



Project 740859

D2.7 ALADDIN INFORMATION KIT V2

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Executive summary

The project **ALADDIN - Advanced hoListic Adverse Drone Detection, Identification and Neutralization** is funded by the European Commission (EC) through the European H2020 research and innovation programme with Grant Agreement (GA) 740859.

In accordance with Article 38.1.1 of the GA, the project must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.

This document is the accompanying short report for the *Deliverable D2.7 ALADDIN Information Kit V2*, whose Type is identified by the code 'DEC' (Websites, patent fillings, videos, etc). It contains a quick description of the ALADDIN Information Kit called V2 developed as a 2nd release.

Table of Contents

1	Introduction.....	6
1.1	Purpose of the Document	6
1.2	Scope and Intended audience	6
1.3	Structure of the Document	6
2	Content of the ALADDIN Information Kit V2	7
2.1	Information Kit objectives	7
2.2	Multi-National Communication Team.....	7
2.3	ALADDIN information kit	8
2.4	ALADDIN mass media dissemination kit V2	8
2.4.1	A clear logo	9
2.4.2	Content of mass media dissemination kit V2	9
3	Description of the ALADDIN website.....	10
3.1	Content of the first release	10
4	Description of the ALADDIN presentation.....	12
4.1	Content of the first release	12
5	Description of the ALADDIN brochure.....	13
5.1	Content of the first release	13
6	References	14
6.1	Applicable documents	14
6.2	Standards / Regulations	14
6.3	Bibliography.....	14

List of Figures

Figure 1 : ALADDIN Logo.....	9
Figure 2 : Homepage of the ALADDIN website: Slideshow	10
Figure 3 Homepage Slider	10
Figure 4 Concept and News.....	11
Figure 5 : ALADDIN presentation.....	12
Figure 6 : ALADDIN brochure.....	13

List of Tables

N/A.

1 Introduction

The project **ALADDIN - Advanced hoListic Adverse Drone Detection, Identification and Neutralization** is funded by the European Commission (EC) through the European H2020 research and innovation programme with Grant Agreement (GA) 740859.

In accordance with Article 38.1.1 of the GA, the project must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.

This document is the accompanying short report for the *Deliverable D2.7 ALADDIN Information Kit V2*, whose Type is identified by the code 'DEC' (Websites, patent fillings, videos, etc). It contains a quick description of the ALADDIN early Information Kit called V2 developed for the first release.

1.1 Purpose of the Document

This document aims at providing a quick overview of the ALADDIN Information Kit structure and content of the first release.

1.2 Scope and Intended audience

This document is the accompanying short report for the *Deliverable D2.7 ALADDIN Information Kit V2*, whose Type is identified by the code 'DEC' (Websites, patent fillings, videos, etc). Being not a formal deliverable, represented by the Information Kit V2 itself, the main scope of this document is to acknowledge that the ALADDIN Information Kit V2 is available for early communication on the project.

The intended audience of the Information Kit are the project stakeholders (European Commission DG HOME, Research Executive Agency (REA), ALADDIN Consortium executive members) the project team (Consortium staff) and the general public.

The Information Kit (IK) deliverable in itself is intended to be for PU (Public) dissemination. Nevertheless, the dissemination of **this accompanying document**, specifying the IK content, the dissemination strategy, and mentioning personal information and data, has been limited to the consortium and EC. As a consequence, its dissemination level is **Confidential (CON)**.

This dissemination level of the first release has been confirmed by the Security Advisory Board (SAB) chaired by the Project Security Officer (PSO).

As per the GA, the information kit **content** will be **PU = Public**.

1.3 Structure of the Document

The structure of this document is as follows:

- **Section 2** describes the content of the ALADDIN Information Kit V2
- **Section 3** describes the ALADDIN website
- **Section 4** describes the ALADDIN presentation
- **Section 5** describes the ALADDIN brochure

2 Content of the ALADDIN Information Kit V2

The project **ALADDIN - Advanced hoListic Adverse Drone Detection, Identification and Neutralization** is funded by the European Commission (EC) through the European H2020 research and innovation programme with Grant Agreement 740859. It will be implemented in compliance with the Description of Action: Annex 1 - Part A (description of the work plan) and Annex 2 – Part B (narrative description of the action) [AD1].

*The main objective of the ALADDIN project is to **study and develop a state-of-the-art, global, and extensible system to detect, localise, classify, and neutralise suspicious, and potentially multiple, light UAVs over restricted areas**. This system will be tailored to operational constraints such as easiness of use and deployment, quality of detection, or safety, in order to deliver unprecedented tools for operational support, including investigations, and training.*

ALADDIN will also assess relevant technologies, threat trends, regulations, and other important issues such as societal, ethical, and legal (SoEL) frameworks in order to develop new knowledge made available to LEAs and infrastructure designers, constructors, and operators through innovative curricula.

2.1 Information Kit objectives

In accordance with the DOA [AD1], “a ‘mass media dissemination kit’ will also be created containing material with copyright, classification, confidentiality clearance that the EC may use for its own dissemination purposes. Brochures, posters and project newsletters will be produced for presenting ALADDIN at various events”. The “mass media dissemination kit”, including brochures, posters and project newsletters, are integral part of the ‘ALADDIN information kit’ (Deliverables D2.6 to D2.8 – lead beneficiary CS), hence under responsibility of CS, while KEMEA (as Task 2.2 leader), IDS (as WP2 leader) and DXT (as project coordinator) have to be informed and to approve them.

A set of digital and tangible material will be employed to stimulate awareness of the ALADDIN project in a unified and attractive way. These tools will be constantly updated to reflect the project’s progress, achievements, intermediate and final results.

2.2 Multi-National Communication Team

The strategy of the ALADDIN consortium ([AD2]) is to set up **under the IDEM coordination** a multi-national communication team allowing to be the **project national point of contacts** for the different countries where ALADDIN consortium is present.

This multi-national communication team will use the ALADDIN information kit for any communication towards the mass-media, possibly translating the content into their national languages to facilitate its dissemination.

The current national Point of Contacts are listed in the [AD2] document:

This team will complement the other groups and boards described in [AD1] and [AD3] for the dissemination activities of the ALADDIN project.

2.3 ALADDIN information kit

The ALADDIN information kit consists of two subsets: the “ALADDIN mass media dissemination kit” and the “ALADDIN crisis information kit”.

The ALADDIN mass media dissemination kit

It is dedicated to the general public awareness and will include:

- Brochures
- Posters
- Project newsletters in pdf
- **Other multi-media communications**, including:
 - Videos, which will be made available on YouTube.
 - Press releases
 - Interviews
 - TV, radio and other media announcements

The ALADDIN crisis information kit

It is anticipated that during the project duration, adverse drone attacks may occur and the ALADDIN **project could be requested to demonstrate that the EU and the European countries are preparing anti-drone solutions.**

For anticipating this possible event, an ALADDIN crisis information kit will be prepared. It will include:

- A Powerpoint presentation of the project and its main goal.
- As soon as available, some videos of successful demonstrations.

In case of crisis ALADDIN communication will be carefully coordinated with EC and **under strict control of the IDEM.**

It must be reminded at this stage that the Innovation, Dissemination and Exploitation Manager (IDEM) will handle this communication with the collaboration of the Project Security Officer (PSO).

Once the ALADDIN information kit has been developed or updated, CS (with the collaboration of IDS, KEMEA and FADA) will edit a **document (report) containing a short description of the various items composing the information kit.** These reports will be uploaded into the Participant Portal of the EC as part of the deliverables: D2.6 to D2.8 ‘ALADDIN information kit’.

2.4 ALADDIN mass media dissemination kit V2

The tangible results of the project will be available mainly after the field tests. At the beginning of the project, the ALADDIN mass media dissemination kit V2 will mainly present the project allowing to increase awareness of the ALADDIN project.

No detailed performance or sensitive results will be within **the documents and other multi-media material of the IK allowing them to be PUBLIC.**

The ALADDIN consortium is aware that even later some results will be kept Confidential and even EU restricted. This is why the draft documents (intended to be published) are submitted to the Security Board of the ALADDIN Project.

2.4.1 A clear logo

All public documents of ALADDIN project are stamped with ALADDIN logo:



Figure 1 : ALADDIN Logo

2.4.2 Content of mass media dissemination kit V2

The mass media dissemination kit V2 is composed of:

- The ALADDIN project Web site
- The ALADDIN presentation in several languages. This presentation is available in pdf format, allowing it to be easily spread through telecommunication networks.
- The ALADDIN brochure in several languages. This brochure is available in pdf format, allowing it to be easily spread through telecommunication networks.

3 Description of the ALADDIN website

The ALADDIN website has been described in [AD4].

The chosen URL for the ALADDIN website is <http://aladdin2020.eu>.

3.1 Content of the website

The following figures give an overview of the general aspect of the ALADDIN website, as well as a sample of the webpages developed for the first release (December 2017).

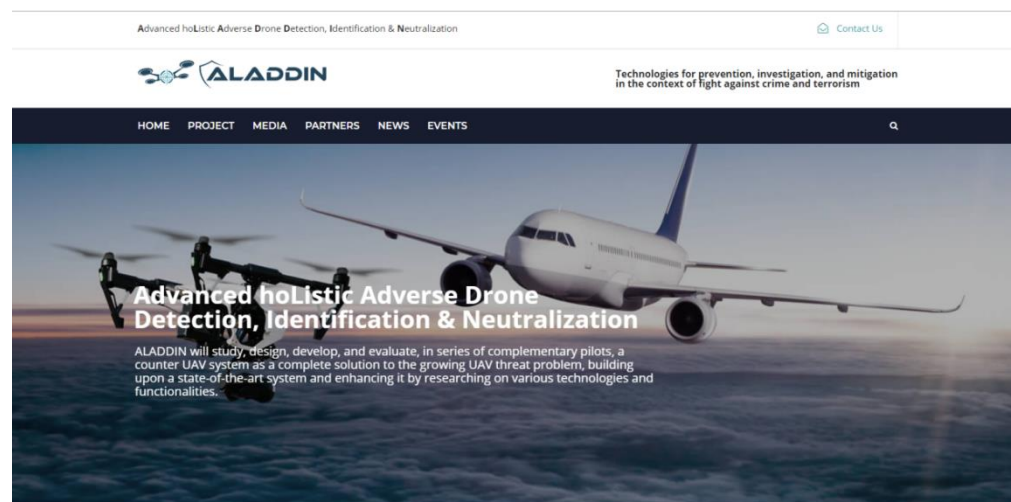


Figure 2 : Homepage of the ALADDIN website: Slideshow

Several updates have been done and this is a screenshot of the current web page.

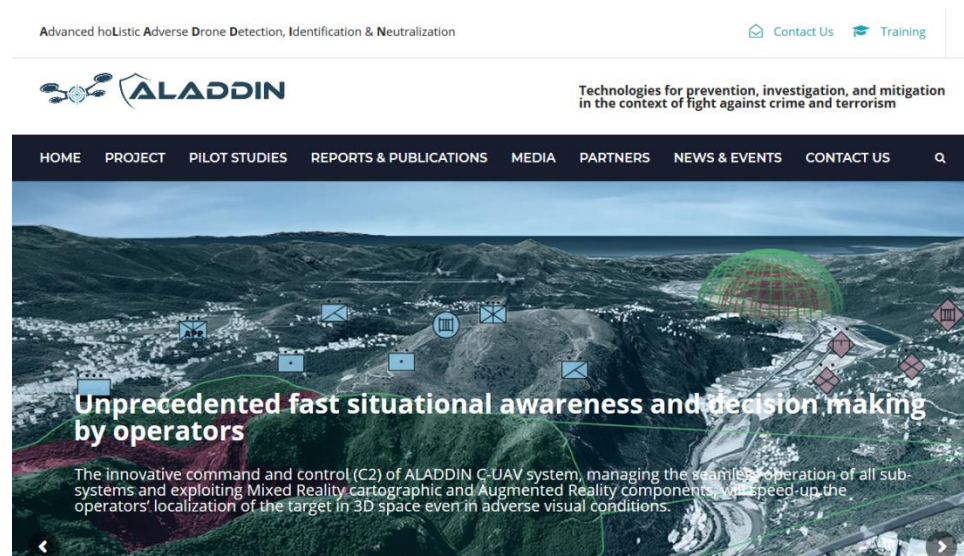


Figure 3 Homepage Slider

D2.7 - ALADDIN Information Kit V2

Advanced hoLisTic Adverse Drone Detection, Identification & Neutralization

Contact Us Training



Technologies for prevention, investigation, and mitigation in the context of fight against crime and terrorism

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CONCEPT

The overall concept of the ALADDIN project is the development of a *seamless, tightly integrated system* for countering malicious drones.

Therefore, it will study and assess existing relevant technologies, regulations and SoEL implications in order to design, implement, integrate, and demonstrate a **scalable platform** extending state-of-the-art capacity for the detection, localisation, and neutralization of UAVs with unprecedented accuracy and effectiveness. Technical developments will be constantly guided by the advice on operational aspects provided by the end-user component of the ALADDIN consortium.

Search...

Latest news

Security Research Event 2018, Belgium

Third ALADDIN Consortium meeting in Brussels, Belgium

ALADDIN delegates at CRITIS 2018, Kaunas, Lithuania

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- the **detection, classification, and localisation** sub-system
- the **advanced command and control (C2)** sub-system
- the **neutralization** sub-system

ALADDIN Concept



The complete capabilities will be available through the **advanced C2 sub-system**, that will receive data from the **detection, classification, and localization sub-system** and will filter, fuse, and analyse the collected information through novel deep learning techniques to provide the operator with accurate and robust UAV threat detection information. It will support decision making to utilize the **neutralization sub-system**.

ALADDIN will also accommodate **innovative functionalities** enabling the training of operators, the storage of information for simulation and after action review, the support to investigation (e.g. localization and identification of the drone pilot), and a modern 3D mixed reality interface for improved effectiveness and user-friendliness.

ALADDIN will offer upgradeability by design and **contextual adaptation** to support the evolution of threats, terrorist and criminal behaviours and operational practices, but also the changes of the regulatory framework and the progress of technologies.

Events

ICUAS 2019, Atlanta (USA)

11/06/2019 - 14/06/2019

Atlanta, Georgia

SIAE International Paris Air Show 2019

17/06/2019 - 23/06/2019

Paris

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Figure 4 Concept and News

4 Description of the ALADDIN presentation

The ALADDIN presentation is available on the website and can be sent for emailing campaign.

4.1 Content of the first release

The following mention is on the 1st page:

“This project has received funding from the European Union’s Horizon 2020 Research and Innovation Programme under Grant Agreement No 740859”

Then 5 pages describe in more detail the project:

- ALADDIN Project
- Objectives
- ALADDIN Project overall Schedule
- Target audiences
- ALADDIN Consortium

Here after is a snapshot of the ALADDIN presentation in English. Its version in various languages will be available on the website.

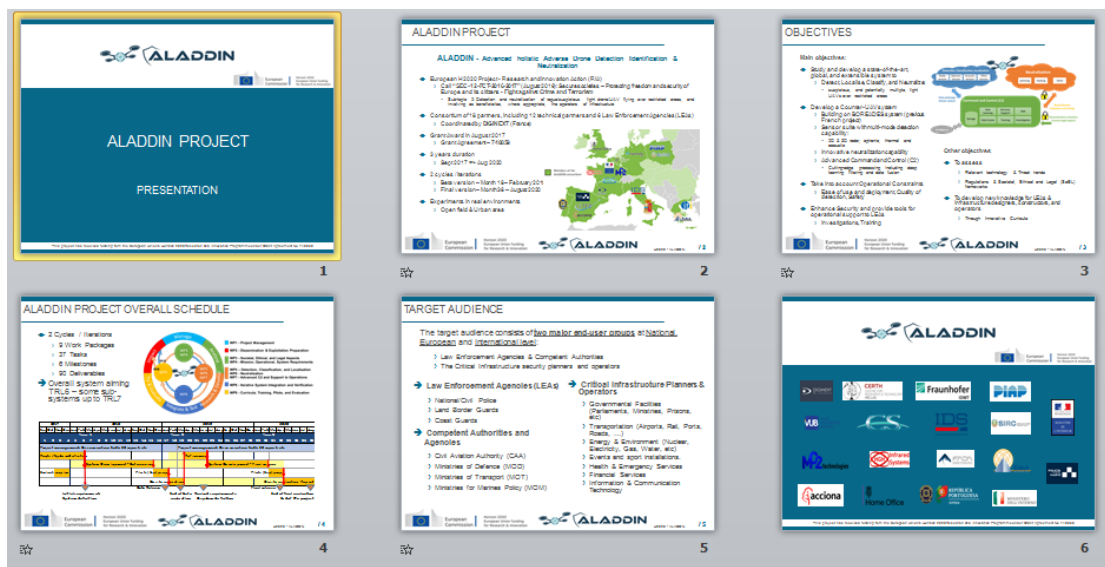


Figure 5 : ALADDIN presentation

5 Description of the ALADDIN brochure

The ALADDIN brochure is available on the website and can be sent for emailing campaign.

5.1 Content of the second release

The brochure includes the following mention:

“This project has received funding from the European Union’s Horizon 2020 Research and Innovation Programme under Grant Agreement No 740859”

The 2 pages brochure V2 describes widely the project:

- ALADDIN Project description.
- Objectives
- Target audiences
- ALADDIN Consortium
- ALADDIN Trainings
- ALADDIN Project overall Schedule

Here after is a snapshot of the ALADDIN brochure in English. Its version in various languages will be available on the website.



Figure 6 : ALADDIN brochure

6 References

6.1 Applicable documents

- [AD1] Description of Action (DOA) Part B of Grant Agreement number: 740859 — ALADDIN — H2020-SEC-2016-2017/H2020-SEC-2016-2017-1
- [AD2] D2.2 Awareness Raising Strategies V2 (October 31st, 2017)
- [AD3] D1.1 Project Management Plan (September 30th, 2017)
- [AD4] D2.1 – ALADDIN web-site and social networks (December 31st, 2017)

6.2 Standards / Regulations

[ND1]

6.3 Bibliography

[BD1]

Annex A – List of Acronyms

Acronym	Meaning
DOA	Description of Action
EC	European Commission
EU	European Union
GA	Grant Agreement
H2020	Horizon 2020
IDEM	Innovation, Dissemination and Exploitation Manager
IK	Information Kit
KPI	Key Performance Indicator
LEA	Law Enforcement Agencies
PSO	Project Security Officer
SAB	Security Advisory Board
SoEL	Societal, Ethical and Legal
UAV	Unmanned Aerial Vehicle
WP	Work Package

Annex B – Definitions

Expression	Meaning
Communication	A strategically planned process, that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results.
Dissemination	The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium
Exploitation	The use of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities