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Abstract	This report constitutes the EXCITING dissemination and communication plan. It presents the project's strategy towards dissemination and communication and identifies the respective objectives, the messages to be communicated, key target groups, the tools and channels, the action plan and the process for evaluation and monitoring.
Keywords	Dissemination, communication, evaluation, stakeholders

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Nature of the deliverable:		
Dissemination Level		
PU	Public, fully open, e.g. web	✓
CI	Classified, information as referred to in Commission Decision 2001/844/EC	
CO	Confidential to EXCITING project and Commission Services	

* R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

OTHER: Software, technical diagram, etc.

TABLE OF CONTENTS

TABLE OF CONTENTS	III
LIST OF FIGURES.....	IV
LIST OF TABLES	V
1 INTRODUCTION	1
2 OBJECTIVES	2
2.1 Communication vs Dissemination	2
2.2 Methodology	2
3 COMMUNICATION CONTENT.....	4
4 TARGET GROUPS.....	6
5 TOOLS, CHANNELS AND ACTIVITIES	8
5.1 Website.....	8
5.2 Promotional materials	9
5.3 Newsletters	10
5.4 Press releases and articles	11
5.5 Social networks	11
5.6 Webinars	13
5.7 Events.....	13
6 ACTION PLAN.....	16
6.1 General action plan	16
6.2 Individual partner action plan	16
7 IMPACT EVALUATION AND MONITORING	18
7.1 Impact measurement	18
7.2 Monitoring and reporting	19

LIST OF FIGURES

Figure 1. Screenshot of the EXCITING website (English version).....	8
Figure 2. Screenshot of the EXCITING website (Chinese version).....	9
Figure 3. Brochure cover page (English) – including title and website.....	9
Figure 4. Brochure interior (English) – description of the methodology and approach.....	9
Figure 5. Brochure cover page (Chinese) – including title and website.....	10
Figure 6. Brochure interior (Chinese) – description of the methodology and approach.....	10
Figure 7. Screenshot of the EXCITING Twitter account.....	12
Figure 8. Screenshot of the EXCITING LinkedIn account.....	12
Figure 9. Publicity of the Conference of EU-China Collaboration on 5G and IoT Research on the EXCITING website.....	14
Figure 10. EXCITING General action plan.....	17

LIST OF TABLES

Table 1. Steps for the development and continuous update of the plan.....	3
Table 2. Key messages to be communicated by the project	4
Table 3. Relevant Target Groups of EXCITING, their profile, needs and expectations and the most suitable communication channels to reach them.....	6
Table 4. Relevant networks of EXCITING consortium members	7
Table 5. Potential contents of the project newsletters	11
Table 6. Potential contents of the webinars	13
Table 7. Non-exhaustive list of events of relevance to EXCITING	14
Table 8. Events attended by EXCITING partners	15
Table 9. Quantitative impact assessment indicators	18

1 INTRODUCTION

This report is part of the EXCITING project, the EU-China study on IoT and 5G, which is jointly funded by the European Union's H2020 Research and Innovation programme, Ministry of Science and Technology (MoST) in China, as well as the Swiss Authority.

This report, Deliverable D1.3, is the **Dissemination and Communication Plan**, which is associated to Task 1.3 – Communication and Dissemination and part of WP 1 – Management and Communication.

Task 1.3 has the objective of widely disseminating the project objectives and its results in order to support all of EXCITING's project activities and to ensure its impact.

The general objective of D1.3 is to define a plan that presents the project's strategy towards dissemination and communication, and identifies subsequent dissemination activities (timing, methodology, procedure, etc.) and expected impact.

As dissemination and communication is the responsibility of all partners, D1.3 is a document that will be used by all of the consortium, ensuring the effective implementation of the defined plan in order to reach the project's stakeholder groups.

D1.3 is a living document. After the submission of the present report, D1.3 will be updated at Month 12 (delivered as D1.4) and in its final version at Month 24 (delivered as D1.5). These deliverables will mainly focus on detailing the dissemination and communication activities that have been carried out.

This report is divided into six sections, which define the EXCITING Dissemination and Communication Plan:

- Objective and Methodology;
- Communication content;
- Target groups;
- Communication tools, channels and activities;
- Action plan;
- Impact and monitoring.

2 OBJECTIVES

This section describes the objectives of the Dissemination and Communication Plan.

The main objective of the dissemination and communication plan is to identify the key messages to be communicated by the project, the project's target stakeholders, the relevant tools and channels that will be used to communicate with stakeholders, and the expected impacts of the activities.

The plan will be implemented during the project, but will also be revised according to the identification of additional messages to be communicated, identification of new and relevant stakeholders as well as other relevant communication tactics.

The specific objectives of the EXCITING dissemination and communication plan are:

1. To build close and continuous interactions with the Future Internet stakeholders, namely those linked to IoT and 5G, in Europe and China, in all the project events and during the project's lifetime.
2. To communicate and promote best practices and a EU-China collaboration roadmap, including the latest evolutions and the state of the art in Future Internet technologies (IoT and 5G) as well as all the outcomes and assets developed by the project.
3. To increase the public visibility and awareness of existing and future large scale pilot projects for IoT and 5G in both Europe and China.
4. To promote the expected project impacts from the perspective of R&D&I, policy, technology, economy and society.
5. To foster engagement, mobilisation and interaction among Future Internet stakeholders.

2.1 Communication vs Dissemination

For the purposes of clarification, the differences between communication and dissemination¹ are presented.

Communication is a strategically planned process that starts at the beginning of the project and continues throughout its lifetime, aimed at promoting the project and its results. It requires strategic and targeted measures for communicating about the project and its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.

Dissemination is the public disclosure of the project's results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.

2.2 Methodology

As previously mentioned, dissemination and communication is the responsibility of all partners. Thus, the plan should not only be implemented by all partners, but should also contribute to its continuous improvement, thus ensuring its effective implementation and outreach to the project audience.

The methodology of the dissemination and communication plan describes: (1) the process leading to the development of the present plan and (2) the steps that will be taken during the project lifetime to update the plan.

Table 1 identifies the main steps taken in the development of the plan and its future updates.

¹ <https://ec.europa.eu/research/participants/portal/desktop/en/support/faqs/faq-933.html>

Table 1. Steps for the development and continuous update of the plan

Who	When	What
MARTEL/ SPI	Kick-off meeting (November 2016)	Presentation of initial ideas and proposed next steps
MARTEL/ SPI / BII	December 2016	Discussion of plan and partner responsibilities
SPI	January 2017	Final version of the Dissemination and Communication Plan (submission to the EC).
SPI and all partners	June 2016	Annual revision of the plan (and update of individual action plan)
SPI and all partners	Every four months (02/17, 06/17, 10/17)	Individual action plans on communication activities
SPI	October 2017 (Month 12)	Dissemination and Communication activities, version 1 (D1.4); update to internal plan.
SPI and all partners	Every four months (02/18, 06/18, 10/18)	Individual action plans on communication activities
SPI	October 2018 (Month 24)	Dissemination and Communication activities, version 2 (D1.5); update to internal plan.

3 COMMUNICATION CONTENT

This section identifies the key outputs provided in each WP of the project that are considered relevant to disseminate to stakeholders. It is essential that internal communication between partners is well implemented in the project, so that activities and results of all relevant WPs are communicated to the public, namely through WP1.

EXCITING includes five work packages, four of which will contribute with relevant information to be shared with the project's target groups. As EXCITING is a Coordination and Support Action, the results collected will not have a particularly strong scientific nature, but rather provide forward looking insights on how to make advances in EU-China cooperation in topics linked to future internet.

Table 2 presents the main results produced in each WP, which are translated into key messages that should be communicated.

Table 2. Key messages to be communicated by the project

Work Package	Outputs of the WP	Key messages to communicate
WP2 – Assessment of Chinese Future Internet Ecosystem and comparison with EU models	Report on Future Internet research and innovation policies and ecosystems in China	<ul style="list-style-type: none"> • Relevant developments in China's FI ecosystem; • Active organisations and stakeholders in the ecosystem; • Public policies on innovation; • Chinese R&I capabilities; • Market introduction approaches; • Supporting schemes and initiatives for international STI collaboration, with a focus on Future Internet; • Regulations and financial incentives that support innovation and internationalisation; • Opportunities and obstacles for the innovation ecosystem.
	Report on Future Internet Chinese projects for future collaboration	<ul style="list-style-type: none"> • Relevant ongoing FI (IoT, 5G, and standardisation) projects in China • Objectives of the projects, key participants and structure of participation, and project timeline • Key topics for future projects by 2020 • Co-operation and impact in EU and other countries
	Report on framework condition in China	<ul style="list-style-type: none"> • Common issues and difference between EU and China • Conditions for contributing to and participating in Chinese FI R&D programmes for foreign companies • Good practices established in other successful projects
	EU-China comparative analysis on the Future Internet Ecosystem	<ul style="list-style-type: none"> • Systematic review of the European Future Internet ecosystem and comparison with China

Work Package	Outputs of the WP	Key messages to communicate
WP3 – Standardisation and Interoperability	Harmonisation of standards for IoT technologies	<ul style="list-style-type: none"> • Possible joint EU-China standardization opportunities for IoT
	Harmonisation of standards for 5G technologies	<ul style="list-style-type: none"> • Possible joint EU-China standardization opportunities for 5G
	Interop Guidelines for IoT	<ul style="list-style-type: none"> • Identification of interoperability issues including investigation of operational events
	Interop Guidelines for 5G	
WP4 – Large Scale Pilot co-operation actions	EU-China Current testbed specifications	<ul style="list-style-type: none"> • Key Performance Indicators (KPI) that require large scale experimental facilities for 5G and IoT • Framework for large scale pilot system and identify important sub-system elements for 5G mobile broadband, IoT, Connected cars, e-Health • Existing pilot systems in both Europe and in China and details of their capabilities for different application areas and purposes
	Framework for EU-China Cooperation on Large scale pilots	<ul style="list-style-type: none"> • Catalogue of strong candidate pilot systems and recommendation for the future pilot systems
WP5 – Roadmapping activities for Chinese/EU policy, ecosystem and technological cooperation	Recommendations for EU-China co-operation in IoT and 5G	<ul style="list-style-type: none"> • EU-China Future Internet Policy white paper • Conclusions of the assessment of the Chinese Future Internet ecosystem
	EU-China Future Internet Policy white paper	<ul style="list-style-type: none"> • Recommendations on topics for exclusive collaboration EU-China • Recommendations for standardisation activities that facilitate interoperability and broad use of technologies in IoT and 5G areas;
	EXCITING Exploitation and Sustainability Plan	<ul style="list-style-type: none"> • Final exploitation and sustainability plan, including objectives, target groups, measures and responsibilities to ensure post-project impact.

Support to and from WP1

These activities and results will be disseminated to targeted stakeholders through various communication tactics and channels. With the support from WP1, activities and results of the aforementioned WPs will be announced through different communication materials such as press releases, newsletters, the project website and other channels, as identified in Section 5.

WP1 will also contribute to other WPs, namely in terms of providing a consistent image and guidelines on which to build and produce the results coming from each WP.

Thus, a strong internal communication will consistently be present to ensure a strong and consistent external communication and dissemination of the project.

4 TARGET GROUPS

To better promote and maximize the project's results and main outcomes, the results of the project must be communicated to the adequate target audience. The project consortium has thus defined several target groups that will be the EXCITING audience.

EXCITING will produce a variety of technical reports, comparative analysis, guidelines, policy recommendations and white paper. However, these resources are only of interest to selected target groups and should also be shared with them through proper channels.

Table 3 details the major target groups, their profile, needs and expectations and the suitable communication channels that the project is going to use to reach them

Table 3. Relevant Target Groups of EXCITING, their profile, needs and expectations and the most suitable communication channels to reach them

Target Groups	Profile	Needs & Expectations	Suitable Communication Channels
Policy Makers	Policy makers are those that will be able to collect the proposed policy recommendations and assess how they can be put into practice at EU and China levels.	Provide the policy recommendation on co-operation between EU and China for IoT and 5G	Brochure and leaflets; Policy Recommendations; Roadmap; Project website; Social networks; Newsletter; Workshops and conferences.
Funding Agencies	Funding agencies are those that are in a position to provide funds to support the development of new projects on Future Internet, developed locally or between Europe and China.	Support the development of new projects on Future Internet	Brochure and leaflets; Project website; Social networks; Newsletter
Research and Innovation Actors	Includes Higher education, Academia, Research Institutes and Science Parks which can develop, implement and promote collaborative projects on Future Internet.	Expect high quality research material with a significant scientific value, especially in terms of providing feedback on latest development on trials and large-scale pilots	Brochure and leaflets; Best Practice Guidelines; Roadmap Project website; Social networks; Webinar; Workshops and conferences.
Standardisation Bodies	Include those responsible for supporting and managing standardisation practices.	Identification of global standardisation opportunities for IoT and 5G	Brochure and leaflets; Roadmap; Project Website; Social networks; Newsletter; Webinars ; Workshops and conferences
Industry Groups	Include Industrial associations, alliances and companies (MNCs, SMEs and start-ups)	Promote the technological cooperation to the S&T community in the fields of IoT and 5G	Brochure and leaflets; Best Practice Guidelines; Roadmap; Project website; Social networks; Newsletter; Webinar; Workshops and conferences
Media Groups	Includes groups and individuals whose activity consists of	<ul style="list-style-type: none"> Increase the visibility of the 	Brochure and leaflets; Press releases; Project

Target Groups	Profile	Needs & Expectations	Suitable Communication Channels
	providing an objective coverage of the importance and value of Future Internet, including Internet of Things, 5G and standardisation practices.	value of Future Internet. • Increase the awareness of the development of Future Internet.	Website; Social networks; Newsletter.
General Public	Includes those that are interested in the Future Internet topic and thus, by some extension, can contribute to the larger dissemination of the project.	Increase the awareness of the development of Future Internet	Brochure and leaflets; Social networks; Project website; Newsletter

Partners' networks

The consortium members have a strong connection with organisations working and/or involved in 5G, IoT, both at national and international levels. These networks will be further explored during the project in order to ensure a more inclusive stakeholder engagement and an efficient dissemination of EXCITING. Table 4 lists the relevant networks and initiatives in which EXCITING consortium members are actively involved and which can be used to support the project's impact.

Table 4. Relevant networks of EXCITING consortium members

Networks and initiatives in which is involved and/or with which collaborates
<ul style="list-style-type: none"> • 5G Infrastructure Association • 5G PPP initiatives • AIOTI: European Alliance of IoT Innovation • Celtic-Plus EUREKA strategic initiative • CITTC: China International Technology Transfer Center • CNGI: China Next Generation Internet • ETSI IP6 ISG • FI-PPP: Future Internet Public-Private Partnership • FIRE: Future Internet Research & Experimentation • FIWARE Mundus • Haidian Science Park • IASP: International Association of Science Parks and Areas of Innovation • IEEE 5G / IoT Initiatives • IEEE SDN Initiative • IOT activity group • IoT Forum • IoT Lab • Ipv6 Forum • ITTN: International Technology Transfer Network • NetWorld2020 ETP • Z-Park Industry Alliance

5 TOOLS, CHANNELS AND ACTIVITIES

This section presents the channels, tools, and activities that can be used by EXCITING partners for dissemination and communication activities. These have been selected to address the different target groups identified in Section 4. The main communication channels and activities of EXCITING are as follows:

- Project website
- Project brochures and other materials
- Project newsletters
- Press releases and articles
- Social networks
- Events: Conferences, workshops and webinars.

To note that with some limited exceptions, all dissemination and communication activities will be carried out in **both English and Chinese**, thus maximising the number of stakeholders reached.

5.1 Website

The project website is one of the main communication tools of the project and is a primary platform for information sharing with the identified target groups. It was developed at the project start, in English and Chinese, and is available at the following link: <https://euchina-iot5g.eu/>

The website includes information on the project objectives, relevant news, a calendar with events, information on the consortium, resources (e.g. public deliverables) and contacts. The website will be updated regularly with relevant information, including deliverables, webinars, useful documents and promotional materials (e.g. brochures).



Figure 1. Screenshot of the EXCITING website (English version)



Figure 2. Screenshot of the EXCITING website (Chinese version)

5.2 Promotional materials

Brochures will be used to *market* the project to the defined target groups, allowing a fast understanding of the project objectives, the methodology and approach, activities, expected outcomes, and the project consortium. A first project brochure was developed to reach European and Chinese stakeholders to distribute at a number of different events in which consortium participants were present. The brochure was prepared in an English and Chinese version.



Figure 3. Brochure cover page (English) – including title and website

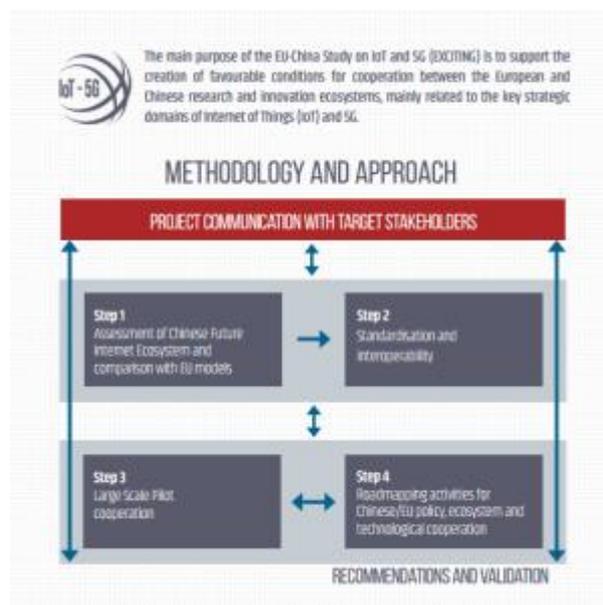


Figure 4. Brochure interior (English) – description of the methodology and approach



Figure 5. Brochure cover page (Chinese) – including title and website



Figure 6. Brochure interior (Chinese) – description of the methodology and approach

Leaflets will be developed to share specific project results as they become available, thus contributing to awareness raising.

Banners will be developed to be used in events organised by the project (e.g. conferences and workshops).

5.3 Newsletters

It is foreseen that four (4) **newsletters** will be prepared throughout the project, likely at M6, M12, M18 and M24. A specific template will be prepared to ensure a consistent image in all newsletters.

The newsletters will be published on the EXCITING website and shared on the other supporting social media platforms.

The newsletters will likely include a ‘highlight’ story and other relevant information about the project (available results, upcoming events, etc.). The newsletters will come out every six months, at M6, M12, M18 and M24, unless relevant material justify a delay in the newsletter. Table 5 presents potential contents to be included in the newsletters according to the tentative dissemination and communication action plan.

Table 5. Potential contents of the project newsletters

1 st Newsletter (Month 6)	2 nd Newsletter (Month 12)
<ul style="list-style-type: none"> • Summary of the “Conference of EU-China Collaboration on 5G and IoT Research” (<i>see information below</i>) • Summary of the 1st EXCITING Webinar • Article with initial findings on Future Internet (5G and IoT) R&I policies and ecosystem in China, including existing policies, R&I capabilities, support schemes, available financial incentives, opportunities and obstacles. 	<ul style="list-style-type: none"> • Summary of the 2nd EXCITING Webinar • Article with initial findings on Future Internet (5G and IoT) R&I policies and ecosystem in China, including existing policies, R&I capabilities, support schemes, available financial incentives, opportunities and obstacles. • Article with initial findings on most relevant ongoing Future Internet projects in China (including objectives and participants), key priorities by 2020. • Article with initial findings about IoT and 5G standardisation recommendations.
3 rd Newsletter (Month 18)	4 th Newsletter (Month 24)
<ul style="list-style-type: none"> • Summary of the 1st EXCITING Workshop (content to be decided). • Article with key findings on the comparison of the EU and China Future Internet Ecosystems, including IoT, 5G and standardisation. 	<ul style="list-style-type: none"> • Summary of the 2nd EXCITING Workshop • Summary of the 2nd EXCITING Conference • Article with conclusions and recommendations for EU-China cooperation on large-scale pilots. • Article with recommendations for Future Internet collaborations between EU-China.

While the main responsibility for developing the newsletters will be with SPI and BII, all partners will be involved in contributing with relevant content.

5.4 Press releases and articles

It is foreseen that three (3) **press releases** will be prepared during the project. These will be published in local and European media in order to widely disseminate the project results to the public. Partners will be also responsible for publishing news in their publication channels and to distribute them in relevant media channels within their own countries.

5.5 Social networks

Social networking tools will be used for project communication and dissemination but also to engage stakeholders in the EXCITING activities. These social networks have been created to announce project news, activities and outcomes.

Accounts have been set up on Twitter and LinkedIn, and additional accounts will be set up on popular Chinese social media.

Twitter: https://twitter.com/EUChina_IoT5G



Figure 7. Screenshot of the EXCITING Twitter account

LinkedIn: <https://www.linkedin.com/groups/12020929>

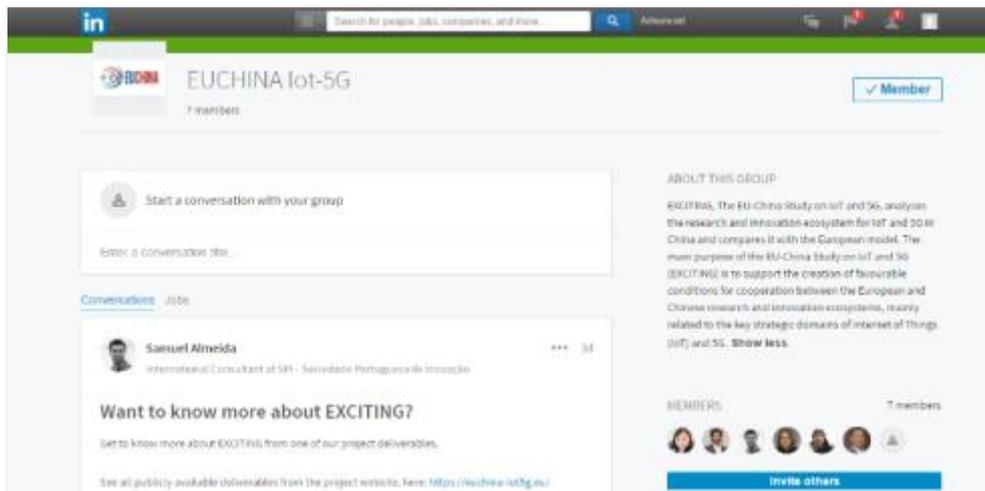


Figure 8. Screenshot of the EXCITING LinkedIn account

Chinese social networks: A WeChat and Weibo accounts are currently being analysed on their relevance and impact for the EXCITING project and will be set up soon.

5.6 Webinars

It is expected that three (3) webinars will be held during the project, and will mainly function as an online forum for discussing the key concepts and stage outcomes of the project with external stakeholders. Table 6 summarises potential contents to be discussed in the foreseen webinars.

Table 6. Potential contents of the webinars

1 st Webinar (M6)	2 nd Webinar (M12)	3 rd Webinar (M22)
<ul style="list-style-type: none"> • Summary of the Conference of EU-China Collaboration on 5G and IoT Research. • Discussion of initial findings on China's Future Internet R&I ecosystem. 	<ul style="list-style-type: none"> • Discussion of initial findings on China's Future Internet R&I ecosystem. • Discussion on existing and future Future Internet projects for collaboration. • Discussion on initial findings for harmonisation of standards in 5G and IoT. 	<ul style="list-style-type: none"> • Discussion on comparison of EU and China Future Internet ecosystem. • Discussion on the framework for EU and China large scale pilots. • Discussion on the EXCITING project sustainability.

Webinar invitations will be sent out through various channels (e.g. direct e-mailing, invitations on the project website and social media, etc.). Depending on the nature of the webinar, the possibility of making the webinar available for public viewing may be considered.

5.7 Events

It is foreseen that EXCITING will (co-) organise two **conferences** and two **workshops** (divided among Europe and China) to disseminate the project outcomes. The events will be solely organized or alongside other relevant Future Internet-related events to ensure a greater impact.

These events will be used to present information about the project, to present and discuss results, and identify opportunities for EU-China collaboration in Future Internet.

First EXCITING Conference: Conference of EU-China Collaboration on 5G and IoT Research

As of January 2017, the EXCITING consortium is organizing its first conference, the **Conference of EU-China Collaboration on 5G and IoT Research**.

The event will take place in Beijing on March 9, 2017. The main objective of the conference will be present some of the latest developments of 5G and IoT in both the EU and China. The conference will cover topics including EU-China S&T cooperation priorities in the fields of ICT, standardisation, cooperation on large scale pilots and testbeds, and will also aim to identify potential ways forward for better EU-China cooperation in 5G and IoT. Several sessions are planned, including policy perspectives, technology perspectives, applications and joint future actions.

The event has already been publicized on the project website² and on the project's LinkedIn accounts³, among others.

² <https://euchina-iot5g.eu/event/conference-of-eu-china-collaboration-on-5g-and-iot-research/>

³ <https://www.linkedin.com/groups/12020929/12020929-6227416778914439172>



Figure 9. Publicity of the Conference of EU-China Collaboration on 5G and IoT Research on the EXCITING website.

EXCITING consortium members will also participate in external events to further promote the project. Table 7 presents a non-exhaustive list of events that EXCITING partners may attend or that can be used as support for EXCITING Conferences or Workshops. The Table also identifies how EXCITING will be disseminated.

Table 7. Non-exhaustive list of events of relevance to EXCITING

Event	Place and date	Expected dissemination
World Mobile Congress	Barcelona, Mar 2017	Networking and sharing of brochure
IoT Asia Week	Singapore, March 2017	Networking and sharing of brochure
Third 5G Global Event	Tokyo, May 2017	Networking and sharing of brochure
IoT Week	Geneva, June 2017	Networking and sharing of brochure
EuCNC event	Finland, June 2017	Networking and sharing of brochure
IEEE 5G Initiative – 5G SUMMITs	Various locations across all continents during 2017	Networking and sharing information about EXCITING (one partner, UL, is involved in the co-chairing of these events.

As of January 2017, EXCITING consortium partners have already participated in the following events.

Table 8. Events attended by EXCITING partners

Event	Place and date	Type of dissemination done
Berlin IEEE 5G Summit	Berlin, Nov. 2, 2016	Co-organiser and networking
IoT 2016	Stuttgart, Nov. 7-9, 2016	Networking and sharing information about EXCITING
Second 5G Global Event	Rome, Nov. 9-10, 2016	Oral Presentation of EXCITING; networking and sharing of brochure
China High-Tech Fair	Shenzhen, Nov. 16-21, 2016	Oral Presentation of EXCITING; networking and sharing of brochure
IoT World in Dublin	Dublin, Nov. 21-22, 2016	Networking and sharing information about EXCITING
BII GNTC conference	Beijing, Dec. 7-9, 2016	Presentation of EXCITING project, networking and sharing of brochure
Lisbon IEEE 5G Summit	Lisbon, Jan. 19, 2017	Networking and sharing of brochure

6 ACTION PLAN

The Dissemination and Communication Action Plan is divided into the General action plan and the Individual action plan.

6.1 General action plan

The General action plan includes the main actions that will be implemented during the project, most of which involve all partners, despite having a main responsible partner. Many of the activities included in the General action plan have already been presented in the DoA. The general action plan is presented in Figure 10.

6.2 Individual partner action plan

To support the impact evaluation and monitoring process, partners will also be asked to prepare by M6 their individual action plan.

This plan consists in the compilation of events and actions that partners expected to implement for dissemination and communication purposes.

For their individual plans, partners will be asked to provide the following:

- Partner name
- Type of dissemination/communication activity
- Description of activity/tool used
- Dates
- Place (City, Country)
- Geographic outreach
- Target audience
- Evidence to be collected

The comparison of what is proposed and what is reported will allow the consortium to organise future dissemination and communication activities to reach the proposed indicators (see Section 7).



Project Month / Item / Main Responsibility	2016		2017												2018											
	Nov. 1	Dec. 2	Jan. 3	Feb. 4	Mar. 5	Apr. 6	May 7	Jun. 8	Jul. 9	Aug. 10	Sep. 11	Oct. 12	Nov. 13	Dec. 14	Jan. 15	Feb. 16	Mar. 17	Apr. 18	May 19	Jun. 20	Jul. 21	Aug. 22	Sep. 23	Oct. 24		
Webinars						BII						SPI											BII			
Workshop										SPI / INNO								SPI / INNO								
Conference				MARTEL/SP/BII																				MARTEL/SP/BII		
Brochures	MARTEL																									
Leaflets												SPI / BII											SPI / BII			
Newsletters						SPI / BII							SPI / BII					SPI / BII						SPI / BII		
Press releases										SPI / BII								SPI / BII						SPI / BII		
Project website	SPI/ BII /MARTEL (All partners share links and feed additional material)																									
Social media	SPI/ BII /MARTEL (All partners share links and feed additional material)																									
Networks/ Initiatives	All partners interact with their own networks																									

Figure 10. EXCITING General action plan



7 IMPACT EVALUATION AND MONITORING

The evaluation of the impact of the project's dissemination and communication plan is a key process in the successful implementation of the project. Evaluation should be carried out continuously to ensure an effective impact assessment and to provide any update to dissemination activities.

The evaluation of EXCITING's dissemination and communication plan can be broken down into: 1) Impact measurement; 2) Monitoring and reporting.

7.1 Impact measurement

In order to measure the impact of EXCITING and to be able to accurately assess the project's dissemination and communication activities, quantitative and qualitative are considered.

Quantitative indicators that describe figures for the key performance indicators related to communication activities are listed below.

Quantitative indicators

Table 9 presents the quantitative indicators of the project, to be reached by the end of the project.

Table 9. Quantitative impact assessment indicators

Measure	Indicators	Target no.	Source and methodology
Brochure	N° of brochures distributed	1,000	Consortium information, built upon partner's contacts, events, etc.
Leaflet	N° of leaflets distributed	750	Regular reporting on dissemination activities by project partners
Press Releases	N° of media stakeholders receiving it	3	Number of Press Releases published
Project Website	N° of visitors to the website	5,000	Consortium information (project website)
Social networks	N° of likes/followers in Facebook, LinkedIn, Twitter	250	Monitoring EXCITING profiles on such networks
Newsletter	N° of subscribers	450	Recording of emails sent
Webinars	N° of webinars N° of participants	3 (1-2 per year) 15 participants/webinar	Consortium information (project website)
Workshops	N° of participants in each workshop	40	Attendance proof (e.g. photos)
Conferences	N° of participants in each conference	100	Attendance proof (e.g. photos)

Qualitative indicators

Qualitative indicators are a complementary means to measure the project's impact. While they do not evaluate in terms of numbers, they provide information in terms of quality. Qualitative indicators can be a person's feedback, a group perspective, an idea about the success (or lack thereof) of something, or suggestions for the future.

Qualitative indicators will be considered during the project and may consist of the following tools:

- Questionnaire distributed at a conference or workshop;
- Feedback obtained in face-to-face contact with the participants or other relevant stakeholders of the project;
- Evaluation form requested during the conference or workshop.

7.2 Monitoring and reporting

All EXCITING partners will be involved in the monitoring and reporting of dissemination and communication activities, thus allowing to understand the true impact of the activities being carried out.

Specifically, partners will be requested to:

- Contact those responsible for Dissemination and Communication (WP1) about any major dissemination and communication action to be done.
- Provide a briefing after the action.
- Collect evidence of the actions implemented.
- Provide an updated list of dissemination and communication activities carried out every six months. This information will feed into the updated deliverables and the mandatory reports.