



D5.1: Dissemination and public engagement plan

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Executive summary

This document describes the plan for the dissemination of the objectives and results of the COIN project, as well as the plan of public engagement activities. The goal is to raise awareness and interest on the research outcomes, targeting relevant groups such as scientific community, industry, stakeholders, and the general public.

The main focus is to ensure proper dissemination of the research achievements and solutions and promotion of the COIN goals. The plan will be regularly reviewed based on the evolution of the project.



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1 Introduction

1.1 Document objectives and structure

The goal of this deliverable is to detail the necessary plan for dissemination activities of the COIN project. As defined in work package 5 “Exploitation, Dissemination & Public Engagement”, the objective is to organize and monitor communication, dissemination, and result exploitation actions. The target groups are the scientific community, industry and the general public.

The plan described in this document defines how the project will spread achievements and outcomes among the relevant institutions, organization, and stakeholders and how such activities will contribute to the overall dissemination of the project and raise interest and awareness of the project itself as well as of the Marie Skłodowska-Curie Actions. Namely, the plan will detail: what will be disseminated; who is the intended audience; what is the dissemination method and the associated tools.

According to the EU’s five-stage model for dissemination and exploitation, this can be summarized as:

- Clear objectives of dissemination and exploitation;
- Identifying which results to disseminate and to whom;
- Allocating responsibilities and resources;
- Promoting dissemination events like seminars and conferences;
- Monitoring and Evaluating activities and results.

In particular, the goals are identified in the ITN Guide for Applications 2015¹:

- **Dissemination, exploitation of results:** All researchers should ensure, in compliance with their contractual arrangements, that the results of their research are disseminated and exploited, e.g. communicated, transferred into other research settings or, if appropriate, commercialised. Senior researchers, in particular, are expected to take a lead in ensuring that research is fruitful and that results are either exploited commercially or made accessible to the public (or both) whenever the opportunity arises.
- **Public engagement:** Researchers should ensure that their research activities are made known to society at large in such a way that they can be understood by non-specialists, thereby improving the public's understanding of science. Direct engagement with the public will help researchers to better understand public interest in priorities for science and technology and also the public's concerns.

¹ See document at: http://ec.europa.eu/research/participants/portal/doc/call/h2020/h2020-msca-itn-2015/1625120-itn_2015_guide_for_applicants_v2_corrigenum_30_09_2014_en.pdf



The rest of the document is organized as follows. Chapter 2 lists the target groups and stakeholders addressed by the dissemination activities. Chapter 3 describes the elements that constitute the project's reference identity. Chapter 4 discusses the dissemination tools that will be used to promote the project's results. Chapter 5 details the dissemination activities that will be adopted in order to raise awareness of the project, as well as its goals and benefits. Chapter 6 reports the communication policy that will be used. Chapter 7 concludes the document.

1.2 Dissemination approach

Dissemination activities will be crucial in order to guarantee a success of the project to raise awareness in the scientific and industrial community, as well as the general public. They will target the dissemination of the project results as well as the promotion of the Marie Skłodowska-Curie Actions. Furthermore, the publication of the results and achievements will help the potential future commercial exploitation of the outcomes of the project.

In addition to publications and patents, communication of the Marie Skłodowska-Curie Actions should aim to demonstrate the ways in which research is contributing to a European "Innovation Union,"² and account for public spending by providing tangible proof that the funded research adds value by:

- showing how European collaboration in the ITN has achieved more than would have otherwise been possible, notably in achieving scientific excellence, contributing to competitiveness and, where relevant, solving societal challenges;
- showing how the outcomes are relevant to our everyday lives, by creating jobs, training skilled researchers, introducing novel technologies, or making our lives more comfortable in other ways;
- making better use of the results, by promoting their take up by decision-makers to influence policy-making, and by industry and the scientific community to ensure follow-up.

² http://ec.europa.eu/research/innovation-union/index_en.cfm



2 Target groups and stakeholders

All partners will be involved in the dissemination activities in order to raise awareness of the project and its developed technologies and solutions among the various stakeholders, including:

- Industrial community (e.g., telecom operators, service providers);
- Scientific community (e.g., research institutes and academia);
- International standardization working groups;
- General public.

The list of the specific target groups will be update during the project in order to include any potential interested stakeholder.



3 Project reference identity

In order to guarantee a strong visibility and a common awareness of the project, it is fundamental to have a well established reference identity. To this end, all the dissemination tools, publications and activities will report the name of the project, the project's website and the graphic elements described in the following.

3.1 Project logo



In order to ensure awareness of the project, the reported logo has been created and approved by the consortium partners. The logo will be used in any deliverable (internal or external), report and dissemination tool.

3.2 Layouts

Common layouts are used for the COIN dissemination materials, which include templates for deliverables, leaflets, posters, and websites. Additionally, the presentation PowerPoint templates of the partners will be modified to include the COIN logo in the header or footer.

3.3 Horizon 2020 Logo



The COIN project is funded by the European Commission Horizon 2020 Work Programme in the context of Marie Skłodowska-Curie Innovative Training Networks (ITN). The Horizon2020 logo reported above will also be included in any internal or external document.



4 Dissemination tools

A diversified approach with several communication tools adapted to the respective target groups is needed to disseminate the project's concept and results as well as to attract interest and feedback from the scientific and industrial community.

All the partners will be involved in actively disseminate and publish results and solutions proposed by the project using several different channels, including:

- Papers at leading peer-reviewed conferences, journals, and chapters in books;
- Participation in program committees and editorial boards;
- Participation in forums and industrial oriented events;
- Dissemination of information through European integration activities and conferences.

The following table details the specific dissemination tools for each target group.

Table 1: Dissemination tools for the target groups

Target groups	Planned dissemination actions
Industrial community	Link to other European projects
	Participation to conferences and exhibitions
	Direct contact to potentially interested companies
Scientific community	Link to other European projects
	Link with R&D centres and scientific organizations
	Participation to national and international conferences
	Articles and reports in scientific and technical journals
	Organization of events as described in Sec. 5.3
General Public	Outreach activities as described in Sec. 5.2
To all groups	Project reference identity
	Public area of the project website
Project consortium	Project management board, workshops, and technical meetings
	Private area of the project web site
	Internal mailing list

4.1 Website

A dedicated website has been developed by UCL and made available on December 2015. The website link <http://www.coinproject.eu> will be included in all public documents and presentations.

Additionally, a file-sharing platform (e.g., Dropbox) compliant with all partners will be set up. This platform will include all documents with restricted access as well as management tools.



The public section of the website:

- Provides a general overview of the project that summarizes the project’s objectives, the contents, and its structure;
- Provides a list of the participants, a description for each one of them, and the link to the respective website;
- Provides a direct access to the COIN recruiting call, including announcement and descriptions of the available positions, requirements, and details of the selection process;
- Will provide a description for each one of the Early Stage Researchers (ESRs) with bio and abstract of their current activities in order to raise visibility of the involved ESRs;
- Provides access to the project’s public deliverables;
- Provides a list of publications and presentations given at external conferences;
- Includes a “News & Events” session where relevant news and events are announced;
- Provides contact details to ensure direct communication between the partners and the community.

The website is managed by the coordinator, UCL. The Project Management Board members (and thus the WP leaders) are periodically advised about the content updates of the website.

4.2 Technical papers and other dissemination channels

The main channel for dissemination of the project’s results is publications in international conferences, journals, magazines, and books. Furthermore, the consortium will pursue top quality publications that explicitly allow the authors to upload the work to the **arXiv.org** open-access e-print service as well as our institutional open-access repositories (e.g., IEEE, OSA, Photonics Society).

ALUD, WP leader for WP5 on “Exploitation, dissemination and outreach”, will keep a record of the dissemination activities to provide an overview of the existing dissemination contacts and channels. The goal will be to target a number of project-related publications and presentations accepted for publication in proceedings and journals as indicated in the following table.

Table 2: Expected number of annual publications

First year (05/2015-04/2016)	4
Second year (05/2016-04/2017)	8
Third year (05/2017-04/2018)	10
Fourth year (05/2018-04/2019)	12 (of which at least 4 journals)

The publications of articles and papers related to the results of the COIN project will be subject to the rules and terms defined in this document regarding project reference identity (Section 3) and the quality control enforced by the project’s management and quality control implementation.

All publications based on work (partly or fully) done within the COIN Project will acknowledge the affiliation to the project itself as well as the funding. This will be done including in each



publication the following sentence: **“This work has been supported by the EU Horizon 2020 Project COIN (EU-H2020-MSCA-ITN-2015-676448-COIN)”**.

4.3 Other dissemination material

The consortium is planning to use social networking services, such as Twitter, in order to update the community regarding news, events, publications and achievements of the project. The Twitter account (**@coinproj**) has been setup by the coordinator and all partners, including ESRs, will work to keep it up-to-date and post the relevant news.

The list of communication tools for dissemination will be updated during the project lifetime and any other relevant tool, which will appear to be crucial for the project success, will be adopted.



5 Dissemination and public engagement activities

5.1 Dissemination activities

The results of the COIN project will be disseminated adopting a set of diverse dissemination channels such as:

- Publications in leading peer-reviewed research conferences/workshops (e.g. top OSA/IEEE venues such as OFC, ECOC, SPPCOM, etc.), journals (such as IEEE/OSA Journal of Lightwave Technology, Optics Express, Transactions on Communications, Transactions on Information Theory, Communications Letters, Photonics Technology Letters), and in the COIN workshops; to name a few options, along with a strategy to submit paper preprints on preprint servers such as, e.g., ArXiv.org (when allowed by paper submission rules).
- The project web site, having open access to pre-prints of research publications and promotional material, including distribution of free (open source) COIN test software whenever the IPRs allow;
- Participation in program committees and editorial boards (e.g., special sessions in top-tier IEEE/ACM conferences and/or workshops, and special issues of IEEE/Elsevier/Springer and open journals);
- Collaboration with the UNLOC project will be setup. UNLOC is currently investigating topics closely related to the ones addressed by the project. The collaboration will increase the visibility of the results obtained in the project.
- Collaboration with the FORCE research centre at Chalmers University of Technology will be setup. FORCE is currently conducting research on topics on a broad range of topics in fibre optic communications. The collaboration will increase the visibility of the results obtained in the project to a broader community.
- Alignment with other EU and international projects and initiatives that are able to exploit the results produced in the field.

5.2 Public engagement activities

The COIN project will engage also in dissemination activities addressed to the general public. Balancing the cost (monetary expense and researcher time) and effect (outreach quality and population reached), the project will pursue a series of activities described in the following.

- Webcasts: To widen the audience, some of the talks given in the project may be recorded and made available online at the project web site as webcasts. Thus anyone being not able to attend the events may have the opportunity to watch the talks and be informed of the activities and the MSCA in general.
- Media releases: Articles in newspapers and **press releases** will be made, discussing the key innovative ideas of the COIN project and its contribution to ICT development. These releases will show how the project results can benefit the general public and how the MSCA funding scheme fosters the Industrial-focused Doctoral studies. In addition, they will bring, at a high level, the knowledge, achievement, and importance of the scientific domain of COIN, as well as the impact of the MSCA for the European Research Area.



- **Social Networking:** Social networking services such as Twitter, LinkedIn, and ResearchGate will be utilized as cost-efficient ways of continuous outreach, complementing “traditional” activities.
- **Industry outreach days:** to promote the produced research results to the broader industrial sector, COIN will aim to participate at industrial events, at which companies working in the optical, wireless and wireline communications domain will be invited to become introduced to the project activities and trainees. These events lead to vivid discussions on latest advances in the knowledge produced by the ESRs and may prove instrumental for future collaborations between the ESRs and the attending companies.

5.3 Main internal and public events

The following events will be organized by the consortium in order to maximize the ESRs research training benefits and visibility to the community

- During the entire PhD lifecycle, the recruited ESRs will give three **seminars**: (i) one in the first 6 months, outlining their understanding of the state of the art and a draft work-plan, (ii) one during their first secondment to ALUD, in the presence of the academic supervisor, to present their results and their secondment progress, and (iii) one at 6 months before the end of their PhD, to outline and prepare their dissertation presentation. These will be open (a) to the interested participants of the site and (b) to the partner sites via video-streaming whenever possible.
- Networking **workshops** will be organized by each technical WP, lasting up to a week, and gather researchers from at least two consortium sites to address approaches for specific COIN research problems and formalize joint research. These will facilitate the exchange of knowledge and expertise between the consortium sites and the discussion of solution methodology.
- Consortium **symposia** will be adjunct to the yearly project meetings, ensuring the participation of the entire project network. The ESRs will present their research methods and results on their individual projects in order to receive feedback and ideas and to enhance presentation and networking.
- The European **School of Information Theory (ESIT)** was held at CUT in April 2016 with approximately 100 participants. Frank Kschischang, who is the leader of the COIN partner group at the University of Toronto, contributed a half-day tutorial about optical communications in the nonlinear regime. The tutorial was recorded for later use by the COIN ESRs.
- The consortium will organise a second **summer school** while the ESRs are all in ALUD, covering topics in information theory, advanced optical communications and modern error correction, given by ALUD researchers that act as guest lecturers and guest professors at different universities. The school has the purpose of further moulding all COIN ESRs into a team.
- Consortium partners will participate to **technical conferences**. The goal is to have at least 50% of all project publications presented in technical conferences, and at least 90% of these conference publications will be at high-ranked, peer-reviewed conferences with indexed proceedings. To sharpen the critical skills of the ESRs, each ESR is required, after a conference participation, to give an outline of the three most interesting works they saw at the venue and justify for their selection. This presentation will be made available, via web-casting, to ESRs and supervisors of the other project partners.



6 Communication policy

6.1 Internal communication

The central contact for internal communication is the coordinator, UCL. An online file repository will be set up for sharing reports and data, using appropriate security and access mechanisms. An internal mailing list will be set up and is used for all internal communication within the project.

6.2 External communication

The email address info@coinproject.eu has been created in order to facilitate the communication between community and all partners of the consortium. The email address is reported on the project website and in any document where it is relevant.

The contact of the Project Coordinator is also reported on the website and it will appear in any document where it is relevant. The contact details of the Project Coordinator are:

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7 Conclusion

This document has presented a comprehensive overview of the dissemination and public engagement activities that will be conducted by the COIN project in order to raise awareness and interest in the project itself.

Dissemination strategy includes a common project reference identity, specific tools adapted to the considered target groups, and a well established communication policy.

The dissemination plan includes several activities and tools that will maximize the communication with stakeholders and dissemination of the results.

To further improve the dissemination strategy, the plan will be regularly reviewed and properly updated during the project's lifetime.