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## ABSTRACT

The primary objective of OVERHEAT (Innovative strategies for containership fires prevention and management) project is to avert and control fire incidents that may occur on board. OVERHEAT introduces cutting-edge fire management solutions encompassing Prevention, Early Detection, and Response, which are crucial to ensuring the safety of individuals and the protection of the environment.

The challenging project's goals need a well-structured dissemination strategy, targeted to maximize the project impact-

This deliverable outlines the project's comprehensive dissemination plan of the OVERHEAT project, spearheaded by a Dissemination Manager (DM) within WP9. The plan will encompass defining target audiences, crafting communication messages, and selecting appropriate channels to reach them. Partner responsibilities, feedback mechanisms, and evaluation criteria will also be established.

A key element of the strategy is the Stakeholder Support Board (SSB). Comprised of shipowners, port authorities, and public agencies, the SSB will actively participate in project decision-making and testing the fire management tool in real-world scenarios.

The project prioritizes not only knowledge sharing but also commercialization of its outcomes. A joint exploitation strategy, coupled with individual partner plans, aims to achieve a Technology Readiness Level (TRL) of 7, indicating a fully functional prototype.

Open access publications and engagement with scientific networks ensure the project's findings benefit the broader maritime research community. Additionally, the strong representation of key stakeholders within the consortium, including port authorities, guarantees effective dissemination across the maritime sector.

This deliverable lays the groundwork for a comprehensive communication and dissemination strategy, fostering the project's impact on container ship fire safety.



## TABLE OF CONTENTS

<b>ABSTRACT .....</b>	<b>4</b>
<b>TABLE OF CONTENTS .....</b>	<b>5</b>
<b>LIST OF FIGURES .....</b>	<b>7</b>
<b>LIST OF TABLES .....</b>	<b>7</b>
<b>ACRONYMS .....</b>	<b>8</b>
<b>INTRODUCTION .....</b>	<b>9</b>
<b>1. OBJECTIVES OF THE PLAN .....</b>	<b>10</b>
<b>2. PROJECT COMMUNICATION .....</b>	<b>11</b>
<b>2.1. COMMUNICATION OBJECTIVES .....</b>	<b>11</b>
<b>2.2. OVERHEAT KEY MESSAGES .....</b>	<b>12</b>
<b>2.3. COMMUNICATION ACTIVITIES .....</b>	<b>12</b>
ESTABLISHING A DIGITAL FOOTPRINT .....	13
BUILDING BRAND RECOGNITION .....	13
STRATEGIC MEDIA RELATIONS .....	13
PERFORMANCE MEASUREMENT AND OPTIMIZATION .....	13
<b>2.4. PROJECT COMMUNICATION KPIS MEANS OF VERIFICATION AND CORRECTIVE MEASURES .....</b>	<b>13</b>
<b>2.5. PROJECT MEANS OF VERIFICATION FOR COMMUNICATION ACTIVITIES KPIS .....</b>	<b>14</b>
<b>2.6. OVERHEAT VISUAL IDENTITY .....</b>	<b>15</b>
<b>2.7. OVERHEAT WEBSITE AND WEB PRESENCE .....</b>	<b>17</b>
TECHNICAL FOUNDATION .....	17
DESIGNED FOR ACCESS .....	17
RESPONSIVE DESIGN .....	21
WEBSITE MAINTENANCE .....	21
IMAGE CREDITS .....	21
<b>3. PROJECT DISSEMINATION STRATEGY .....</b>	<b>22</b>
<b>3.1. DISSEMINATION OBJECTIVES .....</b>	<b>23</b>
<b>3.2. DISSEMINATION ACTIVITIES .....</b>	<b>23</b>
<b>3.3. PROJECT DISSEMINATION KPIS MEANS OF VERIFICATION AND CORRECTIVE MEASURES .....</b>	<b>26</b>



---

D9.1

<b>4.</b>	<b><u>PROJECT EXPLOITATION ACTIVITY AND STRATEGY .....</u></b>	<b><u>27</u></b>
4.1.	OVERHEAT EXPLOITATION STRATEGY AND OBJECTIVES .....	27
4.2.	THE STAKEHOLDERS SUPPORT BOARD (SSB) .....	28
4.3.	EXPLOITATION ACTIVITIES AND MONITORING OF THE EXPLOITATION ACTIVITIES .....	29
4.4.	INTELLECTUAL PROPERTY RIGHTS MANAGEMENT .....	29
	OPEN ACCESS AND DATA SHARING.....	29
<b>5.</b>	<b><u>EU REQUIREMENTS FOR ANY COMMUNICATION, DISSEMINATION AND EXPLOITATION ACTION .....</u></b>	<b><u>29</u></b>
<b>6.</b>	<b><u>CONCLUSIONS.....</u></b>	<b><u>30</u></b>
<b>7.</b>	<b><u>REFERENCES.....</u></b>	<b><u>31</u></b>



## LIST OF FIGURES

Figure 1 - OVERHEAT Dissemination, Communication and Exploitation strategy for the impact maximization .....	10
Figure 2 - Midterm and final means of verification of KPIs .....	15
Figure 3 – OVERHEAT Official Logo.....	16
Figure 4 – OVERHEAT Official Colour Palette (In RGB and Hex) .....	16
Figure 5 - Website Structure.....	18
Figure 6 - Website Homepage: Hero Section.....	18
Figure 7 - Website Homepage: Project at a Glance Section .....	19
Figure 8 - Website Homepage: Latest Posts Section .....	20
Figure 9 - Website Homepage: Consortium Partners and Footer Sections .....	21
Figure 10 - Midterm and final means of verification of Dissemination KPIs. ....	27
Figure 11 - EU emblems to be used for the Dissemination & Communication activities .....	30

## LIST OF TABLES

Table 1 - Scheduled project Communication activities.....	14
Table 2 - Social channels of the OVERHEAT project .....	22
Table 3 - Scheduled project Dissemination activities .....	23
Table 4 - List of possible conferences and events of interest.....	24
Table 5 - Possible Journals of interest .....	25
Table 6 - Possible magazines of interest.....	26



## ACRONYMS

CMS	content management system
Dx.x	Deliverable x.x
EU	European Union
KPI	key performance indicators
NGOs	Non-Governmental organizations
OVERHEAT	Innovative strategies for containership fires prevention and management
PDP	Project Dissemination Plan
SEO	Search engine optimization
SSB	Stakeholders Support Board
UAS	Unmanned aerial systems
WP	Work Package



## INTRODUCTION

The document outlines a comprehensive strategy for maximizing the OVERHEAT impact by designing effective strategies and activities. It includes clear and cohesive messaging and actions tailored to diverse groups targeted by the project strategy. The strategy incorporates various communication channels such as the project website and social media, while defining the project's visual identity. Additionally, it provides a comprehensive strategy for communicating project outputs and results, along with plans for evaluating the implementation of the strategy.

The activities presented are based on the Grant Agreement description of Work Package (WP) 9, together with the impact section. Therefore, the identified strategy incorporates new and inventive methods to disseminate the OVERHEAT outcomes to both specific and general audiences.

The plan is a dynamic document, subject to ongoing monitoring via Key Performance Indicators (KPIs). Possible corrective measures will be identified if the KPIs requirements are not met during the project lifespan.

The document is divided into six chapters: Chapter 1: Objectives of the plan - it presents the objectives of D9.1; Chapter 2: Communication Strategy - The section describes the communication strategies, objectives, performed and to-be-performed activities, and related KPIs; Chapter 3: Dissemination Strategy - it presents the dissemination strategy, objectives, target groups to be addressed, and KPIs to be met; Chapter 4: Exploitation Activity and Strategy - the section is devoted to the exploitation activity and strategy; Chapter 5: EU Requirements for Dissemination - it presents the EU requirements for dissemination; and Chapter 6: Final Conclusions – that outlines the document's final conclusions.



## 1. OBJECTIVES OF THE PLAN

The OVERHEAT project aims to develop innovative strategies for preventing and managing fires on containerships. By focusing on prevention, early detection, and response, OVERHEAT targets fire accidents on board using advanced digital solutions, IoT sensors, and unmanned aerial systems (UAS). These tools will form a comprehensive fire prevention and management system, reducing risks to crews and coastal populations, and enhancing overall safety and environmental protection.

This document outlines strategic objectives to maximize the project's impact, in particular:

- Generate scientific interest in the project's outcomes.
- Position the project as a pioneer in creating new knowledge and innovative solutions to secure containers on the weather deck and prevent their loss during fire incidents.
- Empower seafarers to enhance their maritime safety culture by introducing approaches to increase awareness.
- Inform the maritime industry about the OVERHEAT digital solutions, which will prevent fire accidents, speed up time-sensitive tasks, and minimize human error.
- Ensure the exploitation of outcomes and products post-project closure.

This plan outlines the core project objectives, key performance indicators (KPIs) to measure the strategy's effectiveness, external partnerships and initiatives, and content for dissemination to relevant target groups. It serves as the initial communication and dissemination strategy, which will be continuously monitored and adjusted based on project experiences.

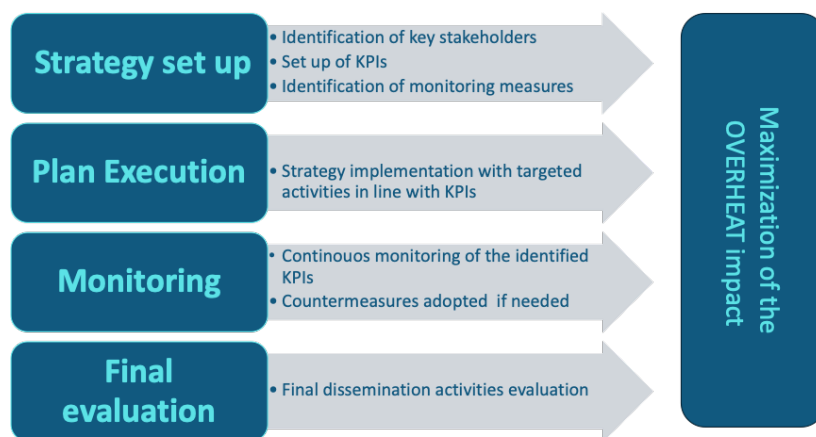


Figure 1 - OVERHEAT Dissemination, Communication and Exploitation strategy for the impact maximization



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## D9.1

All the activities will be specifically designed by considering the different stakeholders of the OVERHEAT project. The Project Dissemination Plan (PDP) will be further segmented to cater to specific stakeholder groups with targeted activities:

- **General Communication (All Stakeholders):** This encompasses online presence, social media engagement, project flyers, and press releases.
- **Scientific Dissemination (academic community, with a particular focus on the maritime community):** Focus will be placed on peer-reviewed publications, participation in conferences and workshops, and joint events with related projects.
- **Exploitation for Industry Adoption (Maritime Industry, maritime Authorities and Personnel):** Activities will be geared towards facilitating the adoption of project outcomes by industry stakeholders.

The OVERHEAT project will effectively connect with diverse audiences, maximize the impact of its research on maritime safety, and ensure the long-term value of its findings for the maritime community by implementing this multifaceted communication strategy.

To ensure effective communication, dissemination and exploitation of the project, ISSNOVA assembled a highly skilled Dissemination and Communication team. This team is led by Raffaella Russo, who brings a wealth of experience in project management and has been dissemination leader of several EU funded projects. Joining her is Mariana Oliveira, whose background in science communication and website and social networks management will be invaluable in crafting clear and compelling messages for diverse audiences. Together, this team will ensure all stakeholders are kept informed throughout the project lifecycle.

## 2. PROJECT COMMUNICATION

### 2.1. COMMUNICATION OBJECTIVES

The OVERHEAT project prioritizes effective communication to maximize its impact. The strategy focuses on disseminating project findings and innovations to a broad audience, emphasizing the contribution to safer navigation and containership fire prevention. OVERHEAT will actively engage key stakeholders at all levels – local, regional, national, European, and international – to inform them about the project partners and its activities. To achieve wide visibility, OVERHEAT will leverage targeted networking activities, both project-specific and through external collaborations. A comprehensive communication plan further defines outreach strategies for each key stakeholder group: maritime stakeholders, the general public and NGOs, academics, and research & European agencies. By fostering collaboration and awareness across these groups, OVERHEAT aims to ensure the successful application of project's findings for enhanced maritime safety.



## 2.2. OVERHEAT KEY MESSAGES

OVERHEAT key project messages play a crucial role in public communication. Therefore, all communication activities are designed to disseminate the following:

- Primary message

*OVERHEAT proposes innovative maritime fire management solutions for prevention, early detection, and response, which are crucial for ensuring the safety of people and protecting the environment.*

- Two supportive messages are below identified:
  - OVERHEAT will establish methods, processes, and safety goals for preventing and managing maritime fire accidents by defining best practices for fire prevention/management and securing containers on the weather deck to prevent their loss in the event of fire damage.
  - OVERHEAT will assess the safety culture of people working in the maritime environment to better understand how people perceive safety and the company's approach to safety management.

## 2.3. COMMUNICATION ACTIVITIES

OVERHEAT project adheres to a comprehensive communication strategy built upon several key pillars:

- **Transparency and Public Accountability:** The project will prioritize open communication with the public through a dedicated project website and social media presence. Stakeholders will be kept informed about ongoing activities and achieved results, fostering trust and public engagement.
- **Rigorous Compliance:** All communication materials will strictly adhere to the regulations set forth by the funding entity (EU). This includes prominent display of the EU logo, clear reference to the Grant Agreement, and inclusion of any necessary disclaimers.
- **User-Centric Design:** Communication materials will be meticulously crafted to effectively reach specific target audiences. Clear, concise graphics, layouts, text, and interactive content will ensure project information is readily understood and accessible.
- **Sustainable Knowledge Sharing:** A dedicated project contact point will be established and maintained for 24 months beyond the funding period, facilitating continued knowledge exchange. Additionally, the project's scientific and communication outputs will be leveraged to influence policy and practice, fostering collaboration and knowledge dissemination within relevant communities.
- **Broad Accessibility with Knowledge Protection:** Scientific achievements will be disseminated through open-access publications, social media, and a dedicated project website maintained for at least two years after project completion. This commitment ensures wide accessibility



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## D9.1

while upholding intellectual property rights and maintaining confidentiality where applicable.

By adhering to these core principles, the OVERHEAT project's communication strategy fosters transparency, maximizes project impact, and promotes the long-term, sustainable application of its research findings for the benefit of the maritime safety community.

The OVERHEAT project is committed to a robust communication strategy designed to maximize project visibility, stakeholder engagement, and the long-term impact of its research findings, encompassing a multi-pronged approach, detailed below:

### **Establishing a Digital Footprint**

- **Project Website:** A comprehensive online portal serving as the central hub for project information. The website will be regularly updated with project deliverables, publications, news announcements, and upcoming events.
- **Social Media Engagement:** The project will establish and maintain an active presence on LinkedIn and X. This will facilitate targeted communication, community engagement, and the dissemination of project updates.

Through those official channels, updates about the project achievements, project partners' participation in events and general news on the project topics will be regularly issued.

### **Building Brand Recognition**

- **Project Logo Development:** A unique and recognizable project logo has been designed to foster brand recognition and professional identity.
- **Cohesive Visual Identity:** A professional suite of visual design elements was created for presentations, reports, and all communication materials. This will ensure consistent branding and enhance project memorability.

### **Strategic Media Relations**

- **Press Release & Media Outreach:** A strategic press release has been issued at project launch, followed by ongoing media outreach efforts to cultivate relationships with key media outlets and generate project awareness.

### **Performance Measurement and Optimization**

- **Performance Indicators:** Key metrics, including website traffic, events attendance, document downloads, and media coverage, will be tracked and analysed. This data will be used to continuously evaluate and optimize the communication strategy for maximum effectiveness.

## **2.4. PROJECT COMMUNICATION KPIS MEANS OF VERIFICATION AND CORRECTIVE MEASURES**



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Table 1 - Scheduled project Communication activities

Activity	Target audience	Objective	KPIs
Website & Social	General public, all stakeholders	Large dissemination of the project main achievements	Project Website ( <a href="https://overheat-project.eu">https://overheat-project.eu</a> ), LinkedIn ( <a href="https://www.linkedin.com/company/overheat-project/">https://www.linkedin.com/company/overheat-project/</a> ) and X (@OVERHEATproject) accounts launched at M2: At least 1500 visits of the project website per year. At least 100 LinkedIn followers and 40 X followers by the end of the project.
OVERHEAT flyer	General public, all project stakeholders	Generate awareness on OVERHEAT project, and its potential benefits	# of printed copies to be distributed: at least 350 copies distributed by the end of the project
Newsletter	General public, all project stakeholders	A six-monthly issue newsletter to update people about project achievements, participation to events and so on	#of newsletter subscribers: at least 100 by the end of the project)
Press release	General public, all project stakeholders	Spread the project information and results to the general public	# of articles circulated (at least 5 by the end of the project)

## 2.5. PROJECT MEANS OF VERIFICATION FOR COMMUNICATION ACTIVITIES KPIs

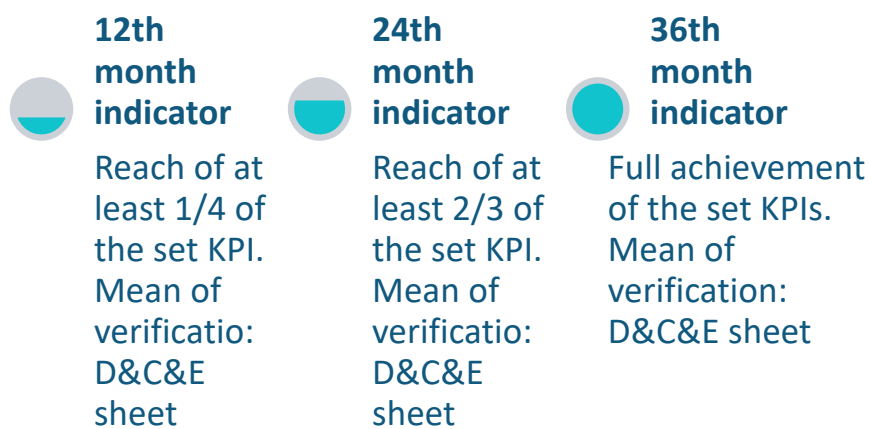
To ensure the achievement of desired outcomes for communication activities, a system of verification methods has been implemented. This approach focuses on setting midterm milestones to monitor progress towards final goals. Specifically, a Dissemination, Communication, and Exploitation (D&C&E) Google Drive sheet, managed by the Dissemination and Communication



## D9.1

leader, will continuously monitor the project KPIs. This sheet is a dynamic document where all project partners are required to log relevant initiatives they engage in or promote at EU, international, and local levels.

If verification methods indicate a misalignment with KPIs, adaptation strategies will be developed. Formal assessments are planned after the first and second years of the project. Specifically, if midterm KPIs fall short of expected benchmarks, a corrective strategy will be devised within a month following the evaluation (i.e., in months 13 and 25).



*Figure 2 - Midterm and final means of verification of KPIs*

## 2.6. OVERHEAT VISUAL IDENTITY

The OVERHEAT project has adopted a distinct visual approach to ensure clear recognition in all communications and project outputs. Therefore, the OVERHEAT project logo (Figure 3) is designed to convey:

- **Trustworthiness:** Confidence in the project's ability to deliver innovative fire safety solutions for the maritime sector.
- **Innovation:** A focus on cutting-edge technologies and solutions for fire prevention and management.
- **Optimism:** A commitment to a safer future for container ship operations.

ISSNOVA designed the OVERHEAT logo and colour palette (Figure 4), drawing inspiration from the following concepts:

- **Trust in Maritime Evolution:** The deep blue colour of the logo represents the established maritime industry and the project's role in its safe and reliable future.
- **Intelligence and Innovation:** The combination of sky blue and deep blue hues symbolizes the project's commitment to intelligent and groundbreaking solutions.
- **Optimism for Maritime Security:** A light orange colour is incorporated in the palette to reflect a positive outlook on enhanced maritime fire safety.



## D9.1



Figure 3 – OVERHEAT Official Logo

17, 42, 73 #112a49
17, 90,127 #115a7f
16, 195, 204 #10c3cc
91, 226, 230 #5be2e6
212, 227, 234 #d4e3ea
245, 190, 5 #f5be05

Figure 4 – OVERHEAT Official Colour Palette (In RGB and Hex)

To ensure maximum brand recognition, all OVERHEAT communication materials, including presentations, deliverables, and official documents, will strictly adhere to the project's logo and colour palette. This consistency will be maintained across all dissemination channels and project outputs.

OVERHEAT has developed templates for deliverables and presentations that were designed based on the project's visual identity. These templates have been conceived to be captivating, workable, readable, and replicable on different devices and software. In particular:

- Captivating: The templates use colours and geometrical elements recalling the sea waves, to make the documents enjoyable to read.
- Workable: The templates use a simple and findable font, making them easy to use and edit.
- Readable: The templates are designed to be easy to read and understand, with a focus on readability for people affected by dyslexia.
- Replicable: The templates are designed to be compatible with different operating systems and devices, ensuring that they can be easily shared and edited by project partners

The presentation template was created using Microsoft Office PowerPoint, and it appears visually appealing and easy to navigate. In addition, the deliverable template was designed using Microsoft Office Word, and structured to ensure that the documents are easy to follow and understand. Both



cover page for deliverables and projects templated have been designed using Canva Pro. All templates ensure consistency in the visual identity and branding of the OVERHEAT project

## 2.7. OVERHEAT WEBSITE AND WEB PRESENCE

The OVERHEAT project website serves as a central hub for project information and a cornerstone of the dissemination and communication strategy. The website, available at <https://overheat-project.eu>, is a dynamic platform that actively evolves with project developments. Partners contribute content regularly, keeping visitors informed. Launched in May 2024, the website is designed to be:

- User-Friendly: A clear and accessible structure ensures ease of navigation for all visitors.
- Up to Date: Content is regularly updated to maintain relevance and reflect project progress.
- Accurate and Targeted: Content is carefully curated for accuracy and appropriateness for the intended audience.

### Technical Foundation

The website is built on WordPress, a popular open-source content management system (CMS) used for a wide variety of websites, including professional publications:

- Flexibility: WordPress allows you to create any type of website, from a personal blog to a business website.
- User-friendly: WordPress is easy to install and manage.
- Media management: WordPress allows easy upload and management of images, videos, and other media files.
- Quick installation and upgrade: WordPress can be installed and upgraded quickly and easily.
- Multiple languages: WordPress is available in over 70 languages.
- User management: WordPress allows to assign different user roles with different permissions.
- Inbuilt comments: WordPress allows visitors to leave comments on posts.
- Easy social media integration: WordPress allows easily integration with social media platforms.
- SEO friendly: WordPress is designed to be SEO friendly, which can help the website rank higher in search engine results pages.

### Designed for Access

The website structure provides immediate access to all public project information. A well-organized navigation system with quick links on the main page menu ensures a smooth user experience (Figure 5 and Figure 6). Additionally, social media links (LinkedIn: <https://www.linkedin.com/company/overheat-project/> and X: @OVERHEATproject) are prominently displayed on the footer (Figure 9), furthering project visibility.



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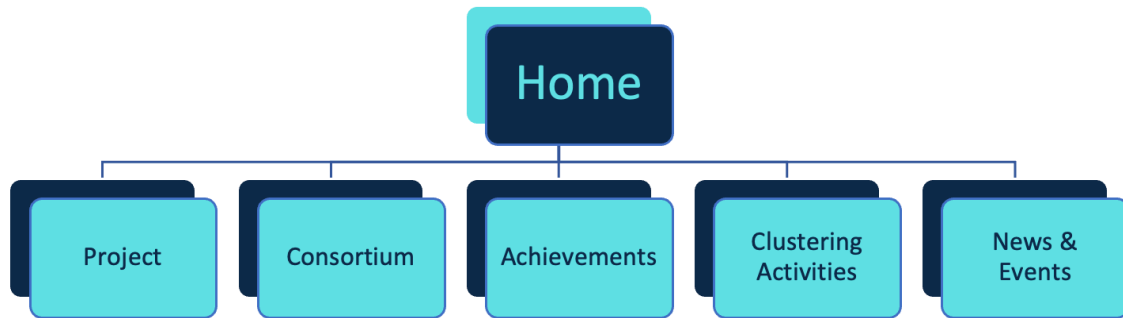


Figure 5 - Website Structure

The OVERHEAT project website homepage consists of several key sections:

- Hero Section: Large banner image showcasing a cargo ship at sea (Image 1). Project logo and title "OVERHEAT - Innovative Strategies for Containership Fires Prevention and Management" (Figure 6).

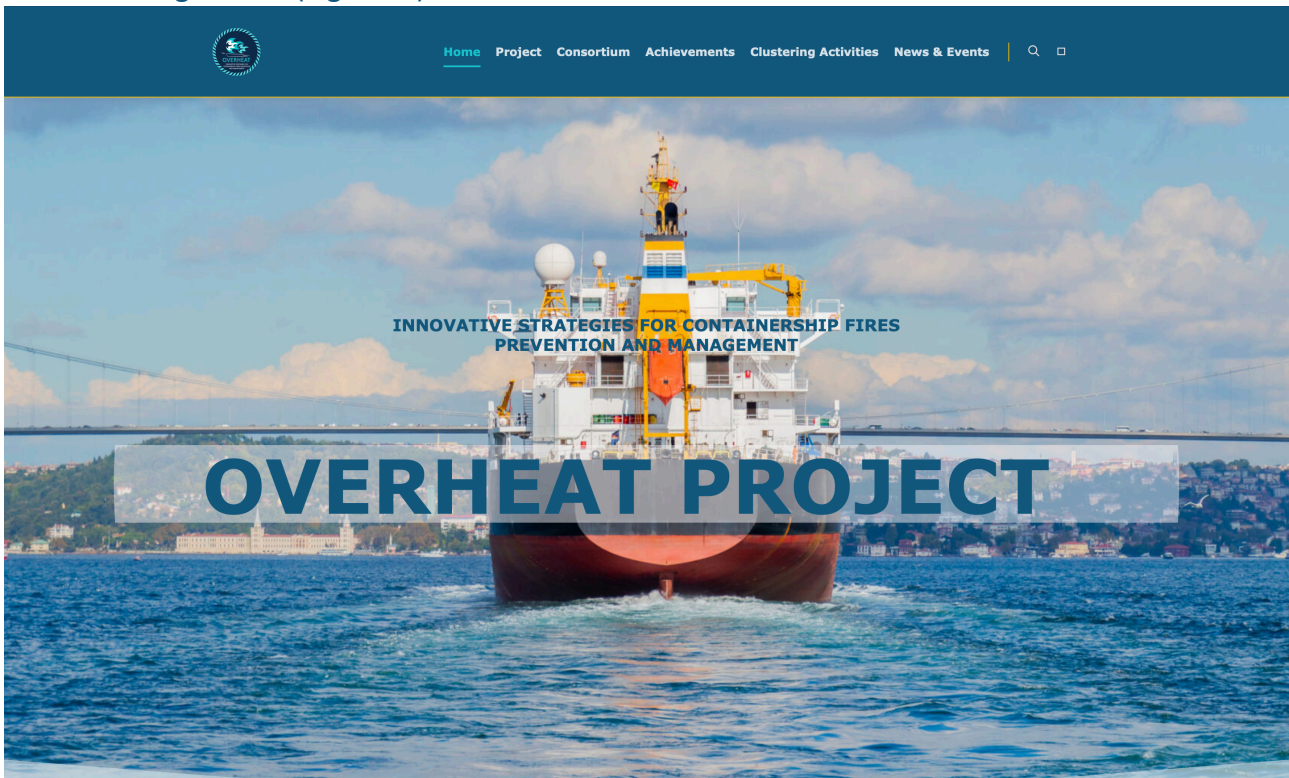


Figure 6 - Website Homepage: Hero Section



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- Project at a Glance Section: Briefly explains the project's background and the critical issue of fires on container ships (Figure 7). Emphasizes the project's aim to develop innovative fire prevention and management strategies. Provides a high-level overview of the project's three-step implementation strategy. The background showcases a cargo ship (Image 2).

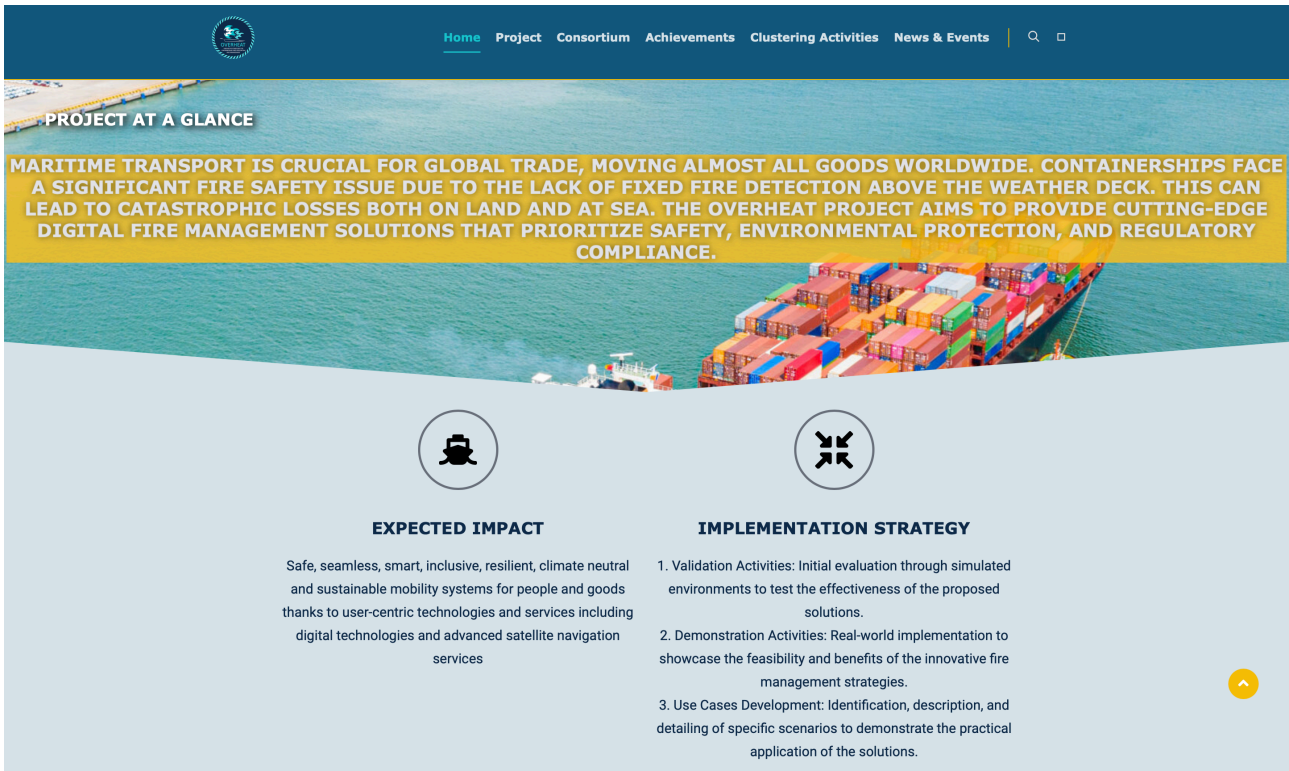


Figure 7 - Website Homepage: Project at a Glance Section

- Latest Posts Section: Displays recent project news articles and upcoming events (Figure 8 ). Offers visitors a way to stay informed about project developments. The background showcases a cargo ship (Image 3).

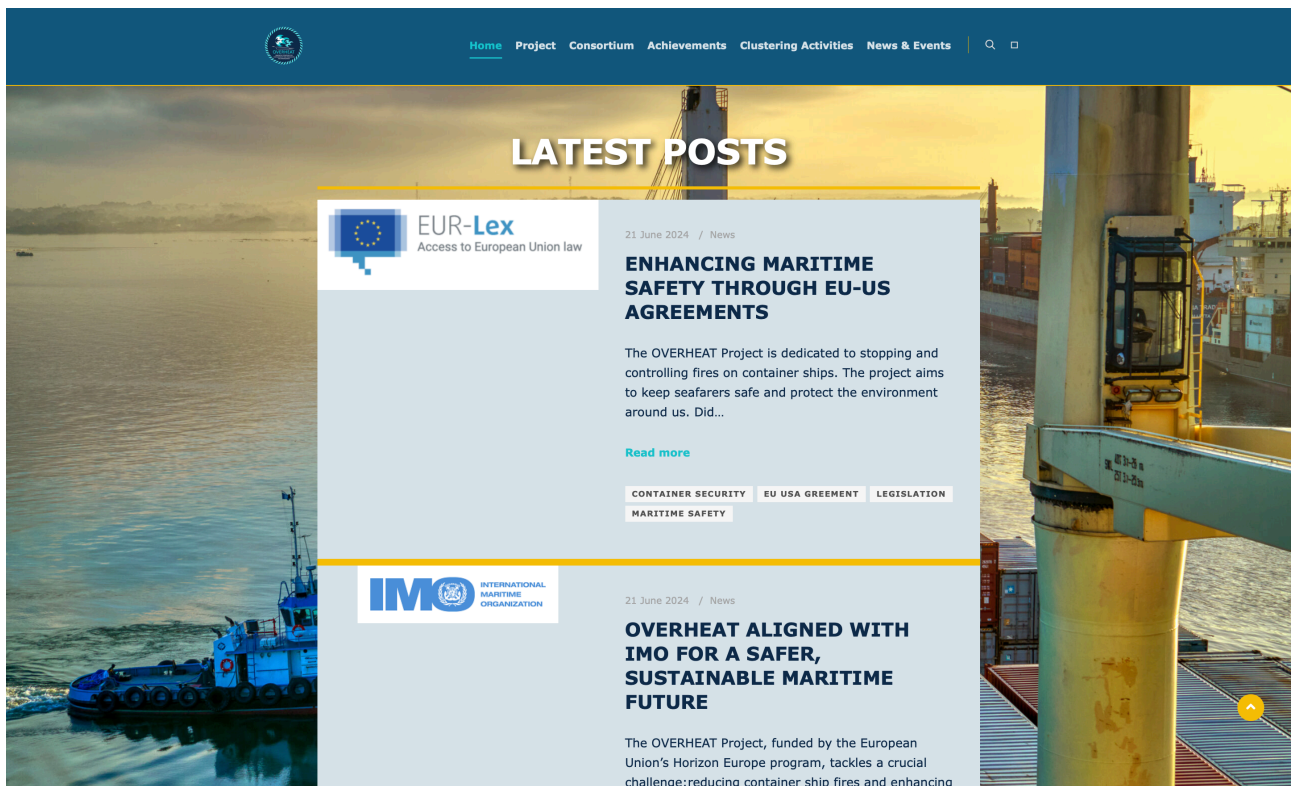


Figure 8 - Website Homepage: Latest Posts Section

- Consortium Section: Image carrousel lists the various European research institutions and industry partners involved in the project. Clicking on a partner logo leads to a dedicated page with more information about their background and role in the project (Figure 9).
- Footer: Includes copyright information and links to the project's legal terms and privacy policy (Figure 9). Highlights the project's funding from the EU Horizon 2020 program (presented in Section 5). Provides contact information for project inquiries. Social Media Links using icons linking to the project's social media profiles (LinkedIn and X - Table 2). Allows visitors to follow the project and engage with the community.



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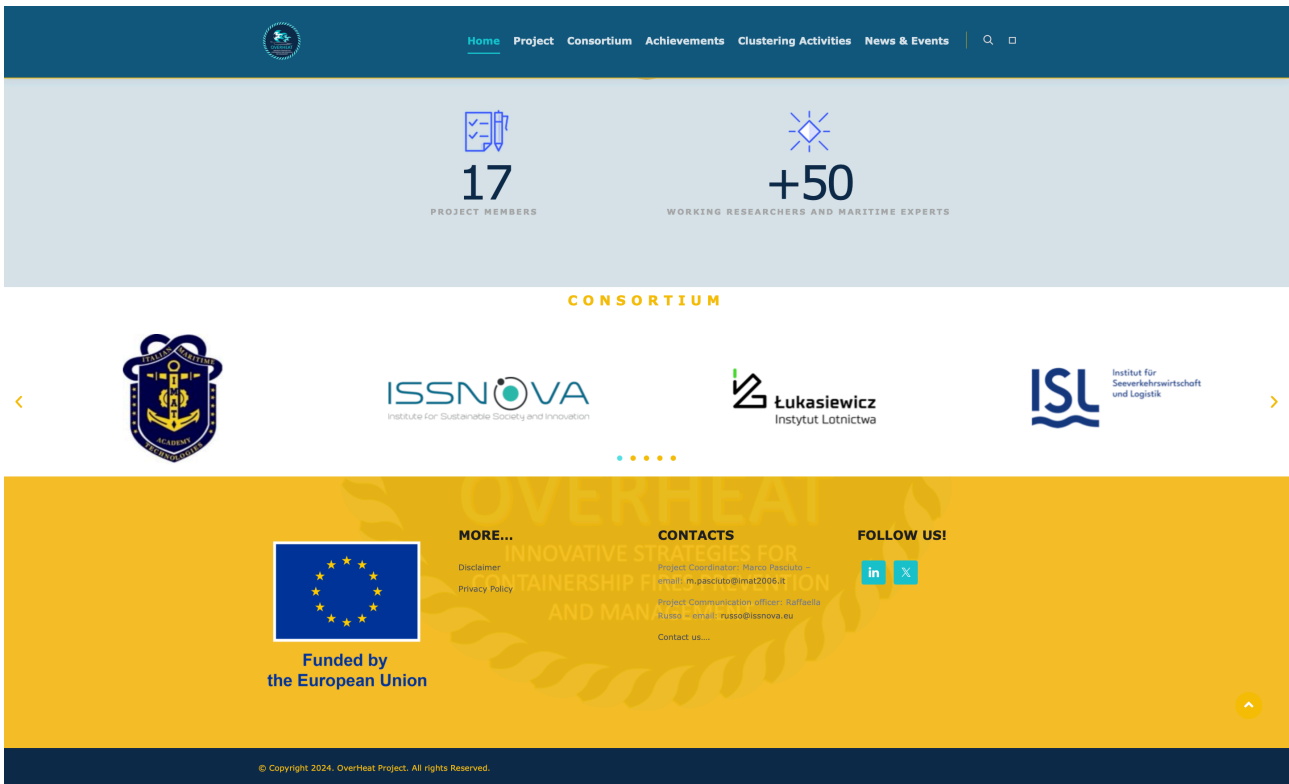


Figure 9 - Website Homepage: Consortium Partners and Footer Sections

### Responsive Design

The website utilizes a responsive layout, guaranteeing optimal viewing across various devices – desktops, tablets, and smartphones.

### Website Maintenance

The website is currently active and will be maintained throughout the project's lifespan and for an additional 12 months following project completion.



### Image Credits

The images on the project homepage are credited as follows:

- Image 1: Purchased from Shutterstock - ID photo stock royalty free: 1939497559
- Image 2: Purchased from Shutterstock - ID photo stock royalty free: 1455227411
- Image 3: Purchased from Shutterstock - ID photo stock royalty free: 1224813961



Table 2 - Social channels of the OVERHEAT project

<b>X</b>		
	Account: @OVERHEATproject  Official Hashtags: #ContainerSecurity                      #MaritimeSafety #MaritimeTransport                      #MaritimeSafety #containershipsecurity                      #fireprevention #firemanagement                      #ContainershipFires #SafetyFirst	X account is specifically targeted to create a community with experts in different fields related to the project and share with them the results of the project. The updates are mainly focused on sharing relevant events, news, and partners activity, in real-time when possible
<b>LinkedIn</b>		
	LinkedIn profile: <a href="https://www.linkedin.com/company/overheat-project/">https://www.linkedin.com/company/overheat-project/</a>  Official Hashtags: #ContainerSecurity                      #MaritimeSafety #MaritimeTransport                      #HorizonEU #MaritimeSafety                      #containershipsecurity #fireprevention                      #firemanagement #ContainershipFires #SafetyFirst	LinkedIn is a professional social network and will be used to reach specifically business and scientific audience. The account is intended to share all the updated about project results and achievements

The social networks pages are addressed to different audience. Official hashtags have been created and are used according to:

- Spaces/words limits (especially for the X social, where a 280 characters limit is imposed)
- Posts content

In all posts official EU accounts are tagged (Horizon EU, CINEA, European Commission), together with the OVERHEAT project consortium partners, so ensuring the maximization of the project visibility.

### 3. PROJECT DISSEMINATION STRATEGY

This section encompasses all activities related to dissemination, including the targeted audience, KPIs, and potential corrective measures. Additionally, it includes a subsection outlining the dissemination objectives.



### 3.1. DISSEMINATION OBJECTIVES

Differentiated activities targeting various stakeholders are crucial to ensure extensive dissemination of the OVERHEAT project achievements. All activities will focus on sharing project-related knowledge with relevant stakeholders and interested parties, including the general public, at local, national, European, and international levels.

Stakeholders are vital to the OVERHEAT project, as its solutions are highly relevant to the maritime sector, decision-makers, and the scientific community. The OVERHEAT dissemination strategy emphasizes:

- **Maximizing Impact:** Engaging a diverse range of maritime stakeholders through the establishment of a Stakeholders Support Board, whose expertise spans high-tech specialized industries, local and regional planners, transportation providers, maritime mobility service providers, vessel crews, passengers, and beneficiaries of maritime transport in general.
- **Raising Interest:** Highlighting the importance of OVERHEAT's digital fire management solutions, which are comprehensive, seamless, real-time, and compliant with IMO (International Maritime Organization) regulations, fully integrated into the vessel's IT infrastructure. This will be achieved through targeted activities (see table XX).
- **Encouraging Collaboration:** Promoting clustering activities with sibling projects, such as SafeNav and OCEAN, proposing joint activities and participating in their initiatives to foster collaboration.

### 3.2. DISSEMINATION ACTIVITIES

In the following table dissemination activities, target audience together with related objectives and KPIs are summarized.

*Table 3 - Scheduled project Dissemination activities*

Activity	Target audience	Objective	KPIs
<b>Conferences &amp; Events</b>	Technical and scientific communities interested in maritime, with a special focus on safety culture and digital solutions applied to the maritime sectors	Present project achievements to scientific and technical communities	Presentation of the project in at least 4 events by the project end
<b>Scientific publications</b>	Scientific community	Share the project results with	Publication of at least 5 open access papers



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	engaged in maritime sector, with particular focus on digital solutions, and safety culture principles applied to maritime	scientific community	in peer reviewed conference proceedings or journals
<b>Thematic workshop</b>	Scientific, industrial communities, representatives, port authorities and decisions makers, EU representatives	Raise the awareness towards the project achievements	1 day exploitation and cross-fertilization event organized to spread the OVERHEAT tool (WP7). The event will be organized in the final phase of the project
<b>Clustering activities with European projects and other initiatives</b>	Scientific community, EU representatives, industrial communities	Share best practices, enhancing cooperation	Organization/ participation of at least two joint workshops/events

Publications will be made available through gold open access or green open access, in line with EU Commission directives. Clustering activities with sibling projects and initiatives will be encouraged by organizing introductory meetings with coordinators and dissemination managers to identify the most appropriate collaboration activities.

For global dissemination, all partners have allocated part of their resources to participate in and disseminate the OVERHEAT project at external third-party events targeting the project's audience groups. Some key events and conferences have been identified and are listed in Table 4.

*Table 4 - List of possible conferences and events of interest*

Green Ship Technology (GST) Europe
Sustainable and Safe Passenger Ships
International Conference on Urban Transport and the Environment
VEHITS Vehicle Technology and Intelligent Transport Systems
International Conference on Intelligent Transportation Systems
Intelligent Transport Systems Congress
Transport Research Arena



## D9.1

World Conference on Transport Research Society
Applied Human Factors and Ergonomics
UMST — Unmanned Maritime Systems Technology
Eurosatory conference
Maritime /Air/space Technologies conference (MAST)
World Maritime Forum
Maritime Professionals / Ports and Terminals
World Ports Conference
EU Maritime Forum / Maritime Security
Marine Insight catalogue
European Maritime Safety Agency (EMSA) Workshops
NAVIGATOR
Global Ports Forum

The listed conferences and events are examples and not exhaustive. Project partners can choose to participate in these or other events they find more relevant to their goals.

The OVERHEAT consortium partner DITS has already attended the 21st International Conference on Transport Science (ICTS) held on May 20-21, 2024, in Portoroz, Slovenia. Additionally, ISSNOVA will participate in the 15th International Conference on Applied Human Factors and Ergonomics (AHFE 2024) in Nice, France, from July 22-27, 2024.

A key part of the dissemination strategy is the publication of scientific articles. A list of potential journals of interest is shown in Table 5.

*Table 5 - Possible Journals of interest*

Journal of Marine policy
Sensors
Transportation Science
Transport Policy
Sensing Technology
Journal of International Maritime Safety, Environmental Affairs, and Shipping
Journal of Marine Science and Technology
International Journal of Naval Architecture and Ocean Engineering
Journal of Human Factors and Ergonomics

The provided list of journals is a proposal of potential publishing opportunities aligned with OVERHEAT topics. Project partners may identify additional suitable publication venues. The



## D9.1

dissemination team will continuously share information about publication and event participation opportunities.

Moreover, the OVERHEAT project aims to collaborate closely with its EU Project Officer to disseminate relevant findings through EU magazines. The project also seeks to establish partnerships with related projects, potentially leading to joint publications. For example, the project will explore opportunities to publish in Horizon Magazine (<https://horizon-magazine.eu>), an online EU publication that highlights the latest advancements in EU-funded research and innovation. Horizon Magazine showcases the priorities and achievements of EU-funded research, its impact on citizens' lives, and its contributions to the EU's goals of smart and sustainable growth. Additionally, a list of possible magazines is provided in Table 6.

*Table 6 - Possible magazines of interest*

The Maritime Executive
Tradewinds
Marine Technology News
Maritime Reporter and Engineering News
Maritime Gateway Magazine
Marine Log Magazine
Porto e Interporto

Apart from peer review publication, magazines publication will be encouraged to raise maritime industry sector's interest on the OVERHEAT results, so favouring their exploitation and commercialization.

To meet the publications' KPI, academic partners will investigate publications' opportunities, by also exploiting their expertise in coordinating and managing special issues. The possibility to have a special issue on the OVERHEAT project collecting all the relevant project results will be investigated.

### **3.3. PROJECT DISSEMINATION KPIS MEANS OF VERIFICATION AND CORRECTIVE MEASURES**

The OVERHEAT project spans 36 months, with most consolidated results expected in the second half, starting from month 18. The dissemination strategy and KPIs have been designed to align with the project structure and requirements. KPIs are considered met if 1/3 of are achieved by the end of month 18. To address any potential issues, the first corrective measures will be identified in the month following the initial reporting period (i.e., month 19, July 2025). Figure 10 illustrates the dissemination strategy, along with midterm milestones to monitor progress towards final metrics.

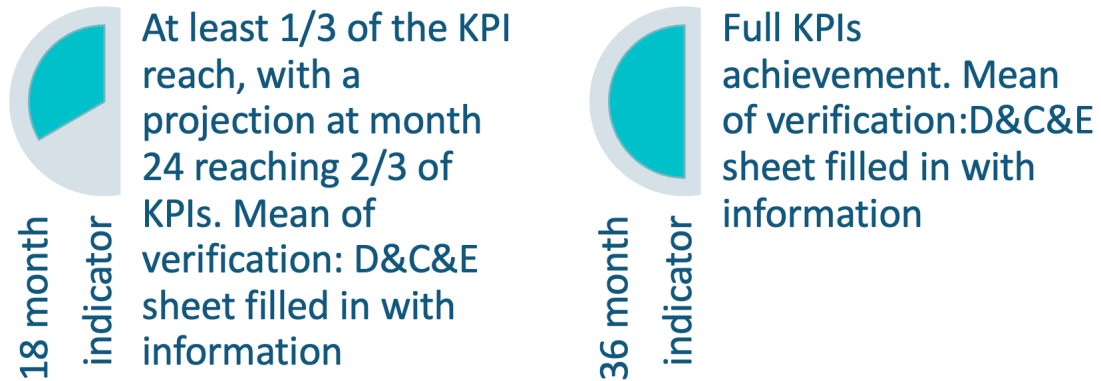


Figure 10 - Midterm and final means of verification of Dissemination KPIs.

The Dissemination and Communication team has developed a customized Excel sheet (Dissemination, Communication and Exploitation Sheet, D&C&E) for this purpose, stored on the project SharePoint. All project partners have been asked to compile such sheet with all the activities they will or are going to perform in terms of dissemination, communication, and exploitation.

The tool serves two main purposes:

- Firstly, it ensures that no dissemination, communication, or exploitation activity is neglected or overlooked.
- Secondly, it acts as a monitoring tool to ensure compliance with the established Key Performance Indicators (KPIs).

## 4. PROJECT EXPLOITATION ACTIVITY AND STRATEGY

### 4.1. OVERHEAT EXPLOITATION STRATEGY AND OBJECTIVES

The OVERHEAT project prioritizes the long-term, practical application of its research findings. To achieve this, the project will leverage a robust exploitation strategy and foster strong stakeholders' engagement. A detailed plan outlining these activities will be presented in Deliverable D9.3 - "OVERHEAT Exploitation Plan Preliminary Version" (scheduled for publication in Month 10 of the project) will guide these efforts.

The strategy prioritizes establishing effective mechanisms for the commercialization of project results. This ensures their continuous use and refinement within the industry, fostering long-term sustainability. Additionally, it aims to widely disseminate project developments and key findings to a broad audience of stakeholders, encompassing international, EU, national, and local levels.

OVERHEAT recognizes the importance of active stakeholders' engagement. By encouraging interaction, knowledge exchange, and collaboration among diverse stakeholder groups, a



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## D9.1

supportive environment is fostered that maximizes project impact. This includes industry partners who are interested in leveraging project outcomes for new products and services, as well as port authorities, coast guards, and other authorities who seek to improve operational efficiency by integrating the project's innovative solutions with existing tools. While the final exploitation plan awaits publication in D9.3, some initial activities are already underway to expedite the utilization of project outputs. These include:

- **Intellectual Property Management:** Effective management of intellectual property rights ensures research advancements can be appropriately commercialized while protecting the project's valuable assets.
- **Non-Technical Publications:** Key project achievements will be summarized in readily accessible non-technical publications, ensuring broad stakeholder understanding.
- **Dedicated Exploitation Event:** A dedicated event focused on exploitation and cross-fertilization will be held in the later stages of the project. This event aims to facilitate partnerships and promote the practical application of project results.

### **4.2. THE STAKEHOLDERS SUPPORT BOARD (SSB)**

Building strong relationships with a diverse range of stakeholders, including research institutions, port authorities, and relevant industry organizations, is a cornerstone of the OVERHEAT project. To foster this engagement, a dedicated Stakeholders Support Board (SSB) will be established. The SSB will be chaired by Brest Port, ensuring a strong leadership role and be comprised of representatives from key stakeholder groups, including port authorities, ship owners, and public authorities. The SSB will play a vital role in supporting the project's overall success. Its key activities include:

- Supporting the definition of best practices for fire prevention, management, and container security.
- Regularly reviewing project progress and providing critical feedback on operational impact.
- Offering expert insights and feedback on the potential benefits of proposed solutions within the context of various validation scenarios across multiple ports, including Valencia, Brest, Bremen, Genoa, and Gdynia.

To further strengthen stakeholder engagement, the project will organize dedicated events:

- **SSB Workshop:** A SSB workshop will be held to raise awareness about the OVERHEAT project and gather user requirements for the project's case studies. This will ensure that project outcomes are directly aligned with user needs.
- **EU Project Collaboration Event:** An event co-organized with at least two other relevant EU projects will facilitate knowledge exchange and promote cross-fertilization of ideas. This collaborative approach will maximize the overall impact of EU research initiatives in the field.
- **Final Project Conference:** A final conference will be held during the project's culminating meeting. This conference will provide a platform to showcase the OVERHEAT project's major



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## D9.1

achievements and ensure widespread dissemination of project findings to the broader community.

### **4.3. EXPLOITATION ACTIVITIES AND MONITORING OF THE EXPLOITATION ACTIVITIES**

Specific activities aimed at promoting the exploitation of OVERHEAT's research findings for practical application within the maritime industry are currently under development. A detailed exploitation plan outlining these activities and mechanisms for monitoring their effectiveness will be presented in Deliverable D9.3 - "OVERHEAT Exploitation Plan Preliminary Version" - scheduled for publication in Month 10 of the project.

### **4.4. INTELLECTUAL PROPERTY RIGHTS MANAGEMENT**

The Consortium Agreement established clear criteria and conditions for managing Intellectual Property Rights (IPR) associated with OVERHEAT results. This ensures a framework for further industrial exploitation by consortium partners.

### **Open Access and Data Sharing**

To foster knowledge sharing and scientific progress, the project is committed to:

- Gold open-access format for all OVERHEAT publications.
- Full accessibility of project data.

This approach allows the widest scientific and technical communities to benefit from project findings. Researchers can further leverage research social networks like Academia.edu and ResearchGate to request access to published peer-reviewed articles from project authors.

## **5. EU REQUIREMENTS FOR ANY COMMUNICATION, DISSEMINATION AND EXPLOITATION ACTION**

Unless it is differently agreed with the Grant authority, dissemination and communication are mandatory activities and OVERHEAT is committed to comply with the EU requests.

The OVERHEAT consortium complies with all EU requirements. In particular, the project dissemination and communication leader sent to all participants an online consent form and a related information sheet to perform all activities in compliance with GDPR. The forms have been collected for all participants of each consortium partner.

All the communication, dissemination and exploitation activity will clearly show the EU emblem, as stated by article 17 of the Project Grant Agreement. In addition, all the performed activities declare the following:

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*Figure 11 - EU emblems to be used for the Dissemination & Communication activities*

## 6. CONCLUSIONS

The OVERHEAT PDP is a dynamic document serving as a cornerstone for effectively sharing project results and activities. It establishes an initial strategy that will be continually evaluated to assess its reach, effectiveness in engaging key stakeholders, and alignment with project goals and stakeholder interests.

The cornerstone of the dissemination strategy is a data-driven approach. This data will be used to identify any gaps in meeting project KPIs, allowing for corrective measures and adaptation strategies to be implemented as needed.

To ensure full stakeholder engagement, the plan prioritizes early identification of relevant parties. Activities will be specifically tailored to their interests, fostering a more impactful communication approach. Deliverables D9.2 and D9.3 will further refine the plan and D9.4 will confirm its success in achieving project objectives.



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## 7. REFERENCES

OVERHEAT (2024). Project GRANT AGREEMENT NUMBER 101076633.

EUROPEAN COMMISSION (2020). Guidance Social media guide for EU funded R&I projects.



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