



BORDERSENS



Call H2020-SU-SEC-2018

BorderSens: Border detection of illicit drugs and precursors by highly accurate electrosensors

Grant agreement No 833787

D8.1. Development of communication and dissemination plan

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Companies



End-users



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History of changes

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1	01/09/2019	First version of the deliverable
2	03/09/2019	Revision by UA
3	14/10/2019	Contributions by UMF
4	02/01/2020	Adding dissemination and communication actions performed during the first 6 months of the project and additional contributions by UA, UMF, DS and SC
VF	19/02/2020	Adding suggestions from SAB

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1. Introduction

The present document constitutes deliverable D8.1 in the framework of the project entitled “Border detection of illicit drugs and precursors by highly accurate electrosensors” (Project Number: 833787; Project Acronym: BorderSens). This document is the result of the initial planning and strategy development activities performed within the framework of work package 8 (WP8) “Dissemination and exploitation”, and, more specifically, of task 8.1 “Development of communication and dissemination plan”, led by IZTS and with the participation of the rest of the consortium partners.

As stated in the description of the action included in the Grant Agreement, the communication and dissemination plan intends to define the message to be delivered, to identify the targeted audiences, the tools and channels to be used accordingly, and the time frame. The content will be adapted and updated over the duration of BorderSens project to ensure that the plan is still valid and aligned with project objectives and outcomes. Moreover, detailed information on the communication and dissemination activities carried out and their impact will be included in the periodic and final reports set out in the grant agreement.

With respect to the communication and dissemination activities to be carried out within BorderSens project, Sections 8.4 (Dissemination) and 10 (Non-disclosure of information) of the Consortium Agreement, Article 37 (Security-related obligations) of the Grant Agreement, and BorderSens Security Manual are of application. In particular, as stated in the Security Manual, all communication to destinations outside the BorderSens project (including, but not being restricted to, website content, social media, scientific publications, student and PhD theses, press releases...) will be submitted to the Security Advisory Board (SAB) for approval.

2. Methodology

This plan is aimed to be a practical tool for all project partners to efficiently develop their communication activities and thus contribute to the global objective of WP8. Therefore, this plan incorporates the views and inputs of all partners, concerning the actions, means and resources that can be implemented to enhance BorderSens communication and dissemination activities. Furthermore, partners' contributions were also essential to the correct identification of specific audiences to be addressed within the project and to the adequate definition of dissemination content.

The following steps were implemented to elaborate the communication and dissemination plan. Planned updates and reports on communication and dissemination activities are included as well:

Who	When	What
IZTS	KO meeting (12-13 September 2019)	Presentation of draft version of the communication and dissemination plan and proposed next steps
All partners	15 th October 2019	Provision of feedback about the draft version of the communication and dissemination plan
IZTS	30 th October 2019	Development and provision of the final version of the communication and dissemination plan
All partners	February 2020	Provision of feedback about the communication and dissemination activities carried out between September 2019 and February 2020
IZTS	February 2020	Submission of D8.1 Preparation of 1 st internal progress report (WP8)
All partners	September 2020	Provision of feedback about the communication and dissemination activities carried out between March and September 2020
IZTS	September 2020	Preparation of 2 nd internal progress report (WP8)
All partners	March 2021	Provision of feedback about the communication and dissemination activities carried out between October 2020 and February 2021
IZTS	April 2021	Preparation of 1 st periodic report (WP8)
All partners	September 2021	Provision of feedback about the communication and dissemination activities carried out between March and September 2021
IZTS	September 2021	Preparation of 3 rd internal progress report (WP8)
All partners	February 2022	Provision of feedback about the communication and dissemination activities carried out between October 2021 and February 2022
IZTS	February 2022	Preparation of 4 th internal progress report (WP8)
All partners	September 2022	Provision of feedback about the communication and dissemination activities carried out between March and August 2022
IZTS	October 2022	Preparation of 2 nd periodic report (WP8)

All partners	February 2023	Provision of feedback about the communication and dissemination activities carried out between September 2022 and February 2023
IZTS	February 2023	Preparation of 4 th internal progress report (WP8)
All partners	September 2023	Provision of feedback about the communication and dissemination activities carried out between March and August 2023
IZTS	October 2023	Preparation of 3 rd periodic report – final report (WP8)

For the definition of BorderSens communication and dissemination plan, a 6W approach has been followed in order to identify the following issues:

- **Why communicate.** For efficient communication and dissemination, it is of crucial importance to understand what the objectives of these activities are.
- **Communicate What.** Regular dissemination and communication requires the identification of project messages that can be delivered to the outside world. These can be general project information, announcements, outcomes or other. As stated in the introduction of this document, communication and dissemination activities are subject to the provisions and obligations detailed in the corresponding sections and articles of the Grant Agreement and Consortium Agreement.
- **Communicate to Whom.** Dissemination and communication actions will have to target different audiences which have to be adequately identified so to be able to locate and properly address them.
- **Communicate hoW.** For efficient dissemination and communication, it is important to understand the role of different partners in this process, as well as the various communication tools to be applied to reach diverse groups.
- **Disseminate Where.** A wide range of channels will be used to maximise the outreach of the communication and dissemination activities, including face-to-face events, social media, scientific journals and others.
- **Disseminate When.** BorderSens communication and dissemination must run throughout the duration of the project, with long lasting and scheduled actions, taking advantage of all opportunities that could arise. The action plan included in this section covers the first 18 months of the project.

2.1 Why communicate

The overall objective of WP8 is to ensure efficient communication and dissemination of project results at national and international level. The goals of the communication and dissemination plan are thus to:

- Inform the wider audience on the project scope, envisaged activities and important findings;
- Build/increase awareness of the worldwide drug problem and the consequences of drug trafficking and abuse on societies;

- Awaken the interest of EU citizens in science, linking it to the impact on their life. Special care will be given to the language being used, so that it is easily understood by non-experts, and efforts will be put in understanding the basic concepts behind the research.

The identification of these goals has been crucial for a proper planning of BorderSens communication and dissemination activities, and, in particular, to maximise their efficiency and timeliness along the project.

2.2 Communicate What

The identification of what the project team will communicate to external actors throughout the implementation of the communication and dissemination activities described in this document will allow a proper planning of these activities, maximizing their efficiency and timeliness along the project.

Thus, the main message to be delivered is that, as a result of BorderSens project, a portable, wireless single prototype device with the capability to test for different types of drugs, precursors and adulterants/cutting agents will be developed and tested in the field.

This is fully aligned with BorderSens exploitation strategy, aimed to commercialize the new drug sensor technology, focusing primarily on the border control and security markets, although application in health and environment markets will be also explored.

This message will be tailored to the interests of the different target audiences addressed by the project (described in detail in section 2.3):

Target audience	Message and interests
End-users	<ul style="list-style-type: none"> • BorderSens will develop and test new technologies for drug detection that outperform current methods, with the advantages of low-cost, high accuracy and ease-of-use • It will allow the recognition of completely new drugs or drug mixtures
Research community	<ul style="list-style-type: none"> • BorderSens will help to bridge the gap between research, specifically in the fields of MIPs and electrochemistry, and the market • It will offer the opportunity to adopt a market-driven research approach based on end-users needs
Industrial stakeholders	<ul style="list-style-type: none"> • Within BorderSens, novel technologies that could improve their sensors or detection systems will be developed and tested
Policy makers	<ul style="list-style-type: none"> • BorderSens will offer new detection systems that outperform existing ones, leading to more secure EU borders
General public and media	<ul style="list-style-type: none"> • EU is supporting R&D projects that tackle drug use issues, with impact on the safety of citizen, health and environment

2.3 Communicate to Whom

Even though the main target of BorderSens project is the security sector, other target audiences have been identified, in order to generate awareness and be able to expand and further mature. To do so, the communication and dissemination activities will be tailored to address their specific needs.

The target audiences addressed by BorderSens project are listed below, including a short characterization of each of them, so to help their identification:

Target audience	Profile	Relevant stakeholders to which partners have access
End-users (security sector)	Public institutions law enforcement agencies (community police, investigations, border management services, penitentiary services) and intelligence services	<ul style="list-style-type: none"> • ENFSI: European Network of Forensic Science Institutes (NICC) • CLEN: Customs Laboratories European Network • FRONTEX: European Border and Coast Guard Agency • IAPH: International Association of Ports & Harbours • ACI: Airport Council International
End-users (health sector)	Although initially designed for security applications, the BorderSens prototype can be adapted and applied for the detection of drugs of abuse in hospitals, detox clinics, workplace...	<ul style="list-style-type: none"> • National Ministries of Health • Private clinics specialized in drug addiction • National Antidrug Agencies
End-users (environment sector)	Illicit drugs are a class of emerging pollutants, thus the technologies developed within BorderSens can be further adapted and applied for the detection of illicit drugs in waters (e.g. waste water-based drug epidemiology) and for decontamination of water from illicit drug pollutant (e.g. high-tech MIPs can be used for selective and efficient water purification)	<ul style="list-style-type: none"> • National Environmental Agencies • Romanian Water Company SOMEȘ
Research community	Scientists and academia involved in research activities related to forensic sciences, analytical	<ul style="list-style-type: none"> • Society for Molecular Imprinting

	chemistry/electrochemistry, polymers/(nano)MIPs or (bio)(inspired)sensors	<ul style="list-style-type: none"> • ISE: International Society of Electrochemistry • ESEAC: European Society of Electroanalytical Chemistry
Industrial stakeholders	Producers of sensors, detection systems or biomimetic receptors for various applications	<ul style="list-style-type: none"> • Metrohm AG
Policy makers	Governments, national and international authorities, ministries or parliamentary representatives whose actions can shape the direction of the developments in the field of drug detection	<ul style="list-style-type: none"> • OSCE: Organization for Security and Co-operation in Europe • OLAF: European Antifraud Office • TAXUD: Taxation and Custom Office • WCO: World Customs Organization
General public and media	BorderSens will have a positive impact on public health, since it will increase the chances of drugs being detected at border controls, and will be quickly adaptable to detect new emerging drugs	<ul style="list-style-type: none"> • The Dianova Network (UA) • Diogenis: Drug Policy Dialogue in South East Europe (UA) • EURAD: European non-profit drug policy network (UA) • A-clinic Foundation Finland (UA) • EMCDDA: European Monitoring Centre for Drugs and Drug Addiction

2.4 Communicate How

In this section, BorderSens project branding is described in detail. In addition, the main dissemination tools that are planned to be employed to address the target audiences identified in section 2.3 are presented.

2.4.1 BorderSens branding

During the first project month, and based on the logo concept included in the proposal, the BorderSens branding was defined in order to create a single visual identity for the project, making it easily identifiable.

The branding pack was prepared by IZTS and sent by e-mail to all project partners on M1, and also uploaded to the private section of the website on M4. It includes:

- a) **The project logo and all colour variations.** The starting point for the redesign of BorderSens logo was the fingerprint, since the identification of the electrochemical fingerprint of illicit substances is one of the pillars of the project.



A real fingerprint is complex and doesn't work as a symbol, since it ends up being a stain, so it was decided to redesign and adapt it, moving from analogic to digital/technology.



By bending the symbol, it becomes less static and brings a sense of movement (advance). Rounded edges make it a little less hard and more pleasant in visual perception.



The typography follows the same line: round and built with thicknesses similar to those of the symbol. Also, the straight line obtained by making all the letters have the same height provides stability, harmony and visual support to the symbol, while the color blue (RGB code: 0, 116, 200) transmits seriousness, authority and respect. Official BorderSens font is Dosis and, when not available, Calibri.



Different versions of the logo (negative, black & white, greyscale...) have been prepared as well. For each application (brochures, flyers, posters, roller banners...), the most appropriate version will be chosen.



- b) **Graphical templates.** A set of graphical templates has been developed in order to ensure a professional level of quality in terms of design and presentation in all the project documents and communications. In particular, Power Point (Figure 1) and Word templates (Figure 2 and Figure 3) have been prepared. These templates should be used in all deliverables of the project and whenever the consortium needs to share specific information of the project, such as external events, conferences, etc.

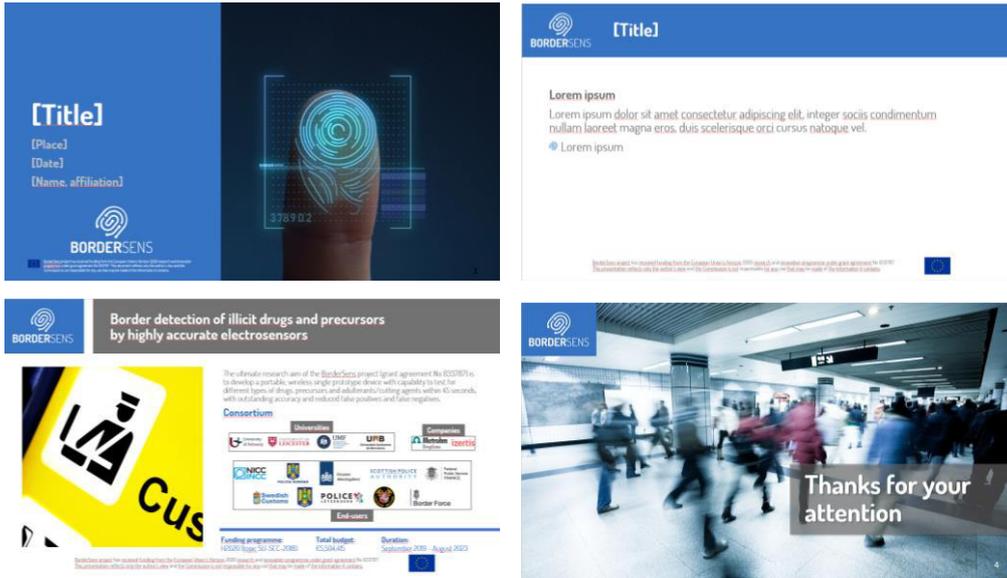


Figure 1. MS PowerPoint template

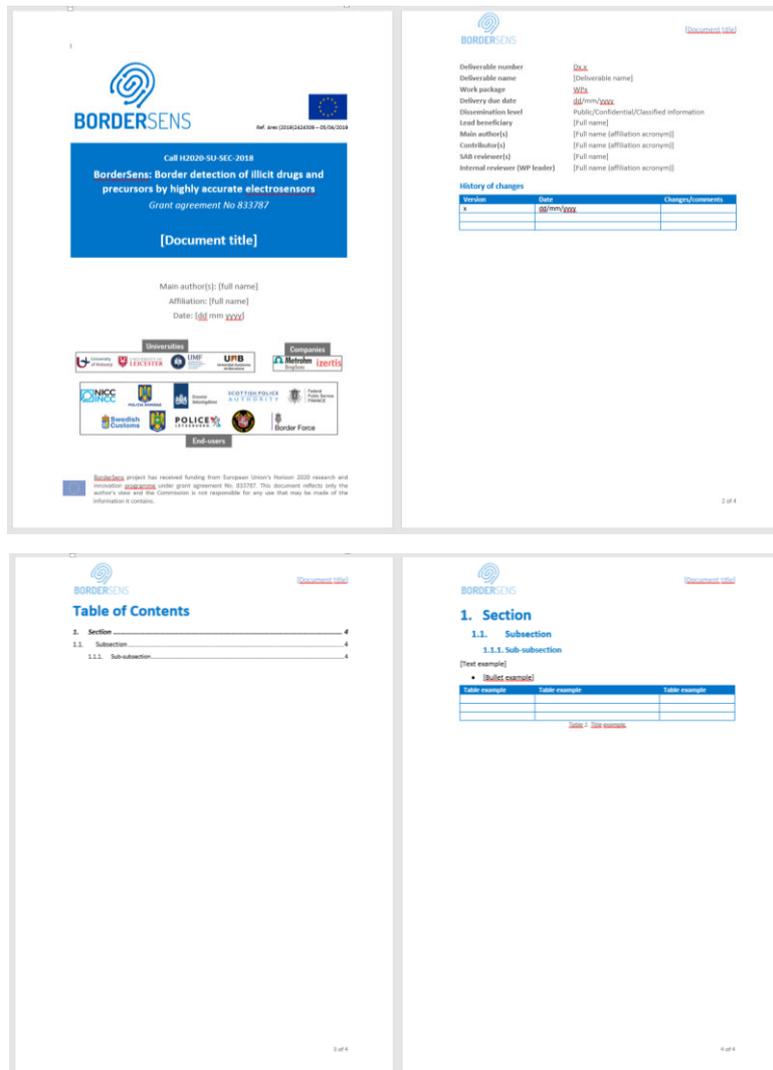


Figure 2. MS Word deliverable template

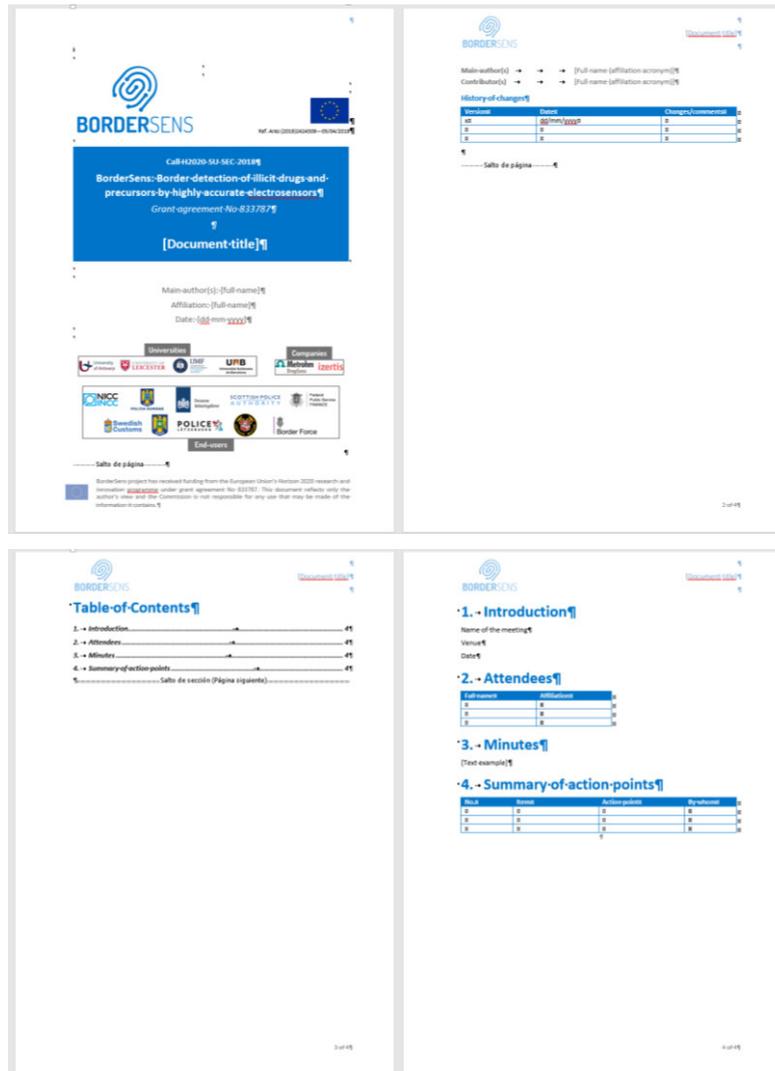


Figure 3. MS Word minutes template

2.4.2 Dissemination tools

Main means and channels defined for project dissemination are the following:

Newsletters

Newsletters will be tools to keep main key actors in the field of drug-related security and forensic science informed and updated about the project activities and outcomes. News items will be issued in a regular basis (at least, half-yearly). All partners will be asked to provide content to be included. IZTS will be responsible of the graphic design and layout, ensuring that it is aligned with project branding. The newsletters will be shared through social media and by e-mail to those who have subscribed through the corresponding [link](#) available on the project website.

Tentative contents of newsletter #1, to be released on M6, are the following:

- BorderSens in brief
- Main objectives
- Presentation of the consortium
- Announcement of upcoming outcomes and current and upcoming activities

- Links to website and social media

Press releases

Press releases to raise awareness and disseminate information about BorderSens will be prepared, in principle, by WP8 leader (IZTS) and sent to national and regional media (newspapers, non-technical magazines, online news platforms...) by individual partners. Press releases will be released coinciding with important project events or relevant milestones and will include reflections on the research process and its outcomes and impact on society.

Although press release #1 was initially planned for M6, finally it was prepared on M1, coinciding with BorderSens KO meeting. It focuses on disseminating general information and main aim of BorderSens project. UA took care of the press release and sent it by e-mail to national contact points as part of a call media held during day 2 of BorderSens KO meeting.



Figure 4. BorderSens partners attending to the media during the KO meeting

Also, it was put at the disposal of all project partners by e-mail after the KO meeting so they could translate it to their respective languages, if desired, and share it among their contacts/websites (as [UA](#), [UMF](#) and [IZTS](#) did). This press release is available also on BorderSens website ([link](#)).

As a result, different media have echoed BorderSens project, as listed below:

Date	Media	Title (EN)	Language
11 September 2019	Blik op news	Drugs cannot escape the NarcoReader	NL
13 September 2019	HLN	Antwerp University carries along “war on drugs”: invention NarcoReader detects drugs within 30 seconds	NL
13 September 2019	Flanders news	“NarcoReader” detects drugs faster and more effectively	NL
13 September 2019	Radio Télévision Belge Francophone	NarcoReader: Customs and police soon to have new, more accurate device to detect drugs	FR
13 September 2019	Global Domain News	Antwerp, unief is a leading member on a new war on drugs: the invention NarcoReader locates it within 40 seconds, the drug	EN
8 October 2019	City News	Specialists from UMF Cluj, involved in a project to create a portable device with nanomaterials, which will simplify drug detection	RO
8 October 2019	Faclia	Portable device for drug detection in the field, developed with the collaboration of UMF Cluj	RO
8 October 2019	DC Medical	Portable prototype that detects drugs. University of Romania involved in the project.	RO
8 October 2019	Realitatea de Cluj	UMF partner in the European research project “BorderSens”	RO
8 October 2019	EOS Science	NarcoReader searches for drugs	NL
31 October 2019	La Nueva España	Asturian technology to fight drug trafficking at the European border	ES

Promotional material

Leaflets, posters and roller banners are an easy way to catch target audiences’ interest if they are designed appropriately. In order to support the project awareness raising activities related to BorderSens objectives, strategies and findings, different sets of leaflets, posters and roller banners will be designed and printed (in line with project branding) by UA and IZTS, adapting the contents and language used to the target event and audience (researchers, policy makers, industry...) and presenting them in a visually attractive manner.

Currently (M6 of the project), the following promotional material have been prepared and released:

- Leaflet:** General overview of BorderSens project, including main aim, technologies involved, brief description of the consortium, and means of contact. It was put at the disposal of BorderSens partners by e-mail on M3. Also, this leaflet is available to anyone interested in the project through BorderSens website ([link](#)). Additionally, this leaflet will be sent by e-mail by UA to relevant stakeholders, such as NGOs involved in combating drug abuse, to inform about BorderSens activities and promote their participation in debates (at EU parliament) with policy makers and researchers.



Figure 5. BorderSens leaflet

- Roller banner:** To be displayed at events organized by BorderSens or in which the project has a relevant role, such as project meetings, conferences or trade fairs.



Figure 6. BorderSens roller banner displayed during the KO meeting

- **E-mail signature:** A banner to be included in personal signatures (Figure 7) was designed and shared with BorderSens partners on M4 through the private section of the website.

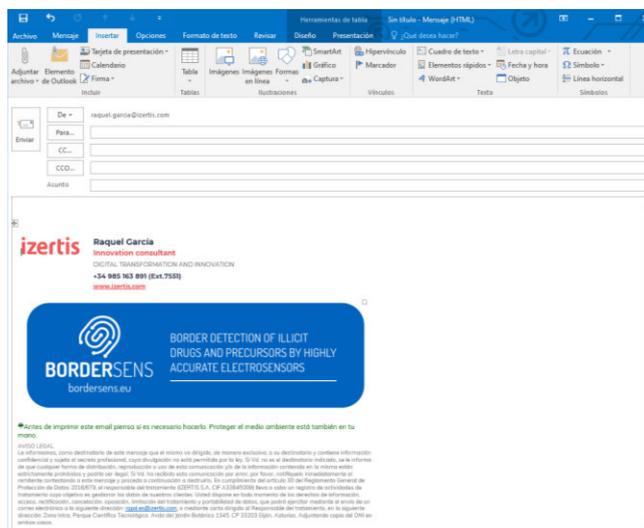


Figure 7. Example of e-mail signature including BorderSens banner

- **1-slide presentation:** Shared among BorderSens partners as part of the PowerPoint template (Figure 1) by email and website.

Video

Short videos (approx. 2 min) will be made by UA at the beginning and at the end of the project, presenting the envisaged research ideas and activities, outcomes and important results. The video will be shared online, through BorderSens website and social media.

2.5 Disseminate Where

This section defines main platforms through which communication will be channelled in the project. These include physical platforms such as face-to-face events or printed journals and virtual places such as BorderSens website, social media or online magazines, where target audiences can be reached.

2.5.1 Project website

BorderSens website (<http://bordersens.eu>) was created by IZTS with a clear design aligned with project branding and published on M3. It contains user-friendly, updated information about the project organized according to the following structure:

- BorderSens in brief
- Main objectives
- Project results
- News & Events
- Consortium
- Contact form
- Information on EU funding
- Latest tweets

Means to acquire feedback from stakeholders to support addressing end-user needs will be implemented when needed.

Also, a private area (accessible only for partners by means of login and password) was created by IZTS and published on M4, aimed to keep project partners informed on the work progress and foster communication between them. This area comprises the following sections:

- **Forum:** Aimed at supporting project management and facilitating internal communication. Through this section, BorderSens partners can participate in discussions and share and download files.
- **Relevant documents:** Repository of the final versions of relevant documents for the project organized in five categories: deliverables & project handbooks, meeting minutes, progress reports, promotional material & templates, and other. Moreover, a search tool is available to facilitate looking for specific documents.
- **Who is who:** Information on the people involved in the project (full name, entity, role, profile picture, contact details...). A search tool is also available, so the responsible of a certain task or WP, for example can be easily found.

Every partner will be responsible of ensuring compliance with the security aspect letter (SAL) and the security classification guide (SCG) included in the Grant Agreement when sharing any document through the private are of BorderSens website.

IZTS is in charge of upload new content to the website (mainly to the News & Events and Project results sections) on a regular basis. To do so, all partners are asked **monthly** to provide relevant information to be shared, for example:

- Scientific outcomes and key findings obtained as a result of the project (as stated in the Consortium Agreement, prior notice shall be given to the other Parties and to Security Advisory Board).
- Information on current or upcoming events in which they plan to present BorderSens project.
- Information on initiatives or projects related to the scope of BorderSens (electrochemical fingerprint, nanoMIP synthesis, drug detection, impact of drug use, secure borders, cybersecurity...).

Also, they have been asked to include a link to BorderSens portal on their own websites, when possible, so to increase traffic and exposure. An account in Google has been created and linked to BorderSens website in order to monitor it through Google Analytics and keep track of number of visits, number of pages viewed, etc.

2.5.2 Social media

Social media has become a crucial tool in communication and dissemination, as dedicated communities can be established, mobilized at very low cost with news, events, opportunities and discussions, and be linked to other relevant communities online. The tools that have identified as most relevant for BorderSens purposes are Twitter and LinkedIn.

Twitter

An official profile in Twitter (<https://twitter.com/bordersens>) was created on M2 by IZTS, who is in charge of managing it as well. Main aim of this profile is to share information on project outcomes and current and upcoming activities and events, and to raise awareness on the impacts of drugs use in society. To do so, the starting point will be the content to be provided monthly by BorderSens partners (see section 2.5.1), which will be adapted by IZTS using appropriate language/terminology.

Moreover, an analysis of different hashtags related to BorderSens scope was performed, in order to select those that guarantee that the contents reach the most appropriate stakeholders for the project. The results of this analysis are shown in the table below:

Hashtag	When	Why
#H2020	Always	Used by EC to track content related to Horizon2020 projects
#ResearchImpactEU	Content on project results	Used by EC to track content related to H2020 project results
#drugtrafficking	Content on drug markets, seizures, etc.	High number of results, used by EU agencies
#drugsmuggling	Never	Too informal, use #drugtrafficking instead
#drugdetection	Never	Low number of results, use #drugtrafficking instead
#moresecureEurope	Content on security, borders, etc.	High number of results, used by EU agencies
#secureborders	Never	Not related to BorderSens scope, use #moresecureEurope instead
#EUborders	Never	Use #moresecureEurope instead
#customs	Content on security, customs, etc.	High number of results
#EUcustoms	Never	Not related to BorderSens scope, use #customs instead
#Europeancustoms	Never	Not related to BorderSens scope, use #customs instead
#warondrugs	Content on drug detection, project results, etc.	High number of results, used by UA to promote previous results
#fightondrugs	Never	Use #warondrugs instead

All partners will be responsible for contributing to share contents from their own profiles, in order to guarantee a wide audience.

Linkedin

A page in LinkedIn (<https://www.linkedin.com/company/bordersens>) was created by IZTS on M2 aimed at allowing the research community, end-users and policy makers to keep in touch with the project, fostering a two-way communication.

IZTS, as page administrator, is in charge of preparing articles to be published, based as well in the content to be provided monthly by BorderSens partners (see section 2.5.1). All BorderSens partners are invited to share this articles among their own networks.

2.5.3 Scientific journals

Each partner (in particular, the research groups involved in the project) will be responsible of publishing the results of its activities in peer review and open access papers, provided that agreements on dissemination and confidentiality and security-related obligations established in the GA and the CA are complied.

At this time, two reviews (on invitations) are planned to be submitted by M8 to *Frontiers in Chemistry* and *Trends in Analytical Chemistry*, respectively.

Moreover, some scientific journals have been identified as of interest for the dissemination of BorderSens research outcomes. A non-exhaustive list is provided below:

- **Chemical Science:** monthly peer-reviewed scientific journal covering all aspects of chemistry and published by the Royal Society of Chemistry.
- **Sensors and Actuators, B: Chemical:** peer-reviewed international journal dedicated to publishing research and development in the field of chemical sensors and biosensors, chemical actuators and analytical microsystems.
- **Analytical Chemistry:** biweekly peer-reviewed scientific journal published by the American Chemical Society.
- **Advanced Materials:** weekly peer-reviewed scientific journal covering materials science.
- **Analytical and Bioanalytical Chemistry:** peer-reviewed scientific journal publishing research articles in the broad field of analytical and bioanalytical chemistry.
- **Electrochimica Acta:** peer-reviewed scientific journal covering all aspects of electrochemistry. It is the official publication of the International Society of Electrochemistry and it is published bimonthly.
- **Electrochemistry Communications:** open access journal covering the whole field of electrochemistry.
- **Electroanalysis:** international journal covering all branches of electroanalytical chemistry.
- **Nature Communications:** peer-reviewed open access scientific journal covering the natural sciences, including physics, chemistry, Earth sciences, and biology.

- **Drug Testing and Analysis:** monthly peer-reviewed scientific journal focusing in sports doping, illicit/recreational drug use, pharmaceuticals, toxico-pathology, forensics/homeland security, and environment.
- **Journal of Forensic Sciences:** bimonthly peer-reviewed official publication of the American Academy of Forensic Sciences covering all branches of forensic science including drugs testing, toxicology, pathology and behavioural science.
- **Forensic Science International:** monthly peer-reviewed academic journal covering contributions across forensic sciences, investigations of value to public health and the marginal area where science and medicine interact with the law.
- **Science and Justice:** peer-reviewed scientific journal published six times a year by Elsevier on behalf of the Forensic Science Society, covering all aspects of applying science to legal proceedings.

2.5.4 Face-to-face events

The project activities and outcomes will be disseminated at project and non-project events, using the most appropriate means, according to the target audience and the message to be shared. Promotional material (brochures, flyers, posters, roller banner...) will be put by UA to the disposal of the partners who request it.

All partners will be asked monthly by WP8 leader (IZTS) to provide detailed information of the events they are planning to attend. This information will be shared through the private section of BorderSens website so each partner will know who is going to attend which event and thus optimize efforts and avoid duplication.

Conferences and other events

A non-exhaustive list of events that have been identified as of interest for the dissemination of BorderSens activities by means of posters or oral communications is shown below. This list will be updated throughout the project.

Event	Target audience	Date and location
6th CLHC Symposium "Crossing borders"	End-users, research community	25 October 2019 Amsterdam (The Netherlands)
Project to Policy Kick Off Seminar for security research (P2PKOS)	Policy makers, Secure research project representatives	31 January 2010, Brussels (Belgium)
8 th International Symposium on Sensor Science (IS 2020)	Research community	To be defined (2020)
18 th International Meeting on Chemical Sensors (IMCS 2020)	Research community, industrial stakeholders	10-14 May 2020 Montreal (Canada)
27 th International Societal of Electrochemistry Topical Meeting – Electroanalytical Chemistry and Bioelectroanalysis	Research community	18-21 May 2020 Salt Lake City, UT (USA)

European Network of Forensic Science Institutes (ENFSI) Annual Meeting 2020	End-users	19 May 2020 Madrid (Spain)
Biosensors 2020 – 30th Anniversary World Congress on Biosensors	Research community, industrial stakeholders	26-29 May 2020 Busan (South Korea)
18 th European Conference on ElectroAnalysis (ESEAC 2020)	Research community	13-17 June 2020 Vilnius (Lithuania)
11 th International Conference on Molecular Imprinting (MIP2020)	Research community	22-26 June 2020 Hiroshima (Japan)
31 st International Symposium on Pharmaceutical and Biomedical Analysis (PBA2020)	Research community, industrial stakeholders	30 August – 2 September 2020 Kyoto (Japan)
71 st International Society of Electrochemistry Annual Meeting – Electrochemistry towards Excellence	Research community	30 August – 4 September 2020 Belgrade (Serbia)
The National Romanian Conference in Pharmacy (CNFR 2020)	Research community	22-25 September 2020 Oradea (Romania)
Summer school on bioelectrochemistry (SMOBE 2021)	Research community (young scientists)	To be defined (2021) Antwerp (Belgium)
26 th International Symposium on Bioelectrochemistry and Bioenergetics (BES 2021)	Research community	10-15 May 2021 Cluj-Napoca (Romania)
72 nd International Society of Electrochemistry Annual Meeting	Research community	29 August – 3 September 2021 Jeju Island (South Korea)
73 rd International Society of Electrochemistry Annual Meeting	Research community	10-15 October 2022 Xiamen (China)
74 th International Society of Electrochemistry Annual Meeting	Research community	3-8 September 2023 Lyon (France)
27 th International Symposium on Bioelectrochemistry and Bioenergetics (BEC 2023)	Research community	May 2023 Antwerp (Belgium)

In addition, the possible participation of BorderSens representatives in other events with date and location to be defined, such as the following, will be assessed:

- Expert meetings organized by the European Monitoring Centre for Drugs and Drug Addiction (EMCDDA)

- World Customs Organization (WCO) Knowledge Academy for Customs and Trade
- WCO Information Technology Conference & Exhibition and Technology & Innovation Forum
- European Drugs Summer School
- EU Industry Day
- Trade fairs
- Open science events

Workshops and demos with end-users

Workshops with partner end-users representing different countries will be organized every six months throughout the project to ensure end-user requirements and needs are met and validate and demonstrate the (sub-units of) prototype systems in lab setting and on-site. External end-users will also be invited to take part and the advantages and operational use of the prototype will be presented. It is expected that at least 20 end-user representatives attend each workshop, while for the final event 200 attendees are foreseen. Also, policy makers will be invited to participate and held debates with end-users to favour take-on of the technology.

Details on these workshops are provided below:

Context of end-user/company involved	Technology focus	Organizing partner	Date and location
Airport (end-user)	Electrochemistry	NICC	M12 (September 2020) Brussels (Belgium)
Police (end-user)	Array	UMF	M18 (March 2021) Cluj-Napoca (Romania)
Police (end-user)	Cartridge	LGD	M24 (September 2021) Luxembourg (Luxembourg)
Police (end-user)	NanoMIPs	ULEIC	M30 (March 2022) Leicester (UK)
Customs lab/Harbour (end-user)	Software	DCL	M36 (September 2022) Rotterdam (The Netherlands)
Company (electrochemical devices)	Integrated device	UAB	M42 (March 2023) Barcelona (Spain)
Harbour (end-user)	Final BorderSens device	UA	M48 (September 2023) Antwerp (Belgium)

Educational events

BorderSens activities and findings will be presented via posters, oral communications or booths showing results in an interactive manner and in hand-on experiments at educational events (public events, school visits, university lectures, info days, open lab days, etc.) such as Science Day, Children's University events or European Researchers Night, raising at the same time awareness towards the harmful effects of drugs of abuse.

BorderSens findings will be shown at booths in festivals, such as Tomorrowland (Belgium), Electric Castle and Untold (Romania) and Bestival (UK), by means of flyers and posters, raising at the same time awareness on the consequences of drug use and of the presence of adulterants/cutting agents in real samples that are extremely harmful for human health.

2.6 Disseminate When

Action plan for the first 18 months of the project and status updated in M6 is shown below:

Action	Partner(s) involved	Status	2019				2020										2021			
			M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18
Development of project branding	IZTS	Done																		
Preparation and distribution of newsletters	IZTS + all partners to provide inputs	On-going																		
Preparation and distribution of press releases	IZTS + all partners to provide inputs	Done																		
Preparation, printing and distribution of promotional material (brochures, flyers, posters and roller banners)	UA	Done																		
Preparation of short videos	UA + all partners to provide inputs	Not started																		
Development and launching of project website	IZTS	Done																		
Update of project website contents	IZTS + all partners to provide inputs	On-going																		
Creation and launching profiles in social media	IZTS	Done																		
Feeding social media	IZTS + all partners to provide inputs	On-going																		
Presenting the project in face-to-face events	All partners + UA to provide promotional material (if needed)	On-going																		
Disseminate the project through their own websites, social media profiles and networks	All partners	On-going																		

3. Conclusions

As a summary of the communication and dissemination plan described in the present document, in the table below the channels to be used for each target audience, as well as update frequency and the partner responsible in each case, are shown:

Target audience	Expected reaction/outcome	Partner responsible	Communication and dissemination channels	Update frequency
End-users	<ul style="list-style-type: none"> Ensuring compliance with end-user needs Take-up of technologies 	UA (in collaboration with all partners)	Project website	Monthly
			Social media	Monthly
			Promotional material	When necessary
			Posters, presentations	At least 3/year
			Workshops and demos with end-users	Every 6 months
Research community	<ul style="list-style-type: none"> Advancing knowledge Generating research ideas 	UMF (in collaboration with all partners)	Project website	Monthly
			Promotional material	When necessary
			Scientific publications	At least 2/year
			Posters, conference presentations	At least 5/year
Industrial stakeholders	<ul style="list-style-type: none"> Future exploitation of results 	DS (in collaboration with all partners)	Project website	Monthly
			Social media	Monthly
			Promotional material	When necessary
			Trade fairs	At least 2/year
			Technical publications	At least 2/year
Policy makers	<ul style="list-style-type: none"> Evidence-based policies to support take-up of the new technologies 	NICC (in collaboration with all partners)	Project website	Monthly
			Promotional material	When necessary
			Workshops and demos with end-users	Every 6 months
General public and media	<ul style="list-style-type: none"> Raise awareness on drug situation 	UA (in collaboration with all partners)	Project website	Monthly
			Social media	Monthly
			Promotional material	When necessary

	<ul style="list-style-type: none"> • Popularise research • Societal acceptance of the new technologies 		Press releases	At least 2/year
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The BorderSens communication and dissemination plan presented in this document will evolve as the maturity of the project does.

To allow an adequate monitoring of the communication and dissemination activities and understand the impact generated by these activities, partners are requested to register the activities and actions carried out in a regular basis.

Regular reporting of activities will allow a comparison between the planned activities included in the Action Plan and their actual implementation and respective impact. With this information, it will be possible to understand which actions had a greater impact and why, the issues that should be improved and the adjustments and updates that should be made to the Action Plan.

Finally, and as stated in the introduction, all partners must follow the procedure for security scrutiny established by the Security Advisory Board in BorderSens Security Manual to protect sensitive data and information before disseminating results by any means.

Security Advisory Board Document screening report

Document Title : D8.1. Development of communication and dissemination plan
Version : 4
Date of submission : 06/02/2020
Submitter : Raquel Garcia, IZTS
Date of report : 20/02/2020
Advice : The SAB confirms that deliverable D8.1 complies with all security regulations.

SAB members : Gilbert De Roy
Jord Hanus
Pieter Lescouhier
Alberto Gonzalez Cuetos

Suggestions : Other journals that might be of interest:
Journal of Forensic Sciences: bimonthly peer-reviewed official publication of the American Academy of Forensic Sciences covering all branches of forensic science including drugs testing, toxicology, pathology and behavioural science.
Forensic Science International: monthly peer-reviewed academic journal covering contributions across forensic sciences, investigations of value to public health and the marginal area where science and medicine interact with the law
Science and Justice: peer-reviewed scientific journal published six times a year by Elsevier on behalf of the Forensic Science Society, covering all aspects of applying science to legal proceedings

Antwerp, 20/02/2020
Jord Hanus

Destination:
Submitter
Coordinator
SAB members