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Big Data Analytics for Time Critical Mobility Forecasting

datAcron

D7.1 Project Website, Wiki and Social Media Channels

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1.1	9/3/2016	Document re-structure	EC	
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EXECUTIVE SUMMARY

The datAcron project website and the social media channels are two main dissemination activities set up since the beginning of the project to raise awareness on the datAcron project vision and objectives on a variegate audience that include the commercial big data, maritime and aviation community, the scientific and education community, standardization organization and regulatory bodies, and other European projects active in the same fields of interest. Along the project, these dissemination activities will also evolve to promote understanding on the project approach, methods and results, and to engage the target audience, including the project interest user groups. For internal dissemination and content sharing, other tools including a FileStore and a software repository have been set up. All these activities are part of a more comprehensive project communication and dissemination project strategy, that include several dissemination activities whose execution is scheduled along the course of the project.

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1 Introduction

This document reports on the settings of the initial dissemination tools and activities organized to raise awareness of the datAcron project vision and objectives, specifically the datAcron project website and the social media channels. These activities play a major role in the dissemination and communication strategy of the project, which is reported in Appendix A of this report, and are organized, together with other activities, as specified in the project dissemination plan.

Many datAcron dissemination activities are foreseen along the course of the project, in order to target a variegate audience and to achieve multiple objectives, including:

1. creating *awareness (Aw)* and reasoning behind the project objectives, concepts and relevant results;
2. *understanding* targets groups (Un) and how they stand to benefit from the project results;
3. *acting* to receive feedback (Ac) on the project from key stakeholders, in the form of validation of results, alternative approaches and industrial advice from within the project expertise or the wider project community;
4. promote the *understanding (Pu)* of project visions and innovative methods and *actions (Pa)* to pave the way to knowledge transfer of project results and foresight.

The project website and the datAcron social media channels, as highlighted in Table 1, address mainly Awareness (Aw) and understaning (Un) objectives.

Table 1: Dissemination activities and objectives

Materials and activities	Objectives				
	Aw	*Un*	*Ac*	*Pu*	*Pa*
Visual identity (logo, templates, gadgets)	X				
Website	X			X	
Blog	X			X	
Newsletter	X			X	
Social media	X			X	
Institutional Leaflets and poster	X				
Informative Brochures and posters	X				
Publications, Presentations	X			X	X
Datasets publication	X				X
White papers	X			X	X
Workshops	X	X	X	X	X
Specialized events (exploitation, standardization)	X	X	X	X	X
Demonstrations	X			X	X
Media engagement (e.g., press release)	X			X	
Video	X			X	
Meetings (stakeholders, bi-lateral collab)	X	X	X	X	X
Trainings				X	X
Deliverables				X	X

The audience of the datAcron dissemination includes the commercial Big Data community, e.g., scalable analytics providers, data integration solution providers, big-

data solution developers, in particular related to the aviation and maritime domain; the scientific community active in Big-Data and visual analytics, machine learning, Big Data and information management, maritime security and signal processing; standardization and regulatory bodies drafting interoperability standards for Big Data and spatio-temporal data and services; education and training programmes. Besides the aforementioned communities, which will be target to transfer knowledge derived from the project, datAcron dissemination activities will include media engagement and social media engagement as intermediate targets to reach the key communities for transfer of knowledge, in particular the commercial community and the scientific community, as well as networking with European programmes and projects of interest for the project and promoting awareness at citizen level.

The datAcron website will be the main showroom of the project. Indeed, as highlighted in Table 2, the website is designed to address the project audience as a whole.

Table 2: Dissemination activities and audience

Materials	Audience							
	Media	Commercial	Science	Standard	Education	H2020	Citizen	User groups
Visual identity	X	X		X				
Website	X	X	X	X	X	X	X	X
Blog	X					X		X
Newsletter		X	X		X	X		X
Social media		X	X	X	X	X	X	X
Press releases	X	X						
Leaflets and poster	X	X		X				X
Brochures and posters	X	X					X	X
Publications, Presentation			X	?	X			X
White papers		X		X		X		X
Workshops	X		X	X	X	X		X
Specialized Events		X		X		X		
Demonstrations		X	X		X			
Media engagement	X	X		X		X	X	
Video	X	X				X	X	
Meetings						X		X
Trainings			X		X			X
Deliverables		X	X	X	X	X	X	X

The reports will describe also the project FileStore and the software repository, two facilities for disseminating material and exchange documents and software that is used, together with the project mailing list, internally to the consortium. The project FileStore is meant to substitute the project wiki that was originally foreseen in the proposal for the same purpose. Through the FileStore, the project consortium will exchange: working documents (e.g., dissemination and communication strategy and dissemination plan), draft of deliverables, media content, etc.

The report is organized as follows. In Section 2 we present the project website, introducing the physical infrastructure, the website content and the support for website analytics. User instruction for adding content to the website are also given. In Section 3

we describe the social media channels, justifying their choice and presenting the social media plan and the instrumented analytics. In Section 4 we introduce the FileStore and the software repository set up for the project to exchange documents, media and enable software versioning. The communication and dissemination strategy of datAcron is also included in Appendix A.

2 Project Website

The first release of the datAcron project website is online at the URL http://datacron-project.eu/. It is the reference source of information about the project. This release includes separate pages presenting the project vision and objectives, the partners in the consortium, the work plan and the relation among the different work packages. A blog section, namely *News and Events*, which is highlighted also in the website homepage, serves as entry point for advertising dissemination activities and achievements in the project calendar. Another section of the website enables to download media and materials, publications and public deliverables.

The purpose of the datAcron web site, is to provide a useful medium to publish the project's scope and objectives, while also disseminates the developments and findings, plan of work and links to published documentation throughout the project's evolution. It was decided that the website would be a traditional static website addressing the predicted immediate needs of interested datAcron external stakeholders.

Following a review of similar project websites and a discussion within the consortium, the website was conceived to answer key questions that researchers, technology experts, analysts, industry, academia and other stakeholders could be expected to pose:

- What is this project about, in a nutshell?
- What is the project delivering, and why?
- What is the project consortium?
- What additional information is available?
- Who are the contact persons for the project?

These questions were addressed using the site map illustrated in Figure 1.

2.1 Domain name

The project domain name was selected during the project negotiation phase as http://datacron-project.eu. The selected name is easy to type, memorable and, following the same pattern of many other EC projects website URLs, it is registered in the .eu domain. Although the domain name provider offered website host service, we decided to install the website on an infrastructure at University of Piraeus, this allowed exclusive ownership of website data and analytics to the website administrators, as well as direct access to the physical infrastructure of the server hosting the website. We have enabled stealth redirect from the domain name provider, to the website host in University of Piraeus.

2.2 Physical Infrastructure

A suitable dedicated server for hosting the website has been designed and deployed in the University of Piraeus facility. The system comprises 16GB of RAM, an Intel i7@3.6GHz 64-bit, 1TB of persistence storage and additional 64GB of external storage for backup service. The Operating System installed is MS-Windows 7 Professional (64-bit). The dedicated server gives the project complete flexibility in software for the

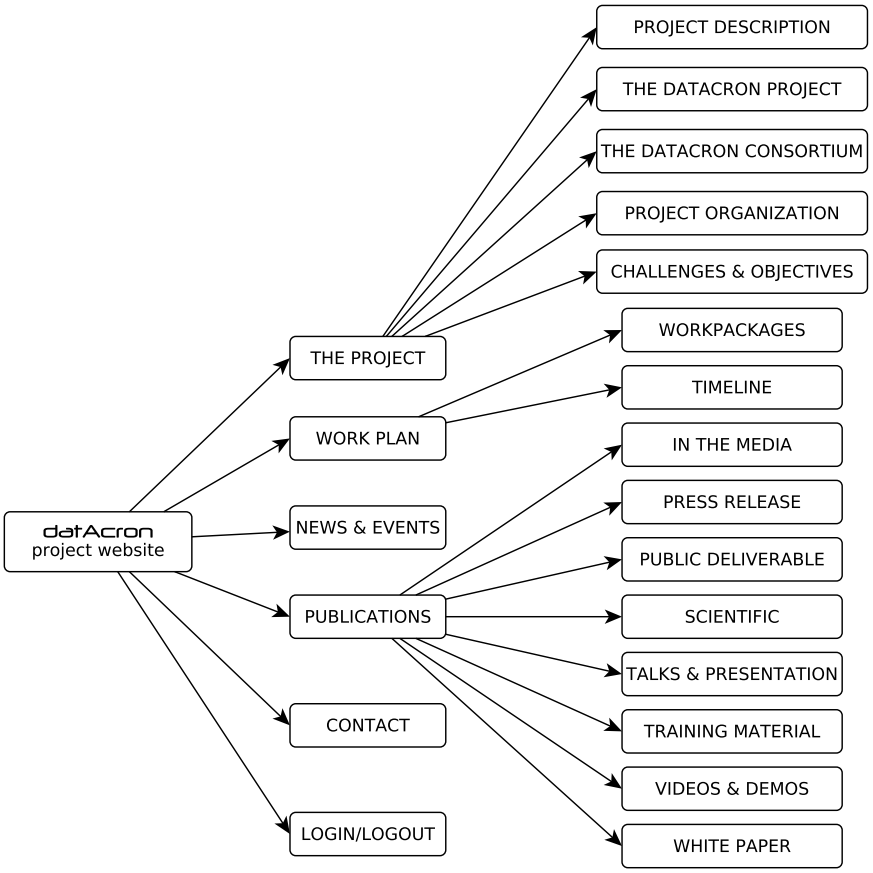

Figure 1: datAcron project website map

development of the project's website. Furthermore, a dedicated server allows direct access and configuration of the backup procedures, as well as fine tuning the overall performance of the system, according to our needs.

2.3 Web Site Content

The project's website is organized in a user-friendly and lightweight approach. The datAcron logo appears on the top left corner of each page, followed by a short description of the project's purpose (also known as website "slogan") and the main menu. The content of each page is always in the middle of the page, and the logos of Horizon2020 and European Commission appear at the bottom of each page in the website. In the following subsections we present the contents of the web site, describing the purpose and the functionality of every page. The content is organized following the structure of the main menu of the website, as described in Figure 1.

2.3.1 The Project

The purpose of the "Home Page" page, is to briefly introduce the project, welcome visitors and provide a showcase for facts, events and news about the project. Visitors can access the home page either from the main menu entry "The project" or by clicking on the datAcron logo on the top left corner of each page. An instance of the project's

home page is illustrated in the Figure 2. Specifically, for the home page only, we have implemented a slideshow section where the key concepts and partners' goals are briefly presented. Each slide comprises a text field, a picture or both as illustrated in Figure 2. The slideshow has been configured to pause on hover of the mouse cursor, and direct access to specific slides is available through the bullets at the bottom of the slideshow section.

Figure 2: datAcron project home page

The section below the slide show, provides a brief message about the scope of the dat-

Acron project, towards data management, acquisition, integration, trajectories analysis and visualization. It also outlines the aviation and maritime domains studied for the definition of the use case scenarios, validation and evaluation of results.

The section below the project's mission in the home page, lists the most recent events and news published by authorized users in the website. The list of news and events is also available via the RSS news feed at http://ai-group.ds.unipi.gr/datacron/event-list.xml.

The last section in the home page, provides links to the datAcron LinkedIn group and to the datAcron Twitter account feed.

2.3.2 The Project

"The Project" menu entry has five subsections: (a) Project Description (b) The datAcron Concept (c) The datAcron Consortium (d) Project Organization (e) Challenges and Objectives.

The "Project Description" subsection, illustrated in Figure 3, provides brief information about the funding of the project, the innovative objectives and datAcron foreseen impact. Specifically, this page indicates that datAcron is a research and innovation collaborative project, which targets to the design and implementation of novel methods to detect threads, abnormal activity in Big Data (heterogeneous, voluminous and streaming) settings realized in the maritime and aviation domains. The page also states that the developments in this project, will be validated and evaluated in real world scenarios, aiming at increasing the safety, efficiency and economy of operations concerning moving entities in the air-traffic management (ATM) and maritime domains.

Figure 3: datAcron Project Description page

The page "datAcron Concept" provides more details on the project, as depicted in Figure 4. Specifically, the page illustrates the overall datAcron architecture and describes its components. The page highlights that data sources comprise multiple streaming data, as well as archival data, introduces the in-situ processing and data transformations and integration, and states that spatio-temporal query-answering and visual data analytics will be provided to the end user.

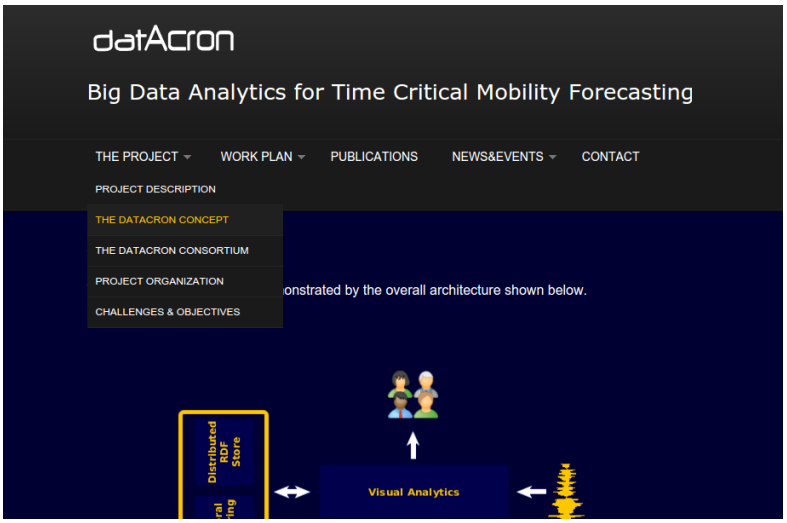

Figure 4: The datAcron Concept web page

The page"The datAcron Consortium", gives information about the project partners. Figure 5 illustrates an instance of the page. The logo, title and country of each partner is listed in the content section of the page. Visitors can click on the title or the logo of a partner, which will open the partner's short description. The page finally provides a table of the beneficiary roles in the project.The partners can be filtered by country, clicking on a name of a country.

Figure 5: The datAcron consortium web page

The "Project Organization" page, illustrated in Figure 6, presents the organization chart of the project, and describes the roles of organizations and physical persons in the project.

Figure 6: The project organization web page

Finally, the page "Challenges and Objectives", illustrated in Figure 7, outlines the main scientific challenges of the project, and its objectives. The page graphic highlights the Data Management, Visual Analytics, Predictive Analysis and Data Processing challenges, which are further described in the web page. The objectives of the project are listed at the bottom of the web page.

2.3.3 Work Plan

The "Work plan" menu entry, provides two subsections to the visitor, which are "Workpackages" and "Timeline".

The subsection "Workpackages" is illustrated in Figure 8, where a figure illustrates the interaction and dependence of workpackages in the project. Each workpackage is also briefly described in the web page.

Finally, the webpage "Timeline" provides a diagram of the timeline, highlighting the milestones throughout the project duration. Figure 9 illustrates a screenshot of the web page.

Figure 7: The project Challenges and Objectives web page

2.3.4 Publications

The publications web page aims to provide access to non-confidential project documents, and links to published contents on other media. Specifically, the planned publication types that can be referenced in the web page are:

- "In the Media": This category includes all documents aiming to present datAcron objectives, challenges and developments in media. A short description and reference details will be provided about the content. A link to remote content can be also provided.
- "Press Release": This category includes all documents aiming to present datAcron objectives, challenges and developments in the press. A short description, reference details of the press release, and a link to the remote electronic version of the content (if available) can be provided.
- "Public Deliverable": This category includes all datAcron public deliverables. A short description and reference details are provided. Optionally, a file can be attached to this type, which will be accessible by website visitors.

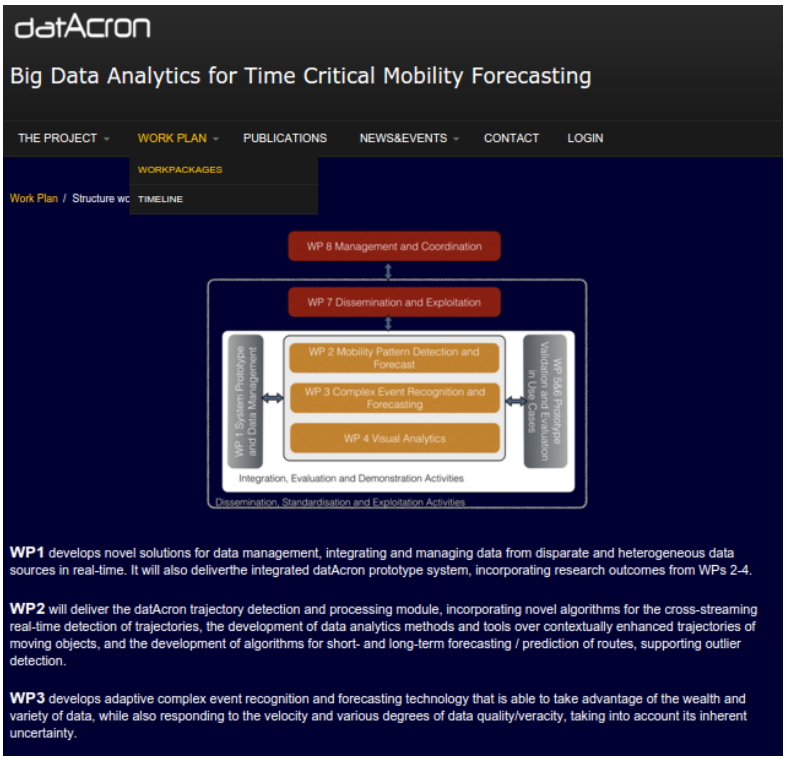

Figure 8: The datAcron workpackages web page

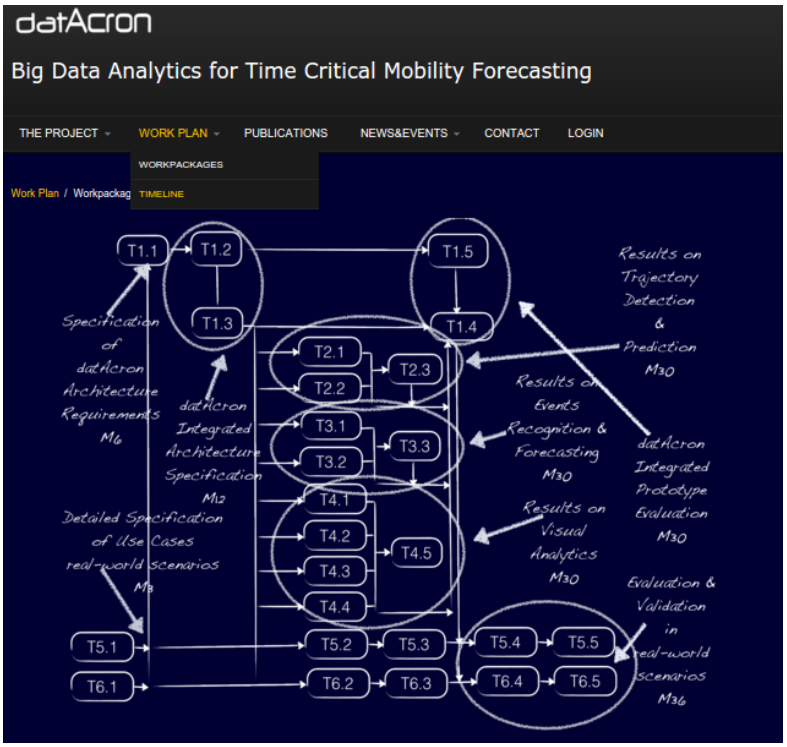

Figure 9: The datAcron timeline web page

- "Scientific": This category includes all datAcron publications from any partner to scientific conferences and journals.

- "Talks & Presentation": Presentations and talks of persons participating in the project. This publication type also allows the attachment of a file or a link to remote content (if available).
- "Training Material": Any content related to the project, that can be used for training individuals. A short description and reference details can be provided, while public files and links to remote content can be attached.
- "Videos & Demos": A video cast or an animated demonstration of a process or task in the datAcron project. This content type provides a short description and publication details, as well as links to remote content.
- "White Paper": A report giving information on an issue related to the datAcron project. Publication details can be provided, file and links to external sources can be also attached.

The contents are organized in groups by publication type in the web page. Each group lists the titles of the contents. Each title is a link to the actual content and metadata providing publication details. Each publication reference can be also exported to BibTex format, for reference in other documents. The web page initially hosts the public deliverable D8.1 "Project Handbook", which documents the main project objectives, project organizational structure and governance, roles and responsibilities, procedures, workplan and meetings.

The website allows access rules to the aforementioned publication types, either to all visitors (for publicly available content), or only to authenticated users (for datAcron restricted or confidential documents). An authenticated user can create contents for any of the above publication types (Instructions are given in Section 2.4), and add comments to any of the publication.

2.3.5 datAcron Blog: News and Events

In this page authorized users may post news and events related to the datAcron project. The page consists of two parts, where the upper part presents a list of news and events announced and the lower part illustrates a monthly calendar, with the related events.

Each event is composed by a short description, a picture and a link to the full description of the event. Users can either use plain text or full *html* code for the content descriptions.

When the calendar is clicked, it opens a new page, where visitor can browse by month the past and upcoming events. For example, Figure 10 illustrates the "Kick off" meeting in Piraeus. Any authorized user can create new contents to announce news and events. However, each authorized user can only modify or delete own content, e.g. a user cannot modify or delete content created by another user. The user manual for content creation, update and removal is presented in Section 2.4).

2.3.6 Users and Privileges

The implemented website supports three different types of users, distinguishing their role and permissions in the website and the content. Specifically,

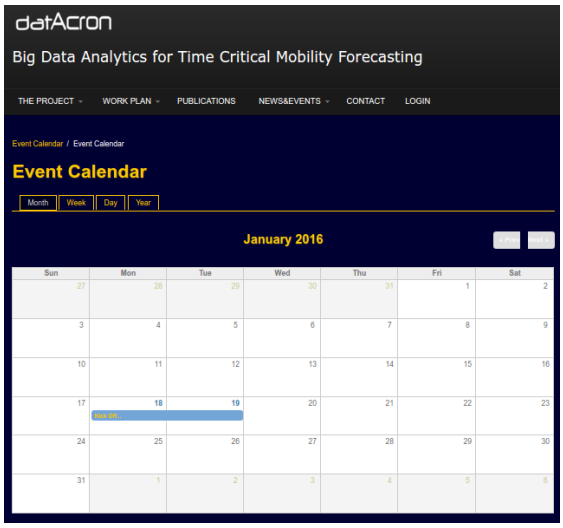

Figure 10: The events calendar

- *anonymous user*: a web site visitor who has not logged in using user credentials. This user can read all the publicly available contents of the website. The anonymous user cannot add comments and cannot create or edit any content in the website.
- *authenticated user*: a web site user, authorized to login with user credentials. Once logged in, the authenticated user can provide comments in the publications section of the website (e.g. participate in a conversation regarding a specific document), as well as create, edit or delete content he/she owns.
- *administrator*: the super user who has access to all the content in the web site. The administrator can modify, create or delete any content or comment, modify user rights and change the structure, functionality and appearance of the website.

2.4 How to Add and Edit News, Events and Publications

In this section we provide a short how-to guide for authorized users to create, modify and delete content in the website.

2.4.1 Website Log In

Authorized users can login into the web site using their credentials using the link "Login" in the main menu (Figure 11). Once logged in, the menu entries "Publications" and "News&Events" in the website's main menu are expanded with additional options for creating and editing content. For instance, "Add Publication" under "Publications" entry, and "Add News", "Add Event" under "News&Events" entry.

When logged in, authorized users have also access to the privileged functionalities, such as adding publication, news, and event contents, as well as editing or deleting their own contents through a list of corresponding links at the bottom of the page.

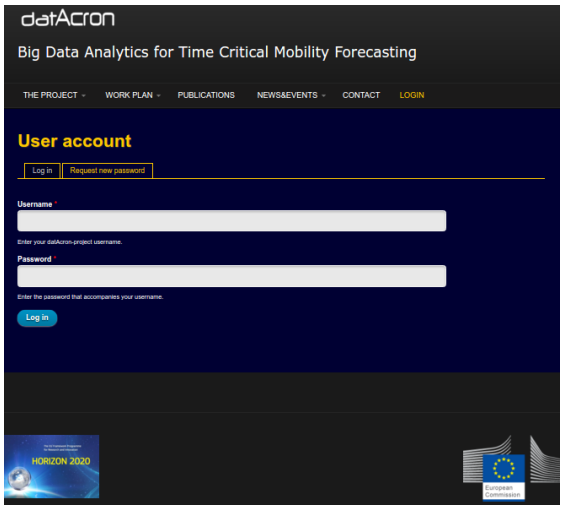

Figure 11: The login page

2.4.2 Adding and Editing Publications

To add a new publication, the authorized user can click on the link “Add Publication”, and the page of Figure 13 will appear. The first step is to select the publication type from the list of available types. This decision affects the number and type of fields the user will have to fill in. Assuming that we want to add a journal article, we select ”Journal” and the page will automatically refresh with the form illustrated in Figure 14. In general, fields marked with a red asterisk are mandatory, while the rest of the fields can be left empty without raising any error. The user should provide a title and select a type of publication for grouping in the Publications web page. Optionally, the user can upload the publication file of type .txt, .pdf or .zip, not bigger than 64MB. Note that all datAcron publications will be open access and the datAcron website will be used to facilitate their distribution. For users’ convenience, we have installed on each multiline text field the *CKeditor* module, which makes text content editing as simple as writing in a common text editor. In this page, the user can also decide if the publication entry can host comments from also authorized users or not, as well as whether it should be published or not. When all the necessary fields are filled in, the user can click either ”Preview” (which will show how the publication entry will look like, but it does not save it, or click the button ”Save” to store the content in the website’s database.

When an authorized user visits a content that she/he can modify, the button Edit appears between the main menu and the content, as in Figure 2.4.2. When the authorized user clicks on this button, the edit form will appear, where she/he can change the contents accordingly.

To delete a publication entry, a third button “Delete” appears next to “Preview”, which allows the user to delete the content.

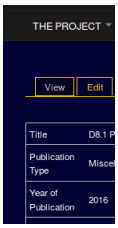

Figure 12: The Edit content button for authorized users

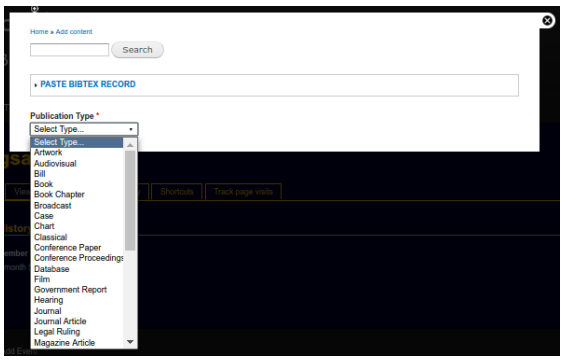

Figure 13: Adding new publication content

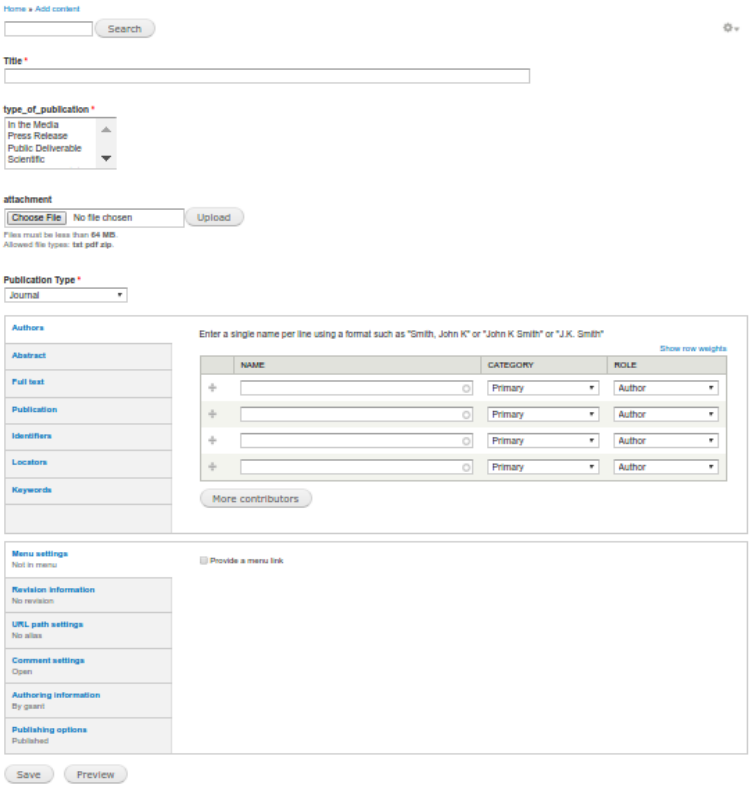

Figure 14: Adding new publication content

2.4.3 datAcron Blog: Adding and Editing News and Events

A similar procedure is followed for adding News and Events. An authorized user can click on "Add event" or "Add news entry". The form in Figure 15 will open, and the user has to fill in the corresponding details. For events, the user specifies the title of the event and the dates the event occurs (if available). A description of the event and a picture can also be provided. The user can also decide whether comments from authorized users are allowed or not. When all the necessary information is filled in, the user can click "Save" to store the content. The new event will then be placed accordingly in the calendar, added to the lists of upcoming/past events of the website, as well as the RSS feed.

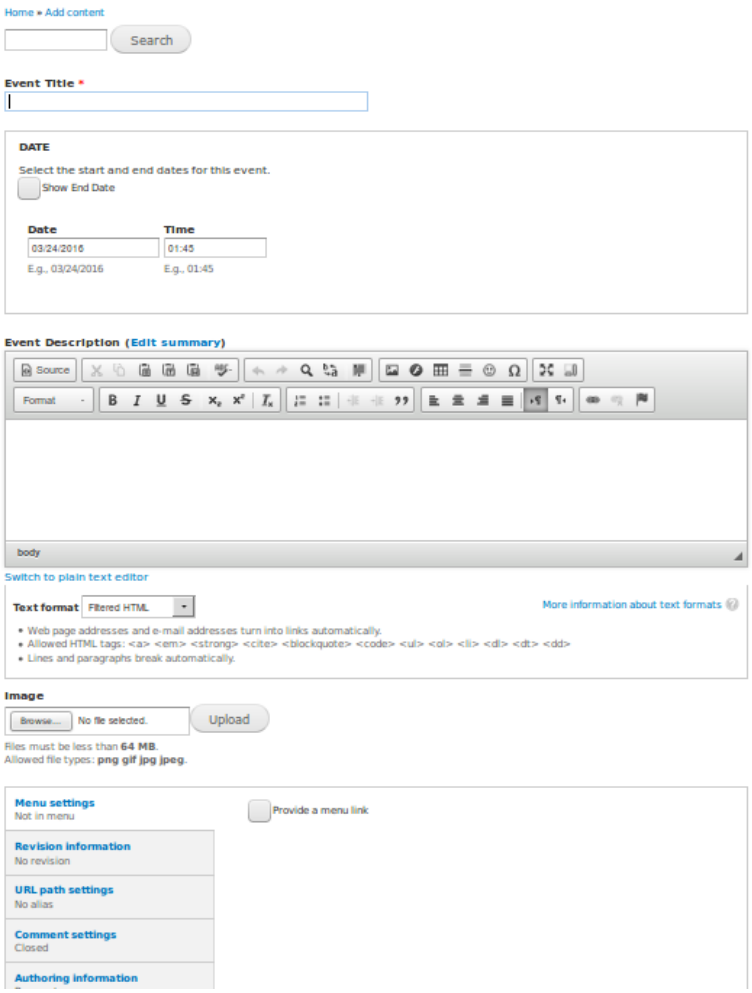

Figure 15: Adding new event

2.5 Compatibility

Towards maximum visibility of the website and dissemination of the work, we have designed the website to render appropriately in all common web browsers ad operating systems. Various versions of Firefox, Internet Explorer, Safari, Chrome browsers have been evaluated. We have also tested each browser under various versions of Apple OS/X,

Linux, Windows families operating systems. The website appeared as intended on both desktop and handheld devices.

2.6 Website Analytics

For security purposes, we have enabled on the website the functionality to log users' activity and various statistics (3 days of activity are recorded). For a long term monitoring of the website and users' activity, we also adopted a website analytics tool. Among the free, open source tools available, we have selected the website analytics *piwik* (http://piwik.org/). Piwik is a free and open source web analytics application operating on any PHP/MySQL webserver. It logs online visits to datAcron website and displays reports for analysis. It provides a user-friendly interface, it is regularly updated and actively supported by open-source community, provides a variety of reports, and it has been translated to more than 45 languages.

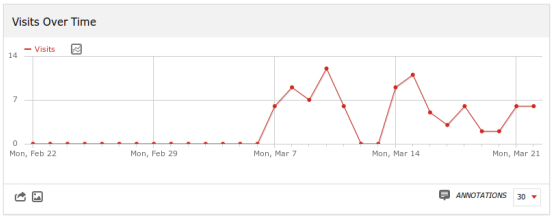

Figure 16: The visits per day report

Some of the preconfigured reports available, are illustrated in Figures 16, 17, and 18. Specifically, Figure 16 illustrates the number of visits per day since the day the website was launched. Figure 17 illustrates the number of visits per European country, while Figure 18 illustrates the number of actions per visit, per country.

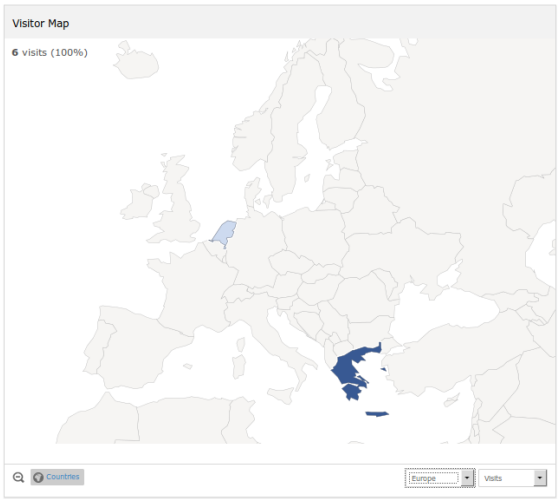

Figure 17: The visits per country report

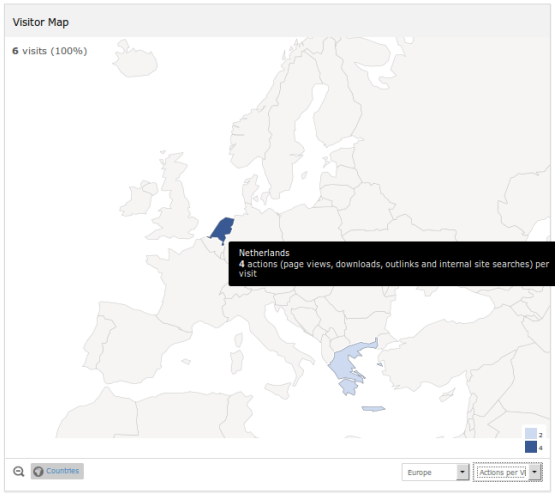

Figure 18: The actions per visit and per country report

Finally, the software can log the activity of each visitor individually (identified by the IP address) and provide a visitor profile, like the profile shown in Figure 19. Please notice, that the last two digits of the IP address are intentionally replaced by zeros, since logging the complete IP address for some countries is illegal.

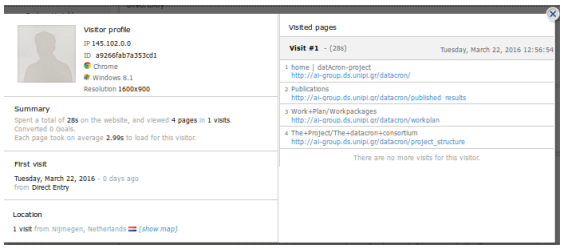

Figure 19: A sample visitor profile

3 Social Media Channels

datAcron will exploit social media to disseminate project results and promote activities by broadcasting project news, publicizing events, meetings, workshops, by spreading project achievements and advancements that can be of interest across audience communities. They will be also employed to get immediate and direct feedback on project activities and results, for instance during meetings and events.

datAcron will leverage in particular Twitter and LinkedIn, two mainstream social media that connect different networks of people, potentially enlarging the dissemination audience. Indeed, Twitter is a generalist social network that is mainly used for keeping up-to-date on topics of interest and for receiving timely updates on going events, while LinkedIn is a specialist social network for connecting professionals and companies, therefore personal networks reflect people's expertise. The services offered by the two tools are consequently differentiated, enabling datAcron to diversify the dissemination activities organized through these media channels. In particular, from LinkedIn datAcron will exploit the dissemination capabilities offered by the *group* functionality. An open group, routed on the datAcron consortium, will be used to organized moderated discussions on project topics, such as the potential advantages and the advancement of Big Data tools and technologies for mobility forecasting in the two domains, maritime and aviation security, and to share dissemination materials such as videos and presentations. On the contrary, the Twitter profile will be focused on networking with a diffuse audience, with the main aim of broadcasting and promoting project activities, but it might also be used to bring in and establish a network of more focused audience to redirect to the LinkedIn group.

The social media activity of datAcron will be organized around a social media plan in close accordance with the project calendar. The plan, which is presented in this section, is defined to increase awareness and understanding of the project activities and to support the networking with communities of interest for the project exploitation. An initial list of Twitter profiles and LinkedIn groups of interest for the exploitation is included in the plan, and will be target to promote project events, information and achievements. These will be the main targets of the social media activities of datAcron . Moreover, networking through aggregators profiles collecting news on the project thematics will also be archived to increase awareness.

Social media analytics will be used for evaluating the impact of dissemination through social media channels. Periodical reports will be produced, including information on the network trends, the number of posts and shares, direct messages and participation to discussions, tweets impressions (i.e., number of users reached by a tweet), mentions and engagements (i.e., total number of times users interacted with a tweet). At the end of the first year, taking into account social analytics, it will be evaluated if the project can benefit from other social networks, such as Facebook pages and groups, Reddit, etc.

The rest of the section details the technical aspects of the datAcron Twitter profile and the LinkedIn group. A preliminary social media plan for these profiles is presented. This will be constantly updated along the course of the project, and is an integral part of the dissemination plan. The section concludes with an overview of the available tools for producing the social media analytics.

3.1 Twitter profile

The Twitter profile of datACRON *@datacron_eu* has been registered[1]. The timeline of the profile is shown in Figure 20.

Figure 20: Timeline of datACRON Twitter profile @datacron_eu

Twitter lists will be used to create separated live feeds of updated news on Big Data and Data Science, Marine and Maritime surveillance updates and Air Traffic Monitoring. The lists will be public and open for subscriptions. Relevant news from the lists will be re-tweeted by the profiles, and included in the profile activities.

Besides this regular news highlighting activity, from this profile we will promote project news, such as project events and achievements. Such a promotion activity will be the core activity of the datACRON Twitter profile, and will be planned on the project calendar to increase the visibility of the project activities. For this reason, the social media plan encompasses also the plan of the project blog, and news and events advertised in the corresponding section in the project website will be broadcasted through the Twitter profile. Twitter cards will be used in the blog posting to facilitate the integration of links and media in the social networks. Moreover, activities and achievements not included in the plan, such as short notice participation to meetings or media engagement opportunities, as well as achievements, will be broadcasted through the profile. During project events, such as workshops, a live feed of the event will be given on Twitter.

The live feed of the activity of the datACRON Twitter profile is embedded in the home page of the project website, as shown in Figure 21. In a later stage we plan to insert in the footer also the lists created for following the relevant news on the project topics.

3.2 LinkedIn Group

The open group datACRON : Big Data Analytics for Time Critical Mobility Forecasting has been created on LinkedIn[2] (cf. Figure 22).

The group is open. Leveraging the personal profiles of the people in the consortium, who are group managers, is mean to network with professionals in the field of Big Data interested in Mobility analysis involving them in moderated discussions on topics of interest for the projects (Big Data, Moving objects, spatio-temporal data, maritime surveillance, aviation and security). Presentations, as well as other dissemination ma-

[1] https://twitter.com/datacron_eu
[2] https://www.linkedin.com/groups/8495216

Figure 21: Twitter profile @datacron_eu integrated in the website

terials on these topics will be also disseminated through the group. The group can be used also to post job vacancies related to the project activities.

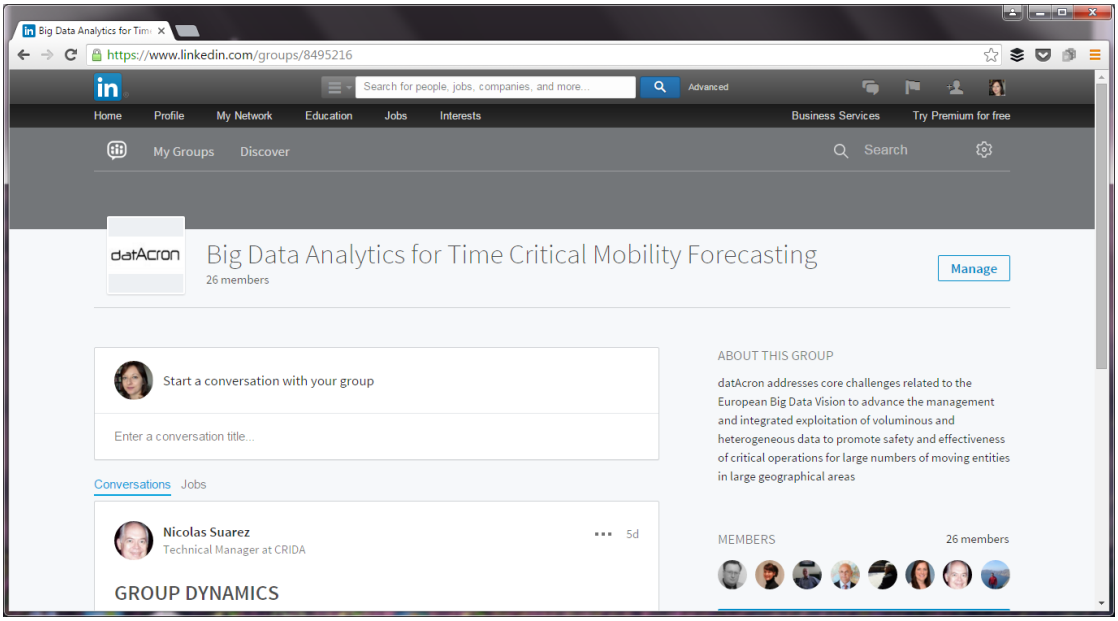

Figure 22: LinkedIn Group datACRON : Big Data Analytics for Time Critical Mobility Forecasting

The url of the LinkedIn group is highlighted in the project home page. At the time of this report, the embedding of the group activity in the web page is not available, but the design of a technical solution is under evaluation.

3.3 datAcron Social Media Plan

The schedule of the datAcron social media channels exploits the milestones defined in the project and dissemination calendar, and organized in close coordination with the project blog (page *News & Events* in the datAcron website, cf. Section 2.3.5). The project calendar is constantly evolving as the project activities start and unfold, new dissemination opportunities arise and the social media plan is adapted accordingly.

For the first months of the project, an initial scheduling of 2/3 original posts in Twitter is planned to introduce the project vision, the consortium and its objectives. Such posts will link to content in the project website. Moreover, a moderated discussion on the LinkedIn group is also under consideration to taste the opinion of the group participants on the project objectives and their relevance. The discussion should be advertised also in other LinkedIn groups where the project partners are members, to re-direct the attention and increase the participation in the datAcron group.

Then, the frequency of update for the social profiles will increase just before and around the project dissemination milestones, and the social media will refer more frequently to the news advertised in project blog. At the time of this report, media engagement activities to advertise the project launch are planned at M10, when the project will be presented at the *Sea Tech Event* that will be held in Brest in October 2016[3], and a social media campaign will be organized to promote the event and to advertise accordingly the dissemination activity.

Posts planned in the calendar will appear on both Twitter and LinkedIn, with different schedules to cover a wider time range and to cope with different statistics on the usage of the two socials. To optimize the post scheduling, dedicated software assisting scheduled share in social media networks such as Hootsuite, Buffer and Pocket will be used. The Twitter profile will be used also to live report on project meetings events, including presentations and social events. Contents of interest from groups in the network or suggested by partners will be also shared through the profiles to promote networking. Around project dissemination milestones, in particular before and after workshops, open discussions will be organized on the LinkedIn group on workshop topics to gather questions, involve audience, involving project partners and their networks. As soon as dissemination material such as papers, presentations, leaflets, posters, pictures, videos is prepared, it will be shared through the website and the LinkedIn group and advertised trough the social profiles.

In Table 3, a preliminary list of Twitter profiles and LinkedIn groups that datAcron will address for project exploitation is listed. Such social media contacts reflect the variegate topics and audience of datAcron , and include commercial Big Data, Maritime and Aviation profiles, as well as more scientific oriented communities interested in Big Data data science and analysis, institutional accounts such as European Agencies and institutions operating in transport and security, accounts of standardization bodies. Beyonds these accounts, which are interesting from an exploitation perspective, news aggregators reporting on the project thematics will be linked to the profiles and will be used for promoting project events, information and achievements.

[3] http://www.seatechevent.eu/

3.4 Social Media Analytics

The activity of the Twitter profile and the LinkedIn group will be regularly monitored, analysed and evaluated, checking the establishement and the evolution of the two networks, the participation in the ongoing discussions of the project topics, and demonstrating that regular updates are done. Social media dissemination strategy will be adapted along the process accordingly, in order to obtain the maximum benefit from the activity in terms of increased visibility and potential room for exploitation. Periodical reporting on the activity will be given to the consortium and included in the dissemination reports deliverables (interim - D7.2 - and final - D7.6), including the evaluation of the activity against the dissemination goals established in the datAcron Grant Agreement.

The analytics tools provided by the two social media will be used for monitoring the two social media channels. In particular, *Twitter analytics* offers a basic dashboard including updated reports on the evolution of the profile network (number of followers and trend), on the profile activity (number of tweets and re-tweets in the last months), effectiveness of the activity in terms of Impressions (potential audience), Feedbacks (likes, re-tweets) and Engagements (interaction with other users).

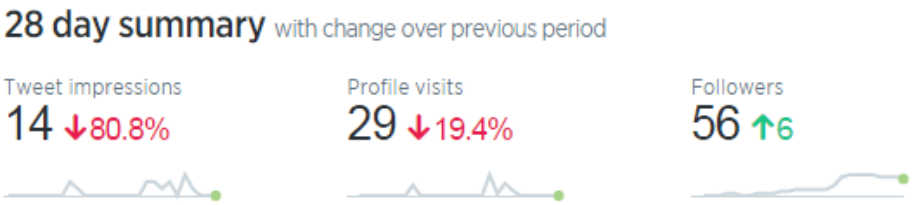

Figure 23: Example of dashboard from Twitter Analytics

LinkedIn dosn't offer anymore analytics or statistics for groups, therefore the activity will be monitored manually, recording regularly relevant information such as number of members, posted discussions.

Both social media offer the possibility of downloading the complete database of a profile. This functionality will be used for archiving the profile and group activity and for obtaining a dataset that can be leveraged by the analysis by customized software that will be developed for this aim.

Table 3: Big Data profiles on Twitter

Topic	Name and Website	Twitter	LinkedIn ([https://www.linkedin.com])
BigData	BDA Big Data Alliance		[...]/company/big-data-alliance
	www.bigdata-alliance.org		
	Alliance Big Data	@AllianceBigData	
	www.alliancebigdata.com		
	Big Data Value	@BDVA_PPP	[...]/groups/8299467
	www.bdva.eu		
	Big Data Europe	@BigData_Europe	
	www.big-data-europe.eu		
	European Data Forum	@EUDataForum	
	www.data-forum.eu		
	Big Data, Analytics, Business Intelligence & Visualization Experts Community		[...]/groups/23006
	Big Data, Business Analytics, Data Mining, and Data Visualizations - Data Informed		[...]/groups/4298775/profile
	Big Data and Analytics		[...]/groups/4332669/profile
	Big Data Group		
	Big Data Economics		[...]/groups/7477307
	Big Data Forum	@Big_DataForum	
	big-dataforum.com		
	The Big Data Institute	@BigDataBody	
	thebigdatainstitute.wordpress.com/Institute		
	Distributed Computing Masters: Apache Spark Hadoop YARN Flink Storm Kafka AWS NoSQL Mesos DevOps IoT		[...]/groups/2390941/profile
	IBM Big Data Analytics	@IBMbigdata	[...]/groups/4014567/profile
		@IBM	
		@IBMAnalytics	
	Innovation Enterprise Big Data Analytics Strategy Finance Innovation		[...]groups/1814785/profile
	Analytics, Big Data Data Science and Business Intelligence in Greece		[...]/groups/1814769/profile
	Data Mining, Statistics, Big Data, Data Visualization, and Data Science		[...]/groups/152247/profile
	European Association for Data Science EuADS	Big Data Community	
	Big Data Community		[...]/groups/4520336/profile
Maritime surveillance	Maritime Surveillance		[...]/groups/1545967/profile
	European Maritime Safety Agency (EMSA)	@EMSA_LISBON	
	emsa.europa.eu		
	Coastal Surveillance Network		[...]/groups/1987085/profile
Aviation	European Airlines & Aviation		[...]/groups/1574127/profile
	Aviation Safety Network		[...]/groups/1435667/profile
	European Aviation Safety Agency	@EASA	
	www.easa.europa.eu		
	EUROCONTROL	@eurocontrol	
	Eurocontrol.int		
	SESAR	@SESAR_JU	
	http://www.sesarju.eu/		
Standardization	Object Mgmt Group	@ObjectMgmtGroup	
	omg.org		
	Open Geospatial: OGC	@opengeospatial	
EU	EU Data Ecosystem	@EUDataEcosystem	
	ec.europa.eu/digital-single-market/en/big-data		
	EU Maritime & Fish	@EU_MARE	
	http://ec.europa.eu/dgs/maritimeaffairs_fisheries/index_en.htm		
	EU Transport	@Transport_EU	
	http://ec.europa.eu/transport/index_en.htm		

4 Project FileStore and Software Repository

We opted to install a file store on a dedicated server to further support collaboration and file sharing between partners in the project.

During the data analysis and development of methods, it is crucial that partners can share large files, in a fast and secure way, without losing data ownership. The requirement for privacy and data ownership opted out cloud third-party solutions, and lead us to the setup of a dedicated file store server. The file store cannot be used for collaborative document editing, therefore we suggest the use of the Git Repository also installed on a dedicated server, which is discussed at the end of this section.

Users can have access using their own credentials, upload or edit files in the store, either through Server Message Block (SMB) protocol (mostly for MS-Windows clients), or SSH File Transfer Protocol (SFTP).

The file store structure is illustrated in Figure 24. The workpackages WP1-8 are organized into subfolders of datAcron folder, and each workpackage folder can be updated with documents regarding data, deliverables or meeting minutes shared to the project partners. The datAcron folder also contains the project Agreement, Consortuim members' contact information and EC guidelines for the convenience of the partners. Finally, a folder containing datAcron templates on various formats is also available.

4.1 Connecting to the datAcron Filestore

The user can access, update and share files within the datAcron folder at the datAcron file store at pincloud6.ted.unipi.gr.

Windows users

Windows users can access datAcron folder either using SMB or SFTP, following these instructions:

a) using SMB protocol:

- Go to the Start menu and choose "Run" or hit Control+R from the Windows desktop
- Enter \\pincloud6.ted.unipi.gr and choose "OK"
- Enter user's credentials and click on "OK"
- All folders the use has access to are visible.

b) using SFTP: The user may download and use any SFTP client. It is recommended to use portable clients (i.e. no need for installation third party software and/or administration rights for connecting to the server), e.g. http://lifehacker.com/5039956/five-best-ftp-clients. For example, from https://winscp.net/eng/download.php the user can download the portable version of WinSCP as shown in Figure 25.

Instructions are as follows:

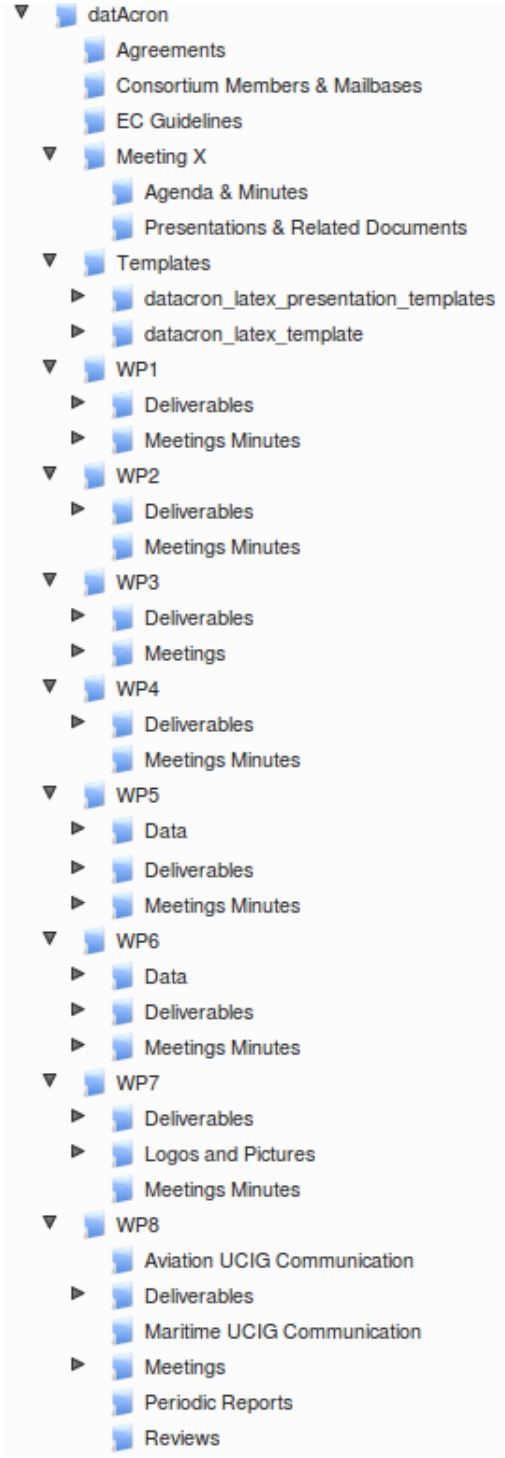

Figure 24: The file store structure

– Unzip the downloaded file and run the executable file WinSCP.exe
– Select SFTP protocol and port 22,
– Type the server's address pincloud6.ted.unipi.gr as shown in Figure 26,
– Fill in the user's credentials.

Figure 25: WinSCP portable application

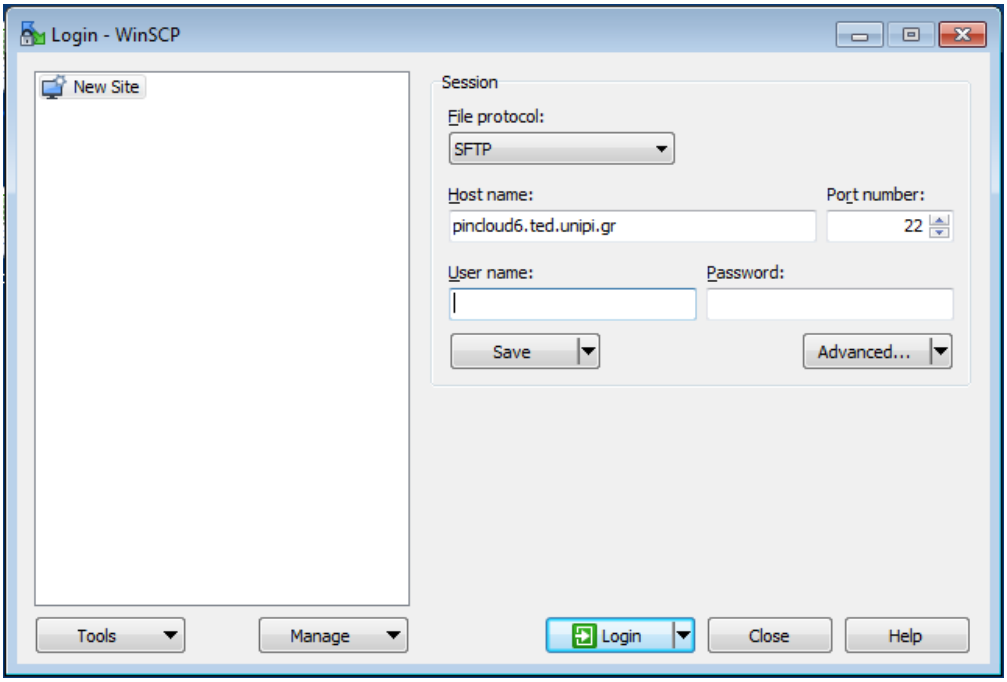

Figure 26: Connect to server using WinSCP

Mac OS/X users

Mac OS/X users can access datAcron folder either using SMB/AFP or SFTP. Specifically,

a) using SMB or AFP protocol:

   – From the OS X Finder, hit Command+K to summon "Connect To Server"

- Choose the "Browse" button to browse the available network shares, double-clicking on the share to enter a login
  OR: In the "Server Address" field, simply enter afp://pincloud6.ted.unipi.gr (or
  smb://pincloud6.ted.unipi.gr) and enter user's credentials.

b) using SFTP:

- Using command line utility for SFTP file transfer:
  * Type
    `$ sftp user@pincloud6.ted.unipi.gr`
    where `user` should be replaced with your username.
  * Press enter and type your password when prompted.
- Alternatively, the user can use any GUI-based SFTP client. For instance: http://cyberduck.ch/, http://rsug.itd.umich.edu/software/fugu/, https://filezilla-project.org/.

Linux users

Instructions for Linux users are as follows:

a) using SMB protocol: Open file manager and type in the address bar:
`smb://pincloud6.ted.unipi.gr`
When prompted, enter user credentials to establish the connection with the server.

b) using SFTP: the user can use the command line utility for SFTP file transfer, typing at the terminal:
`$ sftp user@pincloud6.ted.unipi.gr`
where `user` should be replaced with the username.

Press enter and type the user's password when prompted. Alternatively, the user has access using any GUI-based SFTP client, like
https://filezilla-project.org/, or any of your convenience.

4.2 datAcron Git Repository

As a version control system for datAcron we selected Git which is considered the standard VCS nowadays. It has proven Its value in extremely complex software systems (such as the linux kernel, which was why it was created in the first place) as well as the backend for the most popular open-source repository site (github.com).

Instead of having Git installed as a barebone service, in datacron we opted to install GitLab, an integrated web interface, the users can interact with easily.

Having Gitlab installed gives users many useful services on top of simple version control.

1. Powerful code review: Merge requests with line-by-line comments, Continuous Improvement and issue tracker integrations, etc

2. Issue Management: Users can have meaningful documented conversation on merge request, feature requests etc

3. Integrated wiki and documentation: Users can write wiki pages in Markdown format (e.g. http://doc.gitlab.com/ce/markdown/markdown.htm

4. Support for code snippets: Users can share and store code snipets (small pieces of code that is unrelated to the repository, but useful to the users) without having to use e-mail.

5. Web hooks in order to trigger events when something interesting happens.

5 Conclusions

The datAcron website, together with the Twitter profile and the LinkedIn group are important pieces of the project dissemination plan. The project website will be enriched with new content along the project, and both its structure and the social media plan will be adapted and enhanced in order to boost the dissemination and the exploitation of the project achievements. Analytics set up for the website and the social media will help evaluate the impact of these important dissemination tools.

Appendix A datAcron dissemination and communication strategy

The precise objective of the datAcron dissemination strategy will be to introduce the innovations of the project to the relevant stakeholders as identified by both the project partners and the wider EC business and research communities. The intended impact of the dissemination strategy will cut across several areas considered crucial to the successful exploitation of the datAcron project offering. These will include research and commercial as well as standardization and educational training. Where it becomes pertinent this may also extend to policy-making (social and industrial), skills and investment communities who may benefit from datAcron project results.

The core of the dissemination strategy will be based around an exploitable items list produced during the projects' lifetime which in turn will be augmented based on the impact of engagement strategies focused on gathering the latest and most relevant market information through the lifetime of the datAcron project.

The communication strategy will support the work of exploiting project results, focusing on the coordination of the outreach and dissemination activities necessary to achieve the project exploitation targets and promoting the work done during the project by using appropriate and useful tools, methods and channels. The Dissemination and Exploitation work package will ensure these results are communicated through dedicated presentations, publications, participation in and organization of workshops and conferences.

The impact of all activities in project dissemination and exploitation will be regularly analyzed and evaluated.

Dissemination Objectives

The Key objectives of datAcron dissemination are:

- Creating awareness (Aw) and reasoning behind the project objectives, concepts and relevant results. Activities planned to accomplish this objective are, for instance:
  - activities targeted to specialized media in order to reach the industry, big-data players, including key messages on the potential benefits of project objectives and results for the communities referring to use cases and applications.
  - activities targeted to generalized media in order to reach the general public and the European citizen, focusing on potential benefits for solving societal challenges, referring to use cases and applications
  - promotion on social media addressing relevant networks of interest for the project (big data, aviation, maritime, EU projects groups and research communities)
- Understanding datAcron targets groups (Un) and how they stand to benefit from the project results. The consortium will develop an acute understanding of the relevant stakeholders in both a commercial and research setting through outreach activities, as well as through the expertise of the project consortium and knowledge transfer within the relevant communities. This will be achieved through direct dissemination activities and by leveraging the individual skills and

community memberships of the project partners. Activities that will be carried out to reach this goal are, among the others:

  - Activities entailing the direct participation of stakeholders: meetings with stakeholders and interest groups, specialized workshops and participation in specialized events, participation in standardization committees, white papers, preparation of questionnaires, public consultations, bi-lateral project collaborations

- Actions to receive feedback (Ac) on the project in the form of validation of results, alternative approaches and industrial advice from within the project expertise or the wider project community. Dissemination activities aiming at receiving feedback from key stakeholders are very close to the previous categories, and include:

  - Demonstrations of project prototype to scientific and industry dominated events
  - Activities entailing the direct participation of stakeholders: validation meetings with stakeholders and interest groups, specialized workshops and participation in specialized events, participation in standardization committees, white papers, questionnaires and analysis of results

- Promote understanding (Pu) of project visions and innovative methods and actions (Pa) to pave the way to knowledge transfer of project results and foresight, through:

  - Activities directed to educational training and academia (publications, workshops, trainings, data challenges)
  - Demonstrations of project prototype to scientific and industry dominated events
  - Activities entailing the direct participation of stakeholders: meetings with stakeholder and interest groups, specialized workshops and participation in specialized events, participation in standardization committees, white papers, bi-lateral project collaborations

Communication, Dissemination and Exploitation roles

The roles defined in the datAcron proposal for dissemination and exploitation activities are reported in Table 4, together with their corresponding responsibilities.

Additional roles are defined in Table 5 to implement the dissemination strategy and will be referred to in the activities described in detail in the dissemination plan. As an overall approach, all activities are leaded by activity managers, who, in close collaboration with the WP7 leader and the Project Coordinator, are responsible for the main aspects of the activity's organization, communication and dissemination strategy and will guarantee that the consortium as a whole is represented and that all the partners contribute to the activity execution. Moreover, for groups of similar activities, each single activity may have a leading partner, who will be responsible for the execution of the specific activity in close collaboration with the activity manager, the WP7 leader and the Project Coordinator. This is the case of the local organizer of a workshop, a partner giving a demonstration or a conference presentation. In such cases, the manager will guarantee that organization, communication and dissemination strategy of the group

Table 4: Communication, Dissemination and Exploitation roles

Roles	Responsibilities
Project coordinator	Partner coordinating the execution of project
WP7 leader	Coordinating the preparation of WP7 Dissemination and Exploitation deliverables
Dissemination manager	Managing dissemination strategy and activity, leading activity throughout consortium and reporting on impact against agreed quantitative and qualitative dissemination targets
	Producing and updating communication and dissemination plans and reporting on impact
	Creation of feedback and audience intelligence documents
Exploitation manager	Managing exploitation strategy and activity, leading activity throughout consortium and reporting on impact
	Creation of feedback and audience intelligence documents
Collaboration manager	Managing collaboration strategy and activity, leading activity throughout consortium and reporting on impact
Outreach responsible for Commercial Big-data community	Responsible for outreach activities addressing the commercial big data community
Outreach responsible for Commercial ATM community	Responsible for outreach activities addressing the commercial ATM community
Outreach responsible for Commercial Maritime Surveillance community	Creation of feedback and audience intelligence documents
Outreach responsible for Research Community	Responsible for outreach activities addressing the research and scientific community
Outreach responsible for Standard Settings	Responsible for outreach activities addressing the standardization community
Outreach responsible for Educational Training	Responsible for outreach activities addressing training stakeholders

of activities is harmonized, and all single activity has the right visibility. In cases of activities whose organization is closely correlated and coordination is required, such as the social media and the blog, roles are merged. In some cases, such as the visual identity, a role can be assigned by one or more partners working in close collaboration.

Project representatives

The Project Coordinator and the representatives of the WP7 leader, in quality of project spokespersons, are officially entitled to act as representatives of the project in media engagement activities for the whole duration of the project. Partner spokespersons are entitled to speak as partner representatives in media engagement activities. Partners invested in a leading role for special activities, such as the local host of a workshop, the organizer of a demonstration etc., act as representative for the project for the specific activity. In addition to that, any partner that is required to disseminate project activities in scientific events, bi-lateral meetings or public events act on behalf of the project and as project representatives for the specific activity.

For the official project guidelines on how to deal with media, and for the official list of project spokespersons, project project Media Plan has been defined (pending approval, and subjected to constant update and revision).

Table 5: Dissemination activities and responsibilities

Activity	Manager	Leading partner
Media engagement	**Project public affairs**: Coordinates and organizes the media engagement activities, managing contacts with media, interviews, press releases, videos production	**Project spokespersons**: People officially entitled to speak on behalf of the project in media engagement activities. **Partners spokespersons**: People entitled to act as partner representatives in media engagement activities. **Activity representatives**: People responsible for the organization of the execution of dissemination activities, acting as project representative for the specific activity (e.g., scientific expert, workshop organizer)
Visual identity	**Visual identity manager**: Coordinates visual/brand identity tasks, such as definition of logo, templates, gadgets	
Website	**Website manager**: Defines the website structure and graphical layout, coordinates and harmonizes the preparation of the content. Report the partners on website analytics updating the dissemination plan. Records analytics for deliverable reports. **Web master**: Registers the website. Partner responsible for the implementation of the website structure and of the technical administration of the project website and blog. Establishes and reports on website analytics.	
Factsheet	**Factsheet manager**: Coordinates and harmonizes the preparation of the content of the factsheet. Produces the factsheet, in collaboration with partners	
Project posters and flyers	**Poster and flyer manager**: Defines the layouts of project posters, flyers, informative brochures and coordinates the preparation of the content. Produces the material, in collaboration with partners	
Social media and blog (and newsletter)	**Social Media and Blog (and newsletter) manager**: Manages social media and blog schedule updates, using a project calendar to ensure there is the correct volume of dissemination coverage during important/relevant periods of the project lifetime. Registers social media profiles and groups and updates them with branded imagery and logos. Manages invitations to social media groups. Establishes and reports on analytics through the FileStore and updating the dissemination plan. Records analytics for deliverable reports. Calls for content from partners and update the social media profiles with consortium-sourced content. Coordinate discussions, coordinating posts from consortium partners, looking for responses from collaboration partners and recording results. Following the project and dissemination calendar, in collaboration with partners plans relevant commercial/research topics for discussion on social media groups. Update blog with news on project events, related events, call for content from partners. If activated, responsible for newsletter layout and establishment. Updates the list of subscribers. Regularly delivers the newsletter.	
Mailing list	**Mailing list manager**: Sets up and manages mailing list	
FileStore	**FileStore manager**: Creating and technically administering the project Filestore	
Telco	**Telco manager**: Coordinating the organization of partner teleconference meetings **Telco minute managers**: Produces minutes for telco partner meetings. Records action points from work package teleconferences and distributing to partners (through the FileStore)	
Workshops	**Workshops manager**: Coordinates the organization of project workshops, ensuring all workshops have updated and high quality dissemination material, adopt project visual identity and branding, and the project consortium is fully represented. In collaboration with partners and workshop organizers, call for contributions from partners and scientific and industrial collaborators and, in collaboration with partners, coordinates the selection of contributions.	**Workshop organizer**: Responsible for the local organization of workshops. Supports the workshop manager in calling for contributions from partners and scientific and industrial collaborators and in the interaction with local companies and entities involved in the organization of the event. Supports the project public affair in the organization of media engagement activities, providing local contacts of relevant media and helping in the organization of press releases and interviews with media.
Scientific papers	**Scientific papers coordinator**: In collaboration with partners, decides the list of topics and relevant scientific events/journals that project related papers shall be submitted (per year).	
Whitepapers and technical papers	**Whitepapers and technical papers manager**: In collaboration with partners, decides the list of issues and topics for whitepapers and technical papers and coordinates their preparation, coordinating and calling for contributions from partners	
Technical demonstrations	**Demonstrations manager**: In collaboration with partners, coordinating the overall preparation of technical demonstrations Coordinating contributions from partners	**Demonstration organizers**: In collaboration with partners, responsible for the preparation of technical demonstrations
Meetings and collaborations	**Meetings and collaborations manager**: In collaboration with partners, coordinating bi-lateral collaborations, coordinating the organization of specialized meetings for standardization and exploitation and with user interest groups. Coordinating and calling for contributions from partners	
Trainings	**Training manager**: In collaboration with partners, coordinating the organization of training activities	

Internal communication activities and tools

Internally to the consortium, day-to-day communication is achieved via project mailing list. Meetings are planned by the Project Coordinator and inserted in the project calendar in Section 4. In addition, a FileStore set up by UPRC will be used (instead of the wiki initially planned in the proposal) for sharing documents, storing project reports, deliverables, datasets for internal use and any other type of digital material, including this document.

Internal point of contacts

Internal day-to-day communications regarding dissemination will be handled among dissemination points of contact (POCs), at least one per partner. Each POC represents his/her organization when deciding on organizational aspects of dissemination, and is responsible for collecting information at partner side reporting regularly to CMRE through monthly highlight reports on the status of dissemination activities his/her organization participates in.

Target Audience

datAcron addresses a variegate audience, ranging from communities to acquire knowledge from and to boost adoption of knowledge, approaches and methods developed by the project, to communities to raise awareness on the project vision, objectives and results. The datAcron audience includes: the commercial Big Data community, e.g., scalable analytics providers, data integration solution providers, big-data solution developers, in particular related to the aviation and maritime domain; the scientific community active in Big-Data and visual analytics, machine learning, Big Data and information management, maritime security and signal processing; standardization and regulatory bodies drafting interoperability standards for Big Data and spatio-temporal data and services; education and training programmes. Besides the aforementioned communities, which will be target to transfer knowledge derived from the project, datAcron dissemination activities will include media engagement and social media engagement as intermediate targets to reach the key communities for transfer of knowledge, in particular the commercial community and the scientific community, as well as networking with European programmes and projects of interest for the project and promoting awareness at citizen level. Other dissemination activities are meant to promote the participation in the project of interest user groups in the two domains, in order to collect and validate requirements and experiments. The identified target audiences are given Table 6, where each community is described against the corresponding dissemination objectives, and further detailed in the dissemination plan.

Themes and Key messages

Themes and key messages are included in the dissemination plan to give short descriptions of the project, its vision and objectives, and to present the project consortium. The themes are agreed between all the datAcron partners and provide the framework from which key messages are derived in occasion of each media engagement opportunity. The initial list of themes defined for datAcron are:

Table 6: Dissemination audience

Dissemination Audience	Objectives				
	Aw	Un	Ac	Pun	Pac
Commercial Big-data		X	X	X	X
Commercial Aviation		X	X	X	X
Commercial Maritime		X	X	X	X
Scientific Community	X			X	X
EU projects and programmes				X	X
Standardization bodies	X	X		X	X
Regulatory bodies, Policy makers				X	X
Education and Training				X	X
Media engagement	X			X	
Social Media engagement	X	X			
Interest user groups	X	X	X		
Citizen	X				

- **Overall presentation:** datAcron addresses core challenges related to the European Big Data Vision towards increasing our abilities to acquire, integrate, process, analyse and visualize data-in-motion and data-at-rest in integrated manners, validating and evaluating the technological developments in real-life scenarios targeting to improving maritime and aviation operations for large number of entities in large geographical areas.

- **Vision:** The datAcron vision is to advance the management and integrated exploitation of voluminous and heterogeneous data-at-rest (archival data) and data-in-motion (streaming data) sources, so as to significantly advance the capacities of systems to promote safety and effectiveness of critical operations for large numbers of moving entities in large geographical areas.

- **Scientific objectives:** datAcron aims to develop novel methods for (a) real-time detection and prediction of trajectories and (b) detection and prediction of important events related to moving entities, together with (c) advanced visual analytics methods, over multiple heterogeneous, voluminous, fluctuating, and noisy data streams from moving entities, via the (d) real-time in-situ processing of multiple data streams, (e) the provision of integrated views of streaming data with archival data expressing entities' characteristics, geographical information, patterns of mobility in specific areas, regulations, intentional data (e.g. planned routes) etc., and (f) the provision of advanced solutions for managing spatio-temporal data.

- **Societal Impact:** datAcron will address requirements from the air-traffic management and maritime domains by developing advanced tools for detecting and visualizing threats, abnormal activity, increasing the safety and efficiency of operations related to vessels and airplanes, and further reducing the impact of these operations on the environment.

- **Consortium:** datAcron brings together partners from academia and industry to develop novel methods for threat and abnormal activity detection in very large fleets of moving entities in sea and air, together with user and data-provision

partners from the maritime and air traffic domains, focusing on real-life, industrial and user-defined operation challenges (e.g. surveillance, forecasting of trajectories, characterization, etc.).

- datAcron project is funded by the European Union's Horizon 2020 Programme under grant agreement No. 687591. The datAcron consortium, led by the University of Piraeus Research Center (Greece), has been awarded funding to develop novel methods for real-time detection and prediction of trajectories and important events related to moving entities in the Air-Traffic Management and Maritime domains.

- The datAcron consortium is made by 8 Partners from 6 Nations: the University of Piraeus Research Center (Greece) which is also the Project Coordinator, the Frauhofer-Gesellsschaft (Germany), the National Center for Scientific Research "Demokritos" (Greece), the Ecole Navale Groupement Interet Public (France), the NATO Centre for Maritime Research and Experimentation (Italy), the Boeing Research and Technology Europe (Spain), the ATM R&D Center CRIDA (Spain), and the IMIS Global Limited (United Kingdom).

- datAcron aims at increasing the safety, efficiency and economy of operations concerning large number of moving entities in large geographical areas. Integration of systems and interoperability are the key to advance current technologies for anomaly detection and identification of threats.

- datAcron focuses on challenging technical priorities and datAcron Partners work directly with relevant stakeholders in order to identify gaps and priorities, and advance the big data technologies in Europe.

Key messages will be compiled for each milestone to be used during media engagement activities relying on the themes presented above, that can be further extended with reference to each milestone.