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Cassandra **Common assessment and analysis of risk in global supply chains**

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Executive summary

The document describes the communication and dissemination plan and activities of the CASSANDRA project. The aim of the plan is to identify and organise the activities used to promote and share the process and results of the CASSANDRA project and it provides the project partners with guidelines for execution of these activities. The document records the planned communication and dissemination strategies, tools and activities of all CASSANDRA partners for the use of the consortium partners and other stakeholders. The plan will be periodically updated throughout the duration of the project.

Key objectives of the plan

- To detail the strategy that will be followed during the project period in order to present to the public the results achieved in the various activities, in which the project is involved.
- To explain those dissemination activities the consortium will participate in to disseminate the objectives and results of the project.
- Identify and plan the dissemination opportunities and platforms.

Strategies to realize the objectives

The plan provides the consortium partners with the tools and materials and information to carry out the communication and dissemination activities necessary to achieve the objectives of the plan. The plan takes a consortium approach to dissemination, meaning that partners play an active role in all phases of the process. Dissemination activities are targeted to the relevant stakeholders using a broad range of dissemination channels to ensure maximum distribution of the objectives and results of the project.

The expected results

The communication and dissemination plan is expected to provide the consortium with the strategy and tools necessary in order to present to the public the results achieved in the various activities, in which the project is involved and to make the project attract the necessary attention and interest of different potential users, serving as a reference point.

Index

Executive summary	2
Index	3
1 Introduction	5
1.1 Project partners of CASSANDRA	5
1.2 Consortium approach to dissemination	6
1.3 Dissemination objectives	7
1.3.1 Dissemination to all relevant stakeholders (dissemination at “large”).....	7
1.3.2 Dissemination within the project (internal Dissemination):	7
1.3.3 Dissemination by the partners	7
1.4 Dissemination of efforts	7
1.4.1 Editorial Board.....	8
1.4.2 Decentralized distribution	8
2 Dissemination methodology	8
2.1 Dissemination materials	8
2.1.1 CASSANDRA logo	9
2.1.2 CASSANDRA templates	10
2.1.3 CASSANDRA poster and brochure templates	10
2.1.4 CASSANDRA presentations.....	11
2.2 Dissemination channels	11
2.2.1 CASSANDRA press releases.....	12
2.2.2 CASSANDRA website.....	12
2.2.3 CASSANDRA social media presence.....	13
2.2.4 CASSANDRA dissemination activities towards the scientific community	14
2.2.5 CASSANDRA newsletters	14
2.2.6 CASSANDRA video/animation film.....	15
2.2.7 Further dissemination channels.....	15
2.3 Dissemination through events and meetings	15
2.3.1 CASSANDRA conference and final event	15
2.3.2 CASSANDRA workshops.....	15
2.3.3 CASSANDRA participation in international and national conferences and workshops.....	15
2.3.4 CASSANDRA External meetings and lobbying.....	16
2.3.5 CASSANDRA Internal meetings.....	16
3 Other dissemination opportunities	17
3.1 Liaison and dissemination in the appropriate standard bodies.....	17
3.2 Synergies with other projects	17
4 Conclusion	18
5 Disclaimer and acknowledgement	19

5.1 Disclaimer19

5.2 Confidentiality.....19

6 Annex.....20

6.1 Table 1. Dissemination by partners20

6.2 Table 2. Scientific dissemination outlets23

6.3 Table 3. Planned scientific publications24

6.4 Table 4. Planned dissemination events25

1 Introduction

The CASSANDRA project aims to make container security more efficient and effective. The project addresses the visibility needs of both business and government in the international flow of containerized cargo by developing a data sharing concept that allows an extended assessment of risks by both business and government. The CASSANDRA concept will improve supply chain visibility, efficiency of trade compliance and effectiveness of border control and supervision by combining E-Freight and E-Customs. CASSANDRA builds on previous EC FP7 projects INTEGRITY, SMART-CM and ITAIDE.

This document presents the Dissemination Plan for the project CASSANDRA, detailing the strategy that will be followed during the project period in order to present to the public the results achieved in the various activities in which the project is involved. Also, a specific part of this document has been dedicated to explain those dissemination activities the consortium will participate in to disseminate the objectives and results of the project. This plan will be updated regularly, to improve the strategies and to offer visibility to the project. The dissemination actions that have been carried out will be tracked in Deliverable 7.3

1.1 Project partners of CASSANDRA

No	Name	Short name	Country	Project entry month	Project exit month
1	NEDERLANDSE ORGANISATIE VOOR TOEGEPAST NATUURWETENSCHAPPELIJK ONDERZOEK	TNO	Netherlands	1	36
2	ERASMUS UNIVERSITEIT ROTTERDAM	EUR	Netherlands	1	36
3	TECHNISCHE UNIVERSITEIT DELFT	TUD	Netherlands	1	36
4	INSTITUT FUER SEEVERKEHRSWIRTSCHAFT UND LOGISTIK	ISL	Germany	1	36
5	FUNDACION ZARAGOZA LOGISTICS CENTER	ZLC	Spain	1	36
6	Cross-border Research Association	CBRA	Switzerland	1	36
7	GS1 AISBL	GS1 GO	Belgium	1	36
8	IBM NEDERLAND NV	IBM NL	Netherlands	1	36
9	GMVIS SKYSOFT SA	GMV	Portugal	1	36
10	INTRASOFT INTERNATIONAL SA	INTRASOFT	Luxembourg	1	36
11	ATOS SOCIEDAD ANONIMA ESPANOLA	ATOS	Spain	1	36
12	ZEMBLAZ NV	Descartes	Belgium	1	36
13	Senator for Economy, Labour and Ports of the Free Hanseatic City of Bremen	SWHB	Germany	1	36

14	MINISTERIE VAN FINANCIEN DIRECTORAAT GENERAAL BELASTINGDIENST	DCA	Netherlands	1	36
15	HM REVENUE AND CUSTOMS	HMRC	United Kingdom	1	36
16	KORPS LANDELIJKE POLITIEDIENSTEN	KLPD	Netherlands	1	36
17	PORTIC BARCELONA S.A	Portic Barca	Spain	1	36
18	ECT PARTICIPATIONS BV	ECT	Netherlands	1	36
19	dbh Logistics IT AG	DBH	Germany	1	36
20	Seacon Venlo Expeditie B.V.	SEACON	Netherlands	1	36
21	BAP Logistics Ltd	BAP	United Kingdom	1	36
22	KÜHNE + NAGEL GMBH	K+N	Austria	1	36
23	DHL Management (Switzerland) Ltd	DHL	Switzerland	1	36
24	NORTH-SOUTH CONSULTANTS EXCHANGE LLC	NSCE	Egypt	1	36
25	ADMINISTRACAO DOS PORTOS DE SETUBALE SESIMBRA SA	APSS	Portugal	1	36
26	PORTBASE BV	Portbase	Netherlands	1	36

1.2 Consortium approach to dissemination

The dissemination of the aims and both partial and final results of the project at various stages of realization is one of the basic goals of the dissemination strategy of CASSANDRA. Dissemination includes both the dissemination to all relevant stakeholders and the communication among the project partners. The present document lists the dissemination events in detail. It will be continually supplemented with new information about dissemination activities that have already been realized. Dissemination can be seen as the means (i.e. press releases, conferences, scientific publications, exhibitions, workshops, newsletters, websites, etc.) through which results are presented to the public.

The CASSANDRA results will be exploited and disseminated inside and outside the consortium. The consortium is composed of representatives from the above mentioned organizations. By having partners with the relevant knowledge in the field and from different types of organizations and countries, there is an opportunity to use dissemination channels to the maximum extent. The aim is to ensure maximum usage of the project results by addressing companies, research institutes, research policy makers, business decision makers, governments etc. In order to achieve this goal the project must attract the necessary attention, interest of different potential users and serve as a reference point.

The target of the dissemination may be the general public or a specific group of professionals in a determined sector.

An overview on the most successful means of dissemination, as well as useful suggestions on how to arrange an effective communication strategy, can be found at the European Commission “Guide to successful communications” web page.

(http://ec.europa.eu/research/science-society/science-communication/index_en.htm)

1.3 Dissemination objectives

The main objectives of CASSANDRA dissemination activities on Year 1 according to the data collected from the partners are e.g.:

- Dissemination of partners' activities;
- Transparency and reputation of the project;
- Involving stakeholders in the project (e.g. the Port Community, logistics partners, authorities etc.);
- Informing potential customers of the CASSANDRA solution;
- Participating in the dissemination by including CASSANDRA dissemination materials in partners' own dissemination activities (e.g. linking websites, etc.).

The aim of dissemination is to spread project results and activities in the following groups:

1.3.1 Dissemination to all relevant stakeholders (dissemination at “large”)

Dissemination through general and trade press, mailing lists, leaflets and presentations to external target groups. These groups should be defined by each partner and used as the target audience for dissemination activities.

1.3.2 Dissemination within the project (internal Dissemination):

All partners in the project will disseminate project results internally in their organizations. Each partner will detail their own dissemination intentions concerning the result(s) they are involved with. This description will be made result by result.

1.3.3 Dissemination by the partners

Each partner should provide information on their planned and realized dissemination activities annually to the Editorial board. In addition to this, each partner should provide content for news articles and newsletter/website at least twice a year.

Detailed information on the contact persons, dissemination activities and target audiences can be found in the Annex Table 1. Dissemination by partners.

1.4 Dissemination of efforts

All project partners take part in the internal dissemination (dissemination within the project) as well as in the external dissemination (dissemination to all relevant stakeholders) of the project during the whole project run time. Both internal

dissemination as well as external dissemination is of great importance during the whole project.

1.4.1 Editorial Board

CASSANDRA Editorial Board, led by ISL, will coordinate and review dissemination actions. The editorial board is responsible for writing news articles, press releases and other texts, e.g. for brochures. The editorial board will be led by the editorial chief (ISL) who acts as the single point of contact and manages the work of the editorial board.

There will be 3-4 editorial members (TNO, CBRA, TUD) who are responsible for reviewing and editing the texts and tailoring them to the target group.

The Editorial Board has two associated members:

- Reviewer: Person who checks the texts' suitability for the target audiences (coordinator of CASSANDRA),
- Technical support: Person from the "Technical project management support team" which supports the editorial board on technical issues (TUD).

The editorial board will not be responsible for deliverables and scientific papers.

1.4.2 Decentralized distribution

To distribute the press releases to the specialized print and online media, every partner of the WP7-team uses their own press distribution lists. This means a decentralized distribution with the advantage of individually addressing the own press contacts. Furthermore the press release will be translated to national languages besides the main English version. This way of communication will be used irregularly as needed for high priority news and events and is an active kind of distribution. The project partners, mainly from the dissemination work package, will also use their own channels like their websites, newsletters, yearbooks etc. for dissemination purposes.

2 Dissemination methodology

CASSANDRA project will disseminate its results using several different dissemination materials and channels. To ensure maximal dissemination, the dissemination news distribution strategy enables the use of all relevant dissemination tools available.

To evaluate the dissemination activities, the CASSANDRA project partners should define objectives for all dissemination activities and how their results will be evaluated. Project partners should provide information on their dissemination activities regularly and follow the results of these activities.

2.1 Dissemination materials

In order to create a coherent project identity, CASSANDRA will use a number of dissemination materials with a common look. The activities of raising public

participation and awareness are at the basis of project success and an easily recognizable look facilitates this.

A solid and coherent graphic identity is the base for an effective communication towards the outside world. Consistent graphic identity allows target audiences to identify and recognize easily the CASSANDRA project. For this reason is essential that all materials distributed maintain the CASSANDRA graphic identity.

CASSANDRA team will took into account the following principles in order to build a successful “brand”:

Easy, attractive and memorable title for the project: the name of the project is essential. It will be the label, the brand that will be used in all communications. This name should catch people’s attention and to facilitate the identification of the project. “Cassandra” fulfils these requisites: easy to remember, attractive and memorable.

Logo: The design of an effective logotype is the key to build a successful graphic identity. Logotype comprises three elements: colour, art and typography. Logo is the start-point for the rest of the elements of the graphic image (website, leaflet, power point...).

Subtitle: explains what the project is about or a so-called tag-line or strap-line. These are a few words that actually say what the project is about. CASSANDRA subtitle is “Improving Security through Visibility”.

Font: for texts (like deliverables) the Arial font and for the website, a brochure or a poster, the Verdana font to highline the text. If a brochure etc. would have a better design in another font this could also be used.

2.1.1 CASSANDRA logo

The CASSANDRA logo was created based on input from a logo competition organized by TNO. The CASSANDRA logo is used for project events and activities (e.g. presentations, publications, leaflets and the website).

The logo is flexible and can be used in very small (for example on brochures) and also in large versions (for example on a poster). There are four versions of the logo:



Figure 1-1 CASSANDRA logos; color



Figure 1-2 CASSANDRA logos black and white

Furthermore, the logos of the different partners' institutions will be used for activities and events in CASSANDRA context. All logos will be available via CASSANDRA website/TNO.

2.1.2 CASSANDRA templates

In order to create a corporate identity, a set of templates has been developed, which can be used by the partners. Included are templates for deliverables, agendas and minutes. The templates can be found on the CASSANDRA restricted website under "document exchange".

2.1.3 CASSANDRA poster and brochure templates

CASSANDRA poster will be created by CBRA. Posters are a well-recognized way to present both the partial and the final results of a project. CASSANDRA uses posters to inform at national and international conferences about the aims and results of the project as well as about the current status. The poster may be adjusted to several target audiences. As an alternative to posters, rollups could be used as well. The template will be found on the CASSANDRA restricted website.

Each partner can distribute some copies of the poster among potential beneficiaries. Also the poster can be placed in a visible place in the offices of each partner to disseminate the project activities towards other colleagues of the organizations and external visitors. The poster can also be placed in location of events that will be organized in the frame of the CASSANDRA project.

A brochure template will be created, which informs about the essential project topics and aims. This brochure will be given to all project partners in order to ensure a widespread dissemination (e.g. at national and international conferences). The brochure may be completed with information (e.g. about the respective work status of the project) for several target audiences.

A first CASSANDRA brochure has been produced at the beginning of the project with general information about the CASSANDRA project and the activities that would be realized.

Further brochures will be produced as soon as new contents will be available. These brochures will focus on Living Labs and/or be more marketing oriented describing the CASSANDRA opportunities.

2.1.4 CASSANDRA presentations

Presentation templates have been produced for shorter and longer Power Point presentations on CASSANDRA project.

TNO has created a 20 minute presentation describing the CASSANDRA project and its objectives. TUD supports tailoring the message for the target audience. The presentation is available at the CASSANDRA restricted website under “document exchange”.

A 6 minute version will be created, which should briefly answer the following questions:

- WHAT is CASSANDRA doing
- WHY are we doing it (motivation)
- WHO is doing what
- HOW are we doing it (methods)
- WHEN are we doing it

2.2 Dissemination channels

CASSANDRA will use a number of dissemination channels in order to raise awareness of the project.

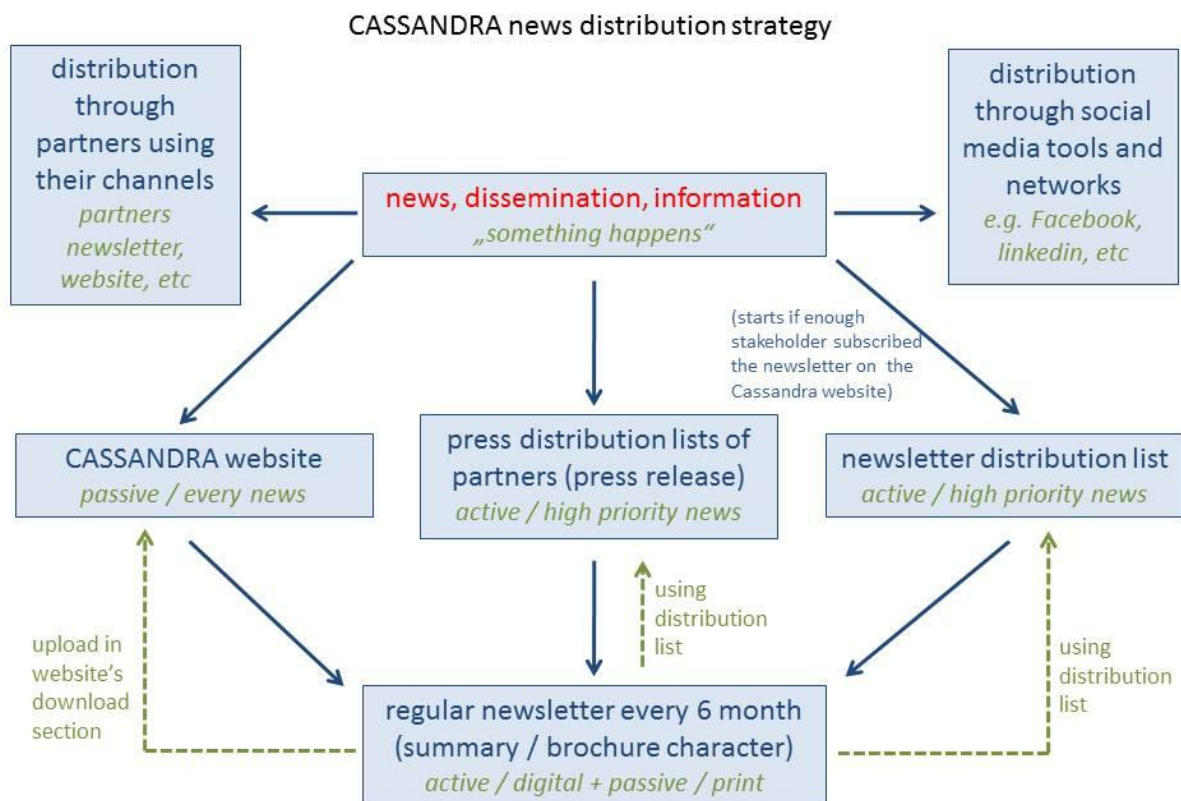


Figure 2-1 CASSANDRA news distribution strategy

2.2.1 CASSANDRA press releases

CASSANDRA partners plan to disseminate the project results and on going activities via public media, presentations and papers to enable CASSANDRA material to be widely disseminated through journals, newspapers and magazines and speaking opportunities at appropriate conferences and seminars. Specific press releases about the project will be produced. Such activities will support the awareness creation on the CASSANDRA project and will therefore support the exploitation of the project results. They will be distributed among certain general press magazines (or newspapers) to promote CASSANDRA project.

Press releases can include interview quotations by well-known professionals in the field/from the partner organizations, to attract media attention and to create a publishing-friendly approach. Partner organizations should use their resources to find local/trade/global press contacts to establish long run cooperation with the media. In addition to press releases, by actively pitching article and report opportunities that suit the profile of the media in question, and offering expert interviewees in the current issues of the field, CASSANDRA can improve decisively its press coverage.

Finally, press releases will be published regularly in order to spread the information to a broad audience. Press releases will be also available at the project website under downloads. Press articles, published as result of press releases, will be collected in the restricted area on the website.

CASSANDRA press releases:

Title	language versions	distributed by	date
CASSANDRA improves supply chain security through visibility	English, Dutch, German and Spanish	ISL, TNO, TUD, GS1, EUR/RSM, ATOS	

2.2.2 CASSANDRA website

A project website (<http://www.cassandra-project.eu/>) was set-up to publicize the work and results produced within the project. This website is intended to facilitate contacts and exchanges with other research and industrial initiatives on the relevant topics. This website will be continuously updated about general public project information, public deliverables and other results that may interest the public, to be sure users return to the website at regular intervals. The website includes a public part and a restricted part accessible for partners only.

Every news item and information, e.g. from the press releases or the newsletter will be distributed on the project website. This channel can also be used for less priority information that should not get a press or newsletter release. This way of communication will be used irregularly as needed for less and high priority news and events and is a passive kind of distribution.

The CASSANDRA website offers information about the project and its partners and presents the results of both the project itself and the workshops/conferences/etc. Reports and other results of the project will be available on website. Furthermore, it informs about previous and forthcoming events and activities of the project as well as of other relevant projects and co-operations.

The website of CASSANDRA is hosted and maintained by TNO. TNO also delivers the technical background for the site. TNO defines structure and content of the site and moderates the content. Updated content for the website will be delivered by the Editorial board (lead by ISL).

The website structure is:

Home

About Cassandra

- Goal and Impact
- Risk Assessment
- Data sharing
- Living Labs
- Project organisation

News

Events

Consortium

Downloads

- Articles
- Cassandra logo
- Documents
- Newsletters and leaflets
- Press releases
- Public deliverables
- Videos

Links

2.2.3 CASSANDRA social media presence

CASSANDRA has a project group at LinkedIn (FP7 CASSANDRA) to facilitate dissemination, information sharing and project event promotion. CBRA has created the group. CASSANDRA partners can use the social media group to actively involve different audiences into the project and promote events using invitation functions of the groups. Milestones and results of the project can be flexibly distributed to the interested public. CASSANDRA LinkedIn group has a link at the CASSANDRA website.

CASSANDRA LinkedIn group also acts as a forum for the discussion of the results of the project with the different stakeholder communities. It is interlinked with the website and can be used by all interested people. The forum is meant to be used by a very wide community i.e. more than just CASSANDRA communities. It will persist after the end of the project.

Presence in the social media facilitates awareness in the traditional media, as it will provide journalists with multiple and “live” information sources. Social media can also be used to create discussion on the CASSANDRA project and its results in wide range of audiences.

2.2.4 CASSANDRA dissemination activities towards the scientific community

Specific dissemination activities towards the scientific community will include a list of scientific communities to be addressed and the type and procedure of such dissemination activities. This chapter will be complemented later.

CASSANDRA will disseminate the partial results in relevant scientific journals and conferences. Each partner should provide information on published articles immediately following publication.

The expected and planned outlets for scientific dissemination are listed in the Annex Table 2. Scientific dissemination outlets and the planned publications in Table 3. Planned scientific publications.

2.2.5 CASSANDRA newsletters

A newsletter will be composed by the dissemination team and submitted to all the registered members of the CASSANDRA website, using the addresses from the database of organizations and contact available in the CASSANDRA website as well as to other relevant stakeholders.

Newsletter distribution list of the project will be used to distribute high priority news and information, e.g. the contents of the press releases in a revised form to the project's stakeholders, who subscribed the newsletter on the CASSANDRA website. This way of communication will also be used irregularly as needed for high priority news and events and is an active kind of distribution.

Regular newsletter will be distributed every sixth month to summarize the news and project information of the past period; as such it can contain information from a variety of partners. This file with the character of a brochure will be uploaded as a PDF-file on the CASSANDRA website. It will also be distributed through the newsletter distribution list as well as the press distribution list for an optimal use of the distribution channels. This way of communication will be used regularly for summarizing project's news and events and is an active as well as a passive kind of distribution.

A template for the electronic preparation and sending of the newsletter should be developed inside the CASSANDRA website functionalities. In this way the newsletter arrives in a prefixed format that includes the CASSANDRA logo and all the references about the project. All CASSANDRA partners will collaborate in the preparation of the Newsletter sending information to the Editorial Board led by ISL about news, specific needs, success cases, opportunities, etc.

Title of the Newsletter	Date	Main contents

2.2.6 CASSANDRA video/animation film

It is planned that CASSANDRA will produce video(s) and/or animation film(s) that will present the general CASSANDRA concept and objective as well as specific areas of the project. These videos/animation films can be used to disseminate the project at workshops, meetings/conferences and as podcasts on the project website.

This is subject to availability of funding.

2.2.7 Further dissemination channels

It is planned to produce give-aways like ballpoint pens and other dissemination material which shows the CASSANDRA logo and probably the subtitle of the project. These give-aways shall be used on trade fairs and conferences to promote the CASSANDRA project.

This is subject to availability of funding.

2.3 Dissemination through events and meetings

CASSANDRA partners will attend and organize events and meetings to promote CASSANDRA project aims.

2.3.1 CASSANDRA conference and final event

It is planned that CASSANDRA will host a conference as part of the eFreight conference in 2012 and of the ECITL 2012 or 2013 (autumn 2012 or 2013). Furthermore, a final event at the end of the project is planned. All events shall be used in order to present CASSANDRA to a broad audience of interested parties and to discuss the work and results of the CASSANDRA project.

It is subject to availability of funding, whether it is feasible to host all conferences and also the final event.

2.3.2 CASSANDRA workshops

Workshops can be organized e.g. for consensus building purposes, as defined in the WP 6.

2.3.3 CASSANDRA participation in international and national conferences and workshops

Project results will be published through articles and papers at various international and national conferences and workshops.

- External conferences

Project partners will actively pursue opportunities to speak about CASSANDRA whenever they travel to relevant conferences and seminars anyway. Furthermore, they will send representatives to external national and international conferences and workshops dealing with risks in global supply chains and related subjects.

- List of dissemination events

The type of interventions of the CASSANDRA partners at such events will present the CASSANDRA project as a whole, focusing on the vision, the objectives and the impact of the results for the targeted field. In the next table is presented a list of events where CASSANDRA participation is planned.

This list focuses on conferences, congresses or journals related to particular sub-domains of the project goals. The project partners will be attentive to additional events which had not been already detected and which could be interesting new means of diffusion.

Events identified by the consortium as opportunities to disseminate CASSANDRA project's results are listed in the Annex Table 4. Planned dissemination events.

2.3.4 CASSANDRA External meetings and lobbying

Project partners will attend external meetings on behalf of CASSANDRA and engage in lobbying activities when possible. CASSANDRA partners should use relevant contacts to promote the project in face-to-face meetings with external parties. Person to person communication is the most effective means to bring forward CASSANDRA project results due to the complex nature of the issues dealt by the project. It is important for each partner organization to specify a spokesperson for CASSANDRA to be given out as a contact person for media.

2.3.5 CASSANDRA Internal meetings

In order to enable a regular exchange among the project partners and to achieve further agreements, face-to-face and telephone conferences will take place regularly. At these meetings the focus will be on issues related to content, but management matters will be discussed as well. Every partner who is a work package leader and/or a task leader will report on the work of that work package and/or that task. Further presentations by the other project partners are welcome as well. The notes (including the presentations) on these conferences will be made available to all partners by the conference organizer.

3 Other dissemination opportunities

3.1 Liaison and dissemination in the appropriate standard bodies

- World Customs Organization (Gareth Lewis, SP Sahu)
- UN/CEFACT (Virginia Cram-Martos, Tom Butterly, Markus Pikart)
- European Shippers Association (ESA) (Godfried Smit) (also relates to OptiChain European Association for Trade Facilitation)
- CLECAT (European association for Freight Forwarders and Customs Brokers, Marco Sorgettie, Mark van der Perre)
- IATA
- IRU (International Road Union, association for road transport)
- EU Directorate-General TAXUD (Paul-Herve Theunissen, Zielinski, Josip Dascalu, Walter Deffa)
- EU Directorate-General MOVE
- Other EU Directorate-Generals
- CEN
- GS1

3.2 Synergies with other projects

- Safe and Secure Trade Lanes (Erik Devilee, Gillian Castle)
- INTEGRITY
- SMART-CM
- Collaboration with e-Freight community (Peter Wolters, Takis Katsoulakos, etc)

4 Conclusion

The CASSANDRA communication plan defines and records the strategy, tools and materials that are being used in CASSANDRA communication and dissemination. It also gives CASSANDRA consortium partners guidelines on how to disseminate the results of the projects and the knowledge gathered during the process. The CASSANDRA communication plan is a living document, which is being updated throughout the project period.

5 Disclaimer and acknowledgement

5.1 Disclaimer

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Any executive summary specifically intended for publication may however be made known to the public by the author and/or the Coordinator.

5.3 Acknowledgement

This deliverable results from the CASSANDRA project, which is supported by funding 7th Framework Programme of the European Commission (FP7; SEC-2010.3.2-1) under grant agreement no. 261795. The CASSANDRA project addresses the visibility needs of business and government in the international flow of containerised cargo. It does so by developing a data-sharing concept that allows an extended assessment of risks by both business and government, thereby enabling enhanced supply chain visibility and cost-efficient and effective security enhancement. Ideas and opinions expressed by the [author(s) / reviewer(s)] do not necessarily represent those of all partners.

6 Annex

6.1 Table 1. Dissemination by partners

No	Short name	Dissemination contact person(s)	Planned dissemination activities	Target audiences (external/internal)
1	TNO	Inge Lucassen, inge.lucassen@tno.nl		Target audience for TNO is the academic world and research institutes on one side and the possible users of the CASSANDRA concept, being governmental agencies and business on the other side.
2	EUR	Dr Marcel van Oosterhout, moosterhout@rsm.nl	Press release Conference presentations	Global academic (business school) communities RSM Business school students and 20.000 alumni Business community, especially port community (via Erasmus Smart Port)
3	TUD	Bram Klievink a.j.klievink@tudelft.nl		TUD has an excellent scientific publishing status and targets several (related) scientific disciplines through conference articles and journal papers. Furthermore, also

No	Short name	Dissemination contact person(s)	Planned dissemination activities	Target audiences (external/internal)
				professional publications to (e.g.) government stakeholders are means available for dissemination.
4	ISL	Rainer Müller (mueller@isl.org); Leif Peters (peters@isl.org)		Stakeholders, the academic world and general public, WCO
5	ZLC	Ms. Carolina Ciprés, ccipres@zlc.edu.es		ZLC corporate and academic partners. Logistop member organisations: industry (manufacturing, shippers, retail, transportation in all modes, 3PL, ICT, Consultancy, etc), universities, research centres, municipalities and other stakeholders.
6	CBRA	Ms. Susan Wilander, susan@cross-border.org		Global Customs community (through WCO) ; global academic communities (through various channels)
7	GS1 GO	Shirley Arsenault, shirley@allumis.com		GS1 Members
8	IBM NL			
9	GMV			
10	INTRASOFT	Mrs. Kiouisi Vivian akrivi.kiouisi@intrasoft-intl.com Mr. Panagiotis Loukakos (panagiotis.loukakos@intrasoft-intl.com)	Disseminate a brief description and project scope at (http://www.intrasoft-intl.com/e-customs/), and via internal workshops,	Customs community part of INTRASOFT clientele and global industry part of

No	Short name	Dissemination contact person(s)	Planned dissemination activities	Target audiences (external/internal)
			publication of the project at the company newsletter (INTRABUZZ).	business network, the INTRACOM Group of companies
11	ATOS	pilar.perez@atos.net		Industry (retail, transportation, consultancy etc) and Spanish public administration
12	Descartes			
13	SWHB	Renate Bartholomaeus-Luethge, Renate.Bartholomaeus-Luethge@wuh.bremen.de		(Port) Community (in Bremen), stakeholders, general public
14	DCA			
15	HMRC			
16	KLPD	Chief Inspector Jan Malenstein – jm.klpd.eu@hotmail.com		TISPOL – AQUAPOL – RAILPOL – EUROPOL - FRONTEX
17	Portic Barca			
18	ECT			
19	DBH			
20	SEACON			
21	BAP	Mr Ronnie Brooks. Ronnie@bapgroup.ltd.uk Mr Robin Smith. robin@bapgroup.ltd.uk		UK Cargo owning community, Logistics providers.
22	K+N	Mr. Roman Balog, roman.balog@kuehne-nagel.com		Clients and Partners during participation at living labs.
23	DHL			
24	NSCE			
25	APSS	Pedro Ponte pponte@portodesetubal.pt		General Public, Port Community, Authorities and Stakeholders.
26	Portbase	h.rook@portbase.com		Business partners – various meetings / conference calls Dutch Customs

No	Short name	Dissemination contact person(s)	Planned dissemination activities	Target audiences (external/internal)
				– regular consultations WP3 & 4 meetings

6.2 Table 2. Scientific dissemination outlets

General community	Topics	Specific community	Potential outlets
Technical	Case studies (applications)	Information systems	CAISE, ECIS, other conferences (papers may lead to journal articles)
		Logic	IJCAI, ECAI, other conferences (papers may lead to journal articles)
	Service orientation	Service oriented ...	SASO, ICOSOC, ICWS, other conferences (papers may lead to journal articles), Journals: MAGS
	Formal models	Agent systems	AAMAS, COIN, IAT, other conferences (papers may lead to journal articles) Journals: JAAMAS, IJATS, JAL
		Logic	IJCAI, ECAI, DEON, other conferences (papers may lead to journal articles), Journals: JAL
Organisational	Background of single window	Practical	UN, VWL, other practitioner conferences and professional meetings
		Scientific Customs	PICARD, WCJ
		Scientific eGov	IFIP EGOV, DG.O, ECEG, ICEGOV, other conferences (papers may lead to journal articles)
	Inter-org. Information systems	Collective action	ECIS, other conferences (papers may lead to journal articles)
		Information systems	ECIS, ICIS, other conferences (papers may lead to journal articles)
		Adoption	ECIS, other

General community	Topics	Specific community	Potential outlets
			conferences (papers may lead to journal articles)
	Public-private collaboration	E-Government	GIQ, IJEGR, other journals or conferences (IFIP EGOV, DG.O)
		Public administration	EGPA, other conferences (papers may lead to journal articles)
		Information systems	ECIS, ICIS, other conferences (papers may lead to journal articles)
	Living Lab applications	Supply chains	Conferences (papers may lead to journal articles)
		Action research	Conferences (papers may lead to journal articles)
		Customs	WCJ, other relevant journals and conferences (e.g. UN, PICARD)
	Supply Chain Risk Management	Supply Chain	INFORMS, POMS, EUROMA, MSOM, other (conferences & journal papers)
	Risk Analysis	BI	INFORMS, ? (conferences & journal papers)
	Case studies	Supply Chain	INFORMS, POMS, EUROMA, MSOM, other (conferences & journal papers)

6.3 Table 3. Planned scientific publications

Article	Publication/Conference	Author/Presenter	Date
Recovery and Recycling of Containers in the Brewing Industry	Workshop on IT Innovation for Management of Global Supply Chains - 29.08.11, Delft (Netherlands)	Mario Monsreal, ZLC	29.08.2011
Visibility and Predictability in Intermodal Transports	Nofoma	Prof. Dr. Frank Arendt, Dr. Nils-Meyer-Larsen, Rainer Müller	
Visibility and Security in Intermodal Transports	ECONSHIP	Prof. Dr. Frank Arendt, Dr. Nils-Meyer-Larsen, Rainer Müller ISL	
Improving Security in Intermodal Transports	Future Security	Prof. Dr. Frank Arendt, Dr. Nils-Meyer-Larsen, Rainer Müller	
Impact of Supply Chain Visibility and	HICL	Prof. Dr. Frank Arendt, Dr. Albert Veenstra, Dr.	

Article	Publication/Conference	Author/Presenter	Date
Security on International Container Transport		Nils Meyer-Larsen, Dr. Rob Zuidwijk, Dr. Marcel van Oosterhout, Dr. Juha Hintsa, Rainer Müller, Luca Urciuoli	
Improving Security In Intermodal Chains	IAME	Prof. Dr. Frank Arendt, Dr. Nils-Meyer-Larsen, Rainer Müller	
Concepts and Architecture for large-scale Enterprise Interoperability	EI2N 2011 : 6th International Workshop on Enterprise Integration, Interoperability and Networking	Wout Hofman	

6.4 Table 4. Planned dissemination events

Type of dissemination event	Name of Conference and/or Event	Title/ description of presentation / paper/ etc.	Planned/ Actual date	Location	Size of Audience	Type of Audience
Paper presentation	Nofoma	Visibility and Predictability in Intermodal Transports (by Rainer Müller) ISL	09. – 10.06.2011	Harstad, NO	20	Academia, authorities
Paper presentation	ECONSHIP	Visibility and Security in Intermodal Transports (by Rainer Müller) ISL	22. - 24.06.2011	Chios, GR	40	Academia, authorities, industry, intl organizations
Conference	Nationale Distributiedag (NDL/HIDC)	CASSANDRA – Introduction to the project (by Albert Veenstra) TNO	23.06.2011	Breda, NL	350	Dutch logistics industry
Presentation	WCO Academy lecture	Luca Urciuoli, CBRA	04.07.2011	Brussels, BE	75	Policy makers, industry, scientific community
Conference	WITNESS-2011/ EGOV 2011	Supply chain visibility with linked open data for SC risk analysis (by Wout Hofman), Smart Trade Logistics –	28.08 - 02.09. 2011	Delft, NL	50	Academia, Research industry, Government

Type of dissemination event	Name of Conference and/or Event	Title/ description of presentation / paper/ etc.	Planned/ Actual date	Location	Size of Audience	Type of Audience
		Compliance as an opportunity (by Gerwin Zomer)TNO				
Paper presentation	Future Security	Improving Security in Intermodal Transports (by Rainer Müller) ISL	05. – 07.09.2011	Berlin, DE		Academia, authorities, industry
Paper presentation	HICL	Impact of Supply Chain Visibility and Security on International Container Transport (by Dr. Nils Meyer-Larsen) ISL	08. – 09.09.2011	Hamburg, DE		Academia, authorities, industry
Conference	PICARD 2011	CASSANDRA contributions regarding the future of customs research and education (by Toni Männistö)	14 – 16.09.2011	Geneva, CH	200	Customs, academia, intl organizations
Event	ePractice event: Effective & Efficient eGovernment Services	Simple participation and discuss with conference attendants about the project content (INTRASOFT)	15.09.2011	Brussels, BE	100	eGovernment project implementers; stakeholders in FP6 and FP7 research projects; researchers; businesses; European Commission officers; ePractice members etc.
Conference	GS1 Industry & Standards event	Overview of Cassandra Project & Role of GS1	29.09.2011	Cologne, DE	50	GS1 members

Type of dissemination event	Name of Conference and/or Event	Title/ description of presentation / paper/ etc.	Planned/ Actual date	Location	Size of Audience	Type of Audience
		– present to Transportation and Logistics Industry Engagement group (by Shirley Arsenault)				
Conference	TAPA Q4	Juha Hintsa CBRA	07.10.2011	Rome, IT	150	Industry
Presentation	Frontex conference	Luca Urciuoli, CBRA	11.10.2011	Espoo, FI	100	Policy makers, industry
Conference	European Conference on ICT for Transport Logistics		13 – 14.10.2011	Thessaloniki, GR		
Workshop	GS1 Transportation and Logistics workshop	Overview of Cassandra Project & Role of GS1 – present to Transportation and Logistics Industry Engagement group and International Seminar on RFID and IOT (by Shirley Arsenault)	17.10.2011	Taipei, TW	15	GS1 members
			19.10.2011		50	Supply chain participants
Presentation	Security user conference	Luca Urciuoli, CBRA	18.10.2011	Stockholm, SE	50	Policy makers, security and defence industry
Conference	EI2N 2011	Concepts and Architecture for large-scale Enterprise Interoperability (by Wout Hofman) TNO	19. - 20.10.2011	Hersonissos, Crete, GR		Academia, Research industry
Paper	IAME	Improving	25. –	Santiago de		Academia,

Type of dissemination event	Name of Conference and/or Event	Title/ description of presentation / paper/ etc.	Planned/ Actual date	Location	Size of Audience	Type of Audience
presentation		Security In Intermodal Chains (by Rainer Müller) ISL	28.10.2011	Chile, CL		authorities, intl organizations
Article	WCO News	WCO Picard conference calls for repositioning Customs in people's minds	28.10.2011	Brussels, BE	2000	Policy makers, industry
Presentation	3 rd NCAS conference Future of Aviation Security	Juha Hintsa, CBRA	02.11.2011	Frankfurt, DE	100	Industry, policy makers, scientific community
Conference	Descartes Evolution 2011 Global User & Partner Conference		8. – 9.11.2011	Ft. Lauderdale, USA		
Conference	CLECAT	Luca Urciuoli, CBRA	17.11.2011	Brussels, BE	120	Industry
Conference	SciTech Europe		24.11.2011	Brussels, BE		
Event	2011 World Customs and Trade Forum: Knowledge, a Catalyst for Customs Excellence	Simple participation and discuss with conference attendants about the project content (INTRASOFT)	24. – 25.11.2011	CN	Not known	Supply-Chain IT Provider; International Logistics.
Presentation	OSCE-UNECE Round Table/UNECE Inland Transport Security Forum	Juha Hintsa, CBRA	12. – 13.12.2011	Vienna, AT		
Workshop	Advanced Forum on Supply Chain Security	CBRA	30. – 31.01.2011	Brussels, BE		
Conference	3rd International		27.2. – 2.3.2012	Bremen, DE		

Type of dissemination event	Name of Conference and/or Event	Title/ description of presentation / paper/ etc.	Planned/ Actual date	Location	Size of Audience	Type of Audience
	Conference on Dynamics in Logistics (LDIC 2012)					
Conference	GS1 Global Forum	Overview of Cassandra Project & Role of GS1 – present to Transportation and Logistics Industry Engagement group and/or at General Session (by TBD)	13. – 17.02.2012	Brussels, BE	30 300	GS1 members organizations
Conference	value based modelling	To be defined	February 2012	Vienna, AT	50	Academic
Conference	GS1 Industry & Standards event	Overview of Cassandra Project & Role of GS1 – present to Transportation and Logistics Industry Engagement group (by Shirley Arsenault)	26. – 30.03.2012	Brooklyn, USA	50	GS1 members
Event	eFreight 2012		9. – 10.5.2012	Delft, NL		
Conference	4 th International Conference on Transportation and Logistics, T-LOG 2012		23. – 25.08.2012	Busan, KR		