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Dissemination Strategy & Outreach Plan

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LIST OF ABBREVIATIONS

CUT: Cyprus University of Technology

ERISS: European Research Institute in Service Science

JADS: Jheronimus Academy of Data Science

UNIROMA1: Sapienza Università di Roma

JRA: Joint Research Activities

PMS: Project Management Structure

SC: Steering Committee

PC: Project Coordinator

STCTM: Scientific-Technical Content and Training Manager

DELIC: Dissemination, Exploitation and Link with the Industry Committee

EXECUTIVE SUMMARY

The Dissemination Strategy & Outreach Plan is a guiding document which helps project partners to plan their communication activities and achieve the main dissemination and communication goals of the DESTINI project which are the following:

- to timely diffuse the scientific and technological knowledge generated in the project;
- to establish liaisons with other projects and initiatives for clustering and knowledge and innovation transfer;
- to engage the targeted audiences to get feedback and validate the project's results;
- to attract potential users / clients and stimulate the appropriate market segments to support the project's exploitation strategy;
- to raise awareness about the project's concept, goals and results; to create an active community of potential users and collect their feedback;
- to prepare the ground for the exploitation of project's results;
- to foster the wide adoption of the project results in industry and society.

This document provides a description of ways to disseminate the results and outcomes of the project, as well as to spread excellence inside and outside DESTINI. It also puts in place a plan for scientific publishing and exploitation of digital means for sharing information.

1. Introduction & Scope

The aim of the communication roadmap is to determine all the communication and dissemination activities of the DESTINI project during its lifetime in order to introduce project results internally and to third parties. The goal of the overall plan is to ensure efficient communication, create visibility for the project and its results, and to reach various target groups (SMEs, academia, institutional actors and other stakeholders defined below), to promote DESTINI’s main achievements and results.

To this end, we identified the communication needs and the main communication channels. This dissemination strategy & outreach plan document lists the planned communication activities, materials and channels, and matches them with targeted stakeholders, overviews roles and responsibilities of the project partners in communication activities, and offers key performance indicators.

This Roadmap also serves as a reference framework for evaluating the impact of dissemination activities but it will be updated and adjusted during the duration of the project whenever needed

The dissemination and communication process is defined through the three main stages: 1) planning, 2) performing and 3) reporting of dissemination activities (see figure 1). Each ‘stage’ of the process is connected to every dissemination activity that DESTINI undertakes.

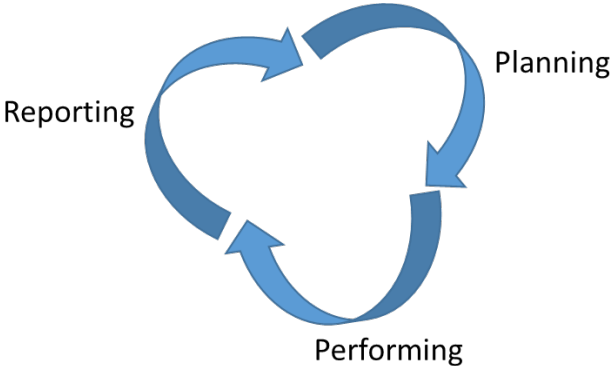


Figure 1 - DESTINI dissemination and communication

The planning phase of any communication and dissemination activities is linked to the actions planned and described in this document, as well as to the monthly communication updates, discussions and, potentially, new activities planned during the consortium’s plenary calls. Preparation of any dissemination/marketing materials is also considered as a part of planning,

and therefore must be discussed and approved by the partnership (during the plenary calls and consortium meetings).

Planning (as well as reporting) of the DESTINI project communication activities will strictly follow the SMART approach (specific, measurable, achievable, realistic, targeted and timed) which is further explained in figure 2.

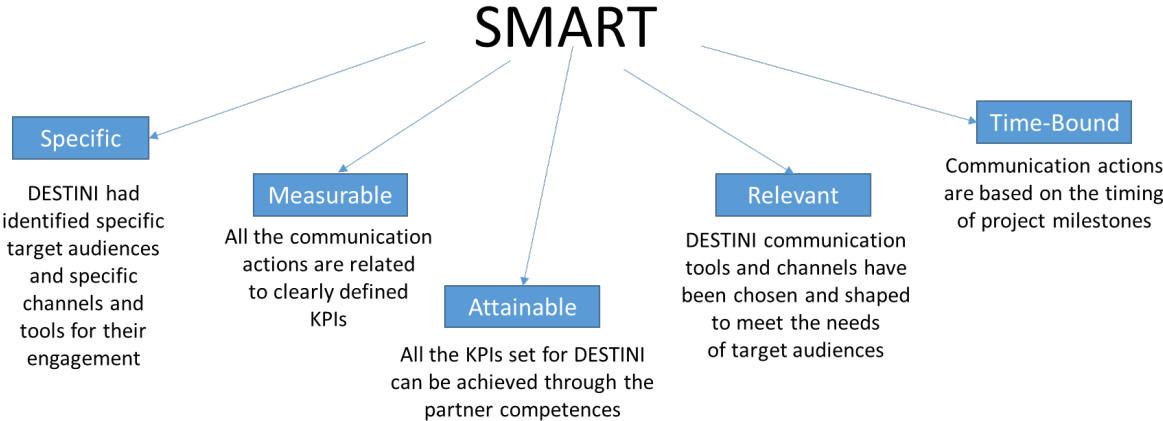


Figure 2 - DESTINI SMART approach

The performing phase will use the agreed dissemination methods and layouts to share information, e.g. DESTINI’s results, papers written by the DESTINI consortium, events where DESTINI will be presented, etc.

Finally, the reporting stage implies both: monthly reporting of the communication activities carried out (during the plenary monthly calls), as well as the detailed reporting to the European Commission, based on the established KPIs and activities taken.

Communication is a dynamic process by definition. In order to reach its goals and be effective, it has to adapt to ever-changing trends in communication tools and channels, as well as to the fast-paced market conditions and altering needs of the target audiences. Thus, this communication roadmap shall be considered as a ‘living document’ at the consortium level. This means that during the project this document might be reviewed and updated as needed. All changes on this document shall be reflected in a revision history log noting an updated version number, the date of the new version, and the author making the change.

The overall goals of the DESTINI communications are described as follows:

- to build a DESTINI community of engaged stakeholders that would be interested in DESTINI outcomes;
- to present DESTINI achievements;
- to contribute to the success of DESTINI exploitation strategy and its implementation.

This roadmap contributes to the aforementioned goals by:

- establishing a communication policy and strategy for DESTINI project;
- defining objectives and actions for communication activities that would inform and engage the target stakeholders, promote DESTINI knowledge and results, and ensure maximum visibility of the project;
- identifying and classifying target audiences (stakeholders);
- identifying communication channels and materials to be used for communication;
- presenting a first schedule of communication activities for the project run;
- presenting a methodology to assess the effectiveness of communication activities.

This communication approach and all communication activities rely on the following principles:

- All communication activities and material must include the EU emblem and – unless it is impossible – the text: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 857420.”
- All material should comply with the visual project identity and include the DESTINI logo.
- Whenever possible, all communications should include a reference to DESTINI project’s website.
- All social media communication should refer to DESTINI project by mentioning it/referring to its profile (if there will be one)/referring to its website/using DESTINI hashtag.
- All communication should include the corresponding contact data, such as contact details of the project manager.
- Communication of project facts and status should be consistent and accurate.
- All communication should be relevant, timely, accurate, consistent and appropriate.
- Each target audience should be addressed with adequate number of communication actions.
- All project partners should communicate project results as much as possible, and timely report on its communication activities.
- The consortium should be notified on ongoing activities in advance.
- All communication materials should be uploaded to project’s collaboration space to be shared and reused depending on communication focus and privacy level.

1.1. Stakeholders

Dissemination will result in a diffusion of knowledge so that stakeholders and the general public will learn about smart data processing and systems of deep insight and their applications to real-world problems. Through dissemination activities DESTINI will aim at highlighting its innovation in different aspects aiming to develop and produce tools for practically supporting business activities.

The consortium of DESTINI has identified the following different groups of stakeholders it will seek to interact with on a national, European and worldwide level:

- IT industry, including software solution developers, business analysts, cloud service vendors and providers, data science and engineering experts, SMEs, and SME Associations.
- User companies, businesses and specific industry verticals such as manufacturing, tourism, shipping, finance, health care service providers, agriculture experts, dairy and meat food producers, etc.
- Research Community, Organizations and Institutes.
- Local authorities (Ministries, Public Services, Municipalities)
- Policy Makers.

The key areas where the DESTINI dissemination strategy will focus involve the following:

- Identifying which results to disseminate and to which audiences – and designing programmes and initiatives in information days and workshops accordingly.
- Creating awareness and reasoning behind the project objectives, concepts and relevant results.
- Understanding the target groups and how they may be benefitted by the project results.
- Creating actions to receive feedback on future research plans in the form of validation of steps and anticipated results.
- Monitoring and evaluating the effects of the activity and modifying the dissemination as necessary to improve the effectiveness, considering alternative approaches and industrial advice from within the project expertise or the wider project community.

2. Communication Delivery Mechanisms

This Chapter outlines possible communication channels and materials that DESTINI partners will use in order to reach specific target audiences. Continuous exchange of information between the project partners, key players and target stakeholders is one of the most important condition for the functioning of the network created for and during the project.

2.1 Communication Channels

Key messages, communications themes and contents may be delivered using the following channels.

2.1.1 Website and partners' websites

The project website (<http://www.destini2020.eu>) will be the main communication tool for the DESTINI project. On the website, the dissemination materials will be timely published (including news articles, press releases, project results or references to these results, etc.). The website will be continuously updated and besides the aforementioned information, it will feature the following functionality: Overview of the project, its objectives and foreseen impacts, results, information about the partnership and the activities proposed within the project, news and information service on DESTINI activities, main project deliverables, links to social media, DESTINI blog, etc.

Two main goals of the DESTINI website are: 1) to target its key stakeholders identified above, and promote DESTINI's activities among the key target audience; as well as 2) to inform any interested stakeholder about the DESTINI project, its goals and results. Moreover, partner websites and (in some cases) websites of other relevant stakeholders will feature some of the news articles, publications, references/links to DESTINI's main website and deliverables. This will lead to an increase of the traffic on DESTINI's website and reach further audiences.

2.1.2 Social and professional networks, social media

Social media activities, as well as collaboration through the social and professional networks, will help to increase the impact of the project, to widely disseminate information about the project, to reach as many relevant stakeholders as possible, as well as to raise awareness about the project and its results. The project already defined a Facebook account (<https://www.facebook.com/destini2020eu/>), but Twitter and LinkedIn accounts will be created

as well. Communications on social networks will briefly present project activities and will refer to the website for further information.

2.1.3 Mailing lists and contact data bases

Newsletters and press releases released on an annual basis will be distributed through the mailing lists and contact data bases that will be created. This will enable the consortium to update the project community and inform them about the latest project activities and results during the project lifetime. Contact database/ mailing lists might include contacts from all the target audiences, as well as relevant press and media.

Following the GDPR requirements, partners will not share its contact lists between each other. Every partner individually will be responsible for sending out the Newsletter to its contact list. Consent forms about individuals or corporate recipients will be obtained prior sending any dissemination materials (or the recipients' addresses provided).

2.1.4 Events and trainings

An important way to disseminate information about DESTINI and promote its results is the organization of or the participation at various events. Therefore, the project partners will organize several scientific workshops, as well as workshops for SMEs. Furthermore, the project partners will participate and present DESTINI at external events, some examples are listed below (list is not exhaustive and can be extended and updated by the project partners):

- Workshops
- Virtual training sessions
- Summer schools
- Webinars
- Seminars
- Courses

2.1.5 Collaboration tools

During the project partners will employ cloud-based collaboration tools in order to produce material for events and scientific publications. In particular, in addition to cloud storage solution, collaborative tools, such as overleaf will be used to compose scientific publications. In addition to the abovementioned tools, the website of the project will contain a private area, accessible only to authorized users, where all the material produced in the context of the project will be stored.

2.2 Communication Materials

Various communication materials will be produced targeting different stakeholders (explained below). This includes but not limited to:

- Website texts, news
- Press Releases
- Newsletters
- Blog posts
- Social Media Texts
- Promotional Material: Logo, Slogan, Newsletters, Brochures, Posters, Rollups
- Deliverables
- Scientific publications possibly in high ranked journals and conferences of the area such as:
 - ACM SIGKDD Conference on Knowledge Discovery and Data Mining;
 - the IEEE International Conference on Smart Data, the Data Science conference, the Predictive Analytics World for Manufacturing Conference;
 - the IEEE International Conference on Data Mining series (ICDM);
 - the International Conference on Service-Oriented Computing (ICSOC);
 - the IEEE International Conference on Service-Oriented Computing and Applications (SOCA).
- Videos, messages, interviews
- Software demos

Such developed materials will take into consideration the key target audiences to which they are addressed, and therefore will use the dedicated language and messaging.

3. Communication Plan

It is essential to shape any dissemination plan around the exploitation goals of the project. DESTINI will underpin all of its dissemination actions with the desired needs of the identified target audiences, project results and the impact of past dissemination efforts. The dissemination plan and any dissemination collateral (website, newsletters, posters etc.) should be considered as “living deliverables” and should be shaped to complement the exploitation of project results during the lifetime of DESTINI. The consortium will develop an acute understanding of the relevant stakeholders in both business and research setting through outreach activities, as well as through the expertise of the project consortium and knowledge transfer within the relevant communities. Furthermore, we plan to achieve a better understanding from target groups about the benefits and potential of the DESTINI framework.

The dissemination strategy is based on analyzing the following issues:

- Dissemination of the overall theme and specific technical details.
- Dissemination towards a widely public and selective expert groups and/or communities.
- Use of open source licenses.
- Community building.

The project will collaborate with academia, businesses, industry and other representative groups to guarantee that the challenges and potential achievements of the project will be known by the academic and research communities, by industries and by other representative groups that are relevant to the project. This goal will be achieved by:

- Building synergies and strategic partnerships with other EU projects; special attention will be devoted to large contribution projects since they involve a large number of partners and address long-term research issues.
- Collaborating with the academic world through the participation of partners’ representatives in major conferences in the Software Engineering, Service Oriented Computing and Cloud Computing, Large Scale Data Analysis, Machine Learning fields, or collocated events, such as project meetings and workshops.

Direct actions to foster collaborations such as the dedicated workshops and open days will prepare the ground to attract key researchers in the field and stakeholders.

As a general structure (see table 1), each communication activity provides information on:

- Event: specific measure being planned
- Audience: type of audience being addressed by the specific event

- Objective: specific objective of the event
- Channel: channel to be used to deliver the communication contents
- Date/Frequency: timeline for the planned event
- Evaluation: mechanism to evaluate the effectiveness of the event

Table 1 - Event Dissemination Table

Event	Audience	Objective	Channel	Date/ Frequency	Evaluation
Workshops	Research Community + Industry	Attracting scientific, industrial, and business participation	Research community mailing lists, social networks, project website, project mailing list, proceedings	Two during the duration of the project	Number of submissions, number of participants
Seminars	Public institutions + Industry + Students	Attracting industrial, and business participation	Social networks, project website, project mailing list	Ten during the duration of the project	Number of participants
Virtual training sessions	Partners	Sharing knowledge across the consortium	Internal communication channel	Once every two months	No evaluation measures
Summer schools	Research Community + Industry	Involving industrial and business stakeholders, governmental and decision making bodies, as well as the general public	Research community mailing lists, social networks, project website, project mailing list, proceedings	Two during the duration of the project	Number of participants

Event	Audience	Objective	Channel	Date/ Frequency	Evaluation
Webinars	Research community + Public institutions + Industry + Students	Providing a lightweight events for any kind of stakeholders	Social networks, project website, project mailing list	Five during the duration of the project	Number of participants
Courses	Partners + Students	Contribute to the growth of the partners as researching entities	Research community mailing lists, social networks, project website, project mailing list, university web site	Ten during the duration of the project	Number of participants

4. Communication Evaluation

This chapter concentrates on the evaluation of communication activities which is necessary for continuous assessment of the actions performed as it helps to monitor the success of communication activities, identify the gaps, and continuously improve in order to reach the set objectives.

The evaluation should be an integrated part of the communication activities to guarantee a sustainable dissemination and exploitation of project results. First of all, quantitative evaluation will be done by documenting the communication activities in the DESTINI collaboration space. Secondly, the communication material will be collected in the respective shared DESTINI folder. Thirdly, DESTINI will focus on measuring the effectiveness of the communication with regard to the Key Performance Indicators (KPIs) listed in table 2.

Table 2 - KPIs

Communication Act	KPI
Press releases	5
SME/startup workshops	3
Scientific workshops	2
Newsletters	6
Participation in industrial events	30
Participation in scientific conferences	20
Number of publications	10
Number of summer schools	3
Number of followers on social network profiles	500