-side system logging (see GB.1)	30-40% of target group	Not relevant - Trials haven't begun
DRA.1	#workshops organized/co-organized	Number of scientific workshops organized /co-organized by GAIA	Organization of workshops	4	1 <a href="#">workshop</a> already organized, 1 is being organized to take place in the 2 <sup>nd</sup> year
DRA.2	# participants to workshops	Number of participants to scientific workshops organized/organized by GAIA	Count of participants	200	30
DRA.3	#papers submitted in conferences	Number of scientific reports submitted to international conferences with review process	Count of paper submissions	8	1 (under submission)
DRA.4	#papers submitted in journals	Number of scientific reports submitted to international journals with review process	Count of paper submissions	3	1, accepted
DRA.5	#newsletters	Number of GAIA newsletters produced by the consortium disseminating GAIA news	Release of newsletters	9	0

DRA.6	#press releases	Number of press releases issued by GAIA	Count of releases	4	0
DRA.7	Joint actions with other projects	Actions organized together with other related research projects in order to promote GAIA and sustainability aspects	Organization of actions	3	1 <a href="#">workshop</a> being organized
DRA.8	Bringing together schools and other EU actions	Actions for bringing schools in touch with other similar projects and related EU actions in the context of energy savings and sustainability	Organization of actions	2	0
DRA.9	Attendance at relevant expos, conferences, symposia, etc.	Attendance of GAIA consortium members at topically relevant expos, conferences, symposia, etc.	Gather info from consortium members	15	2
DSN.1	#social networking platforms	Number of social platforms where GAIA will have an active and continuous presence	Track and count	6	7
DSN.2	#social networking users	Number of social networking platform users that will be connected to GAIA presence in those platforms	Track follower numbers, while also having in mind privacy issues	300	>100
DSN.3	Articles in local media	Number of articles submitted by GAIA consortium members to local media	Gather info from consortium members and simple count	5	0
DSN.4	Articles in online media	Number of articles referring to GAIA published in online media outlets that have a topical interest in the issues GAIA is addressing	Tracking of Hashtag, share, retweet, comment, like, etc.	5	0

## Communication Activities

The communication activities within GAIA will foster the consciousness of shared responsibility for the environment and increase awareness on the project's results and their tangible benefits for the environment and the economy. The communication activities will be as interactive as possible to stimulate interest, focusing on results and targeting also local markets/communities, in order to exploit existing business relationships or brand recognition. Moreover, the communication activities will be focused on advertising the GAIA platform the same way a company advertises their products and services, with selective slogans and symbols, in a multi-language approach, inspired by people's needs, personalities and picking flavors from local and modern reality.

To evaluate the importance of our website, we are using the JetPack tool to provide data so that we may assess site visits, visitor activity (e.g., application downloads, views of video material, pages viewed, etc.) and other metrics. This tool was implemented during the first few months of the project after evaluating the available options.

During the final year, GAIA will organize at least 3 free access events: in Greece, in Italy and in Sweden where demonstrations of the GAIA benefits and presentations of the success stories will take place. The table below briefly elaborates the planned dissemination efforts targeting the respective stakeholder groups.

<b>User groups &amp; stakeholders</b>	<b>Dissemination Actions</b>
Students & Teachers	<ul style="list-style-type: none"> <li>• Results will be disseminated to the student community in at least 4 languages (Greek, Italian, Swedish, English), using several channels:(1) a public website linked to social media and distribution, e.g., Twitter and LinkedIn, (2) annual reports, and (3) television and news media in the form of regular press releases.</li> <li>• Students will be primarily engaged in the pilot trial schools/university through local means and with the cooperation of teachers and national/international news outlets. In addition, focus groups will be held with students to better understand the technological and socio-economic barriers of efficient energy use. This effort will be supported by surveys and subsequent interviews.</li> <li>• Workshops including an ethnographic component at each of the pilot schools/university will be organized to capture usability feedback from the students participating in the project and will be complemented by online-surveys.</li> <li>• The project website will also have a wiki applications where students, teachers and staff involved in the pilots can upload their own information as well as run forums and dialogs to further expand the</li> </ul>

	<p>online GAIA community. The aim is to ensure the website is compelling for the general public as well as providing a space for dialog, debate and experience-sharing with stakeholders and citizens. The challenge is to balance the content of the website between the ICT community, the end users and the general public.</p>
<p>Building Managers, School &amp; University Authorities, Municipalities</p>	<ul style="list-style-type: none"> <li>• The project will organize presentations and open call workshops for authorities managing school/university buildings like school principals, municipalities, government organizations and companies in order to describe the main features and benefits of the applications and services.</li> <li>• In WP5 GAIA will form a network of stakeholders for disseminating information about the outcomes of the project (M24). Moreover, GAIA will obtain feedback as well as provide an environment that encourages and actively supports buy-in of the project results. Municipality authorities along with school and university administrators will be targeted through existing national and international networks.</li> </ul>
<p>SMEs developing IoT services</p>	<ul style="list-style-type: none"> <li>• While the project website will have a wiki/forum where users within the educational community will be able to provide feedback and interact, something similar will be developed for the SMEs in order for them to be informed about GAIA's activities. This will allow the SMEs to provide feedback about possible new products, for example, services on top of the services of GAIA, or novel services based on data analytics or something we are currently incapable of predicting.</li> </ul>
<p>Research community</p>	<ul style="list-style-type: none"> <li>• GAIA will target the research communities through already well established channels such as the FIRE, EASME, Energy Community, scientific publications, conferences and workshops.</li> <li>• Specifically with regard to scientific publications, GAIA proposes to disseminate its innovation results in scientific journals and conferences.</li> <li>• The initial contribution will be a white paper based on the concepts and ideas of the project providing a solid overview of the activities and methodologies. This will be continuously followed by quality result dissemination as well as more detailed conceptual and architecture papers from the different WPs.</li> </ul>

## Current Status

By utilizing content from the table above, we can see a clearer picture of the current status of our dissemination activities.

<b>User groups &amp; stakeholders</b>	<b>Proposed Dissemination Actions</b>	<b>Current status</b>
Students & Teachers	<ul style="list-style-type: none"> <li>• Results will be disseminated to the student community in at least 4 languages (Greek, Italian, Swedish, English), using several channels:               <ul style="list-style-type: none"> <li>- (1) a public website linked to social media and distribution, e.g., Twitter and LinkedIn,</li> <li>- (2) annual reports, and</li> <li>- (3) TV and news media in the form of regular press releases.</li> </ul> </li> <li>• Students will be primarily engaged in the pilot trial schools/university through local means and with the cooperation of teachers and national/international news outlets.               <ul style="list-style-type: none"> <li>- In addition, focus groups will be held with students to better understand the technological and socio-economic barriers of efficient energy use.</li> <li>- This effort will be supported by surveys and subsequent interviews.</li> </ul> </li> <li>• Workshops including an ethnographic component at each of the pilot schools/university will be organized to capture usability feedback from the students participating in the project and will be complemented by online-surveys.</li> <li>• The project website will also have a wiki applications where students, teachers and staff involved in the pilots can upload their own information as well as run forums and dialogs to further expand the online GAIA community.</li> </ul>	<ul style="list-style-type: none"> <li>• We don't have results yet, however, if we look at communications:               <ul style="list-style-type: none"> <li>- (1) Website is live and social networks are linked.</li> <li>- (2) We are just finishing our first year.</li> <li>- (3) We have not issued a press release.</li> </ul> </li> <li>• Our pilots have not begun, but outreach and info meetings have occurred.               <ul style="list-style-type: none"> <li>- Do not know of any focus groups being conducted.</li> <li>- Pilots have yet to begin, but survey material needs to be finalized.</li> </ul> </li> <li>• Some workshops have been conducted, but online surveys have not been conducted.</li> <li>• A wiki has not yet been added</li> <li>• Forums have been added, but are currently private.</li> </ul>

<p>Building Managers, School &amp; University Authorities, Municipalities</p>	<ul style="list-style-type: none"> <li>• The project will organize presentations and open call workshops for authorities managing school/university buildings like school principals, municipalities, government organizations and companies in order to describe the main features and benefits of the applications and services.</li> <li>• In WP5 GAIA will form a network of stakeholders for disseminating information about the outcomes of the project (M24). Moreover, GAIA will obtain feedback as well as provide an environment that encourages and actively supports buy-in of the project results. Municipality authorities along with school and university administrators will be targeted through existing national and international networks.</li> </ul>	<ul style="list-style-type: none"> <li>• Some workshops have occurred and these will continue throughout the course of the project lifetime.</li> <li>- This begins in month 24, but key contacts have already begun to be formed and collected.</li> </ul>
<p>SMEs developing IoT services</p>	<ul style="list-style-type: none"> <li>• While the project website will have a wiki/forum where users within the educational community will be able to provide feedback and interact, something similar will be developed for the SMEs in order for them to be informed about GAIA's activities. This will allow the SMEs to provide feedback about possible new products, for example, services on top of the services of GAIA, or novel services based on data analytics or something we are currently incapable of predicting.</li> </ul>	<ul style="list-style-type: none"> <li>• This begins in month 24.</li> </ul>
<p>Research community</p>	<ul style="list-style-type: none"> <li>• GAIA will target the research communities through already well established channels such as the FIRE, EASME, and Energy Community, scientific publications, conferences and workshops.</li> </ul>	<ul style="list-style-type: none"> <li>• We have presented at one conference (HiSTEM2016).</li> </ul>

	<ul style="list-style-type: none"> <li>• Specifically with regard to scientific publications, GAIA proposes to disseminate its innovation results in scientific journals and conferences.</li> <li>• The initial contribution will be a white paper based on the concepts and ideas of the project providing a solid overview of the activities and methodologies. This will be continuously followed by quality result dissemination as well as more detailed conceptual and architecture papers from the different WPs.</li> </ul>	<ul style="list-style-type: none"> <li>• We have not published an article yet.</li> <li>• We have not shared any form of white papers.</li> <li>- We have not shared any conceptual and architecture papers (other than posting deliverables on the website).</li> </ul>
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## Additional Communication Activities

There have been other communications that are not specifically covered above that include outreach material, more about the website and social network development. The current status of those are shared below.

### Outreach Material

Some outreach material has already been created in a few languages for consortium members to print and share at workshops, meetings and conferences. These include the following:

*GAIA Poster* – A poster was created and has been recently updated with a new color scheme more in line with our visual identity. It is in English, so additional language copies must be made.

*GAIA Brochure* – A brochure was created and needs to be updated with a new color scheme more in line with our visual identity. It is in English and there are also Greek and Italian versions, so a Swedish version must be made.

### Website

The website has been up and running for a while now. It now has a forum, but it is for a closed group.

### Social Networks

Here is a list of our currently active social media accounts with a short bit of information about each one (links at the end of the document).

- *Twitter* - Steadily at +85 followers with just over 80 tweets (Excellent ratio by any standard). EDOC maintains.
- *Facebook* - Only 16 followers, but will be more active once the trials start. EDOC is admin and CTI and SYN are editors.



- *YouTube/G+* - We have videos up for promoting the demos. EDOC maintains (Google access rules allow only one), but others may send for uploading. G+ will have much of the same information as Facebook, and will host communities.
- *Instagram* - Account is up and will be more active during the workshops which will be held in 2-3 weeks with staff and students and continue to gain momentum once trials start. Same management structure as Facebook.
- *ResearchGate* – Account is setup with 9 current collaborators. CTI maintains.
- *LinkedIn/SlideShare* - We have a group page for discussions and a SlideShare page for sharing PowerPoints.
- *Snapchat* - Account is up and building points privately before becoming public prior to the trials. EDOC maintains. Will be available and active for the workshops which will be held in 2-3 weeks with staff and students
- *Vine* - Placeholder account is set up.
- *Reddit* - Placeholder account is set up.

## 2. Next Steps (Dissemination Strategy)

As is apparent, while the consortium has made progress with respect to communicating the goals and progress of the project to interested communities, a solid strategy is needed in place the second year of the project. To achieve this, we have created the following table that highlights the issue/task/activity with what needs to be done and assigned a partner or partners to be responsible for this as we all have PMs in WP5. Additionally, we have included a reference to the relevant KPIs (if any).

Task/Activity	Explanation of the issue	Partner(s) involved	Date for feedback/action to share	KPI REF
Brochures and posters	Make sure that versions of the brochures and posters are the same and available in all four languages.	CTI, CNIT, SK	Early-March	N/A
Workshop information	Share new brochures/posters with workshop leaders in time for pre-trials.	CTI, CNIT, SK	Mid-March	N/A
Social network activity	Be extremely active during the pre-trial workshops on Twitter, Facebook, Instagram and Snapchat.	EDOC, All involved with the workshops to share photos and information for posting.	Mid-March	DSN.1 DSN.2
Upcoming Conference List	We need to gather information relating to upcoming conferences or meetings where the attendance of a GAIA partner is possible and feasible. (Like: IoT Week 2017 in Geneva)	CTI, EDOC, CNIT	Mid-March	DRA.1 DRA.3 DRA.9
Upcoming Important Dates to Remember	There are numerous days or weeks throughout the year where issues relating to GAIA may be exploited. A list of these dates will be useful to prepare for attendance, hosting or preparing material. (Like: EU Energy Week 19-25 June, Earth Hour, Earth Day, etc.)	EDOC, CTI	Mid-March	DRA.9
Project Synergies List	Prepare a list and begin reaching out to other H2020 projects with similar objectives of energy	EDOC, CTI	Late-March	DRA.1 DRA.2 DRA.3

	efficiency, gamification, and behavioral change in order to arrange for future participation in cluster events.			DRA.7
Website update for multi-lingual support	Extend the web site to support multilingual feature. Feasibility, upgrade and test	CNIT, CTI	Late-March	GB.1 GB.2
Website Content	Update and fine tune the content on the GAIA website	EDOC, CNIT, CTI	Late-March	GB.1 GB.2
Workshop feedback	Share relevant info about the workshop, so that blog posts may be created.	All involved with the workshops to share photos and information for posting. EDOC, CTI	Late-March	N/A
Project Management Tool	Investigate the feasibility some sort of project management tool to replace the current system used for consortium's internal communications (Drive & email) that enables for chat/discussion, tracking, doc sharing, shared calendar, shared contacts, notifications, etc. and if it would be useful.	CTI All (with suggestions from experiences)	Late-March	N/A
Energy Day Application	Submit a proposal to <a href="http://www.eusew.eu/">http://www.eusew.eu/</a> for hosting an Energy Day event in Söderhamn in June.	SK, EDOC	Late-March	DRA.1 DRA.7 DRA.8
Prep Newsletter	Decide the layout and content of the first newsletter. Suggested topic: Intro and technology (platform, sensors, IoT, etc.)	EDOC, CNIT, CTI, SPARK, OVER, SYN	Early-April	DRA.5
Press Releases	Write and issue the first press release (one general for EU distribution and one each localized for participating countries)	EDOC, CTI, CNIT, SK, EA	Early-April	DRA.6 DSN.3 DSN.4
Website Translations	Act upon translation of entire website or sections into 3	CNIT, EA, SK	Mid-April	GB.1 GB.2

	additional languages as reported from earlier assessment			
White Papers	Explore topics/information that we may already have within our deliverables for editing into what would be suitable to share with the public in a white paper	SYN, OVER, CTI, CNIT, SPARK, ALL partners in their specialization fields (e.g. ICT, pedagogy, etc.)	Mid-April	N/A
Research Papers	Explore topics/information that we may already have within our deliverables for editing into what would be suitable to submit for publication	CTI, ALL partners in their specialization fields (e.g. ICT, pedagogy, etc.)	Mid-April	DRA.4
Web site requirements	Specification of requirements and tools needed for supporting communication to general public and educational community	EA, EDOC, CTI, CNIT	End-April 2017	GB.1 GB.2
First Newsletter	Issue first newsletter with input from other partners	EDOC	Late-April	DRA.5
Propose GAIA Introductory Video	Create and share an idea for a GAIA introductory video that may be played at workshops and available on the web.	OVOS	Early-May	DSN.4
Media Kit	Assemble a media kit for both local, national and European dissemination	EDOC, CNIT	May	DRA.5 DRA.6 DSN.3 DSN.4
Host Energy Day Event	Host a workshop or breakfast meeting in Söderhamn promoting Project	SK, EDOC	19-25 June	DRA.1 DRA.2 DRA.7 DRA.8
Stakeholder Breakfast seminar	Arrange a small breakfast seminar for locally interested parties (stakeholders) to attend for short presentations. Stream on web.	Host partner, EDOC, CTI, CNIT	Summer 2017 (5 <sup>th</sup> General Meeting)	DRA.8
Film GAIA/Partner Videos	Film needed segments for GAIA introductory video at the next general meeting	OVOS, All	Summer 2017 (5 <sup>th</sup> General Meeting)	N/A
Prep Newsletter	Decide the content of the second newsletter. Suggested topic: Apps and games	EDOC, CNIT, SYN, OVOS	Summer 2017	DRA.5

Edit and share GAIA/Partner Videos	Conclude editing and share the videos in time for the start of the trials	OVOS	August	N/A
Second Newsletter	Issue second newsletter with input from other partners	EDOC	Early-August	DRA.5
Press Release	Issue a press release relating to the kickoff of our trials	EDOC	August or September	DRA.6 DSN.3 DSN.4
Paid Promotion FB/Twitter	Run ad campaigns on FB and Twitter (School has started and momentum starts)	EDOC	August and September	DSN.1 DSN.2
Update Conference List	Update information relating to upcoming conferences or meetings where the attendance of a GAIA partner is possible and feasible.	CTI, EDOC, CNIT	September	DRA.1 DRA.3 DRA.9
Update Important Dates to Remember	Update the list of these dates to prepare content material.	EDOC, CTI	September	DRA.9
Prep Newsletter	Decide the content of the third newsletter. Suggested topic: Pilots and schools	EDOC, CNIT, OVER, EA, SK	Early-October	DRA.5
Media Kit #2	Assemble and share a new, updated media kit for both local, national and European dissemination.	EDOC, CNIT, CTI	October	DRA.5 DRA.6 DSN.3 DSN.4
Unique Holiday Action	Plan and begin preparations for a unique holiday-oriented energy efficiency, video, small game, long GIF, etc., for the consortium to share across social networks.	OVOS, EDOC (others that are interested)	October	DSN.1 DSN.2
Media Event	Hold a media roundtable or press conference to share/stream information related to the project	CNIT, CTI, EDOC	October/ November (general meeting)	DSN.3 DSN.4
Stakeholder Breakfast seminar	Arrange a small breakfast seminar for locally interested parties	Host partner, EDOC, CTI, CNIT	October/	DRA.8

	(stakeholders) to attend for short presentations. Stream on web.		November (general meeting)	
Third Newsletter	Issue third newsletter with input from other partners	EDOC	Early-November	DRA.5
Share Holiday Action	Post across our social network platform and share with the pilot schools.	EDOC, OVOS	Early-December	DSN.1 DSN.2
Prep Newsletter	Decide the content of the fourth newsletter. Suggested topic: Activities and papers	EDOC, CNIT, CTI	Early-January	DRA.5
Fourth Newsletter	Issue fourth newsletter with input from other partners	EDOC	Early-February	DRA.5
Update Conference List	Update information relating to upcoming conferences or meetings where the attendance of a GAIA partner is possible and feasible.	CTI, EDOC, CNIT	February	DRA.1 DRA.3 DRA.9
Update Important Dates to Remember	Update the list of these dates to prepare content material.	EDOC, CTI	February	DRA.9
Social Media	Daily and weekly posts across all the platform	EDOC (When necessary, translation assistance from CTI/SYN, CNIT/OVER and SK)	Ongoing	DSN.1 DSN.2

## Highlights

The list above serves as a few proposed ideas for communication and branding. While relatively complete, there are some things that should be highlighted:

1. *Branding*: It's important to decide and stick with a decided visual identity that can easily be recognized to relate to our project. This has been on the agenda for the past couple of meetings, but EDOC is just moving ahead with our version until discussions are deemed worthy of addressing in the future.
2. *Media Outreach*: Beyond issuing just a press release and hoping that people subscribe to our newsletters, we need to have good information that is easily accessible for the various media outlets we want to approach and for those who approach us. The media kits are important for us to reach the press and will be updated throughout the life of our project. It is initially envisioned to include the following: Brochure, one page description of the project, press release, list of links to our social networks for following and to videos and papers that we have produced, Tweetable project facts, and access to copyright free project images and photographs.
3. *Content*: All partners need to be aware that we have already prepared quite a bit of informational content. WP leaders and deliverable writers already have an idea of some information that may be repackaged by us for use as anything from a Facebook post to a White Paper. Please share these ideas with CNIT and EDOC so that we may start funnelling this information out accordingly.
4. *Events*: We need to expand our participation in events that taking place nearby (Stockholm, London, Vienna, Athens, Rome, Florence, etc.) and throughout Europe. Some further abroad offer streaming sessions, too. The list that will be compiled will provide us with the opportunity to begin scheduling/applying accordingly and fill out this list with more activities. Also, the potential for synergy activities within cluster events with other H2020 project is certainly exciting and heavily promoted by the EU. These will be updated every six months. Also, any information on attendance/participation should be shared with partners so that we can either post it on social media and blog on the website.
5. *Workshops/Training*: These events are primarily focused within WP4 and are not included within the table above, there are certain aspects especially the links to our website and social networks that should be shared. For that reason, and also at the request of the consortium for "actions targeting specifically the workshops which will be held in 2-3 weeks with staff and students". Specific actions are that we will be sharing information across these networks for promotion and, hopefully, sharing pictures/videos from the events themselves, so that the participants feel that they are a part of something legitimate. Otherwise, it is up to the leaders to make additional arrangements and to provide feedback to EDOC for blogging, social network sharing and possible newsletter inclusion. Additionally, below is a collection of our current links that may be shared with the workshop participants so that they should be encouraged to follow.

- a. Twitter - @eu\_gaia URL: [https://twitter.com/eu\\_gaia](https://twitter.com/eu_gaia)

- b. Facebook - @EUGAIAProject URL: <https://www.facebook.com/EUGAIAProject/>

- c. YouTube – URL: <https://www.youtube.com/channel/UC6BA2B6FMNE83-UFZw34gZA>
- d. Instagram - @eu\_gaia\_project URL: [https://www.instagram.com/eu\\_gaia\\_project/](https://www.instagram.com/eu_gaia_project/)
- e. ResearchGate - URL: <https://www.researchgate.net/project/GAIA-Green-Awareness-In-Action-2>
- f. LinkedIn/SlideShare - URL: <https://www.linkedin.com/groups/12033098>  
URL: [http://www.slideshare.net/GAIA\\_Project](http://www.slideshare.net/GAIA_Project)
- g. Snapchat - Account Name is gaia\_project or scan the following snapcode:





### 3. Visual Identity

At the early stages of the project we asked members to submit new ideas to replace our original logo. We received a number of suggestions and finally voted for the following logo:




This logo with a Europe-centered shot of the Earth within the G of GAIA has been chosen to represent the focus of our project on Europe while hoping that resulting impact of improved energy efficiency will take a step toward helping the planet. The fonts used are a mix of Jillican Light and the bold version of Inbox Regular. The colors used are: lighter green (code: #85A314; RGB decimal value of 133,163,20) and a very dark green (code: #001C0E, RGB decimal value of 0,28,14). The green tones reflect on of the key words in our project name with an obvious green and a much more subtle green, shown in the image below against a black background.



The logo is used on all official and unofficial communications as well as on our website and across our various social media networks. Due to nearly all social networks having different header sizes, slight variations of the logo are being used depending upon space. The preferred header image appears below.



In some cases, where a favicon or avatar is needed we generally just use the first letter  as the favicon and square version like the one posted below.



Additionally, where we can, like Facebook and Twitter, we think it is important to have our entire project name within the avatar, so we have created the following image for more explanatory method of identification to our followers and others. This version also contains the updated version with the EU flag rather than an earlier version that included the EU Commission logo.



## 4. Communication Material – Year 1

Over the course of the year we have begun our outreach and communication activities. In order to be successful we have created brochures to distribute and posters to share. Both of these have been created with the intention to easily and quickly explain what's, who's, why's and how's of the GAIA Project to a diverse group of potential stakeholders as well as the general public.

### Brochure

The brochure was created earlier in the project before our visual identity was defined. Now that we have a better idea of what the game looks like and which social media accounts we will use, this brochure will be upgraded within the coming weeks. The information and purpose, however, will mostly remain the same. In the meantime, below is a small version of the brochure.



The brochure is divided into several sections:

- GAIA Impact:**
  - 6900 students and educators reached directly during the project, and an order of magnitude, with even more after the end of the project through established dissemination networks
  - 24 educational sector buildings in 3 countries covering North, Central and South Europe
  - sets of educational material and handbooks will be produced, available in Italian, Greek, Swedish and English
  - reductions of over 15% on the energy that can be influenced by the end-users
- Community Engagement of:**
  - Students
  - Parents
  - Teachers
  - Building managers
  - School & University authorities
  - Municipalities
  - Relevant SMEs
  - Research community
- Project Consortium:**
  - CTI [www.cti.gr](http://www.cti.gr)
  - SÖDERHAMN! [www.soderhamn.se](http://www.soderhamn.se)
  - Eurodocs [www.eurodocs.net](http://www.eurodocs.net)
  - cnit [www.cnit.it](http://www.cnit.it)
  - SYNELIXIS [www.synelixis.com](http://www.synelixis.com)
  - OVER [www.overttechnologies.com](http://www.overttechnologies.com)
  - ELLINGERMANNIKI AGOGI [www.ea.gr](http://www.ea.gr)
  - spark works [www.sparkworks.net](http://www.sparkworks.net)
  - OVOS [www.ovos.at](http://www.ovos.at)
- Contact:** Dr. Georgios Mylonas  
N. Kazantzaki, Rio Patras 26504  
E-mail: [mylonasg@cti.gr](mailto:mylonasg@cti.gr)  
Phone: +30 2610 940 300
- GAIA Green Awareness In Action**
- EE-11-2015 "New ICT-based solutions for energy efficiency"
- Horizon 2020 European Union funding for Research & Innovation

Figure 1 The front view of the GAIA brochure

### What is GAIA?

The GAIA (Green Awareness In Action) project is a three year long, EU-funded H2020 project made up of 9 partners. This project aims to promote positive behavioral changes within communities regarding energy consumption/awareness.

GAIA focuses on the educational community; faculty, staff, students and parents at all levels of education: primary, secondary, high schools and universities.

GAIA will directly educate over 6900 users, influence and attempt to transform their behavior through a series of trials conducted in the educational environment and in homes.

Activities will consist of the gamification of real-time energy consumption metrics in trial schools located in Italy, Greece and Sweden.

### Quick GAIA Facts

**SWEDEN**  
1 HIGH SCHOOL  
1000 STUDENTS  
110 STAFF

**ITALY**  
1 HIGH SCHOOL  
1400 STUDENTS, 110 STAFF  
1 UNIVERSITY  
400 STUDENTS, 40 STAFF

**GREECE**  
13 SCHOOLS  
4500 STUDENTS, 860 STAFF

WEB PORTAL

GAMES

SOCIAL NETWORKS & COMPETITIONS

TIMELINE

FROM FEBRUARY 2016 TO JANUARY 2019

FEB 2016 – SEP 2017: DESIGN, SETUP AND TEST INFRASTRUCTURE, SYSTEMS AND EDUCATIONAL MATERIAL

OCT 2017 - OCT 2018: TRIAL EVALUATIONS

SEP 2018 – JAN 2019: EVALUATION & GAIA PRODUCTS

Figure 2 The back view of the GAIA brochure

## Poster

A poster was created early on in the project, like the brochure, and has been updated to reflect changes in the parts related to the UI of the GAIA applications. Now that we have a better idea of what the game looks like and which social media accounts we will use, this poster will be upgraded within the coming weeks. The information and purpose, however, will mostly remain the same. In the meantime, below is a small version of the poster.

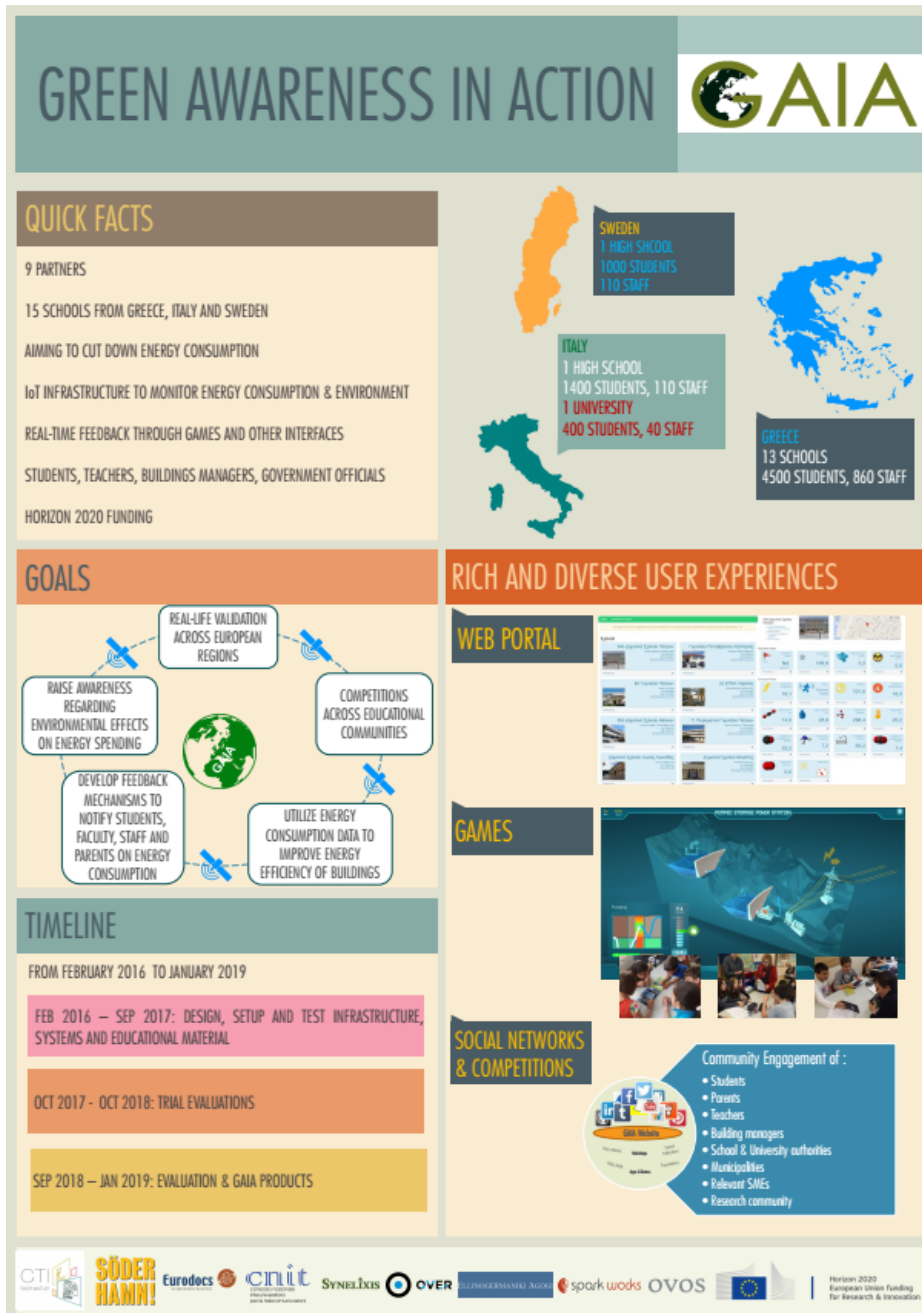


Figure 3 The first version of the GAIA poster



Horizon 2020  
European Union Funding  
for Research & Innovation

Figure 4 The second version of the GAIA poster

## 5. Public Project Website

The project website aims to initially provide a project description, project vision and objectives, the relationship between the project and the programme and the composition of the consortium with partner profiles and respective areas of expertise. As such, in this first year of the project, the website contains mainly information about the abovementioned aspects, as we are in more of a communication of information and outreach phase rather than dissemination.

### Overview

The public website is publicly available at the following URL: <http://gaia-project.eu/>. The homepage of the website reflects the initial minimal approach taken currently. In general, we have tried to follow a modern, esthetically-pleasing and functional approach to the website's design, aiming to emphasize the most essential aspects of the project and minimize the usual clutter caused by more traditional "research project website" approaches.



Figure 5 The home page and rolling banner of the GAIA public website

On the header of the homepage, a number of links leading to other parts of the website are included, i.e., "Blog", "Gallery", "Partners", "About", "Resources", and "Forum". A rolling banner is also featured at the top of the homepage of the website, emphasizing key aspects of the project. Underneath this initial set of pointers, follows a short introduction to the project, along with a set of additional links, pointing to important categories of information about the project:

- Consortium partners
- The schools participating in the project

- The project objectives
- The technologies used in the implementation of the hardware/software components of GAIA.

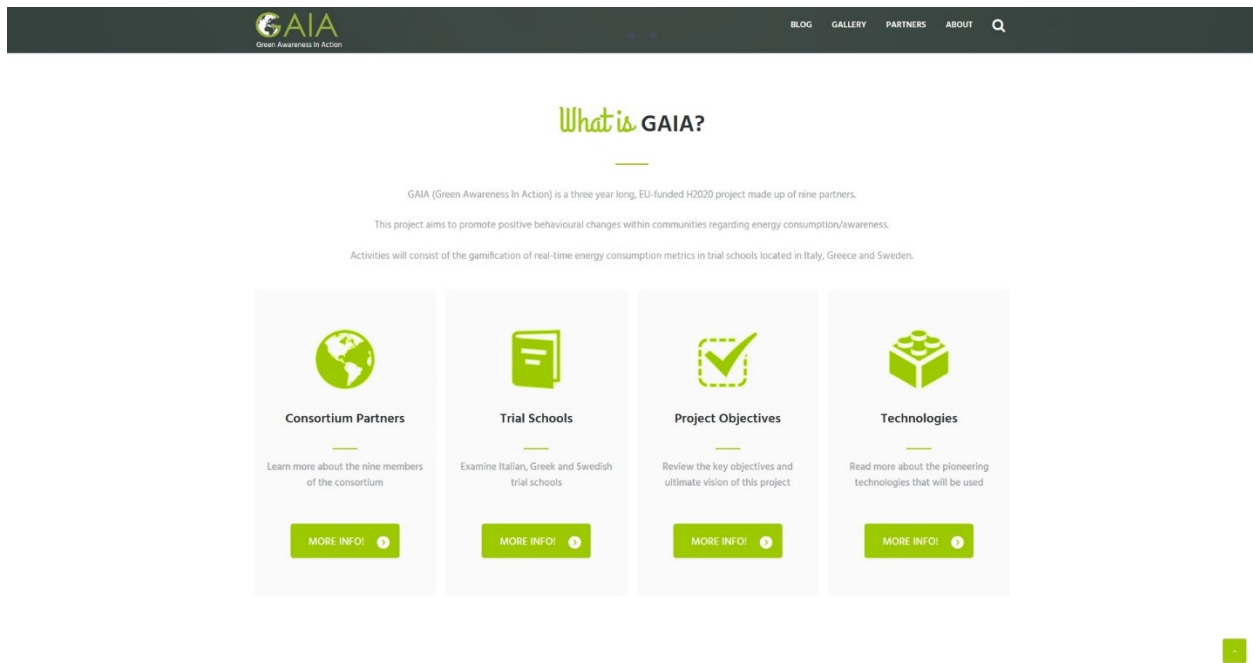


Figure 6 Pointers to key parts of information regarding the GAIA project

The "Blog" section of the website will serve as a way to provide updated feedback regarding the progress of the project. It is meant e.g., to include news posts regarding events like visits of the GAIA consortium or participation in research conferences or exhibitions. A number of entries have already been inserted to this section of the website.



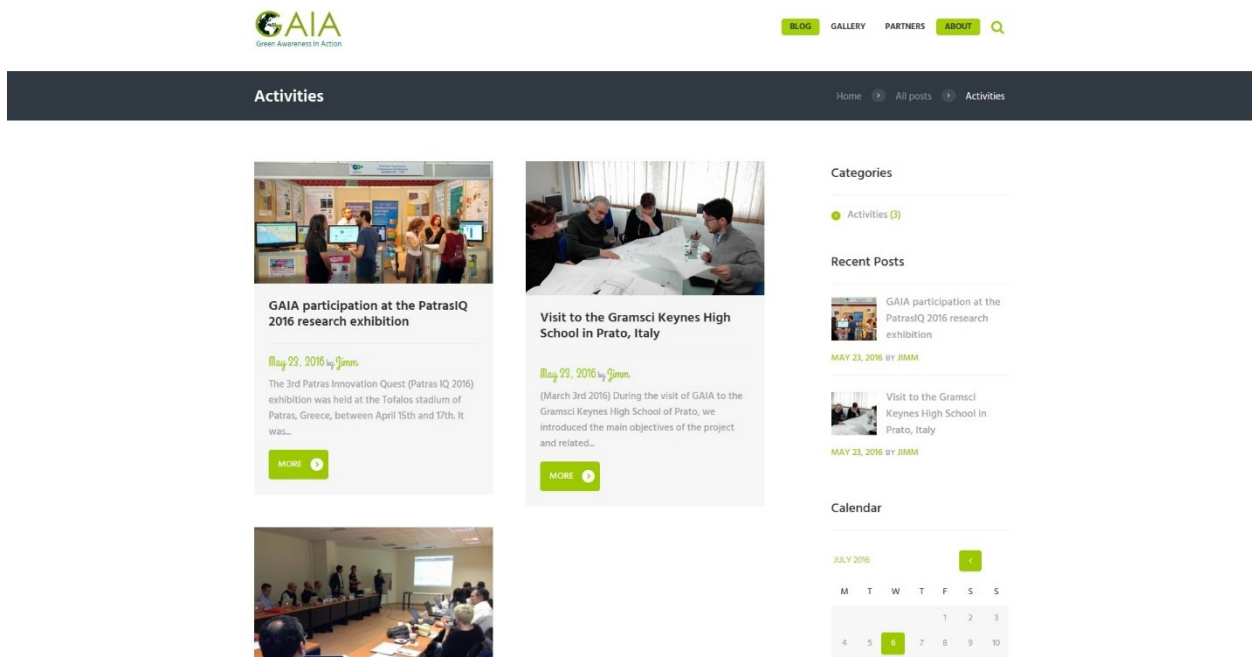


Figure 7 Entries in the blog section of the website (updated May 2016)

There is also a “Partners” section in the website, providing basic information regarding who is participating in the project and pointers for further information. There is also a contact form and a form to submit email addresses, in order to sign up for GAIA’s newsletters, when they will be available.

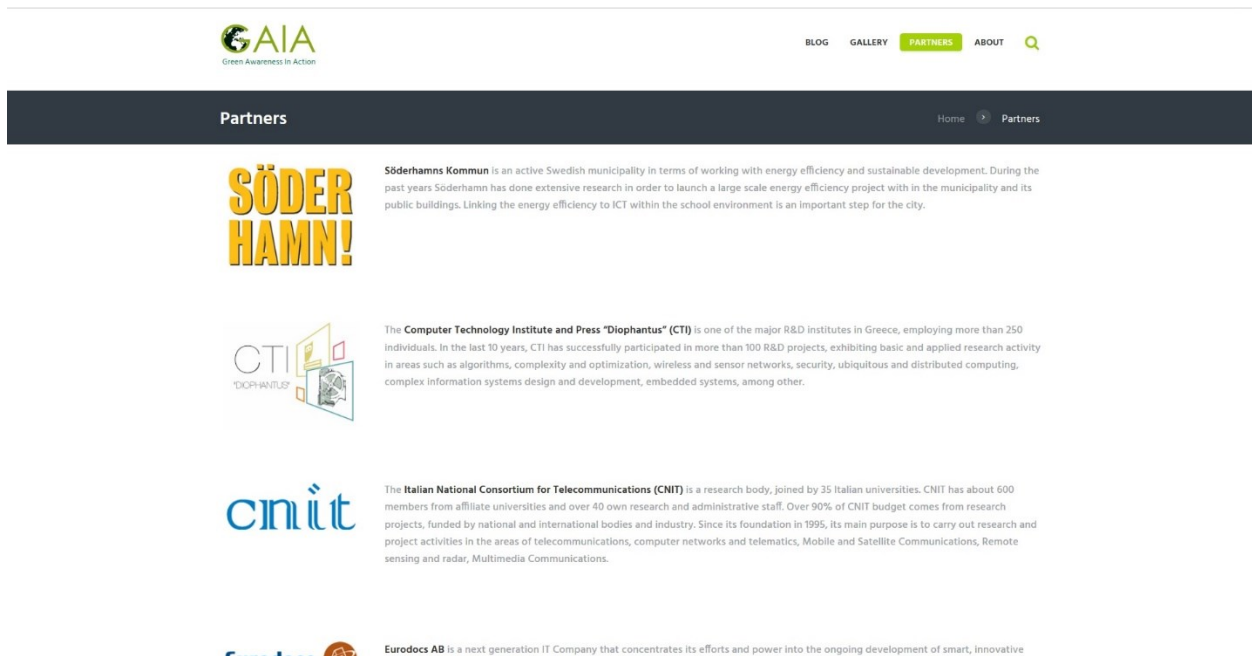


Figure 8 Information regarding the members of the project consortium

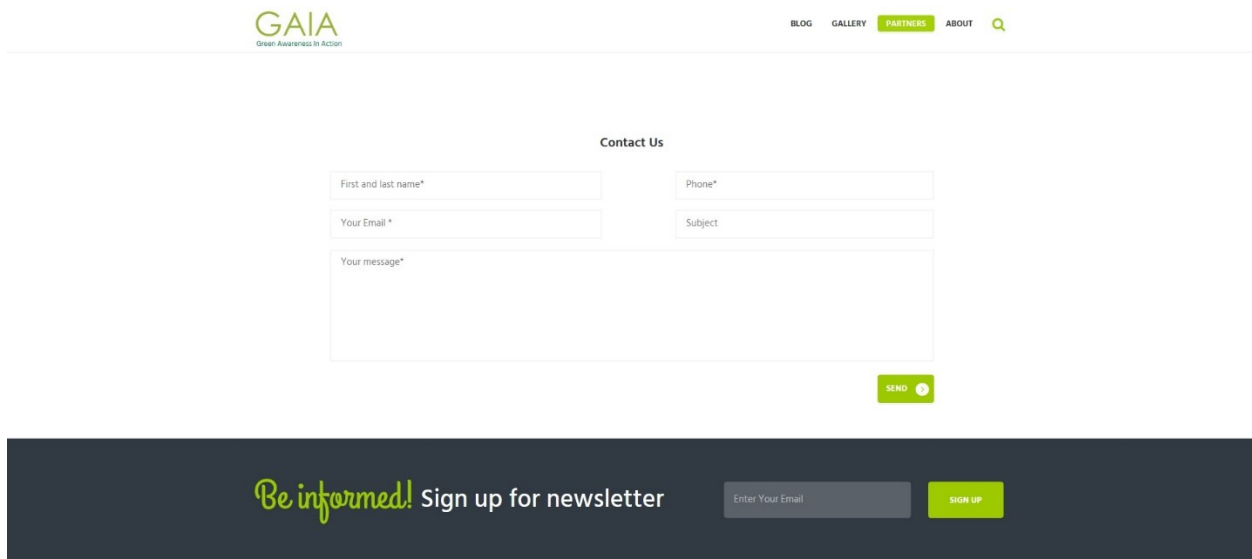
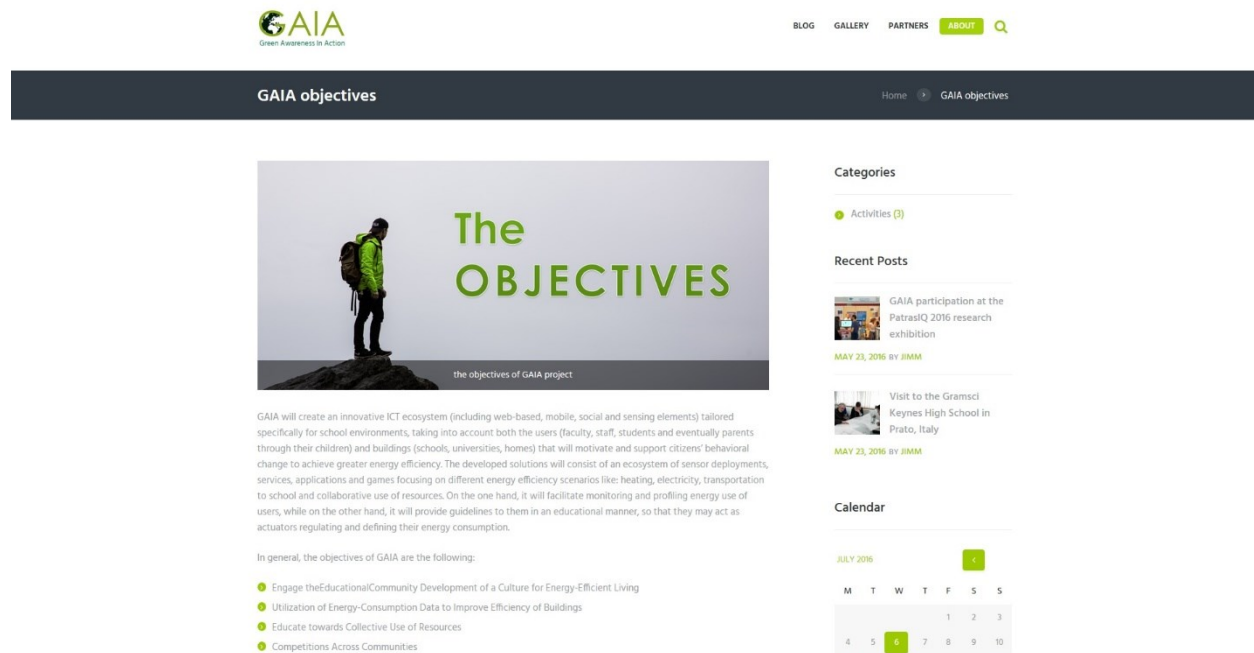


Figure 9 Contact form and newsletter signup pointers

In the “About” section of the website, we have initially included content related to the overview of the project, its objectives and the envisioned approach GAIA will follow to achieve such objectives.



Figure 10 The summary of the project



**GAIA objectives**

Home > GAIA objectives

## The OBJECTIVES

the objectives of GAIA project

GAIA will create an innovative ICT ecosystem (including web-based, mobile, social and sensing elements) tailored specifically for school environments, taking into account both the users (faculty, staff, students and eventually parents through their children) and buildings (schools, universities, homes) that will motivate and support citizens' behavioral change to achieve greater energy efficiency. The developed solutions will consist of an ecosystem of sensor deployments, services, applications and games focusing on different energy efficiency scenarios like: heating, electricity, transportation to school and collaborative use of resources. On the one hand, it will facilitate monitoring and profiling energy use of users, while on the other hand, it will provide guidelines to them in an educational manner, so that they may act as actuators regulating and defining their energy consumption.

In general, the objectives of GAIA are the following:

- Engage the Educational Community Development of a Culture for Energy-Efficient Living
- Utilization of Energy-Consumption Data to Improve Efficiency of Buildings
- Educate towards Collective Use of Resources
- Competitions Across Communities

**Categories**

- Activities (3)

**Recent Posts**

- GAIA participation at the PatrasQ 2016 research exhibition  
MAY 23, 2016 BY JIMM
- Visit to the Gramsci Keynes High School in Prato, Italy  
MAY 23, 2016 BY JIMM

**Calendar**

JULY 2016

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10

Figure 11 The summary of the GAIA objectives

In the “Resources” section we will regularly publish results of the projects in terms of:

- public deliverables,
- publications,
- presentations,
- other materials.

The site will be regularly updated by consortium members over the lifetime of the project with relevant publications and other public materials that showcase all relevant progress in the projects implementation. Further sections will be also introduced in order to facilitate a more interactive communication approach with the community involved in the project, i.e., educators, students, etc.

## Technical Details

The project website is based on the popular Wordpress CMS platform. It allows for a great deal of flexibility, along with having a vast number of plugins providing additional functionality. The website of the project is hosted in a CTI-maintained server. The GAIA VM has a Debian GNU/Linux 7.3 Operating System installed with 2GB Memory, 1 Virtual CPU and 8GB of local storage. Open-source technologies like Apache (Debian) and MySQL are utilized. As the server is hosted in CTI’s server facilities, it is easy to upgrade its specs in the future, in order to deal with potential increased future workloads.

The following plugins are currently installed and active:

- Jetpack for providing site access statistics.
- Akismet for protection from spam.

- bbPress for forum management.
- MailPoet Newsletters for newsletter management.

The list of technologies utilized in the project website will be augmented as additional functionality is integrated into the various website sections.

## 6. Activity in Social Networks – Year 1

The project will maintain its presence on social media such as LinkedIn, Facebook and Twitter, amongst others. Such activities will be used for interaction with a more professional community (researchers, SMEs, large industry), or will be used for directly interacting with the trial participants and the general public, informing them about the progress of the project and allowing for a means of a directly communicated feedback and information sharing mechanism. Also worth noting, these social network activities encompass only the first year of our activities. We have plans for the use of additional social networks for years two and three.

### Twitter

In order to advance such activities, the consortium has set up an account on Twitter, *@eu\_gaia*, whose feed is available at the following URL: [https://twitter.com/eu\\_gaia](https://twitter.com/eu_gaia).

This account is meant to provide information regarding the progress of the project in a more frequent manner, e.g., by reposting updates in the website, pieces of information related to GAIA, or events happening organized by the consortium, among a number of potential subjects. Additionally, our Twitter account also actively promotes topics of general interest relating to issues that are related to our goals and those of accounts promoting the work by our fellow H2020EE projects. This has helped us in gaining a respectable number of followers in a short time as well as promote a sense of community around the common causes of energy efficiency, behavioural change and gamification. The GAIA Twitter account is currently administered by EDOC, who is responsible for posting and updating this communication channel. The GAIA Twitter account is currently administered by EDOC, who is responsible for posting and updating this communication channel.

### Facebook

Another key social network is, of course, Facebook. Our account may be found at *@EUGAIAProject* or by direct link at: <https://www.facebook.com/EUGAIAProject/>.

This account will play an important role very soon as we begin our initial phase of trials and have the opportunity of reaching out directly to and for the trial participants. The focus of our Facebook page will be not only to communicate information relating to our project, but to share the experiences, activities and outputs of our trial participants with the hope that they will share this content amongst their FB friends to widen our reach. Additionally, we will have a tab within our Facebook page that will share some metering data/information to enhance the reach of our project.

### **LinkedIn/SlideShare**

We will be using LinkedIn to develop more professional focused contacts. At this stage, we currently have a LinkedIn Group (found at: <https://www.linkedin.com/groups/12033098>) for discussions, but we will soon have a company page, too. Additionally, we have created a SlideShare account, this is also through LinkedIn (found at: [http://www.slideshare.net/GAIA\\_Project](http://www.slideshare.net/GAIA_Project)) where we may upload any presentations/PowerPoints that we think may be useful and interesting for public consumption.

### **Instagram**

Our Instagram account is currently a placeholder, but will soon be filling up with Snapshots from the GAIA Challenge. It can be found at: [https://www.instagram.com/eu\\_gaia\\_project/](https://www.instagram.com/eu_gaia_project/)

### **Snapchat**

A Snapchat account has been made as a placeholder and Eurodocs is currently gathering points for prestige. It will go public once the trials start.

### **ResearchGate**

A project page has been setup in ResearchGate to make it easier for researchers using the platform to track the progress of the project and have access to things like publications and associated research activities.

## 7. Dissemination in Academia and Research Communities

### Workshops co-organized

GAIA has already participated in the co-organization of 2 workshops, 1 in Greece in the context of a conference targeted mainly at Greek educators involved in teaching science classes, held in December 2016, while the other one is at a workshop co-organized with all the projects in the same action as GAIA, taking place during the IoT Week 2017 in Geneva.

#### HiSTEM2016 conference

The workshop for the GAIA project “Learning to save energy in school buildings” was held on Sunday, December 18<sup>th</sup> in Athens at Maraslio Didaskalio, in conjunction with the HiSTEM2016<sup>1</sup> conference. Teachers from the participating schools (1<sup>st</sup> Junior High School of Rafina, 1<sup>st</sup> Junior High School of N. Philadelphia, 6<sup>th</sup> Primary School of Kaisariani, 5<sup>th</sup> Primary School of N. Smirni, Primary school of Filothei and 3<sup>rd</sup> Primary School of N. Philadelphia) and other conference participants attended the workshop and showed great interest for the project. Mrs Evangelia Boufardea from CTI “Diophantus” presented the project and its goals, while Dr. Nelly Leligou from Sylelixis presented the GAIA applications and how they can be used by the GAIA users. Mr Pavlos Koulouris from Ellinogermaniki Agogi presented the main axes of the educational scenarios. The presentations were followed by a constructive discussion with attendees. The workshop was open to all HISTEM2016 conference participants, since it was attended not only from teachers from GAIA’s schools, but also from any teacher interested in the field of energy management in schools.

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<sup>1</sup> <http://stemeducation.upatras.gr/histem2016/>



Figure 12 An instance from the “Learning to save energy in school buildings” session



Figure 13 An instance from the “Learning to save energy in school buildings” session



### 1st Global Internet of Things Summit (GloTS 2017)

GAIA as a consortium is participating in the organization of a workshop<sup>2</sup> named “Workshop on Energy-efficient Solutions based on IoT”, (EESIoT 2017) in the context of the Global IoT Summit (GloTS 2017), taking place at Geneva. This workshop is organized in cooperation with the rest of the projects funded in the same context and call as GAIA.

GloTS 2017 will attract experts from industry and research in current and emerging technologies such as 5G-based IoT, software-defined IoT, and IoT-centric Cloud Computing, including the Social Internet of Things. GloTS 2017 is supported by the IoT Week of the IoT Forum, The IPv6 Forum, the IEEE 5G subcommittee, the IEEE SDN-NFV subcommittee as well as the IEEE BiG Data TC. It will be collocated in Geneva with the IoT Week 2017, bringing together cutting edge research results, the IoT innovation community and the UN system with a unique worldwide outreach.

GAIA will participate also with a number of papers submitted to this specific workshop from several of the GAIA consortium members.

## Academic Papers

### Paper submitted at HardwareX

A paper describing the open source hardware results of the project thus far has been submitted to Elsevier’s HardwareX<sup>3</sup> journal. HardwareX “is an open access journal established to promote free and open source designing, building and customizing of scientific infrastructure”, as stated in its homepage description.

The abstract for the paper is as follows:

“One oft-cited strategy towards sustainability is improving energy efficiency inside public buildings. In this context, the educational buildings sector presents a very interesting and important case for the monitoring and management of buildings, since it addresses both energy and educational issues. In this work, we present and discuss the hardware IoT infrastructure substrate that provides real-time monitoring in multiple school buildings. We believe that such a system needs to follow an open design approach: rely on hardware-agnostic components that communicate over well-defined open interfaces. We present in detail the design of our hardware components, while also providing insights to the overall system design and a first set of results on their operation. The presented hardware components are utilized as the core hardware devices for GAIA, an EU research project aimed at the educational community. As our system has been deployed and tested in several public school buildings in Greece, we also report on its validation.”

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<sup>2</sup> <http://globaliotsummit.org/workshop-on-energy-efficient-solutions-based-on-iot-2017>

<sup>3</sup> <https://www.journals.elsevier.com/hardwarex/>

## Participation in Research Exhibitions

### GAIA participation at the PatrasIQ 2016 research exhibition

The 3rd Patras Innovation Quest (Patras IQ 2016) exhibition was held at the Tofalos stadium of Patras, Greece, between April 15th and 17th. It was organized by the University of Patras, along with the research institutes located in Western Greece, and is meant to communicate the results originating from research projects to the general public of Patras. This year's exhibition featured 70 booths from research teams working in areas such as biomaterials, the Internet of Things, virtual reality, electrical racing cars, smart homes, educational systems, among other. The exhibition was a resounding success, receiving several thousands of visitors during its 3-day span.

GAIA progress at that point in time was showcased at the booth hosted by CTI (Computer Technology Institute "Diophantus"), where the current implementation of GAIA's online portal for Greek public schools was available to visitors, featuring real-time data from the IoT installations available in Greek public schools.



Figure 14 CTI's booth in PatrasIQ expo



Figure 15 Overview of the PatrasIQ expo booths

## 8. Consortium Member Communication and Dissemination Activities – Year 1

In this chapter, we outline the activities undertaken by GAIA consortium members active in WP5 thus far, with respect to dissemination.

### CTI

CTI, as the coordinator of the project, has led the majority of the dissemination actions so far for the project, including the workshop organization, participation at the PatrasIQ science expo and the submissions at research conferences and journals. It also handles a large portion of the activities conducted in Greece and the relevant representation at the project's website.

### CNIT

CNIT has disseminated information regarding the project at its main portal, as well as news regarding the funding and operation of the project in the CNIT web site (section news). Since CNIT is a national research organization, its portal has great visibility among the Italian research community. CNIT also made a brief presentation of the GAIA project in the report "Review on the status of Smart City implementation in Prato ("INDAGINE SUL CORRENTE STATO DI SVILUPPO DELLA SMART CITY A PRATO"), to be published soon by the Municipality of Prato, Italy. Together with CTI, CNIT has contributed to the submissions made to conferences and journals citing the results of the project thus far. It has also made a seminar for the course "Telematics Systems" for students of the Master Degree in Telecommunication and Computer Engineering at the University of Florence, in order to disseminate results about the technologies used in the project. CNIT also maintains the website of the project together with CTI and EDOC, has helped to setup the GAIA Project web site and the progressive refinement of the site's organization, with installation and testing of web site plugins.

### EDOC

EDOC is a key player in the dissemination activities for the project, also maintaining the majority of the social media aspects related to GAIA and will take the lead in the preparation of press releases and newsletters.

## EA

EA contributed to the work on public dissemination, focusing on planning strong project communication activities addressing the educational community, in synergy, where appropriate, with the trial and evaluation efforts in WP4. Activities will be realized increasingly in the second and third project years as the outcomes of the project will mature and will be ready for wide dissemination. Major dissemination activities in the first project year were realized in conjunction with the realization of teacher workshops (WP4) in Patras and Athens – in the latter case in the framework of the Hellenic Conference on Innovating STEM Education (HiSTEM 2016, 16-18 December 2016, University of Athens). EA also started making plans for the realization of initiatives aiming at wide and sustained exploitation of the project outcomes in the world of education after the end of the project.

## SYN

Synelixis has been actively contributing to the dissemination of GAIA's outcomes since the project's start. First and foremost all important events are added in Synelixis' dedicated News page on its website<sup>4</sup>. Furthermore, being active in social media, there are frequent posts in Synelixis' Twitter and Facebook pages. These are either original content pertaining to updates on the applications currently developed by Synelixis for the project or sharing posts by GAIA's official accounts or other consortium partners. Last but not least, Synelixis participates in GAIA's efforts of communicating with the faculty of Greek schools engaged in the trials. This is accomplished by face to face meetings with teachers and principals at their schools or by taking part in the project's organized events; Synelixis was there for the workshop held on December 2016 in Athens.

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<sup>4</sup> <http://www.synelixis.com/news/>

## 9. Conclusions

Concluding this document, GAIA in its first year of operation has managed to:

- Create a visual identity, along with a volume of dissemination material, thus creating a dissemination profile for the project, which aid in all dissemination aspects of the project in the coming months.
- Establish an online presence in multiple channels, which will be further refined and strengthened the coming months, to coincide with the first round of trials in schools.
- Organize a number of events to kickstart dissemination activities with the educational community and create a certain momentum in this aspect.
- Submit a number of papers to scientific conferences and journals, which will help to create additional dissemination channels in the future, mainly with the research community.

We have described the abovementioned aspects, along with GAIA's strategy for dissemination for the years to come. Although the first year of the project we dedicated the vast majority of our activity in development of the GAIA platform and tools, a considerable effort was put in place in order to establish communication channels with the educational community, the research community and the general public.

For the second year of the project, we expect to ramp up our efforts regarding dissemination, having a more focused approach through the project's website and the social networks utilized in the project, additional workshop events, as well as a stronger push of the project activities in the research communities through paper submissions, co-organization of events and participation in special issues of journals.