



Project 740859

## D2.8 ALADDIN INFORMATION KIT V3

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## Document Control Page

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<b>Editors</b>	Name	Partner
	Jehan-Christophe CHARLES	CS GROUP
<b>Contributors</b>	Name	Partner
	Luigia NUZZO	IDS
	Giorgos KAMPAS	KEMEA
<b>Peer Reviewers</b>	Name	Partner
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0.1	19/02/2020	Initiation of Document	CS GROUP
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1.0	30/06/2020	Finalisation for submission	CS GROUP (Coord.)

## **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 D2.8 ALADDIN Information Kit V3* whose Type is identified by the code 'DEC' (Websites, patent filings, videos, etc.). It contains a quick description of the ALADDIN Information Kit called V3 developed as a 3<sup>rd</sup> and final release.

## Table of Contents

1	Introduction.....	7
1.1	Purpose of the Document .....	7
1.2	Scope and Intended audience .....	7
1.3	Structure of the Document .....	7
2	Content of the ALADDIN Information Kit V3 .....	8
2.1	Information Kit objectives .....	8
2.2	Multi-National Communication Team.....	8
2.3	ALADDIN information kit .....	9
2.4	ALADDIN mass media dissemination kit V3 .....	9
2.4.1	A clear logo .....	10
2.4.2	Content of mass media dissemination kit V3 .....	10
3	Description of the ALADDIN website.....	11
3.1	Content of the website.....	11
4	Description of the ALADDIN presentation.....	15
4.1	Content of the first release .....	15
4.2	Final presentation release .....	15
5	Description of the ALADDIN brochure.....	16
5.1	Content of the second release .....	16
6	Description of the ALADDIN Newsletter .....	17
6.1	Content of the various releases.....	17
7	Description of the ALADDIN Video .....	19
8	References .....	20
8.1	Applicable documents .....	20
8.2	Standards / Regulations .....	20
8.3	Bibliography.....	20

## List of Figures

Figure 1 : ALADDIN Logo.....	10
Figure 2 : Original Homepage of the ALADDIN website: Slideshow.....	11
Figure 3: Current Homepage .....	12
Figure 4: Current Homepage - changes on slider .....	12
Figure 5: Home page banner for cookies consent.....	13
Figure 6: Cookies menu for setting up individual preferences.....	13
Figure 7: Concept and News webpages .....	14
Figure 8 : ALADDIN initial presentation.....	15
Figure 9 : ALADDIN brochure.....	16

*D2.8 - ALADDIN Information Kit V3*

Figure 10 : ALADDIN Newsletter V1 (Greek) .....	18
Figure 11 : ALADDIN Newsletter V2 (French).....	18
Figure 12 : ALADDIN Demonstration video .....	19

# 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 report for the *Deliverable D2.8 ALADDIN Information Kit V3*, whose Type is identified by the code 'DEC' (Websites, patent fillings, videos, etc.). It contains a description of ALADDIN's Information Kit called V3 updated for the final release.

## 1.1 Purpose of the Document

This document aims at providing an overview of ALADDIN's Information Kit structure and content final release.

## 1.2 Scope and Intended audience

This document is the accompanying report for the *Deliverable D2.8 ALADDIN Information Kit V3*, whose Type is identified by the code 'DEC' (Websites, patent fillings, videos, etc.). Formal deliverable is Information Kit V3 itself. Main scope of this document is to acknowledge that the ALADDIN Information Kit V3 is available for 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.

This dissemination level 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 V3
- **Section 3** describes the ALADDIN website
- **Section 4** describes the ALADDIN presentation
- **Section 5** describes the ALADDIN brochure
- **Section 6** describes ALADDIN Newsletters
- **Section 7** describes ALADDIN video

## 2 Content of the ALADDIN Information Kit V3

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 GROUP), hence under responsibility of CS GROUP, while KEMEA (as Task 2.2 leader), IDS (as WP2 leader) and CS GROUP (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 being 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, translating, when necessary, 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 includes:

- 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 was 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.**

In anticipating this possible event, an ALADDIN crisis information kit has been prepared. It includes:

- 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).**

ALADDIN information kit has been developed and updated. CS GROUP (with the collaboration of IDS, KEMEA and FADA) has edited a **document (report) containing a short description of the various items composing the information kit.** These reports are 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 V3

The tangible results of the project will be available mainly after the last field tests. ALADDIN mass media dissemination kit V1 to V3 is mainly a set of tools to increase awareness of the ALADDIN project and tell the project story.

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 the ALADDIN logo:



Figure 1 : ALADDIN Logo

### **2.4.2 Content of mass media dissemination kit V3**

The mass media dissemination kit V3 is composed of:

- The ALADDIN project Web site <https://aladdin2020.eu/>
- The ALADDIN presentation in several languages.
- The ALADDIN brochure in several languages.
- The various issues of the ALADDIN Newsletter.

All existing versions of the above material (presentation, brochure and newsletters) are available in pdf format, allowing it to be easily spread through telecommunication networks. <https://aladdin2020.eu/communication-kit/>

### 3 Description of the ALADDIN website

The ALADDIN website has been described in [AD4].

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

#### 3.1 Content of the website

The following figure gives an overview of the general aspect of the ALADDIN website, as it was initially developed.

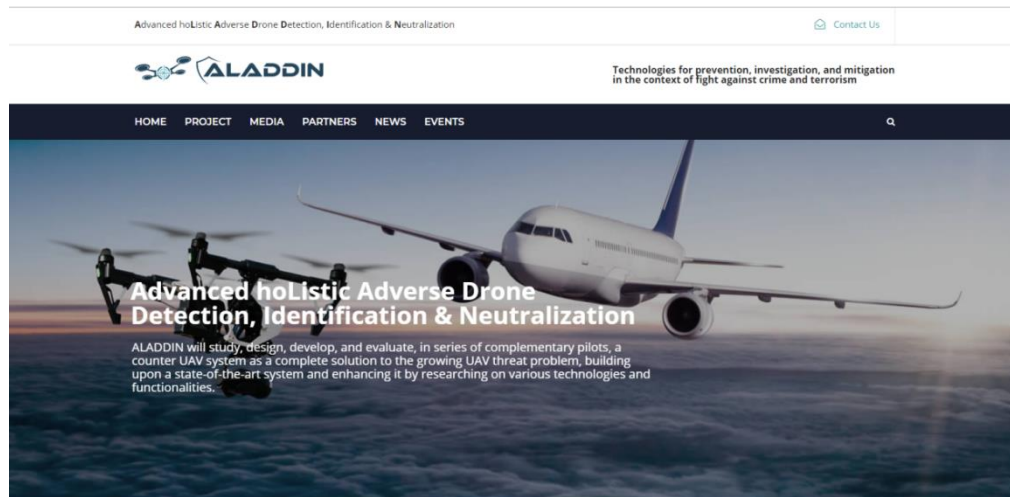


Figure 2 : Original Homepage of the ALADDIN website: Slideshow

Several updates have been done mainly to the home page of ALADDIN website to ensure that the project is communicated effectively, retaining in parallel the original imagery and general style of the website. In that framework, pilot information and details were included in the slideshow, so the visitor may easily access this kind of information. The new slider retained the brand colours of the project and was a bit smaller than the original one, so as the News & Events sub-section is visible when visiting the website highlighting also that the website is frequently updated. Below there are two screenshots of the current front page.

## D2.8 - ALADDIN Information Kit V3

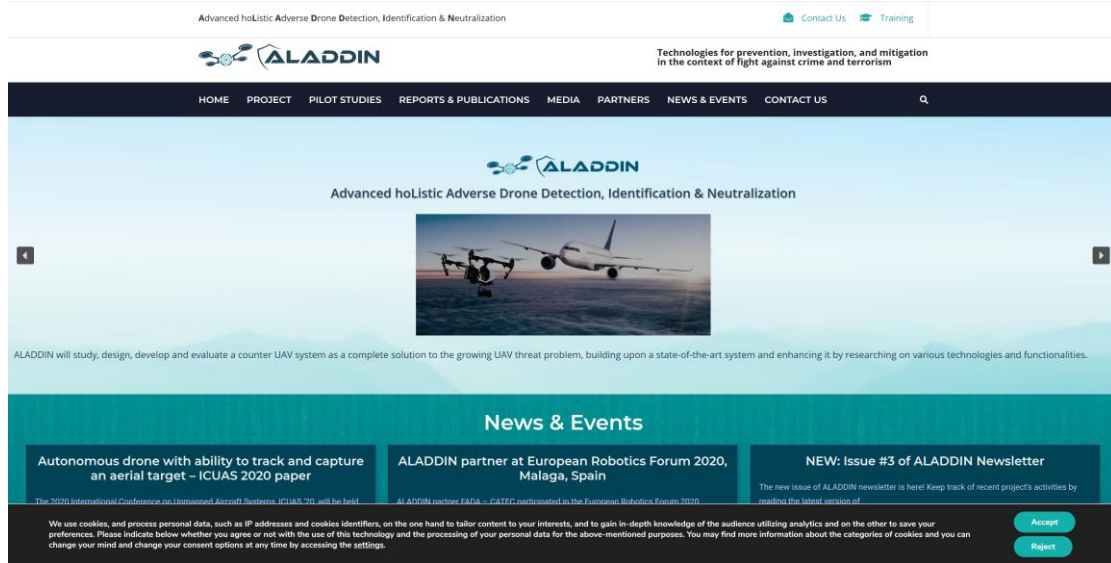


Figure 3: Current Homepage

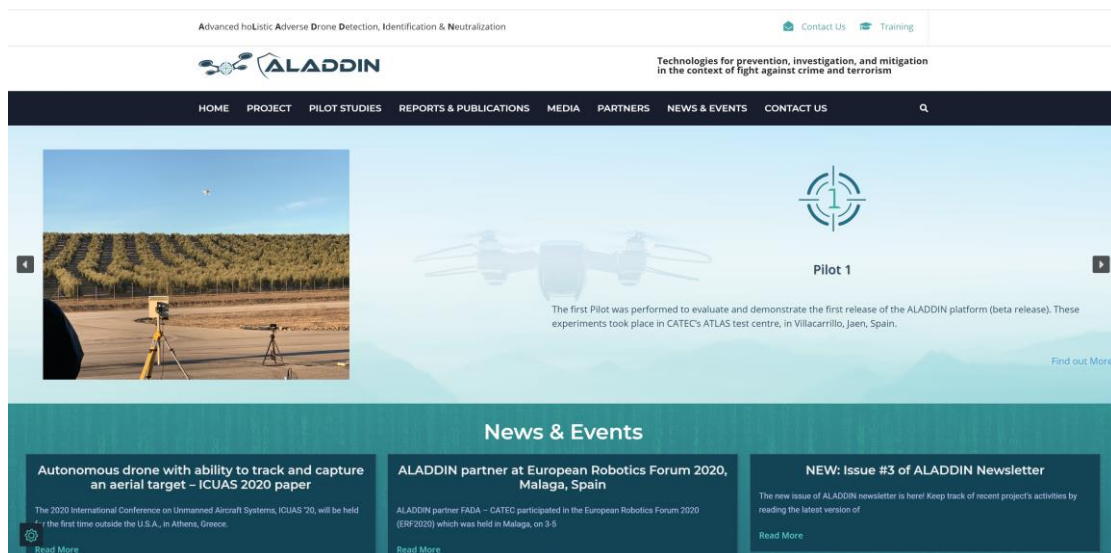


Figure 4: Current Homepage - changes on slider

In addition, following the guidelines and best/bad practices issued ('Guidance<sup>1</sup>') by the Hellenic Data Protection Authority on 25 February 2020, changes were made regarding cookies and similar trackers in order to assist compliance with processing of data under electronic communications law and the General Data Protection Regulation (Regulation (EU) 2016/6792). In particular the Guidance emphasizes in the way that the user should be informed about the scope of any cookie (via pop-up windows or

<sup>1</sup>

<http://www.dpa.gr/APDPXPortlets/htdocs/documentDisplay.jsp?docid=39,242,38,228,125,91,216,239>

<sup>2</sup> <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32016R0679&from=EN>

### D2.8 - ALADDIN Information Kit V3

banners) and also to be able to provide (or not) his consent prior to the placement of a tracker, including advertising and web analytics cookies. Thus, the necessary modifications were made adding a banner at the bottom of the page and a “settings” button and the relevant menu, so every visitor can change their preferences at any time. Below are some screenshots depicting the above-mentioned changes.

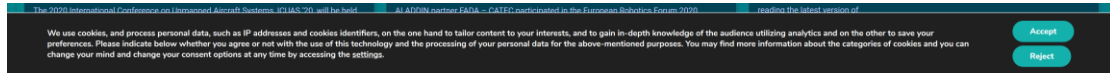


Figure 5: Home page banner for cookies consent

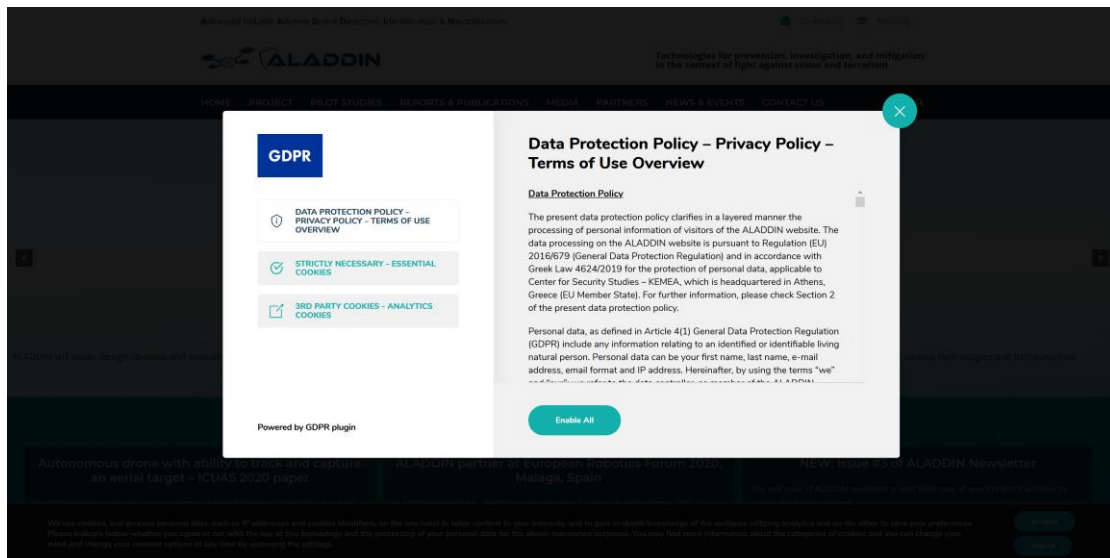


Figure 6: Cookies menu for setting up individual preferences

The structure of the rest webpages of project's website, such as 'News' or 'Concept' remained the same and as is depicted in the below figures.

## D2.8 - ALADDIN Information Kit V3

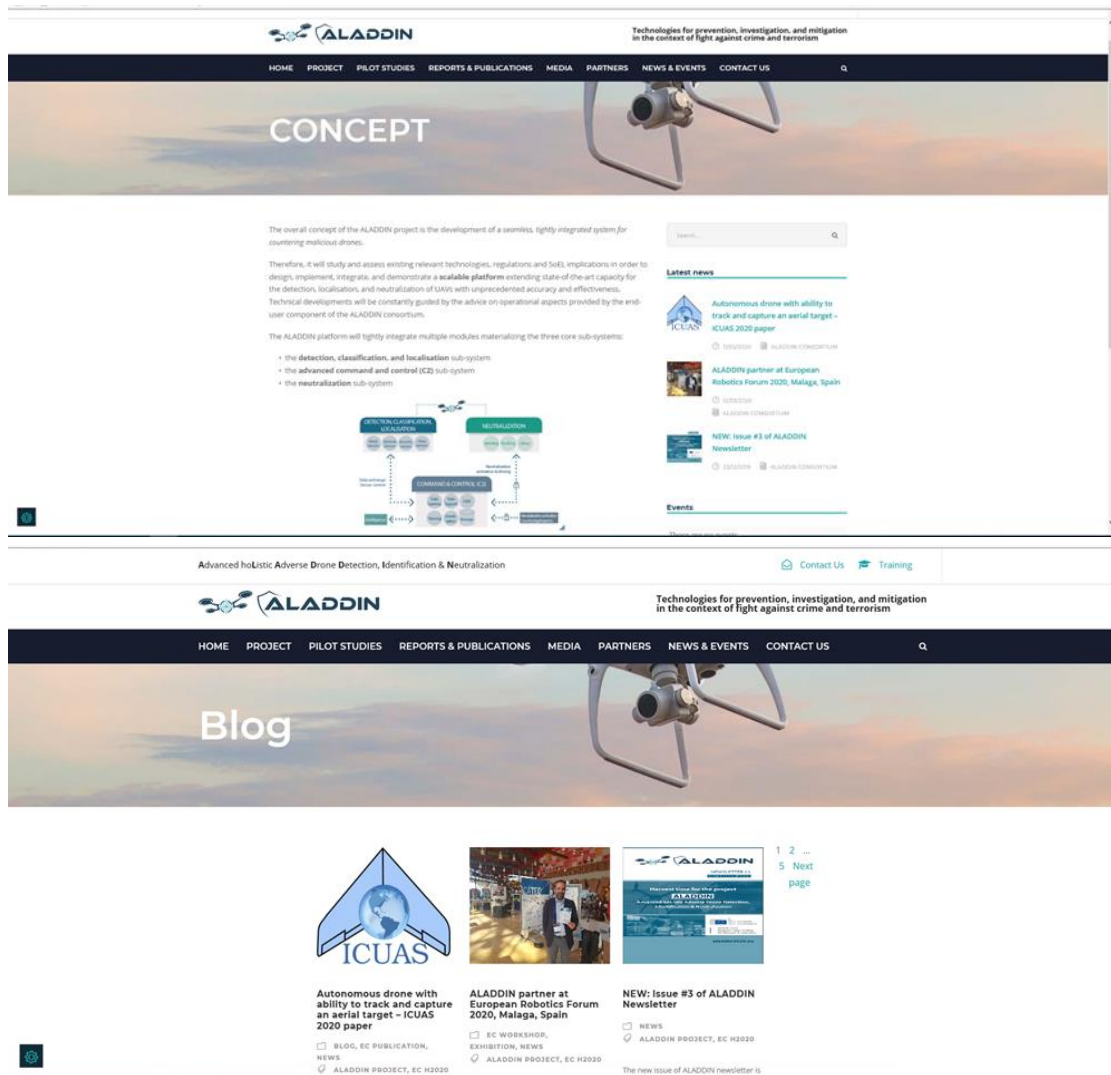


Figure 7: Concept and News webpages



## 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 1<sup>st</sup> 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 1<sup>st</sup> version ALADDIN’s presentation in English. Its version in various languages will be available on request.

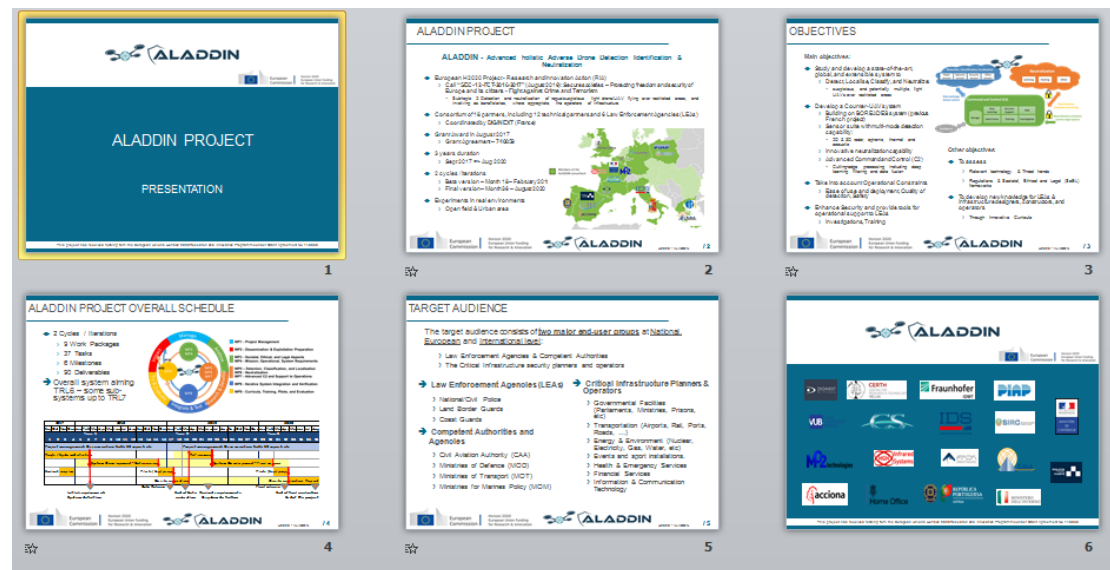


Figure 8 : ALADDIN initial presentation

### 4.2 Final presentation release

A final presentation, summarizing project results at public confidentiality level, will be made after final demonstration.

## 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 is available on the website (<https://aladdin2020.eu/communication-kit/>).



Figure 9 : ALADDIN brochure



## 6 Description of the ALADDIN Newsletter

Three issues of the ALADDIN Newsletter are available on the website and can be sent for emailing campaign (<https://aladdin2020.eu/communication-kit/>). The fourth issue is in preparation, to be issued during Summer 2020.

### 6.1 Content of the various releases

The consortium has produced four issues of the ALADDIN Newsletter to provide the interested reader with a high-level overview of the main research outcomes and project activities/milestones, especially those carried out for engaging the end-user community and other relevant external audience.

Thanks to the MNCT, each issue has been translated in 8 languages and made available through the ALADDIN Media page (<https://aladdin2020.eu/communication-kit/>).

Examples are provided in Figure 10 and Figure 11.

The table of contents is listed below.

#### **NEWSLETTER #1 - DECEMBER 2018: Introducing the project**

##### **CONTENTS**

- *Welcome*
- *The ALADDIN project*
- *The ALADDIN consortium*
- *ATLAS data capturing session*
- *ALADDIN demo & workshop*
- *Related Events*

#### **NEWSLETTER #2 - APRIL 2019 - At the turning point**

##### **CONTENTS**

- *ALADDIN at the turning point*
- *Exciting demo of ALADDIN Beta release*
- *Event highlights - Technical perspective*
- *Event highlights – End-Users point of view*
- *End User training*
- *Next ALADDIN milestones and events*

#### **NEWSLETTER #3 - DECEMBER 2019 - Harvest time for the project**

##### **CONTENTS**

- *Harvest time for ALADDIN*
- *Fruitful End-User Workshop and data capturing session*
- *UAV4S workshop at ICVS 2019 conference*
- *Worldwide dissemination of ALADDIN scientific results*
- *Drone vs Bird Detection Challenge – Deep Learning demystified*
- *Next ALADDIN milestones and events*

## D2.8 - ALADDIN Information Kit V3

## NEWSLETTER #4 – JULY 2020 – ALADDIN resilient to defeat crime and virus

## CONTENTS

- *ALADDIN resilient to defeat crime and virus*
- *Successful unit integration of ALADDIN elements with C2*
- *Second Pilot tests and DEMO in Greece rescheduled to October 2020*
- *Enhancing Counter-Drone standardization and awareness of security research*
- *Public version of ALADDIN SOTA report and SoEL framework*
- *Next ALADDIN milestones and events*



Figure 10 : ALADDIN Newsletter V1 (Greek)



Figure 11 : ALADDIN Newsletter V2 (French)

## 7 Description of the ALADDIN Video

After the ALADDIN Beta release, culminating with the First Demonstration at ATLAS test centre, Spain in February 2019, a demonstration video has been produced (Figure 12). The video is on the home page of the website (<https://aladdin2020.eu/>) and in YouTube. It includes an overview of the project, a presentation of the main components of the ALADDIN platform and views from the live demonstration held at ATLAS test centre in Spain.

An image gallery and other multi-media material are available in the Media page (<https://aladdin2020.eu/media/>).

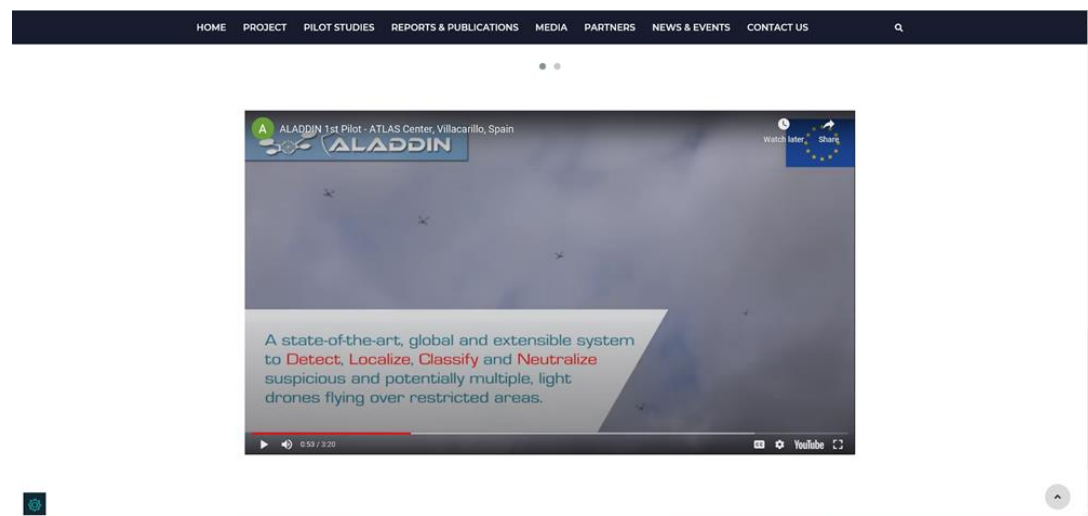


Figure 12 : ALADDIN Demonstration video

## **8 References**

### **8.1 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] D2.4 Awareness Raising Strategies V4 (August 31st, 2019)
- [AD3] D1.1 Project Management Plan (September 30th, 2017)
- [AD4] D2.1 – ALADDIN web-site and social networks (December 31st, 2017)

### **8.2 Standards / Regulations**

[ND1]

### **8.3 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