*Driv*ing Innovation in Crisis Management for *E*uropean *R*esilience

D74.4 - First set of promotional materials

Document Identification	
Due Date	01/05/2014
Submission Date	29/08/2016
Status	Final
Version	2.0

Related SP / WP	SP7 / WP74	Document Reference	D74.4
Related Deliverable(s)	D71.1, D74.1	Dissemination Level	PU
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Keywords:
Brochure, poster, roll-up banners, logo, reference presentation, infographics, video trailer, business card, goodies, events, support to the experiments, social media, website

This document is issued within the frame and for the purpose of the DRIVER project. This project has received funding from the European Union's Seventh Framework Programme (FP7/2007-2013) under Grant Agreement No. 607798

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Document History			
Version	**Date**	**Change editors**	**Changes**
1.0	01/05/2014	ARTTIC	First version to be submitted
1.1	05/01/2016	ARTTIC	First draft integrating modifications to address the review comments
1.2	11/01/2016	ARTTIC	Second draft integrating modifications to address the review comments
1.3	12/01/2016	POLE	Peer-review and quality check
1.4	13/01/2016	ARTTIC	Integration of POLE's comments
1.5	19/01/2016	Q4PR	Peer-review and quality check
1.6	20/01/2016	ARTTIC	Integration of Q4PR's comments. Final version to be submitted Summary of changes: Structure modified, Introduced the first set of promotional materials and possible additional versions that have been created from M3 to M20, Provided insights on future promotional materials to be created, Added a reference section , Introduction, Executive summary and Conclusion updated
2.0	29/02/2016	ATOS	Quality check performed on this document

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List of Acronyms

Abbreviation / acronym	Description
ENCML	European Network of Crisis Management Laboratory
I4CM	Innovation for Crisis Management workshops
JRC	Joint Research Centre
PPT	PowerPoint

Project Description

DRIVER evaluates solutions in three key areas: civil society resilience, responder coordination as well as training and learning.

These solutions are evaluated using the DRIVER test-bed. Besides cost-effectiveness, DRIVER also considers societal impact and related regulatory frameworks and procedures. Evaluation results will be summarised in a roadmap for innovation in crisis management and societal resilience.

Finally, looking forward beyond the lifetime of the project, the benefits of DRIVER will materialize in enhanced crisis management practices, efficiency and through the DRIVER-promoted connection of existing networks.

DRIVER Step #1: Evaluation Framework

- Developing test-bed infrastructure and methodology to test and evaluate novel solutions, during the project and beyond. It provides guidelines on how to plan and perform experiments, as well as a framework for evaluation.
- Analysing regulatory frameworks and procedures relevant for the implementation of DRIVER-tested solutions including standardisation.
- Developing methodology for fostering societal values and avoiding negative side-effects to society as a whole from crisis management and societal resilience solutions.

DRIVER Step #2: Compiling and evaluating solutions

- Strengthening crisis communication and facilitating community engagement and self-organisation.
- Evaluating solutions for professional responders with a focus on improving the coordination of the response effort.
- Benefiting professionals across borders by sharing learning solutions, lessons learned and competencies.

DRIVER Step #3: Large scale experiments and demonstration

- Execution of large-scale experiments to integrate and evaluate crisis management solutions.
- Demonstrating improvements in enhanced crisis management practices and resilience through the DRIVER experiments.

DRIVER is a 54 month duration project co-funded by the European Commission Seventh Framework Programme (FP7/2007-2013) under grant agreement no. 607798.

Executive Summary

The present document is a deliverable of the DRIVER project, funded by the European Commission's **Research Executive Agency (REA), under its 7th EU Framework Programme for Research and Technological Development (FP7).**

Deliverable D74.4 addresses the work carried out under SP7- Impact and sustainability, and more precisely under WP74.2 – Promotional materials, presenting the set of promotional materials that have been produced during the first twenty months of the project (May 2014 – December 2015):

- **Logo**
- **Project reference presentation**
- **Project (including SPs) posters and roll-up banners**
- **Project brochure and business card**
- **Project video trailer**
- **I4CM video trailer**
- **I4CM roll-up banner**
- **Goodies (USB flash drive, pens, bags),**

The dissemination activities aim to increase the impact of the project by making it visible to as wide an audience as possible, while focusing on those target users for which the project is most relevant. In particular, this deliverable presents a short overview of the production of the print and presentation materials that have been designed and created in the first twenty months of the project and which will be used for the networking and dissemination of DRIVER. All future printed materials for DRIVER will be based on the designs and templates described herein. Printed materials play a key role in dissemination and networking, as the first impression one gets of the project, which cannot be undone, is imparted by them.

Illustrations of all promotional materials produced at the end of the above mentioned period are included into the present document.

1 Introduction

The project documentation is an important part of the dissemination and communication activities since, together with the website and social media, it gives high visibility to the project for the promotion of its activities, events and initiatives. The promotional material produced during the course of the project is supporting most other activities, including SP2 (Testbed for Crisis Management experimentation), SP3 (Civil society resilience), SP4 (Strengthened responders), SP5 (Training and learning), SP6 (Joint-Experiments and Final demonstration), SP8 (Assessment & Innovation).

Since the production of promotional material is essential to support the activities of a project and to contribute to its impact, most of the content produced during the course of the project will be made available in printed version, online on the DRIVER website (www.driver-project.eu) and disseminated during both project events and at several external events where the project will be represented. The aim of these activities is to widely contribute in raising awareness on FP7 and Crisis Management, in enhancing a wider participation in the project's activities and in implementing the creation of a **network of people interested in Crisis Management in Europe and beyond.**

One of the core idea behind the dissemination and communication activities undertaken through the project is to create a DRIVER brand architecture. Therefore, this set of collateral has been elaborated in an attempt to be visually consistent and uses language that coheres around a core narrative.

This document is divided into 3 main parts, the first one briefly presenting the project graphical identity, the second one introducing the first set of promotional materials and possible additional versions created from M3 to M20, and the last part providing insights on future promotional materials to be created as the project further develops and additional specific needs emerge.

2 Project visual identity

2.1 Project logo

All material used for project dissemination has a well-defined graphical identity, thanks to the use of the DRIVER logo and graphical identity (Figure 1). In a very early phase of the project, options regarding the project logo and the overall project graphical identity have been proposed by the task leader (ARTTIC) to the DRIVER partnership. The logo below has been chosen and used in all the promotional material produced.

Figure 1: Project logo

In addition, an animated version of the logo has been produced in M18 – November 2015 to be integrated onto the project video trailer (see page 14) which has been projected for the first time on the occasion of the I4CM event in Berlin held from December 8-9, 2015. This animated logo will be used from now on during all events organized by the project consortium.

2.2 DRIVER colour code and picture

The colour code available in D71.1 [1] and the logo of DRIVER shall always be used as well as the font Calibri for the main text and Century Gothic for titles. The Driver logo shown above and to be found on the DRIVER internal website shall always be displayed on all dissemination documents.

Furthermore, any public document shall display the European emblem. The partners are exempted from the obligation to obtain prior permission from the EC to use them. When displayed in association with a logo, the European emblem should be given appropriate prominence.

3 Promotional materials created up to M20

3.1 Project reference presentation

3.1.1 First version

A PowerPoint presentation containing key information on the project such as objectives, expected outcomes and partnership has been produced by ARTTIC at M2 – June 2014 (see Annex 1 for the full document). This reference PPT presentation has been used by project partners when attending external meetings to introduce the DRIVER initiative, such as the 5th JRC European Network of Crisis Management Laboratory (ENCML) meeting from 16th to 18th June 2014 in Ispra, Italy.

Figure 2: Project reference presentation - first version

3.1.2 Second version

As (i) the project further developed and (ii) a common understanding has been reached by all project partners, an updated version of the project PPT presentation has been produced at M19 – November 2015 to (i) deliver a simplified message to reach the public at large and (ii) convey key messages (i.e. remove the EU-funded projects specific terminology such as WPs, etc.), through a more attractive outlook (see Annex 2 for the full document).

This updated version has been officially presented by ATOS for the first time on the occasion of the I4CM event in Berlin from December 8-9, 2015, and received positive feedback from both the project partners and the attendees.

This promotional material is available on the DRIVER Space shared with all DRIVER partners.

Figure 3: Project reference presentation - second version

3.1.3 Next steps

In the upcoming weeks, this project reference presentation will be uploaded in the resources section of the project website [2], remaining accessible to the general public.

3.2 Project poster and roll-up banners

A project poster (see Annex 3) was designed by ARTTIC at M3 – July 2014 to give broad visibility to the DRIVER project during project and external events. This A1 format poster introduces the DRIVER project key facts and objectives.

In addition to the poster, two complementary roll up banners (see Annex 4), ideal material to be used during project or external events, were designed by ARTTIC respectively at M18 and 19 – October/November 2015. The first version of the roll-up banner introduces the project partners and the main topic tackled in the project thus allowing to be quickly identified by third parties, while the second one seeks to engage interested stakeholders and encourage them in joining the project community, visiting the website and attending the events.

3.2.1 Next steps

The project poster and roll-up banners will be uploaded in the resources section of the project website [2], remaining accessible to the general public.

3.3 Project business card

In order to promote the DRIVER project but also the online community (Community Management Platform, see Deliverable D72.2 [3]), the consortium agreed to create a business card (see Annex 5) introducing the DRIVER website, Twitter and LinkedIn groups to the European audience. Partners have been invited to distribute these business cards as widely as possible on the occasion of each event the consortium would organise or contribute to (see Annex 6).

Figure 4: DRIVER Business card

3.4 Project brochure

3.4.1 First version

At M3 – July 2014, ARTTIC produced a three-fold brochure (see Annex 7) to present in more details the project and consortium, its objectives and expected outcomes, and thus provide a better overview of the DRIVER initiative. This brochure has been uploaded in the DRIVER Space (restricted to consortium partners) and has been distributed as widely as possible during each event DRIVER has been organised and contributed to from M3 to M18.

Figure 5: DRIVER brochure - first edition

3.4.2 Second version

An updated version of the project brochure was produced at M18 – October 2015 (see Annex 8) to provide a more attractive look and feel of the material and respect the graphical identity.

This document, already presented and distributed on the occasion of the second edition of the I4CM event held in Berlin from December 8-9, 2015 has received a very positive feedback from the project partners and participants, and will be distributed as widely as possible during each event DRIVER will organise and contribute to (see Annex 6).

Figure 6: DRIVER brochure - second version

3.4.3 Next steps

This brochure will be uploaded in the resources section of the project website, remaining accessible to the general public (See deliverable D74.1 [2]). More than 5000 hard copies will be printed and distributed to the project partners so that they can disseminate them during events they will either organise or contribute to. An updated brochure will be produced before the end of the project, when more results and lessons learned will be made available.

3.5 Project video trailer

The trailer is an effective way of presenting the main objectives and activities of the project to the general public, in order to create awareness about the project activities. Therefore, an animated video trailer of the project has been produced at M18 – October 2015. It has been projected and discussed for the first time with the DRIVER partners during the General Assembly held in Lund in November 2015 while showcased for the first time to the general public on the occasion of the second edition of the I4CM event in Berlin.

Following several comments received in Lund by both the partners and the Advisory Board members, the storyboard has been redrafted and a second iteration is currently made to better cope with the consortium's expectations.

3.5.1 Next steps

The trailer will be made available on the DRIVER website and on YouTube as soon as the second version is available.

3.6 I4CM promotional materials

Specific promotional materials have been created on the occasion of the I4CM event, which took place in Berlin on December 8-9, 2015. The objective behind it is to have a specific set of materials to (i) increase the brand recognition, (ii) better promote those project key events and (iii) increase the participation level. These materials are presented below.

3.6.1 I4CM logo and roll-up banner

One specific I4CM logo (Figure 7) has been produced, using the colours of the DRIVER project.

The bubble shape has been chosen in order to better reflect the key objectives behind such events: providing a dedicated forum for exchanges. The logo will be customized for each edition by integrating the name, place and dates of each of the events.

Figure 7: I4CM logo

In addition to the logo, a generic I4CM roll-up banner (see Annex 9) has been elaborated. A roll-up banner has been created to draw the attention of the audience on the DRIVER project and its internal events. It is an effective way to display the project's visual identity while making sure that the **audience clearly knows who the organizer is/which project is behind the event.**

3.6.2 I4CM video trailer

Following the completion of the second edition of the I4CM event, a promotional video trailer is currently in the production process. Several onsite interviews of key target stakeholders who have been participating in the event (EC representatives, technology providers, Crisis Management practitioners, etc.) have been conducted while several video and photo shootings of the event sessions, discussions and networking moments have been done. All this materials are currently compiled and will serve as a basis to produce the I4CM promotional trailer. At the time of writing, the video should be made available at M22 – February 2016.

3.6.2.1 Next steps

The trailer will be made available on the DRIVER website and on YouTube and widely disseminated via the project social media accounts as soon as it is released and agreed by all PMC members.

3.7 SPs roll-up banners (M18)

In order to better support the activities carried out under the project, a set of roll-up banners (See Annex 10) have been created at M18 – October 2015 for each of the « technical » SPs (no mention of SP1 dealing with management issues), to provide an overview of their respective activities, objectives and expected outcomes.

Such roll-ups have been created first to be used internally on the occasion of the project meeting taking place in Lund in November 2015, however, given the positive feedback received by most of the project partners, the roll-ups have been displayed on the occasion of the second edition of the I4CM event in Berlin, to better showcase the project activities to third parties. These materials will be used at other events, either internal or external ones such as specific conferences, experiments, next I4CMs, etc.

3.8 Goodies

In addition to the above mentioned set of promotional materials several goodies (namely, USB sticks, bags and pens) have been produced for the DRIVER project and will be distributed on the occasion of project events or external ones the partners contribute to (see Annex 6).

4 Planned promotional materials

Additional promotional material such as a project flyer, specific PPT presentations will be developed adapted to specific target stakeholder groups (see Annex 11) to provide a straightforward answer from different constituencies to the questions:

- "What's in for me?"
- "How can I participate"?

In addition, and in order to provide a proactive and strong support to the experiments, ARTTIC already started to engage in a dialogue with the task leaders to define their needs in terms of production of promotional materials. After a careful analysis of their needs (see Annex 12), ARTTIC will start elaborating the ones identified as of higher relevance to increase the awareness about the activities but also outcomes and lessons learned, in close relation with the experiment leaders.

Proposed materials are for example:

- **Interviews of the main actors describing their activities and the outcomes, to be uploaded onto the DRIVER YouTube channel**
- **Infographics, and other novel techniques for the visual presentation of information, to communicate important project outputs in non-technical language to the broad EU civil society.**
- **E-books gathering key information from approved deliverables to be made available onto the project website to drive interest of the third parties and make sure they have access to the main results of the project in an attractive and easily readable format.**

In order to achieve these objectives, all DRIVER partners, in particular the SP leaders shall actively collaborate with SP7, and ARTTIC to provide the necessary material (key achievements, major outputs etc.) required for the preparation of the content.

5 Conclusion

Intense activities were developed during the first twenty months of the project, not only to conceptualize, prepare and finalize all dissemination tools and materials planned to be available at the end of month 3, but also those planned at a later date. These efforts have led to quite a comprehensive and powerful set of "Initial dissemination material" able to efficiently support the **dissemination and communication activities of the project in the next period on the occasion of other events, either internal or external ones such as specific conferences, experiments, next I4CMs, etc. to increase the project outreach and impact. Obviously, the status reached in terms of dissemination material is not the end of a process: in the next weeks and months, efforts will be maintained to reinforce and extend this set of tools and materials, understand from all project partners what more can be done to support them, especially regarding activities such as experiments, joint experiments and final demo promotion.**

The DRIVER brand architecture is a key vector for enhancing public and stakeholder engagement with the project. Therefore, one of the main aims of the dissemination and communication activities must be to simplify what is, on face value, quite complex.

Finally, stronger efforts will be made by the task leader of the Project website to make them available online, so that they can be widely promoted through the social media account of the project and relayed through the project partners' corporate websites.

References

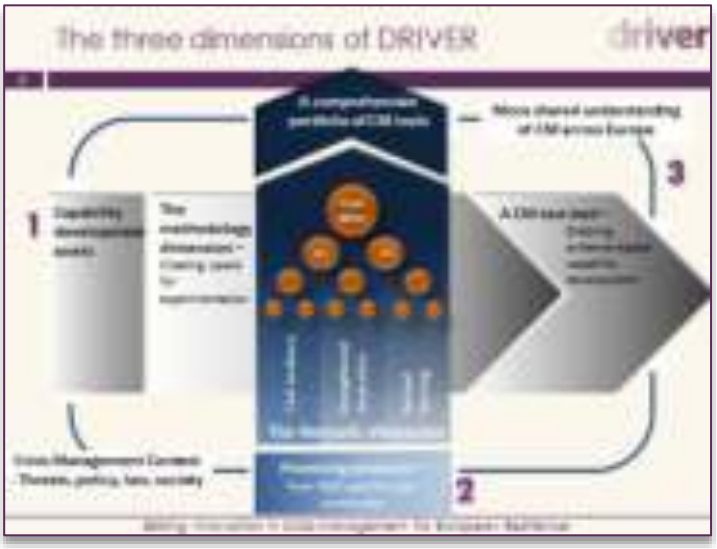
[1] ARTTIC (ed.): D71.1 - SP7 Strategy & Roadmap. Deliverable of the DRIVER project, 2014.

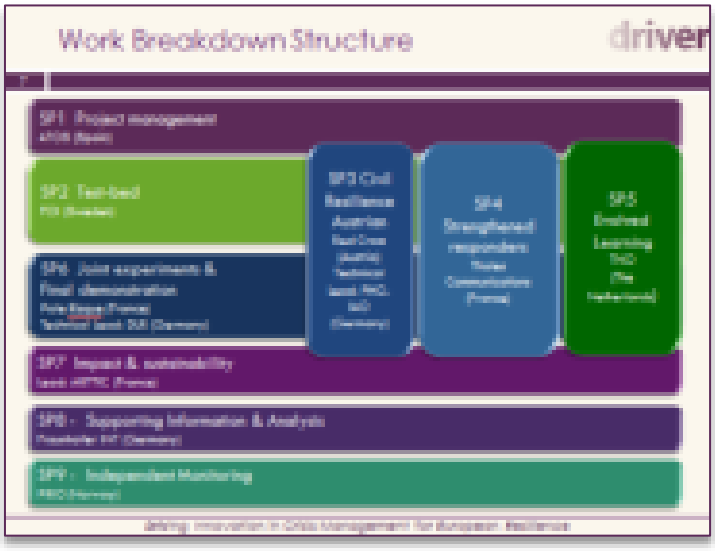
[2] Albiéro, S. et al (ed.): D74.1 - DRIVER project website. Deliverable of the DRIVER project, 2016.

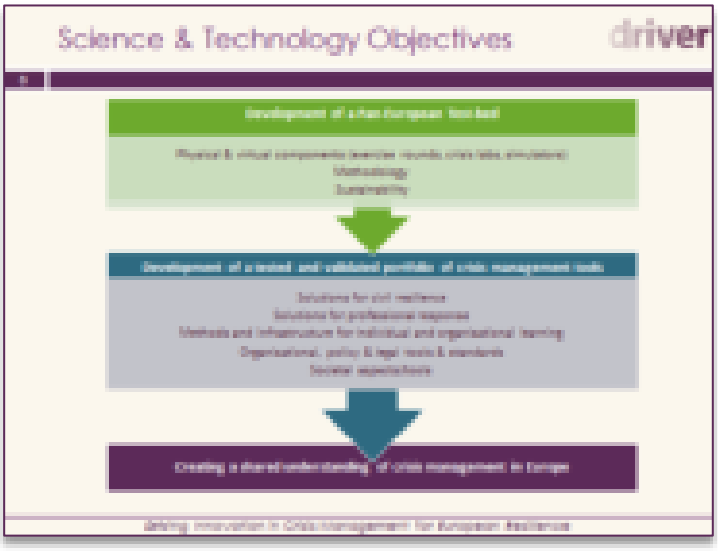
[3] Bonammour, M.C. (ed.): D72.2 - DRIVER Community Database Operational. Deliverable of the DRIVER project, 2016.

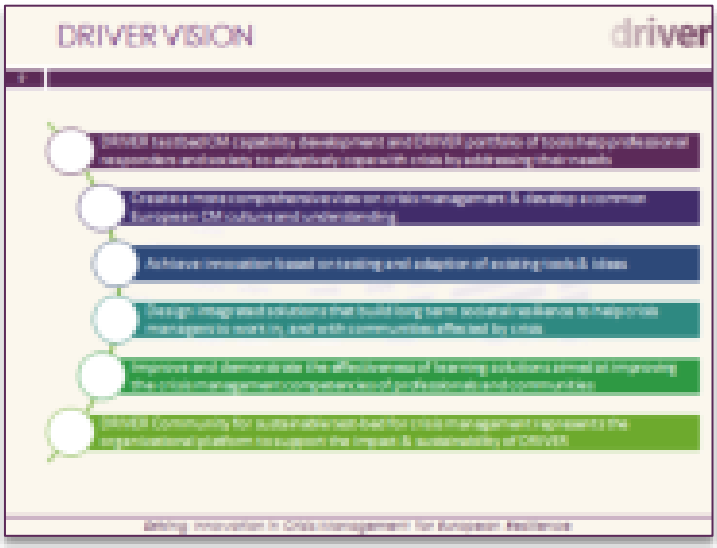
Annex 1: Project reference presentation (first version)

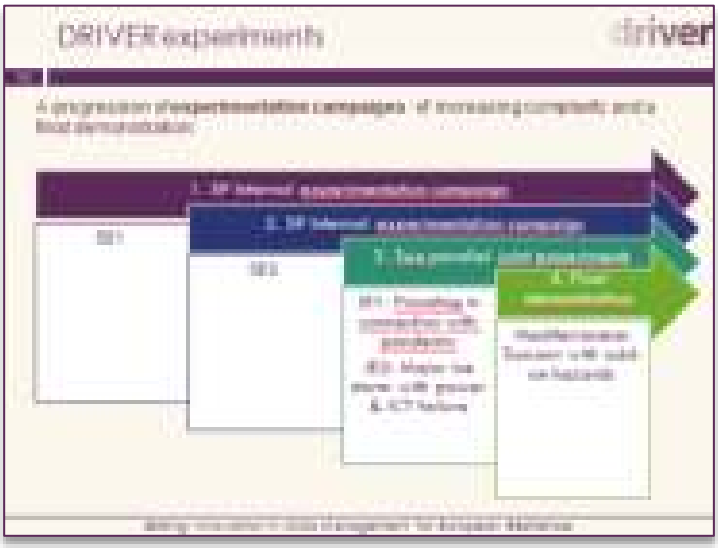
DRIVER paradigm
driver
Crisis management is complex: There is no one-size-fits-all solution in Crisis Management
Many possible scenarios, many scales (local, regional, national, EU, UN level, etc.)
Iterative testing in different contexts is needed => series of experiments
Tools cannot be tested in real-life operations => space for experimentation is needed
Evidence based capability development to overcome inertia of innovation in CM
Encourage the acceptance for new solutions (tools) among end-users
Establish a European meeting space for the development of a common CM culture
driver

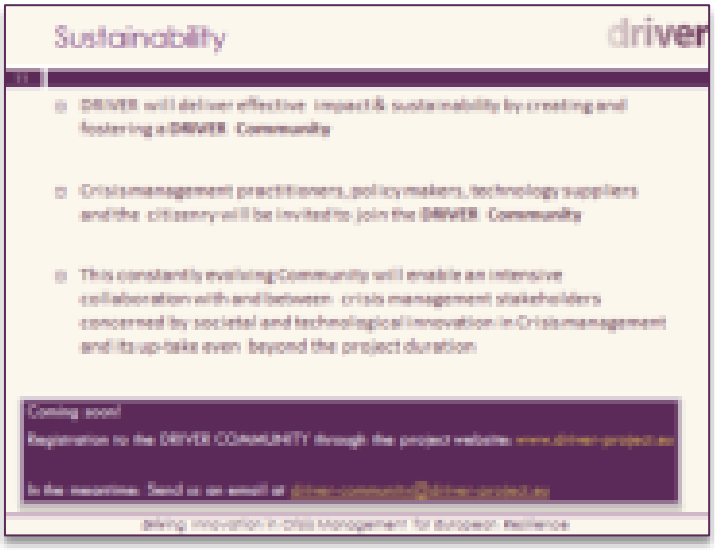

the three dimensions of DRIVER
driver
1
2
3
driver


Work Breakdown Structure
driver
SP1 Project management
SP2 Test-bed
SP3 Civil Resilience Austrian Red Cross
SP4 Strengthened responders Swiss Communication
SP5 Evolved Learning TNO The Netherlands
SP6 Joint experiments & Final demonstration
SP7 Impact & sustainability
SP8 - Supporting Information & Analysis
SP9 - Independent Monitoring
driver

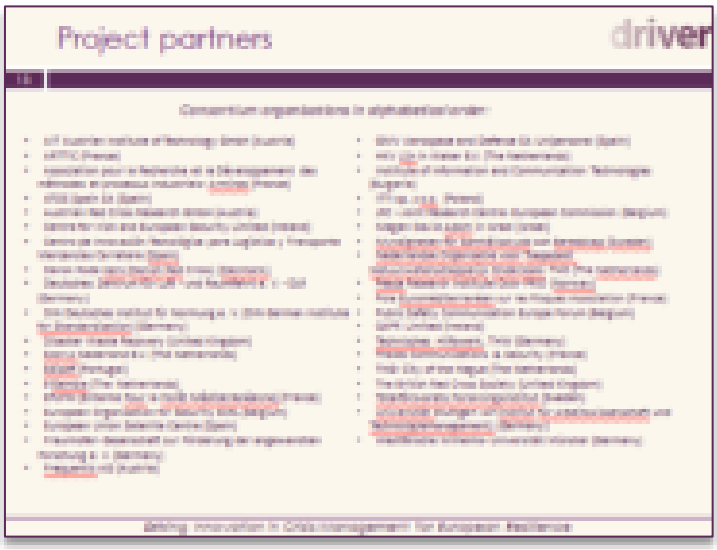

Science & Technology Objectives
driver
Development of a test-bed
Development of a tested and validated portfolio of crisis management tools
Creating a shared understanding of crisis management in Europe
driver

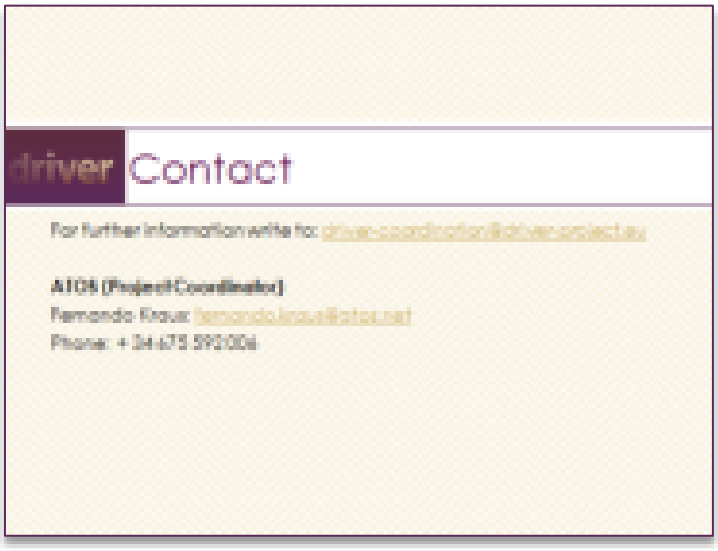

DRIVER VISION
driver
driver


DRIVER experiments
driver
driver

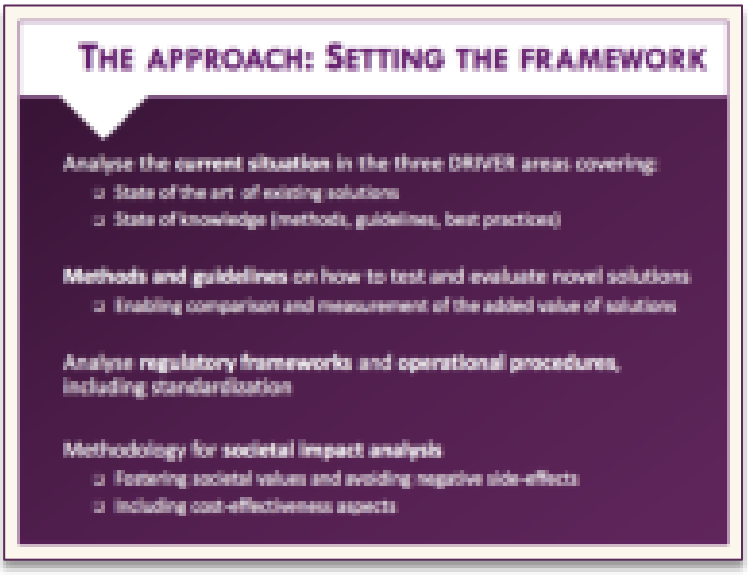

Sustainability
driver
DRIVER will deliver effective impact & sustainability by creating and fostering a DRIVER Community
Crisis management practitioners, policy makers, technology suppliers and the citizenry will be invited to join the DRIVER Community
This constantly evolving Community will enable an intensive collaboration with and between crisis management stakeholders concerned by societal and technological innovation in Crisis management and its up-take even beyond the project duration
Coming soon!
Registration to the DRIVER COMMUNITY through the project website: www.driver-project.eu
In the meantime: Send us an email at driver-community@driver-project.eu
driving innovation in crisis management for european resilience

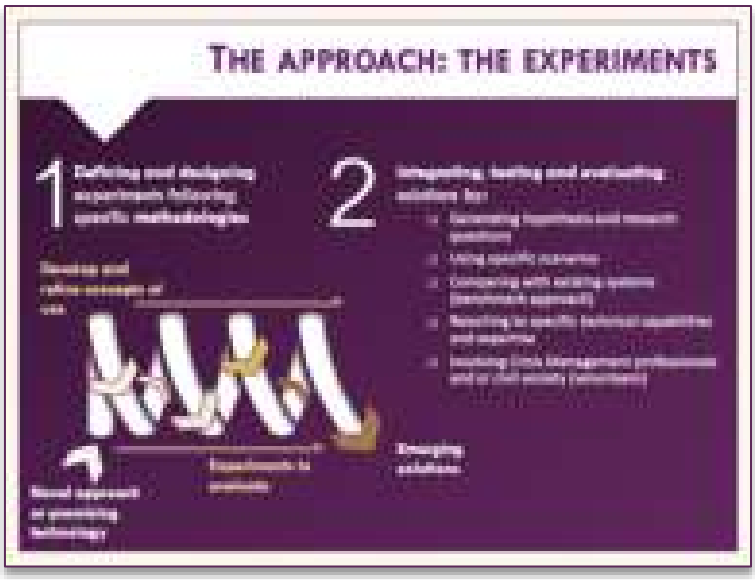
driver
DRIVER CONSORTIUM


Project partners
driver
Consortium organisations in alphabetical order:
driving innovation in Crisis management for European Resilience

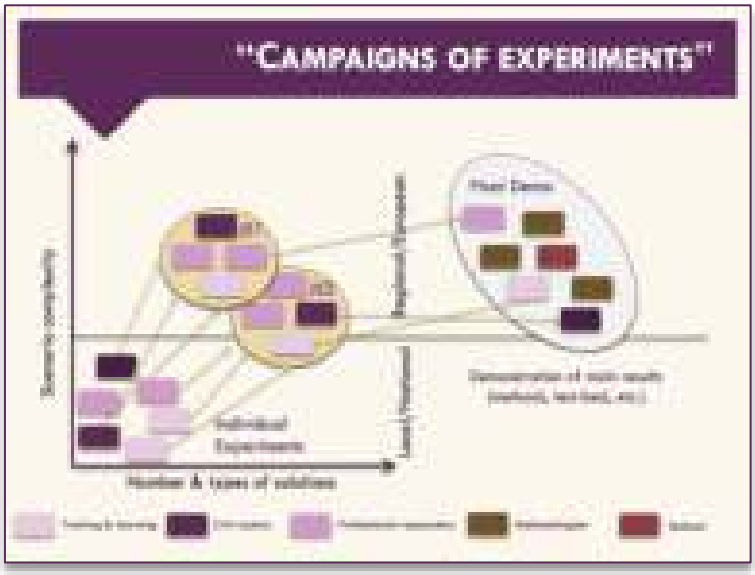

driver
Contact
For further information write to: driver-coordination@driver-project.eu
ATOS (Project Coordinator)
Fernando Kraus: fernando.kraus@atos.net
Phone: + 34 675 590 006

Annex 2: Project reference presentation (second version)




THE APPROACH: THE EXPERIMENTS
1
2

THE APPROACH: CAMPAIGNS OF EXPERIMENTS
Conducting iterative campaigns of experiments
Growth in complexity
Number of integrated solutions
Towards a final demonstration
Expected output of experiments
Assessment of the operational benefit / added value of the solutions
Recommendations for improving the solutions
Lessons learned from the experimentation process
Evaluate solutions using DRIVER methodologies
Cost-effectiveness
Societal impact
Related regulatory frameworks and procedures

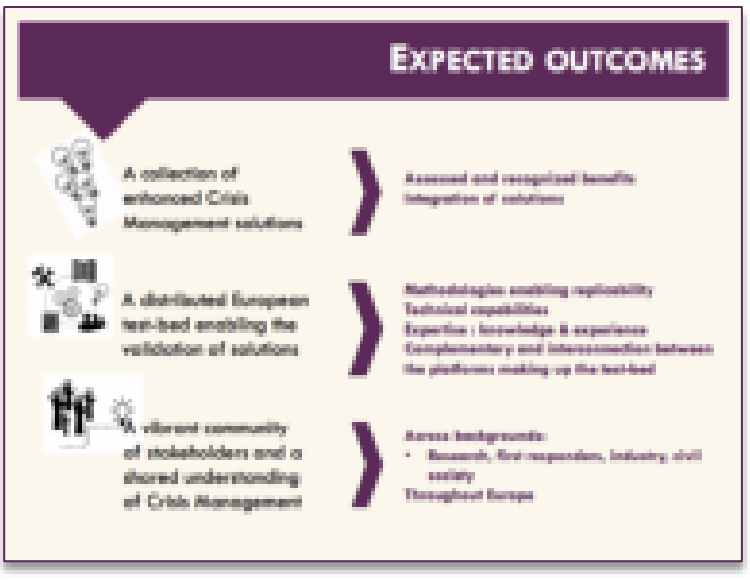

"CAMPAIGNS OF EXPERIMENTS"
Plant Demo
Individual Experiments
Number & types of solutions

EXAMPLE OF EXPERIMENT:
"OPERATIONAL DATA LIFT"
Scenario:
A forest fire with cascading effects involving chemical threat
Objective:

EXAMPLE OF EXPERIMENT:
"OPERATIONAL DATA LIFT"
How: Played on a simulator by professional first responders
Process:
Comparison between existing tools and innovative COP based solutions
Analyze and capitalize results
Measure: time, accuracy, usability
Outputs:
Lessons learned from the adoption of the innovative solutions tested
Feedback on the DRIVER experiment design methodology
Insights on the usage of the simulator for assessing innovative solutions

DRIVING INNOVATION IN 3 AREAS
COMPLEMENTARITY
Civil society resilience
Training and learning
Strengthened professional responders

THE CONSORTIUM MEMBERS


EXPECTED OUTCOMES
A collection of enhanced Crisis Management solutions
A distributed European test-bed enabling the validation of solutions
A vibrant community of stakeholders and a shared understanding of Crisis Management

CONTRIBUTIONS TO CRISIS MANAGEMENT
SUSTAINABILITY

GET INVOLVED!
Time has come to drive
innovation
in
Crisis Management
for
European Resilience
driver-project.eu
DRIVER-PROJECT
@DRIVER_PROJECT
#DRIVER
Driver Project

driver
Thank you for your attention

Annex 3: Project poster

Annex 4: Project roll-up banners

Annex 5: Project business card

Annex 6: Tentative list of external events

DATE & place	Name	Organiser	Information available
10-13 Jan – Tel Aviv (IL)	4th International Conference on Healthcare System Preparedness & Response to Emergencies & Disasters IPRED IV	Home Front Command	http://www.ipred.co.il
27-29 Jan – Geneva (CH)	Science and technology conference on the implementation of the Sendai Framework for disaster risk reduction 2015-2030	UNISDR	http://www.unisdr.org/partners/academia-research/conference/2016/
28 Jan – Stuttgart (DE)	4th Stuttgart Round table « Research in Civil Protection – plan, train and evaluate »	Fraunhofer	http://driver-project.eu/content/4th-stuttgart-round-table-research-civil-protection-%E2%80%93-plan-train-evaluate
4 Feb – London (UK)	The Risk and Threats to National Infrastructure		http://www.quaynote.com/conference/the-challenge-to-critical-national-infrastructure/
1 Mar – Leiden (NL)	COBACORE Final event	COBACORE project	
2-3 Mar – The Hague (NL)	Critical Protection Infrastructure and Resilience in Europe	The Hague municipality	http://www.cipre-expo.com/
17-19 May - London (UK)	ITEC 2015 First Response: Civil & Military Crisis Management	ITEC	http://www.itec.co.uk/Content/Welcome
22-25 May - Rio de Janeiro (BR)	ISCRAM	ISCRAM	http://www.iscram2016.nce.ufrj.br/
1-2 June 2016 – The Hague (NL)	European Conference on Security	Dutch EU presidency	

DATE & place	Name	Organiser	Information available
2-4 June – The Hague (NL)	eRIC (expo Rampenbestrijding, Incidentmanagement & Crisismanagement; Disaster planning, Incident management & Early warning and response coordination fair)		http://www.exporic.nl/information-in-english
13-15 Sep – San Diego (US)	TIEMS Annual conference	TIEMS	http ://tiems.info/component/com_eventbooking/Itemid,83/category_id,5/task,view_category/
13-15 Sep - Berlin	Future Security Research – sensor systems for Safety and security	Frauhofer	http://www.future-security2016.de/
1-5 Oct – Vienna (AT)	EuSEM 2016 European Congress on Emergency Medicine	EuSEM	http://www.eusem.org/
25-28 Octobre Feb –Nice (FR)	Nice Global Forum	Nice Côte d'Azur	http://niceglobalforum.org/

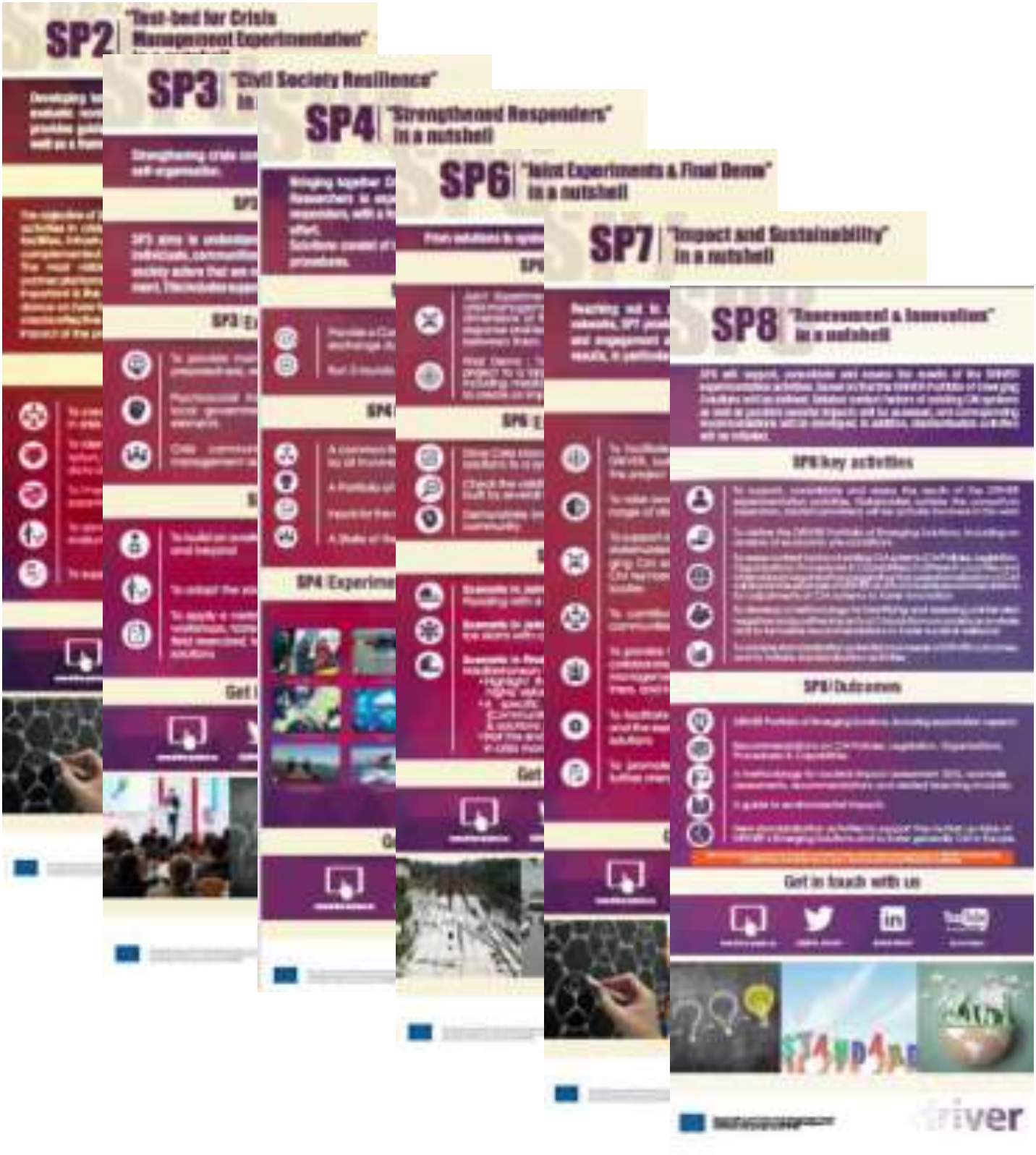
Table 1: Tentative list of external events

Annex 7: Project brochure (first version)

Annex 8: Project brochure (second version)

Annex 9: I4CM roll-up banner

Annex 10: SPs roll-up banners



Annex 11: Stakeholders' targeted messages

Stakeholder Category	Relevance for DRIVER of Stakeholders	Major needs of Stakeholders	Key messages to Stakeholders	Key issues to address for DRIVER
EC – DG HOME	• **Funds DRIVER** • **Can stop contract or impose major changes**	• **Show to EU Parliament and other EC Directorates that DRIVER is highly relevant and focused on EU and particularly EC needs**	• **DRIVER worth its money by creating the basis for a sustainable CM innovation eco-system** • **DRIVER will contribute to support EU policies by helping both their implementation and their evolution** • **DRIVER will leverage previous innovation results**	• **REA project officer will form his opinion depending on what DGs HOME and ECHO say** • **At this stage worried**
Users-Practitioners	• Main "customers for **the PoT and the results from the experimentations**	• **Economic access to proven innovative solutions** • **Reassurance that they are buying the right** thing ("IBM" factor)	• **The DRIVER Portfolio will be a key decision support for selecting CM solutions** • **The DRICO (DRIVER Community) will offer them a range of invaluable services: being a member is a must!** • **Contributing to DRIVER will optimise** your benefits of participating ("We need you!")	• **Differences in interest and attitude towards innovation different types of users** • **Differences between organisations and people – not necessarily the same agenda**

Stakeholder Category	Relevance for DRIVER of Stakeholders	Major needs of Stakeholders	Key messages to Stakeholders	Key issues to address for DRIVER
Users-Procurers	• **In charge of taking CM procurement decisions**	• **Optimise investment budgets** • **Optimise life cycle costs** • **Avoid buying too early or too late**	• **Share costs at EU level by minimising assessment costs and coordinated procurement** • **Buy equipment at right innovation level**	• **Sound business case for becoming (ultimately paying) members in DRICO and buying from DRIVER Portfolio of tools** • **Also related to PCP and PPI**
Users-Testbeds	• **Testbed Infrastructure Suppliers (TEBIS)** • **Often practitioners themselves**	• **DRIVER is sustainable and useful beyond the project span** • **The testbed services will be used and bring benefits to the testbeds themselves**	• **DRIVER is sustainable from a policy and from an economic point of view** • **In the long-term DRIVER provides strong added value for the testbed infrastructure providers**	• **In-depth understanding of motivations (which may be very different from one TEBIS to another)** • **Sound business case from their perspective for offering the service and for coordinating / sharing with other TEBIS**
Policy makers-Member States	• **Change agents which are key to make DRIVER Recommendations happen**	• "Please" Civil Society, Media and "political base" • **Easy format to allow for quick and efficient** decision making ("A5 format") • **Avoid political risks** • **Be in line with national doctrine & culture**	• **DRIVER recommendations both reliable and leading edge** • **DRIVER recommendations easy to communicate to constituents**	• **Flexibility to address different contexts and constraints** • **KISSS (Keep it Safe, Simple & Stupid)**

Stakeholder Category	Relevance for DRIVER of Stakeholders	Major needs of Stakeholders	Key messages to Stakeholders	Key issues to address for DRIVER
Policy Makers - EU	• Change agents which are key to make DRIVER Recommendations happen	• Be in line with EU policies • Possibility to convince MS • Improve image of EC	• DRIVER is aligned with EU policies and EC directives • DRIVER ready to support EC (notably DG ECHO in its mandate)	• Build effective regular working relation early in the project • Agree on policy priorities • Involve actively in DRICO and Experimentations
Technology suppliers – system integrators	• Integrate packages integrating PoT elements	• Make business • Be competitive and safe	• DRIVER will provide additional visibility and credibility • Using Pot elements will positively affect margins and reduce risks	• Certification and standardisation
Technology suppliers – consultants & trainers	• Sell consultancy and training services	• Get to be known by potential clients • Update regularly knowledge and competencies (know what's "trendy")	• DRIVER place where things happen (knowledge coming out of experimentation, information in PoT) • DRICO place to "connect"	• Access and usage of information about best practices and in PoT

Stakeholder Category	Relevance for DRIVER of Stakeholders	Major needs of Stakeholders	Key messages to Stakeholders	Key issues to address for DRIVER
Technology suppliers – large firms	• Sell technologies and systems which should go through testbeds / experimentations into PoT • Core players for technology innovation	• Protect IPR • Differentiate from competition • Keep direct contact with clients (User-Practitioners, User-Procurers and Policy makers)	• DRIVER is not a threat, but an opportunity • DRIVER provides opportunity to get access to new clients and raise awareness about new solutions and products • DRIVER provides objective basis for differentiating from competing products and services • DRIVER provides opportunity to test, evaluate and improve new technologies and solutions	• Clarity on IPR approach for PoT and experimentations • Protection of competitive information (e.g. through two-staged "SCINTILLA / ITRAP-10"-like approach)

Stakeholder Category	Relevance for DRIVER of Stakeholders	Major needs of Stakeholders	Key messages to Stakeholders	Key issues to address for DRIVER
Technology suppliers – SMEs	• Sell technologies and systems which should go through testbeds / experimentations into PoT • Core players for technology innovation	• Protect IPR • Bridge effectively gap from product to market • Gain rapidly to access • Test and improve products and solutions in quick cycles • Contact with leading edge users to develop new ideas and products • Learn from early adopters and practitioners	• DRIVER provides visibility for SMEs and allows SMEs to optimise international market access • DRIVER is not a threat, but an opportunity • DRIVER provides opportunity to get access to new clients and raise awareness about new solutions and products • DRIVER provides objective basis for differentiating from competing products and services • DRIVER provides opportunity to test, evaluate and improve new technologies and solutions	• Clarity on IPR approach for PoT and experimentations • Protection of competitive information (e.g. through two-staged "SCINTILLA / ITRAP-10"-like approach)
Technology suppliers – Research and Science	• Produce ideas and research results which should be fed into PoT and community • Essential for stream of innovation	• Funding for research • Opportunity to transfer research results into industry • Academic marketing (publishing, conferences)	• DRIVER is the right place to assess and valorise research results • DRIVER is the right place to connect to industry and other researchers	• IPR issues • Overlap / collaboration with existing conferences and publications

Stakeholder Category	Relevance for DRIVER of Stakeholders	Major needs of Stakeholders	Key messages to Stakeholders	Key issues to address for DRIVER
Technology suppliers – FP7, H2020 and other research consortia in CM	• EC wants to leverage their results through DRIVER • As for other technology suppliers	• Please EC by demonstrating impact, exploitation and awareness raising • Follow-up funding if possible Produce impact for results • More generally: as for other technology suppliers (mix)	• As for other technology suppliers (mix)	• As for other technology suppliers (mix)
Clusters & Associations (groupings of players)	• Relays for DRICO and awareness • Potential recruiters for DRICO	• Provide added value to their members	• DRIVER can provide you with additional EU visibility and partnerships with other networks • Opportunity to become members of DRICO	• DRIVER must avoid being perceived as threatening for other networks
Governments outside of Europe	• CP is very much a matter of international cooperation • DRIVER is the opportunity to provide EU capability / products / services to non-EU countries	• As Users-Practitioners and Users-Procurers	• As Users-Practitioners and Users-Procurers • DRIVER is open to international cooperation	• Limits to what EC and partners want to see • Risks of IPR leaks

Table 2: Stakeholders' targeted messages

Annex 12: Experiment dissemination planning

Experiment dissemination support planning

Name/no. of experiment:	
Date of experiment:	
Location of experiment:	
Name/contact of experiment leader:	
Key aims of experiment (bullet points):	

Type of dissemination support envisaged (please elaborate as appropriate):

Pre-experiment (please add further items if necessary):

Press release:	DRIVER Website:	Social media, e.g. Twitter, LinkedIn:	Video planning, e.g. storyboard planning:	Other:
Comments:				

During experiment (please add further items if necessary):

Video production:	Photography:	Social media, e.g. Twitter	Reportage:	Other:
Comments:				

Post-experiment (please add further items if necessary):

Press release:	Publishable report:
DRIVER Newsletter article:	Report to DRIVER community:
Social media:	External article (e.g. technical press):
Video/other multimedia post-production:	Other:
Comments:	

DRIVER Community Platform			
Are you aware of the DRIVER Community Platform (DCP)? (Support on its functions and use is available)			
Would you find the DCP a useful tool to support your Experiment planning?			
Is there scope for your Experiment to contribute to building the DRIVER Community?			
Details:			
Completed by:		**Date:**	

Table 3: Experiment dissemination support planning