

EnerMan

Energy Efficient Manufacturing System Management

D7.2 - EnerMan Dissemination Plan & Activities 1st report

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Short Description	
<p>This deliverable gives an overview of all the dissemination activities of the EnerMan project. The document includes a description of the visual identity, communication channels and tools that have been adopted and will be adopted to disseminate the EnerMan project objectives and future results as well as a framework for the monitoring of project partners' dissemination activities.</p>	

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EXECUTIVE SUMMARY

This document provides an initial description of the EnerMan dissemination and communication activities carried out during the first month of the project. The aim of this report is to provide a first description of the dissemination strategy and how this is to be implemented during the project implementation.

The document includes a description of the visual identity, communication channels and tools that have been and will be adopted to disseminate the EnerMan project objectives and future results as well as tools for monitoring project partners' dissemination activities.

This report is also to be considered as a guide to support the consortium to carry out the dissemination activities using the right material and channels. For this reason, the deliverable will be updated on the basis of the project's evolution and of the acquired new knowledge that will allow adding new dissemination opportunities.

1. INTRODUCTION

The aim of the communication strategy is to take up the results of the project for the creation and support of a dynamic innovation ecosystem, targeting to achieve maximum visibility for the technologies and services developed both to technology-related communities and to broader non-technical communities and the general public. The engagement of technology providers, policy makers and end-users during and beyond the end of the *EnerMan* project will enable to create a self-sustainable future experimental and trial environment that will continue attracting the usage and attention of entrepreneurs and researchers.

The objective of this task is to develop a dissemination and communication plan for the project outputs. Dissemination will be target group oriented and will include publications in selected journals, newspapers, scientific or targeted publications, newsletters, publication and diffusion of advertising material, brochure, etc. A number of professionally prepared promotional materials will be prepared. The intent is clearly to enlarge awareness of the technology and applications that will be produced by the project, to enlarge the potential recipients of the message and increase the number of interested stakeholders. A communication plan targeting the relevant industry and research journals will be put into place with the expectation that a larger audience will be informed (by articles in the press) on the activities of the project. The public deliverables and all publications (papers, journal publications, presentations, etc.) in the context of the *EnerMan* project will be archived in an online repository and accessible through the public website of the project (“green” open access). Among the first outcomes of this task will be a Project Presentation and the Project Web Site that will be kept always up-to-date with a compendium of relevant project results. Towards the end of the project at least one workshop will be organized, focusing on the diffusion of the project outcomes among key stakeholders. The overall dissemination and communication plan will be ready by the end of the first three months of the project and documented in D7.2. Then, we will have three iterations of the dissemination and communication activities reporting, the first in M12, the second in M18, and third in M24.

2. VISUAL IDENTITY

One of the first actions in the communication activities was the development of project’s identity. This identity is meant for non-verbal (often visual) representation of the EnerMan brand, and it comprises important branding elements, namely: project logo, printed materials and general brand style. It is worth mentioning that all current and future project related materials (and tools) are developed in English and formatted appropriately, in line with the H2020 visual guidelines [1].

2.1. Project Logo

The first branding element is the logo. The logo plays a crucial role in the brand recognition and is linked with a non-verbal representation of the project, which must be consistent. The logo serves as the project’s identification and should be associated with the project and therefore be included in all documentation and promotional materials.

The logo for the EnerMan project was selected from two different designs. The main purpose of the logo is to capture the project’s activities, as well as to be recognizable. A doodle-poll was held among partners of the project to select the final logo. The poll results can be found in Figure 1.



Figure 1 Logo Designs

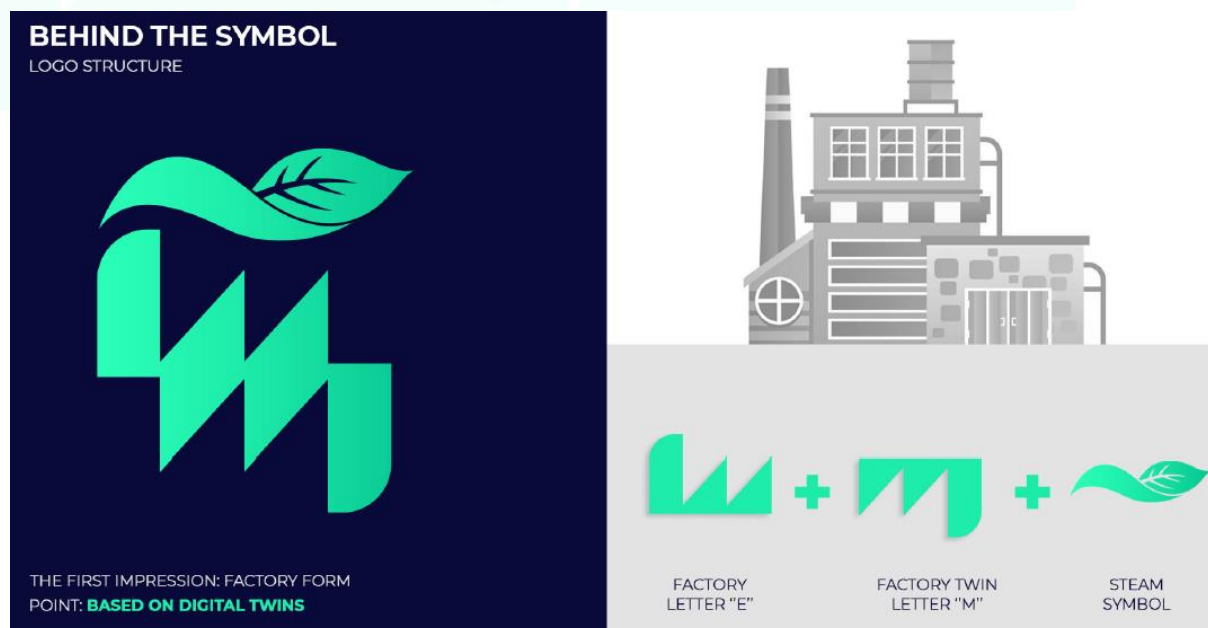


Figure 2 Story of Logo – 1



Figure 3 Logo Story of Logo - 2

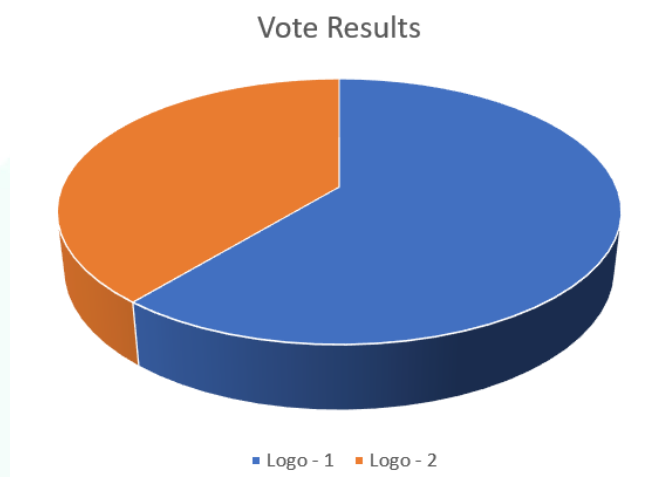


Figure 4 Logo Votes Results of EnerMan Logo Design Study

Following the majority vote, logo 1 was chosen as the project logo. During the poll several comments and improvements were suggested. These were integrated in the final design.

2.2. Project Templates

Next to the development of a logo, the following project templates has been realised for the EnerMan project:

- Deliverable template
- Presentation template (Figure 6)

The project templates help dissemination activities and ensure a consistent communication of the project concept, objectives and results. Word and PowerPoint templates have been developed to ensure that communication remains consistent throughout the duration of the project and it will contribute to the common visual identity.

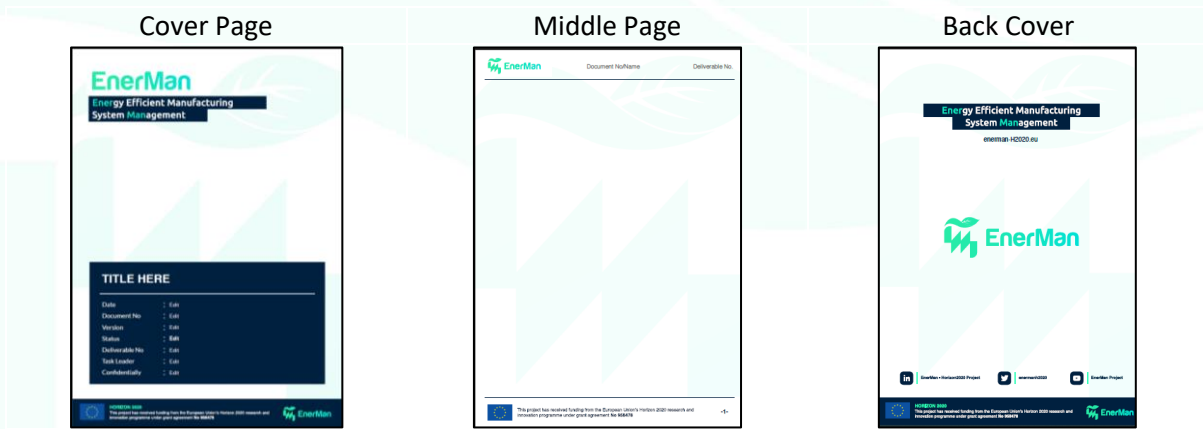


Figure 5 Document Templates

2.3. Project Presentation Template

A presentation template was designed and distributed to all of the partners within the second month (M2) of the project in order to continue building the “EnerMan brand”.



Figure 6 Presentation Template

3. DISSEMINATION MATERIALS AND TOOLS

Several dissemination materials and tools have been produced throughout the first months of the project. The dissemination materials has been realized according to different communication needs, to various event typologies and to follow the project evolution and results. In the following points the dissemination tools realized are reported.

3.1. Project Website

The purpose of the website is to gather all information and news about the project. The site will be a key instrument for supporting the dissemination of the research results. We regard the Web site as a “second stop” useful to primary targets who have already been reached via the other channels. Its aim will be to provide sound support for those wishing to become champions of the *EnerMan* approach within their organisations, providing access to deliverables and presentation material that will support *EnerMan* promotion. Key results will be published on the website, but also interactive added-value services will be offered such as opinion polls, feedback sections and surveys. The project website will be set up at an early stage (M2) and updated regularly.

Up until the current deliverable submission, the official EnerMan website (www.enerman-h2020.eu) is under construction. The domain was already bought, a preliminary pages have been designed and published. Details about the website have been stated in Deliverable 7.2 Project Web Presence.

3.2. Social Media Channels

Social networks are the pillars of the strategy to attract visitors to the web. Dissemination team has already opened a Twitter and LinkedIn accounts - to communicate its achievements and all dissemination events, as well as to boost the number of project materials' downloads and connect and engage with the general public and key social media players in the transport and mobility sector. Partners will also be responsible for communicating *EnerMan* on their own corporate Social Media accounts and participate actively in LinkedIn groups on transport and mobility research or gender at the workplace.

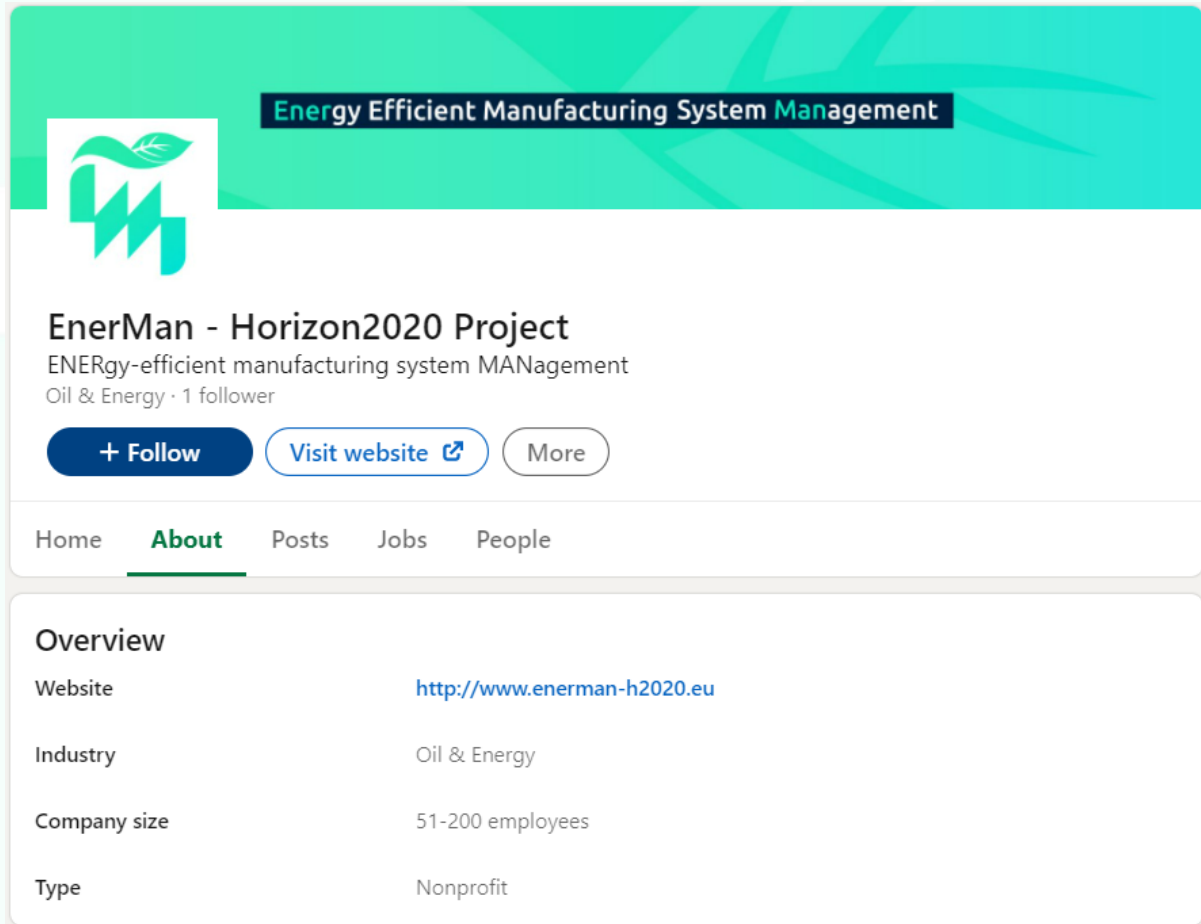
The project will be present on the major professional social networks, in particular LinkedIn, via a special interest group that will correspond to a *EnerMan* hashtag on Twitter. Contacts already available to project partners will be used to kick-start this group, which will be a major instrument for recruiting interested parties. *EnerMan* social community group and Twitter hashtag will be the target for continuous informal communication with members, who will find brief first-hand reports from *EnerMan* research and development activities, increasing the timeliness of dissemination.

- **LinkedIn: EnerMan - Horizon2020 Project**

(<https://www.linkedin.com/company/enermanh2020>)

A LinkedIn company page establishes EnerMan's public image on a global scale as a reputable and trustworthy project. Although many people view the social media site LinkedIn only as a site for job hunters, LinkedIn is an equally effective tool for nurturing referral relationships.

The EnerMan LinkedIn profile is a supplement to the website, helps driving traffic to the site and offers a way out to promote the project. By producing content, the viewers become engaged advocates of EnerMan and can expand globally the content of EnerMan.



Overview	
Website	http://www.enerman-h2020.eu
Industry	Oil & Energy
Company size	51-200 employees
Type	Nonprofit

Figure 7 LinkedIn Mainpage

- **Twitter: @EnerManH2020 (<https://twitter.com/EnerManH2020>)**

EnerMan implements Twitter to establish meaningful connections with an active and relevant audience (EC, policy makers, stakeholders of the industry, local authorities and general public). These connections can produce beneficial opportunities for the project across the network of stakeholders. It enables to talk about the activities happening in real time, such as the co-creation workshops and other activities of the project.



Figure 8 Twitter Mainpage

- **Youtube: EnerMan H2020**

Nowadays, video content plays a crucial role on the internet. EnerMan aims to produce several. The project videos will be presented at events and shared across social media networks to get views, attract audience, increase visits to the EnerMan website and thus strengthen the communication strategy. Creation of 5-min video clips to aware SMEs and the general public on the benefits of *EnerMan* are planned.

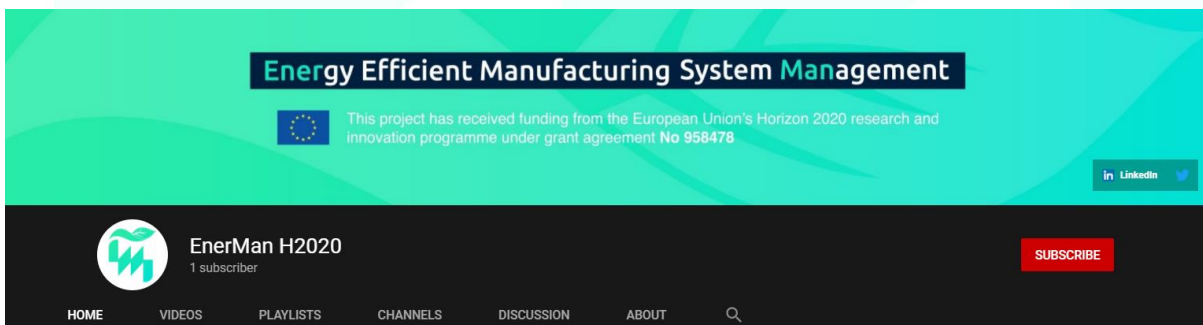


Figure 9 Youtube Mainpage

4. CONCLUSION

This communication and dissemination plan is a preliminary version and represents a living document. It contains the first update on what EnerMan consortium has implemented so far; along with preliminary guidelines on the approach of the consortium members going towards the next period of the project. This document will be continuously updated through the project implementation over the next phases.



5. REFERENCES

- [1] E. Commission. [Online]. Available: https://ec.europa.eu/info/resources-partners/european-commission-visual-identity_en.



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