



D7.1 - Communication and Dissemination Strategy

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| Lead Editor | GAPES |
| Main Contributors | <p>Cristina Galletti (GAPES) Gabriella Povero (ISMB) Gregory Eve (GAPES) Marc Jentsch (FIT) Maurizio Spirito (ISMB)</p> <p>Karl Catewicz (FIT) - Reviewer Peter Rosengren (CNET) - Reviewer</p> |

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Table of Contents

| | |
|---|----------|
| Table of Contents | 2 |
| 1 Introduction | 4 |
| 1.1 Scope | 4 |
| 1.2 Related documents | 5 |
| 2 Communication and Dissemination Strategy | 5 |
| 2.1 Who? | 5 |
| 2.1.1 Category 1: LBS Companies | 5 |

| | |
|---|-----------|
| 2.1.2 Category 2: Public Authorities | 5 |
| 2.1.3 Category 3: Citizens | 6 |
| 2.1.4 Category 4: Research community | 6 |
| 2.1.5 Category 5: Large Industries | 6 |
| 2.2 What? | 6 |
| 2.2.1 General Messages | 6 |
| 2.2.2 Specific Messages | 7 |
| 2.2.3 Results | 9 |
| 3 Communication Plan | 10 |
| 3.1 Online Communication Activities | 10 |
| 3.1.1 Project Website | 10 |
| 3.1.2 Social Networks | 10 |
| 3.1.3 Newsletters | 11 |
| 3.2 Offline Communication Activities | 11 |
| 3.3 GOEASY Graphical Identity | 12 |
| 4 Dissemination Plan | 12 |
| 4.1 Dissemination Activities during the Project Lifespan | 12 |
| 4.1.1 Events organised by the GOEASY project | 14 |
| 4.1.2 Events participated by the GOEASY partners | 14 |
| 4.1.3 Publications | 15 |
| 4.1.4 Other Dissemination Means | 15 |
| 4.2 Dissemination Activities at the End and after the Project | 15 |
| 5 Activity Plans | 16 |
| 6 Conclusions | 18 |
| Acronyms | 19 |
| List of figures | 19 |
| List of tables | 19 |
| APPENDIX A – SHORT TERM COMMUNICATION PLAN | 20 |
| APPENDIX B - GOEASY GRAPHICAL IDENTITY | 21 |

1 Introduction

This document presents strategy and planning of communication and dissemination activities in the GOEASY project as they can be designed at the beginning of the project. The plan, at the moment, is meant to provide an overview of such work, nonetheless, the document has been designed to be a working tool for the Consortium. The strategy will be regularly updated at the end of each year, taking into account possible adjustments in planning as well as additional details on the activities to be conducted in the next period (this document will not be updated but changes may be incorporated into future deliverables, such as: D7.3 Initial project advertising materials and results - M8; D7.4 Updated project advertising materials and results - M20; D7.5 Final project advertising materials and results - M31).

Being Chapter 1 this introduction and the Scope of the document, Chapter 2 focuses on the Evaluation strategy to be adopted in communication and dissemination activities; the target groups and the most important information to be conveyed in these activities are identified. In Chapter 3 the communication plan is presented, while Chapter 4 is focused on the dissemination actions. In Chapter 5 calendars of the GOEASY project communication activities are enlisted: first of all the events planned globally, then the actions to be taken locally for the pilot Scenarios. Chapter 6 reports the document Conclusions.

1.1 Scope

Scope of this document is meant to provide guidelines to coordinate, trace and manage dissemination in a consistent way. It serves as a point of reference to all partners, enabling them to organise their dissemination activities on the basis of a systematic and shared approach.

A key objective of the GOEASY dissemination strategy is to optimise dissemination of useful innovations, fast transfer of project knowledge and research results to potential users (e.g. commercial exploitations and public dissemination).

According to European Commission Decision C (EC, 2016), the activity to disseminate results from research and innovation projects is an important and integral part and strategic matter of Horizon 2020, coordinated and monitored by the European Commission with the desire to derive benefit and achieve sizeable economic, social and environmental impacts into society in general. All participants are strongly committed to make the best use of the funding and to the creation of a multiplying effect, raising awareness of the technologies and possibilities that GOEASY will offer.

To do so, the Consortium will refer to the following definitions:

“COMMUNICATION

Communication on projects is a strategically planned process, that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.

DISSEMINATION

The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.”¹

¹ H2020 Online Manual - http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html

The Communication and Dissemination Plan of the GOEASY project, due to its peculiarity, will face two different approaches:

1. a global strategy for the dissemination of project results
2. local strategies for the dissemination, communication and engagement during pilots

In addition, an overarching phase will be required:

3. stakeholder engagement during project execution

1.2 Related documents

| ID | Title | Reference | Version | Date |
|--------|--|--|---------|------------|
| [D1.1] | Project Quality & Risk Management Plan | Chapter 3; Chapter 6; Appendix C | 1.0 | 31/12/2017 |

2 Communication and Dissemination Strategy

In order to design an effective plan to communicate GOEASY activities and to disseminate the achieved results, it is important to identify the targets of our communication and dissemination actions and the kind of message and information we want to deliver. Therefore, before answering the question “**How and when do we carry on communication and dissemination activities?**” with a proper plan, we have to answer two other questions: “**Who are we targeting?**” and “**What do we communicate/disseminate?**”.

2.1 Who?

The key players groups to be targeted by the communication and dissemination actions of the projects can be arranged in five main categories.

2.1.1 Category 1: LBS Companies

- digital startups and digital Location Based Services

2.1.2 Category 2: Public Authorities

- European Commission: DG GROWTH, GSA, other interested DGs
- National and European agencies involved in fields relevant to the project activities and outcomes
- Other Local Institutions: Municipalities in Europe

2.1.3 Category 3: Citizens

- Pilot Users to be engaged
- Citizens of the Pilot Cities

2.1.4 Category 4: Research community

- European Universities and research centres active in fields which are relevant to the project

2.1.5 Category 5: Large Industries

- Large industries integrating GNSS components or related services
- European GNSS productive sector
- Mobile service providers

2.2 What?

There are three types of information to be communicated/disseminated: general messages, specific messages, and results.

2.2.1 General Messages

A series of general messages will be presented to all target groups:

1. at first, the existence of the GOEASY project itself
2. a description of the Consortium: who the partners are, which is their background
3. the main contact points
4. references to the GOEASY Funding programme and related bodies

Other general messages will be presented to selected target groups:

5. The overall objective of the project, i.e. “To provide the technical and business foundations to enable a new generation of trusted and dependable mass-market Location Based Services and Applications to engage, stimulate and reward citizens for more sustainable behaviours.”, is a message of interest for Categories 1, 2 and 5;
6. Demonstrate how the project contributes to building a greener public community on EU level, for Category 2;
7. Show how research outcomes can be relevant to our everyday lives, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways, for Category 3;
8. Highlight that GOEASY - and Galileo - provides added value services to enable Location Based Services, for Category 1;
9. Show that the GOEASY project will deliver valuable tools for Smart City services (e.g. in fields of LBS and IoT), for Categories 1, 2 and 5;
10. Account for public spending by providing tangible proof that collaborative research adds value, for Categories 2, 3 and 5.

General Message

Target Group

| | |
|---|--|
| The GOEASY project is delivering innovative services and enablers for industry and smart cities, leveraging on GALILEO/GNSS technologies | <i>All</i> |
| The GOEASY consortium features highly skilled partners, bringing along diverse fields of expertise: ... | <i>All</i> |
| The GOEASY project is open to cooperation and eager to engage relevant stakeholders, partners can be reached at | <i>All</i> |
| The GOEASY project is supported by the European Union's Horizon 2020 research and innovation programme under grant agreement No 776261. | <i>All</i> |
| The GOEASY project will provide the technical and business foundations to enable a new generation of trusted and dependable mass-market Location Based Services and Applications to engage, stimulate and reward citizens for more sustainable behaviours | <i>LBS companies, Public authorities, Large Industries</i> |
| The project contributes to the consolidation of an environmentally aware and engaged public community in the EU | <i>Public authorities</i> |
| The research outputs are relevant for EU citizens lives, promoting a healthier environment, increasing sustainability in cities, creating employment opportunities and improving existing technologies | <i>Citizens</i> |
| The GOEASY project delivers added value innovative solutions for Location Based Services | <i>LBS Companies</i> |
| The project opens new scenarios and opportunities for Smart City solutions (by enabling innovative LBS and IoT services) | <i>LBS companies, Public authorities, Large Industries</i> |
| The Commission's support (i.e. public spending) to collaborative research and innovation creates value for EU's wellbeing and competitiveness | <i>Public authorities, Citizens, Large Industries</i> |

Table 1 - General Messages to Target Groups

2.2.2 Specific Messages

The following specific messages will be presented to selected target groups:

1. The specific objectives of the project are messages of interest for Categories 1, 2 and 5:
 - a. To implement and evaluate an innovative eco-system for trusted and dependable mass-market location-based services and applications exploiting EGSS features for increased trust and improved availability.
 - b. To deliver an end-to-end adaptive framework for dependable and trusted measurement and exchange of position information built upon Galileo features and on existing open architectures for e-Security enabling.
 - c. To deliver scalable cloud-oriented services suitable for mass-market scenarios with growing number of mobile users engaged in position-dependant applications
 - d. To enable rapid development of interoperable and trusted generic applications through open API and SDKs for mobile LBS
 - e. To foster interoperability of GNSS-based applications with open IoT ecosystem through well-established open standards and enablers.
2. Ensure that results are taken up by decision-makers to influence policy-making and by industry and the scientific community, for Categories 2 and 4;

3. Show that IoT technology can create real economic value, generating new business in various areas and settings, for Category 1;
4. Demonstrate that cities can add value for all by implementing IoT technologies and that the technology is available and ready now, for Categories 2 and 5;
5. Demonstrate the added value of Galileo application in comparison to other positioning systems standalone - greater accuracy, precision, dependability, for Categories 4 and 5;
6. Provide a proof-of- concept that location-based services are relevant for the mass market, for Categories 4 and 5;
7. Explain how IoT can add value to the domain of LBS, for Categories 1 and 5;
8. Explain how a platform can facilitate the combination of LBS and IoT, for Categories 1 and 5;
9. Show that data collection does not necessarily lead to privacy violation, for Category 3;
10. Pilots activities and events will be specifically advertised among the local communities in Turin and Stockholm (as part of Categories 2 and 3).

| Specific Message | Target Group |
|--|---|
| <p>The GOEASY platform delivers:</p> <ul style="list-style-type: none"> - an innovative eco-system for trusted and dependable mass-market location-based services - an end-to-end adaptive framework for dependable and trusted measurement - scalable cloud-oriented services in position-dependant applications - rapid development of interoperable applications - interoperability of GNSS-based applications with open IoT ecosystem | <p><i>LBS companies, Public authorities, Large Industries</i></p> |
| <p>GOEASY results are useful to decision-makers to access solutions that overcome some trade-offs between the collection of citizen data and privacy & security issues</p> | <p><i>Public authorities, Research Community</i></p> |
| <p>The pilot scenarios demonstrate that GOEASY solutions deliver innovative potential for IoT technologies in terms of real economic value and new business models</p> | <p><i>LBS companies</i></p> |
| <p>GOEASY services are a powerful asset for IoT technologies for smart cities</p> | <p><i>Public authorities, Large Industry</i></p> |
| <p>Galileo positioning services can provide greater accuracy, precision and dependability than other positioning systems</p> | <p><i>Research Community, Large Industry</i></p> |
| <p>GOEASY services enable innovative services for mass market applications</p> | <p><i>Research Community, Large Industry</i></p> |
| <p>GOEASY pilot scenarios provide interesting cases for added value synergies in between IoT and LBS</p> | <p><i>LBS companies, Large Industries</i></p> |
| <p>GOEASY demonstrates that smart data collection, for improved decision making, does not necessarily need to compromise with citizen privacy</p> | <p><i>Citizens</i></p> |
| <p>Engaging pilots are being carried out in Stockholm and Turin for the benefit of EU citizens and our environment</p> | <p><i>Public authorities, Citizens</i></p> |

Table 2 - Specific Messages to Target Groups

2.2.3 Results

During the project, preliminary results will be used to further communicate and advertise the GOEASY actions, while at the end of the project they will be disseminated to all target groups, so as to ensure the maximum impact of the project.

3 Communication Plan

Having identified target groups and messages, it is now time to find out the answers to “**How?**” and “**When?**”.

The communication activities that will be carried on during the GOEASY project are designed so as to reach all the target groups with a proper approach. Online and offline actions are proposed. In order to make the communication more effective, a specific graphical identity of the project has been designed, so as to have a GOEASY “brand” identity easily recognizable. Infographics will be used as much as possible to make it easier for target stakeholders to grasp the message we want to convey easily identifying what is relevant to them.

The communication actions will be conducted in closed connection with the Communication Department in GSA, in particular when events are organised or calls issued. In addition, synergies with other European-funded projects that share similar objectives or are working in adjacent geographical regions will be sought trying to convey consistent and complementary items of information. This will be achieved through different channels: inclusion of reference persons in GOEASY distribution list of newsletters, cross link in the socials (Twitter, Facebook, LinkedIn), cross link of websites (when relevant).

3.1 Online Communication Activities

3.1.1 Project Website

The GOEASY website is due as D7.2 of the project, at M4. Domain has been already acquired: goeasyproject.eu

The GOEASY website will be the showcase of the project activities and achievements, as well as the place where all online communications are gathered. Some offline communications will be also available on the website as downloadable documents.

The project website conveys all the types of messages identified in Chapter 2.

The GOEASY website home page will be designed to provide visitors with an overview of project goals and purposes. At a glance visitors will be able to understand the project objectives, the opportunities at hand, and find out what GOEASY can offer them. A graphic representation of GOEASY objectives and activities will be used whenever feasible. In addition, the home page will highlight most recent news and activities on relevant social networks.

The website will also include a blog and short videos with stories about partners of the consortium or relevant stakeholders met (possibly, at least one for each of categories 1, 2, 4 and 5). Moreover, the website will be linked on the partners’ website, so as to increase its visibility on the web.

3.1.2 Social Networks

GOEASY accounts on social media will be created to communicate and advertise GOEASY activities and initiatives and to disseminate its achievements. They will be linked with GSA social accounts so as to increase online visibility of EGNSS solutions.

Different social media have typically different audience & targets and timing:

- Facebook is a relevant platform for engaging citizens at large, but does not allow effective targetization of professionals and stakeholders. The only effective targetization on Facebook is related to the geography of users, which makes it a potentially relevant platform for engaging citizens in the pilot cases (potentially in connection with Instagram - Facebook and Instagram accounts can in fact be “paired”). Apart from the pilot cases, the project aims at reaching out to specific audience categories (ref. Chapter 2), and LinkedIn is a way more effective platform to engage expert discussions and promote project-related articles/updates. Twitter is also relevant to reach out to specific audiences leveraging on tags and interaction with influencers.
- while Twitter is very effective for instant messages on ongoing initiatives (*live twitting*) or to raise the attention on events happening in a few-day time, Facebook and LinkedIn are more suited for messages on upcoming events and initiatives, as well as on general messages on the project. Therefore, these two last social networks will be used when general messages and activities planned in the medium term have to be announced (for example, a workshop that will happen in the next month). On the contrary, Twitter will be used few days before, during and soon after events where GOEASY is present with initiatives and/or partners’ staff so as to raise awareness on the event/initiative and advertise the activities which are being carried on. The *live twitting* will be used to keep the momentum and raise the attention of internet community on the project.

The GOEASY account on Twitter is already active (<https://twitter.com/goeasypj>), following GSA, and will follow also other relevant institutions and European projects as well as topics related to GNSS, Galileo and Location Based Services. GOEASY accounts on LinkedIn and Facebook will be created within M4.

3.1.3 Newsletters

The project will leverage the existence of well-known newsletters already regularly issued by some of the partners to spread information and news about the project activities and results. These newsletters are distributed by e-mail to mailing list of GOEASY partners, which cover most of the actors and stakeholders in the fields of LBS and GNSS in Europe and worldwide.

3.2 Offline Communication Activities

In order to carry offline communication activities on, some printed material will be prepared and distributed to the partners. In particular:

- Brochures, flyers, factsheets and leaflets to advertise the project activities will be prepared and distributed during events, workshops and conferences which will be organised by the project or participated by its partners;
- Roll-up and posters will be prepared to be used on the occasion of workshops and sessions.

In addition, the following activities will be carried on:

- when possible, TV and other national media will be invited to the events organised by the project. The distribution of information through the media on pilots will be sought whenever possible also through the GSA and other relevant institutions.
- Notes on project outcomes will be prepared to be published on GSA newsletters in collaboration with the GSA Communication Department.
- Some of the material prepared for offline communications, such as flyers, factsheets, etc., will be published on the project website and, if possible, distributed with newsletters. An interactive version of the flyer will be prepared and published on the website.

- Scientific papers will be prepared and submitted to relevant international Conferences and Symposiums and, if possible, to magazines and journals as soon as results will be available.

3.3 GOEASY Graphical Identity

A graphical identity for the project was drafted during the application preparation and perfected in view of the Kick-Off meeting, where it was presented to GSA. The GOEASY Logo represents a Satellite surrounded by outlined traces of its itineraries.

Different versions of the Logo (with and without the extended title, with the symbol only, coloured or black&white) have been prepared. Basic colours are Blue (RGB 183 18 32) and Black (RGB 51 51 51). The GOEASY Graphical Identity is presented in Appendix A.

GOEASY Graphical Identity is used in the website and social media channels, as well as it will be used in all the communication and dissemination material prepared during the project lifespan.

Templates for presentations in Microsoft Powerpoint are ready for partners' use as well as Microsoft Word templates for letters and documents.

4 Dissemination Plan

Dissemination activities are meant to inform target groups about advantages and added values offered by the Galileo technology and to spread information about project results and achievements. Networking actions will be conducted in order to raise awareness on the activities carried on by the GOEASY project and to build links which will be useful to the dissemination and future exploitation of the project results. During the project, possible new or additional means of dissemination will be duly sought.

4.1 Dissemination Activities during the Project Lifespan

During the Project duration, several activities will be performed in order to properly disseminate the agreed messages and the achieved results of GOEASY.

The project consists of three periods: Lab-Scale Phase - Alpha Phase - Beta Phase:

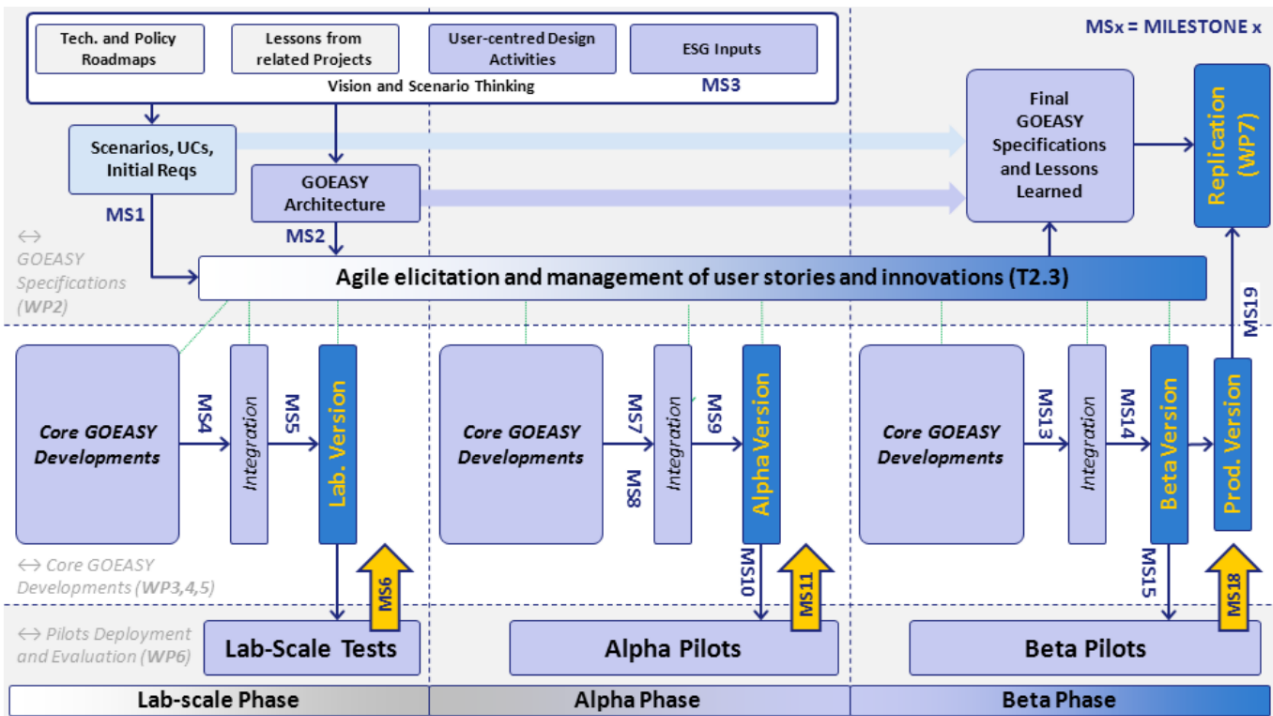


Figure 1 - GOEASY project PERT Chart

During the Lab-Scale Phase, a Scenario Thinking and Service Design action will be performed. This leads to a relevant aspect, to be taken into account for the dissemination of the GOEASY project: the Stakeholder Engagement. For this reason the following dedicated activities are foreseen, for specific target groups:

Category 2: Public Authorities

- workshops with representatives of local authorities from City of Turin and Stockholm, in order to see their acceptance on project ideas and gather further ones on how public authorities could benefit from GOEASY. A workshop with this stakeholder group could help to prepare the GOEASY platform for future applications.

Category 3: Citizens

- with particular focus on pilot cases, citizens are considered as users (for both pilot applications). Interviews with these users (of AsthmaWatch and greenApes) have been already started. Moreover, we are planning: further qualitative UCD related methods (e.g. user tests, with 5 users per application); further quantitative UCD related methods (e.g. surveys, with a larger number of users).

Category 4: Research community

- Currently under evaluation, a workshop with a research community related to asthma. This Stakeholder group could use the app for further studying regarding the (immediate) impact of high levels of air pollution to

asthma patients. Since there are several studies without clear results, researchers could make proper use of AsthmaWatch to support such studying.

For the remaining periods of the project lifespan, events and publications are described below (and enlisted again in the plans of Chapter 5).

4.1.1 Events organised by the GOEASY project

In addition to the workshops organized for the Service Design phase, engagement events will be planned for the two pilot scenarios. For each city (Turin and Stockholm) there will be: a launch event; at least one (better two) event during the implementation; a final event, with user communities.

Workshops and webinars for the presentation of the pilot cases will be organized to the developed solutions to interested stakeholders (in particular for Categories 1, 2 and 5).

4.1.2 Events participated by the GOEASY partners

A list of conferences usually attended by GOEASY partners is given below. These events are possible targets for dissemination activities such as distribution of flyers and brochures, participation to poster exhibitions, oral presentations.

- European Navigation Conference (ENC)
- European Space Week
- ION GNSS
- MGA Conference
- IoT Week
- European Respiratory Society, ERS Annual Congress
- International Conference on Lung and Respiratory Diseases
- EuCNC (European Conference on Networks and Communications) Conference
- IEEE Smart Cities Conference
- ACM/IEEE International Conference on Cyber-Physical Systems
- Connected Smart Cities Conference
- Internet of Things World Europe
- PerCom - IEEE Pervasive Computing and Communication (PerCom) conference
- NetFutures
- EWSN International Conference on Embedded Wireless Systems and Networks
- Geo IoT World
- CeBIT (<http://www.cebit.de>).
- Embedded World (<https://www.embedded-world.de/en>).
- ACM CHI Conference on Human Factors in Computing Systems (<https://chi2018.acm.org/>)
- ACM Conference on Designing Interactive Systems (DIS) (<http://dis2018.org/>)
- ACM Joint Conference on Pervasive and Ubiquitous Computing (UbiComp) (<http://www.ubicomp.org/>)
- CIVITAS annual conference

- POLIS annual conference
- ERTICO – ITS European Congress
- ERTICO – ITS world Congress
- Smart City Expo World Congress

4.1.3 Publications

A list of magazines and journals where papers on GOEASY results could be presented is given below.

Magazines:

- Inside GNSS
- Coordinates
- IEEE Security and Privacy Magazine
- IEEE Communications magazine
- IEEE Pervasive Computing
- IEEE Intelligent Systems

Journals:

- NAVIGATE
- Sensors
- IEEE Internet of Things Journal
- IEEE Sensors Journal
- Elsevier Computer Networks
- ACM Transactions on Computer-Human Interaction (TOCHI) (<https://tochi.acm.org/>)
- Ubiquitous Computing and Communication Journal (<http://www.ubicc.org/index.aspx>)

4.1.4 Other Dissemination Means

- A general project presentation (slides) to be used by partners during conferences, workshops and other events, has been drafted and presented at the project Kick-Off Meeting, and will regularly be updated during the whole duration of the project.
- GSA (and European Commission) will be of course duly informed of activities and results of the project
- The collaboration with other projects operating in similar fields will be sought. This will be achieved through different channels: inclusion of reference persons in GOEASY distribution list of newsletters, cross-link in the socials (Twitter, Facebook, LinkedIn), cross-link of websites (when relevant).

4.2 Dissemination Activities at the End and after the Project

A final event of the entire GOEASY project will be organized during the last months of the project, possibly to be planned between M33 and M36. The event will target the largest possible audience (for stakeholders of categories 1, 2, 4 and 5), including the ESG.

In addition to the papers on GOEASY results mentioned above, a page on project results will be prepared on the GOEASY website and properly advertised on the project social media accounts. A short dossier might be prepared for the use of the GSA.

Concerning the pilot cases, press releases on outcomes will be distributed locally, possibly involving local TVs (e.g. regional TV news). Both pilot scenarios involve applications which are part of the business strategy of promoting companies (CNET and greenApes). This implies not just a planned escalation of these apps in the pilot cities over time but also replication in other geographies, which will also grant visibility to GOEASY and Galileo technologies over the years.

5 Activity Plans

| Period | Activity | Target Audience (Coverage) | Objectives and KPIs |
|--|-------------------------------------|---|---|
| M1-M3 | Dissemination strategy finalization | Consortium Partners (European) | Fixing and tuning of project ideas raised at proposal level, including the long term dissemination plan review |
| Periodical (M3, M18, M30) | ESG meeting | Consortium Partners + ESG (European) | To spread GOEASY vision and results in the ESG group, also involving them in a co-design and early validation of the pilots |
| From Month 8 | Engagement Events | Pilot Users (Local) | 1 launch event per pilotcity (Torino and Stockholm); 1/2 events per city during pilots implementation; 1 final event per city |
| From Month 8 | Engagement digital activities | Pilot Users (Local) | Online contests, activities and rewarding system advertising for the pilot scenario in Torino |
| From Month 4 | Dissemination material | Stakeholders Academia General Public (European - National - Local) | Tools and contents to present the project and its results (flyers, presentations, fact sheets). Electronic tools will be preferred to printed materials. The latter will be kept to minimum quantities (e.g. 1,000 brochures printed and distributed at events). Additionally, adopted versions of the brochures will be produced for the pilot case partners in their respective languages and printed with max 500 copies each. |
| Periodical (M6, M12, M18, M24, M30, M36) | eNewsletters | Stakeholders Academia (European) | 6 eNewsletters to provide regular update on the GOEASY community about its progress. Distribution via email to registered users, the website, the partners' networks |

| | | | |
|--|--|---|--|
| M24, M36 | Workshops and seminars (or webinars) for presentation of pilot cases | Stakeholders Academia Municipalities (European - National - Local) | The workshops will target a selected audience of stakeholders, highly interested in taking up the GOEASY developed solutions. Minimum 5 events (workshops + webinars) engaging 10+ participants. |
| After M12, when concrete results are available | Participation in external Events | Stakeholders Academia (European - National - Local) | Partners' participation in conferences and fairs to represent the project and network with key players and adopters. At least 3 international events to be attended as presenters or with dissemination booths |
| After M12, when concrete results are available | Publications in technical literature and journals | Academia (Global - European) | 3 publications in academic conference proceedings and 3 article publications/papers on relevant journals |
| M30-36 | Organization of GOEASY final Event | Stakeholders Academia Municipalities (European - National - Local) | The event will target the larger audience possible made by stakeholders, including the ESG. Expected attendees: min. 80 |
| M1-36 | Clustering activities | Stakeholders Academia (European) | GOEASY will link to other EU projects/initiatives for joint activities. Target: 2 joint events |

Table 3 - GOEASY Dissemination Activities draft plan

| Period | Activity | Target Audience (Coverage) | Objectives and KPIs |
|--|--|---|--|
| M1-M3 | Communication strategy release | Consortium Partners (European) | Long term communication plan review |
| From M3 | Social Media | Stakeholders Academia General Public (Global - European) | GOEASY presence on LinkedIn Groups, Twitter, partners' Facebook pages. Minimum 5,000 interactions on social media |
| From M3 | GOEASY Website launch and periodic update | Stakeholders Academia General Public (Global - European) | Major R&D channel, reinforced by pointers in social media and cross-linking with the partners' webpages (with an established visibility towards thousands of users). Total expected visits: 15,000 |
| After M12, when concrete results are available | Journalistic Articles, press releases and interviews | Stakeholders Academia General Public | Min. 4 journalistic articles/interviews and 4 press and news releases, to be distributed to major information multipliers, syndicated online press, |

| | | | |
|--------|-----------------------|---|--|
| | | (Global - European - Local) | and shared through social media. Views: 30,000 |
| M24-30 | Short Action Video | Stakeholders General Public (Global - European - Local) | Short project video to be published on the website and used in workshops, events and training sessions. Views: 5,000 |
| M3-36 | Networking activities | Stakeholders Academia General Public (Global - European - Local) | All partners' existing communication channels and networks (such as newsletters, websites and social media accounts) to disseminate GOEASY results. Outreach: 10,000 |

Table 4 - GOEASY Communication Activities draft plan

6 Conclusions

This document presents a first planning of communication and dissemination activities, as a practical guide for members of the GOEASY consortium. The strategy will be properly updated in due course of the project, taking into account possible adjustments in planning as well as additional details on the activities to be conducted.

Acronyms

| Acronym | Explanation |
|---------|---|
| Dx | Deliverable number x of the GOEASY project |
| EGNSS | European Global Navigation Satellite System |
| ESG | External Stakeholder Group |
| GNSS | Global Navigation Satellite System |
| GSA | European GNSS Agency |
| IoT | Internet of Things |
| LBS | Location Based Services |
| Mx | Month number x of the GOEASY project |
| UCD | User Centered Design |

List of figures

| | |
|--------------------------------------|----|
| Figure 1 - GOEASY project PERT Chart | 13 |
|--------------------------------------|----|

List of tables

| | |
|--|----|
| Table 1 - General Messages to Target Groups | 7 |
| Table 2 - Specific Messages to Target Groups | 9 |
| Table 3 - GOEASY Dissemination Activities draft plan | 17 |
| Table 4 - GOEASY Communication Activities draft plan | 18 |

APPENDIX A – SHORT-TERM COMMUNICATION PLAN

| Period | Activity |
|---------------|--|
| M5 | 1-o-1 telcom with ESG members |
| M6 | Participation of 1 partner to European Navigation Conference (ENC) (in connection with BELS project) |
| M7 | Participation of 1 partner to IoT Week |
| M8 | ESG Workshop |
| M10 | Participation of 1 partner to International Conference on Lung and Respiratory Diseases |
| M10-11 | Participation of 1 partner to ERTICO – ITS European Congress; ERTICO – ITS world Congress |
| M11 | Participation of 1 partner to Smart City Expo World Congress |
| M11 | Follow-up 1-o-1 telcom with ESG members |
| M12 | Participation of 1 partner to European Space Week (in connection with BELS project) |

APPENDIX B - GOEASY GRAPHICAL IDENTITY

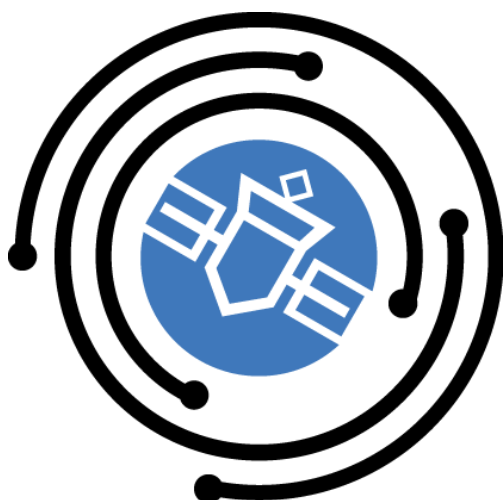
LOGO GUIDELINES

Extended Version:





Compact Versions:





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| Deliverable Title | Communication and Dissemination Strategy |
| Version | 1.0 - 26/02/2018 |

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