COST Action
TU 1402

Quantifying the Value of Structural Health Monitoring

WG6
Dissemination

Maria Pina Limongelli

DISSEMINATION

What?

Who?

How?

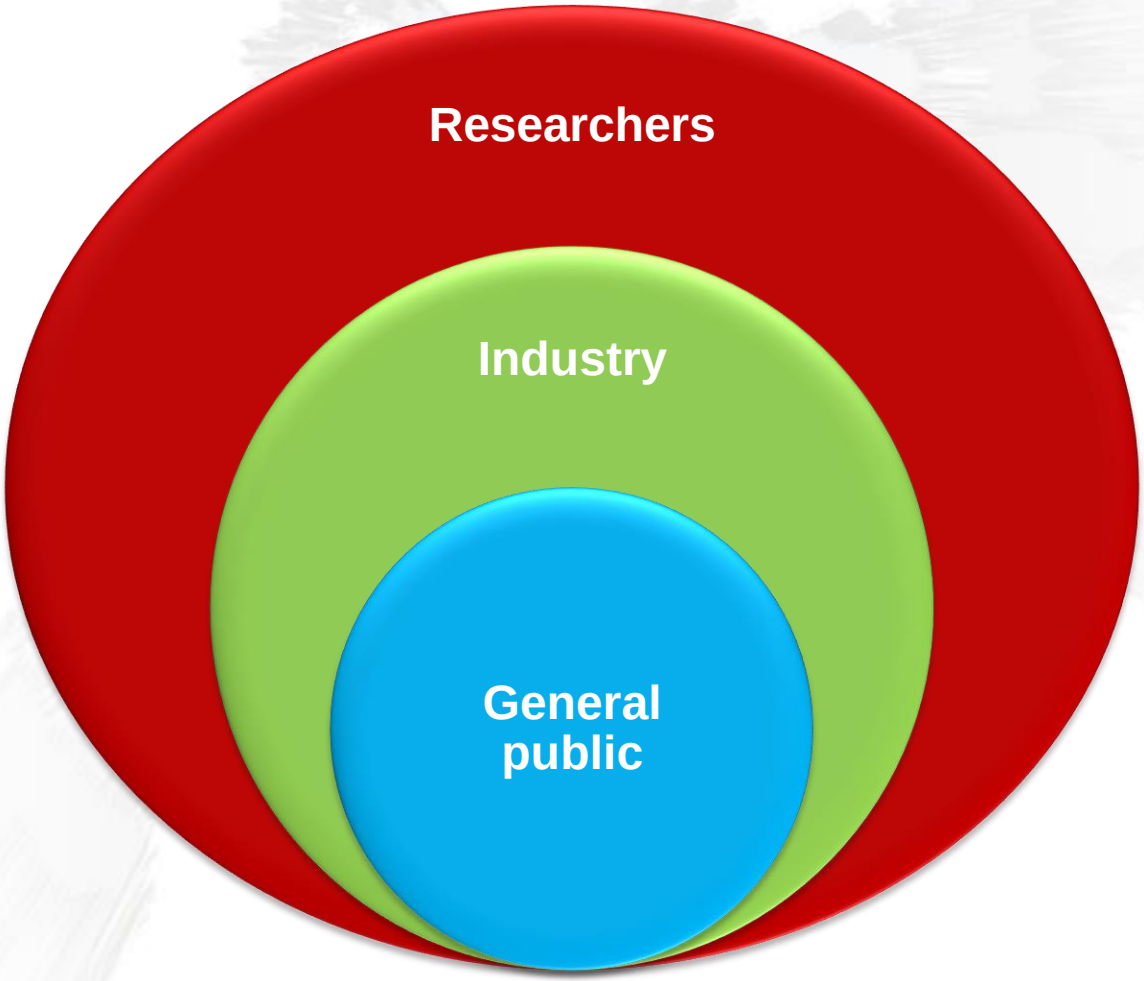
What?

Outcomes

Network

Who?

Dissemination is targeted to three groups of stakeholders



How?

Message to convey for **OUTCOMES**:

Why we are important to:

- **General public**
- **Industry**
- **Researchers**

How?

General public

(why we are important for society)

Website of the action

Trailer (3 minutes) + **Video** (10 minutes)

Social media (Facebook, Linkedin)

Testimonials (30s)

Wikipedia page

Page for dummies (website)

How?

Industry

(why we are important for industry/innovation)

Brochure

Ppt on the Action (conferences, national groups)

Poster of the Action (conferences,offices)

Page on the website (Innovation Committee)

Dedicated workshop/special session

Innovative Industry day (support to Innovation Committee)

Case studies on the website

How?

Researchers

(why we are important for science)

Papers (Factsheets, Conference, Journals)

Special sessions at conferences

Website (published papers sent by participants)

Special sessions at conferences (call for)

Training schools on VoI of SHM

Special Issues on VoI of SHM

How?

Message to convey for **NETWORK**:

Who we are

Where we are

How are we connected

Size and composition of the network

Trailer and video (workshops, social activities)

Website (photos of workshops and of people)

- link on '**how to join the Action'**

- Map with location and affiliation of participants

Website (international connections)

Testimonials (STSMs, keynotes, advisors)

Social media (ask to like)

Website (**Active participants** page, **Related networks** page)

Researchgate (open and maintain the page)

Dissemination: credits

- **Website concept** (M.P. Limongelli, S. Thons)
- **Website editing and technical** (S. Miraglia, H. Bruske)
- **Trailers and video concept** (M.P. Limongelli)
- **Facebook and LinkedIn** (M.P. Limongelli, M.G. Masciotta, P.F. Giordano)
- **List of pubblications** and **updates** on participants input (S. Miraglia)
- **Ppt and poster** (H. Sousa, L. Osantos)

AAA: need man/women power

- **Case studies**: format for the website (should be appealing for **Industry**) Jorge Mendoza ???, Helder Sousa ???)
- **Press releases and articles** for EU media (write for EurActiv, research.eu, the Parliament, Science Business, Financial Times. ?????)
- **Updates** of **Performed STSMs** page (support to Alan O'Connor)
- **Wikipedia page** (support to Sebastian)
- **Researchgate** page (Piotr???)
- **SHARE ON LINKEDIN AND FACEBOOK** (all)
- **Page for dummies** (task force to support to Michael Faber. M.P. Limongelli, Elisabeth Bismuth,, ….., STSM?, support for cartoons)

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Questions?

Typical language of the posts we receive

I’m executing an idro-thermal treatment on porcelain, glass and metals in a high tension environment

Meaning

I’m washing dishes with my wife shouting all the time