



Homogenous Cyber Management of End-Points and OT

## **Deliverable 8.1-1**

### **Dissemination Plan**

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<b>Abstract:</b>	This document provides the initial version of the HOMEPOT project dissemination plan. The project's dissemination plan aims to share project outcomes with target groups, through various communication channels, ensuring impact through performance evaluation.
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## **Executive Summary**

This deliverable outlines the initial Dissemination Plan for the project, detailing the strategies, target audiences and channels needed to disseminate project results and increase visibility effectively. It includes a comprehensive deployment of dissemination activities, specifying timelines, key messages and channels to ensure successful promotion of results to relevant stakeholders. The document also defines performance indicators to measure the impact and success of these activities throughout the project lifecycle. At the end of the project, a final version will be provided, with an analysis of the dissemination activities performed during the project.

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## **1 Introduction**

The dissemination of results is a key component of the HOMEPOP project, contributing to the broader impact, visibility, and sustainability of its outcomes. As a research and innovation project funded under the ITEA framework, HOMEPOP has the responsibility to ensure that its findings, technologies, and tools are actively communicated to relevant stakeholders across industry, academia, government, and society.

HOMEPOP addresses a critical and growing challenge in the digital era: the secure, efficient, and standardized management of a heterogeneous range of IoT and OT devices. While existing IoT platforms often focus on sensor-based or vendor-specific solutions, HOMEPOP introduces a novel, unified approach to managing devices across varied hardware, operating systems, and APIs. This innovation is of significant interest to a diverse audience including manufacturers, corporate IT managers, smart infrastructure developers, and technology researchers.

The goal of this initial dissemination plan is to define a structured and strategic approach to communicating the project's objectives, progress, and results. It outlines how the consortium will ensure that:

- The project becomes visible to key target groups
- The value and relevance of its outcomes are clearly conveyed
- Opportunities for uptake and collaboration are facilitated
- Stakeholders are engaged at multiple levels throughout the project lifecycle

This plan details the project's dissemination strategy, identifies key target audiences, specifies the channels and tools to be used, and presents a framework for monitoring and evaluation. The dissemination activities are closely aligned with HOMEPOP's exploitation and communication strategies and will be adapted as the project evolves to maximize impact and outreach.

## 2 Dissemination Strategy

The HOMEPOP dissemination strategy is designed to ensure the visibility, accessibility, and uptake of the project's results across key stakeholder groups. It supports the broader objective of maximizing the project's impact in the fields of IoT device management, Unified Endpoint Management (UEM), and smart infrastructure, by promoting project developments, encouraging collaboration, and paving the way for adoption and exploitation.

The main dissemination goals of HOMEPOP are:

- Increase visibility of the HOMEPOP project and its outcomes
- Promote the benefits of HOMEPOP's standardized, secure platform for heterogeneous device management
- Engage with targeted stakeholder groups to validate and amplify results
- Lay the groundwork for post-project sustainability and exploitation

These goals will be attained with a dissemination approach structured around three core phases, as shown in the following table.

Table 1. Dissemination phases

Phase	Focus	Activities
Awareness (M1–M12)	Introduce the project, raise visibility, and establish brand identity. This phase will establish HOMEPOP's presence as a next-generation, security-focused, vendor-neutral platform for heterogeneous device management.	Project website, social media channels, visual identity, partner announcements
Engagement (M12–M24)	Share ongoing technical progress, foster dialogue with target audiences. This phase will involve stakeholders such as manufacturers, enterprise IT professionals, and smart infrastructure developers in dialogue and knowledge exchange.	Blog posts, scientific publications, conference presentations, standardization inputs
Adoption (M24–M36)	Promote results, demonstrators, and deployment frameworks. This phase will promote the uptake of HOMEPOP technologies and methodologies through demonstrators, guidelines, and partner deployment.	Public deliverables, events, whitepapers, webinars, open-source releases

This phased approach allows us to align dissemination activities with project maturity, ensuring that stakeholders receive relevant, timely, and actionable information. This will impact standards, best practices, and public discourse on IoT/OT device management, especially in areas concerning interoperability, usability, and security.

Across these phases, the dissemination activities will incorporate a set of guiding principles:



- Multi-Stakeholder Alignment: Dissemination will reflect the diverse needs of industrial partners, academia, policymakers, and end users, ensuring each group receives tailored and actionable information.
- Transparency & Open Access: Wherever possible, project results will be made publicly available (e.g., via open-access publications, GitHub repositories, open data portals).
- Visibility & Branding: HOMEPOP will develop a strong project identity (logo, visual style, key messaging) that enhances recognition and consistency across all channels.
- Collaboration-Driven: Partners will coordinate their dissemination activities, leveraging each other's networks and existing communication assets (websites, newsletters, events).

Dissemination activities will use a wide variety of formats:

- Digital presence: Project website, news items, LinkedIn posts
- Technical dissemination: Scientific papers, whitepapers, articles in industry-oriented magazines, blog posts, open repositories, standardization contributions
- Promotional materials: Flyers, presentations, roll-ups, factsheets
- Events: Participation in industry fairs, research conferences, project-organized workshops or webinars

All dissemination materials will include proper ITEA, national funding, and partner acknowledgments, in compliance with communication guidelines.

Dissemination is a shared responsibility of the consortium, coordinated centrally but executed in a distributed manner. Each partner is expected to contribute based on their strengths:

- Academic partners and research organizations: Lead scientific dissemination (conferences, journals), dissemination towards broad industrial audiences, participation in and organization of conferences, workshops and seminars
- Industry partners: Lead industry outreach and visibility through events and networks
- All partners: Promote HOMEPOP through institutional channels, share content, and contribute to content creation

The work package coordinator will ensure alignment and consistency of messaging, branding, and timing.

The dissemination strategy complements the project's exploitation plans:

- Dissemination focuses on informing and engaging stakeholders with technical and project-related outputs
- Exploitation activities focus on commercialization, standardization, follow-up R&D activities, and internal adoption, informed by dissemination feedback

This integrated approach ensures coherent outreach, stakeholder engagement, and impact.

### 3 Target Groups

The HOMEPOP dissemination strategy identifies and prioritizes key stakeholder groups that are critical to the uptake, impact, and exploitation of project results. These groups represent diverse actors across the IoT, OT, and UEM value chains, including technology developers, end-users, policymakers, and the research community.

For each group, the dissemination activities will be tailored to the specific interests, challenges, and channels relevant to that audience.

Table 2. Target Groups

Target Group	Description & Rationale	Dissemination Objectives	Interest	Influence	Priority
Device Manufacturers (IoT/OT)	Hardware and firmware developers producing smart devices, sensors, or embedded systems.	Promote HOMEPOP as a solution for interoperable, secure device management; encourage use of the HOMEPOP framework.	High	High	High
Corporate IT and UEM Managers	Enterprise stakeholders managing complex IT and OT infrastructures (e.g., in finance, health, logistics).	Showcase HOMEPOP as a next-gen UEM solution to reduce fragmentation, enhance security, and simplify fleet management.	High	High	High
Smart Infrastructure Developers	Actors in smart cities, smart homes, and building automation ecosystems.	Present HOMEPOP as a platform for unified control and monitoring across mixed device types.	High	Medium	High
R&D and Academic Community	Research groups working on IoT, cybersecurity, edge/cloud computing, AI and HCI.	Facilitate collaboration, peer validation, and further research based on HOMEPOP's architecture and contributions.	Medium	High	Medium
Standardization and Policy Bodies	Institutions defining norms for IoT management,	Influence best practices and contribute insights toward standards for	Medium	High	Medium

	cybersecurity, and data governance.	heterogeneous device management.			
Open-Source and Tech Community	Developers and communities working on open IoT platforms, smart home systems, and edge computing tools.	Support testing, integration, and contribution to HOMEPOD's open modules.	Medium	Medium	Medium
Public and End Users	Consumers, tech enthusiasts, and media.	Raise general awareness about HOMEPOD's innovation, indirectly fostering market demand and public discourse.	Low	Low	Low

The engagement approach will be considered per group, including:

- B2B & Industry Stakeholders: Targeted dissemination through trade shows, whitepapers, articles and blog posts, and technical webinars tailored to the needs of industry.
- Research & Academia: Dissemination through peer-reviewed publications, open data/code sharing, and participation in academic conferences.
- Policy & Standardization: Participation in relevant working groups, responses to consultations, and alignment with ongoing European and international policy developments.
- Tech Communities & General Public: Use of social media, explainer videos, blog posts, and accessible documentation to stimulate awareness and indirect engagement.

Table 3 further details the most relevant communication channels, formats, and partner responsibilities for dissemination to target groups.

Table 3. Target Groups link to channels and formats

Target Group	Preferred Channels	Formats & Tools	Lead Partners
Device Manufacturers (IoT/OT)	Industry fairs, B2B newsletters, LinkedIn, webinars	Product sheets, whitepapers, demo videos	Industrial partners
Corporate IT and UEM Managers	Tech conferences, LinkedIn, dedicated webinars	Case studies, presentations, live demos	Coordinators, IT integrators
Smart Infrastructure Developers	Smart city expos, public sector forums, joint events	Use-case flyers, testimonials, event presentations	System integrators, local partners

R&D and Academic Community	Scientific conferences, research portals, journals	Papers, posters, GitHub repo, open data	Academic partners
Standardization and Policy Bodies	WG meetings, policy forums, stakeholder consultations	Technical position papers, contribution drafts	WP leaders, Coordinators, Standardization task
Open-Source and Tech Community	GitHub, developer blogs, open-source showcases	Code, README files, forum discussions, tutorials	Tech partners
Public and End Users	Social media, project website, YouTube	Explainer videos, infographics, articles	WP leaders, Coordinators

## 4 Dissemination Channels

The dissemination of HOMEPOP relies on a well-balanced mix of communication channels, selected to ensure the project's messages are tailored, targeted, and effectively delivered to each stakeholder group. The selected channels will support the dissemination goals of awareness, engagement, and adoption throughout the project lifecycle.

Table 4. Dissemination Channels

Channel	Purpose	Format	Frequency / Timeline	Primary Target Groups
Project Website	Central hub for project information, deliverables, updates	News items, events, deliverables, videos, partner info	Continuous; updated monthly	All stakeholders
Social Media (LinkedIn)	Awareness building, updates, community engagement	Posts, event shares, visuals, short threads	1–2 posts/month	Industry, IT managers, developers, general public
Partner Websites	Amplify project visibility via institutional channels	Project summaries, news releases, blog posts, cross-links	At key milestones	Research, industry, public
GitHub Repository	Dissemination of open-source components and technical documentation	Source code, README, API docs	From M12 onwards	Developers, open-source community
Conference Presentations	Share results with academic and professional peers	Talks, posters, papers	As per submission cycles	Academia, IT managers, policymakers
Partner Networks	Leverage existing ecosystems and customer bases	Shared updates, events, articles and blog posts, demo opportunities	Continuous	Manufacturers, SMEs, integrators
Event Sponsorship / Booths	Increase reach at major industry events	Booths, banners, demo slots	M24–M36	Device manufacturers

Active participation in academic and industrial events will allow HOMEPOP partners to directly engage with the community, showcase its developments, and gather feedback. To ensure high visibility and recognition of HOMEPOP's contributions, the consortium has identified key journals and conferences for disseminating project results (Table 5).

Table 5. List of potential conference proceedings and publications in journals

Categories	Conferences	Journals
Embedded Systems	International Conference on Embedded Software (EMSOFT); Embedded Systems Week (ESWeek); IEEE International Conference on Industrial Informatics (INDIN); Euromicro Conference on Digital System Design; IEEE International Symposium On Real-Time Distributed Computing; ACM/SIGAPP Symposium On Applied Computing	IEEE Transactions on Parallel and Distributed Systems (TPDS); ACM Transactions on Embedded Computing Systems (TECS); Elsevier Journal of Systems Architecture; ACM Transactions on Cyber-Physical Systems
IoT	IEEE International Conference on Factory Communication Systems; IEEE World Forum on Internet of Things, IEEE Industrial Informatics Conference; ACM International Conference on Mobile Computing and Networking	IEEE Internet of Things Journal, ACM Transactions on Internet of Things (TIOT), Elsevier Internet of Things, Elsevier Ad-hoc Networks
Security	ACM Conference on Security and Privacy in Wireless and Mobile Networks; IEEE European Symposium on Security and Privacy (EuroS&P); Network and Distributed System Security Symposium (NDSS)	ACM Transactions on Privacy and Security (TOPS), IEEE Transactions on Dependable and Secure Computing (TDSC), Computers & Security
Verification, Validation and Uncertainty Quantification	SIAM Conference on Computational Science and Engineering (CSE), International Conference on Computational Science (ICCS), ACM Winter Simulation Conference (WSC), Platform for Advanced Scientific Computing (PASC).	Journal of Computational Science, Future Generation Computer Systems, Nature Computational Science

A list of potential venues for industrial dissemination is provided below, these events are great opportunities for networking with peers and positioning ours as experts to provide the insight to the industry.

Table 6. List of potential venues for industrial dissemination

Venues	Description and benefit for project
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Embedded World Exhibition & Conference	The embedded world Exhibition&Conference facilitates direct interaction with a large number of experts and qualified suppliers from all over the world.
IoT Tech Expo Europe	The leading conference & exhibition event for IoT, Digital Twins, IoT Security & IoT Connectivity.
Smart City Expo World Congress	Smart City Expo World Congress has been the world's biggest and most influential event for cities and urban innovation. Hosted annually in Barcelona, it brings together a powerful ecosystem of leaders from global companies, governments and strategic organizations.
ITEA PO Days	The exhibition sessions organized during the ITEA PO Days offer an outstanding opportunity to share project results and network with other relevant industrial stakeholders from the ITEA ecosystem.

All dissemination activities will use the project's branding and communication material (logos, disclaimers, funding acknowledgements). Content will be coordinated through the work package to ensure consistency. Metrics for each channel will be monitored (see section 6) to assess performance and adjust efforts.

## 5 Key Messages

To enable a clear communication, for different types of stakeholders, a set of messages will be defined, tailored for each target audience, ensuring alignment with their specific needs, interests, and the channels they engage with.

Table 7. Key Messages

Targeted Audience	Core Message	Types of content	Channels
Device Manufacturers (IoT/OT)	HOMEPOP offers a standardized, secure platform that helps you make your devices easier to manage across enterprises. Aligning with HOMEPOP allows smoother integration and faster deployment.	Whitepapers, technical briefs, integration guidelines, joint webinars	Website, LinkedIn, webinars, industry expos
Corporate IT and UEM Managers	HOMEPOP simplifies endpoint management across diverse device types, breaking vendor lock-in and improving security, monitoring, and efficiency in hybrid IT/OT infrastructures.	Case studies, demo videos, enterprise slide decks, ROI analysis	LinkedIn, tech webinars, conferences
Smart Infrastructure Developers	HOMEPOP enables cross-platform management and monitoring in smart cities, buildings, and factories, reducing integration cost and time-to-deployment.	Use-case flyers, integration playbooks, live demos, explainer videos	Expos, project events
R&D and Academic Community	HOMEPOP contributes to the state-of-the-art in heterogeneous device orchestration, secure UEM, and IoT standardization, offering opportunities for collaboration and further research.	Scientific papers, open datasets, API documentation, research blog posts	Scientific conferences, journals, ResearchGate
Standardization and Policy Bodies	HOMEPOP demonstrates a practical roadmap for secure and interoperable IoT device management that can inform future standards and regulation.	Position papers, technical inputs, policy briefs, architecture diagrams	Meetings, standards organizations
Open-Source and Tech Community	HOMEPOP provides open tools and APIs for managing interactive and embedded devices across platforms, accelerating innovation and reuse.	Source code, tutorials, architecture documentation, quick-start guides	Developer forums, Reddit, Blogs
Public and End Users	HOMEPOP is building a future where your smart devices (from phones to TVs to sensors) work together easily and securely.	Explainer videos, infographics, news articles, social media posts	LinkedIn, project website, public blogs



## 6 Monitoring and Evaluation

To ensure that dissemination activities achieve their intended impact, the HOMEPOD project includes a structured monitoring and evaluation framework. This will track dissemination performance against defined KPIs, support data-driven decision-making, and allow for adjustments to optimize reach, quality, and engagement. The evaluation will cover outputs, outcomes, and impact.

Table 8. Dissemination KPIs

Area	Indicator	Target / Success Criteria (end of project)	Tool / Source	Responsible Partner(s)
Website	Website visits per quarter	> 30 unique visitors/quarter	Google Analytics	Coordinator
	Bounce rate	< 50%	Google Analytics	Coordinator
Social Media	Followers (LinkedIn)	> 50 followers by M24	Native analytics	All partners
	Engagement rate (likes, shares, comments)	≥ 5% average	Native analytics	WP Lead
Publications	Peer-reviewed papers	≥ 6 publications over project	Scopus, Google Scholar	Academic partners
	Open-source contributions	≥ 2 public repositories with activity	GitHub, GitLab	Technical partners
Events	Participation in relevant events	≥ 10 by end of project	Event logs, agendas	All partners
	Industry events attended	≥ 4 by end of project	Event logs, agendas	All partners
	Project-organized webinars and events	≥ 3 across the project	Registration stats, recordings	All partners

Table 9 provides the monitoring and evaluation timeline.

Table 9. Monitoring timeline

Month	Activity	Purpose
<b>M6</b>	Initial KPI baseline	Confirm dissemination plan
<b>M12</b>	Website and social media KPI checkpoint	Adjust content strategy if needed
<b>M24</b>	Adoption readiness review	Prepare final-phase campaigns, intensify outreach

<b>M36</b>	Final evaluation and reporting	Document results, lessons learned, and impact
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During the monitoring period, each partner will report dissemination activities quarterly to the Dissemination WP lead using a shared template in the project shared folder. Activities will be compiled in the Dissemination Log, including:

- Date
- Activity type
- Target group
- Channel used
- Materials produced
- Outcome / impressions / feedback

Regular reviews will be held during consortium meetings to discuss progress and refine strategy.

## 7 Risks and Mitigation

Table 10 puts forward the identified risks, together with the appropriate mitigation strategy defined to ensure the successful execution and impact of the project.

Table 10. Risks and mitigation strategies

Risk	Mitigation Strategy
Low website or social media engagement	Revise content plan, boost visual formats, cross-post via partners
Limited publication uptake	Support academic partners in targeting appropriate conferences/journals
Event participation disruptions	Increase focus on online events, recorded demos, and hybrid webinars
Fragmented messaging across partners	Centralize content review, provide branded templates, appoint a content editor