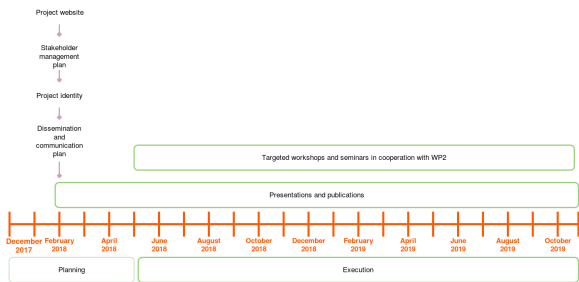


WP5: Dissemination, communication and exploitation



This WP will look into ways to promote ecosystem concept across Europe, get interested stakeholders involved in the process and support the concept and system deployment in other countries. It will promote various initiatives and raise its visibility among various stakeholders through events, social media and other promotional material.

This work package will ensure the correct dissemination of the project results defining in agreement with the consortium partners and effective dissemination strategy in order to maximize the results and achievements of the project through various channels.

Project dissemination will develop, review and update annual dissemination plans for the project to ensure maximum visibility and impact of the project outcomes. The plan will target publication of results through seminars, workshops and presentations in similar fora. It will also target participation in EU events related to the thematic framework and the organisation of events to present project results to various communities, including the offering of the reference implementation of the infrastructure as open source. The detailed scheme through which the infrastructure will be offered as open source will be established in this task.

The task will also create a specific project identity in order to reinforce the project's external image and to ensure a transversal coherence between all project communication channels. This includes an official web site to share and distribute information about the project in order to promote the project in a wider community. For the same purpose, it may develop project accounts and presence in general and/or professional social networks (e.g., Facebook, LinkedIn) following an investigation of the effectiveness of such networks in reaching the communities which may be interested in results. All partners will also operate a corporate communication (through, for example, newsletters, community sites, and RSS feeds) of the project events and results. Finally, this task will also identify and use key indicators for measuring the effectiveness of the dissemination strategies that will be used (e.g., number of subscribers to newsletters, participants in events, social networks, number of hits/downloads of material in the project's web site).

Contact:

Tasks

- T1.1 Compose the Communication plan (D34)
- T1.2 Compose the Stakeholders Management plan (D35)
- T1.3 Design a Project Style, with a logo, fonts, colors, templates for different kinds of artefacts (D36)
- T1.4 Design and build the project Website (D37)
- T1.5 Manage the project website (D37)
- T1.6 Plan for project content, and distribute through defined channels (social media, newsletter etc.) (D38)
- T1.7 Measure effects of dissemination activities (D39)
- T1.8 Plan for project seminars (D39)
- T1.9 Write project content (all partners) (D36, 37, 38, 39)
- T1.10 Organise a project dissemination event/seminar (all partners) (D39)
- T1.11 Maintain the project website (and other deliverables) after the lifetime of the project (D37)

