



D5.1 Communication outreach: Dissemination Plan

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Author: NAVIGO

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Author(s):	MATTEO PAOLICCHI
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Start Date of Project:	04.09.2022
Duration:	24 months
Results (if applicable)	
Summary:	Development of effective dissemination and communication strategy and coordination of the dissemination activities within the project consortium partners



General Communication Strategy

Objectives

1. Overall communication objectives

- promotion and awareness to the project
- results dissemination to key players
- results exploitation – communication of results to decision makers

2. Target groups

- SMEs, Clusters, Big Companies, Industrial Associations, Chambers of Commerce, Public Authorities, policy makers

3. Specific objectives for each target group, related to the action's objectives and the phases of the project cycle

- SMEs – sharing the opportunity to obtain vouchers for the development of entrepreneurial activity in the field of digitalization and internationalization, Involvement to create partnerships with large enterprises
- Cluster: create moments of participation, develop a network with other European clusters, b2b, participate in promotional events
- Big companies: involvement to create partnerships with SMEs, B2B
- Industrial Associations, Chambers of Commerce: involvement of associated SMEs to obtain vouchers and create relationships with other companies
- Public Authorities, policy makers: participation in dissemination and dissemination events



4. COMMUNICATION ACTIVITIES

LEVIATAD communication activities will be arranged to maximise impact with each target audience: SMEs, Clusters, Big Companies, Industrial Associations, Chambers of Commerce, Public Authorities, policy makers. The primary communication objective is to inform and promote the project and its objectives and results to multiple audiences beyond the project's own community. Furthermore, the project activities will also be promoted and communicated on the European Cluster Collaboration Platform, where in addition to the general news on the continuation of the activities, the call for voucher will also be promoted to maximize its visibility.

This communication and dissemination plan has been prepared to achieve these objectives and the activities that will be developed with the related target audiences are indicated below.

5. Main activities that will take place during the period covered by the communication and visibility plan

ACTIVITY	RESPONSIBLE	TIMING	STATUS	notes
website	navigo	Within the end of January 2023	To do	Descriptive pages on the project's activity on an existing site with all the news indicated, including the publication of the call for voucher
Social media channels	navigo	Within the end of January 2023	To do	Users accessing the main LEVIATAD social media will be able to easily share data and activity on their preferred social networks with a focus on Facebook, Twitter, LinkedIn and YouTube (is regularly updated by all the partners).



EU communication and amplification channels	All partners	starting from the end of January 2023 and for the entire duration of the project	To do	dissemination of news and findings through a multiplier effect (e.g. Facebook, LinkedIn, and Twitter accounts, Single Market website, News articles, Press releases)
Media and press releases	All partners	starting from the end of January 2023 and for the entire duration of the project	To do	Web Widget product strategy will be built in order to distribute the LEVIATAD Project data through mass media outlets, such as trade online publications.
Communication Events	All partners	for the entire duration of the project	To do	At least a project communication event in each partners' country will be organised. A final project event will take place in Leading Partner country. Moreover, partners will participate as much as possible to events organised by others and dealing with Defence and Naval Sector to disseminate project results. Seminars concerning LEVIATAD project dissemination will be organised during international events like SEAFUTURE (in case of covid limitation these events should be organize online mode)
Roll up	All partners	Within the end of January 2023	To do	An informative and attractive roll up (1 for each project involved)



				country) will be created, briefly outlining the project objectives, and pointing interested parties towards the website and social media channels
Press releases, articles, and other publications	navigo	for the entire duration of the project	To do	These publications will highlight key project events and results for media and online spread.
Newsletters	navigo	for the entire duration of the project	To do	Newsletters will bring together the most notable news from the project.
Videos	navigo	for the entire duration of the project	To do	Experience shows that videos are ideally suited to disseminate ideas, information, and know how in an engaging way, leading to higher conversion rates than static text.
Webinars	navigo	for the entire duration of the project		These will be 30-40-minute talks followed by questions and answers.
Communication events	navigo	for the entire duration of the project	To do	events organised in the partners' countries, final project event, seminars in international events dealing with Defence and Naval Sector. (in case of covid limitation this events should be organize online mode)



6. Indicators of achievement

Completion of the communication objectives

ACTIVITY	INDICATORS OF ACHIEVEMENT
Website	at least two descriptive pages on the project's activity on an existing site
Social media channels	Creation of Facebook, Twitter, and LinkedIn accounts; over 200 Twitter followers, 500 Facebook "likes", and over 100 members on LinkedIn Group; at least 5 project Videos uploaded to YouTube.
EU communication and amplification channels	At least 5 publications will be attempted at the identified communication and amplification channels
Media and press releases	At least 50 subscriptions to receive email updates on project achievements and results by M12 and at least 100 by M24
Communication Events	At least 6 communication events during the project period will be organised
Roll-up	Leaflet will be well visible during all the project events in Italy, France, Belgium and Croatia.
Press release	At least 2 general press releases per year during the life of the project disseminated through different channels including EU Commission vehicles
Newsletters	At least 5 newsletters produced, distributed to the mailing list, published on the website and social media, and shared with the LEVIATAD Project Community
Videos	At least 5 project related videos will be prepared



7. Provisions for feedback (when applicable)

Give details of assessment forms or other means used to get feedback on the activity from participants.

ACTIVITY	FEEDBACK EVALUATION
Project Logo	jpg image
Project website	posts, videos, etc
Dissemination Events Agendas	Document, report
Dissemination Events Participants	Document, report
Final Conference Agenda	Document, report
Final Conference Participants	Document, report