



PERIVALLON

Protecting the **EU**ropean territory from organised **enV**ironmental crime through **intell**igent threat detection **ON** tools

D7.1 - Plan for dissemination and exploitation including communication activities, and project website

WP7 - Impact Creation and Outreach



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PERIVALLON

PERIVALLON aims to provide an improved and comprehensive intelligence picture of organised environmental crime and develop effective and efficient tools and solutions for detecting and preventing such types of criminal activities and for assessing their environmental impact based on geospatial intelligence, remote sensing, scanning, online monitoring, analysis, correlation, risk assessment, and predictive analytics technologies, by leveraging the latest advancements in Artificial Intelligence (AI) in the fields of computer vision and multimodal analytics. As a result, enhanced investigation processes and methodologies will be derived through the capabilities provided by the developed tools and solutions, and the insights obtained through the proposed Environmental Crime Observatory.

The capacity of end users (including Police Authorities and Border Guards) will also be improved and will enable them to tackle such criminal activities in an effective manner based on advanced tools and solutions and also on the innovative training curricula developed using physical and/or digital twins of relevant environmental crime scenarios. Moreover, improved international cooperation will be facilitated through improved data sharing enabled by blockchain technologies, while improved regulation shaping and tuning will be supported through relevant policy recommendations.

PERIVALLON will be validated in field tests and demonstrations in four operational use cases. Extensive training, hands-on experience, joint exercises, and training material will boost the uptake of PERIVALLON tools and technologies. With a Consortium 5 Police and Border Guard Authorities, 3 authorities related to environmental protection, 6 Research/Academic institutions, 8 industry partners (including seven SMEs), one EU Agency, and one Foundation, PERIVALLON delivers a strong representation of the challenges, requirements and tools to meet its objectives.

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Executive summary

This document serves as a guideline for the dissemination and communication activities that will be conducted by all partners during the lifespan of PERIVALLON, also including an initial exploitation plan per partner based on the foreseen exploitable results.

More specifically, the deliverable includes the initial communication and dissemination plan along with the overall strategy dedicated to promoting project results, as well as engaging relevant stakeholders. This way, a greater visibility is ensured. Via this deliverable, partners are presented with all necessary information for promoting the project and maximizing its impact.

The aim of the PERIVALLON dissemination and communication plan is to create strong awareness of the project and its results, as well as to ensure that the knowledge and information gained can be made available to multiple target audiences at national, European, and global levels. Partners are committed to using their expertise and their long-standing experience in EU-funded projects, to contribute to the communication and dissemination activities, over the project duration. Considering the consortium's experience, it is expected that the project will have the critical mass to create a significant impact.

Moreover, the document includes the initial PERIVALLON exploitation plan. It identifies the exploitable assets and the appropriate targets for exploiting the output and include measures on how to build upon and re-use the advances achieved. The exploitation plan will be further developed and clarified in the upcoming months in accordance with the progress of the project activities.

DRAXIS, as Work Package 7 (WP7) leader, developed the strategic approach that is presented in this document. The most appropriate and promising methods and techniques for dissemination, communication and exploitation activities have been identified based on the characteristics of various stakeholders for the project. Moreover, all partners may use all the dissemination and communication tools and procedures presented in this document to reach the various target audiences and stakeholders. Through these activities, they will ensure stakeholders' involvement in the project and raise awareness on the project's objectives and results. The current plan constitutes a living document responding to new developments and opportunities and therefore could be updated if the partners deem it necessary.

Acronyms

| Acronym | Full name |
|---------|------------------------------------|
| AI | Artificial Intelligence |
| CA | Consortium Agreement |
| D | Deliverable |
| DoA | Description of Action |
| EC | European Commission |
| EU | European Union |
| GA | Grant Agreement |
| HP | Hellenic Police |
| IP | Intellectual Property |
| IPR | Intellectual Property Rights |
| KER | Key Exploitable Result |
| KR | Key Result |
| LEAs | Law Enforcement Agencies |
| Mx | Month x(number) |
| NGOs | Non-governmental organisations |
| PSO | Project Security Officer |
| PUC | Pilot Use Case |
| SAB | Security Advisory Board |
| SMEs | Small and medium enterprises |
| Tx | Task x(number) |
| R&I | Research and Innovation activities |
| WP | Work package |

1 Introduction

1.1 Purpose of the document

The purpose of this document is to establish the initial dissemination, communication, and exploitation plan of PERIVALLON project. It includes all the relevant information to facilitate the execution and control of the different tasks and opportunities of the activities related to dissemination and exploitation of the project and the activities performed the first six months [(M6) (December 2022- May 2023)] of the project. Furthermore, it describes the main dissemination and communication tools and channels, the monitoring procedures, the communication policies, and other essential information needed to facilitate the cooperation and exchange of information among partners in an efficient and agile manner.

1.2 Scope of the document

The results of PERIVALLON will be disseminated throughout its whole lifespan according to the current plan developed for this purpose. This document provides the aforementioned plan of all the dissemination, communication and exploitation activities which will be conducted in the initial phase of the project (until M24- when the initial report on these will be delivered), and which target to increase its visibility to stakeholders and the general public. It should be noted that all partners involved in PERIVALLON will collaborate and put significant effort into these activities to be deemed successful.

1.3 Structure of the document

This document, representing D7.1, is organised according to the following structure:

-  Section 1 -Introduction: it describes the purpose, the scope of the document and its structure.
-  Section 2 -Dissemination and Communication Plan: it includes the objectives of the plan, the identification of target stakeholders and audience, the dissemination activities and the tools that will be utilized. Moreover, it presents the external and internal communication activities of the project.
-  Section 3 - Exploitation Plan: it encloses the initial exploitation plan, the individual exploitation plans and the key exploitable results (KERs) of the project.
-  Section 4 -Dissemination, Communication and Exploitation Time Plan.
-  Section 5 -Monitoring and Evaluation of the Dissemination, Communication and Exploitation Activities.
-  Section 6 –Conclusions, including the summary and future work and recommendations.

Deliverable 7.1 (D7.1) constitutes a living document aiming to respond to new developments and opportunities. Therefore, updates of the dissemination and communication plan will be conducted during the implementation process of the project by the consortium of PERIVALLON. Deliverables D7.2 “Initial report on dissemination, communication, collaboration, market analysis, exploitation, impact pathways assessment, and policy recommendations” (M24, November 2024) and D7.3 “Final report on dissemination, communication, collaboration, market analysis, exploitation, impact pathways assessment, and policy recommendations ” (M36,November 2025) will provide more detailed information about all the activities which will be implemented until the middle and the end of the project, respectively.

2 Dissemination and Communication Plan

2.1 Dissemination and Communication Objectives

Dissemination is defined as the process of using the right channels and tools to promote the results of a project to each group of potential stakeholders, such as policymakers, border guards, national and regional authorities, the media, small and medium enterprises (SMEs), researchers, the general public, etc. A dissemination plan includes the dissemination activities that are to be conducted in this project.¹

Dissemination activities are an essential part of a project, and this is why it is important to ensure their successful implementation. Therefore, there are certain principles they should be complying to and include the following:

-  Finding the right messages to attract stakeholders and using the appropriate channels to disseminate the project to them.
-  Correlating every available means to promote and present the results of a project.
-  Including a variety of dissemination channels and tools (e.g., social media, website, brochures, (virtual) conferences and meetings).
-  Ensuring that the disseminated product/result is comprehensible and precise.

Dissemination activities will be conducted during the lifespan of PERIVALLON to maximise the impact of the project results. Such activities will support all work packages (WPs), increasing the visibility of the project, its innovation potential, and the business opportunities it will offer. PERIVALLON gives special attention to the identification of the target audiences and stakeholders who will benefit the most from the project findings.

Therefore, the PERIVALLON dissemination plan will allow to not only identify the target audiences and determine the dissemination tools, but also evaluate the anticipated impact and identify the exploitation potential and sustainability of the project outcomes. This guarantees the capability of correcting, enhancing, and revising the dissemination strategy, so as to deal efficiently with issues concerning the realisation of the expected impact. All partners will contribute via the channels that are most appropriate to their business sector or research area.

Tailored dissemination activities will be designed to make the project results visible and accessible to the different categories of target stakeholders. The main objectives of the initial dissemination plan are to:

-  Identify target audiences, messages, tools, and channels.
-  Design dissemination tools to ensure the maximum visibility of the project.
-  Distribute dissemination material through any appropriate means to promote PERIVALLON to all interested stakeholders.

¹ European Commission, (2021). What is the difference between dissemination, exploitation and communication? Available at: <https://ec.europa.eu/info/fundingtenders/opportunities/portal/screen/support/faq/933> [Accessed 14.03.23]

-  Provide accessibility to PERIVALLON’s outcomes throughout the lifespan of the project.
-  Ensure the long-lasting visibility of the project activities and results.

Communication² is defined as the activities that include both project results and the project in general, in comparison to dissemination which only includes the former. Communication activities aim to present the project to a wider audience, including the media and general public, and encourage people’s engagement with the project.

In general, the communication plan of PERIVALLON aims to:

-  Increase public awareness and secure maximum visibility of the project.
-  Enhance engagement of the project with stakeholders, other projects and the general public.
-  Support partners in all communication activities.

2.2 Dissemination and communication management procedures

2.2.1 Dissemination and communication requirements

In general, the dissemination and communication activities shall be governed by Article 17 of the Grant Agreement. Specifically, partners should include the European Union (EU) emblem, acknowledgement of EU co-funding (funding statement), and disclaimers.

The emblem of the EU (**Figure 1**) can be found on the EU website, and more specifically in the following link: https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en



Figure 1 EU funding emblem

The following disclaimer should be used in any communication or dissemination activity related to the project:

"Co-Funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them."

² European Commission, (2021). What is the difference between dissemination, exploitation and communication? Available at: <https://ec.europa.eu/info/fundingtenders/opportunities/portal/screen/support/faq/933> [Accessed 14.03.23]

2.2.2 Dissemination and communication management

The initial guidelines were introduced in the D1.1 Project Management and Quality Assurance Handbook. It is important to clarify further the procedure that should be followed by the consortium regarding the dissemination and communication activities. As described in D1.1, the Press Office is the board responsible for the planning and execution of the communication and dissemination activities within PERIVALLON, where the Press Officer will be responsible for the revision of the main communication and dissemination elements to ensure the general guidelines are properly followed. The list of members of the board is presented in the following table:

Table 1 Press Office Members

| Name | Entity | Role in the Project |
|----------------------|--------|-----------------------------------------------------------------------------|
| Dafni Delioglani | DRAXIS | Chair and Press Office Responsible, Dissemination and Communication Manager |
| Eduardo Villamor | ETRA | Project Coordinator |
| Theodora Tsikrika | CERTH | Scientific and Technical Manager |
| Mariana Risetto | UNIVIE | Ethics Manager |
| Efstathios Skarlatos | KEMEA | Security Monitoring Responsible |
| Christina Dolianidi | DRAXIS | Website/social networks admin |

Management Procedure for:

Dissemination and communication materials:

During the implementation of the project several materials will be produced (leaflet, banners, promotional videos etc.). DRAXIS – the partner responsible for the development of these- should send the draft version to the Press Office mailing list (press@mailinglist.perivallon-he.eu) and WP7 mailing list (wp7@mailinglist.perivallon-he.eu) and the aforementioned should provide their feedback and comments within one week.

→ If there is no objection after one week, the materials can be distributed to partners via Alfresco and published.

→ If there are comments, the required modifications should be implemented before the publication of the final version. If disputes arise, the Press Office is responsible to express the final decision

Partners who develop relevant materials for specific use – for instance, a banner or a poster for a workshop etc., should follow the Dissemination and communication requirements as described in section 2.2.1.

 Press releases, newsletters:

DRAXIS is responsible for moderating the publication of press releases and newsletters. All partners are encouraged to contribute to this effort, yet it is not mandatory. DRAXIS might ask partners to undertake to publish a press release or a newsletter, with a notice of three weeks, in order to disseminate, for instance, an achievement or progress related to their task etc.

Partners should send the proposed content to the Press Office mailing list and WP7 mailing and the aforementioned should provide their feedback and comments within one week. If there is no objection after one week, partners may proceed to the publication.

 Blog posts:

Table 2 presents the allocated months per partner to prepare a blog post, from M6 (May 2023) to M36 (November 2025). The blog post will be published in PERIVALLON’s website and disseminated in the social media accounts of the project. DRAXIS will circulate a document in Alfresco and the partners should declare their topic of interest to facilitate the planning and avoid overlapping.

By the 15th of the previous month, DRAXIS will contact the partner responsible for the blog post of the upcoming month to confirm that the topic chosen is aligned with the project’s progress. The partner responsible for each blog post should submit it to the Press Office and WP7 mailing list for review by the 15th of the month. The aforementioned should provide their feedback and comments within one week. If there is no objection after one week, partners may proceed to the publication.

Table 2 Blog post timetable

| M6 | M7 | M8 | M9 | M10 | M11 | M12 | M13 | M14 | M15 |
|------|-------|--------|-------|--------|--------|------|-------|-----|------|
| ETRA | CERTH | POLIMI | KEMEA | UNIVIE | DRAXIS | SMOB | DYLOG | MT | SAFE |

| M16 | M17 | M18 | M19 | M20 | M21 | M22 | M23 | M24 | M25 |
|---------|------|------|---------|--------|-----|-------|--------|-----|-----|
| CENTRIC | ARPA | MOEE | BayHfoD | SATCEN | DWG | CERTH | DRAXIS | RBP | HP |

| M26 | M27 | M28 | M29 | M30 | M31 | M32 | M33 | M34 | M35 | M36 |
|-----|-----|-----|-----|------|-------|--------|-------|--------|--------|------|
| SAH | RAD | IGP | TMR | ETRA | CERTH | POLIMI | KEMEA | UNIVIE | DRAXIS | SMOB |

 Scientific Publications:

The procedure described in the D.1.1 Project Management and Quality Assurance Handbook is valid. Specifically, prior notice of any planned publication shall be given to the other partners (using the Press Office and WP7 mailing list) **at least 45 days before the final/official publication**. Any objection to the

planned publication shall be made in written notice to the Project Coordinator and to the partner/s proposing the dissemination within **30 days after receipt of the notice**.

→ If no objection is made within the time limit stated above, publication is permitted.

→ If an objection is raised, the involved partners shall discuss how to overcome the justified grounds for the objection per case (for example by amendment to the planned publication and/or by protecting information before publication) and the objecting partners shall not unreasonably continue the opposition if appropriate measures are taken following the discussion. The objecting partner can request a publication delay of not more than 90 days from the time it raises such an objection. After 90 calendar days the publication is permitted, provided that the objections of the objecting partner have been addressed.

 Communication on social media:

DRAXIS is responsible for updating the content of the social media accounts (LinkedIn, Twitter, YouTube channel) of PERIVALLON. Partners are encouraged to provide input and content to DRAXIS for the posts, but also to communicate in their own accounts PERIVALLON's activities. All partners should follow the procedure as described in the D1.1. Specifically, all posts should comply with the following indications before proceeding with its publication:

→ It does not contain any actual content that could raise criticism.

→ It does not include personal data and especially personal data from LEA officers (e.g. faces and names) that can be tracked to the specific location and time of the event (unless the event has already taken place). An indicative example to avoid: "I am ready to present #PERIVALLON project at the #CERIS conference. Stay tuned! #HEurope #EnvironmentalCrime".

In case that the partner's post contains content related to a specific task or activity of PERIVALLON and not information formatted by the consortium, it should be sent first to the Press Officer's approval mailing list for possible objection or moderation. The partner should allow at least 24 hours for any reaction before posting it. Example: "#PERIVALLON is about "XYZ" and uses "the X type of technology" to prevent and detection organised environmental crime in Europe. #HEurope".

Since this example contains actual content/information about the approach or purpose of PERIVALLON, it is recommended to first ask for the post to be approved. It is also recommended to send a draft of such posts to the Press Office before the event, considering the procedure described, so that the post can be published during the event.

For events organised by the project, the Press Officer will liaise with the rest of the Press Office members to provide pre-defined post content that can be used by all partners to disseminate the event.

KEMEA, as Security Monitoring Responsible of the Press Office, will liaise with the Security Advisory Board (SAB) and PSO (Project Security Officer) should the need arise to further evaluate the sensitivity of scientific publications, press releases and newsletters. In general, the dissemination and communication activities should avoid targeting people, sites, and personal mails within the consortium.

2.3 Target Audience

Identification of the target stakeholders of a project plays a crucial role in achieving the maximum impact of its dissemination. Dissemination activities are closely related to the characteristics of the different target groups, since the most suitable channels that can be used to conduct them depend on these characteristics.

The target audiences of PERIVALLON were identified early on the project and they are included in the GA. Apart from the general public, the European Commission (EC) and its relevant agencies, the target audiences of the project consist of the following groups:

-  Police, Border Guards, and Custom Authorities, as well as security practitioners tasked with tackling organised environmental crime that will benefit from the improved PERIVALLON innovative tools and solutions that will increase their capacity building to be further reinforced by extensive training.
-  National/Regional Environmental Agencies, Inspection Authorities, Sanitary Bodies responsible for protecting the natural environment that will benefit from the advanced technologies developed by PERIVALLON regarding the monitoring of the land and water areas under their mandate through advanced geospatial intelligence solutions.
-  International organisations that facilitate international Police and/or Border Guard cooperation and crime control (such as INTERPOL and FRONTEX) that will benefit from the improved solution for detecting and preventing transnational environmental crime activities, as well as by the international cooperation through improved data sharing.
-  Police academies preparing recruits for law enforcement that will benefit from the innovative curricula developed as part of the training exercises.
-  Scientific community that will benefit from significant advancements in several fields including geospatial intelligence, remote sensing, AI-based multimodal analytics, and risk assessment models.
-  Technology providers interested in technologies as means of innovation, business development, or economies of scale that will benefit from the advancements in the developed digital technologies and their integration in a platform capable of handling big heterogeneous data.
-  Policy makers, legislative authorities and environmental NGOs (non-governmental organisations) that will benefit from the findings and recommendations provided through the Environmental Crime Observatory.

2.4 Language

The main language of the PERIVALLON project is English since it is the most used language in the world and will allow the effective dissemination of the project and its results to a wider audience. Thus, all dissemination activities will be conducted in English, but when local dissemination of the project occurs, the native language of the respective partner will be used. Press releases are an indicative example since they will be translated into the respective language of each partner. For this purpose, a list for the responsible partners to translate the dissemination materials to the partners' native languages is presented in the [Table 3](#). This procedure was followed for the translation of the first press release of PERIVALLON project. The translated materials will be uploaded in specific folder in Alfresco that will be indicated by DRAXIS when the partners will be asked to contribute to translation.

Table 3 Translation list

| LANGUAGE | PARTNER |
|----------|------------------|
| Spanish | ETRA |
| Greek | DRAXIS |
| Italian | POLIMI |
| German | BayHfoD |
| Romanian | RAD |
| Swedish | SPA |
| Moldovan | IGP |
| Israeli | TAMAR |
| Dutch | DWG |
| Estonian | SAHER |
| English | PROJECT LANGUAGE |

2.5 Visual Project Identity

The project’s visual identity aspires to facilitate dissemination activities and ensure consistency in the communication of PERIVALLON’s concept, objectives, and results. The logo, the colour palette, the project templates, as well as the social media banners and the press kit were designed to be distributed to all partners and be used by them throughout the lifespan of the project.

2.5.1 Project Logo

From the beginning of the project several draft logos were created and shared with the consortium to co-decide the final version.



Figure 2 Draft Project Logos

The final project logo is depicted in [Figure 3](#). The logo includes the acronym of the project, and it is based on the color palette of the project. It aims to capture the objectives of PERIVALLON, which as mentioned above is to provide an improved and comprehensive intelligence picture of organised environmental crime and develop effective and efficient tools and solutions for detecting and preventing it.



Figure 3 PERIVALLON Logo

The logo will play an essential role in the visual identity of the project. It will be reflected in all external publicity activities, such as materials, participation in events etc., as it is the main visual messenger of the project and facilitates the project to be instantly recognized by external stakeholders. The logo was uploaded to the project’s document repository – Alfresco - to be easily accessible by all partners.

In addition, a white logo was designed as shown in **Figure 4** and a logo with white icon as shown in **Figure 5**. Partners should determine when and where it is appropriate to use each logo, but they should always ensure that they use the right size and resolution for their activities. Moreover, the logo should not be altered in any way.



Figure 4 PERIVALLON white logo



Figure 5 PERIVALLON logo_ white icon

2.5.2 Colour Palette

It is evident that colours increase the recognition of a project and a brand in general. Based on CCICOLOR, the average person makes a subconscious judgment about a product within the first 90 seconds based on colour alone.³ For this reason, the consortium of PERIVALLON took under consideration the colour identity of the project. Furthermore, inclusivity is reflected on it, since research was conducted to identify colours that are accessible to all and thus decided upon the following 5-colour-palette:

³ COLORCOM, Why Color Matters (2019), <https://www.colorcom.com/research/why-color-matters>

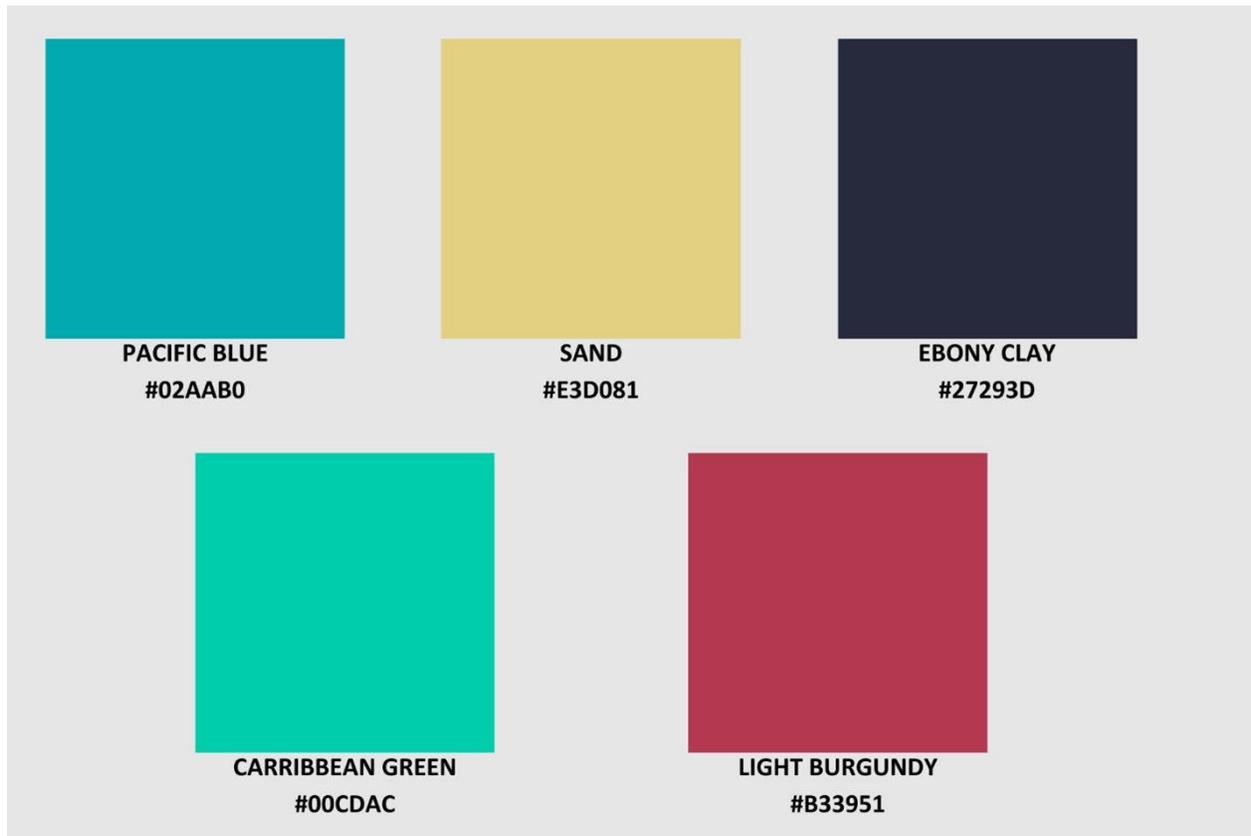


Figure 6 PERIVALLON's Color Palette

- Pacific Blue, #02AAB0 (2,170,176)
- Sand, #E3D081 (227,208,129)
- Ebony Clay, #27293D (39,41,61)
- Caribbean Green, #00CDAC (0,205,172)
- Light Burgundy, #B33951 (179,57,81)

The colour palette -**Figure 6**- was selected to catch people’s attention and radiate vividness, optimism, and trustworthiness. It is meant to give brightness and sprightliness to the project. This colour palette will be used for all purposes relevant to the project, from dissemination materials to project deliverables.

2.5.3 Project Templates

To ensure that the visual identity of the project throughout its lifespan is consistent, a set of templates were designed, which were shared among partners via Alfresco.

The set of templates includes the following:

-  Deliverable template
-  PowerPoint presentation template
-  Press release template
-  Blog post template
-  General use template

2.5.3.1 Deliverable template

The template that will be used for all deliverables consists of a front page, that includes the date, the full title of the project, the title of the deliverable, the title of the work package, as well as the project reference number, the deliverable version date and number, the lead partner organisation, the dissemination level, and the European Union (EU) emblem along with the specified statement of the project. The second page contains the disclaimer, and the copyright message.

A table of contents, figures and tables, the executive summary of the deliverable as well as a table describing all document acronyms are available. Moreover, the template contains a description of the PERIVALLON project and a table with all document information that should be filled in. Furthermore, there is a table with the document history, the version log. Lastly, the template contains all guidelines that should be followed when providing references. More specifically, there are instructions regarding cite references from books, chapters in edited books, print journal articles found on a database or on printed newspaper articles, websites, eBooks and PDFs.

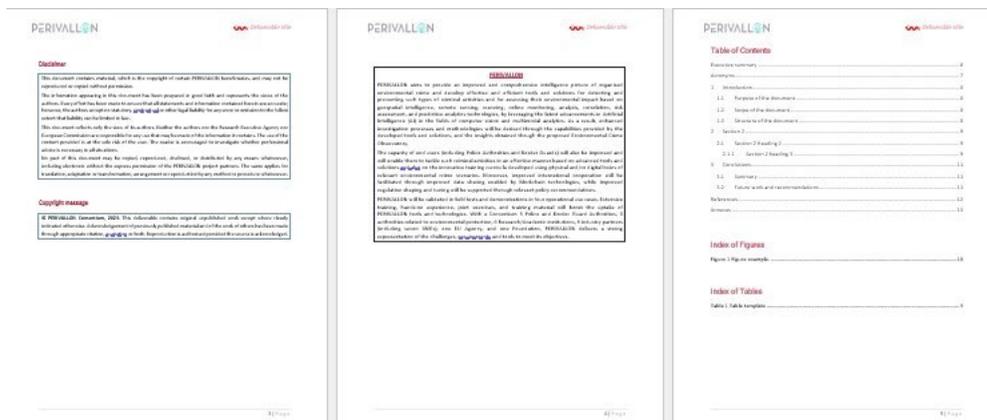


Figure 7 Deliverable Template

2.5.3.2 PowerPoint presentation template

For presentations, a PowerPoint template was designed to reflect the visual identity guidelines. It was shared in the Alfresco with all partners to be used for any internal and/or external communication. The first slide of the presentation is illustrated in Figure 8.



Figure 8 PowerPoint Presentation Template

2.5.3.3 Press Release template

A press release template was designed and distributed to all partners via Alfresco. The scope of this template is to use a uniform version of the newsletters that will be produced during the project and ensure that the presence of the PERIVALLON project will be coherent in all media, websites, etc. **Figure 9** shows the template.

Figure 9 Press Release Template

2.5.3.4 Blog post template

On [PERIVALLON's website](#), there is a special page dedicated to the blog -named blog- to inform visitors on topics relevant to the project. Blog posts constitute informative articles that are written in simple language and intent to enrich the content of the website. The blog will be fed with posts which will be prepared by a different partner each month, starting from month six., as referred in **Table 2 Blog post timetable**. In this manner, the users will have access to a wider range of topics relied on the various fields of expertise of the partners. Below is presented the template.

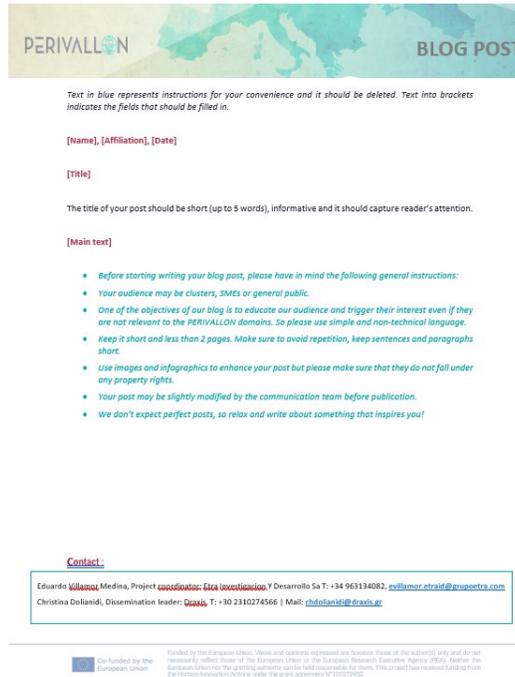


Figure 10 Blog Post Template

2.5.3.5 General use template

A template for general use was created to be utilized within the project's activities.

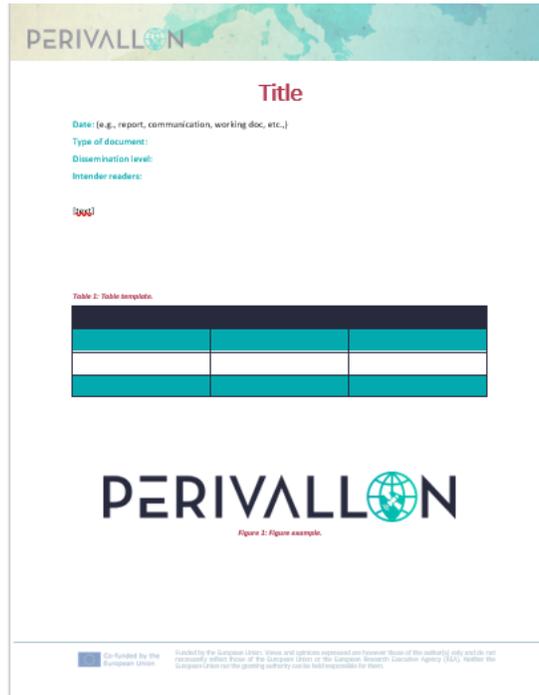


Figure 11 General use template

2.5.4 Project banner

In the second month of the project, a banner was created for usage on PERIVALLON’s social media accounts (Twitter, LinkedIn) to catch the attention of stakeholders and other people who may happen to stumble upon the project. The banner is compliant to the visual identity of the project and aims to represent the main objective of PERIVALLON. The main goal of the banner is to become the first point someone notices when they enter PERIVALLON’s social media accounts. Therefore, it is essential for the banner to capture the visitor’s interest in mere seconds and encourage them to stay on the pages for further browsing. Therefore, the banner needs to be characterized by its uniqueness and appeal to viewers. It is designed according to PERIVALLON’s color palette and displays the main concept of the project.

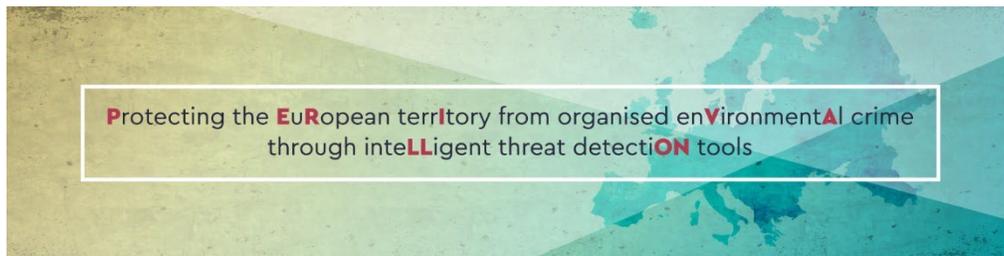


Figure 12 Project banner for social media accounts

2.6 Dissemination and Communication channels

Dissemination and communication activities will be implemented through a great variety of channels and tools, which will be selected according to the preferences and maximum expected impact of each target audience. In particular, the PERIVALLON consortium will take into account people’s knowledge of technological means and their technical skills, as well as their interests, i.e. younger audiences are more likely to be attached to their phones and use social media channels than older people.⁴

The main channels that will be used for the dissemination and communication of the project are:

-  Project website: a project website was developed in the third month of PERIVALLON aiming to provide access to information relevant to the project. The website was designed by DRAXIS, who will be updating it twice a month to inform stakeholders about the progress of the project.
-  Social Media Presence: the Twitter and LinkedIn platforms will play an essential role in the dissemination of PERIVALLON and for this reason project accounts on both social media channels have already been created. In addition, a YouTube channel dedicated to PERIVALLON will be created by M10 to host the videos that will be produced in the lifespan of the project.
-  Press Kit: a poster, a brochure and a banner were also prepared, including the main information of PERIVALLON. The press kit will be distributed in printed forms at every given opportunity and will also be available on the website of the project.

⁴ Smith, A., Anderson, M. (2018). Social Media Use in 2018. Pew Research Center. Available at: <https://www.pewresearch.org/internet/2018/03/01/social-media-use-in-2018/> [Accessed 02.04.23]

- 🌐 Newsletter: stakeholders can stay updated about the project results and relevant news by registering to PERIVALLON's newsletter. Every month the subscribed audience will receive an informative e-mail regarding the new blog post of the project and other news related to PERIVALLON.
- 🌐 Conferences, workshops and Networking activities: the partners plan to participate in several events, as well as organize themselves such events.
- 🌐 Publications: several publications at peer reviewed journals will be produced throughout the lifespan of PERIVALLON.

2.6.1 Project website

The website of the PERIVALLON project constitutes one of the main publicity channels of the project. It allows stakeholders to be updated on the progress of the project, its outcomes, and its results. A part of the PERIVALLON website is depicted in **Figure 13**, while the website can be reached via the following link: <https://perivallon-he.eu/>

2.6.1.1 Website Structure

The PERIVALLON website consists of the following pages:

- 🌐 [Home](#)
- 🌐 [About](#)
- 🌐 Library
 - [Deliverables](#)
 - [Publications](#)
 - [Communication kit](#)
- 🌐 Pilots
 - [Illegal waste disposal detection](#)
 - [Intentional dumping of polluting substances in land and water](#)
 - [Transnational illegal trafficking of waste electronic and electrical equipment](#)
 - [Illegal trade in ozone-depleting substances & HFCs](#)
- 🌐 [Consortium](#)
- 🌐 [News & Events](#)
- 🌐 Blog page
- 🌐 [Contact](#)

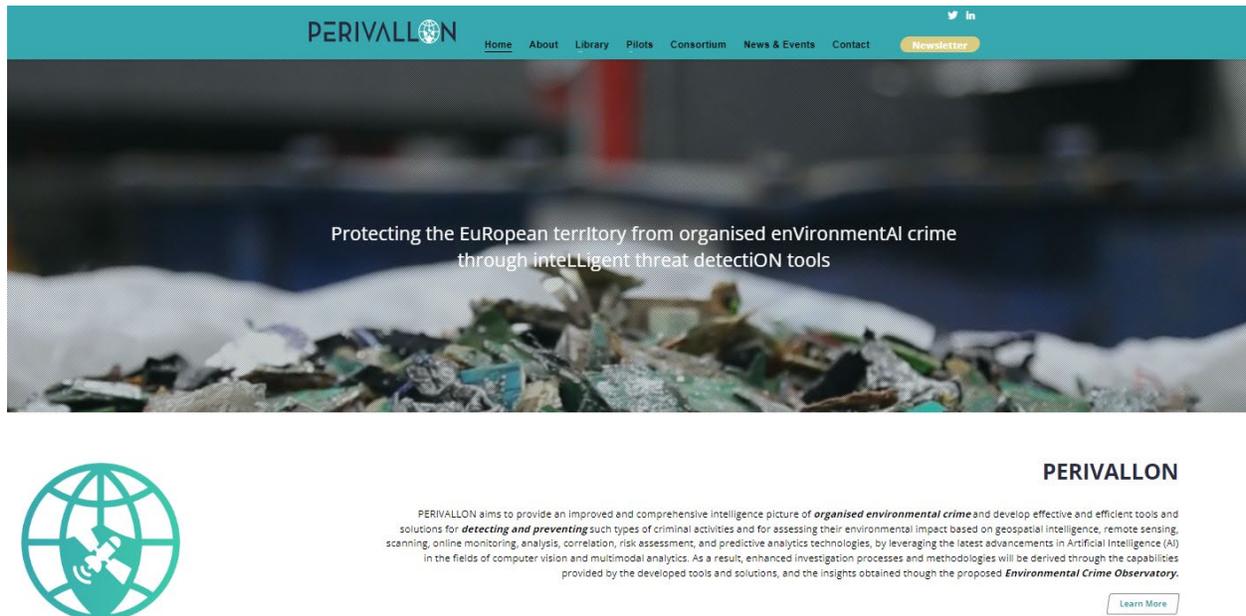


Figure 13 PERIVALLON website

2.6.1.2 Website Content

PERIVALLON’s website aims to provide information about the progress and results of the project. Therefore, it will be updated regularly. This communication tool is one of the most important features of the project, with the objective to successfully promote PERIVALLON to target audiences and stakeholders.

The website’s structure allows visitors to be informed about the project’s objectives, consortium, upcoming activities, and the ongoing progress. Furthermore, the visitors have the chance to access all public deliverables and documents of the project, as well as other dissemination material that will be developed during the project. Moreover, the website provides relevant information, such as news and events, to encourage stakeholders’ engagement. The content of the website will be continuously updated by DRAXIS. All partners are encouraged to feed the website with material related to their project tasks. The blog page of the website will be updated every month as mentioned above.

2.6.2 Social Media Presence

Social Media will play a key role in the dissemination process of PERIVALLON. From the second month of the project, a Twitter and a LinkedIn account were created and shared to the public in an effort to raise awareness, increase visibility and interaction with contacts and receive useful inputs from stakeholders.

In addition, a social media strategy was developed to maximize impact deriving from the project. The PERIVALLON social media accounts will be updated weekly by DRAXIS, but new posts may be added more regularly depending on partners’ judgement. These posts will include content regarding innovations on the field of organized environmental crime, information about events the partners may organise or participate in, relevant initiatives, etc. Even though DRAXIS is the administrator of these social accounts, all partners are encouraged to share with DRAXIS interesting content to be published. The main goal of

these posts will be to gain attention from key stakeholders, as well as to extend the outreach of the project to additional potential stakeholders.

Moreover, DRAXIS will be using relevant hashtags in every post, which will contribute to reaching specific target groups and identifying key concepts. The following table presents the main hashtags to be used and the relevant justification in alphabetical order.

Table 4 Hashtags

| Hashtag | Justification |
|-------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| #artificialIntelligence & #AI | For users interested in searching posts relevant to Artificial Intelligence. |
| <i>#environment</i> | For users interested in environmental related issues. |
| <i>#environmentalcrime</i> | For users keen on environmental crime topics. |
| <i>#horizoneurope</i> | For users interested in searching projects funded by the European Union’s Horizon Europe Research and Innovation Programme. |

It should also be pointed out that the social media accounts of the project will follow relevant initiatives and accounts that may act as ambassadors of PERIVALLON in social media and consequently contribute to its dissemination. In addition, specific accounts from the EC will be tagged in the posts when important news is announced. For instance, the account of European Research Executive Agency, European Institute of Innovation and Technology, EU Institute for Security Studies, European Climate, Infrastructure and Environment Executive Agency.

2.6.2.1 Twitter

The Twitter account of PERIVALLON is available in this link: https://twitter.com/PERIVALLON_HE



Figure 14 Twitter account

2.6.2.2 LinkedIn

The LinkedIn account of the project is available in the following link:

<https://www.linkedin.com/company/88463557/admin/>

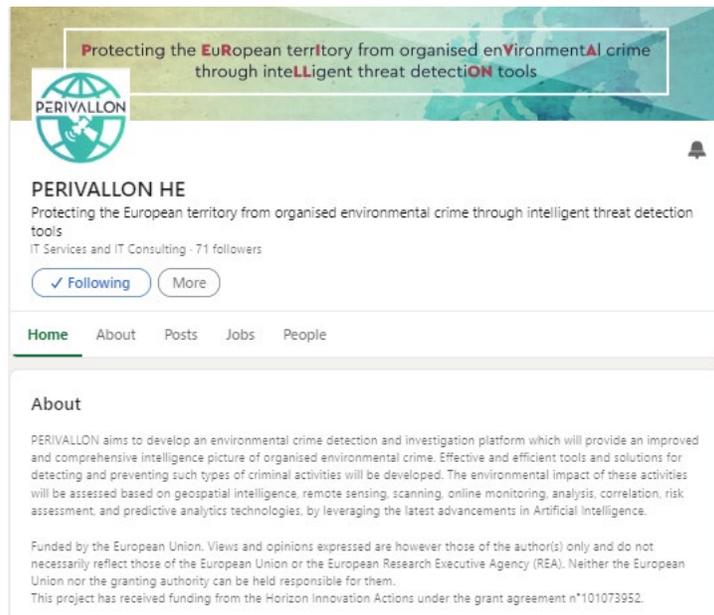


Figure 15 LinkedIn account

2.7 Dissemination and Communication tools

2.7.1 Press Kit

A press kit has been developed and distributed to all partners by DRAXIS with the aim of using it through a variety of mass media channels. It includes information about the project through a Brochure, a Roll-up banner, and a Poster. PERIVALLON’s consortium decided to prepare different types of promotional material aiming to reach all target audiences. The press kit will be distributed to stakeholders in digital form, as well as in printed copies if needed. As partners will certainly aim to reduce the environmental impact of the project and for this reason printed copies will be limited and will only be provided if needed.

2.7.1.1 Poster

A poster constitutes a single piece of paper aiming to catch the attention of the general public and provide information and spread awareness about a project. Posters can be used in different occasions for different purposes. For example, they can be advertising posters aiming to promote the project and draw the general public’s attention, or they can be informative and used to educate and influence individuals about the project. The latter ones mainly target stakeholders who could benefit from the results and findings of this project.

The first poster of PERIVALLON falls into the category of advertising posters and includes essential information about PERIVALLON, such as the title, a short summary, and where the proposed solutions of the project will be pilot tested. In addition, the partners’ logos and the EU emblem are also displayed. The poster can be used in any event the consortium organizes or takes part in with the aim of successfully advertising the project by bringing attention to it. There is also the possibility that the partners will participate in events where specific posters may need to be prepared and DRAXIS can support them in their preparation.

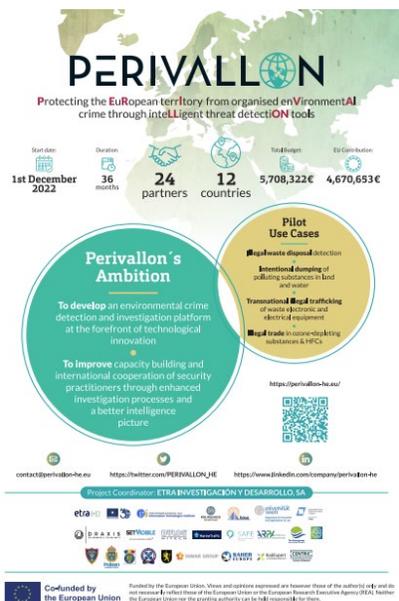


Figure 16 PERIVALLON poster

2.7.1.2 Brochure

A simple and catchy tri-fold brochure was prepared by DRAXIS. The brochure aims to facilitate the reader to scan through the information of the project. It includes brief information about the scope of the project, as well as the use-cases where the outcomes will be pilot tested. Moreover, the brochure aims to attract people’s attention, encouraging them to visit PERIVALLON’s website and social media accounts and to overall stay up to date with the innovations the project is offering. Similar to the poster, the brochure of the project targets any relevant stakeholder as it is easy to understand and provide information about PERIVALLON at a glance. In addition, since one of the main objectives of the dissemination process of PERIVALLON is to keep the ecological impact at the lowest level possible, the brochure will be printed and distributed only for promotional purposes in external events (e.g., conferences, meetings, etc.)



Figure 17 PERIVALLON brochure

2.7.1.3 Roll-up banner

A roll-up banner was created to be utilized in events, workshops and other occasions where PERIVALLON should have a distinct presence. The content of the banner is feasible to be customized, for instance, to add the title of the event or the name of the pilot use case the partner wishes to focus.



Figure 18 PERIVALLON banner

2.7.2 Publications

To foster the effort of disseminating the advantages of the project outcomes to the research community and thus contribute to long-term adoption, it is important to publish these ideas in prestigious conferences and journals. Based on the publication record of the project partners, the consortium estimates that the project will produce approximately fifteen (15) publications. However, rather than the number of publications, the focus of the project will be on their quality, as well as their impact (e.g., the eventual number of citations that they may receive).

In this direction, the PERIVALLON consortium will target high-quality publications at top conferences and open-access journals and will leverage greater collaboration between industry and academia around the investigation of organized environmental crime. Through publications, the project results will be disseminated among researchers, increasing the potential impact of the project. Of note, open-access journals (or hybrid journals allowing open-access publications) will allow the wider scientific community to access the results.

The PERIVALLON project will adopt an open access dissemination policy for the published research work via Zenodo, an established online European scientific repository that is fully integrated with OpenAIRE. A detailed description of Zenodo’s policies regarding the handling of the data and usage of the service is found at <https://zenodo.org/policies>.

DRAXIS will create an account for the project in M7 (June 2023) and the PERIVALLON community will be created to host all the open access published research work. For instance, publications (book, book section, conference paper, journal article, patent, preprint, report, thesis, technical note, working paper,

etc.), posters, presentations, datasets linked to scientific publications, images (figures, plots, drawings, diagrams, photos), software, videos/audio and interactive materials. All partners will have the permission to upload their publication in the PERIVALLON community, since it will be revised as described in the relevant procedure -Dissemination and communication management, Scientific publications. In addition, the partners should inform the Press Office mailing list when they proceed with an upload of a file in the community on the same day. For every upload in the community, DRAXIS will send an informative e-mail to the consortium. By M7 (June 2023) DRAXIS will distribute to all partners via Alfresco a document with practical guidelines for the usage of Zenodo.

Where relevant, results will be published in open access, if this does not interfere with the protection IP, in accordance with the Consortium Agreement. To strengthen knowledge, PERIVALLON will target at least 15 scientific publications shared via open science portals (short-term impact), an associated increase in citations and h-index profiles for researchers (medium-term impact), and citations in world class research (long-term impact).

For publications in journals and articles in the press, the Horizon Europe logo as well as the emblem of the EU will not be included. However, the reference of the co-funding received from the European Union will be integrated in the acknowledgement.

Table 5 presents some journals where partners can publish their scientific papers in order to --further disseminate the project.

Table 5 List of potential journals where results and findings of PERIVALLON can be disseminated in

| Journal | Short description |
|--------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| European Journal of Criminology | It provides a forum for research and scholarship on crime and criminal justice institutions. |
| Global Crime | It publishes original research documents in the arena of International Law and Justice, Criminal Law and Policing. |
| Journal of Environmental Planning and Management | It is a peer reviewed journal for the publication of original research related to managing environmental systems and improving environmental quality. |
| Environmental Modelling & Software | It publishes contributions, in the form of research articles, reviews, introductory overviews, and position papers on advances in the area. |
| Journal of Imaging | It is an international, multi/interdisciplinary, peer-reviewed, open access journal of imaging techniques published online monthly. |

| | |
|--------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Remote Sensing | It is a peer-reviewed, open access journal about the science and application of remote sensing technology and is published semi-monthly online. |
| Data & Knowledge Engineering | It stimulates the exchange of ideas and interaction between these two related fields of interest and reaches a world-wide audience of researchers, designers, managers and users. |
| Journal of Digital Forensics, Security and Law | It focuses on the advancement of the field by publishing the state of the art in both basic and applied research conducted worldwide. |
| ACM Transactions on Information Systems | It seeks previously unpublished papers on information retrieval, such as search engines, recommender systems, conversational search agents. |
| Journal of Environmental Planning and Management | It is a leading international forum for scholarly and accessible papers on all aspects of environmental planning and management. |

2.7.3 Networking activities

Partners will act to maximize the dissemination of project-related work through professional conferences, workshops, special events, and demonstrations. Scientific events are an excellent “vehicle” to push ideas into the public, academic and industrial scientific community and promote the adoption of these ideas in the long term.

Participation and organisation of several events are foreseen throughout the lifespan of the project in order to boost visibility of both consortium and project results. By attending conferences, workshops and other events, the consortium partners will disseminate information regarding PERIVALLON through presentations and at the same time will acquire knowledge about current technology trends. Furthermore, by participating in a wide variety of events, partners will have networking opportunities with researchers and stakeholders, and will also stay up to date with the advances in the domain of the project.

Table 6 lists some conferences which will take place and where the PERIVALLON consortium may disseminate the project. This list will be updated and enriched in D7.2.

Table 6 List of conferences the consortium may participate.

| Conferences | Date | Venue |
|----------------------------------------------------------|------------|----------|
| Annual Conference of the European Society of Criminology | 6-9/9/2023 | Florence |

| | | |
|----------------------------------------------------------------------|---------------|------------|
| The Stockholm Criminology Symposium | 12-14/6/2023 | Stockholm |
| International Workshop on Research & Innovation for Secure Societies | TBA | TBA |
| European Conference on Computer Vision | 27-29/9/2023 | Vienna |
| Conference on Information and Knowledge Management | 21-25/10/2023 | Birmingham |

Moreover, events will be organized to disseminate the knowledge acquired within the project activities to all stakeholders. Indicatively, it is planned to organize public international competitions related to the identification and characterization of environmental crime activity from aerial images. POLIMI will lead this effort and the competitions will be held between M16-M36 when the progress of PERIVALLON activities would be adequate to organize them. Further details will be provided in D7.2.

2.8 Consortium’s Interaction

Successful communication inside the consortium is essential to achieve the efficient and smooth implementation of the whole project, as well as to ensure the maximum visibility and dissemination of its results. DRAXIS -WP7 leader- will establish a communication path with all WP leaders and partners to ensure the appropriate dissemination of PERIVALLON achievements and project activities.

To guarantee successful internal communication, a shared page on Alfresco was created by the coordinator and will be used, among others, as a common platform for internal exchange of dissemination material, such brochures, posters and factsheets.

DRAXIS will contact via e-mail bi-monthly the WP leaders to identify the key results and activities that should be disseminated. Simultaneously, DRAXIS will also keep in contact with the rest of the consortium to inform them about the preparation of new dissemination materials and activities partners can conduct in the framework of the project. In addition, DRAXIS will monitor the whole dissemination progress by sending informative e-mails to the consortium and asking partners to provide their input every three months regarding their progress in dissemination and communication activities.

To facilitate the process of communication between the consortium, DRAXIS prepared the dissemination and communication activities reporting template -presented in **Figure 23-**, and in which partners should mention the performed and planned activities. The filled reports will be uploaded on the shared page on Alfresco to ensure that are accessible by the consortium. Undoubtedly, partners are encouraged to contact both DRAXIS and the Press Office to ask their contribution in activities related to dissemination and communication.

2.9 Synergies with Other Projects and Initiatives

PERIVALLON will establish synergies with other EU projects and international networks/initiatives for outreach actions. Wide visibility and lasting synergies will be pursued by clustering and establishing relations with European/International associations, relevant projects and programmes, as well as initiatives and networks and other cross-cutting themes and activities in EU and world-wide.

For this purpose, a template e-mail – **Figure 19** - and a letter of support – **Figure 20** - was created to facilitate this procedure.

Dear

We hope you are well.

We would like to invite you to join the Stakeholder Community (SC) of the EU-funded project **PERIVALLON (GA 101073952)**. We contact you because we highly believe that the SC and the project overall would benefit from your experience and interests, as well as that your participation in the development of the project will be beneficial for your organization.

PERIVALLON aims to provide an improved and comprehensive intelligence picture of **organised environmental crime** and develop effective and efficient tools and solutions for detecting and preventing such types of criminal activities and for assessing their environmental impact based on **geospatial intelligence, remote sensing, scanning, online monitoring, analysis, correlation, risk assessment, and predictive analytics technologies**, by leveraging the latest advancements in Artificial Intelligence (AI) in the fields of computer vision and multimodal analytics.

You can find more information about the **PERIVALLON** Project by visiting its [website](#).

In this regard, you may find attached the letter of support which explains your involvement in the SC and your benefits while allowing you to declare the services that you potentially provide. If you are interested, you are kindly asked to send us back the letter of support **filled and signed**.

We sincerely hope you will accept this invitation to join the Stakeholder Community.

We look forward to hearing from you.

Kind regards,

Figure 19 Template e-mail

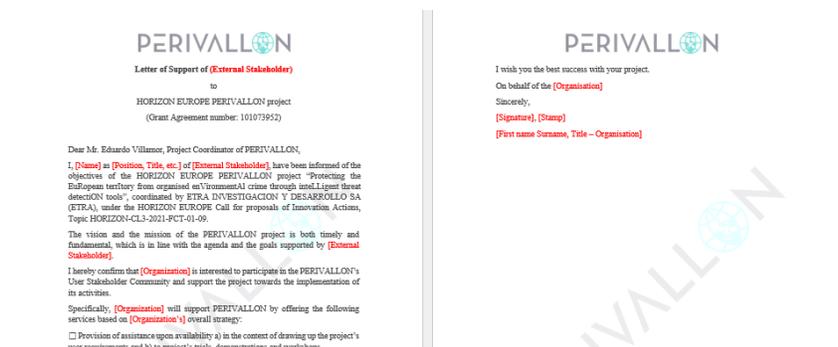


Figure 20 Letter of Support

PERIVALLON seeks to form links and synergies with similar initiatives whenever possible, to endorse its activities and results. The partners of the project will make an effort to participate in several meetups and events to achieve these synergies. **Table 7** presents some projects which will be approached for the purpose of forming potential synergies. The upcoming months further potential synergies will be identified, and the progress of this effort will be reported in D7.2. “Initial report on dissemination, communication, collaboration, market analysis, exploitation, impact pathways assessment, and policy recommendations” (M24, November 2024).

Table 7 Relevant initiatives that could potentially form synergies with PERIVALLON

| Project/ Initiative | Short Description |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| Emeritus | EU-funded project aiming to create a platform for detection and proof collection against environmental waste crimes. |
| STOP WASTE CRIME-LIFE PROWhIBIT | Support and strengthen waste crime combating and prevent waste crime by intelligence based inspections. |
| STRIKE | The project seeks to enhance understanding and analysis, develop new forensics tools and methodologies in waste-related crime. |

2.10 Stakeholder network

PERIVALLON aims to establish a stakeholder network. Hellenic Police (HP) will lead this effort and will provide support to all partners. For this purpose, HP developed the PERIVALLON Stakeholder Inventory table - **Figure 21** -which is distributed to the consortium with guidelines.

| PERIVALLON STAKEHOLDER INVENTORY TABLE | | | | | | | | |
|----------------------------------------|--------------------------------------------------|----------------------------------------------------|---------|--------|--------------------------|-------------------|--------------|-----------------|
| Consortium Partner | Potential External Stakeholder (contact details) | | | | Category Of Stakeholders | Letter of Support | | Project Related |
| | Name | email * <i>(non personal emails)</i> | Country | City | | LoS Sent | LoS Received | |
| ETRA | NAME 1 | info@name1.com | Spain | Malaga | Technology providers | Yes | YES | Project 1 |
| SATCEN | NAME 2 | pr@name2.com | Italy | Milano | Other | YES | NO | None |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |

Figure 21 PERIVALLON Stakeholder Inventory Table

The goal of this network is to engage stakeholders relevant to PERIVALLON activities from all target groups as they are defined in Section 2.3 Target Audience. PERIVALLON aims to engage stakeholders in several activities according to their field and expertise.

Indicatively, the GA describes that stakeholders will act as end users - at least 25 users, 4 from each target group and from 3 different countries. It is estimated that more than 200 relevant stakeholders will experience PERIVALLON and learn about the fight of environmental crime with the help of AI technologies. Moreover, representatives of relevant Authorities, industry, research, and policymakers, will collaborate and exchange best practices and knowledge in events that will be organized by PERIVALLON. Specifically, two workshops will be organized between M12-M24 and M25-M32 where the PERIVALLON approach and results will be communicated, discussed, and assessed. In addition, a Conference will be held during the last year of the project. The topics and the goals of these will be discussed and defined the upcoming

months, aligning them with the project objectives and results. A more detailed plan regarding their involvement and the progress of building this network will be presented in D.7.2.

2.11 Activities performed in the first six months

During the first six months of the project, several activities related to the dissemination and the communication of the project were fulfilled. Specifically:

-  the design of the visual identity of the project and the relevant materials;
-  the development of the project website;
-  the creation of the social media accounts;
-  the publication of the first press release; and
-  the design of the initial materials for the press kit.

Furthermore, the consortium launched his efforts to build synergies with other initiatives. Initially, with the participation of the project in the Emeritus Showcase Event which was held in Verona on 17th of March. The conference was a great opportunity to share knowledge, exchange best practices and learn more about the latest updates on environmental crime and how to counteract it.



Figure 22 PERIVALLON's participation in Emeritus Showcase Event

In addition, the POLIMI team proceeded with the publication of a PERIVALLON paper on Nature Scientific Data available in the following link <https://www.nature.com/articles/s41597-023-01976-9>. The topic is focused on the "AerialWaste dataset for landfill discovery in aerial and satellite images". ⁵ Table 8 presents the individual performed dissemination and communication activities in the first six months.

⁵ Torres, R.N., Fraternali, P. AerialWaste dataset for landfill discovery in aerial and satellite images. Sci Data 10, 63 (2023). <https://doi.org/10.1038/s41597-023-01976-9>

Table 8 Performed Dissemination and Communication Activities in the first 6 months

| Partner | Type of activity | Short Description | Date of Activity | Dissemination level | Relevant URL |
|---------|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ETRA | Workshop | 1st Meeting with Advisory Board | 9/5/2023 | Sensitive | N/A |
| ETRA | Other | Publication of project abstract on corporate's website | 2/5/2023 | Public | https://www.grupoetra.com/portfolio-item/perivallon/ |
| SPA | Workshop | Presentation of PERIVALLON for the Swedish project VITAL reaching approx. 20 national, regional and local authorities related to environmental crime. | 26/4/2023 | Public | N/A |
| ETRA | Social media post | SM post about publication on ESMARTCITY magazine | 24/4/2023 | Public | " https://www.linkedin.com/posts/etra_el-proyecto-europeo-perivallon-liderado-activity-7056529873816670209-UGEy?utm_source=share&utm_medium=member_desktop |
| ETRA | Other | Publication on ESMARTCITY online magazine | 19/4/2023 | Public | https://www.esmartcity.es/2023/04/19/proyecto-perivallon-liderado-etra-crea-soluciones-frente-delitos-ambientales |
| DRAXIS | Other | DRAXIS prepared the 1st press release of PERIVALLON project | 30/3/2023 | Public | https://perivallon-he.eu/introduction-to-perivallon-project/ |
| ETRA | Other | Publication on SMARTROADS online magazine | 30/3/2023 | Public | https://smartroads.aecartera.com/noticias/grupo-etra-afianza-su-liderazgo-en-el-sector-tecnologico-con-la-coordinacion-del- |

| | | | | | proyecto-europeo-perivallon/ |
|-------------------|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ETRA, SAFE, CERTH | Event | Presentation at EMERITUS event: "1st Showcase Event on Strategies and Synergies to Strengthen EU Capabilities against Environmental Crimes" | 17/3/2023 | Public | https://emeritusproject.eu/2023/03/1st-emeritus-showcase-event/ |
| ETRA | Workshop | Participation to CERIS workshop on Europol's new role in Horizon Europe | 14/3/2023 | Sensitive | N/A |
| UNIVIE | Other | UNIVIE share its participation in the project in ID website | 20/2/2023 | Public | https://id.univie.ac.at/dritt-mittelfinanzierte-projekte/laufende-projekte/perivallon/ |
| ETRA | Other | Publication about PERIVALLON and ETRA's role on corporate website | 12/2/2023 | Public | https://www.grupoetra.com/grupo-etra-afianza-suliderazgo-en-el-sector-tecnologico-con-la-coordinacion-del-proyecto-europeo-perivallon/ |
| ETRA | Social media post | SM post about the launch of PERIVALLON | 4/2/2023 | Public | https://www.linkedin.com/posts/etra_grupoetra-etra-perivallon-activity-7024695673820209152-7JYs?utm_source=share&utm_medium=member_desktop |
| POLIMI | Scientific journal | Article on Nature scientific data about aeriawaste data set | 31/1/2023 | Public | https://www.nature.com/articles/s41597-023-01976-9 |
| UNIVIE | Other | UNIVIE share the participation in the Kick-off | 6/12/2022 | Public | https://id.univie.ac.at/news-und-events/detailansicht-news-und-events/news/h2020- |

| | | | | | |
|--|--|-----------------------|--|--|-------------------------------------------------------------------|
| | | Meeting in ID website | | | project-perivallon-kick-off-meeting-hybrid-online-valencia-spain/ |
|--|--|-----------------------|--|--|-------------------------------------------------------------------|

3 Exploitation Plan

3.1 Exploitation Strategy

3.1.1 Initial approach of PERIVALLON's exploitation plan

Exploitation is one of the key aspects of the project, since it contributes to the achievement of the expected impacts of the project, over time. Exploitation is differentiated from dissemination as, according to the IPR Helpdesk⁶, the latter refers to the public disclosure of the results by appropriate means, other than resulting from protecting or exploiting the project outputs.

The term 'Result' refers to any tangible or intangible outcome of the project, for example products, data, know-how or any Intellectual Property (IP) rights attached to it, among others. Results can be exploitable as such or can contribute for further research.

The term 'Exploitation' refers to Research and Innovation activities (R&I), different from the ones that generated the results, with the objective of effectively use these results through exploitation pathways (scientific, economic, political, societal, etc.) aiming to transform these actions into outcomes with value and impact for the society. Exploitation outcomes could lead to new policy recommendations, help mitigate a specific problem, have impact on the economic, societal and innovation environment among others.

Exploitation is seen as a key enabler for the success of PERIVALLON. Hence, all partners are aware of, and are committed to, the exploitation of the project's results, in order to create value and improve their competitive advantages. The development of PERIVALLON exploitation plan aims to identify appropriate targets for exploiting the output and include measures on how to build upon and re-use the advances achieved as well as a commercial and business strategy for the project results. The exploitation activities will identify how participation in the project can maximize the potential benefits for the consortium partners and the commercialization of the proposed solution.

PERIVALLON activities and outcomes are being scheduled and specified these first months of the project and therefore the information and guidelines below constitute only an initial approach regarding the PERIVALLON's exploitation plan. More detailed information will be included in D7.2 and their final report will be conducted in D7.3.

3.1.2 PERIVALLON building blocks towards exploitation

The PERIVALLON exploitation strategy will be composed of three building blocks:

Initial Market Analysis and Business Models

ETRA is responsible for leading this procedure and the market analysis will define and segment the potential opportunities for different solutions developed in the project, as well as describe the value chains serving each technology. Business models will be established considering the outcomes of the market

⁶ European Commission (2022, Feb 24). Europe-glossary. https://intellectual-property-helpdesk.ec.europa.eu/regional-helpdesks/european-ip-helpdesk/europe-glossary/glossary-f_en

analysis, the identified value chains and intended customers, and will map how PERIVALLON will create and deliver value.

 IPR Management

A specific IPR Management Plan will be elaborated under the supervision of the IPR manager of the project and task leader of T1.4, UNIVIE to protect the property of the project’s background and results. The IPR management plan will also manage IPR and ownership distribution among project partners. A first step of this plan was setting up the IPR repository created by DRAXIS as part of T7.5 and available in Alfresco for data collection and subsequent monitoring. The IPR plan will be submitted in Deliverable D1.3, M36.

 Strategy for market take-up and long-term sustainability

This block includes the definition of a marketing plan, the standardization roadmap, and the business plan. These activities will be escalated in the upcoming months of the project.

3.1.3 Initial individual partners exploitation plans

The initial Individual Exploitation Plan of the partners, with their intentions of exploitation for each individual exploitation asset, is in-line with its business and research strategy. Partners' motivations will be processed and categorised in target exploitation action categories: extend and expand TRL, promote to market, redistribute, exploit internally, assign or license to third-parties, research further, integrate within line of business or pre-existing networks, each with tangible actions and plans for the upcoming months.

Depending on the category of each partner the exploitation plan differs. Specifically,

3.1.3.1 LEA, Border Guard, Regional/National authorities, the Foundation and the EU agency

They will exploit the results of PERIVALLON within their own organisations and through their extended networks to enhance their operational capabilities towards the fight against environmental crime.

 PERIVALLON project activities would allow **SATCEN** to generate extensive know-how in regard to the detection and tackling of illegal e-waste transportation with a transnational component. As far as most of those illegal transportations of e-waste take place in the maritime domain, knowledge gathered along the project may be used to enhance our skills and know-how in maritime security in general and specifically in relation to e-waste. Obtained skills and know-how will be internally shared within our Agency and externally whenever that possibility exists (i.e.: training activities).

PERIVALLON platform and specially any technical solution developed and implemented in relation to the Pilot Use Case 3 (PUC3) have the potential to support analysts’ daily activities linked with o illegal e-waste transnational transportation. The illegal shipment of e-waste from and to the European Union provides an example of complex and serious environmental crime. In the same manner, platform developments related to the PUC1 could be exploited, namely the detection of illegal landfills and the automatic classification by type of waste. In general, our expectations are that all outputs / outcomes from PERIVALLON platform would support decision-making processes. This technological solution is not intended to be exploited commercially but for developing internal capabilities.

 **ARPA**, as a regional authority with environmental competences, is interested in improving efficiency in its monitoring, control activities. ARPA main interests in the project focus on the exploitation of algorithms, methodologies, platforms for wide area monitoring based on EO data and AI, searching

for illegal waste disposal sites or authorized sites with illegal waste management. This could lead to a more efficient approach in institutional activities, in a time saving way with respect to traditional photointerpretation. The system should exploit different EO and other data sources, standardizing the detection of critical sites, prioritizing them for future direct controls, and sending warnings for the most relevant cases.

Moreover, ARPA is interested in methodologies, protocols, operational procedures in the usage of drones supporting controls and investigations in critical sites for waste management (waste type identification, volume estimations, accuracy evaluation, etc.). Also, an important point is to develop, test, share methodologies in surveying and post-processing, defining common standards. More in general, ARPA is interested in improving internal skills and know-how about geospatial intelligence and AI operational applications, also with technology transfer from technological partners of the project.

-  **Fondazione SAFE** cooperates with a wide variety of both public and private stakeholders in the security, defence, fundamental rights and rule of law sectors. SAFE’s large portfolio of partners allows for the promotion and dissemination of key information on the project, including stakeholders that work in the fight against environmental crimes; in this regard, the involvement in other sector-relevant projects (such as EMERITUS and OPFA-WASTE) allows for further synergic dialogue and collaborations.

SAFE is the leader of WP6 and the Partner responsible for the implementation of training, testing and demonstration activities concerning PERIVALLON set of technologies dedicated to EU LEAs and Border Guards. SAFE manages an innovative Training & Testing facility (former NATO base Calvarina in Roncà, Italy), that will host most of the operational and practical sessions of the project, offering the ideal setting to perform capacity building activities and the testing of realistic scenarios. Furthermore, SAFE will ensure the overall monitoring of PERIVALLON Impact Pathways.

-  The project “PERIVALLON” is very important for **MoEE** as it entails a comprehensive analysis of environmental crime, and it promotes the development of effective tools and measures that can be taken in order to detect and prevent this type of criminal activities. It also contributes to assessing the environmental impact with the help of geospatial intelligence, remote sensing, scanning, online monitoring, correlation, risk assessment, predictive analytics and Artificial Intelligence (AI) in the field of computer vision and multimodal analytics. This will lead to improved investigation processes and methodologies and the information obtained will be more accurate and more appropriate for dealing effectively with Environmental Crime.

-  **Hellenic Police** will exploit the added value of the environmental crime prevention and detection, through the collection and processing of information (imagery intelligence from drones and satellites), using artificial intelligence tools (e.g., in hard-to-reach places). In addition, HP will be benefited from the creation of a more complete strategic view, regarding organized environmental crime, the way criminal organizations operate and new trends and will share the expertise through developing their stakeholder community.

-  The **General Inspectorate of the Police** is an administrative authority subordinate to the Ministry of Internal Affairs, with the status of a legal entity under public law, having jurisdiction over the entire territory of the Republic of Moldova, which ensures, under the law, the implementation of state

policies in the field of maintaining, ensuring and restoring order and public security, protection of the rights and legitimate interests of the person and the community, prevention, investigation and discovery of crimes and misdemeanors, administration of justice, assistance to the population and local public administration authorities.

The tools planned to be exploited are Satellite Image Analysis, Hidden Object Detection Mode, Risk Assessment Mode. The final goal is to integrate the PERIVALLON platform in the activity of investigating and combating environmental crimes at the forefront of technological innovation in order not to admit disturbances of the ecological balance.

 As an integrated part of **SPA**, the Swedish National Forensic Centre (NFC) is responsible for the forensic process, research and development, and training for all aspects of forensic activities within the SPA. This gives NFC the opportunity to implement and try out new methods and solutions in a complete chain of custody, bringing together scientists and practitioners to jointly address challenges and share knowledge within the entire Swedish law enforcement community. In PERIVALLON, SPA will be able to further develop forensic methods, specifically concerning volume estimation. Knowledge exchange and collaboration within the project would enhance the abilities and contribute to standardized and validated methods for providing evidence that is usable in court.

 **De Watergroep** plans to exploit the platform that will be developed in the framework of PERIVALLON project. De Watergroep estimates that the platform will meet the company's requirements (contamination detection, priority scoring and follow-up of a contamination) and they will integrate the use of this platform into the company's daily operation. Thus, they will acquire a faster and better idea of a contamination and they will be able to take more correct follow-up action. If this platform is efficient, other bodies will also be interested in it. PERIVALLON results could potentially be of interest for:

- Early detection of potential incidents by automatic screening for anomalies and thus making an early risk assessment.
- Follow-up of environmental incidents if feasible utilising the platform- also indicating regions of increased interest to get info on them.
- Screen current cases in a more structural way. Participation in PERIVALLON gives increased attention to these situations and a more intensive interaction with the VMM (De Watergroep's regulator) which can lead to better processes and agreements in this respect.

3.1.3.2 Academic and Research partners

They will exploit the results of PERIVALLON in further research and projects through technology transfer and consolidation of existing research competencies but also their exploitable assets could be utilized commercially.

 **CERTH** will exploit the project results by reinforcing its research competencies in the areas of knowledge discovery, reasoning, and social network analysis. Depending on the success of the pilots and the maturity of the resulting PERIVALLON technologies, CERTH will commercialize modules of the developed platform through its spinoff company Infalia or CERTH licensing the developed services to interested clients. Furthermore, part of CERTH's business plan is to participate in joint spin-off commercial companies capable of exploiting its research when new market needs and solutions are

identified. The Information Technologies Institute of CERTH has all the necessary legal and business management support in order to create innovative enterprises.

-  **POLIMI's** exploitation plan will focus on the KR1: Satellite image analysis module for consolidating POLIMI's consultancy services to the PA and in open source and dual licensing of the web app for managing the lifecycle of territory monitoring through satellite and UAV images.
-  The **Center for Security Studies (KEMEA)** is a research organisation focused on research activities and will exploit all project findings to relevant ministries and organisations on a theoretical level. Finally, since KEMEA is partner at many EU Projects it will further disseminate the project results and utilise the key exploitable assets of the project in the stakeholder network acquired.
-  As a higher educational establishment, **UNIVIE** is mainly interested in results from scientific research, which will be exploited in research, projects, and teaching through technology transfer and consolidation of existing research competencies. The latter are internationally focused and integrated into a network of European partner institutions. UNIVIE (and specifically its arm, the Department of Innovation and Digitalisation in Law – 'ID') uses its experience and network to introduce and guide its students and researchers to the state of the art in the realm of Law and Information Technologies. UNIVIE plays a pivotal research and consultancy role for national and international government agencies as well as private enterprises, applying legal theories and new legislation to the most recent technological advances, and uses the law as a tool for scientific research.

In PERIVALLON, UNIVIE plans to exploit the knowledge gained in the project through publications in high-impact journals, conference presentations, teaching activities, and networking in general. The conferences include the IDLaw Conference (the ID's own conference) as well as the CPDP (Computers, Privacy and Data Protection) Conference in Brussels, among many others. Regarding teaching, the project's results will contribute to the University's teaching activities in the area of law & technology (courses such as "AI and Law", "Data Ethics and Legal Issues", "Informatik und Recht". For a complete list: [link.](#)). Additionally, the goal is to reinforce UNIVIE's competencies in the area of legal analysis and compliance aiming to achieve policy impacts through the participation, among others, in the Austrian independent data privacy council. Finally, UNIVIE aims to contribute to the advancement of the intersection of Law, Information Technologies, and environmental crime prevention.

-  The **University of Applied Sciences for Public Services in Bavaria, Department of Police (HFOED)** provides training for the 3rd qualification level in the specialized career of police and constitutional protection as well as training for the offices of the 4th qualification level (formerly higher service) in the two-year master's program "Public Administration - Police Management" of the German Police University (DHPol) for the entire Bavarian Police. Furthermore, the inter-disciplinary research team of the HFOED examines various domains relevant for policing including cybercrime, radicalisation, extremism, terrorism among others. The research team of the HFOED provides scientific knowledge on relevant topics in the field (i.e., security research, crime prevention or crime research) to police or institutions of the security structure and aids in the design of further training courses and seminars and the mediation of contacts. These two pillars - training and research - are the grounds on which will be promoted and exploited the outputs of PERIVALLON within the Bavarian Police as well as via partnerships on a broader National and European level.

In PERIVALLON, HFOED main interest focuses on the exploitation of training materials and policy recommendations. Because HFOED has a large network on police authorities and research institutions within and beyond the EU, it will have several opportunities to bring PERIVALLON objectives and results to different stakeholders.

 **CENTRIC** is a multidisciplinary and end-user-oriented centre of excellence with extensive expertise in open-source intelligence and acquisition of online content from various sources. CENTRIC bridges the four key stakeholders in the security domain: government, academia, public, and private industry. The multi-disciplinary experience and the varied spectrum of partnerships of CENTRIC contribute to the promotion and commercial exploitation of the outputs of PERIVALLON. The outcomes of PERIVALLON are foreseen to introduce new applications in CENTRIC’s expansive portfolio.

In PERIVALLON, CENTRIC’s interests focus on the exploitation of the Web Crawler tool and the Environmental Crime Observatory landscape analysis. The primary objective of the CENTRIC’s web crawler is to enhance CENTRIC’s collaboration with law enforcement agencies by providing a robust tool for detecting and mitigating environmental crimes committed online. This aligns with CENTRIC’s commitment to foster synergies between government, academia, public, and private industry. The development of such a tool is a vital step towards meeting the challenges of digital crime detection. It affirms CENTRIC’s role in providing practical solutions that align with the needs of law enforcement agencies.

In the context of the Environmental Crime Observatory landscape analysis, CENTRIC aims to apply the analysis to inform its research and the development of tools, such as the web crawler. It seeks to understand the actors and motivations behind environmental crime better and to refine its tools and strategies accordingly. Utilizing the Landscape Analysis enables CENTRIC to base its tool development and research on empirical data and expert insights. This can enhance the relevance and effectiveness of its outputs, providing significant value to its law enforcement partners.

The comprehensive nature of the Landscape Analysis and its focus on organized environmental crime provide new insights that can inform CENTRIC’s work. Furthermore- the analysis can help ensure that CENTRIC’s work is grounded in the current realities of environmental crime, enhancing its relevance and impact. CENTRIC will have multiple opportunities to inform relevant stakeholders about PERIVALLON because of its role as a bridge between academia, government, public, and private industry.

3.1.3.3 Industry and SME partner

They will focus on the exploitation of results within the company for further research and development capabilities from the one side, and on commercial exploitation and enrichment of catalogue offering from the other side.

 **ETRA’s** customers are typically public authorities and infrastructure operators who use ETRA’s large-scale real-time control systems and information management services to run mission-critical and sometimes life-critical operations. This large portfolio of clients and already implemented technologies are the perfect combination to promote and commercially exploit the outputs of PERIVALLON. Furthermore, the business area of Security –considered both vertically and horizontally across the other business areas- accounts for a substantial 50% of the company turnover. The results coming out of PERIVALLON project are expected to be a key driver to introduce new applications as part of the

wider platforms at ETRA’s portfolio. This is planned to be performed in tandem with the products offered by the drone manufacturing unit that is part of ETRA GROUP.

In PERIVALLON, ETRA main interest focuses on the exploitation of the real-time risk assessment techniques and situational awareness tools investigated. More specifically, the tools initially planned to be exploited by ETRA are the “Risk Assessment Module”, the “Environmental Crime Monitoring Centre” and the “Secure Information Sharing & Evidence Exchange Module”. The final purpose would be to offer our large-scale control systems, in tandem with UAV-based products, to Police Authorities, First Responders and other Law Enforcement Agencies. Because ETRA is located within the triangle of government and local authorities, public service entities and system & infrastructure technologies, it will have numerous opportunities to bring PERIVALLON project to the attention of stakeholders.

 **DRAXIS** is an SME that focuses on developing real life environmental ICT solutions and providing specialized environmental consultation services. The company uses, combines and integrates remote sensing technologies, compound algorithms, GIS and other datasets to build multi-functional web-based information systems, mobile applications, crowdsourcing platforms, workflow-based digital services and other software solutions mainly in the fields of climate change, air quality, energy and circular economy. DRAXIS will exploit the knowledge, the methods and the software that will be developed in the framework of T4.2 regarding the online monitoring of relevant open data and other technical solutions within PERIVALLON project, that will be identified the upcoming months.

 **SMOB** will exploit the Integration Service Suite as project outcome by incorporating and reusing part of the integration services in AQVISER platform as well as advancing its research competencies in the areas of IoT, image processing and cloud computing.

 **DYLOG** Hi Tech produces X-ray machines for non-destructive testing of food products, pharmaceutical products, and for other special NDT applications. DYLOG's customers use the real-time production line control systems and information management services to perform its product quality control. The search for potentially dangerous material in a specific context (containers, luggage, boxes, packed food, raw food or pharmaceutical packaging) is very important for DYLOG’s customers, and the task DYLOG is responsible for in PERIVALLON project could allow DYLOG to consolidate and expand their business even in contexts not currently covered.

The continuous acquisition of knowledge related to new scenarios is fundamental for DYLOG, for this purpose over the past few years, Dylog Hitech has decided to invest in the development of artificial intelligence algorithms to complement traditional algorithms. Artificial intelligence, specifically machine learning and deep learning algorithms have shown promising developments in product classification and recognition of certain foreign elements. The opportunity to collaborate with international partners and share information with them in the PERIVALLON project could allow an increasingly better and more up-to-date training base for AI, allowing a constant improvement in performance and competitiveness of our products. The safety of DYLOG’s customers could therefore be improved too.

 **Marine Traffic (MT)** is the world’s leading platform for offering vessel tracking services and actionable maritime intelligence. MT.com is an end-to-end service that tracks vessel positions, based mainly on the Automatic Identification System (AIS), and displays them on a map in real-time. The AIS data is

collected from Marine Traffic's own receivers' network, consisting of over 5,000 coastal AIS stations around the globe, the world's largest proprietary AIS network. Real-time and historical AIS data constitute MT's core asset, which along with the data-driven products developed in premises, target a wide range of governmental, non-governmental and industrial stakeholders. Indicative customers include Port Authorities, Policymakers such as EC Directorates and Units, Ministries and Governments, Regulatory Agencies, Non-governmental Environmental Agencies, Ship Owners, Charterers, Insurers, Commodity Traders, and Marine Technology providers.

In PERIVALLON, MT aims to develop algorithms for the forecasting of maritime routes that individual vessels of interest in a specified area are predicted to follow. The predictive models will focus on use cases of e-smuggling; however, the end goal is to produce extensible assets that can generalise to other types of illicit cargo and respective smuggling maritime routes. Thus, the non-compliant cargo tracking capabilities foreseen to be implemented in the scope PERIVALLON will be further exploited in order to address cargo risk compliance needs, targeting personas in the fields of commodity trading, insurance, and government.

As an SME, **SAHER** operates in 3 distinct work areas, namely research, training and consultancy in the security and safety domain. The PERIVALLON project cuts across and will have a positive contribution to all three work streams. SAHER's existing network of partners and clients will be utilised to both promote and exploit the outputs and outcomes of the PERIVALLON project.

The exploitable results, plus the new networks and knowledge will form a key part of SAHER's future work. It will drive new aspects of training activities (in particular with regard drone deployment), create new exploitable commercial consultancy opportunities and also create new networks. It will sit alongside and complement the existing professional portfolio. In PERIVALLON the main interest is in the exploitation of new knowledge and in particular the risk assessment module and environmental crime monitoring Centre. By sharing early information about PERIVALLON to the network SAHER, already have had interest from a partner in Cyprus who is a potential future customer of the PERIVALLON exploitable results.

3.2 Intellectual Property (IP)

PERIVALLON is expected to produce significant research results and technological innovations. Therefore, special attention will be given to knowledge management and protection. For the project's success, it is essential that all project partners agree on explicit rules concerning IP ownership, access rights to any Background and Results of the project and the protection of Intellectual Property Rights (IPR) and confidential information.

The term Intellectual Property refers to the creations of the mind, such as inventions, literary and artistic works, designs and symbols, names and images used in commerce (European Commission, 2022). Regarding the ownership of the generated results, based on the PERIVALLON Grant Agreement - Article 16.2 "Ownership of results", they are owned by the beneficiary that generated them. All consortium members also verified this principle as part of the project's Consortium Agreement (CA). Given the collaborative nature of PERIVALLON, some results are jointly developed by several partners. In such cases the so-called "joint ownership" might arise. As stated in the Grant Agreement – Article 14, two or more

beneficiaries own results jointly if they have jointly generated them or it is not possible to establish the respective contribution of each beneficiary. In this case, it is strongly recommended for the involved parties to establish a joint ownership agreement, to properly establish their participation and value in this joint effort and agree on issues related to the exploitation and dissemination of the joint results.

Background IP refers to any data, know-how or information (including any rights), that is held by PERIVALLON partners before entering the project and that is needed to implement the project or to exploit its results (art. 16 GA). Background IP is not limited to owned input, but potentially extends to anything the beneficiaries lawfully hold (e.g., through a license with the right to sub-license).

All PERIVALLON partners have identified in the PERIVALLON CA the background knowledge that is relevant for the implementation of the project and have declared access rights to this IP. Access rights during the project have to be granted on a royalty-free basis.

Moving on to the Foreground IP, this term refers to the tangible and intangible results that will be generated within the PERIVALLON project, including pieces of information, materials, and knowledge and whether they can be protected or not. It covers intellectual property rights (e.g., copyrights, patents, trademarks, utility models etc.), similar forms of protection (e.g., rights for databases) and unprotected know-how (e.g., confidential material), that is generated during the project. In this respect, both background and foreground IP should be taken into account by the project partners when planning to exploit project results.

Last but not least, bringing into PERIVALLON external IP, either in the form of open source or third party's IP, entails both benefits and risks. Any external source, such as technology, data, methodologies, used in the project's framework runs the risk of infringing on a competitor's patent or license agreement, and therefore it calls for special attention. In many cases, there are ideas, algorithms, software etc., that can be used within a research project, as long as they are not commercially exploited. However, the use of such external IP, may be available only to academic partners, and limited only to research purposes. It is of utmost importance that the integration of external IP into a subsystem for further exploitation does not infringe the usage conditions. Any unintentional infringement of a third party's IPR could lead to significant legal penalties, and also to a prohibition from continuing to benefit commercially from the affected results. Therefore, all PERIVALLON partners owe to scan third party IPR (Intellectual Property Rights) to assess possible risks and limitations for exploitation of their results. In [Table 9](#) is presented the background IP that has been collected from partners. An IPR repository has been created and distributed to partners and the relevant information will be collected and included in the D7.2.

Table 9 PERIVALLON Baseline Background IP

| Partner | Description of relevant background |
|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CERTH | CERTH's advanced detection algorithms for identifying specific objects from aerial images, including objects that are considered pollutant materials (ROBORDER, CREST) |
| CERTH | CERTH's advanced semantic segmentation algorithms for accurate localization of liquid |

| | |
|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | waste substances from aerial images (ROBORDER). |
| CERTH | CERTH’s advanced detection algorithms for identifying specific objects of interest in multimedia content (images and videos) (CONNEXIONS, CREST). |
| CERTH | CERTH’s remote sensing using satellite images, which includes the discovery and processing of satellite imagery by deep learning techniques in order to identify and localize pollution events and other phenomena that may affect water’s quality (aqua3S, WQeMS, PathoCERT). |
| CERTH | CERTH’s algorithms and tools for the content based analysis of textual material in multiple languages for the automatic recognition of entities of interest and extraction of concepts of interest (ODYSSEUS, CTC). |
| CERTH | CERTH’s AI-based pattern recognition and trend detection methods for revealing hidden correlations, for detecting irregularities, and for identifying trends within data related to criminal and terrorism related activities (INFINITY, STARLIGHT). |
| CERTH | CERTH’s AI-based predictive analytics framework for predicting criminal and terrorism related activities (AIDA). |
| CERTH | Other background generated by the Centre for Research and Technology Hellas (CERTH). |
| POLIMI | AerialWaste data set: a data set of annotate images for training machine learning components for waste detection in remote sensing images. |
| POLIMI | AerialWaste classifier: a trained machine learning model for waste detection in remote sensing images. |
| SMOB | A component (back-end and front-end) for processing data readings from sensors and documents. |

| | |
|-------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SMOB | A component (back-end and front-end) for sending Notification campaigns on e mail, push and SMS. |
| SMOB | A back-end component for providing integration services at platform level including but not limited to: authentication services, data exchange management, social network integration. |
| DYLOG | Dylog detection algorithms for identifying specific objects or specific pattern inside Xray scan images. |
| MT | Maritime and vessel tracking Datasets (e.g. AIS) and related analytics |
| DWG | All data related to water quality parameters, lab analytics, algae presence data or any other operational data gathered or provided by the DWG |

3.3 Exploitable results

Table 10 Initial Exploitable assets per partner

| Partner | Title and type of Exploitable Result | Commercial/not commercial | Short Description |
|---------|-----------------------------------------------------------------------------------------------|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ETRA | Environmental crime monitoring centre/ Technological Solution | Commercial | This dashboard will represent on the map the polluted areas received, allowing operators not only to see the evolution of pollution over time, but also to provide tools for a better understanding of the situation. |
| ETRA | Multimodal fusion and Risk Assessment Module for decision support / Technological solution | Commercial | This module is based on the design of dynamic risk assessment processes leading to the real-time risk/threat identification of criminal activities. It will provide an easy-to-use interface to access incident information in real-time, allowing users to have a quickly and efficiently review details of the incident, such as its location, time, severity, multimedia information and potential impact. Furthermore, a possible mitigation will be suggested to address the |

| | | | |
|-------|--------------------------------------------------------------------------------|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | issue at hand. By providing a list of potential solutions, the tool will help to determine the most appropriate course of action to take. |
| ETRA | Secure information sharing & evidence exchange module / Technological solution | Commercial | Distributed ledgers as a solution to foster trustworthiness and a reliability to information exchanges, and usability as court evidence. |
| CERTH | Named Entity and Concept Extraction module/ Technological solution | Other | The module will extract mentions of named entities and concepts of interest from textual contexts gathered from open data and online marketplaces. |
| CERTH | Module 3D-map from on-site scanning/ Technological solution | Non-commercial | A module that incorporates already existing available software and techniques alongside novel algorithms, tailored for the PERIVALLON needs, that will scan an area of interest and produce a corresponding 3D-Map. |
| CERTH | Path planning optimization for multi-UAV scanning/ Technological solution | Non-commercial | LEAs & end-users can exploit a module which produces the UAV flight paths optimally and automatically when multi-UAV scanning mission are needed given only the area of interest. |
| CERTH | Pattern recognition and Trend Detection module/ Technological solution | Other | The Pattern recognition and Trend Detection module will focus on the detection of patterns and trend in criminal activities, focusing in particular in environmental crime activities. Overall, in order to enable an effective detection and extraction of patterns and trends supervised and unsupervised AI-based methods will be considered. This module will be a valuable tool in the hands of LEAs as it will further support them in the decision-making process, e.g. better allocation and management of resources in the fight against the environmental crime. |

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|--------|-----------------------------------------------------------------------|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CERTH | The object detection module/ Technological solution | Other | It is an AI-based module for detecting objects of interest, such as cylinders, to effectively identify indications related to the illegal trade of refrigerants and HFCs by analyzing multimedia content. |
| CERTH | Predictive analytics module/ Technological solution | Other | It will make use of AI-based techniques to support predictive analytics on criminal activities, focusing in particular on the prediction of potential future environmental crime events. To this end, a diverse set of data (such as historical data including known sites of already committed environmental crimes, open access statistical data, socioeconomic factors) will be considered to predict future potential environmental threats. |
| CERTH | Detection of specific water related events/ Technological solution | Commercial | This KR focuses on the detection of specific water related events, such as oil spills and muddy waters or other types of "coloured" waters that might be a result of illegal dumping / not following best disposal practices. Specifically, free satellite data from the Copernicus programme, such as Sentinel-2 data, are discovered, downloaded and processed and detection of the aforementioned pollutants is realized. |
| POLIMI | Aeriawaste/ Technological solution | Non-commercial | Aeriawaste is the first data set made public worldwide for training machine learning and computer vision models for waste detection in aerial images. Exploitation will leverage a public release that will position POLIMI and PERIVALLON at the forefront of the research on environmental intelligence. |
| POLIMI | POLIMI waste detection module/ Technological solution | Non-commercial | It is an AI-powered computer vision tool helping public administration's photo interpreters to localize clues of illegal waste disposal over large territories using aerial images from satellite and UAVs. With such a tool PAs will substantially reduce the effort and false alarm rate in their photo interpretation activity conducted over the aerial images of vast monitored regions, attaining higher accuracy in the detection of suspicious sites and more accurate characterization of the materials and volumes present in the detected sites. |

| | | | |
|------|-----------------------------------------------------------------------------------------------|----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SMOB | PERIVALLON Integration Service Suite/ Technological solution | Commercial | It is the suite of cloud services enabling development, execution and governance of integration flows connecting any combination of cloud-based processes, services, applications and data across multiple components making the PERIVALLON platform. Once developed and implemented for the PERIVALLON platform, the Integration Service Suite component keeps the option for generalization in other similar contexts. |
| MT | Maritime route prediction/ Models and algorithms | Commercial | It aims to develop algorithms for the prediction of maritime routes that each individual vessel in an area of interest will most likely follow. The predictive models will incorporate features that reflect facets of potential smuggling routes specific to e-waste as indicated by experts in the consortium but will be implemented so as to be generalise-able to other types of illicit cargo with the aim of comprising exploitable asset beyond the scope of the PERIVALLON use case. |
| SAFE | Dissemination of achieved results by testing PERIVALLON technologies. /Technological solution | Non-commercial | Related to the successful implementation of WP6 and more specifically related to the technological solutions developed (and tested) during the project. |
| ARPA | Illegal waste disposal detector/ | Non-commercial | It is an algorithm/methodology/platform for wide area monitoring based on EO data and AI, searching for illegal waste disposal sites or authorized sites with illegal waste management |
| SPA | Methods for data acquisition and forensically validated deliverables/ Methods | Non-commercial | SPA is interested in following the development of the platform, in an overall sense. KER for SPA is to participate in the process regarding data acquisition and volume estimation, from a forensic validation perspective. |
| IGP | Piloting and disseminating the results of | Non-commercial | Implementation of the actions provided for in WP6. |

| | | | |
|---------|----------------------------------------------------------------------------|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | PERIVALLON technologies. | | |
| TMR | Illegal materials Concealed abilities/ Skills and know-how | Commercial | TMR uses its expertise of concealing items in Pilot use case 4 (PUC). PUC4 is about concealed illegal materials in containers. |
| SAHER | Networks, Knowledge and Know-How/ Skills and know-how | Other | SAH as a research, training and consultancy company will use its new knowledge and know-how to enhance its security related work. |
| CENTRIC | CENTRIC's Web Crawler/ Technological solution | Commercial | It is an automated software tool, engineered for discovering and monitoring online marketplaces for environmental crime indicators. Its capabilities extend across the Surface, Deep, and Dark Web, ensuring comprehensive data extraction and navigation through a unique URL scoring mechanism. |
| CENTRIC | Leveraging the Environmental Crime Observatory Landscape Analysis/ Methods | Non-commercial | The Landscape Analysis provides an in-depth view of the environmental crime situation within and outside the EU. CENTRIC can utilize this intelligence to enhance its research and tool development, focusing on organized environmental crime and its societal impacts. |

3.3.1 Key exploitable results (KER) per WP

Table 11 presents the KERs of PERIVALLON, considering the exploitable results listed above, as they have been identified and reported in the GA. It is expected that these will be modified during the implementation of the project as the activities and results of the project are being fulfilled. In D7.2 the table will be updated and more detailed information regarding the partners involved in each KER and the license will be provided. For this procedure, until M24 DRAXIS will intensively collaborate with WP leaders and will collect relevant information. In Table 10 are presented the exploitable assets per partner as they have been identified so far. It is possible to be enriched and modified in D7.2.

Table 11 Key Exploitable results

| Exploitable Assets | Exploitation options & potential customers | License | Related WP(s) |
|---------------------------------------------------------------|----------------------------------------------------------------------------------------|------------------------------------------------------|---------------|
| KER1: Satellite image analysis module | LEAs, International security agencies, Border guards, Environmental agencies | Limited open-source version, full commercial version | WP3 |
| KER2: Maximized surveillance swarm optimization module | LEAs, International security agencies, Border guards, Robotic systems manufacturers | Limited open-source version, full commercial version | WP3 |
| KER3: Concealed objection detection module | LEAs, Border guards, international security agencies, Security equipment manufacturers | Full Commercial version | WP3 |
| KER4: Content acquisition and monitoring | LEAs, ICT Companies | Limited open-source version, full commercial version | WP4 |
| KER5: Multilingual text analysis tool | LEAs, ICT companies interested in developing Big Data solutions | Limited open-source version, full commercial version | WP4 |
| KER6: Multimedia content analysis tool | Security agencies, ICT companies working with image analysis | Limited open-source version, full commercial version | WP4 |
| KER7: Risk assessment module | LEAs, Border guards, international security agencies, National security organisations | Limited open-source version, full commercial version | WP5 |
| KER8: Data management and audit trail | Any agency or business dealing with large amounts of heterogeneous data | Limited open-source version, full commercial version | WP5 |

| | | | |
|-----------------------------------------------------|---------------------------------------------------------------------------------------|-----------------------------------------------------|-----|
| KER9: PERIVALLON integrated platform | LEAs, International security agencies | Limited open source version Full commercial version | WP5 |
| KER10: Environmental crime monitoring center | LEAs, Border guards, international security agencies, National security organizations | Full commercial version | WP5 |

4 Dissemination, Communication and Exploitation Time Plan

An initial time-plan regarding all dissemination and communication activities has been constructed by DRAXIS, aiming to facilitate partners organise their dissemination related tasks in advance and thus to ensure they are achieved successfully. **Table 12** below present the planned activities.

Table 12 Dissemination, Exploitation and Communication Time Plan

| | | 2023 | | | | | | | | | | | |
|----------------------------------|--------------------------------------------------------------------------------|----------------|--------------------------------------------------------|---|---|----------------------|---|---|---|----|----|----|--|
| Task name | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | |
| Website | | | | | | | | | | | | | |
| Social Media | | | | | | | | | | | | | |
| Blog posts | | | | | | | | | | | | | |
| Press Releases | | | every time there is something important to communicate | | | | | | | | | | |
| Newsletters | | | | | | 1 project newsletter | | | | | | | |
| Publications | | 3 publications | | | | | | | | | | | |
| Events | participation and organization of events throughout the lifespan of PERIVALLON | | | | | | | | | | | | |
| Synergies with other initiatives | effort to make synergies with other projects in every possible occasion | | | | | | | | | | | | |
| IPR management | Collect information about the IPR | | | | | | | | | | | | |
| KERs | Identify the KERs | | | | | | | | | | | | |

| | | 2024 | | | | | | | | | | | |
|----------------------------------|--------------------------------------------------------------------------------|----------------|--------------------------------------------------------|----|----|----|----|----|----|----|----|----|--|
| Task name | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | |
| Website | | | | | | | | | | | | | |
| Social Media | | | | | | | | | | | | | |
| Blog posts | | | | | | | | | | | | | |
| Press Releases | | | every time there is something important to communicate | | | | | | | | | | |
| Newsletters | | | 2 project newsletters | | | | | | | | | | |
| Publications | | 6 publications | | | | | | | | | | | |
| Events | participation and organization of events throughout the lifespan of PERIVALLON | | | | | | | | | | | | |
| Synergies with other initiatives | effort to make synergies with other projects in every possible occasion | | | | | | | | | | | | |
| IPR management | Collect information about the IPR | | | | | | | | | | | | |

| | |
|------|--------------------------------------------------------------|
| KERs | Initial report on individual Partner and system exploitation |
|------|--------------------------------------------------------------|

| | 2025 | | | | | | | | | | | |
|----------------------------------|--------------------------------------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|
| Task name | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 |
| Website | | | | | | | | | | | | |
| Social Media | | | | | | | | | | | | |
| Blog posts | | | | | | | | | | | | |
| Press Releases | every time there is something important to communicate | | | | | | | | | | | |
| Newsletters | 2 project newsletters | | | | | | | | | | | |
| Publications | 6 publications | | | | | | | | | | | |
| Events | participation and organization of events throughout the lifespan of PERIVALLON | | | | | | | | | | | |
| Synergies with other initiatives | effort to make synergies with other projects in every possible occasion | | | | | | | | | | | |
| IPR management | Collect final input about the IPR | | | | | | | | | | | |
| KERs | Final exploitation plan of the KERs | | | | | | | | | | | |

5 Monitoring and Evaluation of the Dissemination, Communication and Exploitation Activities

The impact of the project will be evaluated using key performance indicators (KPIs) for each dissemination and communication activity. A wide variety of indicators has been deemed by the consortium as appropriate to assess the impact of dissemination and communication. These include:

-  Visits/views on the project website with tools such as Google Analytics
-  Downloads of documents publicly available online
-  Social media outreach; no. of followers (Twitter)/ connections (LinkedIn)
-  Impact factor/acceptance for scientific publications, academic citations, views in platforms such as ResearchGate
-  No. of participants/ attendants in workshops and consultations groups through PERIVALLON presentations and/or demonstration.
-  Identification of final KERs per partner

| Tool | Indicator | Target by M36 |
|------------------|------------------------------------------------------------------------|----------------------------------------------------------------------------|
| Website | # of site visits #of downloads | 15% annual increase of site visits 20 downloads |
| Final Conference | # of participants (by target group) | 80 participants |
| Workshops | # of workshops # of participants/ workshop (by target group) | 2 workshops 40 participants |
| Social media | # engagement (likes and comments) in LinkedIn & Twitter # followers | 700 views (annual increase of 15%); 350 followers (annual increase of 15%) |
| Publications | # of publications in technical, scientific and academic journals | > 15 scientific/academic articles with > 5 open access publications |
| Newsletter | # of readers | Bi-annual; At least 100 readers per newsletter (at least 15 practitioners) |

| | | |
|---------------------|----------------------------|----------------------------------------------------------------------|
| Stakeholder network | # of users diversification | > 25 users with at least 4 from each target group from > 3 countries |
|---------------------|----------------------------|----------------------------------------------------------------------|

Table 13 Key Performance Indicators (KPIs)

The consortium of the project will evaluate the impact of each dissemination and communication tool by using the dissemination activities reporting template prepared by the dissemination leader- **Figure 23**. DRAXIS will ask all the partners to provide every three months of the project a report regarding all the activities they have conducted and aim at promoting PERIVALLON to stakeholders and the general public.

PERIVALLON  PERIVALLON Dissemination & Communication Activities

| | Partner | Type of activity | Status | Short Description <small>(please provide a brief summary of the activity)</small> | Date of Activity | Dissemination level | Relevant URL <small>(if applicable)</small> | Notes <small>(if any)</small> |
|----|---------|------------------|--------|-----------------------------------------------------------------------------------|------------------|---------------------|---------------------------------------------|-------------------------------|
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| 11 | | | | | | | | |
| 12 | | | | | | | | |
| 13 | | | | | | | | |
| 14 | | | | | | | | |
| 15 | | | | | | | | |
| 16 | | | | | | | | |
| 17 | | | | | | | | |

Figure 23 Dissemination and Communication monitoring file

6 Conclusions

6.1 Summary

The document reflects the initial dissemination, communication and exploitation plan developed within the frame of PERIVALLON. It introduces the project's target audiences and stakeholders. Additionally, it presents the channels that will be used to successfully promote PERIVALLON's results. The dissemination and communication activities and relative management procedures are extensively described. Furthermore, the deliverable reflects the exploitation plan that is envisaged to be conducted during the lifespan of the project.

6.2 Future work and Recommendations

The current plan is considered as a starting point and will be evolving during the lifespan of PERIVALLON in reflection to the developments of the different use cases and WPs. An updated version of this deliverable is due to be released in M24 and all adjustments based on the experience gained during the first 18 months of PERIVALLON will be included. Thus, all actions will undergo necessary modifications based on the needs of the project in order to ensure maximum visibility to the targeted stakeholders and more broadly to the European community.

It is crucial to ensure that all plans will be monitored closely to achieve their successful implementation. The predefined KPIs should be revised bimonthly to estimate if remedial actions are required. The smooth implementation of dissemination, communication, and exploitation activities from all partners according to the predefined procedures of PERIVALLON and their contribution in them are irreplaceable.