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Deliverable

D7.2 Dissemination and Communication Plan



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Dissemination Level		
PU	Public, fully open	<input checked="" type="checkbox"/>
CO	Confidential, restricted under conditions set out in Model Grant Agreement	<input type="checkbox"/>
CL	Classified	<input type="checkbox"/>

Notices

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This document is intended to fulfil the contractual obligations of the CO-ADAPT project, which has received funding from the European Union's Horizon 2020 Programme, concerning deliverable D7.2 described in contract 826266.

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List of Abbreviations

CO-ADAPT – Adaptive Environments and Conversational Agent Based approaches for Healthy Ageing and Work Ability

EC - European Commission

EU - European Union

ICT - Information Communication Technologies

IT - Information Technologies

TG – Target Groups

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1 Introduction

The Dissemination and communication Plans and Material deliverable has a key role in laying down the principles for designing the dissemination strategy and communication activities to be followed throughout the project. The dissemination strategy is required to spread awareness of the project and its results, among specialists, general public and emerging stakeholders. To achieve these results, it will target diverse groups of people, using a variety of tools and media, to maximize the spreading impact.

As communication and dissemination activities are running in parallel with the development of all work packages, they are in sync with the process, progress and feedback that the project receives. Therefore, activities can and should be adapted along the way. As this Dissemination Plan is drafted at a very early stage of the project implementation (M3), it acts mostly as a roadmap, laying down a common understanding and an overview of the communication activities that might be needed while subject to regular monitoring and adjustment.

Apart from the dissemination plans, the deliverable includes key dissemination materials and templates that will be available to consortium partners, in order to have a homogeneous approach when executing dissemination activities.

This document will start with the objectives of the deliverable and the project dissemination target groups, followed by the dissemination strategy and the planning of activities. We will describe our dissemination channels, i.e. the social media networks that will be utilized for the dissemination needs of the project and present the promotional material and templates of the project i.e. logo, website, leaflet, poster, rollup banner, press releases and newsletters.

2 Dissemination & Communication Strategy

Key to a concrete success of any project is an effective communication flow, both internally and externally. In cases like COADAPT, the success of the project relies on the impact and the community that it has created around itself.

A number of specific communication activities will be developed in order to implement the dissemination strategy and to pave the way for future exploitation of the project outcome, such as: (a) setting up and administrating the technical infrastructure, (b) creating appropriate communication material, (c) engaging in outreach initiatives towards the industry, the scientific community and standards organizations, and (d) developing business plans, market research and market take-up material.

2.1 Dissemination Strategy Objectives

The dissemination strategy serves a **dual objective**: a) Awareness raising by disseminating the project's purpose, mission and results as widely as possible and b) Engaging with the appropriate audiences for the project's results, including dissemination to audiences that could boost the later marketing, exploitation and sustainability of the project's results.

2.2 Dissemination Strategy Channels

Apart from the dissemination objectives, the dissemination and communication strategy will be implemented following three different channels to best target the desired stakeholder groups that will be most interested to the project's results, including audience that will deal with the take-up and wider use of CO-ADAPT outcomes. The dissemination channels to be used in our dissemination strategy will be the following:

Project Level

On the Project level, we will focus on project announcements and outcomes, focusing on an audience mostly relevant with EU bodies, European commission, National and International organizations and potential coordinators and partners in EU Framework Programme projects

Topic Level

On the topic level we will focus on sharing topic related articles, creating content related to our topics and focusing on our Partner expertise. Topic fields are active aging, eHealth, cognitive load detection techniques, usability for the adaptive assembly with collaborative robotics, smart systems, Ai in behavioral change and so on. Our target audience here is the Industrial and scientific community and also potential coordinators and partners in EU Framework Programme projects.

Intervention Level

On the Intervention level we will focus on the use cases, creating content to share for the outcomes and the progress. Our intervention focuses on supporting human change adaptation through a personalized Conversational Agent and investigating work system adaptations with the use of smart shift scheduling tools, adaptive assembly cobots to ageing workers or contextual recommendations of entities during computer use. Our focus audience is again the Industrial and scientific community and the general public

2.3 Target Groups

The target groups that have been identified as potential stakeholders of COADAPT are classified in four major categories, namely:

- TG1: Industrial and scientific community
- TG2: Potential coordinators and partners in EU Framework Programme projects
- TG3: EC, national and international bodies, associations active in societal and health related fields
- TG4: Public at large
- TG5: Organizations performing smart working and living environments R&D

3 Planning of Activities

In this section, we present the overview of dissemination activities and the tools used, as they have been defined from the proposal.

- **Web-based Dissemination:**
 - Project website
 - Marketing materials
 - Social Media presence
 - e-Newsletters
 - e-Publications (third portals' publications/blog posting activity)
 - Images and Videos
 - Questionnaires/Polls
- **Events-based Dissemination:**
 - Project specific workshop(s) organisation
 - Conferences and Workshops participation
 - Fair trades/Exhibitions participation
 - Hackathons organisation
- **Paper-based dissemination:**
 - Printed dissemination material (leaflet, posters, pop-up banners)
- **Publications**
 - Scientific papers and publications
 - Press releases
- **Collaboration activities**
 - Collaboration with other initiatives/projects
- **Standardisation activities**

A matrix of the dissemination activities used in COADAPT, related with the respective objectives and targeted groups is presented in the following table.

Instrument	Timing	Expected Outcomes (project deliverable)	Target groups (*)
Project website	Monthly updates	General public information (D7.1)	All target groups
Marketing materials: flyers, posters, banners,	By M3	To be used for dissemination by the project partners at all related events	All target groups
Social media presence	Throughout the project	Discussions and exchanges with online communities	All target groups
Participation in EC clustering mechanisms	Throughout the project	Participation in all meetings	TG2
Journal publications (International Referred Journals)	>=12	Scientific outcomes	TG1, TG5
Publications and presentations in international conferences (reviewed papers)	>=20	Scientific outcomes	TG1, TG5
Publications in Magazines and Blogs	>=8	Specific targeted dissemination	All target Groups
Newsletters issues	3 Annual	Communication of the project calls, achievements and results	TG1, TG2, TG3, TG5
Participations in public exhibitions and public demonstrations	Throughout the project	Promotion of the project scientific approach and results	TG1, TG2, TG3, TG5
Project demos	Throughout the project as soon as project output become available (M6+)	Reusability of the project outputs	All target Groups
Workshops and/or conferences organized by COADAPT	At least 2	Involvement of local pilot stakeholders' and reach to local innovators	TG1, TG3, TG5

(*) see section 2.3

Table 1: The main dissemination tools and channels of COADAPT

4 Social Media

The communication of the project through social media will be performed in a way to maximize the awareness and impact. Each social media channel has different audiences; therefore, the project will generate and share content through all available channels. Nowadays, a dissemination strategy cannot leave aside social media considering the heterogeneous public the latter reach at a considerable speed.

Facebook and Twitter are the most engaging and penetrating social media platforms and LinkedIn follows. People spend the most time and constitute a great opportunity for COADAPT project to be discovered by the general and specialized public keeping them up to date on its activities.

Therefore, to maximize the spread of awareness of the project and its impact, the plan includes the opening of the following SM accounts on Facebook, Twitter and LinkedIn.

4.1 Twitter Account

Our strategy of COADAPT in Twitter is to post project-related and intervention-related announcements, and also share topic-related articles and.



Figure 1 Twitter Account page

4.2 Facebook page

On the Facebook platform we will allow the collection of insights from the audience, precious to provide people with clarifications and information, as well as for future developments of the product. In addition, the event tools of Facebook will be used to announce project workshops and events.

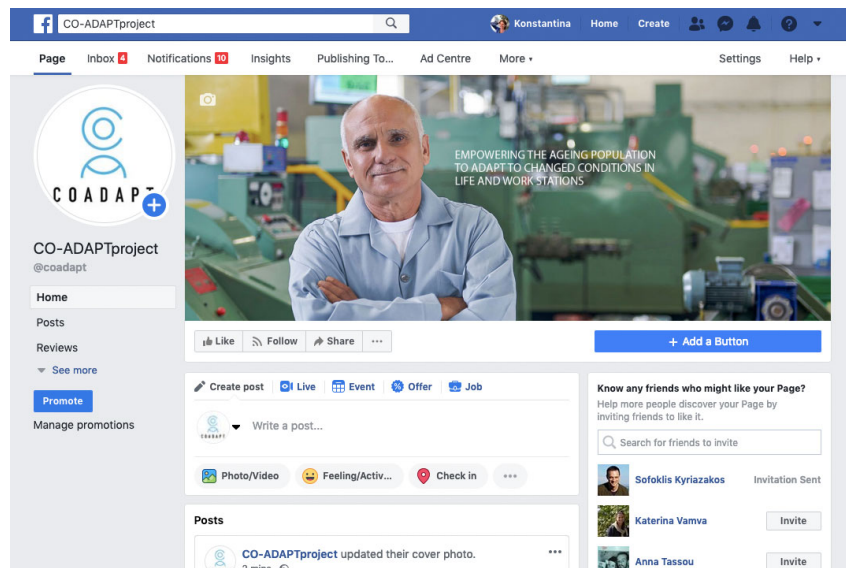


Figure 2 Facebook page

4.3 LinkedIn page

On LinkedIn the content will aim to engage stakeholders and therefore will be more business oriented, in line with the main platform purpose

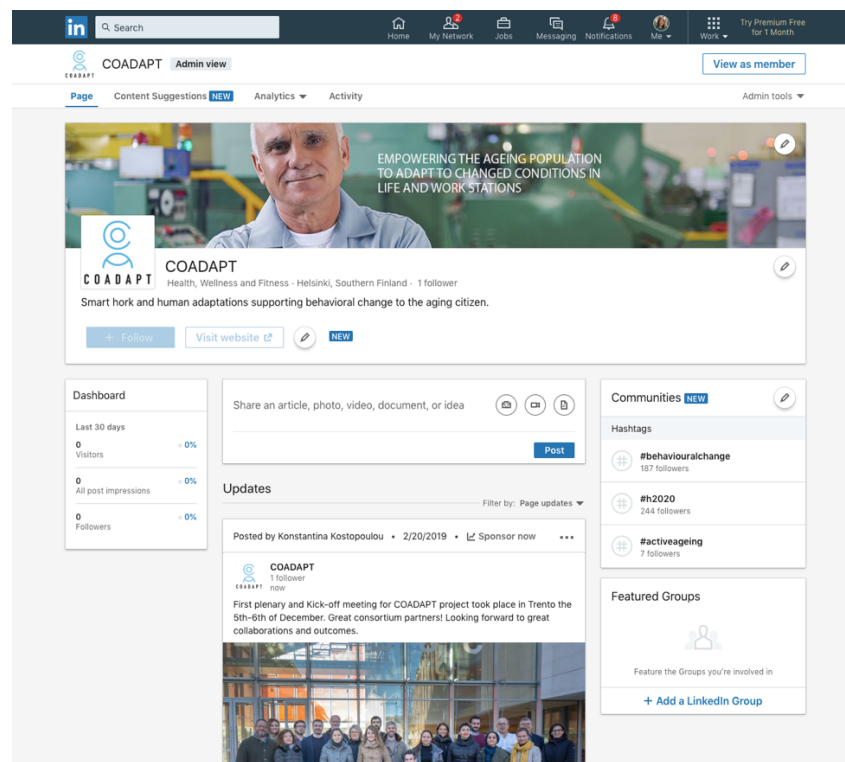


Figure 3 LinkedIn page

5 Promotional material

A project should have an overall visual identity for its communications. An effective visual brand identity is achieved by the consistent use of particular visual elements to create distinction, such as the COADAPT logo, specific fonts, color palette, and graphic elements. It will be incorporated in all promotional / dissemination material as well as document and presentation templates, produced during the project and will be used by all project partners in their communication activities. All dissemination materials refer to the project name, the project's website and the Horizon 2020 with associated graphic elements in line with the European Commission's guidelines.

The promotional materials produced are: leaflet, PowerPoint template, poster template, roll-up template, press release template and e-newsletter template.

5.1 Project Identity (Logo)

Along with the logo a number of other images were also selected to support the establishment and visual enrichment of social media pages and the production of project documents' templates:



Figure 4 Logos in light and dark background versions

The color codes of the logo are presented below:

Scheme	Blue	Black	Light gray
CMYK print	62;21;0;10	0;0;0;100	0;0;0;13
RGB	86;181;229	0;0;0	222;222;222
HEX	#56B5E5	#000000	#dedede

Table 2 The color scheme used for the COADAPT logo

Font Family used is Barlow, a narrow thick type design. It is available in Google fonts and is free, both for personal and commercial use.

5.2 Project Website

As described in D7.1, the COADAPT website is targeting the general public, aiming to create awareness of its activities. Below is the landing page of the website.



Figure 5 Project Website

5.3 Factsheet / Leaflet

The leaflet is to be distributed for dissemination/communication and awareness raising purposes to target stakeholders during the events, conferences, workshops and so on.



Figure 6 Factsheet / Leaflet

5.4 Rollup and Posters

Roll-up and poster templates will be created, to match the look and feel of the website and the overall project design concept. Printable versions of project roll-up/poster templates will be provided to partners so that could print it and use at the events they participate in. The design will be easily adjustable to the requirements individual partners have.

Both roll-up and posters will be prepared in English language and will have the project logo, the EU flag along with the declaration that “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 826266”, the COADAPT website, the social media links and the project partners will be clearly displayed on the poster.



Figure 7 Rollup / poster template


5.5 Presentations template

The PPT presentation and deliverable templates have been created in order to be used by the partners to create their deliverables and presentations for all external and internal events, meetings, etc., based on a common look and feel.



Figure 8 Presentation Template

5.6 Press Release template



COADAPT

Place, Date

To the editor:

Title

Few lines summary describing the press-release

Press release text

Further information:

XXX

Contact information of local partner

5.7 Newsletter

The project will utilize MailChimp for professional newsletter campaigns. Below you can see a possible template for news digest and announcements

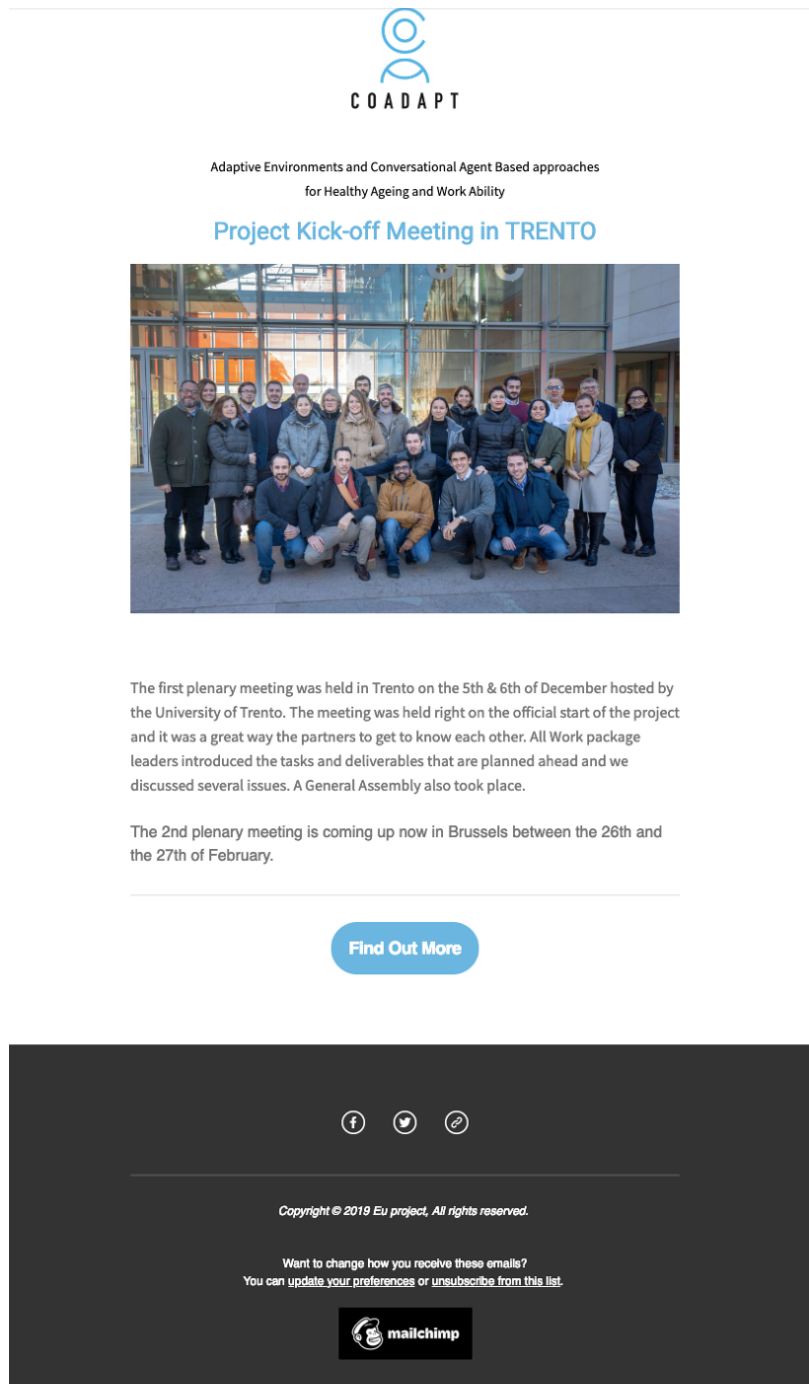


Figure 9 Newsletter template

6 Monitoring Dissemination Activities

A special process is applied to effectively monitor and assess the communication and dissemination activities implemented in the project. This is based on a set of KPIs that covers all the aspects of the dissemination and communication. For the online and direct collection of information related to the dissemination activities implemented by the partners, five (5) online documents were made available

Dissemination activities Tracker:

This sheet collects information of dissemination activities, such as e-publications, posts and articles in 3rd portals and relevant thematic blogs/collaboration platforms in order to introduce COADAPT and present the developments of the project.

Channels	M1	M2	M3	M4	...	M36
conferences						
workshops						
press releases						
social media posts						
social media campaigns						
newsletters						
bilateral meetings						
training						
hackathons						

Table 3 Dissemination Activities Tracker

Publications Tracker:

In order to keep the project participants' submissions and publications tracked, the respective sheet has been created. All partners are asked to fill in the information in the table each time they submit their relevant publications to scientific journals/magazines.

#	Partner	Journal/magazine	Title	Authors / Presenter	Type	DOI	Date	Audience
1								
2								
3								
4								
5								

Table 4 Publication Tracker

Events Tracker:

A sheet template listing the events participation of the partners has been created in order for the project consortium to be able to keep track on the project's participation to events and to report about these activities and their impact in the dissemination deliverables as well as on the project website and social media accounts.

#	Partner	Event	Title	Authors / Presenter	Type	Location	Date	Audience
1								
2								
3								
4								
5								

Table 5 Events Tracker

7 Summary

This report provides the overall dissemination and communication plan for the project, the appropriate measures and tools through which each target group can be most effectively reached on, to be implemented to be implemented in the next years.

The consortium of the COADAPT project recognizes that dissemination, communication and exploitation activities are an essential and pervasive activity throughout the project's life and integrated within all its work packages.

The electronic means of dissemination for the project (website, social media presence) are up and running as the consortium believes that web tools can act as an important vessel for further spreading the vision and the developments of COADAPT with an increasing number of visitors and the establishment of a strong brand identity for the project.

A special process is applied to effectively monitor and assess the communication and dissemination activities implemented in the project. For the online and direct collection of information related to the dissemination activities implemented by the partners, three (3) online documents (events' tracker, publications' tracker and dissemination inputs' tracker) were made available to all partners in order to measure the achieved impact of the proposed strategy and plan in the Annex