CASSOVIUM

PLAN FOR DISSEMINATION AND COMMUNICATION ACTIVITIES

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1.0	30.12.2022	▪ Initial version

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1 EXECUTIVE SUMMARY

EDIH CASSOVIUM (EDCASS) is a support facility with aim to help companies to respond to digital challenges and become more competitive. EDCASS is established as an open one-stop-shop institution, which guarantees its customers access to services and technologies supporting digital transformation processes in accordance with the relevant digital concepts and Industry 4.0/5.0 strategies.

It focuses on applying technologies from the following areas: artificial intelligence, cyber security and Industry 4.0. EDCASS works primarily in the region of Eastern Slovakia (Košice and Prešov Region), but it is recognised across the whole of Slovakia, as well as nearby bordering countries. EDCASS combines the benefits of a regional presence in Eastern Slovakia with the opportunities available to a pan-European network.

EDCASS is organised as a consortium formed by the following partners:

- **Technical University of Košice** (TUKE)
- **Pavol Jozef Šafárik University** (UPJŠ)
- Cluster **Košice IT Valley** (KEITVA)

The consortium is coordinated by TUKE.

The present deliverable aims *to set a plan for the implementation of Dissemination, Exploitation and Communication (DEC) activities of EDCASS.* To this end, the DEC plan outlines different target audiences, strategy, tools and channels to be exploited. In order to achieve The main objective of project DEC activities is to **create and enhance visibility of EDCASS** (and the EDIH network) **in the region, towards potential customers and stakeholders, while communicating its portfolio of services, developed opportunities, impact, success stories and achieved results to business and innovation community, public institutions, policy makers and public** in general.

2 INTRODUCTION

DEC activities will position EDCASS as a leader and main driver of digital transformation in the region. It will create and strengthen EDCASS and EDIH Network visibility in the region and will disseminate the success and benefits of project implementation.

DEC activities will be performed within Work Package 5 (), by the task-force consisting of WP5 Leader, Event Manager and Communication Specialist. The team will work closely with other WPs' task-forces to ensure integrated approach to overall external communication. The WP5 will also serve as an "evangelistation" forum to raise awareness among business community, public institutions, policy makers and public in general in topics of digital transformation of economy and society (challenges, trends, opportunities, threats etc.).

The following document is outlined in five chapters:
- Executive Summary
- Introduction
- Dissemination
- Exploitation and Communication
- Monitoring of activities

The chapters devoted to the DEC activities describe in detail the intended targeted audiences, their goals and strategies along with a list of planned activities. These activities are listed and described in order to have a clear understanding on how these will be implemented, the assets that will be created and the channels which will be used to maximise their impact.

3 DISSEMINATION

According to the European Commission dissemination is "*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.*" (Source: EC Research & Innovation Participant Portal Glossary/Reference Terms). EDCASS will disseminate the results as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests.

EDCASS will regurarly upload the public project results to the Digital Europe Project Results platform as well.

3.1 Dissemination Target Audience

Main target groups for EDCASS dissemination, exploitation and communication activities are as follows:

Primary target audiences:

   a) **EDCASS clients (potential and present):** SMEs (including start-ups) and public sector organisations, primarily from the region of Eastern Slovakia (SK04), covering the Košice Self-governing Region (SK042) and Prešov Self-Governing Region (SK041).

Secondary target audiences:

   b) **Stakeholders**: regional governments (Self-governing regions), municipalities, policy makers, business support organisations
   c) **Academic institutions**: basic and secondary schools, universities
   d) **Non-governmenal organisations**
   e) **General public**

3.2 Dissemination Strategy

This strategy aims to identify and map the stakeholders (whom to disseminate to) and to understand their needs to tailor clear and concise messages (what to disseminate) to the different target audiences. By reaching the identified stakeholders, spreading positive impact and promoting entrepreneurship development, EDCASS can inspire and attract customers to use EDCASS integrated services across the region.

Dissemination activities will be agreed internally on a six month basis. The proposed activities include press releases, posts on social media, workshops, seminars, brokerage events to foster networking, presentations in congresses, etc.

3.3 Dissemination Goals

1. Enhancing the visibility of EDCASS and the whole EDIH network in the region by identifing the results to disseminate and proper dissemination channels.

2. Gathering feedback from customers on the quality of EDCASS integrated service.

3. Monitoring and evaluating the effects of the dissemination activities.

3.4 Dissemination Activities, Assets and Timing

Activity	Description	Target Audience[1]	Assets	Timing	Target Value
Opening Event *"EDIH CASSOVIUM - digITally yours"*	Kick-off event to bring together all involved parties, SMEs and local government representatives. Accompanied by a press conference and a press release.	▪Potential clients (SMEs, Public Sector Organisations) ▪Stakeholders ▪Academic institutions ▪NGOs ▪General Public	▪Press Release ▪Newsletter ▪Presentations ▪Digital and Print Materials ▪Social Media Posts	**M08**	1 event 50 participants
International Conference on Digital Transformation in the Eastern Slovakia Region	Conference with all the involved parties, SMEs, public (regional, national, EU) and educational institutions, other EDIHs and experts to communicate the project benefits, success stories, services and results, to show the impact of digital transformation of the region.	▪Potential clients (SMEs, Public Sector Organisations) ▪Stakeholders ▪Academic institutions ▪NGOs ▪General Public	▪Press Release ▪Newsletter ▪Presentations ▪Digital and Print Materials ▪Social Media Posts	**M24**	1 event 100 participants
Final Event *"Eastern Slovakia Powered by Digital Age"*	The event will be organised to disseminate the results of the project, accompanied by a press conference and a press release.	▪Potential clients (SMEs, Public Sector Organisations) ▪Stakeholders ▪Academic institutions ▪NGOs ▪General Public	▪Press Release ▪Newsletters ▪Presentations ▪Social Media Posts ▪Digital and Print Materials	**M36**	1 event 50 participants

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[1] See section 3.1 *Dissemination Target Audience*, page 5

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Activity	Description	Target Audience[1]	Assets	Timing	Target Value
Innoopsie (Inspirational Meetings)	Testimonials - success stories of solutions powered by EDCASS.	▪Businesses ▪Start-ups ▪Professional organisations ▪Scientific/Expert communities ▪Academic institutions	▪Newsletter ▪Social Media Posts ▪Videos	**M06 – M34**	5 meetings 100 participants
InnoMeets (MeetUps)	Informal matchmaking meetups to create linkages and increase synergies between the people with innovative solutions with EDCASS customers.	▪Businesses ▪Start-ups ▪Professional organisations ▪Scientific/Expert communities ▪Academic institutions	▪Newsletter ▪Social Media Posts	**M06 – M34**	5 meetings 100 participants
Presentations in the Third Party Events	Dissemination of results of EDCASS in the events organised by third-parties	▪Business Forums ▪Professional organisations ▪Regional/Local governments and bodies ▪Scientific/Expert communities	▪News letter ▪Social media posts ▪Presentations in congresses	**M07 – M36**	15 presentations
Promotional materials	Practical take aways to promote EDCASS Deliverable D5.3	▪Potential clients (SMEs, Public Sector Organisations) ▪Stakeholders ▪Academic institutions ▪NGOs ▪General Public	▪Brochures ▪Digital and Print Materials ▪Roll-ups ▪Billboards	**M10**	▪200 brochures ▪1000 promo items (cups, pens, etc.) ▪10 roll-ups ▪5 billboards

4 COMMUNICATION AND EXPLOITATION

According to the European Commission, communication *"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."* (Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)

Exploitation takes place towards the end of the project and beyond as soon as the action has exploitable results. According to the EU, exploitation is *"the utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities."* (Source: EC Research & Innovation Participant Portal Glossary/Reference Terms).

4.1   Communication and Exploitation Target Audience

Like dissemination, the purpose of communication is to reach multiple audiences, including regional and local governments, municipalities, media, businesses, academic institutions, NGOs and general public, among other stakeholders.

The communication and exploitation target audience will be the similar as the one for the dissemination (see section 3.1 *Dissemination Target Audience*, page 5).

For this purpose, EDCASS will use different tools and channels to spread the word about the project and its activities and maximise its impact to society. EDCASS will also serve as an "evangelistation" forum to raise awareness among business community, public institutions, policy makers and public in general in topics of digital transformation of economy and society (challenges, trends, opportunities, threats etc.).

4.2   Communication Goals

The main goal of communication and exploitation plan is to raise awareness about the project and its benefits to the targeted audiences:

1.   Inform about the project, developed opportunities, success stories and results gained among business community, public institutions, policy makers and public in general. By reaching the identified stakeholders, spreading positive impact and promoting entrepreneurship development EDCASS can inspire and attract customers to use EDCASS integrated services across the region.

2.   Raise awareness about the benefits of EU funded projects and show the success of European collaboration.

3.   Build strong brand, visual identity and enhancing the visibility of EDCASS and the whole EDIH network in the region.

4. Promotion of service portfolio and offer to potential customers, gathering feedback from customers on the quality of EDCASS integrated service provisioning.

5. The bottom line of communication of EDCASS is to raise awareness about benefits and urgent need of digital transformation of economy and society and to promote the digital inclusion of identified stakeholders.

4.3 Communication Tools

The following section outlines the tools, channels and assets which will be used to effectively inform abot EDCASS and present best practices to relevant parties.

4.3.1 Visual Identity

EDIH CASSOVIUM is a recently created brand, currently in a "brand awareness" stage, an initial phase in which stakeholders are still learning about the EDCASS and the meaning of European Digital Innovation Hubs and digital transformation in general.

The basic logotypes:

The logo represents four pilliars: Transformation, Acceleration, Motivation, Networking, as well as four categories of EDCASS services that consortium provides.

Detailed specification on logotype, its parameters and usage are provided in the *EDIH CASSOVIUM Branding Guide* (D5.2).

4.3.2 Website

EDCASS will have own webpage which will will provide all the information about the project (information about the consortium, objectives, activities and service offer, as well as contact formular and contact information.

This site (www.edihcassovium.sk) will provide calendar of events and activities (Events and activities), section listing information about other digital innovation hubs and section which will include recent news.

4.3.3 Press and Media

Press releases will be drafted and sent to announce relevant events and activities of EDCASS and may include opinions from experts within the consortium to attract media attention on relevant topics. They will be accompanied by photographs or audiovisual content. These will be sent to regional and national media.

4.3.4 Social Media

EDCASS will use social media channels (preferrrably LinkedIn, Twitter, YouTube, Facebook) with aim to reach all target audiences and to ensure engagement in all planned activities. The content will be adapted to the character of defined target group.

It is important to communicate frequently. Posts will be visually attractive using the colour palette of EDCASS. As a part of branding manual, templates for social media will be set as well.

4.3.5 Newsletters

Newsletters containing news concerning EDCASS activities are electronically sent to subscribers on a periodic basis.

Key information about the consortium, upcoming activities and events will be included in newsletters to target the business, academia, public institutions and public in general. The distribution will be frequent and based on the calendar of activities.

4.3.6 Videos

During the project, 18 videos will be published, designed to promote project activities and results of the project, which will be disseminated through the project's social networks.

This audiovisual format enables reaching a broader audience using visual resources and a language simple to understand.

4.3.7 Events

EDCASS will organize various events (workshops, networking events and conferences), as well as it will in different activities such as social and educational events, meetings and making presentations to keystakeholders, large audiences, maintaining a presence in relevant events, etc. The project will use all activities where there are significant opportunities to engage large and appropriate audiences far and wide.

4.4 Communication activities, assets and timing

Activity	Description	Target Audience[2]	Assets	Timing	Target Value
EDCASS Branding	Defining EDCASS Deliverable D5.2	▪Potential clients (SMEs, Public Sector Organisations) ▪Stakeholders ▪Academic institutions ▪NGOs ▪General Public	All versions for digital and print, including templates for promotional materials	**M03**	**1**
Website	Providing information about the project (consortium, objectives, services, events etc).	▪Potential clients (SMEs, Public Sector Organisations) ▪Stakeholders ▪Academic institutions ▪NGOs ▪General Public	The website will be used as the main communication tool. Website will bring information about services of EDCASS, contact formular and contact information.	**M01 – M36**	**1**
Articles and Interviews	Articles and Interviews with representatives of EDCASS, interesting outcomes and successful beneficaries	▪Potential clients (SMEs, Public Sector Organisations) ▪Stakeholders ▪Academic institutions ▪NGOs ▪General Public	These will be published on edihcassovium.sk and other third-party platforms. Promoted on social media and newsletter.	**M02 – M36**	**30**
Social Media	Regular posts about the project and its outcomes	▪Potential clients (SMEs, Public Sector Organisations) ▪Stakeholders ▪Academic institutions ▪NGOs ▪General Public	Posts for different social media channels. Ask the expert, activities, benefits and gains of digital transformation business.	**M03 – M36**	**200**
Newsletter	EDCASS activities and updates to be included in newsletter	▪Potential clients (SMEs, Public Sector Organisations) ▪Stakeholders ▪Academic institutions ▪NGOs ▪General Public	Various content in newsletters	**M03 – M36**	**18**

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[2] See 4.1 *Communication and Exploitation Target Audience*, page 8.

Activity	Description	Target Audience[2]	Assets	Timing	Target Value
Video Presentations	Short videos to disseminate information and promote the activities and outputs of the project, via project website and social media.	▪Potential clients (SMEs, Public Sector Organisations) ▪Stakeholders ▪Academic institutions ▪NGOs ▪General Public	▪Newsletter ▪Social Media Posts	**M06 – M36**	**18**

5 MONITORING DISSEMINATION AND COMMUNICATION ACTIVITIES

Systematic monitoring will be carried out to achieve a successful implementation of the DEC activities throughout the project lifetime. Using different analytics tools to monitor the impact of activities such as Google Analytics and native analytics tools for social media.

The following table presents the KPIs that will be used to evaluate the success of EDCASS actions:

Activity /Channel	KPIs	Target Value Year 1	Target Value Year 2	Target Value Year 3	Means of Verification
EDCASS WEBSITE	Visitors	1 000	2 000	2 000	Google Analytics
	Social Media Posts	50	75	75	Social media native tools
	Social Media engagement /Interactions	2 000	3 000	3 000	Social media native tools
	Social Media Posts reach	5 000	5 000	5 000	Social media native tools
	Videos views / per video	100	100	100	Social media native tools
EVENTS	Registrants attending Presentation Events, Open Events, Webinars, etc.	150	150	150	Platform analytics
PRESS	No of articles published on the media	10	10	10	Links
EDCASS WEBSITE	Visitors	1 000	2 000	2 000	Google Analytics