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D5.1 Dissemination and Communication Plan

Deliverable Title: D5.1 Dissemination and Communication Plan

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1

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Version History

Version	Date	Author	Organization	Description
1	01/09/2018	Robert Lynch	CIT	Version 1
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4	06/03/2020	Robert Lynch	CIT	Version 4
5	31/07/2020	Robert Lynch	CIT	Review meeting revisions
6	14/01/2021	Robert Lynch	MTU	MTU Adjustments

Table 1. Version history

Executive summary

Purpose and contents of this report

Dissemination and Communication strategy

This document outlines and presents the Dissemination and Communication strategy for the ARCSAR project. This Dissemination strategy sets out the plan for targeting the various relevant stakeholders in an effective manner, while also generally describing the intended applied and scientific dissemination activities. The strategy has been completed using the appropriate EC guidance documents as a point of reference[1][2][3].

The need for flexibility and agility both in terms of this plan and dissemination and communication efforts will be key to ensuring that ARCSAR efforts reach the appropriate global stakeholder groups. The need for such flexibility is present as a result of potential internal programme developments, external environment changes, and newly identified dissemination and communication channels. This plan will therefore develop and evolve throughout the duration of the ARCSAR programme. In practical terms, this strategic document will therefore be updated on a quarterly basis, or as seen fit by the project coordinators or WP5 leaders.

In terms of focuses, the strategy introduces ARCSAR dissemination and communication considerations such as methodologies to be used, roles and responsibilities of ARCSAR partners and initial dissemination and communication outputs and opportunities. The report then presents key target stakeholders, while also defining dissemination and communication goals and objectives in relation to stakeholder engagement. High-level SRIA (Strategic Research Innovation Agendas) are presented, while also illustrating the role in which the ARCSAR project will play in facilitating future adoption of technology uptake. The strategy then briefly outlines the current progress of dissemination efforts and planned upcoming activities by consortium members for the first 18 months of the programme. In keeping with the "ever evolving" ethos of this strategy, the quantity of such activities will grow over time resulting in the plan being updated accordingly.

Dissemination and Communication activities

In addition to outlining proposed dissemination and communication activities, this document will also capture and present dissemination and communication efforts, which have been, completed thus far including the development of the project web page, draft press release and visual identity templates.

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[1] ARCSAR GA 786571
[2] Article 29 - EU Grants: H2020 AGA V5.0
[3] Article 38 - EU Grants: H2020 AGA V5.0

Contents

1. Introduction

1.1 D5.1 Overview

D5.1 presents the key dissemination and communication action plan for activities throughout the entire ARCSAR project. The plan provides broad strategic objectives for the ARCSAR consortium, while also illustrating specific guidance and directions for consortium members so as to maximise project exposure to key stakeholders and society as a whole. As outlined in EU research guidance documents, EU funded programmes must as soon as possible – provided that no legitimate interests are breached, disseminate their results by disclosing them to the public by the appropriate means[4]. The ARCSAR project will therefore adopt continuous dissemination and communication efforts.

The deliverable initially presents broad EU dissemination and communication considerations, while also outlining a number of generic focuses and targets for the consortium. This section includes methodologies to be employed, responsibilities within the consortium, and broad descriptors of specific methods and channels to be used. An overview of targeted stakeholders is presented, illustrating defined visions, goals and objectives from stakeholder engagement in terms of both ARCSAR collaboration, and fostering new relationships for addressing challenges within the Arctic and North-Atlantic. This section also presents the key external stakeholders targeted to date, outlining the current level of global engagement achieved, while also categorising these stakeholders relative to ARCSAR specific focuses.

Dissemination and communication SRIAs are presented so as to provide focal points for dialogues and efforts for ARCSAR communication activities. These focuses provide definitive themes while also presenting key enablers for success within the Arctic SAR and Emergency Management domain.

The road mapping adoption for technology uptake section provides an overview of the role in which the ARCSAR project will play in stimulating research innovation to address Arctic themed SAR and Emergency Management challenges. This section defines the strategies to be adopted centred around the ARCSAR innovation arena and knowledge exchange events, and describes how these activities will lead into exploitation and commercialisation efforts beyond the ARCSAR project.

The project deliverable section provides a brief overview of goals and targets in relation to recently completed project deliverables, while the progress section very briefly outlines progress based around defined ARCSAR efforts described in the ARCSAR DOA. Finally, the planned dissemination activities section presents a brief synopsis of consortium wide dissemination and communication activities designed to promote the project and establish a presence within the international community. As ARCSAR is tasked not only with research efforts throughout a 5 year period, but also establishing a Network which will be ever present beyond the project itself, such efforts have and will continue to be completed so as to ensure that ARCSAR remains ever present within the Arctic and North-Atlantic SAR and Emergency Management domain.

1.1 Purpose of dissemination

The primary aim of dissemination activities within the ARCSAR programme is to outline and present how the project can contribute to security and emergency preparedness within the Arctic and North Atlantic regions. In broad terms, this will entail the development of the first formal Arctic and North Atlantic Security and Emergency preparedness Network.

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[4] Article 29 – Section 29.1 Dissemination of Results

The ARCSAR project will directly address the professional security and emergency practitioner community operating within these regions, while also addressing the broader scientific community, policy makers and society as a whole. In addressing a broad range of stakeholders, the programme seeks to bridge the gap between the emergency response network and scientific community.

In terms of specific purposes, the overarching objectives of WP5 are to exploit the global reach of ARCSAR consortium members with stakeholders across a multitude of contextual settings, maximising exposure, through targeted research activities. The primary objectives of WP are therefore:

- Raise awareness and maximise exposure across a number contextual stakeholder settings including:
  o Emergency management practitioners;
  o Commercial end-users (tourist operators, leisure craft, fishing etc;
  o Industry (Technology developers and commercialisation specialists);
  o Research institutes and academia;
  o Policy makers;
  o Indigenous populations;
  o Society.
- Inform targeted stakeholders about challenges for operating safely within the Arctic and North-Atlantic.
- Engage with global stakeholders, facilitating matchmaking between stakeholder groups, fostering relationship building and innovation around real-world challenges.
- Promote ARCSAR outputs and activities, while also generating discussions around Arctic and North-Atlantic themes challenges and focal points throughout a number of domains

2. Dissemination and Communication Methodologies

2.1 Methodology overview

As a CSA (coordination and support action) orientated programme, clear, effective and consistent communication will be key in ensuring that the appropriate stakeholders are reached both during and beyond the ARCSAR programme. As outlined within (EC 2014), communication efforts should function as a mechanism which demonstrates the way in which research and innovation is being conducted at an EC level, with a view of ensuring that these efforts have the potential to reach EU citizens and beyond. With this in mind, the ARCSAR programme will engage in dissemination and communication activities, which strive to achieve the following:

- Increase the success rate of the programme – by reaching the appropriate stakeholders
- Attract the interest of potential stakeholders and participants
- Enhance programme reputation
- Encourage talented practitioners, scientists and industry innovators to contribute
- Reach citizen within Arctic and North-Atlantic regions

In achieving these objectives, the following strategic methodology will be employed throughout the ARCSAR project duration:

Establish

- Defined objectives
- Responsible consortium members
- Assigned roles within the consortium
- Define Strategic Research Innovation Agendas
- Defined protocols

Exposure

- Develop consistent branding material and templates
- Develop consortium specific guidelines for use

Protocols

- Develop specific guidelines and procedures
- Communicate guidelines to consortium members
- Revise and update as necessary

Exploitation

- Develop targeted exploitation actions for project outputs
- Define specific goals for project deliverables and activities
- Roadmap technology uptake possibilities through use project activities and the ARCSAR Innovation Arena.

Figure 2.1 Dissemination and communication strategic methodology overview

Additionally, as a plan designed to encompass dissemination and communication throughout the duration of the ARCSAR project, D5.1 will be an ever-evolving document, which will be action based in nature. The plan will be reviewed and updated on a six monthly basis to coincide with the ARCSAR internal report and newsletter publication. A key element of this review will be a holistic evaluation of ARCSAR dissemination and communication activities, reviewing the effectiveness of current methodologies and approaches, and updating as necessary to maximise exposure and effectiveness. Furthermore, the plan will be considered throughout ARCSAR project management board meetings and project activities as a whole.

2.2 European Commission themed approaches

At the core of all ARCSAR dissemination activities will not only be targeted efforts designed to maximise exposure and stakeholder uptake, but also EC communication guidelines so as to maintain the integrity and professionalism of EU funded research. In considering EC themed approaches, EC, (2014)[5] provides the following checklist, which will be continuously applied when completing dissemination and communication efforts throughout the duration of the ARCSAR programme:

Action	Control Measure
Ensure good management	- Have resources been allocated - Are professional communicators involved? - Is continuity ensured?
Define goals and objectives	- Are there goals and objectives? - Are your goals and objectives specific, measurable, attainable and realistic?

Pick your audience	• Is your audience well defined? • Does it include all relevant target groups?
Choose your message	• Is it news? • Are you connecting to what your audience wants to know? • Are you connecting your own communication objectives?
Use the right medium as a means	• Do they reach the audience? • DO they go beyond the obvious?
Evaluate your efforts	• Have you reached your goals and objectives? • What lessons have you learned?

Table 2.1: H2020 Communication Strategy Checklist

2.3 Methodology Lifecycle

In terms of a specific methodological approach, the ARCSAR programme will employ a methodology, which provides a 360-degree or continuous cycle approach consisting of planning, performing and reporting.
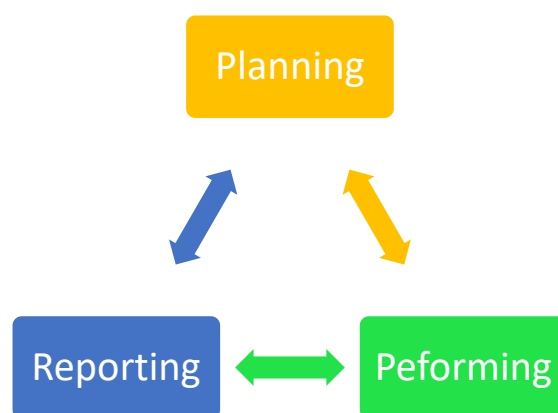
Figure 2.2: ARCSAR Dissemination and Communication Methodology

The planning stage will consist of considering fundamental questions such as:

- Who are the target audience?
- The content being disseminated
- Who is completing the dissemination?
- At what point is dissemination taking place?
- How will it be disseminated?
- Is there a need to disseminate and why?

In order to facilitate greater targeted communication in this regard, a dissemination and communication exploitation matrix has been developed in order to maximise potential impact in this

regard. As outlined in appendix 8, the matrix provides an analysis tool in which WP5 leaders and relevant ARCSAR partners/stakeholders can collaborate and assess the most feasible and potentially effective means of maximising the exposure of ARCSAR project deliverables, and indeed other activities beyond.

The performing stage will consist of the dissemination and communication effort itself, ensuring that the message being transmitted conforms to EU research and ARCSAR appropriate content. While ACRSAR efforts will be communicated via a number of targeted dissemination channels, project news items, press releases, and web media tools will form a significant component of ARCSAR's regular communication activities. These mechanisms will be critical to maximising exposure for ARCSAR activities and attracting focus from external global stakeholders. Two critical elements to these regular communication activities are consistent branding and screening activities communicated via the various ARCSAR mediums. In order to address brand consistency, project tools and templates have been developed and provided for ARCSAR consortium members. In terms of screening, communication guidelines have been developed, while also ensuring that content to be communicated is approved by WP5 leader and ARCSAR coordinators as outlined in table 2.2.

Print Media Outputs
• WP 5 leader [MTU] will review proposed dissemination material (e.g. press release) submitted in good time by the partner to allow for sufficient review and forwarding of the material to the ARCSAR Coordinator. • The ARCSAR coordinator will provide final approval of the material to be communicated externally through the selected dissemination mechanisms.
Social Media Outputs
• ARCSAR partners will update WP 5 leader [MTU] and T5.2 leaders [LAU] with updates in relation to upcoming or past events and/or news related to the work they have completed/will be completed. • T5.2 leaders [LAU] will publish and maintain the social media tools based on their best knowledge and experience. • All ARCSAR partners should contribute to social media communication through their own organisational pages/feeds using relevant hashtags throughout the project duration.

Table 2.2: ARCSAR Dissemination and communication protocols

Following on from internal screening, consortium members are required to communicate dissemination activities to the WP5 leader, which will be captured within the ARCSAR communication matrix.

2.4 WP 5 Dissemination and Communication Outputs

The following outputs will be delivered as a result of disseminations and communication efforts:

Deliverable Title	Responsible Partner	Timeline
D5.1 Dissemination and Communication Plan	MTU	M1
D5.2 Report on dissemination workshop 1	LAU	M13
D5.3 Report on dissemination workshop 2	LUAS	M33
D5.4 Report on dissemination workshop 3	MTU	M44
D5.5 Report on dissemination workshop 4	MTU	M54
D5.6 Report on final dissemination workshop and project impact	MTU	M65

Table 2.3: ARCSAR Dissemination and Communication Outputs

In addition, the ARCSAR programme will develop and deliver dissemination and communication outputs which will be designed to facilitate knowledge sharing and two way communication throughout the project duration and throughout. Such outputs include the ARCSAR website, network platform, innovation arena, and various other online resources and platforms which will be developed as the project progresses as outlined in section 3.

2.5 Responsible Consortium Members

With an allocation of 12 person months throughout a programme duration of 60 months, the need for lean and efficient dissemination and communication efforts will be critical in order to ensure that the ARCSAR programme reaches the necessary global audience. Figure 2 outlines the management structure of WP 5 outputs, with MTU acting as WP and task leaders, while LAU will fulfil the role of task leader for T5.2. The USCG will also provide input to task 5.3.
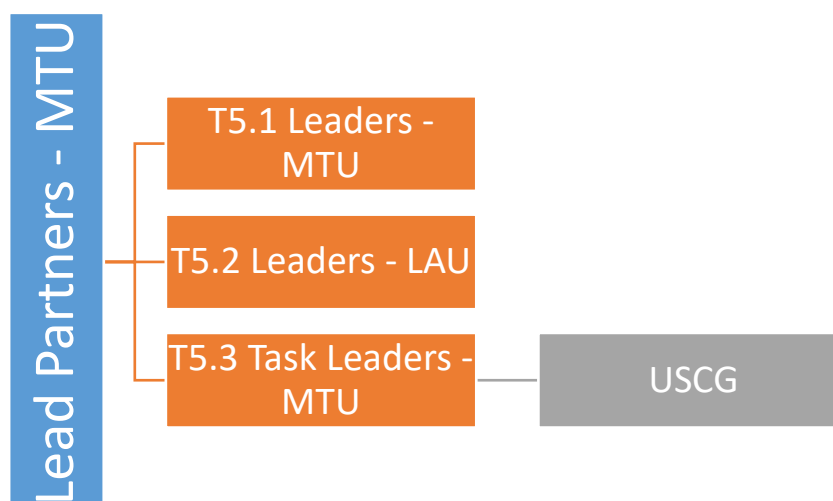

Figure 2.2: ARCSAR Dissemination and Communication Partners

In terms of roles and responsibilities, there are a number of key areas specific to internal and external communication in which the ARCSAR coordinators and WP Leaders will be required to fulfil. Table 3 provides a detailed description of such responsibilities:

D5.1 Dissemination and Communication Plan

ARCSAR Coordinator	WP5 Participants
• Responsible for internal communication • Approving all communication and dissemination material provided by WP 5 leaders • Conducting internal communication and dissemination activities • Approving ARCSAR Communication and Dissemination plan • Providing and maintaining internal information sharing platform • Deciding the need and time to update and revise initial dissemination strategy and communication objectives • Approving suggested updates to initial dissemination strategy and communication objectives • Tasking all WP partners to their communication and dissemination activities • Contacting partners periodically to ensure efficient operation of the strategy and updating as required	• Developing and updating the ARCSAR dissemination and communication plan • Establish responsible staff and assign roles and responsibilities to its communication and dissemination activities in ARCSAR • Overseeing external communication and dissemination activities • Reporting to the coordinator on dissemination activities • Requesting permission from the coordinator for all external communication and dissemination material • Proposing and updating dissemination and exploitation tactics on a quarterly basis • Providing quarterly project reviews and updates on the progress of the strategy • Tracking dissemination progress and to provide additional direction and clarification on activities according to needs • Measuring and evaluating the impact of the dissemination and exploitation strategy using indicators such as number and nature of event attendees/ end-user feedback • Monitoring partner delivery/ attendance in relation to planned dissemination events in order to avoid duplication of dissemination activities • Conducting media evaluation on ARCSAR • Developing operational procedures and dissemination protocols for news and information collation and processing • Planning and preparing updates to initial dissemination strategy and communication objectives • Planning and providing communication action matrix • Liaising and working with other EU project activities where relevant according to the agreement with the coordinator • Providing and maintaining mailing list on ARCSAR key target groups • Planning and providing uniform generic presentations, logos, brochures and other promotional material to ARCSAR (available through internal platform) • Preparing content to project publications and dissemination material • Providing and maintaining ARCSAR website, and to share information via website on ARCSAR • Providing and maintaining ARCSAR social media (Facebook and Twitter and blog) tools, and to share information via the social media channels • Providing templates to internal and external use, including press releases, newsletter, presentations • Delivering ARCSAR press releases and newsletters (according to communication action matrix) • Creating content and delivering project presentations (in conferences, training events etc.) and in mailing list • Supporting partners in conference preparation

	• Participating and delivering information on ARCSAR in conferences, training events, seminars • Disseminating project results for Arctic and North Atlantic stakeholders • Conducting media evaluation on ARCSAR dissemination activities

Table 2.4: ARCSAR Internal and External Communication Roles and Responsibilities

In terms of allotted PMs, table 1 outlines the allocation of PM to WP5 throughout the programme duration.

Partner	PM	Tasks	Duration
MTU	6	T5.1, T5.3	M1 – M66, M48 – M66
LAU	3	T5.2	M2 – M66
LUAS	1	As required	As required
USCG	2	T5.3	M48 – M66

Table 2.5: WP PM Allocations

In order to ensure that the ARCSAR programme efforts are disseminated and communicated with lean PM allocations, the overarching ethos of this programme will be for consortium members to be efficient with PM utilisation, seeking out opportunities to complete programme dissemination efforts in parallel to primary efforts. In order to provide a practical "real-world" guide for consortium members, efforts have been made at a proposal stage to identify opportunities in which consortium members can use research outputs as a means to disseminate and communicate ARCSAR efforts as outlined in table 6.

Expected findings, recommendations and results	User	How the findings, recommendations and results will be used	How the findings, recommendations and results will be made available
ARCSAR network platform – both during the project and following its completion this will form an arena for cooperation of practitioners, R&D actors and industry in matter of safety and security in the Arctic and North Atlantic Region. (WP1)	Practitioners, Researchers, Innovators, Industry, NGO's, voluntary organizations and policy makers and national and international governing bodies.	Share information, discuss potential solutions and inform innovations actors of potential needs	Interactive platform fully open to participants, and selected relevant areas open to members, and public areas openly accessible.
ARCSAR Practitioner Success	Practitioners, Researchers,	To inform all areas of	Internationally published book.

Stories and Case Study book (WP2)	Innovators, Industry, NGO's, voluntary organizations and policy makers and national and international governing bodies.	search and rescue work and future planning	Presented at Seminars, Workshops and Conferences
Definition and characterization of potential seaborne disasters, catastrophic incidents, and security threats in the ANA region (WP3)	Practitioners and governing bodies.	To inform equipment, training and activities priorities.	Reports, Exercises, Workshops, Seminars and Conferences. Videos and films of live and table top exercises.
Policy paper on future needs for innovations and knowledge (WP3)	Practitioners and governing bodies.	To inform future priorities.	Paper, Presented at Policy meetings, Workshops, Seminars and Conferences
A recommendation for interfaces between emergency and security practitioners in ANA region (WP3)	Practitioners in the ANA regions	To streamline and Improve communication in emergency situations in the ANA region.	Reports, presented to extended network, R&D actors and Industry through targeted events
Report on priorities, best practices, and action plan for security and standardization regarding common platforms or interfaces among capabilities for practitioners and other actors in the Arctic and North-Atlantic region (WP4)	Practitioners and Governmental bodies.	To inform future research and innovation priorities.	Report available (appropriate parts removing any deemed sensitive with regards to security will be redacted) electronically on the ARCSAR network platform. Presented at relevant Exercises, Workshops, Seminars and Conferences
ARCSAR final conference (WP4)	Practitioners, Researchers, Innovators, Industry,	To disseminate the most important outcomes of the ARCSAR project and	Open physical meeting. A report from which will be

	NGO's, voluntary organizations and policy makers and national and international governing bodies.	gather new and future members to the ARCSAR network.	available on the ARCSAR platform. Outcomes presented at relevant Workshops, Seminars and Conferences.

Table 2.6: Linking ARCSAR Research Outputs to dissemination

2.6 Dissemination Methods

The primary dissemination means to be deployed throughout the ARCSAR project, is to raise awareness of project outputs and effects including; opportunities, challenges and benefits. Such awareness will be disseminated to relevant stakeholders including emergency response practitioners, indigenous people [widely recognised first responders], research scientists and society as a whole. The dissemination efforts will also strive to promote industry engagement and participation, with a view of increasing awareness and knowledge in relation to the ARCSAR project.

Exploitation of results, a function which project partners are obliged to fulfil[6], will be completed in parallel to such efforts, providing a means to facilitate practical demonstration for relevant stakeholders. Methods for such exploitation can include:

- Using results for further research activity;
- Developing, creating or marketing a product or process;
- Creating and providing a service;
- Using them in standardisation activities.

2.7 Dissemination Channels

The ARCSAR programme will utilise a broad range of contemporary mechanisms to communicate project information. As outlined throughout this deliverable, the ARCSAR Network strives to reach broad range of global stakeholders including:

- Emergency management practitioners;
- Commercial end-users (tourist operators, leisure craft, fishing etc;
- Industry (Technology developers and commercialisation specialists);
- Research institutes and academia;
- Policy makers;
- Indigenous populations;
- Society.

While there are certain synergies within these stakeholders, in order to maximise potential, the ARCSAR Network must employ a multifaceted strategy, which makes use of numerous channels and communication mechanisms. WP5 leaders will actively engage with ARCSAR coordinators, WP, and task leaders in order to target relevant dissemination channel. This section will outline generic channels to be used for day-to-day communications, while sections 5 and 6 will illustrate examples of more targeted approaches based on individual project deliverables. Examples of the generic methods include:

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[6] Article 28 – Section 28.1 Exploitation of Results

2.7.1 ARCSAR Network Platform and Website

T5.2 leaders [LAU] developed and delivered the ARCSAR website in [M3] as per the GA. The site which was also launched in [M3], will be a critical supporting tool for facilitating ARCSAR network activities. The site is multifunctional nature, serving as a means to present and illustrate project information, while also acting as mechanism to actively engage with ARCSAR Stakeholders by hosting the innovation arena, and facilitating project news sign ups. Central functional components within the platform include a registration system, innovation arena, knowledge exchange facility, event programme, practitioner forum, and repository for innovation success stories and practitioner case studies, examples of the project website can be viewed in figures 2.4 and 2.5. Specific innovation arena strategies are outlined in section 5.

The website also serves as a means to actively disseminate ARCSAR news, activities, or research outputs via numerous online dissemination channels. The site will therefore be used to host items such as project deliverables, reports, policy briefings, news items etc. These items will then be disseminated via the numerous electronic and social media portals described in para 2.7.3. In adopting such as an approach, the ARCSAR Network will maximise exposure opportunities to global stakeholders, as each portal has been developed for the purpose of targeting the multiple stakeholders described in para 2.7. Furthermore, in using the site as a central component for which these items will be disseminated via, this will in turn maximise exposure opportunities for the project website, increase the potential for additional external participation in innovation arena activities as online traffic will be directed towards the site, while also increasing the exposure to the project as a whole.
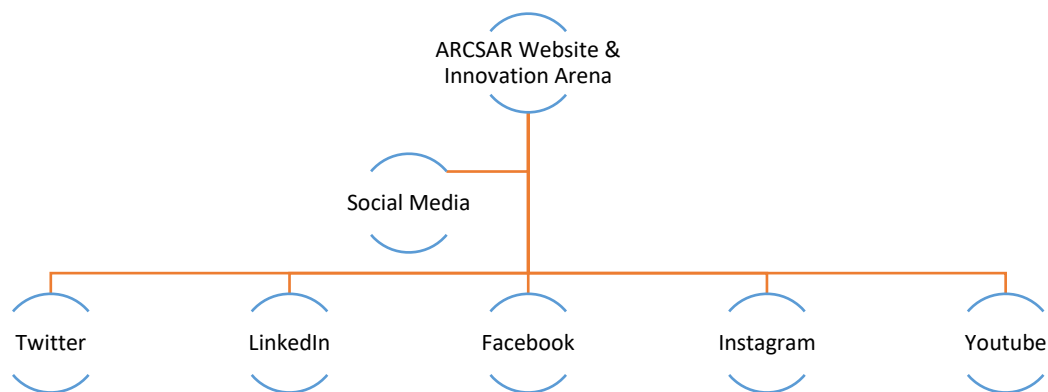
Figure 2.3 Generic ARCSAR Website and Social Media Dissemination Channels
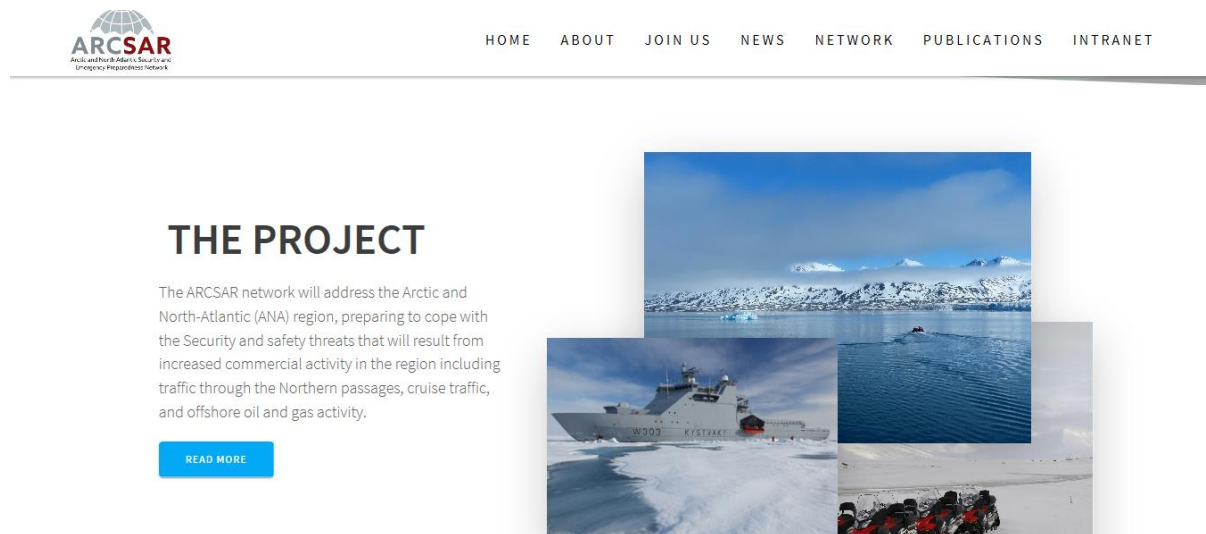
Figure 2.4: ARCSAR Website Project Description Page
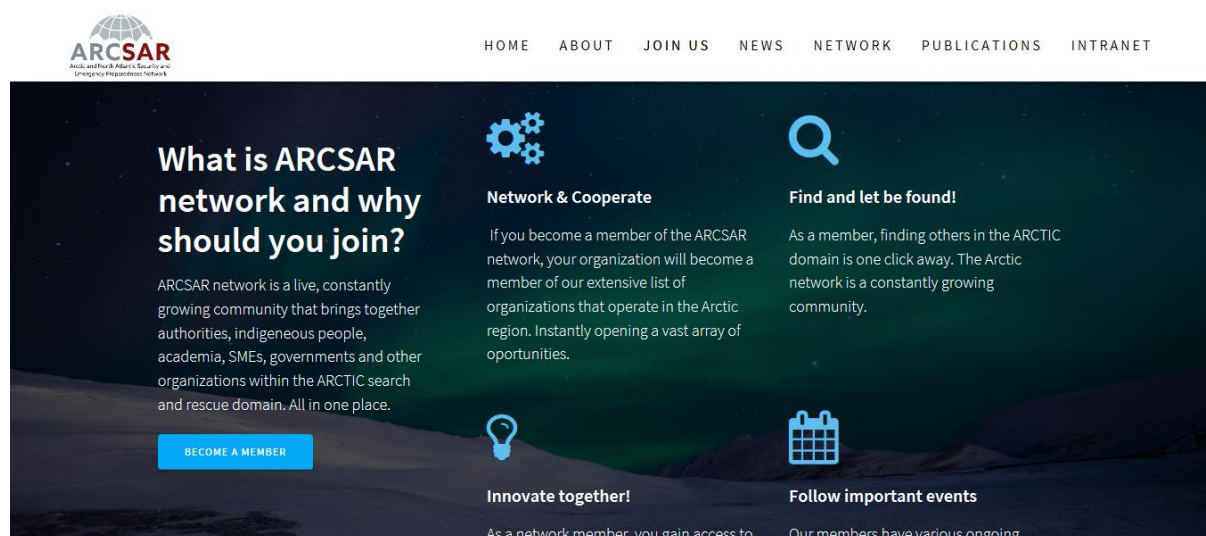
Figure 2.5: ARCSAR Website Network Description

2.7.2 ARCSAR Newsletters

The programme will develop and publish a 6-monthly newsletter, which will coincide with the 6-monthly action report in WP1. The newsletter will be published in a user-friendly style, which is targeted at practitioners, their organisations and associations, volunteer groups, local communities, and the general public. Thus far, three ARCSAR newsletters have been completed in accordance with the project timelines.

2.7.3 Social Media Platforms

As outlined in para 2.7.1, a number of social media accounts have been developed in order to ensure that the ARSCSAR project activities and results achieve global industry and societal reach. ARCSAR social media accounts have been established within relevant professional and mainstream portals

including Twitter, LinkedIn, Facebook, YouTube and Instagram. Targeting such a wide range of social media outlets ensures that ARCSAR will have the necessary global reach. Additionally, a number of relevant hashtags have been identified in order to further facilitate effective communication. Such hashtags include, but will not be limited to; #ARCSAR, #arcsarnetwork, #SAR, #searchandrescue, #rescuecoordination #Arctic, #North-Atlantic. ARCSAR consortium members will also be tasked with channelling dissemination and communication outputs/efforts throughout their organisational portals. Such effort is an efficient, streamline and effective means for ensuring that the ARCSAR programme outputs reach the necessary EU and indeed global audience.

Initial social media focuses will be to establish a presence within the relevant domains and beyond. This will consist of actively engaging with social media accounts in order to generate a global following both internally and externally to the ARCSAR network. This will be achieved by not only seeking followers through social media requests, but also by using the ARCSAR network and innovation arena as a mechanism to facilitate commentary and discussion for Arctic and North-Atlantic challenges, discussions and debates. This commentary will be facilitated via targeted focal points as outlined in para 4 (SRIAs), while also providing a means to allow others to stimulate new focuses.

2.7.4 Specialist and Practitioner Publications

Specialist and practitioner publications and social media outlets will be targeted as a means of reaching a global range of relevant stakeholders/practitioners.

2.7.5 Synergistic Projects

Synergistic projects provide a number of opportunities for research projects such as ARCSAR. Not only do they provide a means to exchange ideas and collaborate with others, they provide a means for researchers to pool resources and further increase the reach of a project by expanding target audiences. A number of synergistic research and innovation activities both national and international in nature have been identified as being relevant to the ARCSAR programme. ARCSAR have, and will continue to link in and collaborate with these programmes, particularly where the outputs are of relevance to ARCSAR. This collaboration has and will continue to consist of active collaboration in co-hosting external dissemination events, while also hosting stakeholders from these activities from ARCSAR themed events. Furthermore, the ARCSAR have during the first year successfully secured a position within the EU Polar Cluster. This is an EU funded initiative designed to foster relationships and collaboration within major EU polar research stakeholders. This platform will be used to further expand the reach of ARCSAR by facilitating additional dissemination and discussion channels. These increased opportunities have the potential to significantly develop ARCSAR themed research and discussions, while also attracting experts from alternative disciplines to SAR and emergency management themed challenges.

Table 2.7 provides an outline of the targeted synergistic projects:

Project Title and Acronym	Description	Financing scheme	End date	Relevance to ARCSAR Project
EU-PolarNet	EU-PolarNet is the world's largest consortium of expertise and infrastructure for polar research. Seventeen countries are represented by 22 of Europe's internationally-	EU H2020	2020	Multi-disciplinary researchers who conduct high level research activities and regularly host and engage with policy makers.

	respected multi-disciplinary research institutions			
EU-Polar Cluster	EU Polar Cluster is a collaboration of 15 EU funded projects which are conducting research within Arctic and Antarctic contexts.	EU H2020	Ongoing	Multi-disciplinary researchers who conduct high level research activities and regularly host and engage with policy makers. Antarctic focuses further expand knowledge sharing possibilities.
KEPLER	A multi-partner initiative focusing on the operational European Ice Services and Copernicus information providers, in order to improve Copernicus data with a view to facilitating greater ice monitoring capacity and polar forecasting.	EU H2020	2021	Sea ice forecast data is a critical element for ARCSAR end-users.
SEDNA	EU H2020 funded project focused on improving maritime transport safety within the Arctic.	EU H2020	2020	Collaborate with researchers who are addressing maritime safety challenges. These approaches have the potential to develop preventative methods for Arctic safety challenges.
MAREC	The project «MAREC- The Inter-organizational coordination of mass rescue operations in complex environments» emphasizes the coordination of response resources involved in mass rescue operations.	RCN	2020	Relevant participants from inter-organisational mass rescue context.
MARISA -Maritime Integrated Surveillance Awareness	Combating irregular migration, human smuggling, terrorism at sea, piracy, as well as arms and drug trafficking has become a high priority on Europe's security agenda.	H2020-EU.3.7.3.	2019	Relevant participants from the MARISA project will be invited to innovation events in order to ensure synergy of knowledge production in both projects
RANGER: **Radars** for **long** distance maritime **surveillance** and SAR **operations**	EU trade, transport, tourism and economic development are directly dependent on open and safe seas and oceans. EU's maritime borders are widely spread including various topologies from open sea to semi-enclosed cabins with islands and islets.	H2020-EU.3.7.	2019	Investigate what innovations created in this project can be relevant for SAR in the arctic and if the ARCSAR project can provide useful feedback.
HELIOS -Second Generation Beacon for GALILEO/EGNOS EGNSS Search And Rescue applications	The HELIOS project aims at providing a Second Generation range of Beacons (SGB) and associated antennas designed to operate with the full capability of the new Meosar Cospas/Sarsat (C/S) International Programme (a satellite-based Search And Rescue	H2020-EU.2.1.6.	2019	Invited to present the technology for the network via the ARCSAR network platform.

	(SAR) distress alert.			
LYNCEUS2MARKET - An innovative people localisation system for safe evacuation of large passenger ships	Maritime disasters in recent years are a stark reminder of the imperative need for timely and effective evacuation of large passenger ships during emergency. The Lynceus2Market project addresses this challenge through delivering a revolutionary operational system.	H2020-EU.3.4.	2018	Invited to present the technology for the network via the ARCSAR network platform.
ICARUS - Integrated Components for Assisted Rescue and Unmanned Search operations	Recent dramatic events such as the earthquakes in Haiti and L'Aquila or the flooding in Pakistan have shown that local civil authorities and emergency services have difficulties with adequately managing crises. The result is that these crises lead to major disruption.	FP7-SECURITY	2016	Relevant participants from the MARISA project will be invited to innovation events in order to ensure synergy of knowledge production in both projects.
CAESARIS - Cognitive Airborne Multi-sensor System for Aerial Reconnaissance Intelligence and Surveillance	CAESARIS project aims at developing a new, integrated security and search-and-rescue airborne solution conceived to detect people, both above visible and hidden behind opaque layers (like foliage, trailer covers, boat covers) or in darkness and reduced visibility conditions.	FP7-SME	2015	Assess use of findings and potential for future uptake.
"ACOPE"	The ACOPE project will design an Operational emergency agency innovation platform and develop the network of Arctic emergency agencies in Europe.	NO – Arctic 2030	2017*	Assess use of findings and potential for future uptake.
The Marpart international R&D project; The SARINOR project; and The University of the Arctic thematic network on Arctic Safety and Security	Highly relevant Norwegian funded projects with synergistic activities with ARCSAR.	Norwegian Research Council	2016	Assess use of findings and potential for future uptake, and invite to innovation and knowledge exchange events.

Table 2.7: Research and Innovation activities relevant to ARCSAR

2.7.6 Dissemination Events

Throughout the lifetime of the ARCSAR programme, annual dissemination events will be held for the purpose of promoting the project activities, highlighting success stories, increasing readership of project reports, increasing engagement with the project through social media, increasing network membership and interaction, widening stakeholder engagement, and facilitating two-way interactions with the project. Such events will be free, open to the public, and planned in such a way that results in the necessary impact.

In order to actively promote the project and gain increased following, each event will utilise a dynamic and multifaceted communication strategy via the ARCSAR online mediums. This will include the project website, social media portals, and stakeholder mail lists. Additionally, the ARCSAR social media

portals will be actively engaged throughout events so as to increase exposure for the events and the project as a whole. External participants will be requested and prompted to follow ARCSAR social media outlets during events, while also being requested to tag ACRSAR accounts during individual posts.

Finally, the ARCSAR programme will host an international conference during the concluding stages of this project as a means of to engage with practitioners and stakeholders in order to agree on finalized priorities for standardization, to develop an action plan, and to produce a major report.

2.7.7 Visual Identity

A distinctive visual identity which utilises the appropriate branding and logo considerations has been developed so as to ensure that the ARCSAR programme has an effective and recognisable brand. In order to ensure that such consistency is achieved, a programme template framework has been developed in order to provide the necessary guidance for ARCSAR partners as outlined in table 8. Templates will be used to achieve the necessary brand recognition, and to apply professional visual images to all outputs produced throughout the ARCSAR programme which will include examples such as official communication to the Commission, presentations to targeted stakeholders, and the broader society as a whole. Templates are provided in order to ensure efficient communication within the consortium and will consist of either in Windows Word Document or Power Point Document format.

The templates include three core elements, which must be included[7] when engaging in dissemination and communication activities:

1. ARCSAR project logo,
2. EU emblem,
3. EU funding information requested by the Commission.

Template	Responsible	Template format	Comments
Deliverable template	WP5 Leader	Word document	• Ensure consistent deliverable reporting to the commission • Must include information on versions provided before the final version is submitted
Reporting template	EC/Coordinator	Word document	• To ensure that required information is delivered to the Commission
Fact sheet	Coordinator	Power Point and Word document	• Ensures that core ARCSAR information is captured and can be presented with accuracy
A4 Poster	WP5 leader	Power Point	• Ensures that all ARCSAR information is presented in a coherent manner
Word – document template	WP5 leader	Word document	• For use as a common ARCSAR word document template

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[7] See Section 1 Article 38 - EU Grants: H2020 AGA V5.0

Power Point – presentation template	WP5 leader	Power point presentation	• In order to ensure quality control and deliver consistent ARCSAR presentations
General presentation	Coordinator	Power Point	• In order to ensure quality control and deliver consistent ARCSAR presentations
Newsletter template	T5.2 Leader	Word document • to include thematic chapters to fill in • more detailed description in next subchapter	• to deliver information on the project to wide audience via project on-line tools and email-list
Press release template	WP5 Leader	Word document • clear structure that includes following information on the project (i) the basic information, (ii) the present achievements, (iii) the next steps, (iv) contact details to request more information	• to deliver core message of the project and its' achievements to for media via website •

Table 2.8: ARCSAR Document Templates

A project logo has been developed as outlined in appendix 1, while examples of report, meeting and PowerPoint templates (appendices 2 - 3 refer) have been developed so as to ensure consistent visual presentation with a view of achieving sustained programme and brand recognition. Additionally, a project flyer has been designed and developed which can be disseminated and distributed via electronic and print media. Appendix 5 provides an overview of the ARCSAR project flyer.

2.7.8 Press Release

While engaging with industry stakeholders, the ARCSAR programme will complete a targeted outreach media effort involving national/international news outlets, media outlets specialising in Arctic, North-Atlantic policy related matters. Such press releases will include both written material and visual representations.

2.7.9 Project Deliverables

Any reports compiled as part of programme deliverables will be disseminated and distributed accordingly depending on their classification. As the ARCSAR programme is concerned with security networks, certain reports will contain sensitive information which cannot be distributed within the public domain, and as such will have dissemination restrictions[8]. Furthermore, in order to increase the impact of project deliverables, efforts will be made to present findings and recommendations in a manner which is not only relatable to relevant stakeholders, but also citizens from broader societal contexts. An example of such efforts to date are the pictograms developed to present findings within D2.1 – Mapping of Practitioner needs for Innovation and Knowledge Exchange in the ANA region. In

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[8] See Table 3.1 c: List of Deliverables (ARCSAR GA)

order to present the findings in a readily identifiable and non-technical manner, the pictograms presented in appendix 7 have been developed in order to further expand the potential impact and uptake of Arctic safety and security themed challenges.

Furthermore, in order to achieve maximum exposure and impact for project deliverables and research activities as a whole, a deliverable exploitation matrix has been developed as outlined in appendix 8. The purpose of this matrix is to exploit to the full the potential, project deliverables, reports, activities and outputs, by maximising the channels and methods in which ARCSAR activities will be exploited via. Such an approach will ensure that ARCSAR activities and outputs reach the broad array of stakeholders and citizens throughout the project duration and beyond. These outputs will be published centrally on the project website, and will be disseminated via the multiple online and social media portals created and managed by the project. Additionally, tools such as LinkedIn slide share will also be used in order to present brief summaries and outlines of these research outputs.

2.7.10 Peer Reviewed Literature

Following on from project deliverables, project outputs, which can form the basis of peer-reviewed research, will be disseminated via peer-reviewed sources. Scientific papers created within the ARCSAR programme will be published in open-access peer-reviewed literature to reach the scientific community and promoted through the website. Examples of such open source mediums include research gate and google scholar.

2.7.11 EU Communication Channels

Critical milestones within the ARCSAR programme will be communicated to the relevant EU dissemination portals, such as CORDIS, Horizon magazine and Science Business News, and also the Transport Research & Innovation Portal (TRIP).

3. Targeted Practitioners and Stakeholders

As a coordinated support action, a practitioner and stakeholder centric focus is critical for ARCSAR success not only in terms of dissemination and communication, but for the project activities as a whole. While the ARCSAR project strives to deliver a number of research outputs, one of the core objectives of ARCSAR is to facilitate 'matchmaking' between key stakeholders and target audiences. Facilitating this "matchmaking" has the potential to significantly increase the impact of the ARCSAR project within the Arctic and North-Atlantic domain. The challenges associated within the emergency management contexts of ARCSAR are extremely complex, diverse and multifaceted in nature. They span across numerous domains including technology limitations, research innovation, knowledge gaps, geopolitics/international relations, and policy development. In facilitating "matchmaking" across these multiple domains, ARCSAR will impact emergency management challenges within the ARCSAR and North-Atlantic.

A significant aspect of targeting practitioners and stakeholders is identifying the most effective channels through which to reach them, while also defining visions, goals and objectives to be achieved as a result of these interactions. While the goals and objectives may differ between the various stakeholders, the key role in which ARCSAR will play will not only be to facilitate "matchmaking", but also to highlight the collective nature of these challenges, and the key role in which such collaboration will play in addressing these challenges, while also stimulating research innovation and growth. This engagement will be achieved through the ARCSAR mechanisms such as the Innovation arena and knowledge exchange events, in which stakeholders with diverging focuses, will be brought together to address common challenges (figure 3.1 refers).

Figure 3.1 Targeted ARCSAR stakeholder interactions

Furthermore, beyond targeted "matchmaking", these opportunities have the potential to facilitate not only targeted interactions between stakeholders, but also serendipitous interactions, which have the potential to address challenges beyond the remit and scope of ARCSAR.

3.1 Stakeholder Interaction Objectives

This section briefly illustrates defined targets and objectives from identified stakeholder communication. Similar to ARCSAR dissemination and communication plan as a whole, these objectives will be iterative, and will develop and grow as the project continues.

Target Stakeholder Group	Communication Objectives	Methodology	Proposed Impact for target group
Practitioners	Facilitate knowledge exchange. Foster international cooperation between end-users. Raise awareness of: •Research innovation activities; •Technology developments; •Opportunities to improve capacities. •Policy developments.	•Leverage ARCSAR global practitioner network; •Engage with global practitioner representative bodies such as Arctic EPPR and EU practitioner projects/networks.	•Form part of the design process in technology development; •Access technologies which increase SAR and emergency management capacities; •Opportunities for international cooperation.
Commercial End-users	Facilitate knowledge exchange. Foster international cooperation between practitioners and commercial end-users. Raise awareness of: •Research innovation activities; •Technology developments; •Opportunities to improve capacities;	•Leverage ARCSAR commercial end-user participants; •Discuss and focus on commercial challenges. •Engage with commercial end-users to develop incentives for participation.	•Form part of the design process in technology development; •Access technologies which reduce risk when operating in extreme environments; •Opportunities develop

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	•Policy developments.		relationships with other targeted stakeholders.
Technology Developers	Facilitate knowledge exchange with targeted stakeholders. Present the opportunities for engaging with Arctic and North-Atlantic themed challenges. Raise awareness of: •Practitioner, commercial end-user and indigenous population current capacities, needs and limitations. •Potential market and scope scalability; •Current research innovation activities; •Policy development.	•Leverage ARCSAR technology development participants; •Ensure that dialogues or debates consider market and scalability options; •Communicate policy level developments, which will stimulate technology development.	•Align technology development focuses with market needs; •Present opportunities to develop relevant technology solutions; •Stimulate potential growth within commercial sectors.
Academia	Facilitate knowledge exchange. Present scientific research to the global community. Raise awareness of: •Research innovation activities; •Technology developments; •Opportunities to improve capacities; •Training development opportunities; •Policy developments.	•Leverage ARCSAR academia participants; •Focus on identifying opportunities for research collaboration.	•Publish scientific peer reviewed research derived from real-world challenges; •Develop training and education collaboration opportunities; •Develop synergies with technology development stakeholders; •Stimulate new research innovation activities.
Policy Makers	Facilitate knowledge exchange. Raise awareness of stakeholder objectives with a view to influencing policy development.	•Leverage ARCSAR policy making/influencing participants; •Engage with External Expert Advisory board to identify key influences and send identified targets of regular newsletters	•Achieve high level buy-in from policy makers; •Promote buy in for ARCSAR concepts. •Ensure a two-way communication between policy makers and other stakeholders.

		and reports generated by WPs	
Indigenous Populations	Facilitate knowledge exchange. Present and discuss indigenous population perspectives of Arctic challenges. Capture key indigenous population knowledge. Raise awareness of indigenous population: • Extreme environment challenges; • Technology limitations; • Opportunities to improve capacities within northern latitudes; • Policy developments.	• Leverage ARCSAR network; • Focus on indigenous population discussions; • Facilitate indigenous population participation in ARCSAR activities.	• Opportunities to impact technology improvements in indigenous population regions; • Opportunities to develop policies which consider real-world challenges; • Opportunities for other stakeholders to learn from indigenous population participation; • Provide a forum for discussions in international forums. • Build relationships between indigenous populations, practitioners and commercial end-users.

Table 3.1 ARCSAR Dissemination and Communication visions, goals, and objectives

3.2 External Stakeholder participation

The ARCSAR project has thus far successfully leveraged its global network/reach in stimulating engagement and interactions with numerous external stakeholders. As outlined in table3.2, ARCSAR has engaged over 80 organisations throughout the globe in an effort to further increase the impact of project outputs. Similar to the other ARCSAR dissemination and communication efforts, this stakeholder engagement will grow and evolve throughout the lifetime of the project in order to further expand the reach and impact of the project. The stakeholders outlined in table 3.2 will be engaged throughout ARCSAR activities, particularly in terms of further developing SRIAs, and within road mapping adoption of technology uptakes.

Organisation	Stakeholder Category	Country
NHO Nordland	Practitioner	Norway
Health and Care Region North, Norway	Practitioner	Norway
Framsenteret, Tromsø	Academia	Norway
DNV GL, Norway	Technology development/Sectoral	Norway
Nordland County Council	Policy makers	Norway
Lufttransport Svalbard / Governor of Svalbard	Practitioner	Norway
Greenland Oil Spill Response	Practitioner	Denmark (Greenland)

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ANSUR	Practitioner	Norway
Canadian Coast Guard	Practitioner	Canada
(Former chairman) Inuit Circumpolar Council	Indigenous populations	Canada
EPRR/Artic Council	Practitioner/Policy makers	Denmark
SINTEF Ocean		Norway
ICE-SAR (Iceland)	Practitioner	Iceland
Gára Port Agency	Practitioner	Iceland
Miko Marine AS	Technology developer	Norway
EEAS Delegation of the European Union to Norway	Policy makers	Norway
French Navy Atlantic Command	Practitioner	France
Fridtjof Nansens Institute	Academia	Norway
Institu	Academia	USA/Int.
Member of Parliament, Norwegian Conservative party (H)	Policy makers	Norway
Australian Embassy to Denmark	Policy makers	Denmark/Australia
Hybrid Air Vehicles Airlander	Technology developers	UK
The Independent Barents Observer	Media/commentators	Norway/int
UiT The Arctic University of Norway	Academia	Norway
MARINTEK (SINTEF)	Technology developers	Norway
State Education Developement Agency Republic of Latvia, NCP H2020	Academia	Latvia
RESQ	Practitioner	Norway
Norwegian Oil and Gas association	Sectoral/Commercial end-users	Norway
Ministry for Foreign Affair of Finland	Policy makers	Finland
Airline Management AS	Technology developers	Norway
Regional Air Services, Tuzla Airport	Practitioner	Romania
George C. Marshall European Center for Security Studies	Academia	Germany
WMU World Maritime University	Academia	Sweden
US Coast Guard	Practitioner	USA
Maritime Robotics	Technology developers	Norway
Canadian Embassy to Norway	Policy makers	Norway/Canada
Holtan Partners	Technology developers	Norway
The International Emergency Management Society	Academia	Norway
Safe cluster	Practitioner	France/int
Leonardo Company	Technology developers	Italy/int
German Embassy to Norway	Policy makers	Norway/Germany
Ambulanseforum (EMS Journal and conference)	Scientific Research	Norway
U.S. Embassy to Norway	Policy makers	Norway/USA
Dualog AS	Technology developers	Norway
SAS Scandinavian Airlines	Sectoral	Norway
Alfred-Wegener-institut	Academia	Germany
TongJi University	Academia	China
United States Coast Guard	Practitioner	USA
Norwegian Embassy to Italy	Policy makers	Italy/Norway
Nordland Research Institute	Academia	Norway
Canadian Armed Forces	Practitioner	Canada
Naval reserve (UK?)	Practitioner	UK
NTNU	Academia	Norway
Artemis	Technology developers	UK
Smith Myers	Technology developers	UK
Current Scientific Corporation	Scientific research	Canada
University of Maryland	Academia	USA
Czech Association of Fire Officers	Practitioner	Czech Republic
Narvik municipality	Practitioner	Norway
French Navy Coast-Guard Function operational center	Practitioner	France
Nordisk Sikkerhet AS	Practitioner	Norway
Brian Mulroney Institute of Government at St. Francis Xavier University	Academia	Canada

One Ocean Expeditions	Commercial end-users	International
University of Greenland	Academia	Greenland/Denmark
Aker BP	Sectoral technology developers	Norway
Jotron AS	Technology developers	Norway
Skyfalk	Technology developers	Norway
Recue International	Practitioner	Germany
Hansen protection	Technology developers	Norway
Turbo Tape Games AS	Technology developers	Norway
Polar Logistics Group	Sectoral	Denmark
Norwegian Radiation and Nuclear Safety Authority (DSA)	Practitioner/Policy makers	Norway
Council of the Baltic Sea States Secretariat	Policy makers	Sweden
Icelandic Coast Guard	Practitioner	Iceland
Western Norway University of Applied Sciences	Academia	Norway
JONAA, Journal of the North Atlantic & Arctic	Scientific Research	Iceland
Dublin City University	Academia	Ireland
Aeronautica Ltd	Technology Developers	UK
Canadian Helicopters Limited	Technology Developers	Canada
EYOS Expeditions	Commercial end-users	UK
CKA	Research innovation	Belgium
Ministry of Transport, New Zealand	Practitioner/Policy makers	NZ
DEA Aviation Limited	Technology developers	UK
Inmarsat	Technology developers	UK

Table 3.2 ARCSAR External Stakeholder Group

4. ARCSAR Dissemination and Communication Strategic Research and Innovation Agenda (SRIA)

The ARCSAR dissemination and communication SRIA focus on the visions, goals and objectives defined in relation to targeted stakeholders, illustrating key enablers required to facilitate not only effective dissemination and communication, but also to stimulate and maintain collaboration between ARCSAR stakeholders.

4.1 SRIA Categories

In order to present targeted focal points, ARCSAR dissemination and communication SRIA focuses have been developed and framed within the following categories:

1. Key enabling knowledge;
2. Key sectoral enablers;
3. Technology enablers;

Tables 4.1, 4.2 and 4.3 illustrate these enablers in ARCSAR terms, while also highlighting both individual and crosscutting relevance. In presenting these enablers, a more targeted focus/approach can be achieved in terms of fostering collaboration and stimulating impactful change within the Arctic and North-Atlantic domain. The following SRIA categories/focuses have been developed via extensive stakeholder engagement both internal and external to ARCSAR, and will serve as focal points during ARCSAR research activities. They will also form the basis of ARCSAR commentary in relation to Arctic and North-Atlantic themed challenges and focuses.

Project Acronym: ARCSAR
D5.1 Dissemination and Communication Plan

4.1.1 ARCSAR Dissemination and Communication Key enabling knowledge focuses

Key enabling knowledge	Stakeholder Relevance					
	Practitioners	Commercial End-users	Technology Developers	Academia	Policy Makers	Indigenous Populations
Arctic SAR, emergency management, and environment ecosystem.	X	X	X	X	X	X
Challenges for operating in extreme environments (Polar Regions)	X	X	X	X	X	X
Technology limitations imposed by high latitudes	X	X	X	X	X	X
Technology limitations imposed by extreme environments	X	X	X	X	X	X
Accurate sea ice and weather data	X	X	X	X		x
Hazards and protection of environmentally sensitive areas within the Arctic	X	X	x	X	X	X
Capturing expert local knowledge from indigenous populations	X	X			X	X
Current research innovation focuses both within and beyond Arctic contexts	X	X	X	X		X
Definitions and categorisation of sectoral components (SAR practitioners, Tourism, fishing, leisure, etc)			X	X	X	
Opportunities, market size and potential for growth in developing technologies designed to tackle challenges	X	X	X	X		
Future research innovation focuses and funding opportunities	X	X	X	X		

Table 4.1 Dissemination and Communication knowledge enabler focuses

4.1.2 ARCSAR Dissemination and Communication Key sectoral enabling focuses

Key sectoral enablers	Stakeholder Relevance					
	Practitioners	Commercial End-users	Technology Developers	Academia	Policy Makers	Indigenous Populations
Innovative commercial approaches to complex challenges.		X	X	X		X
Developing new products and services	X	X	X		X	X
Governance of maritime space and marine resources, particularly in the context of safety and pollution control.	X	X			X	X
Holistic eco-system themed approach to Arctic focuses	X	X	X	X	X	X
Developing sustainable models throughout sectoral components		X	X		X	X
Future funding opportunities	X	X	X	X	X	x

Table 4.2 Dissemination and Communication sectoral enabler focuses

Project Acronym: ARCSAR
D5.1 Dissemination and Communication Plan
4.1.3 ARCSAR Dissemination and Communication Technology enabler focuses

Key technology enablers	Stakeholder Relevance					
	Practitioners	Commercial End-users	Technology Developers	Academia	Policy Makers	Indigenous Populations
Smart data driven solutions for safer, greener operations and activities within the Arctic	X	X	X	X		X
Earth observation tools which utilise smart technologies such as AI for anomaly detection and optimised monitoring	X	X	X		X	X
Apply smart decision support systems to existing command and control infrastructure to further optimise monitoring and patrolling	X	X	X		X	
Satellite communication technology solutions, designed to address challenges in relation to coverage, and limitations imposed by the environment	X	X	X		X	X
Reduced emission alternative fuels for vessels operating within the Arctic			X	X	X	
Technology solutions designed to address challenges for stakeholders operating in extreme environments	X	X			X	X
Solutions which not only address challenges, but are cost effective, and not likely to impose unsustainable costs on operators	X	X	X			X

Table 4.3 Dissemination and Communication technology enabler focuses

5. Road mapping Adoption of Technologies or Systems (ARCSAR Innovation Arena)

As a coordination support action, the primary overarching objectives of the ARCSAR programme are to monitor research innovation with a view to recommending uptake, present common requirements in relation to innovation, capability gaps, and future requirements, while also highlighting common priorities in relation to capabilities, interfaces, and standardisation[9]. These objectives and lines of action will be achieved through a combination of targeted high level, strategic research focuses, facilitating dialogues and knowledge exchange between stakeholders, while also contributing to global debates, discussions and commentary. While these high-level focuses do not consider the more targeted approaches of defined research innovation actions, the ARCSAR project will lay the groundwork for future targeted research innovation within EU funding contexts and beyond.

[9] ARCSAR DOA Section 2.1 Expected Impacts – Three lines of action.
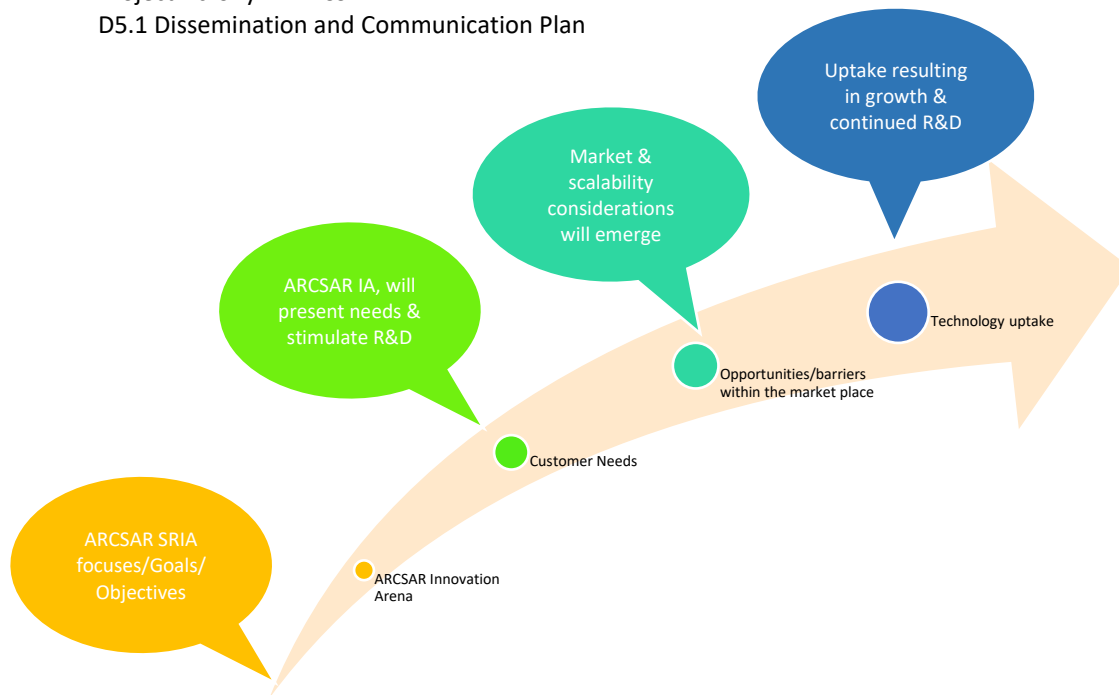
Figure 5.1 ARCSAR Adoption of technology uptake roadmap

5.1 Roadmap Methodology

Figure 5.1 illustrates the methodology to be employed throughout the ARCSAR project. As outlined within the previous section, the ARCSAR project is tasked with high-level focuses and will not actively engage with targeted market analysis or exploitation efforts, however the initial stages of technology development and uptake will be considered with a view to stimulating these key future focuses.

Practically, this will be achieved by applying the ARCSAR dissemination and communication goals, objectives and SRIAs to ARCSAR efforts and mediums such as the ARCSAR innovation arena, knowledge exchange events, ongoing commentary via online means, and participation in external events.

5.1.1 ARCSAR Innovation Arena

In applying the defined objectives and SRIAs to an online open source medium such as the ARCSAR innovation arena, there is potential to achieve global exposure to Arctic themed focuses, while also expanding the potential to gain inputs from technology development domains not traditionally associated with the Arctic. Such an approach has the potential to foster new collaborations or generate new ideas for challenges traditionally deemed unattainable to address. Furthermore, this increased exposure has the potential to result in disruptive influences on current technology and research development focuses, further stimulating research innovation while potentially increasing competitiveness within the market place.

Practically, these areas will be addressed by targeting discussion points or themes based around ARCSAR goals and SRIAs. The ARCSAR project will on a monthly basis target discussions based on the defined focal points in an effort to facilitate targeted and defined collaborations based around Arctic themed challenges. In parallel to these efforts, project participants will engage in a marketing campaign to promote these discussions via online platforms. These campaigns will be designed to promote the discussion points, while also disseminating them via the numerous defined channels. The arena will also be open to focuses beyond those targeted by the ARCSAR consortium so as to

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continuously ensure that ARCSAR activities are relevant to current real-world challenges. In hosting these discussions and interactions based around Arctic challenges, customer needs will emerge which will result in commercialisation focuses and potentially technology development/uptake beyond the ARCSAR project. The ARCSAR consortium will also highlight success stories, which occur as a result of these innovation activities so as to demonstrate the value of the arena and attract further interactions from technology developers and commercialisation specialists.

Targeting the appropriate audiences and reaching them throughout the necessary channels will be a key element to the success of these efforts. While this will be a continuously developing process, the consortium will leverage the external stakeholder network accrued to date (table 3.2 refers), and target discussion points and focuses relevant to these participants and beyond. Efforts will also be made to highlight potential synergies between stakeholders so as to present opportunities for bi-lateral engagement between stakeholders. It is anticipated that by adopting a targeted approach, that ARCSAR will be focusing on real-world considerations, which are likely to attract stakeholder engagement, while also providing measurements of success in terms of engagement.

5.1.2 Measuring Success

As an emerging approach to research innovation, which will require time to establish, success and performance indicators will be measured and defined on an ongoing basis. Initial indications of performance however will be reviewed by analysing the level of uptake from participants, while also considering the success of attracting participation not only in terms of quantity, but also in relation to the defined target stakeholders. On completion of each campaign, a review will be conducted between the ARCSAR coordinator, WP5 lead, and partner responsible for hosting and maintaining the Innovation Arena. The focus of this analysis will be to review participation, identify areas for improvement, investigate new incentives to further attract attention, while also considering any internal feedback. Furthermore, if interactions fail to proceed beyond the customer needs stage, efforts will be made to target further participation of external stakeholders in order to progress Arctic themed challenges to a more advanced stage of development.

6. Disseminating project deliverables and research outputs

This section contributes to the overall goals and objectives by outlining the dissemination objectives and targets for ARCSAR research outputs. These goals and objectives are in addition to those described throughout sections 2, 3 and 4, and focus on specific goals in relation to project outputs. As outlined in section 2, the consortium will complete a holistic analysis of project deliverables/outputs, making use of the exploitation matrix outlined in appendix 8. The purpose of this matrix is to maximise exposure opportunities for ARCSAR research outputs, while also providing definitive goals/outputs in terms of dissemination methods and channels. This analysis will be conducted on completion of a deliverable, and the dissemination goals and objectives will be framed within this section. The continuous analysis of these deliverable dissemination opportunities will therefore form a significant component of updating D5.1 throughout the project duration.

6.1 ARCSAR Deliverable 2.1

ARCSAR D2.1 is the first significant research output report delivered by the project. This deliverable was coordinated and completed by University of Portsmouth, and presents an extensive literature review of key emergency management knowledge, while also capturing and illustrating data gathered during several ARCSAR events/workshops in which a broad range of external stakeholders

participated. In order to ensure that the outputs of this research effort reaches the broad range of ARCSAR stakeholders defined in sections 2 and 3, the D2.1 outputs will be presented and framed in a multitude of formats throughout a number of dissemination channels as outlined in table 6.1.

ARCSAR D2.1
Report Publication Options: • Academic journal focusing on methodology and data analysis (Academic journal, research gate); • Policy paper inputs focusing on specific Arctic safety challenges (Consider Arctic Council options); • Industry or sectoral source segments to be considered at a later date.
Conference Publication Options – (Participation to be considered at a later date due to Covid-19 restrictions): • Academic: MCDM Portsmouth, 2021; • Industry and policy: Arctic Circles Assembly, Reykjavik, 2021; • Continued participation in brokerage events disseminating Arctic themed challenges.
Web media: • News item on project website; • LinkedIn Slide share; • Use of pictograms such as those presented in appendix 7; • Social media promotion.

Table 6.1 ARCSAR D2.1 Dissemination goals and objectives

7. Dissemination Efforts Progress

7.1 ARCSAR Programme Website

This section briefly outlines the progress of efforts defined within the ARCSAR DOA, while also illustrating the bi-lateral interactions between WP5 and WP1 in the successful delivery of the ARCSAR Network website/platform. Efforts associated with the website are linked with the following tasks and deliverables:

- T1.3 [M2 – M60]: Project website, network platform, and stakeholder database
- D 1.2 [M3]: Project Website and ARCSAR Network Platform
- T5.2 [M2 – M60]: Dissemination and communication tools activities

The "ever evolving" nature of this portal will be critical in ensuring that not only is this tool accessible, but also in ensuring that it maintains a level of relevance both during the programme and beyond. The website itself will be designed to be a multi-faceted portal, which will enable users to not only access information in relation to project efforts/progress, but will also contain the ARCSAR network platform and innovation arena. As outlined in the GA, the portal will establish and maintain the stakeholder database to create an extended network of practitioners and stakeholders, for invitation to events, awareness raising, dissemination and communication activities, innovation and knowledge exchange activities, and surveys. A database will be developed to include additional members of ARCSAR beneficiary organisations, practitioners, other relevant networks or associations, researchers in academic and non-academic organisations, companies, innovators, and technology providers, as well as those involved in governance and policy making. Stakeholders will be able to join the network through a formal (but free) membership process.

In terms of ARCSAR website specifics, the site was launched on schedule within [M3] of the project – marking the successful delivery of project deliverable D1.2 completed by LAU and can be viewed at the following weblink. The ARCSAR website and platform provides mainstream web access functions and beyond such as the following:

- Project description - "About" page that describes the project idea, funding, partners, scope, objectives etc.
- ARCSAR programme team description - consortium, end users, and external members.
- Latest news section.
- Publications; public deliverables, journals, articles, dissemination materials etc.
- Contact page and other additional info as seen necessary can be added over time.
- Social media, RSS feeds etc.

Additionally, the ARCSAR Innovation Arena was successfully developed and delivered by LAU, marking the successful delivery of project deliverable D2.2. Furthermore, the arena was officially launched and presented to a number of key emergency management, research innovation, and industry partners at an ARCSAR dissemination and knowledge exchange event during in [M19] in Reykjavik, Iceland. In order to maximise impact and exposure of the innovation arena, the ARCSAR consortium leveraged the rare opportunity of having a number of critical stakeholders attending this event, while also maintaining synergistic relationships with other ARCSAR efforts – in this case deliverable 5.1. The event and launch was also promoted within volume two of the ARCSAR newsletter available at the following weblink.

7.2 ARCSAR Social Media Portals

Similarly to the website, social media tool developments were successfully launched in [M3] at. In terms of progress, as outlined in para 2.5.3, social media platforms have been developed in order to ensure that the ARSCSAR project activities and results achieve global industry and societal reach. Social media accounts have been established within relevant professional and mainstream portals including Twitter, LinkedIn, Facebook, YouTube and Instagram. Targeting such a wide range of social media outlets ensures that ARCSAR will have the necessary global reach.

The social media accounts continue to be updated on a regular basis, disseminating ARCSAR research efforts, communicating project events, and stimulating Arctic and north-Atlantic themed societal considerations. Additionally, in order to achieve increased impact and broader or the project reach and target audience, the ARCSAR project has commented regularly on events such as the Viking Sky[10], leveraging the global coverage of such emergencies to increase the global reach of ARCSAR. At an individual consortium member level, numerous ARCSAR partners continue to communicate their participation and engagement in ARCSAR activities within their personal social media portals further increasing our potential reach.

7.3 ARCSAR Programme Visual Identity

A distinctive visual identity which utilises the appropriate branding and logo considerations has been developed so as to ensure that the ARCSAR programme has an effective and recognisable brand. A project logo has been developed as outlined in appendix 1, while examples of report, meeting and

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[10] Viking Sky News Reports: https://www.telegraph.co.uk/travel/cruises/articles/what-happened-on-viking-sky-and-is-it-safe-to-cruise-in-extreme-conditions/

PowerPoint templates (appendices 2 - 3 refer) have been developed so as to ensure consistent visual presentation with a view of achieving sustained programme and brand recognition.

In order to further facilitate consistent web, social media, and visual and written identity, a programme handbook will be developed and delivered in [M2] providing consortium members with the necessary guidance to ensure effective and efficient communication.

7.4 Press Releases

An initial press release which outlines the programme commencement, planned research efforts and consortium members has been prepared and can be viewed in appendix 4.

8. Planned Dissemination Activities

8.1 Planed activities in targeted international events

The ARCSAR programme will leverage the consortium's global security, emergency preparedness, scientific and industrial network to present ARCSAR findings and innovations across a multitude of programmes and events. Firstly, in terms of direct dissemination and communication programme outputs, ARCSAR will host the following dissemination workshops:

Activity	Responsible Consortium Member	Timeline
Annual Dissemination Workshop	LAU	M13
Annual Dissemination Workshop	LUAS	M25
Annual Dissemination Workshop	MTU	M37
Annual Dissemination Workshop	LUAS	M49
International Conference	JRCC	M54

Table 9: ARCSAR Events

In addition, throughout WP2, ARCSAR will host a number of practitioner focused events at the end of years 1, 2, 3. Such events will be designed to facilitate information exchange between practitioners and stakeholders, with a view of capturing key knowledge and innovations which will sign post solutions for future ARCSAR network efforts. The first of these events was successfully coordinated and delivered by LAU and NORD. Key outputs from the stakeholder engagement completed during this event have been captured and will form a significant component of ARCSAR deliverable D5.2. This ARCSAR event was also hosted during the same week as the Arctic Circles Assembly in Reykjavik. The consortium therefore successfully hosted and coordinated a fully attended breakout session during this high profile global Arctic stakeholder event. Additionally, ARCSAR collaborated with SEDNA, another EU H2020 funded Arctic research project focusing on maritime transport safety. Such collaboration provided the ARCSAR consortium with a key opportunity to engage with additional EU funded research innovation activities, while also increasing the scope and impact of the breakout session. The completion of the session has been captured and presented within volume two of the ARCSAR newsletter.

Furthermore, WP3 will see the completion of a number of table top and live exercises in the context of safety and security within the Arctic and North-Atlantic regions. Such exercises will be designed to facilitate opportunities for cooperation and information exchange between practitioners, while also providing opportunities to disseminate and communicate ARCSAR programme efforts to wider communities.

Project number: 786571

Project Acronym: ARCSAR
D5.1 Dissemination and Communication Plan

The ARCSAR programme will also target a number of relevant external international Arctic and North-Atlantic events so as to ensure that the appropriate global reach is achieved. Table 10 outlines communication efforts thus far by consortium members, while table 11 presents an outline of a number of planned events in which ARCSAR consortium members will participate. Efforts will be made on an annual basis to update the list of planned events.

Event	Participant	Location	Date
Innovation for Crisis Management Event	JRCC NN	Warsaw, Poland	09-2018
1st Arctic Stakeholder Meeting	E-GEOS	Brussels, Belgium	09-2018
Arctic Connections event	E-GEOS	Rome, Italy	09-2018
Longyearbyen Emergency Preparedness Council	AECO	Longyearbyen, Norway	06-2018
International Association of Antarctica Tour Operators Annual General Meeting	AECO	Newport, USA	05-2018
Arctic Shipping Forum	AECO	Helsinki, Finland	04-2018
Joint Arctic SAR	AECO	Reykjavik, Iceland	04-2018
NWP SAR TTX	AECO	Trenton, Canada	05-2018
Joint SAR TTX	AECO	Reykjavik, Iceland	05-2018
Isafjordur Tourism Conference	AECO	Iceland	04-2018
Svalbard Business Council	AECO	Longyearbyen, Norway	03-2018
Arctic Consular Conference	AECO	Oslo, Norway	03-2018
Arctic Council side event	AECO		01-2018

Table 10: Participant Communication to date

Event	Participant	Location	Date
Arctic Exchange meeting	E-GEOS	Amsterdam, Netherlands	09-2018
Arctic Circle conference	E-GEOS	Reykjavik, Iceland	10-2018
Arctic Circle conference	JRCC I	Reykjavik, Iceland	10-2018
Arctic Circle SAR side event organized by Finish Border Guard	AECO	Reykjavik, Iceland	10-2018
Arctic RCCs and Arctic Coast Guard Forum	JRCC NN	Helsinki, Finland	10-2018
Arctic RCCs and Arctic Coast Guard Forum	JRCC I	Helsinki, Finland	10-2018
North Atlantic Coast Guard Forum (NACGF) SAR WG at the NACGF Plenary Meeting	USCG	TBC	10-2018
International Safety and Technology Network	TIEMS	Zhejiang Province, China	10-2018
MOSPA preparation meeting	JRCC I	Reykjavik, Iceland	10-2018
AECO's Arctic Cruise Conference	AECO	Oslo, Norway	10-2018
Digitalisation and Safety for Tourism Workshop	LUAS	Brussels, Belgium	10-2018
Tourism Steering Group and Networking Meeting	LUAS	Bilbao, Spain	11-2018
Nordic Security Brokerage Event	NORD	Stockholm, Sweden	11-2018
MRCC Torshavn and Danish Arctic Command	JRCC NN	Faroe Islands	11-2018
Maritime and Arctic Security and Safety conference	MUN	St Johns, Canada	11-2018
Visit Greenland Tourism seminar	AECO	Nuuk, Greenland	11-2018

Lapland Safety Network	LUAS	Lapland, Finland	11-2018
European Tourism Day conference	LUAS	Brussels, Belgium	11-2018
Murmansk Regional Government Meeting	LUAS	Murmansk, Russia	11-2018
East and North Finland Tourism Meeting	LUAS	Brussels, Belgium	12-2018
COU networks of practitioners	JRCC NN	Brussels, Belgium	12-2018
EPPR SAR Experts Group meeting	USCG	New Orleans, USA	12-2018
National security seminar	LAU	Kuopio, Finland	01-2019
National Police University College Security Seminar	LAU	Tampere, Finland	02-2019
Arctic Coast Guard Forum principal meeting and LIVEX	JRCC I	Finland	03-2019
AECO Joint Arctic SAR TTX	JRCC I	Iceland	04-2019
Arctic Coast Guard Seminar	LAU	Turku, Finland	04-2019
European Maritime Day	LAU	Lisbon, Spain	05-2019
International week at Laurea	LAU	Espoo, Finland	07-2019
National Emergency Service College's Security days	LAU	Kuopio, Finland	09-2019
National Security Research Seminar	LAU	Helsinki, Finland	10-2019

Table 11: Planned events throughout 2018 – 2019 Period

9. Conclusions

The ARCSAR dissemination and communication plan provides the programme partners with the necessary knowledge, tools and guidance to commence disseminating project efforts. The plan within its current state will act as a road map to commence dialogue with ARCSAR partners in order to ensure that an effective and sustained dissemination effort can be maintained throughout the programme duration and beyond.

Although a number of key dissemination tools have yet to be developed/complete e.g. project website, network platform and social media tools, development will commence as planned within the GA in [M2], with a view to successfully deliver these tools in [M3].

As stated at the outset, as this is an "ever evolving" plan, the need for flexibility will be key in ensuring that the ARCSAR programme reaches the necessary EU and indeed global audience. Also, with direct PM allocations for dissemination and communication being lean throughout the programme duration, regular updates and evaluation will be critical in ensuring effective and efficient dissemination, while all ARCSAR partners will be encouraged to seek out dissemination and communication opportunities which can be completed in parallel to primary project outputs.

Appendix 1 – ARCSAR Logo

Appendix 2 – ARCSAR Report Template

Project Start Date: 1.9.2018
Project Duration: 66 months

Name of the Deliverable (please fill)

Deliverable details	
Deliverable number	please fill the number
Author(s)	please fill the names of authors e.g. Bent-Ove Jamtli
Due date	please fill, e.g. 30/09/2018
Delivered date	please fill, e.g. 30/09/2018
Reviewed by	please fill the names
Dissemination level	please fill, e.g. PU (Public)
Contact person EC	please fill the name

History of Changes			
Date	Version	Person in Charge	Description
please fill the dates	v0.1	please fill the name	Deliverable
	v0.2		please describe e.g. Structure of the deliverable
	v		please describe e.g. Revision History, Header and Footer, Contents Structure update, Deliverable format update
	v		please describe e.g. Revised structure, Content to all chapters
	v		please describe e.g. Content
	v		please describe e.g. Purpose
	v		please describe e.g. Content to specific chapters
	v		Final version

List of figures

EXECUTIVE SUMMARY

TEXT

INTRODUCTION

TEXT

TITLE

TEXT

TITLE

TEXT

CONCLUSIONS

TEXT

REFERENCES

TEXT

ANNEXES

Appendix 3 – ARCSAR PowerPoint Template

The outlined templates are snap shots taken from PowerPoint templates designed for ARCSAR partner use.

Appendix 4 – ARCSAR Press Release

New EU Funded Research Project to address security and emergency preparedness in the Arctic and North-Atlantic

A new five-year research project, funded by the EU's Horizon 2020 programme, has been launched to address security and emergency preparedness in the Arctic and North-Atlantic. ARCSAR will establish the first formal Arctic and North Atlantic Security and Emergency Preparedness Network.

The Arctic Ocean is at the centre of the Arctic and Northern Atlantic region and is bordered to the south by the North Atlantic Ocean. The Arctic Ocean is bounded by 8 different countries; Norway, Iceland, Finland, Sweden, Denmark, Canada, United States, and Russia. It contains a number of islands which include smaller landmasses such as Bear Island (NO), the Spitzbergen archipelago (NO), Ellesmere Island (CAN), Novaya Zemlya (RUS) and many more, with Greenland (DEN) being the largest of these Islands. The Arctic region is a unique area among Earth's ecosystems. At the pole, we find ice coverage the size of which changes from year to year dependent upon climactic variations. The region acts as a regulator of the earth's climate, and in recent decades the Arctic has been warming at almost twice the global average rate. The Atlantic Region stretches from the United Kingdom and Ireland down to the northern shores of Spain and Portugal, encompassing all of the Netherlands and parts of Germany, Denmark, Belgium and France. The North Atlantic is one of the richest oceans in the world, but it is also one of the most heavily used. Together, the Arctic and Northern Atlantic region (ANA) is characterised by presence of economically important marine activities and infrastructure, sparse to high-density population areas, challenging marine conditions, inhospitable landscapes, diverse and often extreme climates, and ocean areas bordered by cliffs, fjords and mountains which are difficult to access.

It is widely acknowledged that seaborne disasters and security threats will result from the opening of the Northern passages, and increasing operations in the ANA region, urgently requiring more open cooperation amongst governments, industry, and security organisations across many jurisdictions. Transnational maritime threats include territorial disputes and armed conflicts, piracy, terrorism, collisions and accidents, natural disasters and climate change, and pollution and environmental impacts. Attacks on significant infrastructure like oil and gas supplies within the Arctic and North Atlantic oceans would have economic ramifications and far-reaching consequences for the EU and the rest of the world. A major fire on a large cruise ship in the Arctic, for example, could result in significant loss of life. Key challenges for Search and Rescue (SAR) operations in the ANA region include long distances, severe weather, ice and cold conditions, a poor communications network, lack of infrastructure and limited resources. In addition, the limited capacity to host patients, the need for coordinated situational awareness, and the need for specialized evacuation and survival equipment pose major challenges for maritime safety and SAR in the Arctic. Increased traffic on transpolar shipping routes expected in the near future, could prove a big challenge for the communications infrastructure. Communications satellites operating in geostationary Earth orbit do not cover the area of the Arctic. Even when a link can be made, it can be prone to interruption from icing on antennas, or from disruption caused by heavy seas.

ARCSAR will address these problems by:

- Establishing and supporting a new Arctic and North-Atlantic Security and Emergency Preparedness Network

- Gain an increased understanding of target areas for improvements in security and emergency capabilities
- Monitor research and innovation for improved security, disaster risk and crisis management
- Investigate more efficient use of competence development infrastructure for practitioners and other actors
- Identify critical barriers, gaps in capacity, competence and infrastructure of professional security and emergency response practitioners
- Identify common platforms and opportunities for joint emergency response in the region
- Stimulate partnership for sufficient response capability

ARCSAR commenced in September 2018 and will run for five years. Its total budget is around €3.5m. The project is led by JRCC NN (Norway) and brings together 21 partners from 13 different countries Norway, Iceland, Faroe Islands, UK, Ireland, Italy, USA, Germany, Finland, Sweden, New Zealand, Canada, Russia

No.	Participant organization name	Short name	Country	Type of organization
1	Joint Rescue and Coordination Center Northern Norway	JRCC NN	Norway	Practitioner
2	Joint Rescue and Coordination Center Iceland	JRCC I	Iceland	Practitioner
3	Marine Rescue and Coordination Center Torshavn	MRCC T	Faroes	Practitioner
4	Maritime and Coastal Agency	MCA	UK	Practitioner
5	United States Coast Guard Academy, Center for Arctic Studies	USCG	USA	Practitioner
6	Maritime Forum North (Shipping companies)	MFN	Norway	Association
7	Rescue Coordination Center New Zealand	RCC NZ	New Zealand	Practitioner
8	Marine Rescue and Coordination Center Bremen	MRCC B	Germany	Practitioner
9	Norwegian Coast Guard	NCG	Norway	Practitioner
10	Norwegian Coastal Administration	NCA	Norway	Practitioner
11	Meteorologisk Institutt - Norwegian Ice Service	NIS	Norway	Practitioner
12	Nord University	NORD	Norway	RTD
13	University of Portsmouth	UP	UK	RTD
14	Lapland University of Applied Sciences	LUAS	Finland	RTD
15	Arctic Expeditionary Cruise Operators AECO	AECO	International	Association
16	Munster Technological University	MTU	Ireland	RTD

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17	e-GEOS	GEO	Italy	SME
18	Admiral Marakov State University St Petersburg	AMSU	Russia	RTD
19	Laurea University of Applied Sciences	LAU	Finland	RTD
20	Memorial University Newfoundland	MUN	Canada	RTD
21	Polar Quest AB (Expedition Cruise Operator)	PQ	Sweden	SME

Appendix 5 – ARCSAR Brochure

ABOUT US

ARCSAR - EU Horizon H2020 SEC 21

ARCSAR is the first formal security network and emergency preparedness network covering the ANA-region (Arctic and North-Atlantic). We are working for increased innovation and the development of procedures, methods, and technology for SAR (Search & Rescue) & oil spill response.

ARCSAR Consortium

ARCSAR coordinators JRCC NN are leading the global consortium comprised of 21 partners from 13 countries including Norway, Iceland, Faroe Islands, UK, Ireland, Italy, USA, Germany, Finland, Sweden, New Zealand, Canada, Russia

ARCSAR
Arctic and North Atlantic Security and Emergency Preparedness Network

Contact us for information

ARCSAR Impacts

- Increased cross-border coordination and cooperation.
- Mapping out of current practitioner needs for innovation and knowledge exchange.
- Increase in information between and across practitioner groups.
- A catalogue of joint exercises.

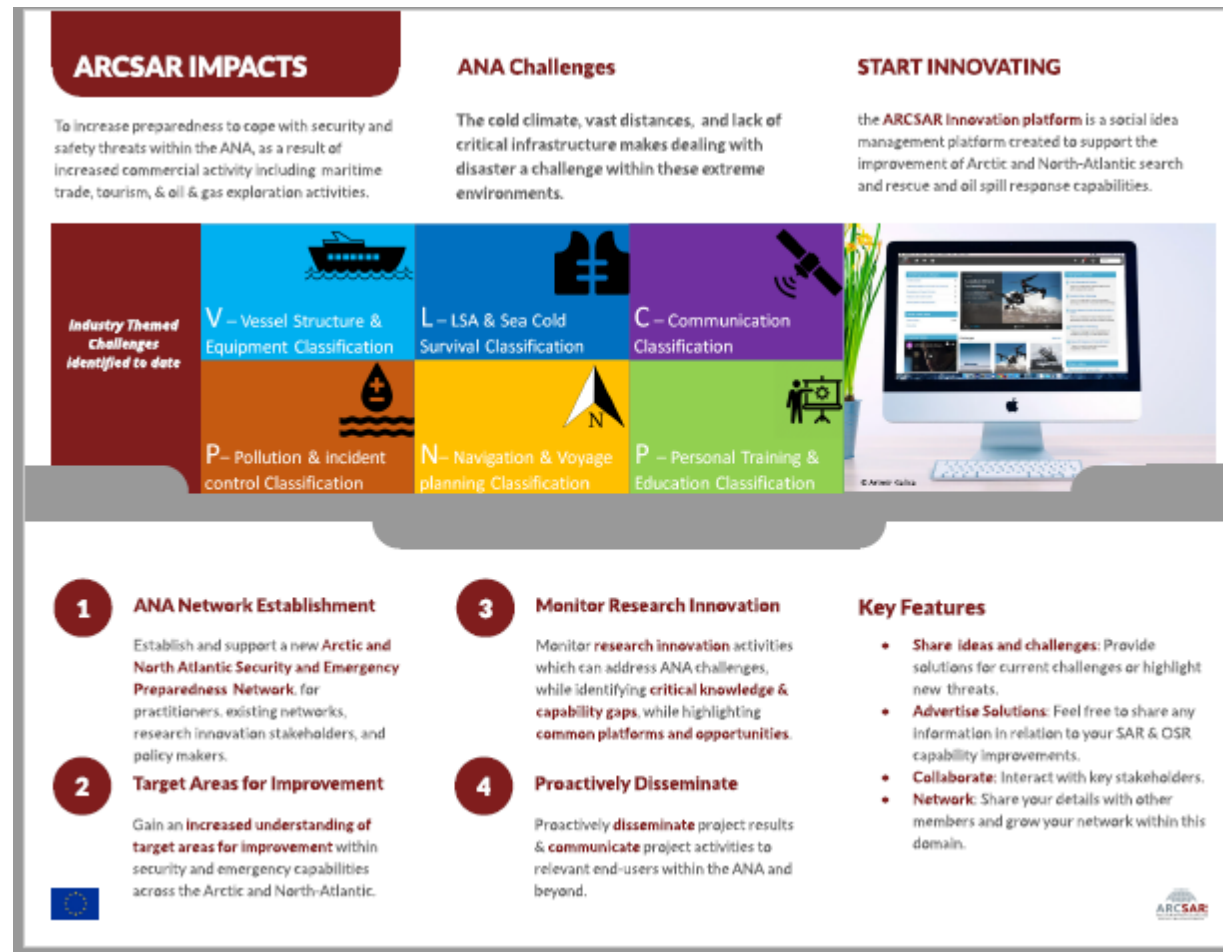www.arcsar.eu

@ARCSARNETWORK

ARCTIC & NORTH-ATLANTIC
SECURITY & EMERGENCY
PREPAREDNESS NETWORK

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 786571

www.arcsar.eu

Project number: 786571
Project Acronym: ARCSAR
D5.1 Dissemination and Communication Plan

Appendix 6 – Dissemination and Communication Tracker

Activity Description	Activity Title	Target Audience (R, I, PM, Pub)	Audience Qty	Journal/Event	Location	Date	Partner
Conference Participation	Arctic Exchange meeting	R, I, PM, Pub		N/A	**Amsterdam, Netherlands**	**Sep-18**	**E-GEOS**
KO Meeting	ARCSAR KO Meeting	R, I		N/A	**Bodø, Norway**	**Sep-18**	**JRCC NN**
Organisation of a workshop	WP2 Practitioner workshop	R, I		N/A	**Bodø, Norway**	**Sep-18**	**UoP**
Conference Participation	Arctic Circle conference			N/A	**Reykjavik, Iceland**	**Oct-18**	**E-GEOS**
Conference Participation	Arctic Circle conference	R, I, PM, Pub		N/A	**Reykjavik, Iceland**	**Oct-18**	**JRCC I**
Workshop Participation	Arctic Circle SAR side event organized by Finish Border Guard	R, I		N/A	**Reykjavik, Iceland**	**Oct-18**	**AECO**
Conference Participation	Arctic RCCs and Arctic Coast Guard Forum	R, I, PM		N/A	**Helsinki, Finland**	**Oct-18**	**JRCC NN**
Conference Participation	Arctic RCCs and Arctic Coast Guard Forum	R, I, PM		N/A	**Helsinki, Finland**	**Oct-18**	**JRCC I**
Brokerage event	North Atlantic Coast Guard Forum (NACGF) SAR WG at the NACGF Plenary Meeting	R, I, PM		N/A	**TBC**	**Oct-18**	**USCG**
Conference Participation	International Safety and			N/A	**Zhejiang Province, China**	**Oct-18**	**TIEMS**

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	Technology Network			N/A			
Brokerage event	MOSPA preparation meeting	R, I, PM		N/A	**Reykjavik, Iceland**	**Oct-18**	**JRCC I**
Conference Participation	AECO's Arctic Cruise Conference			N/A	**Oslo, Norway**	**Oct-18**	**AECO**
Brokerage event	Digitalisation and Safety for Tourism Workshop	R, I, PM		N/A	**Brussels, Belgium**	**Oct-18**	**LUAS**
Organisation of a workshop				N/A	**Portsomouth, UK**	**Nov-18**	**UoP**
Other than conference/workshop	Tourism Steering Group and Networking Meeting	R, I		N/A	**Bilbao, Spain**	**Nov-18**	**LUAS**
Brokerage event	Nordic Security Brokerage Event	R, I, PM		N/A	**Stockholm, Sweden**	**Nov-18**	**NORD**
Other than conference/workshop	MRCC Torshavn and Danish Arctic Command	R, I, PM		N/A	**Faroe Islands**	**Nov-18**	**JRCC NN**
Conference Participation	Maritime and Arctic Security and Safety conference			N/A	**St Johns, Canada**	**Nov-18**	**MUN**
Conference Participation	Visit Greenland Tourism seminar	R, I, PM, Pub		N/A	**Nuuk, Greenland**	**Nov-18**	**AECO**
Other than conference/workshop	Lapland Safety Network	R, I, PM		N/A	**Lapland, Finland**	**Nov-18**	**LUAS**
Conference Participation	European Tourism Day conference	R, I, PM, Pub		N/A	**Brussels, Belgium**	**Nov-18**	**LUAS**
Brokerage event	Murmansk Regional	R, I, PM		N/A	**Murmansk, Russia**	**Nov-18**	**LUAS**

	Government Meeting						
Brokerage event	East and North Finland Tourism Meeting	R, I, PM		N/A	**Brussels, Belgium**	**Dec-18**	**LUAS**
Brokerage event	COU networks of practitioners			N/A	**Brussels, Belgium**	**Dec-18**	**JRCC NN**
Brokerage event	EPPR SAR Experts Group meeting	R, I		N/A	**New Orleans, USA**	**Dec-18**	**USCG**
Web Media	ARCSAR Website Launch			N/A	**N/A**	**Dec-18**	**LAU**
Video/Film	ARCSAR YouTube Storyboard	R, I, PM, Pub		N/A	**N/A**	**Dec-18**	**LAU**
Social Media	Social Media Launch (LinkedIn, Twitter, Facebook, Instagram)			N/A	**N/A**	**Jan-19**	**LAU**
Conference Participation	ESA Atlantic from Space conference	R, I, PM, Pub		N/A	**Southampton, UK**	**Jan-19**	**MTU**
Brokerage event	National security seminar	R, I, PM		N/A	**Kuopio, Finland**	**Jan-19**	**LAU**
Pitch Event	ARCSAR High Profile Launch	R, I, PM, Pub		N/A	**Rome, Italy**	**Feb-19**	**ARCSAR Consortium**
Organisation of a workshop		R, I, PM			**Rome, Italy**	**Feb-19**	**UoP**
Brokerage event	National Police University College Security Seminar	R, I, PM		N/A	**Tampere, Finland**	**Feb-19**	**LAU**
Workshop Participation	Arctic Coast Guard Forum principal meeting and LIVEX	R, I, PM		N/A		**Mar-19**	**JRCC I**

Participation in other EU H2020 event	EU Arctic Cluster Meeting	R, I, PM		N/A	Lisbon, Portugal	Mar-19	MTU
Brokerage event/Workshop	EU Polar Board GA	R, I, PM		N/A	Lisbon, Portugal	Mar-19	MTU
Conference Participation	Arctic Shipping Forum	I		N/A	Helsinki, Finland	Apr-19	MET NO
Organisation of a workshop	ARCSAR Themed breakout session during SAR TTX	R, I, PM		N/A	Reykjavik, Iceland	Apr-19	JRCC NN
Brokerage event/Workshop	AECO Joint Arctic SAR TTX	R, I, PM		N/A	Reykjavik, Iceland	Apr-19	JRCC I
Press release/flyer	ARCSAR Newsletter			N/A	N/A	Apr-19	LAU
Brokerage event	Arctic Coast Guard Seminar	R, I, PM		N/A	Iceland	Apr-19	LAU
Brokerage event	Irish National Arctic Research Meeting	R, I, PM		N/A	Dublin, Ireland	Apr-19	MTU
Conference Participation	National offshore preparedness conference	R, I, PM, Pub		N/A	Bodø, Norway	May-19	JRCC NN
Conference Participation	Maritime SAR Conference			N/A	Tallin, Estonia	May-19	JRCC NN
Brokerage event	European Maritime Day	R, I, PM, Pub		N/A	Turku, Finland	May-19	LAU
Participation in other EU H2020 event	EU Arctic Cluster Stakeholder engagement	R, I, PM		N/A	Brussels, Belgium	Jun-19	LAU
Brokerage event	World Maritime Rescue Congress	R, I, PM		N/A	Vancouver, Canada	Jun-19	JRCC NN
Non-Scientific Publication	Fourth Joint ARCTIC SAR TTX 2019 Exercise Report	R, I, PM		N/A	N/A	Jun-19	Nord, JRCC NN

Brokerage event	International week at Laurea	R, I, PM, Pub		N/A	Lisbon, Spain	Jul-19	LAU
Pitch Event	ESA Citizen Science Earth Observation Lab	R		N/A	Rome, Italy	**Jul-19**	**MET NO**
Brokerage event	National Emergency Service College's Security days	R, I, PM		N/A	**Espoo, Finland**	**Sep-19**	**LAU**
Conference Participation	8th Marpart conference	R, I, PM		N/A	**Bodø, Norway**	**Sep-19**	**JRCC NN & NORD**
Workshop Participation	Optimal Balance Workshop	R, I, PM		N/A	**Svalbard, Norway**	**Sep-19**	**JRCC NN**
Conference Participation	International Ice Charting Working Group	R, I		N/A	Copenhagen, Denmark	**Sep-19**	**MET NO**
Brokerage event	Arctic Connections (SIOI)	Pub	200 (about)	N/A	**Rome, Italy**	**Oct-19**	**E-GEOS, Nord University**
Organisation of a workshop	ARCSAR GA	R, I, PM		N/A	**Reykjavik, Iceland**	Oct-19	**ARCSAR Consortium**
Organisation of a workshop	Arctic Circle conference	R, I, PM, Pub		N/A	**Reykjavik, Iceland**	Oct-19	**MTU, JRCCN**
Conference Participation	Arctic Circle conference			N/A	**Reykjavik, Iceland**	Oct-19	**ARCSAR Consortium**
Brokerage event	National Security Research Seminar	R, I, PM		N/A	Kuopio, Finland	**Oct-19**	**LAU**
Brokerage event	Presented ARCSAR efforts to the Arctic Coast Guard Forum	R, I, PM		N/A	**Reykjavik, Iceland**	**Oct-19**	**JRCC I**
Conference Participation	Arctic Shipping Summit	R, I, PM	150		Hamburg, Germany	Dec-19	MTU

Appendix 7 – ARCSAR D2.1 Pictograms

Appendix 8 – Dissemination Exploitation Matrix

ARCSAR Deliverable Dissemination and Communication Exploitation Matrix

Deliverable Title:					
Primary Focuses:					
Target Audience:					

Designated Dissemination Level (As outlined in the DOA):

Report Publication Opportunities	Academic Options	Industry Sources	Policy paper	Media	Other	
Conference Opportunities	Academic Themed	Industry Themed	Policy Themed	Brokerage Event	H2020 Collaboration	Other
Web Media Options	Project News Item	Video Production	Podcast	Interview	Blogs	

Actions Needed to Publish			

Financial considerations	Proposed Costs:	Allocated Budget:	Rationale for selection and expenditure:

Expected Results/Impact:

Action plan:

Consider:

- **Who will be responsible for the necessary tasks?**
- **What internal and external stakeholders are needed?**
- **What is achievable within the scope of the work plan and budget?**
- **Who beyond our regular network would be interested in this?**
- **How best do we reach them?**

Proposed deadlines: