



D10.1: Initial dissemination and communication plan, communication material and project Website

WP10 – Impact creation activities

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Executive summary

Dissemination and Communication is a very essential part of CREST project in order to inform the general public, the project stakeholders and the interested parties regarding the project's overall activities.

The implementation of well-structured dissemination and communication plan will achieve to increase the visibility of the project scope, objectives and results. In this way the public audience and the project stakeholders will be constantly informed regarding CREST activities and above all CREST achievements.

The main objective of the Dissemination and Communication Plan is to set a solid foundation regarding the effective communication of the overall activities of CREST project. In this way it will showcase the resulted benefits of the project's outcomes to its stakeholders and interested parties. The evaluation of the impact of CREST project will be measured by the set of Key Performance Indicators.

In order to fulfill this purpose several means in terms of materials, both in electronic and conventional (printing) format will be developed and used such as; CREST website, CREST Social media presence, audio-visual material, printed brochures, newsletters, promotional rollup banners.

Finally, the organization of CREST workshop along with the participation of CREST consortium member to the relevant National and European events along with clustering with other projects will increase the visibility of CREST project to the utmost degree.

Introduction

CREST's overall objective is to improve the effectiveness and efficiency of LEAs intelligence, operation, and investigation capabilities, through the automated detection, identification, assessment, fusion, and correlation of evidence acquired from heterogeneous multimodal data streams. Such data streams include (but are not limited to) Surface/Deep/Dark Web and social media sources and interactions, IoT-enabled devices (including wearable sensors), surveillance cameras (static, wearable, or mounted on UxVs), and seized devices and hard disks.

CREST will achieve this objective by developing an innovative prediction, prevention, operation, and investigation platform that will build upon the concept of multidimensional integration and correlation of heterogeneous multimodal data streams and delivery of pertinent information to different stakeholders in an interactive manner tailored to their needs. The developed platform will allow for

- (i) crime and terrorism prediction and prevention through the generation of automatic early warning alerts based on the assessment of threats detected using targeted monitoring, tracking, and analytics technologies;
- (ii) improved operational capabilities enabled by an IoT ecosystem that will facilitate adaptive and dynamic mission planning and navigation based on autonomous systems for better surveillance and distributed planning and management for supporting distributed operational command and control;
- (iii) improved situational awareness through advanced visual analytics, mobile applications, and projections in interactive augmented reality environments; and
- (iv) enhanced investigation capabilities by increasing the confidence and trustworthiness of information sharing and digital evidence exchange based on block chain technologies.

1. CREST Dissemination and Communication Plan

The CREST Dissemination and Communication Plan main objective is to create a strong and sustainable impact of the project identity. In the same time to raise awareness of CREST project functioning as a basic multiplier to any exploitation opportunities may occur.

1.1 Objectives

The main objectives for CREST Communication and Dissemination plan can be stated as follows:

- Increase the outreach potential of the project in terms of stakeholders' audience
- This objective will be achieved by continuously building sustainable awareness of the project scope within LEAs and stakeholders to the extend of all EU Member States and throughout Europe.
- Establish and continuously strengthen collaboration bonds with project partners
- CREST will engage the project End Users into collaboration taking into consideration existing project partners as well as future/potential project partners. Through the use of effective online collaboration tools, the efficiency and effectiveness regarding the project task completion will be achieved. Following to that, physical meetings between the project partners under a scheduled and periodic mode will assure the success of the delivered outcomes.
- Create, establish and grow a pool of potential customers for CREST Platform.

This objective will be achieved by initially disseminating the project results and communicating the project identity and vision to different events. Events such as workshops, conferences, open days. Moreover, the dissemination of CREST Platform's results and achievements will further increase the interest of future potential customers. The latter will be properly promoted taking into consideration the way that the outcomes may be communicated to the project End Users making clearly understandable the benefits resulting from the use of CREST Platform.

1.2 Target Audience

The identification of a so called in business sector Target Audience will increase the Dissemination and Communication impact for CREST project. Target Audience objectives to be set can be stated as follows:

- a. LEAs and relevant authorities interested in improving their crime prediction and investigation capacity, without exceeding their authority towards citizens' rights;
- b. Legislative authorities at EU and national level interested in proof-of-content related to criminal and terrorist activities;
- c. Technology providers interested in technologies as means of innovation, business development, or economies of scale;
- d. Research institutes interested in valuable improvements of existing technologies; and
- e. Civil society organizations working directly with victims of and on crime and terrorism issues at EU and national level.

The characteristics of the aforementioned Target Audiences in other words the actual profiling of these audiences is a corner stone of a dissemination and communication plan. Upon this profile identification the most effective and efficient channels of communication will be extensively used in order to achieve the expected impact.

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Therefore, basic characteristics should be taken into consideration, defining the most effective way of disseminating project results, communicating project activities and promoting benefits from CREST Platform:

- Organization type
 - Government Authorities, Public Organizations, Academia, Research and Technology Organizations (RTOs), Non-Governmental Organizations (NGOs), Private Companies (Mainly Information and Communication Technology Industry)
- Legislative status quo
 - National legislation
 - Subject to Public Law
 - Subject to Private Law
 - Potential legal restrictions resulting from the legal status
- Geographical considerations
 - Since these Organizations operate in different geographic locations this diversity should be considered regarding the ongoing Dissemination and Communication plan adjustment.
- Special characteristics
 - In case special characteristics are acknowledged during the implementation of the Dissemination and Communication Plan the latter will be subject to the adequate adjustments.

The Target Audience will actually start scheming the Target Market which will be analyzed at the exploitation plan of the CREST project. However, early stage identification of the Target Market is another crucial factor affecting the development of a successful Dissemination and Communication Plan. The basic categories acknowledged by CREST project as a potential Target Market are:

- Law Enforcement Agencies (LEAs)
 - LEAs are the main target market regarding CREST Platform as clearly described from the project objectives and implementation under the scope of its Concept of Operations (CONOPS). LEAs engagement will be achieved using the appropriate communication and dissemination channels as well as networking tools.
- Policy Makers
 - Policy Makers are able to define, implement and if needed amend existing legislation in order to create the necessary legal status for the deployment of CREST Platform.
- Information and Communication Technology (ICT) Industry
 - Private companies, enterprises and the overall industry which is related to the Internet-of-Things and the security sector.
- Research Community
 - Research and Technological Organizations (RTOs), the Academia, relevant HORIZON2020 and other EU research projects in the security sector.

Target Audience and Target Market combined are providing a well-defined “field-of-operations” to implement the required Dissemination and Communication actions which will lead to the expected impact.

1.3 Message Definition

CREST project Dissemination and Communication Plan will ensure that core concept of the messages will be sent accordingly to each of the groups consisting its overall audience. For this purpose the Dissemination and Communication Plan is going to provide a detailed list of messages which will be adjusted to the end users, stakeholders and the public audience; the latter will fulfill the expectations of the above-mentioned categories in terms of content, format, and even the means to be selected for sending these messages.

Therefore, a message should be sent from the transmitter side to the receiver in a way that ensures that it is understandable for the receiver. In this case is needed to take into consideration the fact that both the channel and the purpose for the message will be clearly defined.

Moreover, each message should be clear, consistent, and referring to true facts. Also, it should be addressed to the audience categories with the right tone in order to achieve the expected impact. The key points should be clearly stated and always aligned in accordance with what the audience want to know or considers to be more interesting and insightful aspect and above all, what the audience perceives as most important to be disseminated and communicated.

1.4 Communication channels

The communication channel to be chosen for CREST project to transmit the message is related to target audience profiling as well as the dynamics that this message is expected to create as impact reaching the audiences. Most of times, the dissemination action uses widely used means such as newsletter, websites, conferences, etc.; however, it is important to evaluate which methods are the most effective for each message in relation to the target audience, maximizing the resulted impact.

Overall, the communication channels are grouped under the following categories:

- Interpersonal communication (group meetings, presentations, workshops, conferences, open days)
- Written communication (reports, press releases, scientific papers)
- Electronic communication (website, social media, online communities)

1.5 Impact creation Activities

In order to achieve its objectives and maximize the Dissemination and Communication impact, CREST project must lead its audiences through the following phases ensuring that each one of them is accurately implemented:

Raise Awareness: Audiences must become aware of current problems and challenges in LEAs' operational capacities. By working with umbrella organizations and multipliers, we aim to mostly build on existing awareness levels.

Alignment: Audiences must be convinced and led to agreement by belief that CREST will deliver a promising solution. This alignment will be established through endorsements by credible institutions and by making it easy for interested parties to get information on the approach and newer developments.

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Sustainable Engagement: Audiences must feel highly motivated to engage with CREST project. To fulfill this purpose, CREST aims to tap into (rather than replace) existing LEA procedures, in order to facilitate their operational capacity on all three phases of criminal activities: prevention, mitigation, and investigation.

Action: Audiences must be provided with the appropriate incentives in order to act. CREST will provide such incentives to LEAs with its contribution to improve their operational capacity.

1.6 CREST Website

The CREST website along with the project's social media accounts are serving as an important means of dissemination, and communication of the project outcomes and achievements respectively. The CREST website is hosted on a secure dedicated web server with the adequate capacity to properly fulfil the expected rate of responses from the visitors' side. The CREST project website can be accessed using the web address www.crest-project.eu. The CREST website is developed using a responsive template with Content Management System (CMS) administration panel. The responsive template provides easy access and adds up to the project's website visibility, as it can be accessed through the most popular mobile devices such as smartphones and tablets by adjusting the template content accordingly. The CMS administration platform under Wordpress® technology, ensures the proper access to the website developer at the structure, key features and main content of the website. In this way the website can be appropriately maintained and further enhanced in order to maximize the impact for CREST project to the public audience. Furthermore, CMS through the use of access credentials ensures the security of the website content from unauthorized access. It should be underlined the fact that CREST website is the electronic focal point for Dissemination, Communication and Exploitation activities. It is the official "gate" for the stakeholders and the public audience in order to have access to the project identity, vision, objectives and activities. On the same time CREST website will include the links to the project's official social media channels making the dissemination and communication "cycle" to produce the required information flow increasing the visibility and maximizing the impact of CREST project identity.

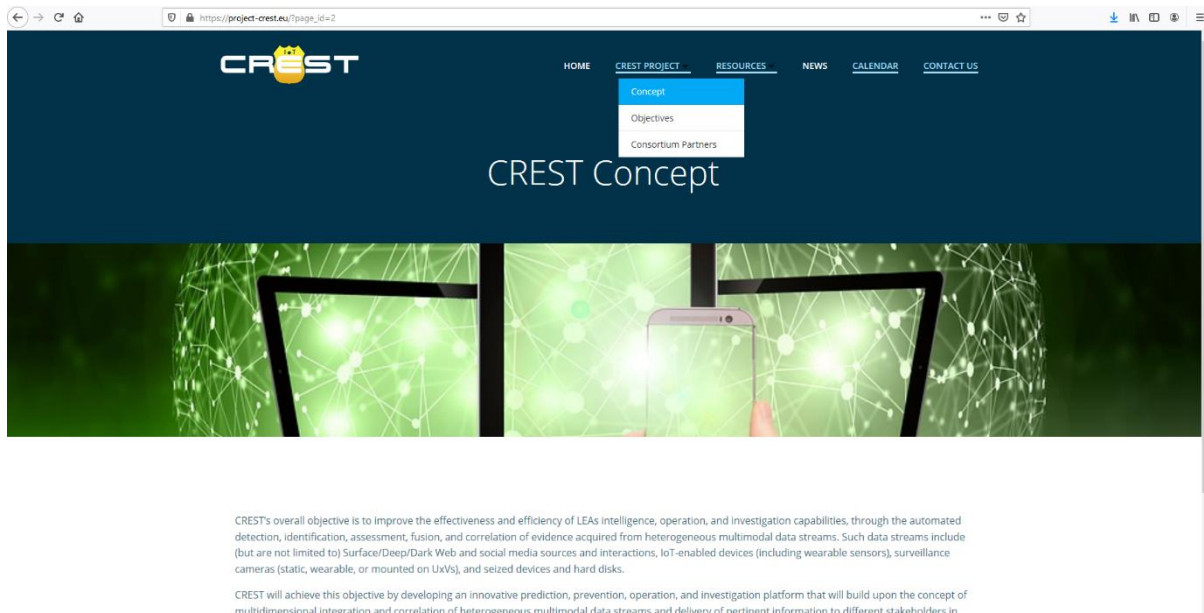


The website architecture has been designed taking into consideration two major factors: i) customize the content in a way that best serves communication purposes to properly promote the project identity; and ii) user friendly access of information where CREST website visitor have major information segments at first sight. The landing 'Home' page of CREST project contains descriptive imagery accurate to the message that the

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project wishes to transmit and on the same time semantically appealing to the stakeholders and the public audience.

The description of CREST website architecture has as follows:

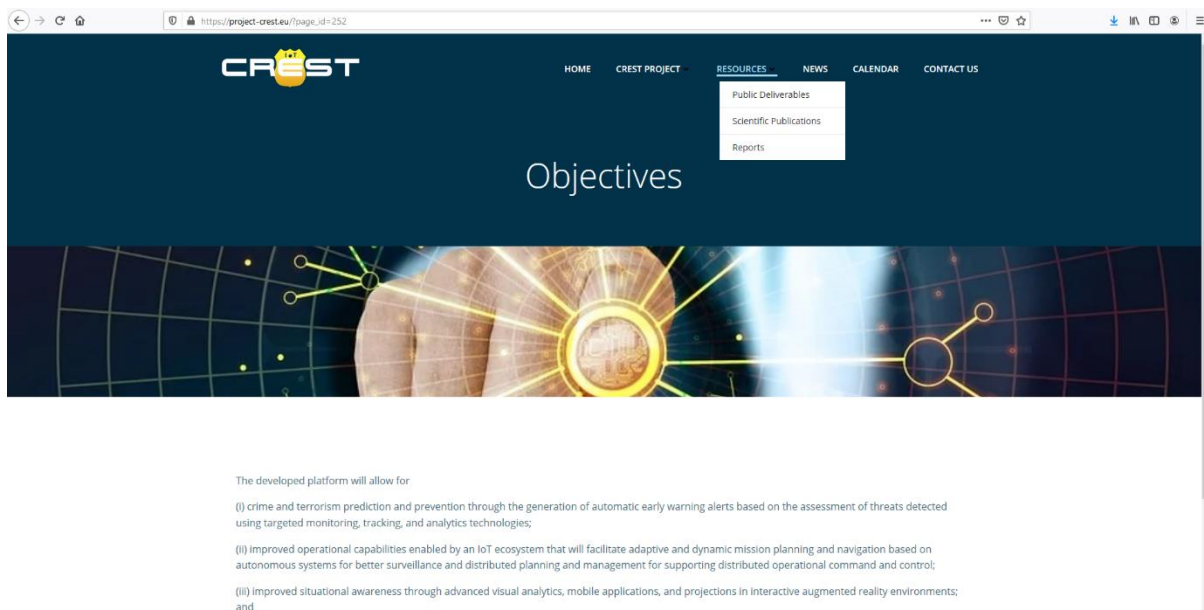


All pages contain a set of navigation menu items:

1. “Home”: in order for the visitor to be able to navigate to the main point of entry of the project website while browsing the site’s webpages. Home page is giving emphasis to the project logo and contains key messages regarding the project scope; moreover, it is enhanced with appropriate and appealing imagery. There are links to the social media channels of the project and contact details for the project administrator. It concludes with the EU flag and the disclaimer for the HORIZON2020 funding tagline.
2. “CREST Project”: This menu item is expandable to a submenu according to the following thematic landing pages
 - i. Concept – Describing the concept of the project
 - ii. Objectives – Clearly stating the objectives of the project
 - iii. Partners – Containing information for each partner of the CREST consortium (logo, organization title, brief descriptive text, link to the partner website)
3. “Resources”: This menu item is expandable to a submenu according to the following thematic landing pages
 - i. Public Deliverables – Containing the project public deliverables
 - ii. Scientific Publications – Containing Scientific articles relevantly to project’s the conducted research
 - iii. Reports – Containing publicly available reports for the progress and the achievements of the project

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4. “News”: This menu item’s landing page is actually a timeline containing the news of the project in brief-articles format regarding activities, planned communication actions, and achievements. Each article is combined with a relevant photo(s).
5. “Calendar”: This menu item’s landing page is a web calendar where the visitor is able to see the participation of CREST project through its partner’s representation to Workshops, Conferences, Open days, and relevant events.
6. “Contact us”: This menu item’s landing page is an automated contact form where CREST stakeholders, third interested parties and the public audience can communicate with the project consortium. This form will function with a generic e-mail under the project-crest.eu domain and will receive questions, comments, suggestions relevantly to the project concept and activities. The e-mail will be monitored by the project team in order to be highly responsive and providing with the adequate feedback the website visitors.

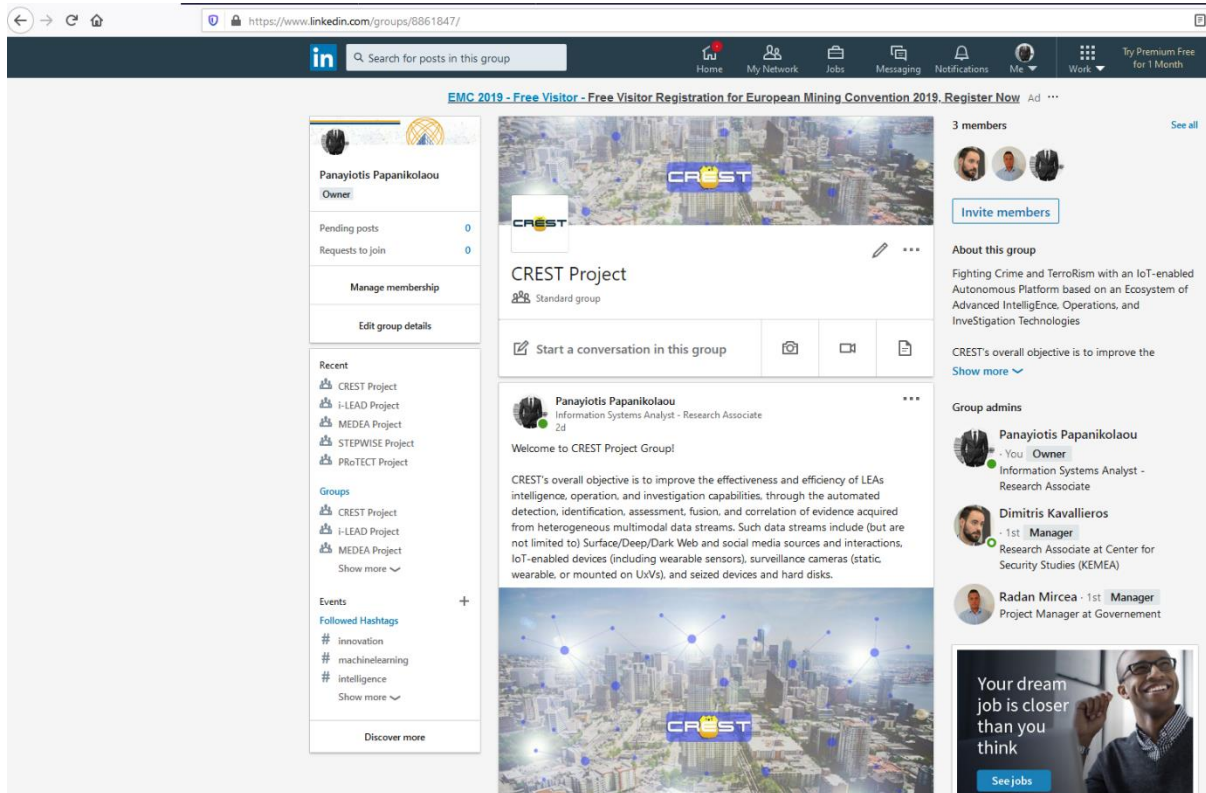


All pages contain also the necessary web buttons providing the link for CREST social media channels access.

1.7 CREST Social Media

CREST project increases its impact with a strong presence in social media channels. One of the most significant factors using social media in terms of communication is that the information is “pushed” to the engaged group of audience rather than through the use of a website where the information is “pulled” from the corresponding audience.

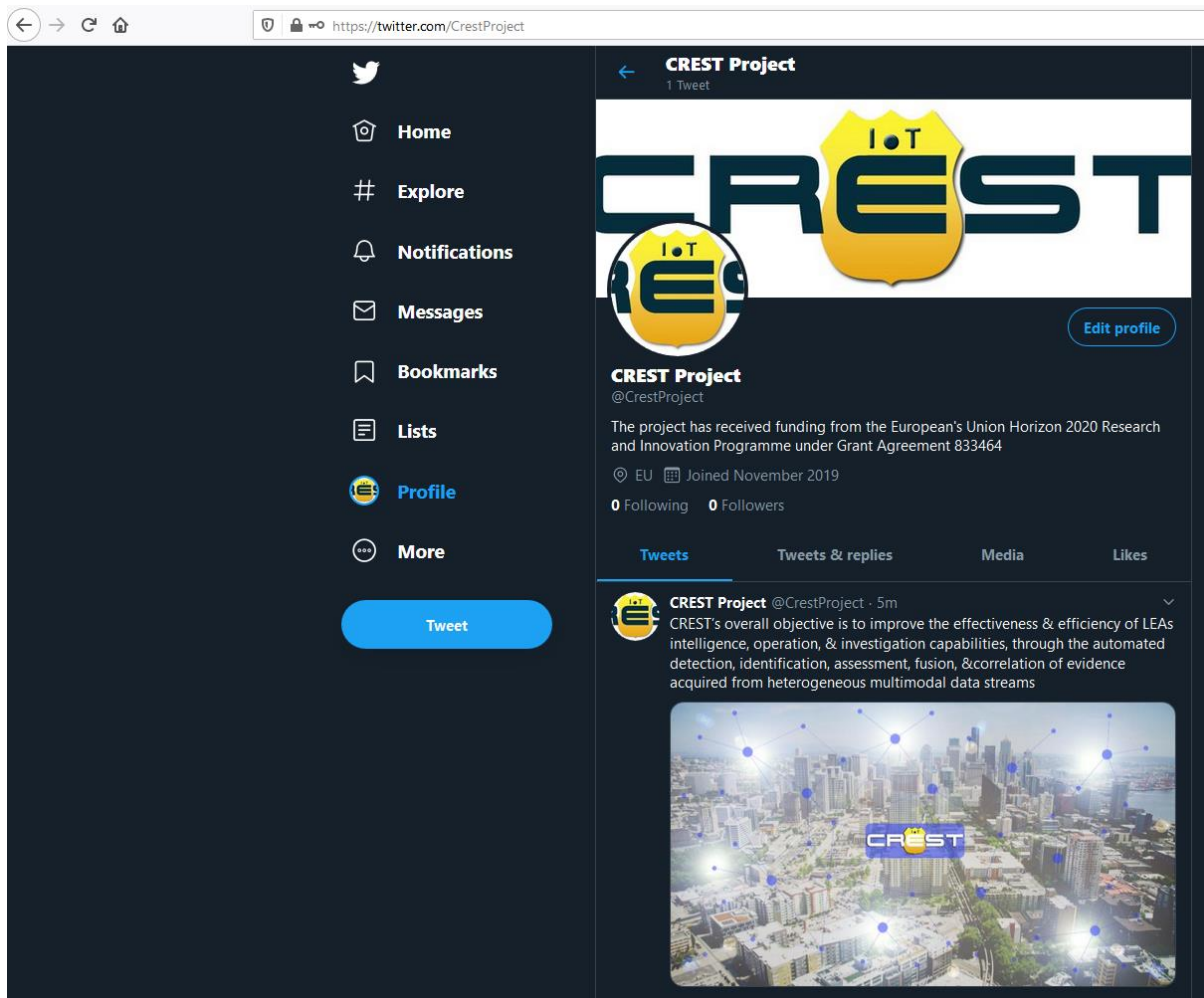
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- LinkedIn® Group: CREST project builds a LinkedIn® Group taking advantage of the already existing consortium members to start populating this group. In this way, project partners are able to proceed in a selection of stakeholders' contacts who will be invited to participate to this group setting the basis for the CREST public community. The LinkedIn® Group apart from “pushing” information regarding the project news and activities materializes a second significant function: creates a public discussion forum initiating a soft dialogue between the project partners and the project end users, stakeholders and the public audience.
- Twitter® account: CREST Twitter® account will serve to communicate the project identity giving emphasis to activities and achievements through the framework of the project. As Twitter® is extensively used for information purposes virtually from all the mainstream media worldwide, the potential impact of this communication channel may be considered as significant. The latter may be the case since Twitter® followers are not necessarily interact with the content of a specific account but the ongoing flow of information in Twitter® timeline can add up to the project visibility. Another significant factor is the capability of the medium to provide real-time information. As soon as a project event is taking place, publicly available information in a form of a brief text (Tweet) escorted by a descriptive photo can reach the project stakeholders and public audience in real-time. The communication impact created contributes in increasing project visibility as the audience becomes a “receiver” of real action taking place!
- YouTube® channel: The YouTube® channel will give the possibility of easy access in a widely popular format of audio-visual material regarding CREST project promotional videos. The communication impact created in the form of audio-visual material is highly important to

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transmit key-messages to the project end users, stakeholders and the public audience. Is one of the most influencing factors and mainly in terms of raising awareness not only to the project Target Audience categories but event beyond. Since YouTube® channel is widely used through mobile electronic devices such as smartphones, tablets etc., then CREST promo video through this medium availability and popularity will increase the communication impact regarding the project identity and the project vision.



2. Printed Dissemination and Communication material

2.1 Brochures

Brochures in various sizes and format are very efficient dissemination means as they are used in physical distribution of information to the end users, stakeholders and public audience. The brochures within the context of group meetings, workshops, conferences and exhibitions, are giving the opportunity to conduct a discussion with interested parties, increasing the impact of networking. They provide the best opportunity for on-the-spot briefing especially for the main characteristics and the highlighted points of the project identity.

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CREST Platform



Artificial Intelligence



Multimodal Analysis






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**Fighting
Crime and TerrorRism
with an IoT - enabled
Autonomous Platform
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and
InveStigation Technologies**



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Overall Concept

CREST aims to equip LEAs with an advanced prediction, prevention, operation, and investigation platform by leveraging the IoT ecosystem, autonomous systems, and targeted technologies and building upon the concept of multidimensional integration and correlation of heterogeneous multimodal data streams (ranging from online content to IoT-enabled sensors) for

1. Threat detection and assessment
2. Dynamic mission planning and adaptive navigation for improved surveillance based on autonomous systems
3. Distributed command and control of law enforcement missions
4. Sharing of information and exchange of digital evidence based on blockchain
5. Delivery of pertinent information to different stakeholders in an interactive manner tailored to their needs.

CREST will also provide chain-of-custody, and path-to-court for digital evidence. Human factors and societal aspects will also be comprehensively addressed, while information packages for educating the wider public on identifying threats and protecting themselves will be prepared and distributed.

The platform development will adopt ethics and privacy-by-design principles and will be customisable to the legislation of each member state.

CREST Pilot Use Cases




CREST will be validated in field tests and demonstrations in three operational uses cases:

1. protection of public figures in motorcades and public spaces,
2. counter terrorism security in crowded areas,
3. Cross-border fight against organised crime (e.g. firearms trafficking).

Extensive training of LEAs' personnel, hands-on experience, joint exercises, and training material, will boost the uptake of CREST tools and technologies.

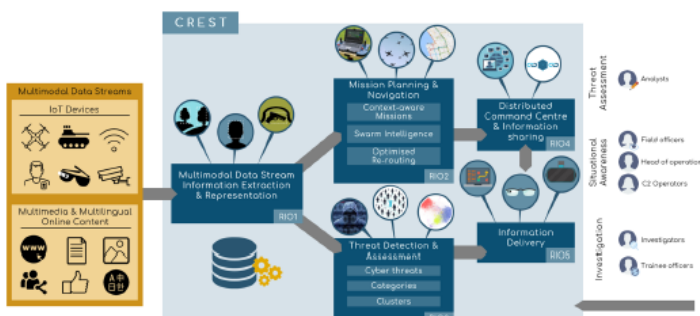
With a Consortium of 8 LEAs from 8 European countries, 7 Research Academic institutions, 1 Civil organisation, and 7 Industry partners, CREST delivers a strong representation of the challenges, the requirements and the tools to meet its objectives.

Website LinkedIn Twitter

www.crest-project.eu

Research and Innovation



CREST project will develop several types of brochures having as a goal to reach out the widest possible range of audience in conferences and exhibitions where the project will disseminate its results and communicate its

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vision. Different types of brochures provide a flexibility of message transmission according to the type of the event and the type of audience to be reached. In this way, the targeted dissemination of the project results ensures a maximized impact.

2.2 Newsletters

CREST project intends to develop Newsletters in the appropriate format in order to be appealing to the target audience and in the same time will be made available both in electronic and printed form.

CREST Newsletters will strengthen the project's dissemination spread out by the proper promotion of its results through its dissemination content.

The Newsletters will also showcase, the upcoming project events, provide the audience with the available knowledge based on the technological progress within the scope of the project, and above all, it will highly contribute to the audience engagement and commitment to the project's goals and achievements.

2.3 Rollup Banners

The use of rollup banners (metallic based standalone poster usually 2mX0.85m), is an added-value-of-presence within the context of participation mainly at high-level/ high-exposure international events. CREST rollup banner will promote both with a graphical and descriptive way the main competencies and advantages of the CREST project. It is widely accepted that this kind of dissemination material, has a prestige-wise maximized impact to the target audience and especially in large-scale events. For this reason, it will be implemented as one of the dissemination and communication assets of the CREST project.

3. CREST Audio-visual material

CREST Project will produce audio-visual material with respect to the trials and other working activities. The material is available according to the sensitivity of the information provided either to the broad public through the project website, or within the consortium members in case sensitive information is included.

A promotional video, which demonstrate the CREST platform relevantly to its approach and objectives using 3D animation, will be made available for the general public. The video gives a simulated insight into what CREST Platform will function and it will be accessible through the project's YouTube channel.

The promo video will be widely used as an efficient dissemination tool and as support mean for the introduction to the CREST Platform during the project presentation in different occasions (Conferences, Exhibitions, Workshops, Open days, etc).

Videos as such are very efficient and effective in terms of impact creation since they introduce the project objectives and approach to the target audience in various types of events, focusing mainly in large-scale events.

4. CREST Workshop and Conferences

Workshops are used by CREST as an efficient and effective way for active involvement of the end users, the stakeholders and third interested parties in the project implementation.

Moreover, workshops will provide the necessary feedback regarding CREST Platform function and validation.

Apart from increasing the impact regarding the dissemination of project results and achievements and the communication of CREST identity, workshops will serve as a solid basis in establishing the foundation for a sustainable Network of Interest regarding CREST Platform.

4.1 Workshop organization

The CREST Consortium will organize a series of workshops targeting end users, security enterprises, and EU officials, and allow them to explore the CREST tools with a hands-on approach. Local host organizations will ensure related units and departments involvement.

Through the life span of the project three workshops are planned to be organized in three different countries. In this way the spread out of the project results as well as the feedback taken from end users different experience and organizational cultures will be an added value for the project.

As it is planned at the end of the project, a Final Dissemination Conference will be organized in a fourth country in order to demonstrate the final results of the project and on the same time to offer the participants the opportunity to interact with CREST Consortium.

4.2 Participation to Conferences

Participation in Conferences and exhibitions is essential for CREST project. The project identity and vision will be exposed in international audiences strengthening the communication impact of CREST, whereas in the same time the dissemination of its results and achievements will raise the interest of the Technology Industry, the Research Community and third interested parties. Besides the already mentioned conferences such as AIVR; ISMAR; VAST; IV; EST; Israel Int. Conf. on Homeland Security; DefCamp; Cyber Intelligence Europe, CREST through its consortium will further be in constant awareness monitoring events taking place within the partners' participating countries on a National level. The latter will add up and maintain throughout the lifespan of the project CREST's dissemination and communication dynamics.

5. Scientific Publications

CREST will produce scientific publications which will be sent to be included into well-known scientific journals relevantly to the research conducted, such as CEPOL, MTA Review; Kriminalistik; Polizei und Wissenschaft, IEEE Trans. on Pattern Recognition & Machine Intelligence; Elsevier Computer Vision & Image Understanding; IEEE Trans. on Information Security and Forensics etc.

The scientific publications will be the "spearhead" of the project dissemination activities. Publications in scientific journals is the added value and the credibility impact of the research conducted within the framework of CREST. At the same time, they will be a pole of attraction for the research community increasing the expected dissemination impact.

6. Dissemination Indicators

CREST Dissemination Indicators will provide the necessary feedback regarding the project’s impact. The proper function of this measurement is from the one hand to achieve the forecasted performance in terms of Dissemination whereas in the same time to analyze them in order to get the insights for the overall communication impact. The latter is a core element with regards any potential adjustments or interventions have to be made upon the already existing Dissemination and Communication plan. Furthermore, studying the indicators provides also useful insights regarding the exploitation plan.

The Dissemination Indicators as set can be summarized as follows:

Tool	Indicator	Means of verification	Target value (estimate)
Website	# of site visits #of downloads	Matomo Analytics, Google Analytics (or similar)	15% annual increase of site visits 20 downloads
Final Conference	Disseminator # of participants (by target group)	Reporting by organisers	80 participants
Workshops	# of workshops; # of participants/ workshop (by target group)	List of events Reporting by organisers	3 workshops 40 participants
Social media	# engagement (likes and comments) in Facebook, LinkedIn and Twitter # followers	Social media platform analytics; Total reach of posts	700 views (annual increase of 15%); 350 followers (annual increase of 15%)
Publications	# of publications in technical, scientific and academic journals	List of publications	At least 15 scientific/academic articles with at least 5 open access publications
Newsletter	# of readers	List of newsletter subscribers	Bi-annual; At least 100 readers per news-letter (including at least 15 LEAs)
Stakeholder network	# of users Diversification	List of users	At least 25 users with at least 4 from each domain from at least 3 countries

The assessment of these indicators along with their impact must be reviewed and evaluated in a periodic way, ensuring the proper alignment with the existing dissemination and communication plan.

7. Fostering Technology uptake and Integration

Create what it is called “First-mover advantages” with the research conducted within the CREST framework it is a challenge and a goal to be achieved by our CREST project. The innovation regarding the equipment of LEAs with CREST Platform as an advanced solution covering virtually all aspects of their activities is not only the

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project's vision but a reality to come. The leveraging provided to the IoT ecosystem will upgrade the operational capabilities of LEAs. The tools which will be provided they will highly contribute to the targeted technology fostering and through synergies with the technology industry going even beyond the technological partners of CREST consortium, will eventually lead to the expected and requested market uptake.

8. Stakeholders Network

Dissemination and Communication-wise Stakeholders Network is another element of vital importance for CREST project. Stakeholders will be considered not just the receivers of the dissemination results and/or the communication messages transmitted. They will consist an active “community” for CREST project where an interactive communication will be established. In this way, the Stakeholders Network will have continuous flow of information regarding CREST progress, results and achievements and the Stakeholders Network, in its turn can provide CREST Consortium with useful feedback not only limited to dissemination and communication “reactions” but even in the purely scientific core of the project.

For this purpose, CREST has already set a list of objectives which will try to accomplish regarding its Stakeholders Network:

- To build awareness of the project within law enforcements services, public administrations, and the public audience throughout EU.
- Create the necessary condition for a sustainable engagement of the end-users under the rationale of an ongoing scientific dialogue.
- Disseminate the objectives of the project in a variety of events (as previously mentioned).
- Disseminate CREST results, outcomes, and achievements of the pilot cases.

9. Clustering with other projects

Synergies between CREST and other relevant HORIZON 2020 projects will be on the scope of the project contributing actively and essentially to the research conducted throughout the EU. Dissemination of result between sister project, to the extent that this is allowed according to each project mandates, can be seen whenever it takes place in a bilateral perspective.

Clustering may be the foundation for large scale dissemination and communication events which consequently will increase the impact towards the projects' stakeholders and public audiences to the utmost degree.

10. Conclusions

An efficient and effective Dissemination and Communication Plan is the appropriate strategy to raise awareness of a project results and maximize its communication impact while on the same time its exploitation potential is increasing. For this purpose, the consortium partners' active participation in this plan is critical to ensure the proper development and implementation of any dissemination and communication strategy.

After identifying the target audience for the project and categorizing all the groups of interest between these audiences, the implementation of the dissemination and communication strategy is in action.

The creation, definition and transmission of the clear messages will be deployed to the target audience measuring the impact created. In case where the impact created is not the expected one, then these messages must be subjects to adjustment and re-transmission using the appropriate channels.

Communication channels after the phase of selection should in the same way be monitored for their impact. In case the measured results are not the expected ones, they must undergo a fine-tuning action ensuring that the message will reach the target audience.

Continuous monitoring, feedback and evaluation process will ensure that the activities are reviewed to guarantee their efficiency and effectiveness. The reference point regarding these processes is the already set Dissemination Indicators where the level of expected performance must be achieved; and yet this is not the endpoint. Fully successful measurement for CREST project with respect to its Dissemination Indicators will be the fact that beyond their fulfillment they will showcase continuously increasing tendencies. The latter will be a solid basis in order to indicate a successful results exploitation phase for the future even beyond the lifespan of CREST project.