

COST Action CA22104
**BEHAVIORAL NEXT GENERATION IN WIRELESS
NETWORKS FOR CYBER SECURITY**
(BEiNG-WISE)

Communication and Dissemination Plan



Document history

Version	Date	Summary of changes	Contributor(s)
1.1	10-10-2023	First release of the document	Mohamad Gharib and Valeria Loscri
1.2	10-01-2024	Overall feedback, adding logo and website link	Valeria Loscri
1.3	26-03-2024	Final Check	CORE Group

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1. INTRODUCTION

1.1. Summary

This document describes the communication, dissemination, and valorisation plan for the COST Action “BEiNG-WISE”. The main aim of the plan is to identify and adopt the most appropriate communication channels and dissemination means and activities to be implemented throughout the Action duration. The main objective of the plan is to raise awareness about the project activities, distribute information about its outputs, and maximize the impacts of the Action results. The plan also set clear guidelines for identifying key target groups and the most effective means for delivering relevant information about the action activities to such groups on a timely basis. The plan is set to facilitate the achievement of the 12 specific objectives (six Research Coordination Objectives (RCOs) and six Capacity Building Objectives (CBOs)) described in the Memorandum of Understanding (MoU), and it will be continuously monitored during the course of the Action progress. The Science Communication Plan is founded on the following themes:

Being visible: promoting and advertising the events, activities and results of the Action to the largest possible audience by all possible means.

Being interactive: reinforcing the communication and knowledge transfer among the different Working Groups (WGs), stakeholders, and the general public.

Being influential: motivating and encouraging the scientific and industrial partners to adopt and use the Action results.

Being sustainable: connecting [young] researchers and motivating the creation of a sustainable community interested in analysing open challenges in the technical, social, and legal aspects of cyber security as well as increasing the cyber-security awareness among the end-users.

1.2. The BEiNG-WISE Action description

The always-connected world we are living in, gives us an unprecedented plethora of new advanced services and automated applications requiring less human intervention due to the increased integration of Machine Learning (ML), Artificial Intelligence (AI) approaches, and sophisticated emerging wireless technologies. On the other side, this connected world opens new breaches and creates new potential vulnerabilities for smart advanced cyber-attacks. Although increasing users’ awareness could help to contrast such security issues, it might not be sufficient against the new generation of cyber-attacks. In this context, a drastic paradigm shift, putting human beings in the loop for the conception of novel and more effective cyber-security solutions, must be considered. In this context, the main aim of the BEiNG-WISE COST Action is to **better understand human beings in wireless security systems and how to design usable security solutions**.

1.3. The BEiNG-WISE Action Identity

The Action will establish a visual identity (logo) to be used in documents, presentations, flyers, brochures, posters, social networks, and the website. The visual identity of the Action will be used together with the COST logo for communication and dissemination purposes and to differentiate it as a scientific brand. The Action will also prepare working tools to be adopted by participants through the project implementation such as templates for PowerPoint presentations, templates for Word documents, templates for posters, and flyers. All dissemination materials will be prepared in line with the visual identity of the Action to enable effective “branding” of the Action, which will contribute positively to the Action visibility. The visual identity templates can be found here: <https://beingwise.eu>



The Action will also adopt linguistic identity by using the following keywords: Cybersecurity, Human factor, Wireless technologies, and Legal factors in Cyber-security.

1.4. The BEiNG-WISE Acknowledgment

When submitting manuscripts associated with BEiNG-WISE COST Action, please use any of the following two Acknowledgments:

- This publication is based upon work from COST Action CA22104 (Behavioral Next Generation in Wireless Networks for Cyber Security), supported by COST (European Cooperation in Science and Technology; www.cost.eu).
- This study was performed within the framework of COST Action CA22104 (Behavioral Next Generation in Wireless Networks for Cyber Security), supported by COST (European Cooperation in Science and Technology; www.cost.eu).

These Acknowledgments are in line with the COST instructions on acknowledgments, and using them is very important for the Action's success and obligatory for any direct support, especially for results related to short-term scientific missions (STSMs). Note that the COST rules for joint publication will be followed, where a joint publication is defined as any publication resulting from the work of at least two members of the COST Action.

2. GENERAL AIMS, OBJECTIVES, AND TARGET AUDIENCE/STAKEHOLDER

2.1. Action Aims and Objectives

In light of the challenges considered by BEiNG-WISE Action and objectives set out in its MoU, the general aims of the communication and dissemination plan are as follows:

1. To foster National, European, International, interdisciplinary, and cross-sector dialogue among researchers and practitioners dealing with the technical, social, and legal aspects of cyber-security.
2. To keep key Action stakeholders and audiences as well as the general public informed about the events, results, and advancements made during the progress the Action.
3. To promote awareness among researchers, practitioners, and end-users concerning the fundamental role that cybersecurity plays and will play tomorrow in developing sophisticated secure solutions/systems.
4. To provide a precise measure of the progress achieved by the Action and an overview of the outputs associated with the Action deliverables.
5. To initiate dialogues between cyber-security scholars and relevant standardization bodies to consider the Action results in upcoming relevant cybersecurity standardizations.

In order to pursue these aims, the communication and dissemination activities of the Action must achieve the following objectives:

1. Create a distinct visual identity (e.g., logo) and templates for establishing a standard layout characterizing the communication of the Action.
2. Raise awareness about the Action and its communication activities, objectives, and impact;
3. Identify key target groups that might influence/be influenced by the results of the Action.
4. Facilitate communications and interactions among Action partners by planning, organizing, and coordinating online and in-person events and dissemination to maximize the impact of the Action's outcome.
5. Establish a mechanism for acquiring the knowledge gained in the Action, i.e., a mechanism for acquiring knowledge from various WG's activities to produce dissemination materials.
6. Establish a plan to share the knowledge gained in the Action, specify to which target groups such knowledge is relevant, as well as the most adequate communication tools and distribution channels to share the knowledge with each of the aforementioned groups.

7. Establish a plan and use typical KPI for dissemination and communication, such as the number of visits to the website, number of posts on the different social media, etc.

2.2. Action target audience/stakeholder

The main Audiences/Stakeholders of the BEiNG-WISE Action are the following:

- Companies/Industries.
- Academics and scientific community.
- Doctoral Students and Young Researchers.
- Researchers from non-EU countries.
- Standardization /Regulatory Bodies.
- Key bodies of international R&D organizations.
- Law Enforcement Agencies (LEAs)
- General Public

3. PLAN FOR THE COMMUNICATION OF THE ACTION RESULTS

The BEiNG-WISE Action will use its website, various Social Media Channels, and Online and in-person (physical) events as the main communication channels. We will describe each of these channels in the rest of this section.

3.1. Online/digital communication channels

Online/digital communication channels include all channels through which the target audience and stakeholders can reach the Action on the Internet. This will be done through the website of the Action, social media channels, and various online communication tools.

3.1.1. ACTION WEBSITE ([HTTPS://BEINGWISE.EU](https://beingwise.eu))

A professional and user-friendly website will be developed for the BEiNG-WISE Action. The website will serve as the core container of the Action results, activities, events, and news, as well as information on other relevant aspects, offering easy access to the aforementioned resources and working as a strong dissemination tool addressing all relevant stakeholder groups. The website will be designed to allow the provision of relevant information to interested stakeholders, including information for the different WGs. The website will include the Action logo, COST logo, EU emblem and accompanying text as indicated in the Dissemination Guidelines of the program. The website will contain the following sections:

- **About us** contains general information about the BEiNG-WISE Action, its aims, objectives as well as the COST Association.
- **Working Groups (WGs)** contains information about the activities of each WG, its leaders, and members.
- **Grants** contains information about STSM and Inclusiveness Target Country Conference (ITC) grants, their deadlines, eligibility rules, application, evaluation, and selection criteria, as well as requires resources.
- **Publications** contains information about the BEiNG-WISE research outcome (e.g., publications, public deliverables, etc.)
- **Meetings/Events** contains information about the past, current, and future meetings/events concerning each working group.
- **Media/News** contains information on activities, progress, etc. concerning the Action.
- **Contacts** contains information for people who want to get more involved in the Action.

Note: All action partners (members and their participating organizations) will be kindly asked to include a link to the BEiNG-WISE website in their own organizations' websites.

3.1.2. SOCIAL MEDIA CHANNELS (LINKEDIN, TWITTER, FACEBOOK, INSTAGRAM, AND YOUTUBE)

Dedicated accounts for the BEiNG-WISE Action will be established on five different Social Media platforms. At the moment and based on feedback from the Core group and several MCs, we have chosen to start with three of these channels (LinkedIn, Twitter, and YouTube) and we may activate the other two when required. These accounts will be used to provide up-to-date information about Action activities, events, results, etc. aiming at reaching out to target groups and stakeholders of the Action with the main aim of increasing visibility for the Action. The Action members are strongly encouraged to make use of their own professional social media accounts (LinkedIn and Twitter) to distribute news on a regular basis. The following table contains a brief description of each Social Media channel and how it will be used:

Table 1 Social Media channels and their specific purposes

Channel	Handles	Main Purposes
LinkedIn	BEiNG-WISE	<ul style="list-style-type: none"> - Sharing news about recent achievements relative to BEiNG-WISE, upcoming events, and opportunities (conferences, workshops, training schools, publications, reports, etc.). - Reach out to possible new stakeholders in the Actions areas. - Creating a digital identity for BEiNG-WISE - Networking - Presenting Action members and their research in the context of BEiNG-WISE
Twitter	@BeingWiseCost	<ul style="list-style-type: none"> - Sharing news about recent achievements, upcoming events, and opportunities. - Presenting Action members and their research. - Creating a digital identity for BEiNG-WISE - Increase the Action's visibility among the general public and the young generations.
YouTube	BEiNG-WISE COST ACTION	<ul style="list-style-type: none"> - Presenting Action members and their research - Streaming (online webinars) of digital and hybrid scientific events. - Archiving and sharing digital/visual content about the Action main topics. <p>Sharing digital/visual educative content (e.g., lectures, seminars, etc.) about the Action main topics.</p>
Facebook	BEiNG-WISE COST ACTION	<ul style="list-style-type: none"> - Sharing news about recent achievements, upcoming events, and opportunities. - Increase the Action's visibility among the general public and the young generations.
Instagram	@BeingWiseCost	<ul style="list-style-type: none"> - Sharing infographics and other visual content about the Action results, events, etc. - Increase the Action's visibility among the general public and the young generations.

To increase the visibility of the BEiNG-WISE Action results, relevant hashtags will be used in the content shared on social media channels:

#being-wise AND #cost-action AND (#cybersecurity AND/OR #human-factor AND/OR #wireless-technologies AND/OR #legal-factors-cybersecurity)

3.1.3. VIDEO CONFERENCING - Webex and Zoom (or any other means) will serve as the online meeting tools of the Action, used for regular communications, virtual WG and Core Group meetings, and hybrid networking activities.

3.1.4. INSTANT MESSAGING PLATFORM - Slack will serve as the digital workspace to foster communication, discussion, and exchange of ideas among the Action partners and WGs. BEiNG-WISE Slack will have various channels dedicated to facilitating communications among CG, MC, different WGs, task groups, and other purposes.

3.1.5. NEWSLETTER - a BEiNG-WISE newsletter will be published twice a year with the aim of reporting on the Action activities and developing awareness about the topics covered by the Action. The main contents of these newsletters will include a brief summary of the newsletter content, information on events, a list of relevant coming workshops, training schools, short-term scientific missions, publications and activities/results, etc.

3.1.6. E-MEDIA - the participants of the Action will look for opportunities to publish articles about the Action in local and European media. This will be an effective way to reach stakeholders and also the general public.

3.2. In-person (physical) communication channels

In-person communication channels include all channels that cannot be classified as digital/virtual, including conferences, workshops, and in-person meetings. These communication channels will be used to increase the exposure and visibility of the Action results and also to encourage the involvement of potential stakeholders. The members of the Action will be encouraged to present BEiNG-WISE results at major relevant conferences and workshops. To facilitate this process, a list of forthcoming conferences and events will be shared with the Action participants.

3.3. The Communication Strategy

Effective communication is crucial for the successful implementation of the Action, which will also ensure that BEiNG-WISE results are communicated to the broadest possible audience. The strategy identifies approaches and tools to keep the stakeholders regularly informed to increase the visibility of the Action. To ensure effective communication, the strategy should guarantee the following: 1. effective, transparent, and timely communications within WGs and across the overall Action; 2. communications should be of interest to the target audience(s); 3. the content of communications used must be accurate (error free); 4. the effort to manage and undertake the communication activities should be manageable in terms of time and effort; and 5. the strategy should be accompanied with a reliable measure to assess its results and allows revising/adopting the strategy when required.

The audience/stakeholders of the Action can be broadly classified into two main categories:

- 1- **Internal audience:** includes all individuals involved in the action (e.g., MCs, WG Members, organizers of the Action's event, etc.), and
- 2- **External audience:** includes all individuals that have no direct involvement with the Action, but might be influenced, directly or indirectly, by its results, as well as individuals interested *in the action events.

Table 2 briefly describes the most relevant channels, methods, and tools, which will be used by the Action for the communication with internal and external audiences.

Table 2. Key audience/stakeholder groups and their communication channels

Audience type	Audience/Stakeholder	Communication channels
Internal	Core Group (CG)	Email, Slack, and virtual (Webex or Zoom) and in-person meetings
Internal	Management Committee (MC)	Email, Slack, and virtual and in-person meetings

Internal and external	WGs, Sub-WGs, and Task Groups (TGs)	Website, Email, Social media, virtual and in-person meetings
Internal and external	Academics scientific community, Doctoral Students and Young Researchers	Website, [external mailing list], social media, newsletters, workshops, training schools and conferences
External	Companies/industries	Scientific events, workshops, and conferences.
External	Key bodies of international R&D organizations	Scientific events, workshops, and conferences.
External	Standardization /Regulatory Bodies	Scientific events, workshops, and conferences.
External	General public	Website, social media, newsletters, media

4. PLAN FOR THE DISSEMINATION OF THE ACTION RESULTS

The dissemination activities aim at facilitating the Action's networking capacity and maximizing the Action's impact by utilizing the most effective channels to reach the largest possible audience of the Action. BEiNG-WISE pursues an active policy of both organizing scientific meetings and events (conferences, workshops, seminars, and training schools), and taking part in scientific meetings and events organized by third parties, which are considered relevant to the Action to share its results, and outputs. Specifically, the dissemination activities include:

- Participation in high-ranking National, European, and International scientific conferences, events, and workshops relevant to the Action aims and objectives.
- Organization workshops and training schools connecting Action's members with local scientific communities.
- Publication of the Action results in scientific journals, edited volumes, and national and international conferences.
- Communication of project results, outcomes, publications, and news on the website of the action and its social media channels.
- Facilitating STSMs between researchers involved in the Action.
- Facilitating knowledge transfer among Action members.

In the rest of this section, we describe the main channels for the dissemination of the action results, the target audience as well as the key messages to be delivered to them.

4.1. Publication of the Action's results

The dissemination plan will be focusing on the timely disclosure of the scientific results of the Action. Accordingly, the Action will define an active policy of supporting the publication of research by its members, especially when resulting from meetings and events organized under BEiNG-WISE. To facilitate this process, each Working Group (WG) will be encouraged to establish active collaboration among its members concerning the WG main research areas.

Table 3 contains a list of forthcoming events that will be shared with the WGs and Action participants to be used as target events for dissemination. The list will be continuously updated with new events taking into consideration suggestions received from the Action participants.

Table 3 Target events for dissemination activities

Title	Date	Location
1th General Meeting - CORE Group, MC and WG meeting	25-26/3/2024	Villeneuve d'Ascq, France
International Forum on CyberSecurity (FIC 2024)	26-28/3/2024	Lille/Villeneuve d'Ascq, France
2nd CORE and Working Group Meeting	24-25/6/2024	Skopje, North Macedonia
Training School	26-27/06/2024	Skopje, North Macedonia

Note that the dissemination plan will ensure that all scientific output is made freely available in Open Access, in compliance with COST and European Commission norms.

4.2. Target audience and key messages of the dissemination of Action results

The general target audiences and stakeholders of the Action as well as the communication channels dedicated to them are listed in Table 2. However, for the dissemination activities, we re-classify these groups of audiences and stakeholders and adapt and specialize the use of the communication channels to fit dissemination purposes. In Table 4, we list the target dissemination audience as well as key messages to be delivered to them via the communication channels.

Table 4. The target audience for dissemination activities and key messages to them

Target Audience	Communication channels	Key message(s)
Cyber security researchers	Website, social media, in-person meetings, workshops, conferences, STSMs, and training schools.	<ul style="list-style-type: none"> - Developing efficient cyber-security solutions for current complex systems require a paradigm shift, where humans and their behavior should be considered. - Cyber-security research can be enhanced through interdisciplinary and cross-sector collaboration and dialogue. - There is a need for the creation of a sustainable community interested in analysing open challenges of technical, social, and legal aspects of cyber security. - There is a need to increase the cyber-security awareness among the end-users.
Companies/industry representatives	Dissemination of the results of the actions via scientific events, workshops, and conferences.	<ul style="list-style-type: none"> - Highlighting the gaps in current technical, social, and legal aspects of cyber security practices, and how such gaps represent a promising investment opportunity.
Funding agencies	Dissemination of the results of the actions via scientific events, workshops, and conferences.	<ul style="list-style-type: none"> - Cyber-security research is essential for the future of Europe, and further investment is needed to guarantee a brighter future.
Standardization /Regulatory bodies	Dissemination of the results of the actions via scientific events, workshops, and conferences.	<ul style="list-style-type: none"> - Current relevant cybersecurity standardizations have shortcomings in addressing complex cybersecurity attacks, and the standardization bodies need to address that in the upcoming standards by considering the advancements made in the cybersecurity research area.

General public	Website, social media, and media.	- Cyber-security awareness and relevant knowledge concerning security and privacy-aware human behavior is a must for ordinary people.
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5. THE VALORISATION OF THE ACTION RESULTS

A main goal of the communication and dissemination plan is to bring the importance of researching the technical, social, and legal aspects of cyber security into light as well as raising awareness about the importance of cyber-security among the end-users/general public. Accordingly, our valorisation plan focuses on maximising the transformation of the research and innovation results of the Action into solutions that benefit society. Ultimately, it is hoped that the valorisation activities of the BEiNG-WISE Action will boost collaborations between the Action network of researchers and innovators to continue advancing the field of cyber-security even after the end of the Action. Therefore, the inclusion of young researchers and innovators will positively contribute to this aim.

To realize these aims, the valorisation activities will specifically target non-academic stakeholders, especially industry representatives, funding agencies, standardization/regulatory bodies, and the general public. Accordingly, BEiNG-WISE will establish contacts and dialogues with the aforementioned stakeholders to achieve the aims of the valorization plan.

6. THE COORDINATION AND MANAGEMENT OF THE COMMUNICATION AND DISSEMINATION STRATEGY

The coordination and management of the communication and dissemination activities will ensure the achievement of the aims and objectives of the Action, especially the six Capacity Building Objectives (CBOs) described in the MoU. The Science Communication Coordinator (SCC), in collaboration with the Action Chair/Vice-Chair will oversee the activities related to dissemination and communication with the support of the Dissemination Focus Group (DFG), Management Committee (MC), and representative(s) of each WG. Figure 1 shows a simplified representation of the main coordination and management activities as well as the roles involved. In what follows, we describe these activities, and the roles responsible for them.

Each WG is expected to contribute to the Action objectives and activities, WGs will be encouraged to exploit any opportunity to collaborate with one another. This will enable knowledge creation and transfer not only within the same WG but also across WGs. Besides WGs, a Special Interest Group (SIG), mostly composed of experts in standardization activities, will be set to produce specific recommendations for international bodies of standardization. The standardization SIG will work in close order with all WGs. To facilitate knowledge sharing, communication, and coordination activities within and across WGs, adequate internal communication channels/platforms will be used. Additionally, dedicated channels for each WGs and the standardization SIG will be provided to enable them to provide input to be shared through the communication and dissemination channels. Finally, WGs are expected to contribute to a key knowledge creation and transfer activity, that is **Career Development**, which will enable Young Researchers and Innovators (YRIs) involved in BEiNG-WISE to notably boost their career potential mainly via STSMs, and the new opportunities to be involved as experts in varied scientific councils of authorities.

Besides knowledge creation and transfer, the WGs and standardization SIG will actively participate in the following three main dissemination and exploitation activities:

- **Publications:** action partners will collaborate to publish joint papers in international high-quality journals, and conferences. Special issues, surveys/tutorial papers will be particularly pursued to increase awareness of cybersecurity based on different cross-domains.

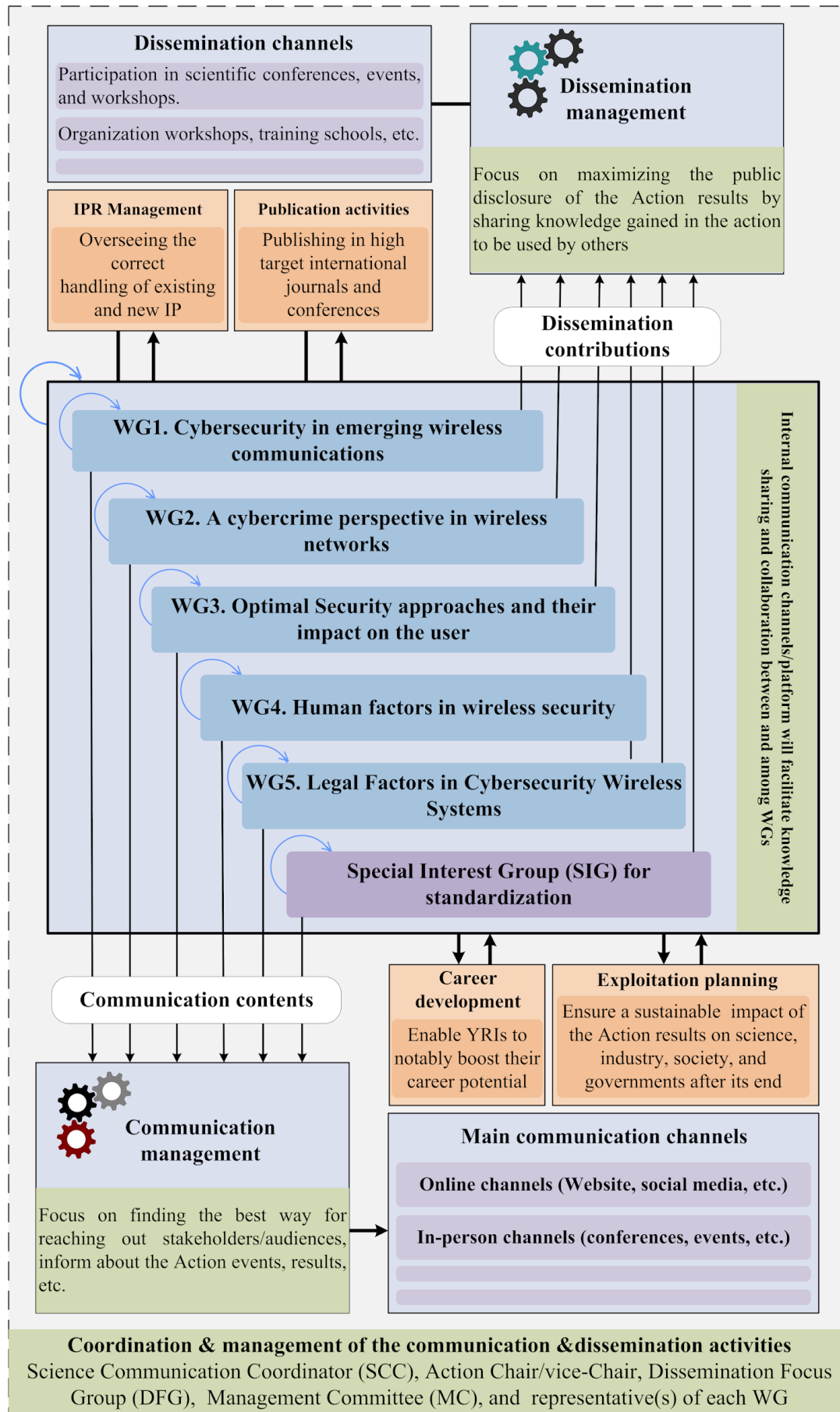


Figure 1 A representation of key coordination & management activities and roles involved

- **Exploitation planning:** action partners will contribute to the exploitation planning that aims at ensuring a sustainable impact of the Action results on science, industry, society, and governments even after the Action ends.
- **Intellectual Property Rights (IPR) Management:** the SCC, in collaboration with Action partners, will oversee the correct handling of existing IP and ensure that no dissemination activity could harm any potential for new IP either by partners or participants to the WGs.

Although all Action partners are strongly encouraged to play an active role in the creation and provision of the content/contributions to be shared via the different communication and dissemination channels, several roles will actively lead the coordination and management activities. In what follows, we list and describe the responsibilities of these roles:

SCC: the SCC in close cooperation with the Action Chair, will be responsible for realizing, maintaining, and managing the communication and dissemination plan, guaranteeing consistency in the message/content delivery, and ensuring all target audiences/stakeholders are successfully reached. The key responsibilities of the SCM are to:

- Orchestrate the internal and external communications activities at the Action level.
- Overcoming difficulties encountered in the communication and dissemination activities.
- Oversee the creation, provision, and dissemination of the content to be shared with different audiences/stakeholder groups via the different communication and dissemination channels (e.g., website, social media, newsletter).
- Maintaining records of communication and dissemination activities.
- Acting as the central point of contact with the Cost Association for communication activities.
- Providing information and guidance to interested partners and stakeholders in a timely manner.
- Encouraging Action partners to contribute to joint publications in high-target international journals and conferences.
- Facilitate the creation of DFG and a Special Interest Group (SIG) for standardization, and support their activities.

DFG: will be mainly composed of YRIs, and will play a key role in supporting the coordination and management of the communication and dissemination activities. Specifically, each WG should nominate representatives for the DFG, who will be responsible for providing timely updates in an agreed-upon format about key activities in their WG. We will aim for a DFG that is composed of members who cover most, if not all, of the spoken languages of the Action participating countries. This will help in delivering more specialized/personalized content to target countries and groups.

WGs representative(s): although all partners, with respect to their WGs, are expected to contribute to the Action objectives, representative(s) from each WG is expected to contribute to the following:

- Facilitate knowledge transfer within her respective WG and across WGs when possible.
- Furnish and provide communication and dissemination content concerning activities within its respective WG.

7. MONITORING THE ACTION COMMUNICATION AND DISSEMINATION PLAN

The effectiveness and efficiency of the communication and dissemination plan need to be continuously monitored and assessed to take corrective measures when needed. Accordingly, the SCC with the help of the DFG will identify a set of indicators that allow for assessing the efficacy and effectiveness of the communication and dissemination plan in terms of targeting audience/stakeholders, using adequate communication channels and means, etc. Specifically, the following set of indicators (KPI) will be used:

- Number of visits to Actions website.
- Number of followers on each of the Actions social media accounts (LinkedIn, Twitter, Facebook, Instagram, and YouTube).

- Number of interactions on each of the content of the social media accounts (e.g., reposts, re-tweets, likes, etc.).
- Number of newsletters and flyers disseminated.
- Number of recipients/subscribers of the Actions newsletter.
- Number of appearances in media (e.g., articles published in press/online, interviews).
- Number of events attended by network members relevant to the Action.
- Number of conferences and workshops organized.
- Number of presentations of the Action at conferences or events (presentation, poster, paper).
- Number of scientific publications.

However, the aforementioned KPIs cannot capture/assess whether the content of communication has been received, understood, and valued by its intended audience. To solve this issue, the CG will reach out to audiences/stakeholders' groups at meetings to assess the effectiveness of our plan, and we may conduct surveys for the same purpose.

8. RISKS AND RISK MITIGATION PLAN

The implementation of the Action communication and dissemination plan might be subject to different potential risks that could hinder the achievement of the Action objectives. In the following table, we list potential risks and the proposed mitigation measures for each of them.

Table 5 Risk and risks mitigation measures

Potential Risk	Proposed Risk-Mitigation measure
Low level of engagement by Action partners.	<ul style="list-style-type: none"> - Monitor the engagement of the Action partners to identify when the engagement level is low. - Ensure Action partners' engagement by regular interaction with them, keeping them informed about upcoming events, and motivating them to participate in the Action activities and events. - The participants/organizers of any activity (e.g., STSMs, ITCG Training school, etc.) funded by the action are required to provide a descriptive summary about the activity via dedicated communication channels (e.g., Slack).
Low level of awareness about the activities of Action by the targeted audiences/stakeholders.	<ul style="list-style-type: none"> - Regularly updating the content concerning the activities and events of the Action on its dedicated website and the websites of the partners. - Publishing content concerning the activities and events of the Action on its social media channels (LinkedIn, Twitter, Facebook, and Instagram).
Low-quality communication activities	<ul style="list-style-type: none"> - CG will regularly discuss the content and the schedule of communication activities in their meetings.
Non-compliance by the Action partners to acknowledge the action, the use of the action visual identity, or the use of the agreed-upon templates, etc.	<ul style="list-style-type: none"> - The BEiNG-WISE Action will make available several acknowledgment statements, visual identity, and templates for the Action documents, reports, etc. - The SCC will monitor the compliance of the partners and intervene to take corrective actions, where required.
Inadequate/insufficient effort by partners to publicize the Action and its results at National, European, and International levels.	<ul style="list-style-type: none"> - The SCC will monitor the effort dedicated to publicizing the Action and its result at a regular basis and will discuss the progress made with the expected results during MC meetings, with the CG and Chair/Vice-Chair. This will prevent the occurrence of such incidences or at least mitigate their impact when they occur.
Lack of interest by stakeholders' groups in the Action	<ul style="list-style-type: none"> - Efforts will be made during the lifecycle of the Action through meetings, workshops, etc. to engage and interact with the different groups of stakeholders to prevent or correct such incidences.

9. IMPLEMENTATION TIMELINE

The implementation of the communication and dissemination plan of the Action will ensure it will progress as planned to meet its aims and objectives. In the following table, we list key Action activities in chronological order during the course of the Action.

Table 6 A preliminary timeline for the implementation of the Action

Year One (9/2023 – 8/2024)
<ul style="list-style-type: none"> - Launch of the BEiNG-WISE website (M3). - Launch of social media accounts (LinkedIn, Twitter, Facebook, Instagram, and YouTube). - Launch of Action newsletter, and issuing two newsletters. - Realising the Communication and Dissemination Plan (M6). - 1st MC meeting, 2nd MC meeting, CG Meeting(s), and WGs Meeting(s). - Training School (TS1). - Dissemination in conferences, STSMs, and networking activities.
Year Two (9/2023 – 8/2024)
<ul style="list-style-type: none"> - BEiNG-WISE activities (lectures, events, [online] talks). - 2nd Annual Workshop. - 3^d MC meeting, 4th MC meeting, CG Meeting(s), and WGs Meeting(s). - Training School (TS2). - Dissemination in conferences, STSMs, and networking activities. - Issuing two newsletters.
Year Three (9/2023 – 8/2024)
<ul style="list-style-type: none"> - BEiNG-WISE activities (lectures, events, online talks) - WG(s) Meetings - 3^d Annual Workshop - 5th MC meeting, 6th MC meeting, CG Meeting(s), and WGs Meeting(s). - Training School (TS3) - Dissemination in conferences, STSMs, and networking activities - Issuing two newsletters.
Year Four (9/2023 – 8/2024)
<ul style="list-style-type: none"> - BEiNG-WISE activities (lectures, events, online talks) - WG(s) Meetings - 4th Annual Workshop - 7th MC meeting, 8th MC meeting, CG Meeting(s), and WGs Meeting(s). - Training School (TS4) - Proposal for a book series - Dissemination in conferences, STSMs, and networking activities - Issuing two newsletters.

10. CONCLUSION

The document presented the BEiNG-WISE communication and dissemination strategy and the plan to implement it. As BEiNG-WISE progresses, it is expected that Action partners will participate in dissemination and communication activities targeting relevant audiences. In light of such progress, this plan will be updated accordingly.

6. CONTACTS

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