

Deliverable 7.1 - Dissemination, Exploitation and Communication Plan (Part 1)

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1. Executive summary

This deliverable is related to project task T7.1, dissemination, exploitation and communication plan. It describes the project's communication objectives, main target groups (TGs), and all communication-related activities concerning the implementation of the project work packages (WPs). The document also explains project partner roles and responsibilities pertaining to communication activities and communication channels. Deliverable D7.1 will be the basis for monitoring dissemination, exploitation, and communication activities, and will be updated in M15.

Preparation of this deliverable was led and completed by the UNIZA team (Tatiana Kováčiková, Shahab Khormali, Olena Hundarenko). The project's consortium contributed to the preparation of the deliverable by providing required inputs as well as structured feedback on the proposed plan which helped to develop this deliverable properly.

2. History of changes

Title of the document	Version number	Changes	Who	Date
Deliverable D7.1. dissemination, exploitation, and communication plan (part 1)	0.1	Drafting deliverable structure	Shahab Khormali (UNIZA)	21.02.2023
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Deliverable D7.1. dissemination, exploitation, and communication plan (part 1)	1.0	Final	Shahab Khormali (UNIZA)	24.03.2023

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3. Introduction

In line with the objectives of the project, particularly WP7 objectives, the dissemination, exploitation, and communication plan (DECP) describes a set of dissemination, exploitation, and communication (DEC) measures and main channels maximizing InCITIES project visibility and impact. The focus will be on InCITIES target groups (TGs) and corresponding dissemination, exploitation, and communication needs. Moreover, to follow the DECP coherently, a detailed schedule will be provided, including key roles and responsibilities of involved partners in the project tasks. This document will also serve as the basis for monitoring communication activities and will be updated in M15 (December 2023).

4. Objectives

The main objective of WP7 - communication, dissemination, and exploitation, is to provide stakeholders with appropriate and reliable information about the project scope, objectives, activities, and results. Focus will be given to the following items:

- Designing and implementing a dissemination and exploitation strategy using applicable methods and tools and covering relevant TGs (e.g., policymakers, researchers and professors, the scientific community, local community, SMEs, Industry, and citizen associations).
- Promoting the exploitation of project partners' research and innovation (R&I) results.
- Develop a sustainability plan enabling the sustainability of project activities, results, and collaboration beyond the project's lifetime.

5. Target groups

As an initial step to properly implement the InCITIES DECP, there is a need for the identification and engagement of the relevant key stakeholders. This alignment will consider the following TGs for effective dissemination, exploitation, and communication. Table 1 describes InCITIES TGs and corresponding dissemination, exploitation, and communication needs.

Table 1 - InCITIES TGs and corresponding dissemination, exploitation, and communication needs.

No.	TG	Dissemination, exploitation, and communication needs
TG1	Policy makers	Providing access to evidence-based documents and materials to support them in the transformation/modernization processes of HEI (Higher Education Institution). Organizing three policy workshops at the European level to strengthen capacity building and promote awareness. Creating a European network of promoters to exchange good practices and approaches.

TG2	Researchers and professors	Sharing the project activities and engaging them with InCITIES R&I HUBs with European and international partners. Providing accessible and understandable information and educational materials, methodologies, and InCITIES outcomes accessible to European Union Member States. Academic staff contribution to identifying EU opportunities and challenges related to HEI systems.
TG3	HEI non-academic staff	Finding new communication avenues to discuss the identified administrative/institutional barriers or obstacles in building the Alliance curricula and develop synergies to find practical solutions.
TG4	Students	Sharing the InCITIES activities and engaging them with InCITIES R&I HUBs. Providing educational materials, methodologies, and outcomes of the project.
TG5	Scientific community	Dissemination and distribution of InCITIES scientific results, citizen science good practices toolkits with the support of International Organisations (i.e., partnerships UNESCO, OECD, and others)
TG6	Local community	Involve local policy-makers (cities) in specific activities (workshops, consultations) to co-create InCITIES activities and present results.
TG7	SMEs	Promoting the InCITIES results and sharing the good practices and experience gained within the InCITIES project, identifying opportunities for disseminating and communicating joint R&I projects. Establishing a business-oriented national/regional communication network.
TG8	Industry	Promoting the InCITIES results and sharing the good practices and experience gained within the InCITIES project, identifying opportunities for joint Education + R&D&I projects. Establishing a business-oriented national/regional information network.
TG9	Citizens associations	Conducting local open innovation workshops with citizens supported by clear strategic plans and tailored promotion and dissemination activities. Analysis of citizen feedback to enhance and improve citizens engagement.
TG10	Sister widening projects	Promoting the InCITIES results and sharing the good practices and experience with other widening projects addressing HEI transformation/modernisation.

6. Communication related activities and responsibilities

Wide dissemination and exploitation of the project are expected to happen via executing strategically planned DEC activities (e.g., organization of scientific conferences and workshops, scientific publications, policy workshops, stakeholder workshops, short-term visits for strengthening R&I collaboration, etc.) as well as establishing communication channels (e.g., project website, social media, newsletter). In addition to the DEC activities, the roles and responsibilities of involved partners concerning proposed tasks is described in DECP.

6.1 Dissemination and exploitation of results

Results and achievements of the InCITIES project will be disseminated and exploited through several measures mentioned in the proposal. To closely monitor and effectively disseminate and exploit the project results, each partner should continuously contribute to informing the WP7 leader about performed dissemination activities. For this purpose, UNIZA, as WP7 leader, prepared a list template presented in Table 2, including an example of, participation of the project partners in the TRA conference 2022, as a DEC activity. UNIZA will regularly update this list based on relevant inputs that partners will provide during the project. An online version of Table 2 is available on the project’s Whaller account, WP7 sphere, (<https://my.whaller.com/sphere/qrh31p/box/350204>), where partners can directly report their dissemination activities.

Table 2 - List template to report DEC activities carried out by InCITIES partners in the context of the project.

Partner name	Date of performing DEC activity	DEC activity name	Target audience	Number of target audience reached	Description of the DEC activity carried out	Status of DEC activity
All consortium partners, led by UNI EIFFEL	M2 (November 2022)	TRA conference Lisbon 2022: Invited Session "Educational Infrastructure and Academic Methods on Transport and Mobility for Cities of Tomorrow"	TG1, TG2, TG4, TG5, TG6, TG8	100	TRA is a prominent conference dedicated to sharing European and international issues on transport and related topics. The 2022 edition focused on exploring new paths and new domains ("reimagining mobility worldwide") in an inclusive way ("moving together"). All partners participated in the invited session.	Done

Involved partners need to contribute to maximizing the project impact by performing the following DEC requirements and reaching the relevant key TGs addressed in the project proposal.

6.1.1 Scientific publications

To raise awareness of the InCITIES project R&I results, involved partners will actively contribute to publishing scientific works focused on inclusive, sustainable, and resilient (ISR) cities in high-impact journals and prominent conferences. Pre-existing know-how, while remaining the sole property of their owners, will be made available to other partners when needed to exploit the results through publications. Publications must acknowledge EU support, by adding the following statement in an Acknowledgement section: This work was funded by the European Union through the grant agreement number 101071330 - project InCITIES.

6.1.2 Organisation and active participation in relevant scientific networking events organised by sister widening projects

To increase project attractiveness and reputation within the scientific community, InCITIES consortium will organize one scientific networking event with the active participation of European academic institutions and research organizations and other widening projects addressing HEI transformation /modernization. In addition, InCITIES will attend similar events organized by sister widening projects.

6.1.3 Short-term visits for strengthening R&I collaboration

In order to enhance international recognition and strengthen R&I collaborations, participating researchers will visit other institutions or associations recognized for their scientific, technological, or policy contribution to research-based sustainable universities in Europe.

6.1.4 Policy workshops

Such workshops will aim to strengthen capacity building and promote awareness at European level and create a European network of promoters to exchange on good practices and approaches.

6.1.5 Stakeholder workshop

InCITIES will organise a workshop to meet key stakeholders (e.g., policy-makers, business actors, NGO's, citizens) and communicate with them while getting their feedback and raise awareness about the project results.

6.1.6 Citizen science co-creation workshop

Organisation of one citizen science co-creation workshops will aim to involve citizens in a scientific dialogue with focus on ISR cities' challenges.

6.1.7 Piggyback dissemination

The activity includes presenting peer-reviewed scientific results at national and international scientific, policy-oriented, and business-oriented events. It will help the InCITIES consortium to strengthen links to relevant European-wide networks, platforms, projects, and professional organizations.

6.1.8 Producing short videos intended for distribution on social media

The InCITIES partners will create at least two short and targeted content social videos focusing on institutional transformation strategies towards research-based sustainable universities to engage viewers on social media. These videos will cover the project’s innovation and research agenda by promoting the relevance, implications, goals, and opportunities the InCITIES project offers to stakeholders. Due to the international character of the project, the language in the videos will be mostly English, but depending on the target audience, the dissemination channel, and the geographical implementation area, some of the content may be translated into national/local languages.

6.2 Roles and responsibilities of the project partners

The following tasks should be closely checked and implemented by all partners promoting the project objectives, activities, and results:

- Identifying relevant stakeholders for all TGs as well as means of bi-directional communication.
- Supporting UNIZA in designing and preparing project dissemination materials (e.g., logo, poster, leaflet, roll up, banner, and newsletter).
- Informing UNIZA about upcoming events and sharing the information with the communication manager to get support in promoting planned events.
- Providing a contact point with necessary contact addresses for further communication. For this purpose, UNIZA prepared a template presented in
- Table 3 and asked partners to provide the required contact information. An online and completed version of the following table is available here: <https://my.whaller.com/sphere/grh31p/box/350210>.

Table 3 – template to provide contact points for communication related activities.

Partner name	Contact person name /email address
ISCTE	
TH-KÖLN	
UNI EIFFEL	

LAUREA	
UNIZA	

7. Project visual identity

7.1 Logos

UNIZA team prepared and presented four different logo proposals, including design rationale, to the project partners in the kick-off meeting in Lisbon, which took place the 17th – 18th November 2022, where participating partners selected the project's logo by voting. It is worth noting that the project logo must always be included in all communication materials produced both at the program and project levels. It must be placed in a central and visible top position of the material (on the first/main page), and it can never be smaller than any other logo included in the same material.

Moreover, according to the article 17.2 (page 35) of the InCITIES Grant Agreement (GA), “unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate): Funded by the European Union”. Additionally, when displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

7.2 Roll-up

The project roll-up will be designed considering the Horizon Europe and InCITIES visual identities and will be used mainly at conferences, workshops, and other meetings. WP7 leader will design and make project roll-up available by M9 (June 2023).

7.3 Poster

UNIZA will design the project poster based on key information such as the project title, logo, budget, and funding program. All project partners will print (minimum size: A3) and display the poster at a visible location to the public, such as the entrance area of a building, as from M9 (June 2023) to increase the project's visibility. The poster will stay visible for the whole duration of the project.

7.4 Leaflet

The project leaflet provides more information about the InCITIES scope, the mission, and the consortium and gives an outlook on the project outputs. The project's leaflet will be designed, reviewed by partners, printed, and sent to the project partners by M18 (March 2024).

7.5 Templates for communication on workshops, seminars, and briefs

Communication on workshops and seminars should include the logos of the InCITIES project, of the partners institutions and of the European Commission emblem. A template of slides presentation and written communication is available to each partner on project’s Whaller at this link: <https://my.whaller.com/sphere/qrh31p/box/349697>.

8. Communication channels

8.1 Website

The InCITIES project website was designed, implemented, and made publicly available (<https://incities.eu/>) by UNIZA during the first three months of the InCITIES project. It serves as a dissemination and communication instrument for the project. It provides an access point to InCITIES project partners, objectives, methods, expected impacts, and WP results for internal actors and external visitors. The InCITIES dynamic website will also contain the following:

- Dissemination plugins,
- A newsletter subscription form,
- Direct access to the different InCITIES social media dissemination channels.

8.2 Newsletter

The project will issue three electronic newsletters, according to the timetable presented in Table 4, to disseminate the most important project achievements to various stakeholders, namely the TGs, and keep them informed about the project's progress and the development of InCITIES actions. The newsletter will envisage the design and collection of content and contributions from all partners, and it will be circulated electronically to reach large dissemination among the members of all partners and major TGs. Any interested stakeholders will be able to subscribe through the project website, and all project partners will distribute the newsletter (available for download on the project website) to their relevant contacts.

Table 4 - InCITIES newsletter timetable

Newsletter No.	Due to	Proposed Content
1	M12 (September 2023)	TBC
2	M24 (September 2024)	TBC
3	M36 (September 2025)	TBC

8.3 Social media channels – LinkedIn, Facebook, Twitter, and Instagram

The InCITIES social media will complement the website as a means of informal communication and learning space supporting the dissemination activities and contributing to project

visibility and recognition. It will inform and engage broader and more diverse interest groups by promoting project news, data, activities, and best practices, and posting on other social media profiles and groups. In this alignment, InCITIES will be active on social media via four main channels: LinkedIn, Facebook, Twitter, and Instagram. UNIZA, as WP7 leader, will create the four accounts mentioned above by M12 and encourage project partners to use the channels via emails and other internal communication. The social media channels will be managed and updated monthly.

8.4 Media presence

To enhance general visibility of the InCITIES project, project outcomes will be promoted in national and international press and media.

8.5 Internal communication within InCITIES consortium

InCITIES consortium created an account on the Whaller platform (<https://whaller.com/en>) to analyse the progress of the project and codesign required actions. Representatives from involved partners have access to this platform and use it as an internal channel to communicate with each other and share the project's public and non-public records (e.g., deliverables, presentations, and guidelines).

9. Timeline and evaluation plan

UNIZA will be responsible for monitoring the implementation of the communication activities and will follow the timeline proposed in Table 5.

Table 5 - Key milestones of the project dissemination.

No.	DEC activity	Task number	Due month/year
1	D7.4 - Project website	T7.3	M2 (November 2022)
2	D7.1 - Dissemination, exploitation, and communication plan - part 1	T7.1	M6 (March 2023)
3	D7.5 - Project social media	T7.3	M12 (September 2023)
4	Project logo	T7.4	M3 (December 2022)
5	Project poster and roll-up	T7.4	M9 (June 2023)
6	Newsletter No.1	T7.4	M12 (September 2023)
7	D7.6 - Report on dissemination activities - part 1	T7.4	M12 (September 2023)
8	D7.2 - Dissemination, exploitation, and communication plan - part 2	T7.1	M15 (December 2023)

9	Project leaflet	T7.4	M18 (March 2024)
10	D7.3 - Commercialization guidelines	T7.2	M18 (March 2024)
11	Newsletter No.2	T7.4	M24 (September 2024)
12	D7.7 - Report on dissemination activities - part 2	T7.4	M24 (September 2024)
13	Newsletter No. 3	T7.4	M36 (September 2025)
14	D7.8 - Report on dissemination activities - part 3	T7.4	M36 (September 2025)

ANNEX I – Peer review report template for quality monitoring and assurance

Procedures used for peer review

The InCITIES Consortium uses a peer review process for its internal quality assurance for public and non-public deliverables to assure consistency and high standard for documented project results. The Peer Review is processed individually by two selected reviewers. The allocated time for the review is about two weeks. The author of the document has the final responsibility to collect the comments and suggestions from the Peer Reviewers and decide what changes to the document and actions are to be undertaken.

Quality control metrics are defined to measure the progress of the work being achieved. The reports should always meet a set of quality criteria, as described below:

- 1) Completeness - Information provided in the deliverable report must be reliable and must correspond with reality. This means that all background information used in the reports should be appropriately supported by references. Foreground information should be supplied in a clear fashion such that misinterpretation will be avoided.
- 2) Accuracy - Information used in the deliverable report should be focused on the key issues and be written in a fashion that takes into consideration the scope of the specific work and its target audience.
- 3) Relevance - All information used should be provided to the depth needed for the purpose of the reports, according to the project and WP and task objectives.
- 4) Appearance and structure - Although deliverable reports will be authored by different partners, it is important that reports are prepared with uniform appearance and structure, such that they appear as originating from a single initiative. It is therefore necessary to observe the indications provided above in this section.

Overall Peer Review Result

Deliverable number and title: Deliverable 7.4 Project website			
Deliverable should be			
Fully accepted <input type="checkbox"/>	Accepted with reservation <input type="checkbox"/>	Rejected unless modified as suggested <input type="checkbox"/>	Fully rejected, suggestions included <input type="checkbox"/>

Comments of Peer Reviewers

One table for each reviewer

Comments of: [Reviewer name and beneficiary short name]			
Deliverable number and title:			
Review result			
Deliverable should be			
Fully accepted <input type="checkbox"/>	Accepted with reservation <input type="checkbox"/>	Rejected unless modified as suggested <input type="checkbox"/>	Fully rejected, suggestions included <input type="checkbox"/>
Reviewer general comments			
Reviewer specific comments			
Author(s) response			

ANNEX II – Acronyms

DEC - Dissemination, Exploitation, and Communication

DECP - Dissemination, Exploitation, and Communication Plan

ISR - Inclusive, Sustainable, and Resilient

GA - Grant Agreement

HEI - Higher Education Institution

R&D - Research and Innovation

TBC - To Be Confirmed

TG - Target Group

WP - Work Package