



Proactive Enhancement
of Human Performance in Border Control

Grant agreement n° 653676

M6
Dissemination report
(June 2015 – November 2015)

Authors:

Fabio RUINI
Zanasi & Partners

Alessandro BONZIO
Zanasi & Partners

Alessandro ZANASI
Zanasi & Partners



*This project has received funding from the European Union's Horizon 2020
research and innovation programme under grant agreement No 653676.*

Deliverable information

Grant Agreement N^o. **653676**

Project acronym **BODEGA**

Project title **Human Factors in Border Control**

Project timeframe and duration **1.6.2015–31.5.2018 (36 months)**

WP **WP8** **Dissemination and Exploitation**

Task **T8.1** **Dissemination of project results**

Document **M6 dissemination report (June 2015 – November 2015)**

Status **Draft**

Version number **1.0**

Lead Contractor **Z&P**

Dissemination level **Public**

Due date **M6**

Date of submission **n/a**

Project coordinator

Name **Veikko Ikonen**

Organization **VTT Technical Research Centre of Finland**

Email **Veikko.ikonen@vtt.fi**

Tel. **+358 20 722 3351**

Postal address: **P.O. Box 1300
FIN-33101 Tampere
Finland**



Partners



ceis



No	Participant organisation name	Short Name	Country
1	VTT Technical Research Centre of Finland	VTT	Finland
2	CEA LIST	CEA	France
3	AIT Austrian Institute of Technology GmbH	AIT	Austria
4	University Of Namur	NAM	Belgium
5	Atos Spain, S.A	ATOS	Spain
6	Thales Communications & Security	TCS	France
7	European Strategic Intelligence Company	CEIS	Belgium
8	Zanasi & Partners	Z&P	Italy
9	International Union of Railways	UIC	France
10	Agenzia delle Dogane e dei Monopoli	ADM	Italy
11	Center for Security Studies – KEMEA	KEMEA	Greece
12	The Finnish Border Guard	RAJA	Finland
13	Ubium	Ubium	Finland
14	HappyWise	Happywise	Finland



Table of Contents

Deliverable information	III
Table of Contents	VI
Executive summary	VII
1. Introduction	9
2. Set up of the dissemination channels	10
2.1 Project website	10
2.2 Social media	11
2.2.1 LinkedIn	11
2.2.2 Twitter	12
3. Dissemination activities and support materials	13
3.1 Project logo	13
3.2 BODEGA newsletter	14
3.3 Presentation at eu-LISA	14
3.4 UIC eNews	15
4. Conclusion	16



Executive summary

During the first six months since the start of the BODEGA project, the consortium has defined a comprehensive strategy for the dissemination of the project's findings to the various stakeholders identified. The strategy allowed to identify several communication/dissemination channels to use for reaching in a timely and effective fashion the target audiences: a project Internet website, a presence on social media, newsletters, etc. Many of those channel have been implemented and are now ready to be used for disseminating the project's findings.



1. Introduction

This document constitutes the first of the six six-monthly reports that will be regularly produced throughout the BODEGA project in order to summarise the dissemination activities carried out in the previous six months.

The current document is articulated in two main sections:

- Set up of the dissemination channels: it describes the various channels that the consortium partners have set up for disseminating contents;
- Dissemination activities and support materials: a summary of the dissemination activities performed during the first reporting period and the dissemination support materials that the various consortium members have produced.



2. Set up of the dissemination channels

In the first six months since the start of the project, the consortium members have set up most of the communication channels foreseen by the dissemination strategy. This chapter will briefly review them.

2.1 Project website

The BODEGA project website, developed by UIC, was launched on the 24th September 2015. Its aim is to provide the general public with high-level information on the objectives of the project and to keep it updated about the activities carried out in BODEGA. The website is structured around 6 different content categories (home page/about, consortium, project structure, events, contact, members area). The website will also serve as a repository for the deliverables, the public reports and the publications resulting from the project as well as for other materials specifically crafted for dissemination purposes.

The BODEGA project website is available at the URL: <http://www.bodega-project.eu> (a screenshot can be seen in Figure 1).

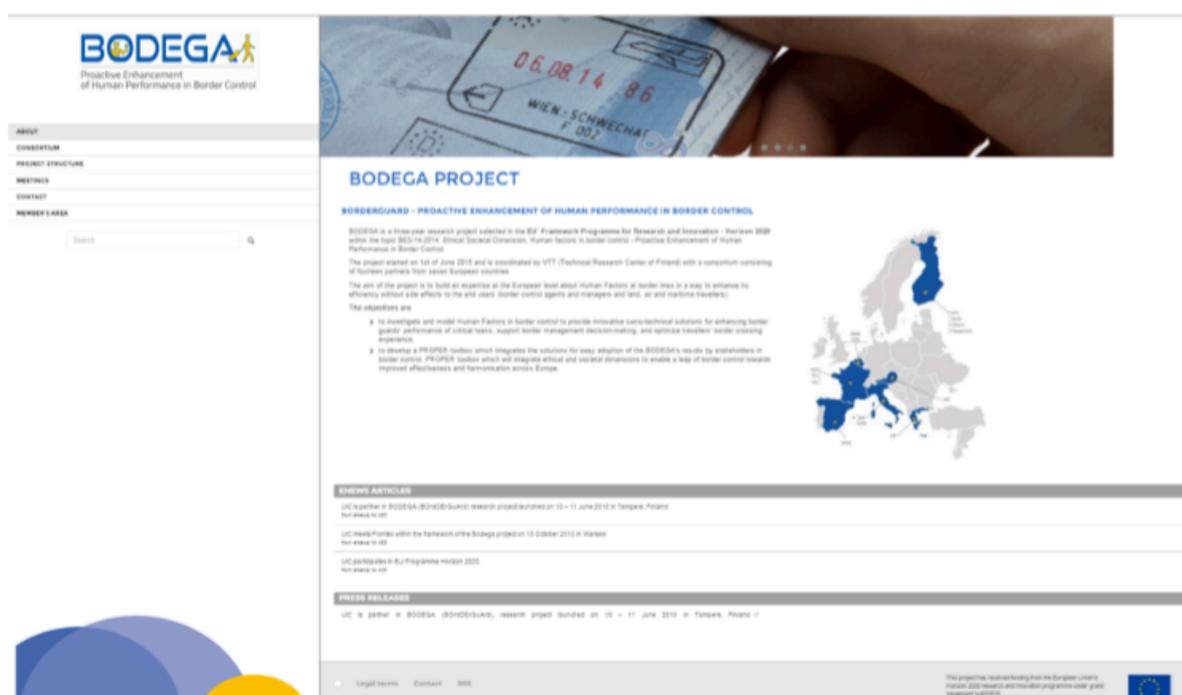


Figure 1. Home page of the BODEGA project website

The project website, its functionalities and its implementation, have been described in detail in Deliverable D8.4 (“Project website report”), submitted at M6.

Table 1 below provides statistics summarising the achievements of the BODEGA project website during the reporting period.



Table 1. BODEGA project website statistics

Metric	Performance
Number of visits per day	4
Number of visits per month	50
Percentage of new visitors	n.a.
Number of page views	n.a.
Average session duration	n.a.

Data related to traffic source, top page views and Google positioning is not available for the reporting period.

2.2 Social media

The BODEGA consortium aims to take full advantage of the benefits provided by social media in order to increase the visibility of the project and to build a community interested in human factors in border control. In particular it has been decided to focus on two social media platforms: LinkedIn and Twitter.

The overall social media strategy for the project, which is responsibility of CEIS, is the subject of Deliverable D8.6 (“Social media strategy”), due at M8, under review at the time of writing.

2.2.1 LinkedIn

The European Smarter Borders Forum (ESBF), a private LinkedIn group, was created on October 5th 2015 (see Figure 2). Objective of the ESBF is to foster exchanges of ideas among border management professionals, academics and representatives from the industry in the context of the discussions on the Smart Borders package at the EU level.

The forum aims at becoming a platform for knowledge exchange and discussions on topics pertaining to smart borders, border management decision-making processes and optimisation of travellers’ performance. It also intends to facilitate relations among European border management professionals by allowing them to share best practices as well as relevant pieces of news such as events, studies and press articles.



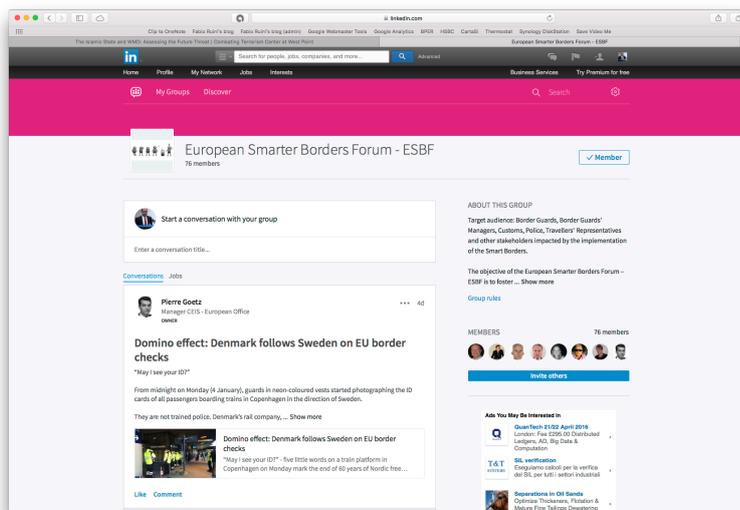


Figure 2. Home page of the European Smarter Borders Forum (ESBF) on LinkedIn

The ESBF group on LinkedIn can be accessed at the URL: <https://www.linkedin.com/groups/8414124>.

As the ESBF group was launched at the beginning of October 2015, no relevant statistics are available for the reporting period.

2.2.2 Twitter

The BODEGA consortium has decided not to create a dedicated Twitter account for the project. Conversely, the various partners will make use of their own company's Twitter accounts. This will be a force multiplier as it leverages on the high numbers of followers each consortium partner already has, without the need for dedicated efforts aimed at creating a new user base.

The consortium partners that intend to disseminate on Twitter will use a set of hashtags related to the BODEGA project and easily identifiable by the stakeholders: #BODEGA, #smartborders, #BorderControl, #BorderGuards, #HumanFactors, and #BorderTechnologies.



3. Dissemination activities and support materials

3.1 Project logo

UIC undertook the job of creating a graphical identity for the BODEGA project, with the aim of producing a design that could make the project immediately identifiable. The BODEGA logo has been produced in 4 different versions, so to better suit the different needs that will arise in the production of communication and dissemination materials. One version of the logo includes the full name of the project and has been produced both in full colour and in black & white. The same applies for an alternative version of the logo, which does not include the full name of the project.

The various versions of the logo that have been produced are shown in Table 2.

Table 2. The logo of the BODEGA project (in different versions)

Normal reproduction in colour	
Normal reproduction in black & white	
Simplified reproduction in colour	
Simplified reproduction in black & white	

The logo will be included in all the products generated in BODEGA, such as project documents, presentations, brochures, roll-ups/posters, website, give away, etc.

3.2 BODEGA newsletter

Happywise has started the drafting of the first BODEGA project newsletter, due by the end of year 1. The newsletter is intended to inform the readers about the project and the promote the various initiatives organised within that context.

The newsletter will likely be designed by using Mailerlite¹, a dedicate software tool. The consortium members will then provide to independently circulate the newsletter to their contacts.

A screenshot of an early draft version of the newsletter can be seen in Figure 3.

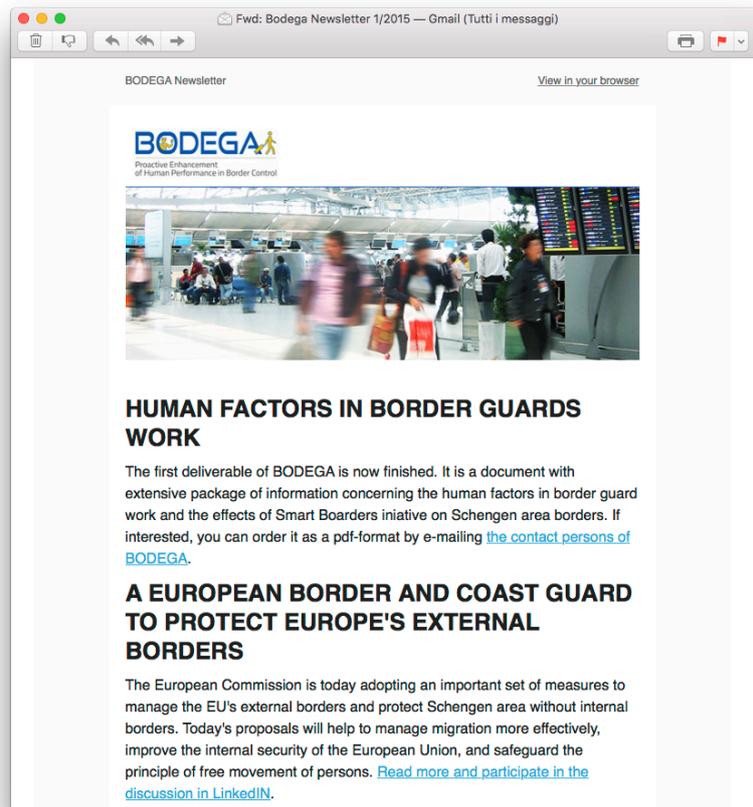


Figure 3. BODEGA newsletter 1/2015 (early draft)

3.3 Presentation at eu-LISA

Mr. Panagiotis Mertis (Hellenic Police) was invited as key-note speaker at the eu-LISA working-level conference held in Tallinn on the 8th October 2015, entitled "The future tested: towards a Smart Borders reality".

The one-day event brought together 140 delegates from European Union institutions and agencies, national authorities of EU Member States, international organisations, representatives from the academic world and other stakeholders. The conference offered the opportunity to present the BODEGA project to a large and qualified audience.

¹ <https://www.mailerlite.com>

3.4 UIC eNews

The various consortium members have extensively advertised the BODEGA project through their traditional dissemination channels.

UIC, in particular, has produced a press release dedicated to the project, as well as discussed about BODEGA in several news bulletins (“UIC eNews”). In detail:

- Press releases:
 - UIC press release 16/2015 (10/06/2015):
http://uic.org/com/IMG/pdf/press_release_bodega.pdf;
- UIC eNews:
 - UIC eNews 435 (10/02/2015):
http://uic.org/com/uic-e-news/435/article/uic-participates-in-eu-programme?page=iframe_eneews;
 - UIC eNews 453 (16/06/2015):
http://uic.org/com/uic-e-news/453/article/uic-is-partner-in-bodega?page=iframe_eneews;
 - UIC eNews 469 (20/10/2015):
http://uic.org/com/uic-e-news/469/article/uic-meets-frontex-within-the?page=iframe_eneews;
 - UIC eNews 473 (17/11/2015):
http://uic.org/com/uic-e-news/473/article/bodega-end-users-workshop-held-on?page=iframe_eneews.



4. Conclusion

The BODEGA consortium has already setup the main dissemination channels foreseen in Deliverable D6.1, produced a logo for the project and engaged in a series of dissemination activities.

The work on dissemination and communication will continue in the coming months, with the dissemination activities naturally expected to increase in frequency and intensity as the project progresses

