



D6.1 PEDR 1.0 version 1.0

Confidential

Ali Muhammad

VTT Technical Research Centre of Finland Ltd
P.O. Box 1300
33101 Tampere
Finland

ali.muhammad@vtt.fi
+358 40 056 08 51

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Abstract

D6.1 : PEDR 1.0 [M3]

The initial project communication and dissemination plan.

Task 6.1. Plan for the Exploitation and Dissemination of Results (M1-M48) [Leader: VTT, Involved: L16, FBA]

A preliminary or draft plan of the PEDR is included in Section 2.2.(a) which will be further elaborated. A first plan will be prepared at M3, to coordinate dissemination [T6.2] and exploitation [T6.3&4] strategies. This Report will be updated during the project implementation (at least every 6 months), including -in the Interim Reports- the concrete dissemination and exploitation activities carried out. The final version of PERD will present the final impact views.

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Coordinator contact

Ali Muhammad
VTT Technical Research Centre of Finland
Tekniikankatu 1, PL 1300, 33101 Tampere, Finland
E-mail: ali.muhammad@vtt.fi
Tel: +358400560851

Notification

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TABLE OF CONTENTS

EXECUTIVE SUMMARY	6
1 INTRODUCTION	7
2 EXPLOITATION AND DISSEMINATION STRATEGY.....	8
2.1 Exploitation plan for Project result	8
2.2 Value proposition (Target Audience)	9
2.3 Channels.....	10
2.3.1 Consortium Ecosystems	10
2.3.2 Events	11
2.3.3 Social Media	12
2.3.4 Media	12
2.4 Communication materials	12
2.5 Open Call	12
3 DISSEMINATION TRACKING PROCESS.....	14
3.1 Internal communication.....	14
3.1.1 The next steps	15
INDEX/ANNEX	16

EXECUTIVE SUMMARY

A Dissemination and Exploitation Plan PEDR (T6.1) was prepared in the proposal stage and it will continuously updated and aligned with the Projects Communication Strategy (T6.2). A Communication and Dissemination Plan (6.2.) will be elaborated, focused on creating branding to ensure the project recognition in manufacturing domain at EU Level. Partners will contribute in the Strategy definition by defining their communication assets.

During the first year, the DIH² dissemination focus will be on a) creating awareness of the project and b) prepare for the launch of the first Open Call round. The project partners will cooperate in implementing efficient communication and branding campaign regionally to ensure projects' and Marketplace value propositions are made accessible and understandable among the target audience(s).

Communication strategy (WP6.2) will be coordinated by Loupe16 as 'Communication Manager' and updated during the project execution, in each Interim Report, reviewing the achievements obtained and, in consequence, the improvements to be implemented. A visual identity will be created to visually support the brand of the Marketplace to provide DIH² project key offerings. It will also allow other EU-funded projects with similar scope such as L4MS or RobotUnion, to display their offerings and benefit from the Marketplace brand. The brand strategy will define the elements, design and style specification for the communication materials.

Another milestone for 2019 will be the launch of the Open Calls by FundingBox (FBOX). To such purpose, all partners are asked to provide their regional dissemination plan for the first year.



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