

D8.1 Dissemination strategy – Summary

One aspect of fundamental importance for the success of BODEGA is making sure that the findings generated during the carrying out of the project will reach, in a timely and effective fashion, the stakeholders who may benefit of those results. In order to guarantee the achievement of such objective, the planning and execution of all the required communication and dissemination activities are tasks that need to be addressed properly.

The BODEGA consortium has therefore designed a whole dissemination strategy, whose main aim is allowing reaching a selected group of audiences consisting of:

- Border control authorities, law enforcement agencies and EU decision-makers;
- Providers of technologies for border control;
- Experts and researchers on human factors and ergonomics;
- Scientific community as a whole;
- Representatives of travellers and citizens associations.

In order to reach in the most effective way the audiences above, several communication/dissemination channels will be employed within the context of a coherent and comprehensive strategy. In detail:

- BODEGA project's website;
- Social media;
- Scientific journals;
- Conference, exhibitions and fairs;
- Press releases;
- Showcases and liaison activities with on-going initiatives

Ad-hoc dissemination support material (such as a graphical project logo, posters, flyers, brochures, newsletters and banners) has already been and will be produced throughout the entire project's lifespan in order to support the consortium's dissemination and communication efforts.

Various members of the BODEGA consortium have already planned publications about the project to be submitted for publications on scientific journals. At the same time, the beneficiaries' participation to several events of interest, in Europe and overseas, has been foreseen.

The extent and effectiveness of the BODEGA dissemination and communication efforts will be continuously monitored and periodically evaluated, so to promptly adjust the whole dissemination strategy in case of need.

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