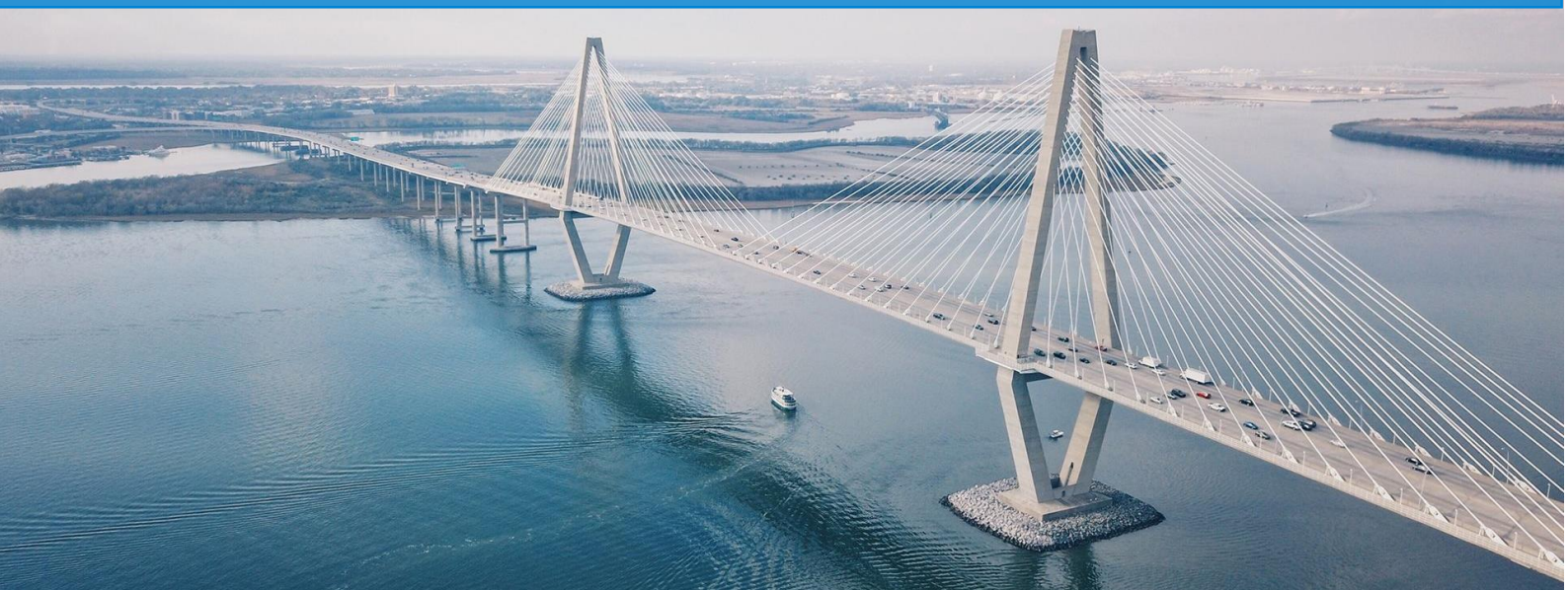




SIRMA

STRENGTHENING INFRASTRUCTURE RISK
MANAGEMENT IN THE ATLANTIC AREA



SIRMA Communication Plan V1

October 2019 (V1.0)

PUBLIC



Interreg
Atlantic Area
European Regional Development Fund



EUROPEAN UNION



SIRMA

STRENGTHENING THE TERRITORY'S RESILIENCE TO RISKS OF
NATURAL, CLIMATE AND HUMAN ORIGIN

Application Code: EAPA_826/2018

SIRMA Communication Plan V1

WP 2

Communication

| | |
|-------------------------|------------------------------------|
| Deliverable ID | D2.1 |
| Deliverable name | SIRMA Communication Plan V1 |
| Lead partner | UVIGO |
| Contributors | ALL PARTNERS |

PUBLIC

PROPRIETARY RIGHTS STATEMENT

This document contains information, which is proprietary to the SIRMA Consortium. Neither this document nor the information contained herein shall be used, duplicated or communicated by any means to any third party, in whole or in parts, except with prior written consent of the SIRMA Consortium.

SIRMA Project Synopsis



SIRMA aims to develop, validate and implement a robust framework for the efficient management and mitigation of natural hazards in terrestrial transportation modes at the Atlantic Area, which consider both road and railway infrastructure networks (multi-modal). SIRMA leads to significantly improved resilience of transportation infrastructures by developing a holistic toolset with transversal application to anticipate and mitigate the effects of extreme natural events and strong corrosion processes, including climate change-related impacts. These tools will be deployed for critical hazards that are affecting the main Atlantic corridors that is largely covered by SIRMA consortium presence and knowledge. SIRMA's objectives will address and strengthen the resilience of transportation infrastructures by:

- Developing a systematic methodology for risk-based prevention and management (procedures for inspection, diagnosis and assessment);
- Implementing a decision-making algorithm for a better risk management;
- Creating a hierarchical database (inventory data, performance predictive models, condition state indicators and decision-making tools), where information can be exchangeable between entities and across regions/countries;
- Developing a real-time process for monitoring the condition state of transportation infrastructure;
- Enhancing the interoperability of information systems in the Atlantic Area, by taking account of data normalization and specificity of each country.



Document Information

| | | |
|----------------------------|------------------------------|--|
| Document Name | SIRMA Communication Plan V1 | |
| Version No. | V1.0 | |
| Due date | 31/09/2019 | |
| Report date | 25/10/2019 | |
| Number of pages | 66 | |
| Lead Author | Carlos Perez-Collazo (UVIGO) | |
| Other Authors | Belén Riveiro (UVIGO) | |
| Dissemination level | Public | |

Document History

| Ver. | Date | Description | Authors | Checked by |
|------|------------|---------------------------------------|------------------|------------|
| 0.1 | 02/09/2019 | Creation of the document | C. Perez-Collazo | B. Riveiro |
| 0.2 | 12/09/2019 | Definition of Update logo and content | C. Perez-Collazo | B. Riveiro |
| 0.3 | 03/10/2019 | Update on website content | C. Perez-Collazo | B. Riveiro |
| 0.4 | 25/10/2019 | Format update | C. Perez-Collazo | |
| | | | | |

Document Approval

| Ver. | Name | Position in project | Beneficiary | Date | Visa |
|------|---------------|---------------------|-------------|------------|------|
| 1.0 | Belén riveiro | WP2 Leader | UVIGO | 31/10/2019 | BR |
| | | | | | |

Executive Summary

This Deliverable report (D2.1), describes the Communication Plan (CP) for the SIRMA project. This plan will be further developed during the project, as part of WP2 “Communication”. The main objective of the CP is to ensure the project impact is achieved and to maximise the opportunities for the exploitation of the outcomes across the value chain. The CP will be revised and updated during the project considering the evolution of project results, the input collected from activities developed and detected exploitation opportunities.

Table of Contents

| | |
|--|-----------|
| Executive Summary | 7 |
| Table of Contents | 9 |
| 1. Introduction | 11 |
| 2. Communication Strategy | 12 |
| 2.1 Goals and objectives | 12 |
| 2.2 Audience | 13 |
| 2.2.1 Target groups for dissemination activities | 13 |
| 2.2.2 Target groups for communication activities | 17 |
| 2.3 Project identity and main message | 20 |
| 2.3.1 Project logo | 20 |
| 2.3.2 Visibility of EU funding | 24 |
| 2.4 Project communication tools and activities | 25 |
| 2.4.1 Project website | 25 |
| 2.4.2 Social media strategy | 26 |
| 2.4.3 Communication materials | 29 |
| 2.4.4 Press releases, articles, papers and presentations | 31 |
| 2.4.5 Open workshops | 31 |
| 2.5 Planned communication and dissemination events | 32 |
| 3. Communication Management | 33 |
| 3.1 Resources and timescales | 33 |
| 3.2 Communication roles and responsibilities | 33 |
| 3.2.1 Communication roles | 33 |
| 3.2.2 Legal requirements | 34 |
| 3.2.3 Project communication responsibilities | 34 |
| 3.3 Project results and knowledge continuity | 35 |
| 4. Evaluation and Continuous Update | 36 |
| 4.1 Monitoring of dissemination and communication KPIs | 36 |
| 5. Report of Completed Activities | 37 |
| 5.1 Development of communication and media tools | 37 |
| 5.2 General dissemination | 37 |
| Acknowledgements | 38 |
| Appendix 1. Guidance on the use of logos | 41 |
| Appendix 2. Dissemination Matrix | 59 |
| Appendix 3. Communication Matrix | 61 |
| Appendix 4. Monitoring Tools for Dissemination Activities | 62 |
| Appendix 5. Record of Dissemination Events and Activities | 85 |

1. Introduction

The objective of the SIRMA Communication Plan (CP) is to identify and organise dissemination and communication activities to promote SIRMA's results and to obtain the widest dissemination of knowledge from the project. This plan is outlined around two basic concepts: first, the dissemination or marketing of the project's activities, to enhance the project visibility and increase its exploitation potential; then secondly, the communication of project's results among the scientific community and key stakeholder groups.

This document constitutes Deliverable D2.1 "SIRMA Communication Plan", framed within WP2 "Communication" and Action nr. 1 "Strategy for Communication". This report defines the strategy and management for Dissemination and Communication activities of the project. This CP is aimed to be used by SIRMA partners as their guidance document to help them set a common framework for them to plan their dissemination and communication activities. Furthermore, this CP will also contribute to set the basis for the project to achieve its expected impact when disseminating the project outcomes among the identified key audience target groups.

This deliverable (D2.1), presents the first version of the CP, a live document that will be revised and updated yearly during the duration of the project, including a summary of the project's achievements and contributions from partners. Table 1 shows the planned due dates for the different versions of the CP.

Table 1: SIRMA planned calendar for submission of the CP and its updates

| Deliverable Number | Deliverable Title | Due date |
|--------------------|-----------------------------|----------|
| D2.1 | SIRMA Communication Plan V1 | M6 |
| D2.2 | SIRMA Communication Plan V2 | M12 |
| D2.3 | SIRMA Communication Plan V3 | M24 |
| D2.4 | SIRMA Communication Plan V4 | M36 |

2. Communication Strategy

2.1 Goals and objectives

The dissemination and communication goals are to reach the widest audience to disseminate SIRMA's project outcomes and to communicate the knowledge gained by its partners during the duration of the project. In this context, it is necessary to define a robust communication strategy and to put in place the appropriate management tools, so the targeted impact can be achieved. Although, this CP is intended as a guideline for partners, it is also crucial an active engagement and commitment of partners to perform dissemination and communication activities, as well as their proactively look for dissemination opportunities based in the following basic criteria:

- Target audiences are identified.
- Specific communication messages are defined to audience target groups.
- Information channels and tools are identified to reach project's audience to clearly disseminate the project's outcomes.

To accomplish the Communication Goals, four specific SIRMA Communication Objectives (CO) have been defined, in order to influence the behaviour, develop opinion and to raise awareness of specific Audience target groups defined in section 2.2. Table 2 presents the CO that have been identified for the SIRMA project.

Table 2: SIRMA Communication Objectives

| Communication Objectives | |
|--------------------------|---|
| CO 1 | To publicize the support provided by EU funds in accordance with the rules and procedures laid down in community and national legislation |
| CO 2 | To disseminate project outputs and results, encouraging the key stakeholders involvement |
| CO 3 | To maintain a good communication, both internal among project partners, as well as external |
| CO 4 | To ensure sound communication with the programme bodies |

2.2 Audience

SIRMA's audience can be structured into specific target groups, according to the different types of users, and potential users (people, groups or organisations), that have the potential to affect, or be affected, by the objectives and actions of the project. In particular, target groups are chosen considering the key actors that can influence the research or generate future market uptake of the SIRMA project results. When analysing the project's audience to define its target groups, it should be considered that different groups have different concerns, capacities and interests, and the following questions shall be asked:

What do they think know?

What do they care about?

What do we want them to think?

These questions shall be explicitly considered, not only at the beginning of the project, when defining the audience target groups, but also during the project at regular intervals to identify possible changes in the composition of these target groups. Therefore, SIRMA project has identified 10 different target groups in which its audience can be structured, these have been grouped into target groups for dissemination activities and target groups for communication activities.

Target groups for dissemination activities

- SIRMA partners
- Industry
- Scientific community
- High-level education
- Other Stakeholders

Target groups for communication activities

- Young minds
- Public in general
- Stakeholders (industrial clusters and associations)
- European Research Area
- European Commission and other Public Authorities

2.2.1 Target groups for dissemination activities

SIRMA partners

Who?

- ☐ Staff within the different SIRMA partner organisations.

Why?

- ☐ They can channel the Project results towards different sectors through networking.

Which are the dissemination objectives?

- ☐ To raise awareness and interest of potential users on the project results.
- ☐ To transfer knowledge between partners.

Which is the key message?

- ☐ Project objectives, partners, activities, public documents and videos.
- ☐ Technical background, keys to use SIRMA project outcomes.

What dissemination activities?

- ☐ Website and social media.
- ☐ Internal seminars.

Industry

Who?

- ☐ Industry clusters.
- ☐ Industrial associations.
- ☐ SMEs.

Why?

- ☐ They are potential users of SIRMA project outcomes.

Which are the dissemination objectives?

- ☐ To raise awareness and interest of potential users on the project results.
- ☐ To boost interaction with stakeholders and potential users to obtain key feedback to enhance exploitation opportunities of the SIRMA results.
- ☐ To effectively acquire new skills by users.
- ☐ To ensure a broad applicability of the project results taking into consideration regulations and standards.

Which are the key messages?

- ☐ Project objectives, partners, activities, public documents and videos.
- ☐ Project results, specific knowledge and fundamental principles.
- ☐ Project contents, developments and results.

What dissemination activities?

- ☐ Open Workshops.
- ☐ Clustering with other existing initiatives in construction and infrastructure management.
- ☐ Presentations/lectures/posters in congresses & conferences on resilience for climate change adaptation and critical infrastructures.
- ☐ Attendance to Trade Fairs.
- ☐ Capacity Building Events

Scientific community

Who?

- ☐ Academia.
- ☐ Technology centres.
- ☐ Researchers.
- ☐ Early Career Researchers.
- ☐ PhD students.

Why?

- ☐ It is essential to share SIRMA research results with the community working on state-of-the-art and obtain feedback.

Which are the dissemination objectives?

- ☐ To raise awareness and interest of potential users on the project results.
- ☐ To boost interaction with stakeholders and potential users to obtain key feedback to enhance exploitation opportunities of the SIRMA results.

Which are the key messages?

- ☐ Project objectives, partners, activities, public documents and videos.
- ☐ Project results, specific knowledge and fundamental principles.
- ☐ Project contents, developments and results.

What dissemination activities?

- ☐ Website and social media.
- ☐ Scientific articles in Journals.
- ☐ Presentations/lectures/posters in congresses & conferences on resilience for climate change adaptation and critical infrastructures.
- ☐ Open Workshops.
- ☐ Capacity Building Events

High-level education

Who?

- ☐ Undergraduates.
- ☐ Postgraduates.
- ☐ PhD students.
- ☐ Academics.

Why?

- ☐ They can incorporate into academic sector new tools, services and practises that will be used by new generations of professionals.

Which is the dissemination objective?

- ☐ To raise awareness and interest of potential users on the project results.
- ☐ To effectively acquire new skills by users.

Which is the key message?

- ☐ Project objectives, partners, activities, public documents and videos.
- ☐ Project results, specific knowledge and fundamental principles.
- ☐ Project results and novel products.

What dissemination activities?

- ☐ Project website and social media.

Stakeholders

Who?

- ☐ Infrastructure owners and managers.
- ☐ Public Administrations.
- ☐ Meteorological Agencies.
- ☐ International Platforms and Associations on Construction, Railways and Roads.
- ☐ Large construction companies.
- ☐ Infrastructure operators.
- ☐ Civil Protection Authorities.

Why?

- ☐ They can extend the SIRMA results to other sectors.
- ☐ They can provide feedback to SIRMA services, methodologies and practises.

Which is the dissemination objective?

- ☐ To raise awareness and interest of potential users on the project results.
- ☐ To boost interaction with stakeholders and potential users to obtain key feedback to enhance exploitation opportunities of the SIRMA results.
- ☐ To ensure a broad applicability of the project results taking into consideration regulations and standards.
- ☐ To foster SIRMA technology acceptance by users.

Which is the key message?

- ☐ Project objectives, partners, activities, public documents and videos.
- ☐ Project results and main features of the manufacturing process and novel products.
- ☐ Project contents, developments and results.

What dissemination activities?

- ☐ Project website and social media.
- ☐ Open Workshops.
- ☐ Presentations in events promoted by EU Initiatives.
- ☐ Capacity Building Events

2.2.2 Target groups for communication activities

Young minds

Who?

- ☐ Early Stage Researchers.
- ☐ PhD students.
- ☐ MSc and undergraduate students.
- ☐ Childs and adolescents.

Why?

- ☐ They will be the future users and it is important to engage them from an early stage to raise awareness and to use project outcomes as practical application of STEM subjects.

Which are the communication objectives?

- ☐ To raise awareness and interest of potential users on the project results.
- ☐ To foster SIRMA technology acceptance by users.

Which is the key message?

- ☐ The relevance of SIRMA project in your daily life.

What dissemination activities?

- ☐ Short video for schools.
- ☐ School visits to partners' facilities.

Public in general

Who?

- ☐ Public administrations at different levels: national, regional, municipalities.
- ☐ Railway passengers.
- ☐ Drivers.

Why?

- ☐ They are the end users of project results.

Which is the communication objective?

- ☐ To raise awareness and interest of potential users on the project results.
- ☐ To foster SIRMA technology acceptance by users.

Which is the key message?

- ☐ The relevance of SIRMA project in jobs creation, energy efficiency, citizen's security and life quality.

What dissemination activities?

- ☐ Press releases.
- ☐ Articles in newspapers.
- ☐ Presentations in Radio and TV.

Stakeholders (industrial clusters and associations)

Who?

- ☐ Infrastructure owners and managers.
- ☐ Public Administrations.
- ☐ Meteorological Agencies.
- ☐ International Platforms and Associations on Construction, Railways and Roads.
- ☐ Large construction companies.
- ☐ Infrastructure operators.
- ☐ Civil Protection Authorities.

Why?

- ☐ They can extend the SIRMA results to other sectors.
- ☐ They can provide feedback to SIRMA services, methodologies and practises.

Which is the communication objective?

- ☐ To raise awareness and interest of potential users on the project results.
- ☐ To boost interaction with stakeholders and potential users to obtain key feedback to enhance exploitation opportunities of the SIRMA results.
- ☐ To ensure a broad applicability of the project results taking into consideration regulations and standards.
- ☐ To foster SIRMA technology acceptance by users.

Which is the key message?

- ☐ The SIRMA project results and its impact beyond terrestrial transport industry.

What dissemination activities?

- ☐ Presentations in events promoted by industrial associations.

European Research

Who?

- ☐ The Community Research and Development Information Service (CORDIS).
- ☐ The Interreg Atlantic Area website.

Why?

- ☐ CORDIS is the European Commission's primary source of results from the projects funded by the EU's framework programmes for research and innovation.
- ☐ The Atlantic Area website hosts the database of current and previously funded research projects by the programme.

Which is the communication objective?

- ☐ To raise awareness and interest of potential users on the project results.
- ☐ To boost interaction with stakeholders and potential users to obtain key feedback to enhance exploitation opportunities of the SIRMA results.
- ☐ To ensure a broad applicability of the project results taking into consideration regulations and standards.
- ☐ To foster SIRMA technology acceptance by users.

Which is the key message?

- ☐ The SIRMA project results and its impact.

What dissemination activities?

- ☐ Publication of project information in CORDIS.
- ☐ Publication of project information in Interreg Atlantic Area database.

European Commission and other Public Authorities

Who?

- ☐ Interreg Atlantic Area Secretariat.
- ☐ European, national and local regulators and policymakers.
- ☐ National Civil Protection Authorities.

Why?

- ☐ To activate clustering opportunities with other projects, organizations, platforms, etc.
- ☐ To present project results and impact to policy-makers, standardization organizations, etc.

Which is the communication objective?

- ☐ To raise awareness and interest of potential users on the project results.
- ☐ To boost interaction with stakeholders and potential users to obtain key feedback to enhance exploitation opportunities of the SIRMA results.
- ☐ To ensure a broad applicability of the project results taking into consideration regulations and standards.
- ☐ To foster SIRMA technology acceptance by users.

Which is the key message?

- ☐ The SIRMA project impacts in industry and citizens.
- ☐ Information on existing barriers, limiting full impact achievement of SIRMA impact.

What dissemination activities?

- ☐ Presentations in events promoted by, Public Authorities and Policy Makers.
- ☐ Ad-hoc briefings and fact sheets distributed to Public Authorities & Policy makers.

2.3 Project identity and main message

2.3.1 Project logo

A project logo has been designed to communicate the SIRMA project identity. It's being used on the web as well as in any other dissemination printed materials.



This logo will be included in all presentations, documents, etc., of the project SIRMA and therefore different chromatic versions have been designed in order to assure the best visibility of the SIRMA project identity with independence of the type of media used.

The selection of the colours to be used in the logo has been made taking into account international standards in order to assure the reproducibility and also the visibility of the design.

SIRMA Brand logo:



Colours:

| Logo colour | Codes: | Red | Green | Blue |
|-------------|---|-----|-------|------|
| SIRMA, blue |  | 0 | 131 | 212 |
| Dark, grey |  | 51 | 51 | 51 |





Typeface:

| Roboto Condensed Bold | | Roboto Condensed Light | |
|-----------------------|--|------------------------|--|
| A1 | AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvWwYyZz 1234567890!@£\$%^&()_+¡¢£\$%&¶ | A1 | AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvWwYyZz 1234567890!@£\$%^&()_+¡¢£\$%&¶ |

Programme logo:



Colours:

| Logo colour | Codes: | Red | Green | Blue |
|----------------|---|-----|-------|------|
| Reflex blue |  | 0 | 51 | 153 |
| Light blue |  | 159 | 174 | 229 |
| Yellow |  | 255 | 204 | 0 |
| Processed blue |  | 0 | 147 | 208 |

Typeface:

| Montserrat Bold | | Montserrat Regular | |
|-----------------|---|--------------------|---|
| A1 | AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvWwYyZz 1234567890!@£\$%^&()_+;€#¢∞§ ¶ | A1 | AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvWwYyZz 1234567890!@£\$%^&()_+;€#¢∞§ ¶ |

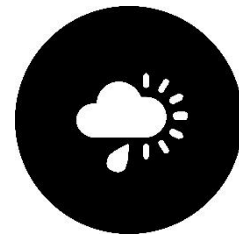


Territorial risks



Integrated Project logo:



SIRMA Thematic Objective:



Colours:

| Logo colour | Codes: | Red | Green | Blue |
|-------------|---|-----|-------|------|
| EU, blue |  | 0 | 51 | 153 |
| Theme, red |  | 227 | 64 | 99 |

2.3.2 Visibility of EU funding

Rules regarding visibility of EU funding in the framework of the INTERREG Atlantic Area programme:

- ☐ Any communication or publication related to the action shall display the INTERREG Atlantic Area programme logo and indicate that the action has received funding from the Union:

“[SIRMA/This project] is co-financed by the INTERREG Atlantic Area Programme through the European Regional Development Fund (ERDF) with application code: EAPA_826/2018.”

- ☐ When used **the SIRMA band logo must always be displayed together with the Interreg Atlantic Area logo**, and its height/width cannot exceed the respective one in the EU emblem:



- ☐ When displayed in association with another logo, the INTERREG Atlantic Area logo must have appropriate prominence.
- ☐ The minimum usable Atlantic Area Logo size is 49 mm width, when there is no larger space for placing the logo, an exceptional use is allowed. In those cases, the minimum logo size allowed in small-size items is 31 mm.
- ☐ Any communication or publication made, in any form and using any means, shall indicate that it reflects only the author’s view and that the Commission is not responsible for any use that may be made of the information it contains:

“The sole responsibility for the content of this [document/folder/publication] lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the INTERREG Europe programme authorities are responsible for any use that may be made of the information contained therein.”

The INTERREG Atlantic Area logo in different resolutions and colours, together with a set of guidelines on how to use this, can be downloaded in link below:

<https://www.atlanticarea.eu/page/25>

A repository with a set of communication materials is available for partners to download at the project's intranet. In addition, Appendix 1 includes the following guidelines:

1. SIRMA logo manual
2. Interreg Atlantic Area brand identity manual
3. Guidance on the correct use of the EU emblem in project communication

2.4 Project communication tools and activities

2.4.1 Project website

An English version of the SIRMA website was launched in October 2019.

Website url: <http://www.sirma-project.eu>

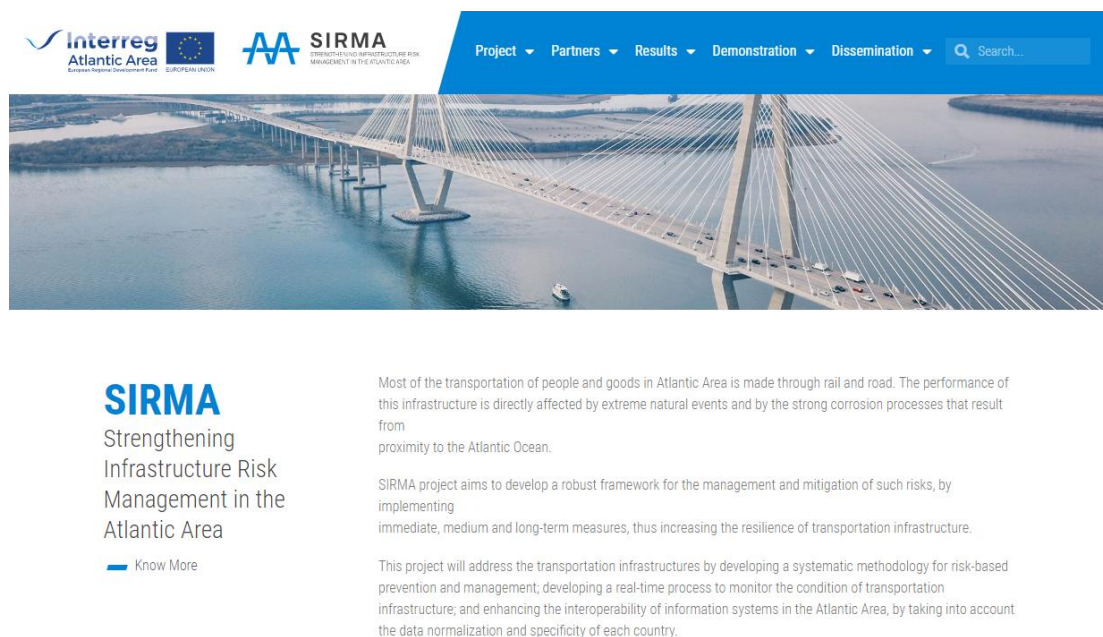


Figure 1: SIRMA's website home page

The website has the aim of widely disseminate information about the project's objectives, transfer and exchange activities, and results. The project website is an important tool as it has a wide dissemination capacity and at the same time it is permanently accessible.

The content of the website will be overseen by the Coordinator (University of Minho). The project website has been designed to have public areas whose purpose is to show and disseminate the general results, the experience from the two SIRMA's Demonstration sites (Portugal and Ireland) and Dissemination activities' project (Publications, Presentations, Trainings, Movies, Other).

Webpage's contents will be updated regularly by the coordinator of the project including all new information considered as relevant for the project objectives, as part of the dissemination activities. The Communication Manager will review regularly the content of the website to ensure this follows the requirements of the Interreg Atlantic Area programme and that its content is up to date.

A complete detailed description of the Webpage's contents, structure and functionalities will be updated here in future versions of this deliverable.

2.4.2 Social media strategy

A social media strategy is defined with the aim of:

- Showcase the project through social media to raise visibility the project main aims and objectives
- Identify and approach people or organisations already active in relevant topics to the project activities.
- Engage with social media followers and develop an online community of SIRMA project followers
- Create and participate in interactive forums at European, national and regional level.

To materialise these objectives, the following actions will be carried out:

- Open social media accounts in relevant media (i.e., LinkedIn and Twitter).
- Identify and approach relevant people and organisations.
- Join relevant LinkedIn Professional Groups
- Post content regularly (e.g., 1 post per week in each media)
- Initiate social media campaigns, targeting specific Target Groups
- Promote the Project social media accounts through the different partners own social media accounts.

2.4.2.1 Project Twitter account

An English SIRMA Twitter account was launched in October 2019.

The Twitter URL: <https://twitter.com/SIRMAPROJECT>

The SIRMA Twitter account is **@SIRMA_EU**

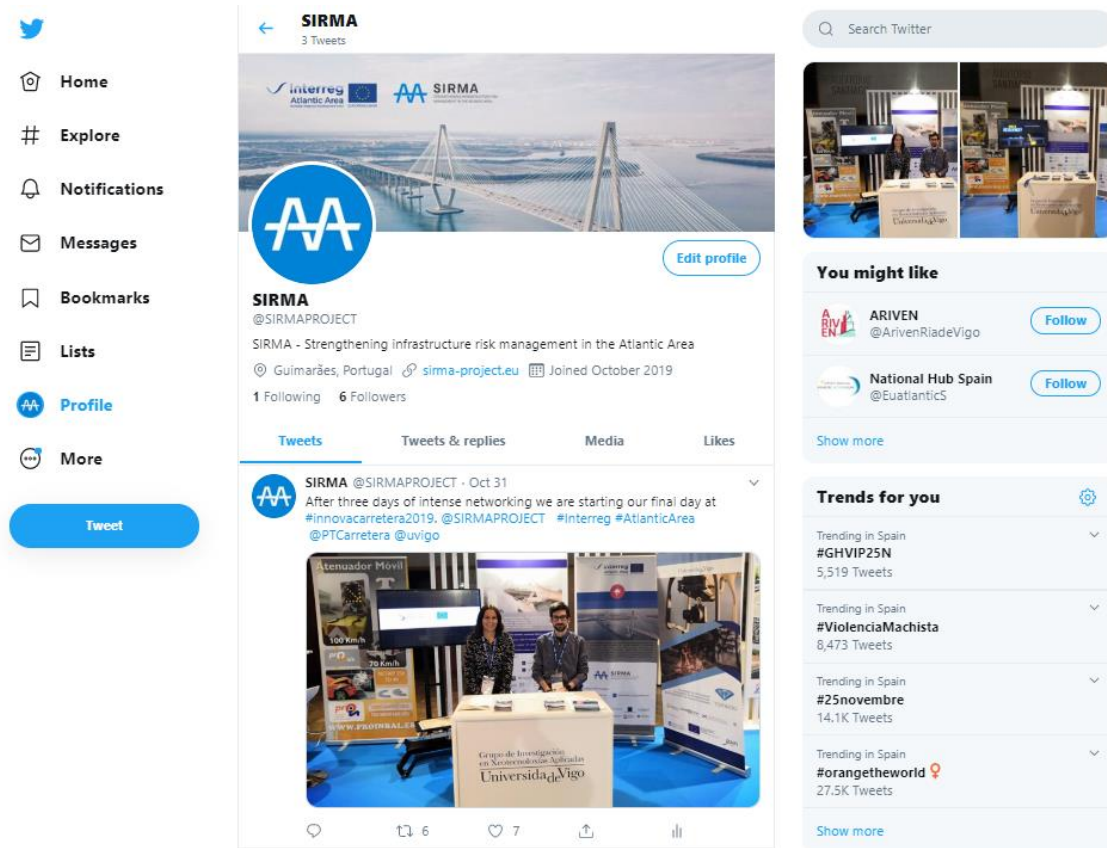


Figure 2: SIRMA's Twitter home page

2.4.2.2 Project LinkedIn account

An English SIRMA LinkedIn account was launched in October 2019.

The LinkedIn URL: <https://www.linkedin.com/groups/8841869/>

The SIRMA LinkedIn account is: **SIRMA_Project**

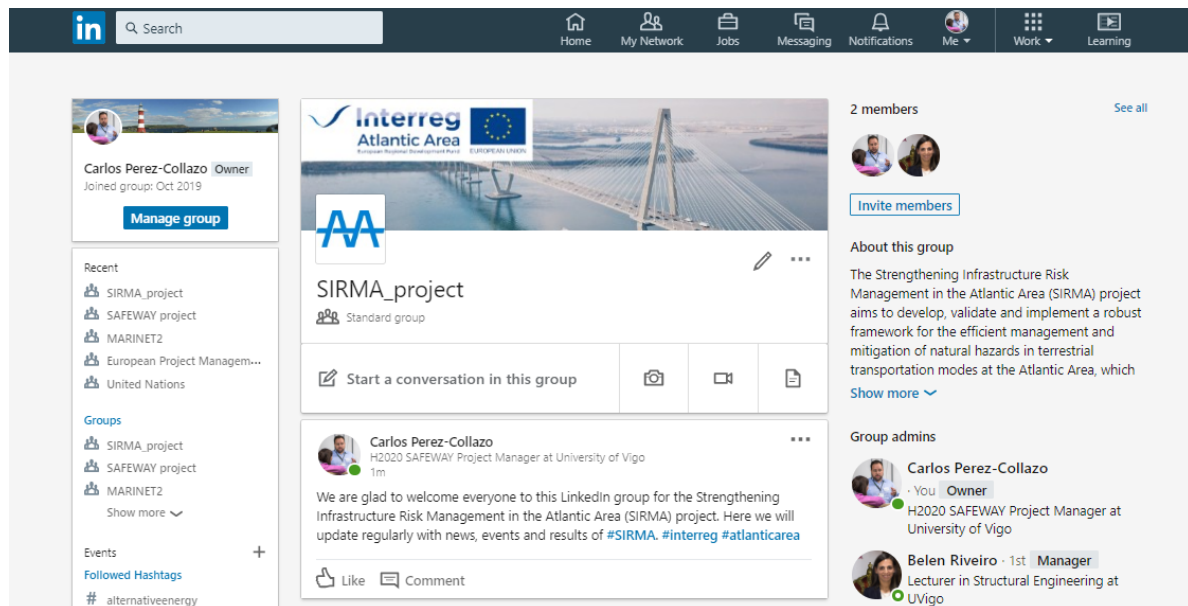


Figure 3: SIRMA's LinkedIn home page

2.4.3 Communication materials

Communication materials will be produced as a mean to support the communication activities of the project and showcase the project's main messages to the different target groups.

Information and dissemination materials will be produced during the project to facilitate communication, these include among others: leaflets, brochures, posters, newsletters, and photo and video recordings.

A **project poster** will be displayed by each project partner (minimum size A3) at a location readily visible to the public, such as the entrance area of a building. It should contain information about the project and the Interreg Atlantic Area logo. The poster must remain visible for the whole duration of the project. For this purpose, a standard poster has been defined (Figure 4).

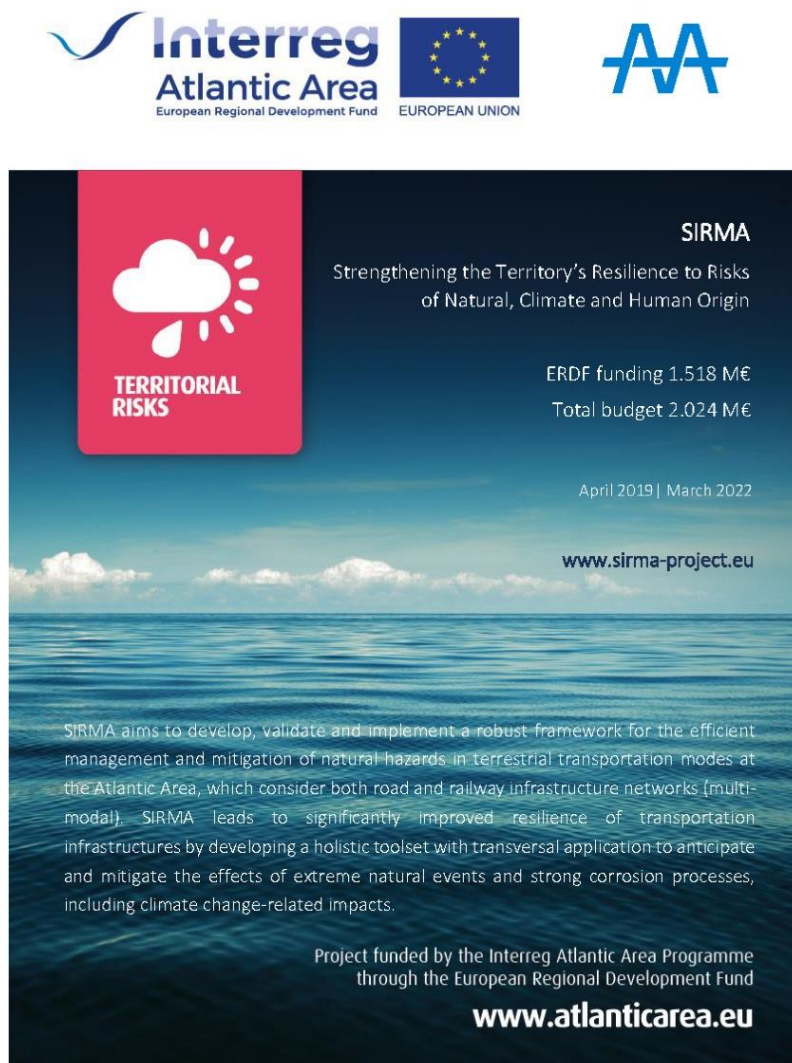


Figure 4: SIRMA Project poster

A **project roll-up banner** will be produced. These materials will be used for dissemination and communication purposes mainly at conferences, exhibitions, workshops and other awareness events.



Contact information

 sirma@sirma-project.eu
 www.linkedin.com/groups/8841869/
 www.sirma-project.eu


University of Murcia



Universidade de Vigo



UNIVERSITÉ DE NANTES



UNIVERSITY OF SURREY


 GRUPO
Azvi

 Iarnród Éireann
Irish Rail

 Infraestruturas
de Portugal

 QUEEN'S
UNIVERSITY
BELFAST

 UNIVERSITY OF
BIRMINGHAM

Project funded by the Interreg Atlantic Area Programme
through the European Regional Development Fund

www.atlanticarea.eu

Figure 5: SIRMA Project roll-up banner

A **project standard presentation** will be prepared by UVIGO and made available for partners to use for dissemination and communication events, as a common tool to present the projects and its outcomes and results. By preparing a common presentation for every partner to use, the project aims to ensure the use of a common and coherent message along the project live. This presentation will be updated regularly during the project to integrate the newly generated outcomes and results.

2.4.4 Press releases, articles, papers and presentations

During the action of the SIRMA project, a number of press releases, articles in local newspapers and magazines, and project presentations are foreseen to enhance communication and dissemination of the project. These should be issued when the project is doing something new, interesting or different that would interest local, national or European media. Press releases are important means to encourage and incite journalists to develop articles on the subject. Furthermore, when preparing these, advice from each partner's press or communication departments, and/or the project coordinator, should be seek in order to produce some high quality communications, which are targeted to the right audience and consider the right background, tone and style.

At least the following are expected during the action of the project:

- One communication campaign in the media in a variety of different formats; and
- Two clear and quickly understandable press release about SIRMA project for each of the partner member states.

2.4.5 Open workshops

During the project life it is scheduled to organise two project meetings per year, of the whole consortium. Such meetings will be running over two days. On the first day it will be discussed the project developments in terms of technical and finance issues (WP1). On the second day an Open Workshop will be organised. The audience of Open Workshops should not be limited to the project target groups and these must be as wide as possible.

It is planned to organise 6 Open Workshops (at least one per country). These will be divided in two parts: (i) external experts giving technical lectures, and (ii) an update on the situation point of the project. The first workshop will tackle the project launch (communication of the objectives, activities and actions) and the last one will do it with the project closure (communication of the project results).

To ensure the visibility of the programme, the Interreg Atlantic Area logo together with the project logo (see Section 2.3) shall be used in all documents addressed to the open workshops participants (e.g., agendas, list of participants, presentations, exhibition stands, etc.). Project partners are also encouraged to place the EU flag in the meeting rooms of all events.

2.5 Planned communication and dissemination events

In the very initial phase of the project, dissemination will be focused in presenting the project to raise awareness among stakeholders (all target audiences). Following the generation of research output dissemination will be more focused to the scientific community and key industry representatives. As the project progresses dissemination will focus on presenting SIRMA results through specific outreach activities to all audiences.

Although during the whole project transfer activities among the partners will occur, specific actions are planned by the end of the project based on all the results obtained. Similarly, training activities will also be specifically addressed at the end of the project and beyond.

An overview of planned communication and dissemination events is included in the Appendix 1: “Dissemination matrix”.

3. Communication Management

3.1 Resources and timescales

All the results susceptible of dissemination will be first analysed in terms of IP protection, before the consortium consent for publication. This Communication Plan will be revised and updated during the project considering the evolution of project results, the input collected from activities developed and possible detected exploitation opportunities.

The following table shows the timescale of planned communication and dissemination events:

Table 3: SIRMA planed timeline for Communication activities

| | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
|--|------|------|------|------|------|------|
| Project website & Social Media | | | | | | |
| Internal seminars | | | | | | |
| Open Workshop | | | | | | |
| Scientific Articles in Journals | | | | | | |
| Clustering with other initiatives | | | | | | |
| Presentations/lectures/posters in congresses & conferences | | | | | | |
| Attendance to trade fairs | | | | | | |
| Presentations in events promoted by EU initiatives | | | | | | |
| Capacity building events | | | | | | |

3.2 Communication roles and responsibilities

3.2.1 Communication roles

- The project shall appoint a **Communication Manager (CM)** who will develop and implement the SIRMA Communication Plan (CP) and also set-up processes to involve all partners in communication activities at project-level. The CM will liaise with the Joint Secretariat (JS) for communication purposes.
- Each partner shall appoint one person who will be responsible for dissemination and communication of SIRMA at partner level.

3.2.2 *Legal requirements*

- Section 2.2 of Annex XII of the Common Provision Regulation (EU) N°. 1303/2013, establishes the responsibilities of the beneficiaries with regards to information and communication measures for the public.
- Articles 4, 5 and Annex II of the Commission Implementing Regulation (EU) N°. 821/2014 establishes the rules to comply with EU visibility and ERDF support.
- The Subsidy Contract establishes the beneficiaries' responsibilities and obligations in terms of publicity, communication and branding of projects.

If projects do not comply with the legal responsibilities regarding the implementation of visibility and publicity requirements in communication materials, any related expenses may be considered as ineligible and it could lead to the recovery of the funds unduly paid.

3.2.3 *Project communication responsibilities*

The following list of the main project responsibilities in terms of communication **do not replace the careful reading** of the mentioned documents and regulations.

1. All information, communication and branding measures provided by the project, including presentations at conferences or seminars, shall acknowledge the financial assistance from ERDF funds of the Interreg Atlantic Area programme (see Section 2.3).
2. These measure shall be carried out in accordance with the aforementioned legal regulations (Section 3.2.2), the latest version of the Project Approved Form (PAF), the Programme Manual and any other guidelines that could be issued by the programme on this matter.
3. Any notice or publication relating to the project made in any form and by any means, including the Internet, must state that it only reflects the author's view and that the programme authorities are not liable for any use that may be made of the information contained therein (see Section 2.3.2).
4. Each partner also takes the full responsibility for the content of any notice, publication and marketing product provided to the managing authority (MA) and is liable in case a third party claims compensation for damages. The partner will indemnify the MA in case the MA suffers any damage because of the content of the publicity and information material.
5. The lead partner shall ensure that the project partners comply with all publicity, communication and branding obligations (e.g. on the use of the programme logo, information requirements, organization of events etc.).
6. The programme authorities shall be authorized to publish in any and by any means, the following information about the project: projects contacts (lead partner and partners), name of the project, activities and objectives, geographic location of undertaken activities, project dates, ERDF funding and total eligible cost, abstracts of the progress and final reports.

7. The lead partner shall inform the JS about any communication campaign, media appearance or other publicity of the project for potential website updates or showcases.
8. The lead partner shall provide the JS with project statistical information, promotional items, publications, newsletters, content for digital or print material, photographs and videos necessary to carry out the programme communication activities.
9. The MA on behalf of the monitoring committee and of other programme promoters at national level are entitled to use the outputs of the project in order to guarantee a wide spreading of the project deliverables and outputs and to make them available to the public.

3.3 Project results and knowledge continuity

The Website & Social Media (Twitter and LinkedIn account) of SIRMA Project, launched at the beginning of the project, will widely disseminate the project's objectives, transfer and exchange activities, and results up to 2 years beyond the project.

4. Evaluation and Continuous Update

To facilitate the evaluation of the communication activities, and to understand the impact of the actions carried out, it is necessary for all partners to register the activities that they implement.

In this sense, the Appendix 3: “Monitoring Tools for Communication Activities” includes the following templates to report every communication activity or publication (articles, publications on blog, etc.) made by each partner:

- **Template A2.1:** Record of scientific (peer reviewed) publications, published by partners, related to the content of the project.
- **Template A2.2a:** Record of dissemination events (e.g., conferences, workshops, exhibition fairs, congresses).
- **Template A2.2b:** Post dissemination event sheet.
- **Template A2.4:** Record of other dissemination activities (e.g., web sites/applications, press releases, flyers, articles published in the popular press, videos, media briefings, presentations, thesis, interviews, films, TV clips, posters, etc.).

By performing regular monitoring of the activities, it is possible to assess if the action plan is being carried out properly and if it is on time. It will also be possible to see which activities had the biggest impact on the stakeholders (both in quantitative and qualitative terms).

The conclusions from these Templates (except from Template A2.2b: Post dissemination event sheet) will be included in each update of this Communication Plan.

4.1 Monitoring of dissemination and communication KPIs

Key Performance Indicators (KPIs) are a common metric to monitor and evaluate parameters that are key for the success of a project. To this regard, SIRMA has defined a number of KPIs (Appendices 1 and 2) to evaluate the success of the project outcomes through its dissemination and communication activities. To facilitate the mid- and long-term monitoring of KPIs, these have been distributed into interim KPIs for months M12, M24 and M36 (see Appendices 1 and 2) to be evaluated in future versions of this CP, and propose the pertinent corrective actions (if required).

Current KPI tracking, considering that Communication activities in the initial phase of a project are scarce, are in line with estimations.

5. Report of Completed Activities

5.1 Development of communication and media tools

The following communication media tools were made available in the period covered by this first version of the SIRMA Communication Plan (April 2019 to September 2019):

Table 4: SIRMA communication and media tools that have been completed

| Communication and media tool | By who | Date |
|---|--------|----------------|
| Project identity (logo, message, templates, etc.) | UMINHO | September 2019 |
| Project poster | UVIGO | September 2019 |
| Project website | UMINHO | September 2019 |
| Project roll-up banner | UVIGO | October 2019 |
| Project Twitter account | UMINHO | October 2019 |
| Project LinkedIn group | UVIGO | October 2019 |

5.2 General dissemination

At this point in the project's lifetime is still early on to start communicating its main research outcomes. Consequently, dissemination activities are expected to growth in quantity and quality towards the end of the project. Notwithstanding, Appendix 5, compiles dissemination activities where SIRMA Partners have presented either an overview of the Project to a wide audience; and project's research outcomes to a more specialised audience.



Acknowledgements

This report was carried out in the framework of the Strengthening the Territory's Resilience to Risks of Natural, Climate and Human Origin (SIRMA) project, which is co-financed by the European Regional Development Fund (ERDF) through INTERREG Atlantic Area Programme with application code: EAPA_826/2018.

The sole responsibility for the content of this publication lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the INTERREG Europe programme authorities are responsible for any use that may be made of the information contained therein.



SIRMA

STRENGTHENING THE TERRITORY'S RESILIENCE TO RISKS OF
NATURAL, CLIMATE AND HUMAN ORIGIN

Application Code: EAPA_826/2018

SIRMA Communication Plan V1 - Appendices

WP 2

Communication

| | |
|-------------------------|---|
| Deliverable ID | D2.1 |
| Deliverable name | SIRMA Communication Plan V1 - Appendices |
| Lead partner | UVIGO |
| Contributors | ALL PARTNERS |

PUBLIC

PROPRIETARY RIGHTS STATEMENT

This document contains information, which is proprietary to the SIRMA Consortium. Neither this document nor the information contained herein shall be used, duplicated or communicated by any means to any third party, in whole or in parts, except with prior written consent of the SIRMA Consortium.



Appendices Contents

- [Appendix 1: Guidance on the use of logos](#)
- [Appendix 2: Dissemination Matrix](#)
- [Appendix 3: Communication Matrix](#)
- [Appendix 4: Monitoring Tools for Dissemination Activities](#)
- [Appendix 5: Record of Dissemination Events and Activities](#)



SIRMA
STRENGTHENING INFRASTRUCTURE RISK
MANAGEMENT IN THE ATLANTIC AREA



Interreg
Atlantic Area
European Regional Development Fund



EUROPEAN UNION

Appendix 1. Guidance on the use of logos

Guidance on the correct use of the EU emblem in projects communication

Interreg Atlantic Area
Joint Secretariat

The rules: EU flag size

- This document aims to clarify how to correctly use the EU emblem (or EU flag) in communication of Atlantic Area (AA) projects. It is addressed to communication managers, project partners or their service-providers.
- On this document we only address the situations that require further clarification in their interpretation. We interpret the corresponding regulations in the context of our Programme and provide you examples from the projects.

Note: The AA logo was updated in July 2018, with the EU flag size slightly increased. You may find the previous AA logo in some materials of projects from the 1st call. Both logos are valid but we highly recommend you to use the new one, it allows higher visibility of your project logo.

Visibility regulations

Implementing Regulation (EU) No. 821/2014 Articles (3), (4) and (5)

- The European Commission defined the use of the EU emblem for different media and in different contexts, such as display on digital devices or printed materials and combination with other logos.

Visibility rules



The Interreg Atlantic Area logo is in line with the Interreg common brand to promote European Territorial Cooperation. This logo combines the Atlantic Area brand (symbol and colours), the EU emblem and the reference to the ERDF. Thus, it fulfils the visibility requirements.

Visibility rules



We provide a standard project logo. This can be based on the programme logo by adding the project acronym in the colour of the matching thematic priority (**integrated project logo**). If you choose this option as your corporate design you're already complying with all requirements.



Visibility rules

Implementing Regulation (EU) No. 821/2014, Article 4, point 5:

«If other **logos are displayed in addition to the Union emblem**, the Union emblem shall have **at least the same size**, measured in height or width, as the biggest of the other logos»

The intention of this rule is to ensure that the EU contribution is not diminished by a much reduced EU **emblem next to logos of other institutions or regions involved in an operation.**



Example: same height | e.g. project logo



Example: same width | e.g. project logo



“EU flag
size rule”

Example: same height | e.g. partner institution



Example: same width | e.g. partner institution



Some clarifications:

- Regulation states that there has to be a EU acknowledge of the support, this means that you have to display the EU emblem and a reference to the Fund.
- When you use the Atlantic Area logo (which already acknowledge this support) you're complying with this regulation.
- If you then display other logos with it, the size rule applies.
- This does not mean that anywhere, everywhere nothing may be bigger than the EU emblem, but only in the case of reference to the Fund. This means that in digital or printed materials, the EU flag size rule applies only in the place where the funding is acknowledged. In other places (e.g. of the same publication), other logos may be bigger than the flag.
- Besides, a logo with no clear institutional, political or economic link, which is merely a design element as part of a communication action, may be bigger than the EU emblem.

Visibility rules

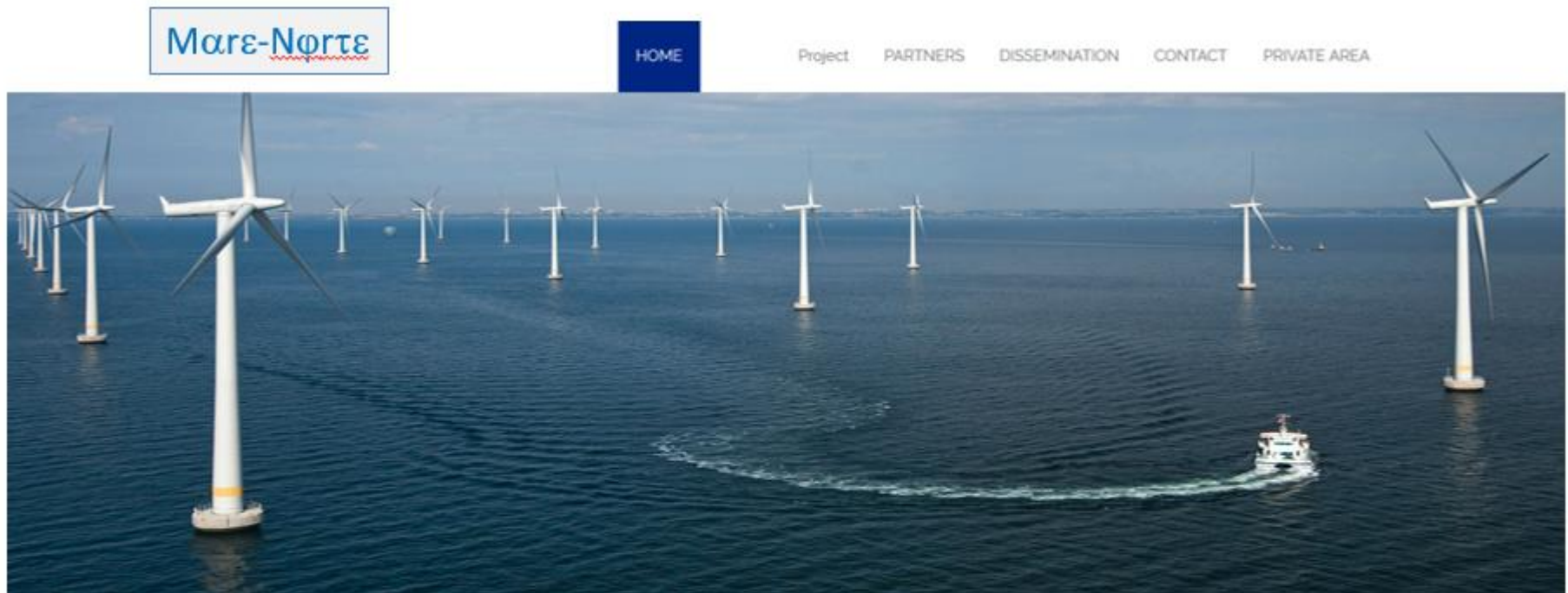
Implementing Regulation (EU) No. 821/2014, Article 4, point 3 a)

«When the Union emblem, the reference to the Union and the relevant Fund are displayed **on a website**:

- (a) the Union emblem and the reference to the Union shall be visible, when landing on the website, inside the viewing area of a digital device, without requiring a user to scroll down the page»

Example: project website

The Union emblem is not visible when landing on the website



The Atlantic Network for Renewable Generation and Consumption of Electricity is a network that focuses on the challenges of energy issues and focuses on the challenges of establishing an excellent transnational network for future power generation in the Atlantic. The network will focus on the challenges of marine, ultra-low energy building supply and the challenges of the Atlantic.

Solution: Include the Atlantic Area logo which must be visible without scrolling in an appropriate size

Example: project website

The logo Union emblem is visible when landing on the website



[Project](#) [Collaboration](#) [Consortium](#) [News](#) [Platform](#) [Contacts](#)



**Innovation in the
Framework of the
Atlantic Deep**

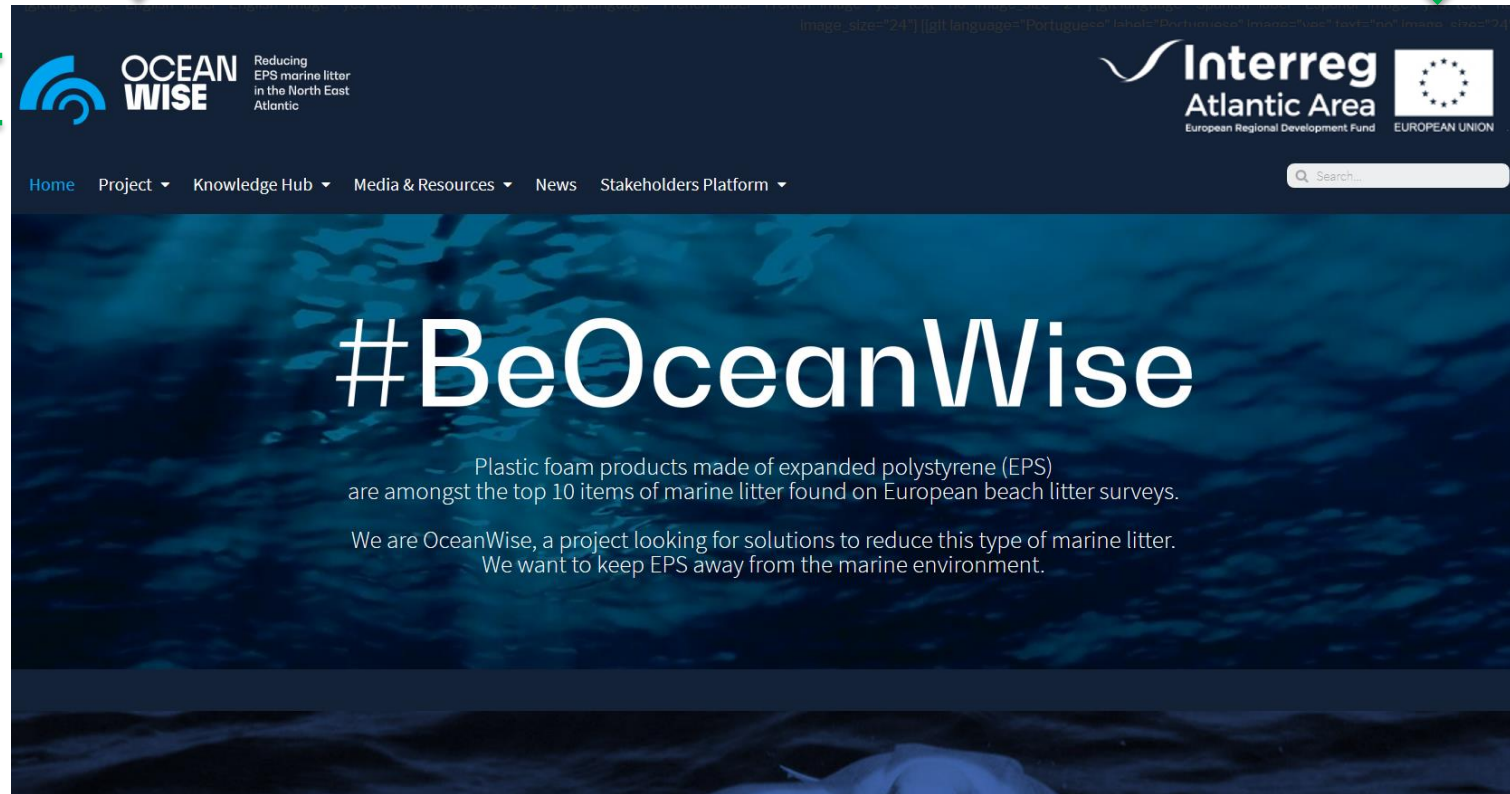
Last News

4. January 2019

The glider mission between Gran Canaria and Madeira Archipelagos comes to a happy end

Example: project website

The project logo complies with the “EU flag size rule”



Example: project website vs combination with other logos

Partner logos are bigger than the Union emblem present on the programme logo

Partners



Ayuntamiento de Avilés



Glasgow Caledonian University



Comhairle Cathrach Chorcaí
Cork City Council



Centro de Estudos Sociais
Universidade de Coimbra



CRESS de Bretagne



Concello de Santiago de Compostela



Enterprise North West



CIMAVE, Comunidade Intermunicipal do Ave



Communauté d'Agglomération Pau Béarn Pyrénées

[Contact](#) [Legal Notice](#) [SiteMap](#)



Solution: Increase the programme logo size or reduce the size of the other logos.

Example: project website vs combination with other logos

Partner logos comply with the “EU flag size rule”



ALICE is a project co-funded by European Regional Development Fund (ERDF) under the umbrella of INTERREG Atlantic Area with the application code: EAPA_261/2016.

Contact us:
contact@project-alice.com



Example: roll ups

Project logo comply with the “EU flag size rule”

Correct



Interreg
Atlantic Area
European Regional Development Fund


EUROPEAN UNION

 **Atlantic
Food
Export
Project**

What is the **Atlantic Food Export project?**

Atlantic Food Export project (AFE) helps small to medium sized food producers access and develop sales strategies for overseas markets, particularly in the Atlantic regions.

Through a programme of supports including mentoring, training, networking and events the participating companies research new markets, test their products, develop know-how, contacts and partnerships that will be fundamental to successful export sales.

The Atlantic area is seen as a first step for startups to discover new markets, to benefit from training to test their offer, and to start business.

- Total budget €1.8M ERDF €1.35M
- Priority 1: Stimulating Innovation and competitiveness

Appendix 2. Dissemination Matrix

| Activities | Objectives | Audience | Key message | Time planning | Dissemination KPIs | | | |
|---|----------------|--|--|----------------------------------|---|--|--|--|
| | | | | | M18 | M24 | M36 | Actual |
| Project Website & Social Media | CO1 & CO2 | All | Project objectives, partners, activities, public documents, videos | Up to 2 yrs. beyond the project | ~ 850 visits | ~ 1400 visits | ~ 2000 visits | TBC |
| Internal Seminars | CO3 | SIRMA Partners | Technical background, SIRMA project outcomes | During the action of the project | > 1 seminars | > 2 seminars | > 4 seminars | 0 |
| Open Workshops | CO1, CO2 & CO3 | Industry Scientific Community Stakeholders | Project contents, developments and results. Technical lectures by external experts. | During the action of the project | Organisation of 3 events Reaching at least 90 stakeholders | Organisation of 4 events Reaching at least 120 stakeholders | Organisation of 6 events Reaching at least 180 stakeholders | 1 event organised 25 people reached |
| Scientific Articles in Journals: | CO1 & CO2 | Scientific Community | Project results, specifically knowledge and fundamental principles | Month 12 onwards | > 4 scientific articles | > 8 scientific articles | > 12 scientific articles | N/A |

| Activities | Objectives | Audience | Key message | Time planning | Dissemination KPIs | | | |
|---|---------------------|--|--|------------------|----------------------------------|-----------------------------------|--|----------------------------|
| | | | | | M18 | M24 | M36 | Actual |
| Clustering with other initiatives | CO1, CO2, CO3 & CO4 | Industry | Project results, specifically knowledge and fundamental principles | Month 12 onwards | > 1 clustering activity | > 2 clustering activity | > 3 clustering activity | N/A |
| Presentations/ lectures/ posters in congresses & conferences | CO1 & CO2 | Industry Scientific Community | Project results, specifically knowledge and fundamental principles | Month 12 onwards | > 6 present. / lectures/ posters | > 10 present. / lectures/ posters | > 16 present. / lectures/ posters | 1 present. at a conference |
| Attendance to trade fairs | CO1 & CO2 | Industry | Project contents, developments and results. | Month 18 onwards | - | > 1 trade fair attended | > 2 trade fair attended | N/A |
| Presentation in events promoted by EU initiatives | CO1, CO2 & CO4 | Stakeholders | Project contents, developments and results. | Month 18 onwards | - | > 1 event attended | > 2 events attended | N/A |
| Capacity Building Events | CO1, CO2 & CO3 | Industry Scientific Community Stakeholders | Project contents, developments and results. Technical lectures by external experts. | Month 24 onwards | - | - | Organisation of 5 events Reaching at least 500 stakeholders | N/A |

Appendix 3. Communication Matrix

| Audience | Key message | Activities | Time planning | KPI dissemination | | | |
|---|---|--|------------------|------------------------|-------------------------|---|------------------|
| | | | | M18 | M24 | M36 | Actual |
| Young Minds | The relevance of SIRMA project in your daily life | School visits to partners' facilities | Month 12 onwards | Reaching > 50 students | Reaching > 175 students | Reaching > 300 students | N/A |
| Public in general | The relevance of SIRMA project in jobs creation, energy efficiency, citizen's security and life quality | Press releases, Articles in Newspapers, Presentation in Radio and TV | Month 12 onwards | > 2 press releases | > 4 press. releases | > 1 wider communication campaign > 10 press releases | 0 |
| Stakeholders (industrial clusters and associations) | The SIRMA project results and its impact beyond terrestrial transport industry | Presentations in events promoted by industrial associations | Month 12 onwards | > 1 event attended | > 2 event attended | > 4 event attended | 1 event attended |
| Public Authorities & Policy Makers | The SIRMA project impacts in industry and citizens | Presentation in events promoted by Public Authorities and policy makers | Month 18 onwards | - | > 1 event attended | > 2 event attended | N/A |
| | Information on exiting barriers limiting full impact achievement of SIRMA impact | Ad-hoc briefings and fact sheets distributed to Public Authorities & Policy Makers | | | | | |

Appendix 4. Monitoring Tools for Dissemination Activities

This document includes:

- **Template A3.1:** Record of scientific (peer reviewed) publications, published by partners, related to the content of the project.
- **Template A3.2a:** Record of dissemination events (e.g., conferences, workshops, exhibition fairs, congresses).
- **Template A3.2b:** Post dissemination event sheet.
- **Template A3.3:** Record of other dissemination activities (e.g., web sites/applications, press releases, flyers, articles published in the popular press, videos, media briefings, presentations, thesis, interviews, films, TV clips, posters, etc.).

Table A3.1: Record of scientific (peer reviewed) publications

| Publ. No. | Title | Type of publication (journal, proceedings, book/book chapter, thesis, etc.) | Journal or equivalent (journal, conference, publisher, etc.) | Date of accept. | Date of pub. | DOI | ISSN/ ISBN | Place of pub./ Conf. name | Issue | Peer review (Yes/ No) | Open access (green, gold, no) | SIRMA partner | Status (planned, completed) |
|------------------|--------------|---|---|------------------------|---------------------|------------|-------------------|----------------------------------|--------------|---------------------------------|---|----------------------|---------------------------------------|
| 1 | | | | | | | | | | | | | |
| 2 | | | | | | | | | | | | | |
| 3 | | | | | | | | | | | | | |
| 4 | | | | | | | | | | | | | |
| 5 | | | | | | | | | | | | | |
| 6 | | | | | | | | | | | | | |
| 7 | | | | | | | | | | | | | |
| 8 | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |

Table A3.2a: Record of dissemination events

| Event No. | Type of event (conference, fair, seminar, Workshop, exhibition, etc.) | Event title | Objective | Date | Place | Target groups | SIRMA partner contribution (project presentation, poster, brochure, stand, etc.) | Countries addressed | SIRMA partner involved | Status (planned, completed) |
|-----------|--|-------------|-----------|------|-------|---------------|---|---------------------|------------------------|--------------------------------|
| 1 | | | | | | | | | | |
| 2 | | | | | | | | | | |
| 3 | | | | | | | | | | |
| 4 | | | | | | | | | | |
| 5 | | | | | | | | | | |
| 6 | | | | | | | | | | |
| 7 | | | | | | | | | | |
| 8 | | | | | | | | | | |
| | | | | | | | | | | |

Table A3.2b Post dissemination event sheet

| | | | | | |
|---|--|-----------------|--|----------------------------------|--|
| Event title | | Location | | Type of event | |
| Website | | Date | | SIRMA partner(s) involved | |
| Event description (aim, organisers, topics addressed, scope, etc.) | | | | | |
| SIRMA partner contribution (presentation/poster/etc., name, topics addressed, main content, etc.) | | | | | |
| Type of audience (industry, scientific community, stakeholders, higher-education, etc.) | | | | | |
| Objective of the activity | | | | | |
| Event statistics (number of attendants, countries of origin, etc.) | | | | | |
| Type of feedback (summary, survey, interests, minutes, conclusions, etc.) | | | | | |
| Event materials (presentation, poster, brochure, video, etc.) | | | | | |
| Attachments (agenda, photos, brochure, poster, etc.) | | | | | |

Table A3.3: Record of other dissemination activities

| Activity No. | Type of activity (website, social media, brochure, poster, video, newspaper, etc.) | Link (if applicable) | Objective | Date | Target type of Audience (industry, scientific community, stakeholders, higher-education, etc.) | Target Audience size | SIRMA partner contribution (brief description) | SIRMA partner involved | Status (planned, completed) |
|--------------|---|-------------------------|-----------|------|---|----------------------|---|------------------------|--------------------------------|
| 1 | | | | | | | | | |
| 2 | | | | | | | | | |
| 3 | | | | | | | | | |
| 4 | | | | | | | | | |
| 5 | | | | | | | | | |
| 6 | | | | | | | | | |
| 7 | | | | | | | | | |
| 8 | | | | | | | | | |
| | | | | | | | | | |

Appendix 5. Record of Dissemination Events and Activities

Table 5: Record of planned and completed dissemination events

| Event No. | Type of event (conference, fair, seminar, Workshop, exhibition, etc.) | Event title | Objective | Date | Place | Target groups | SIRMA partner contribution (project presentation, poster, brochure, stand, etc.) | Countries addressed | SIRMA partner involved | Status (planned, completed) |
|-----------|--|---|---|----------|--------------------------------|--|---|---------------------|------------------------|--------------------------------|
| 1 | Exhibition | Innova carretera conference and exhibition 2019 | Disseminate the work being done by the project and the future plans among the Spanish road industry and scientific communities. | Oct-2019 | Santiago de Compostela (Spain) | Industry, Scientific community, and Stakeholders | UMINHO | Spain | UVIGO | Completed |
| 2 | Workshop | 1st Open Workshop | | Jan-2020 | Vigo | Higher Education Industry | UVIGO | Europe | ALL | Planned |
| | | | | | | | | | | |

Table 6: Record of planned and completed dissemination activities

| Activity No. | Type of activity (website, social media, brochure, poster, video, newspaper, etc.) | Link (if applicable) | Objective | Date | Target type of Audience (industry, scientific community, stakeholders, higher-education, etc.) | Target Audience size | SIRMA partner contribution (brief description) | SIRMA partner involved | Status (planned, completed) |
|--------------|---|---|---------------------------------------|----------|---|----------------------|---|------------------------|--------------------------------|
| 1 | Social media | https://twitter.com/SIRMAPROJECT/status/1187651158959120384 | General information about the project | Oct-2019 | Media, Public in general | 3 | Social media | UVIGO | Completed |
| 2 | Social media | https://www.linkedin.com/feed/update/urn:li:activity:6587295002622218240 | General information about the project | Oct-2019 | Media, Public in general | - | Social media | UVIGO | Completed |
| 3 | Roll-up banner | - | General information about the project | Oct-2019 | Public in general, industry, scientific community, stakeholders | - | Roll-up design and printing | UVIGO | Completed |
| 4 | Social media | https://www.linkedin.com/feed/update/urn:li:activity:6595258624895918081 | General information about the project | Oct-2019 | Media, Public in general | 3 | Social media | UVIGO | Completed |
| 5 | Social media | https://twitter.com/SIRMAPROJECT/status/1189093209361833984 | General information about the project | Oct-2019 | Media, Public in general | 3 | Social media | UVIGO | Completed |
| 6 | Social media | https://www.linkedin.com/feed/update/urn:li:activity:6595610493044436992 | General information about the project | Oct-2019 | Media, Public in general | 3 | Social media | UVIGO | Completed |



| Activity No. | Type of activity (website, social media, brochure, poster, video, newspaper, etc.) | Link (if applicable) | Objective | Date | Target type of Audience (industry, scientific community, stakeholders, higher-education, etc.) | Target Audience size | SIRMA partner contribution (brief description) | SIRMA partner involved | Status (planned, completed) |
|--------------|---|---|---------------------------------------|----------|---|----------------------|---|------------------------|--------------------------------|
| 7 | Social media | https://twitter.com/SIRMAPROJECT/status/1189844485783601152 | General information about the project | Oct-2019 | Media, Public in general | 7 | Social media | UVIGO | Completed |
| | | | | | | | | | |

