Machine Learning to Augment Shared Knowledge in Federated Privacy-Preserving Scenarios (MUSKETEER)
Grant No 824988

D8.2 Dissemination and communication plan

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Dissemination level: Public
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Executive Summary

The document provides a detailed view on the MUSKETEER’s project activities about dissemination and communication. It highlights our strategy to reach the goals and KPIs written in the proposal. As a Research and Innovation Action, we expect to largely disseminate our results in the scientific community but also among various organizations interested or involved in the topics of the project. Therefore, our project combines external and internal means to disseminate and communicate the information among the partners and their networks. These two parts constitute the two main chapters of our deliverable described below.

Document History

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<th>Definition</th>
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<td>AECOC</td>
<td>Spanish Association of Manufacturers and Distributors</td>
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<tr>
<td>BIR</td>
<td>British Institute of Radiology</td>
</tr>
<tr>
<td>BMWi</td>
<td>German Federal Ministry of Economics and Energy</td>
</tr>
<tr>
<td>CLSR</td>
<td>Computer Law &amp; Security Review</td>
</tr>
<tr>
<td>DCP</td>
<td>Dissemination and Communication Plan</td>
</tr>
<tr>
<td>ECML</td>
<td>European Conference on Machine Learning</td>
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<tr>
<td>EEN</td>
<td>Enterprise Europe Network</td>
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<td>ERRIN</td>
<td>European Regions R&amp;I Network</td>
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<td>EUM</td>
<td>End User Management</td>
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<tr>
<td>IAIPR</td>
<td>Impact Assessment Intellectual Property Rights</td>
</tr>
<tr>
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<td>ICML</td>
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</tr>
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<tr>
<td>KPI</td>
<td>Key Performance Indicator</td>
</tr>
<tr>
<td>OWL</td>
<td>East Westphalia-Lippe (Germany)</td>
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<tr>
<td>PPP</td>
<td>European Public-Private Partnerships</td>
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<tr>
<td>PR</td>
<td>Public Relations</td>
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<tr>
<td>SME</td>
<td>Small and medium-sized enterprises</td>
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<td>STRAEPT</td>
<td>Greek Society Of TEI 'S Medical Radiological Technologists</td>
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<td>TNNLS</td>
<td>Transactions on Neural Networks and Learning Systems</td>
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<td>VDMA</td>
<td>German Machinery and Plant Engineering Association</td>
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<td>WG</td>
<td>Working Group</td>
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<td>ZVEI</td>
<td>Central Association of the Electrical Engineering and Electronics Industry e.V.</td>
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1 Introduction

1.1 Purpose

The MUSKETEER main strategy is to raise attention on data sharing and widen the platform audience to new stakeholders in order to sustain the development of our industrial data ecosystem. The Dissemination and Communication Plan (DCP) specifies the actions to disseminate and communicate the project results for the consortium in order to prepare the best exploitation phase possible.

The plan of this deliverable describes the general objectives to ensure the dissemination and communication of MUSKETEER project and activities for the overall project. This document will also be updated along the project.

1.2 Related Documents

The Dissemination and Communication Plan drives WP8 activities. It also influences several committees (described below) planned in the Proposal.

![Diagram: Impact of Dissemination and Communication Plan on WP8 activities]

Figure 1 Impact of Dissemination and Communication Plan on WP8 activities
The Dissemination and Communication Plan:

- **defines** the Project communication and engagement activities (D8.3)
- **defines** the Scientific dissemination activities (D8.4)
- **defines** the Community engagement and Technology Transfer activities (D8.5)
- **provide inputs** for the Evaluation and impact assessment (D8.6)

The outcomes of the activities presented in deliverables D8.3, D8.4, D8.5 and D8.6 will **provide inputs** to adjust business plans and prepare the exploitation plan (D8.7).

WP8 activities have also relationships with several committees set up within the project.

**The Impact Assessment IPR and Innovation Committee** (IAIPR Committee) aims to take care of external request made to the consortium and concerning its activities. It includes demonstration, protection of the background and results, dissemination of data, access rights for third parties, joint ownership management, licensing agreements, protection of results or confidentiality, and market approach strategy, among others. On one side the activities of the IAIPR activities depends largely on the success of the communication & dissemination activities defines by D8.2, on the other side, D8.3, D8.4, D8.5 and D8.6 will report the IAIPR committee activities according to their targeted audience.

**The End User Management Committee** (EUM Committee) aims to coordinate end users and prepare the pilot scenarios before and during the validation phase. Among its tasks, it collaborates with the Dissemination Manager to promote the cooperation with other institutions and the adoption of the solutions developed in the project by external data providers. Those activities will be reported especially in D8.5.

### 1.3 Document Structure

The document is divided in two main sections. The first defines the dissemination and communication strategy. The second section describes the tracking process of those activities (tracking of partner’s dissemination activities, information exchange).

### 2 Dissemination and communication strategy

In this section the dissemination and communication strategy will be addressed. The main objective of this strategy is to raise attention on the MUSKETEER platform and our research topics based on specific dissemination and communication actions. We also plan to leverage the partners’ networks to circulate and advocate our work and products.
2.1 Value proposition

The main objective of the MUSKETEER project is to establish a secured and sustainable industrial data platform (machine learning over a high variety of different privacy-preserving scenarios) reinforcing the European leadership in Industrial Data Platforms tools.

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<td>MUSKETEER Architecture</td>
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<td>IBM</td>
</tr>
<tr>
<td>MUSKETEER Machine learning algorithms library</td>
<td>Software</td>
<td>TREE / UC3M</td>
</tr>
<tr>
<td>MUSKETEER mitigation and attack prevention algorithms and software</td>
<td>Software</td>
<td>IMP / IBM</td>
</tr>
<tr>
<td>Final prototype of MUSKETEER platform with client connectors</td>
<td>Software</td>
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The figure above presents the main outcomes of the project. They will be used or directly implemented in the prototype. Therefore, the main goal of the dissemination and communication strategy will be directed at the promotion and the further exploitation of the MUSKETEER platform.

2.2 Targeted audience

Beyond the customer segment envisioned in the proposal for the platform (Figure 3), the different outcomes of MUSKETEER could reach a broader audience.
As a Research and Innovative Action, our project’s outcomes target different categories of audiences. These publics have different interests and objectives that could be related to our results. The table above draws a clear picture for our different groups of interest depending on the subject to be treated. It then has to be associated to the different channels we plan to use to complete the picture.

Concerning “Attack prevention algorithms and software” and “Platform” we assume that Academics and Standardization bodies might have an interest, but not direct, as they are not potential customers of the algorithms and the platform. Nevertheless, they can offer a “multiplier effect”. With well-established connections in the rest of the value chain, they can participate to spread the word to stakeholders with direct interest such as SMEs or large companies, especially for the platform.

### 2.3 Channels

In order to develop our ecosystem beyond the sole partners of the consortium, MUSKETEER will use a combination of channels starting with the Partners’ networks (entities directly linked
to partners). Using the influence of the partners should help our project to get a greater attention in Europe. This is an essential part of the project. We will take advantage of the partners’ communication and combine our dissemination and communication efforts with theirs. We plan to use their channels (events, social media, PR department, etc.) to disseminate our outcomes and reach the planned targets. We also have specific communication materials dedicated to the project (brochure, website) and plan to organize two *ad hoc* events, hackathons focused on our topics (privacy and security).

### 2.3.1 Partner’s Networks

Partners’ network refers to the organizations in which partners are directly represented (mostly on national and European levels). These channels will be used to widely disseminate the project activities in all ecosystems related to the project at EU and national level. We can consider the following networks:

**European Public-Private Partnerships (PPPs),** these associations which promote sectorial development will enable us to disseminate the project- through the partners that are members -, like ECSO (Cybersecurity PPP) or (BDVA Big Data Value PPP).

**Sectoral Initiatives** (in Manufacturing and Health sector):

- **Manufacturing:** several programs on national level related to Industry 4.0 concepts: Plattform Industrie 4.0, Mittelstand-Digital (BMWi), DE.HUB Initiative (BMWi), Standardization Council Industrie 4.0, Lab Network Initiative 4.0 in Germany; Industria Conectada 4.0 in Spain or Piano Industria 4.0 in Italy
- **Others national manufacturing associations:** German Mechanical and Plant Engineering Association (VDMA), German Electrical and Electronic Manufacturers' Association (ZVEI) in Germany or the Asociación Española de Fabricantes y Distribuidores (AECOC) in Spain
- **Health:** several national programs fostering innovation in healthcare are available such as the SBRI Healthcare Programme in the UK
- **Others national health associations:** The British Institute of Radiology (BIR) in the UK, the Greek Society of TEI’s Medical Radiological Technologists (STRAEPT) or the Panhellenic Society of Radiotechnologists in Greece

**Established open networks** that will help us to reach out SMEs like the Enterprise Europe Network (EEN). Available in most European countries they offer national point of contact that we can request to raise attention of SMEs about our project.
And finally, **Regional Entities**, in manufacturing, health or more generally that deal with innovation topics like ERRIN (European Regions R&I Network), a Brussels based platform of more than 120 regional stakeholder’s organisation that could help to facilitate transfer knowledge and support regional collaboration. They’ll help the platform to gain new stakeholders on a regional basis based on the presentation of the use case either in manufacturing or health. Several regional clusters can be cited Digital Hub Logistics in Dortmund, Digital Hub Mobility in Munich, it’s OWL Manufacturing Digitalisation (Nordrhein-Westfalen, Germany).

### 2.3.2 Events

MUSKETEER will take advantage of existing events, in which partners are exhibitors, to ensure the maximum impact. We will have 3 different lines of acting in terms of events as planned by the KPIs defined in the proposal:

**10+ industrial diffusion events** All the partners attend various fairs related to our fields of interest (security, big data, artificial intelligence, manufacturing, health). They will be requested to disseminate specifically the results of the project though such events (Cloud & Cyber Security Expo for security, Hannover Messe for Manufacturing or the European Society of Radiology for the Health (radiology) sector.

**5 workshops / training sessions** In accordance with the scientific dissemination and workshops related to the hackathons (see below), 5 workshops will be organized to discuss various concepts of the project such as data poisoning and possible defence strategies against them, federated learning to ensure data privacy or data sharing and sovereignty. It will enable to present some of our findings and also to get new feedback while developing the platform.

**3 workgroups attendance** Coordinated by tech development partners, the consortium will be able to disseminate its results and share its viewpoints in working groups of organizations related to security with partners’ specialists (IBM, TREE, FCA) or data sharing. In this respect partners will present their results to the WG Architecture and/or Certification of IDS Association to ensure the compatibility of the platform. The association holds 4 meetings of each WG each year.

### 2.3.3 Social media

Our strategy for social media will integrate our Owned Media (LinkedIn, Twitter) and Shared Media (disposing with Partners’ social media channels as detailed in Annex 2). The strategy adopted, using the different platforms, will target different targets/objectives:

- Twitter: for establishing MUSKETEER as an expert in privacy-preserving machine learning techniques related to data sharing increasing online
visibility and reaching out innovative companies and communicating with them 1:1 as potential new stakeholder.

- LinkedIn: to develop a community of expertise about privacy-preserving machine learning techniques to influence whole market and attract decision makers.

We will base our use of social media on Growth Hacking strategies that have proved to be most (cost) effective and efficient ways to grow a business. KPIs have already been defined concerning social media channels with the target of 1 post per week on average and +200 followers per account (Twitter and LinkedIn).

2.3.4 Media

Large media could have a limited interest for a project like MUSKETEER at first glance. Considering the efforts to gain their attention and their audience (general public), the work could seem to be pointless or at least not effective enough. Nonetheless MUSKETEER could target specialized media in the area of its use cases or scientific vulgarization media to raise the attention of specialists and innovation communities. With the help of PR services of the partners we will build the stories about our use cases, potential beneficiaries of the platform or our scientific results, to convince the journalists to publish such interesting stories. Potential media sources will include online medias’ such as Industry Today or Manufacturing Global as well as trade magazines with the focus on manufacturing industry and/or business and European Radiology or Insight into Imaging for the health sector. This kind of relationship with the media, through a trustable and credible channel, is the most profitable way of disseminating nowadays, which will be supported by the strong relationship of the partners with the Media at regional Level. As defined by the proposal, we expect to reach 3 news releases per year. This material will be made available in our internal communication tool in order to be re-used by all the partners. It’ll help us to present a common view when participating to an external event.

2.3.5 Scientific publications

As a Research and Innovation Action, we have a continuous scientific activity along the project. Our aim is to highlight the potential of technological innovation in order to drive adoption and facilitate realising the value of data. This should also be a way to draw more researchers towards addressing our challenges. Our strategy for scientific dissemination relies on three types of actions:

12 publications in conferences International Conference on Learning Representations (ICLR), International Conference on Machine Learning (ICML), IEEE Symposium on Security & Privacy (S&P) or The European Conference on Machine Learning (ECML) on the European level have
been listed among important conferences to reach academic attention in the field of Machine learning or security. Our results will be submitted to such conferences. A more detailed view of the conferences we’ll attend is available in Annex 1.

12 publications+ in JCR journals plenty of publications are dealing with our topics. Journal of Machine Learning Research, IEEE Transactions on Neural Networks and Learning Systems (TNNLS), Computer Law & Security Review (CLSR) have been identified to reach an academic audience and also lawyers, ethicists (close to researchers in this field) and policy makers (in governments) when it comes to the security and privacy aspects of the project.

10 open source web community interactions such contact will help to disseminate our results but also to get feedback in the developing phase of the platform and to acquire new participants for the platform. Those contacts will be particularly developed in connexion with the hackathons. The main ambition of those events is to stress test the privacy and the security of the machine learning algorithms used in the platform. But when demonstrating the reliability of the platform, we will be able to recruit new stakeholders for our ecosystem. For instance, IDSA developers’ community will be reached when testing the IDS compliancy of the MUSKETEER platform during the hackathon IDSA plans to organize. Its community, composed mainly of companies (SMEs and large corporate), should be interested to participate/join our emerging ecosystem. Our LinkedIn group, composed of researchers, developers or security experts should also help to raise attention about federated learning during the first months of the project. It should become an expert community to discuss our results. Eventually we will be committed to solve all issues reported in the open source repositories (linked to our activities) by the user’s community in a timely manner. This also will contribute to disseminate our results and enlarge our ecosystem.

2.4 Communication materials

A visual identity has been defined in the first months of the project to give a specific branding of the project and the platform. It includes all the elements and styles to apply to the communication materials. A brochure has been produced to explain the project to specialists (it should be used for conferences and fairs but also to give a global idea of our activities to a broader public with a brief presentation of the project, its partners and contacts means. A target of 1000 copies has been defined to be distributed along the project.
The MUSKETEER Consortium consists of 11 partners from all over Europe and combines experts from the technical, the research and the industrial sector:

**CONSORTIUM**

The MUSKETEER Consortium consists of 11 partners from all over Europe and combines experts from the technical, the research and the industrial sector:

**D8.2 Dissemination and communication plan**

**15**

Machine Learning to Augment Shared Knowledge in Federated Privacy-Preserving Scenarios (MUSKETEER)

**Figure 4 MUSKETEER brochure**

**MUSKETEER**

The MUSKETEER mission is to develop an Industrial Data Platform with scalable algorithms for federated and privacy-preserving machine learning techniques, detection and mitigation of adversarial attacks, and a rewarding model capable of fairly monetizing datasets according to the real data value.

**Objectives**

1. Machine Learning over a high variety of different privacy-preserving scenarios.
2. Providing robustness against external and internal threats.
3. Enhancement of the Data Economy.
4. Providing a standardized and extensible architecture.
5. Industrial demonstration of the technology advances in operational environments.

For more information visit [www.MUSKETEER.eu](http://www.MUSKETEER.eu)

**Use Cases**

MUSKETEER will validate its results in two specific use cases, however the final platform will be able to serve additional ones.

**SMART MANUFACTURING**

This project aims to collect and analyse automotive plant welding data, with the support of artificial intelligence technologies, to search for correlations among the variables that characterize the welding process so that the final welding point will be of the expected quality.

**HEALTH**

The project aims to demonstrate the application of the federated artificial intelligence approach, enabling access to vast amounts of distributed medical imaging data to train and improve the learning algorithms, providing powerful tools to improve clinical practice.

**Privacy preserving approach**

Every machine learning algorithm will use privacy techniques such as federated machine learning, differential privacy, homomorphic encryption or secure multiparty computation. Any other variable could be incorporated in the future thanks to the modular design of the platform.

**Use Cases**

MUSKETEER will support several Privacy Operation Modes (POM) with different features:
- Privacy level
- Computational overload
- Central Storage requirements
- Communication requirements
- Data Utility Accountability
Additionally, a website is available. To the attention of the specialists (academics, companies, etc.) to get a contact but also to the general public where the latest news of the project can be accessed, via Twitter and LinkedIn accounts. Brochure, scientific papers and public deliverables will be available online for easy downloading, making them accessible directly to interested audience throughout the world. The website should reach 3000 unique visitors along the project.

2.5 Hackathon

Two hackathons on Adversarial Attacks are planned along the project. Their main ambition is to stress test the privacy and the security of the machine learning algorithms used in the platform. Those events are powerful validation tools but also strong means of communication. They should raise attention about our work and results, but also enable us to recruit new stakeholders for the platform.

Hackathon will be advertised through our social media channels, but also during conferences or summer schools. They will be presented directly on security blogs (the hackernews.com, krebsonsecurity.com, etc.). Popular platforms such as Kaggle will be used to host our challenge reinforcing our online presence.

The results will be presented during a dedicated workshop (preferably during a machine learning conference). We plan to invite the winners of the hackathon to present a paper detailing their approach to poising the data. These workshops will be fully supported on our social media channels, website and through news release afterwards.

The two hackathons will be organized by TREE and IDSA.

3 Dissemination and Communication tracking process

3.1 Dissemination reporting

In order to get a maximum impact, dissemination and communication activities will be carried out in a timely manner with the development of the project in order to fully leverage project results and platform availability.

All partners and members of the ecosystem are requested to participate to the dissemination and communication actively, identifying all opportunities and collaborating with each other and external partners to foster the platform and results uptake. Active dissemination during the scientific and innovation events and promotion during European and national events will be monitored. It will help us to complete our KPIs as soon as possible.
For such purpose, we have designed a process, which objectives are:

- Early identification of possible dissemination and communication initiatives.
- Sharing related information with partners and identification of proper resources to conduct the dissemination.
- Reporting of results.

A Dissemination reporting excel (Annex 1) has been created for the consortium to provide an overview of the consortium’s planned dissemination activities. The results will be communicated to the Impact Assessment IPR and Innovation Committee to adjust any required actions and to foster collaboration between partners (success stories, good practices, etc.). See Annex 1.

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<tr>
<td>02. <strong>Online:</strong> Website</td>
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<td>03. <strong>Online:</strong> Social Media</td>
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<tr>
<td>04. <strong>Event:</strong> Workshops</td>
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<tr>
<td>05. <strong>Event:</strong> Trade show, exhibitions</td>
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<td>06. <strong>Event:</strong> Conference</td>
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<td>07. <strong>Event:</strong> Presentation / Lecture</td>
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<td>08. <strong>Event:</strong> Hackathon</td>
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<td>09. <strong>Publications:</strong> Conference papers</td>
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<td>15. <strong>Liaisons</strong> with National Initiatives</td>
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### 3.2 Internal communication

The consortium is using Box-platform for internal documentation, revising and discussions. Dissemination materials, e.g. brochures, presentations, images etc. will be made available on
this platform for the consortium, as well as keeping project members up-to-date on dissemination opportunities.

The dissemination activities will be monitored by IDSA using two approaches: The Dissemination excel (annex 1) which gives an overview of the planned and done activities and the corrective action (if necessary) when the results will be presented to the Impact Assessment IPR and Innovation Committee as described above. Those activities and their results will be reported in this deliverable in deliverables 8.3 and 8.5 specifically.

4 Conclusion

First steps have already been achieved concerning dissemination and communication:

Produce communication materials for the consortium to disseminate and promote (M3):

- Communication Material for online channels, print and events.
- Set the social media channels.

We are now finalizing the Communication and Dissemination strategy (M6):

- Define targeted audiences and the communications channels.
- Describe the monitoring of progress and outcome of community activities by the consortium.
- Establish internal reporting of consortium’s activities and impact.

Several deliverables will follow and report our Dissemination and Communication activities:

- D8.3 Project communication and engagement activities (M18).
- D8.4 Scientific dissemination activities (M36).
- D8.5 Community engagement and technology transfer activities (M36).

5 References

MUSKETEER LinkedIn account, https://www.linkedin.com/groups/8741148/

MUSKETEER Twitter account, https://twitter.com/H2020Musketeer

MUSKETEER Website, http://musketeer.eu/
6  Annex

6.1  Annex 1

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Figure 5 Dissemination activities per organization

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6.2 Annex 2

The document is also accessible on Box here: https://app.box.com/folder/72371916537

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### Figure 6 Aggregated list of dissemination activities of the MUSKETEER’s partners

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**D8.2 Dissemination and communication plan**

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