



Dissemination and Communication Plan

Deliverable 6.1

Project	ETNA2020
Work Package:	6
Deliverable:	6.1
Version	V1
Date	
Report authors:	APRE



DOCUMENT CONTROL SHEET

Document title	Dissemination and Communication Plan
Work package:	6
Deliverable	6.1
Version	V1
Last version date	
Status	
File Name	
Number of pages	
Dissemination level	Public
Responsible author	APRE
Editors	

VERSIONING AND CONTRIBUTION HISTORY

Version	Date	Author/Editor	Contributions	Description / Comments

Table of Contents

- Introduction..... 4
- 1 Project positioning..... 5
- 2 Project’s objectives..... 5
- 3 Communication and dissemination objectives 6
- 4 ETNA2020 target groups 7
- 5 Dissemination and communication strategy..... 9
 - 5.1 Message Framework 10
 - 5.2 Visual Identity and promotional material 11
- 6 Communication and Dissemination Channels..... 12
 - 6.1 Website 12
 - 6.2 Newsletter 12
 - 6.3 Events 12
 - 6.4 Other media 12
- 7 Feedback..... 13
- 7 ANNEX 1 - Branding Box 14
 - 7.1 Logo 14
 - 7.2 Deliverable template 15
 - 7.3 Brochure 16
 - 7.4 Project business card..... 17
 - 7.5 PPT presentation 18
 - 7.6 Roll-up 19
 - 7.7 Folder..... 20

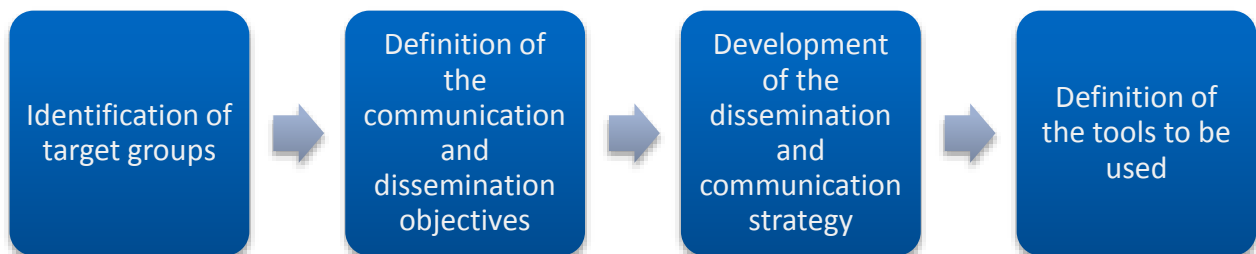
Introduction

The experience and the daily work of the Horizon 2020 ‘**Smart green and integrated transport**’ National Contact Points (NCPs) require and encourage the development of an effective conceptual framework for the communication and dissemination of the project mission, activities and results. Given the need of communicating and disseminating to different target groups, a **Dissemination and Communication Plan** has been designed in order to ensure a wider awareness of the ETNA 2020 mission, its activities and results not only among the project beneficiaries (and Associated Partners), but also among the target audiences and the general public.

Indeed, the promotion of an action requires **strategic and targeted measures for communicating about (i) the action itself and (ii) its results to a multitude of audiences**, including the media and the public, possibly engaging in a two-way exchange. In this perspective, the ETNA 2020 Dissemination and Communication Plan presents two different sections:

- A section dedicated to communication, defining the communication goals, target audiences, main messages to be conveyed and the strategy to be adopted to overcome the barriers that could negatively affect the project communication, while improving the engagement of the primary and the secondary targets in the activities promoted by the project.
- A section dedicated to dissemination, specifically optimizing the visibility of the project’s results. A spectrum of proper dissemination channels will be used and adapted to the target groups.

Channels and target groups for both purposes are identified and listed. The following approach is adopted:



1 Project positioning

NCPs guide and support applicants in approaching Horizon 2020 (H2020), in gathering relevant info and in submitting proposals. ETNA2020 builds on the belief that through an **enhanced cooperation and networking between NCPs** as well as through the provision of **an overarching array of services**, a higher quality of guidance and support, and thus of H2020 proposals and projects, can be achieved.

In fact, by involving 16 formally nominated National Contact Points across Europe, ETNA 2020 aims at creating a ‘network alliance’ of **experienced and less-experienced NCPs on Societal Challenge 4 (SC4) “Smart green and integrated transport”**, pooling their resources and knowhow to raise the overall quality of services provided to their clients. The ETNA 2020 project will significantly strengthen transnational cooperation. In addition, ETNA 2020 will extensively involve non beneficiary NCPs as “Associated Partners.

Harnessing synergies is especially relevant to SC4 NCPs since potential applicants within this Societal Challenge are very diverse with respect to their scientific or organizational background, level of experience, involvement in transnational networks. ETNA 2020 activities aimed at harnessing synergies include, amongst others, teaming and twinning schemes; the compilation of factsheets and leaflets; the organisation of events, meetings and trainings both on-line and on a face-to-face basis; as well as a wide range of communication and dissemination tools. These activities will contribute to enhancing the impact of R&I in SC4 and ensure a more efficient use of resources and R&I developments by improving the workflow between NCPs, applicants, the European Commission (EC), and other parties with a stake in SC4. These activities are tailor-made for the SC4 actors (NCPs and non NCPs).

2 Project’s objectives

Horizon 2020 aims to exploit the potential of Europe's talent pool and ensure that the benefits of an innovation-led economy and society are maximized. The SC4 NCPs are dedicated to make their contribution towards this goal. Therefore,



The **overall objective of ETNA 2020** is to facilitate trans-national cooperation among NCPs for Smart Green and Integrated Transport, identifying and sharing good practices and raising the general standard of the support to programme applicants across the EU, and Associated Countries.

The specific objectives of ETNA 2020 are:

1. **Raising the understanding of NCPs, policy makers and the overall research community** on the various opportunities, changes and status quo of the European transport R&I landscape.
2. **Improving NCP capacities and knowledge** through personalised programmes, taking into account their different readiness level and experiences in a constantly changing environment.
3. **Upgrading the set of tools (online and offline) used for assistance-delivery**, improving the set of features available to users, and consequently the efficacy of the assistance to NCPs.

4. Providing the Smart Green and Integrated Transport constituency with direct **opportunities and possibilities for learning, training, and networking**, taking into account the diversity of actors that make up the Smart Green and Integrated Transport constituency.
5. **Enlarging and enriching the composition of the Smart Green and Integrated Transport constituency**, strengthening its internal ties, linking the ETNA 2020 network to new types of stakeholders.


Related to these specific objectives several results will be generated (TABLE I), which will play a key role in the communication and dissemination activities. Indeed the dissemination activities will have the assignment to transfer these results to specific targets audience while the communication ones to create engagement around them.

Table 1. Main products and foreseen end-users of the ETNA 2020 project

Objective no	Products	End-users
1	Active SC4 NCP network	All SC4 NCPs
1, 2, 3	Factsheets Manual of templates & materials	All SC4 NCPs, with a focus on newcomers
2	Webinars and trainings for NCPs	All SC4 NCPs,
4	Trainings for stakeholders	SC4 stakeholders
1, 3	Website	NCPs and SC4 stakeholders
3, 4, 5	Matching tool	Potential SC4 applicants
4, 5	Brokerage events (incl. cooperation with EEN)	Potential SC4 applicants

3 Communication and dissemination objectives

The main goal of ETNA2020 dissemination and communication strategy is to improve the utilization of results produced during the project. The critical element of utilization is that the project's outcome must be critically and thoroughly assimilated by the target audiences, and the latter must fit the new information with her/his prior understandings and experience.



Dissemination is linked only to the results of the project, which are often disseminated within the action's own community (e.g. presentation at scientific conferences, a peer-reviewed publication). Promoting the action and its results, on the other hand, goes beyond that, as it means adopting strategic and targeted measures for **communicating** about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.

For this reason, during the project the beneficiaries will be involved in two types of activities in order to maximize the impact: dissemination and communication.

For this reason, the objectives will be divided into two groups: dissemination and communication.

Table 2. Dissemination and communication objectives' framework

Dissemination objectives	Communication objectives
Maximize the impact of the project's results	Improve the brand awareness of ETNA 2020
Optimize the visibility of the project's results	to improve the visibility of EU Commission's support
Reach the widest audience in order to share the tools developed by the project	Improve the visibility of activities and services offered by ETNA 2020
Transfer the results to a target audience	Stimulate the communication flux within the SC4 NCPs Network
	Spur dialogue concerning common priorities and research objectives in the field of 'Smart green and integrated transport'
	Improve general knowledge on European opportunities/programmes/initiatives (JPIs, ERANETs, and other funding programmes/initiatives) linked to SC4, other than H2020
	Improve the communication process among the project partners

4 ETNA2020 target groups

ETNA2020 dissemination and communication target groups can be differentiated into primary and secondary.

Table 3. Primary target groups of ETNA 2020

Sector	Why are they a potential target?
SC4 NCPs	<ul style="list-style-type: none"> ● Interested to improve the quality of services provided to their clients ● Interested to improve the quality of their daily work with new tool and services

	<ul style="list-style-type: none"> Interested to raise their own overall standard and professionalism
<p>Possible H2020 SC4 Applicants:</p> <p>I. Researchers from academia and industry sector</p> <p>II. SMEs</p> <p>III. Industries</p> <p>IV. Third sector</p> <p>V. Public Sector</p>	<ul style="list-style-type: none"> interested in funding opportunity in SC4 interested in 'smart green and integrated transport'-related policies interested in partner search interested in new business opportunities interested to explore the SMEs Instrument (for SMEs) Interested to participate in events organized by ETNA2020 Interested to use the tools & services developed by ETNA 2020

The secondary clientele is not of direct interest of ETNA2020. Nevertheless, it could influence the primary clientele. Indeed, ETNA2020 secondary clientele is involved in actions to improve the performance and the participation of the primary clientele in ETNA2020 activities.

Table 4. Secondary target groups of ETNA 2020

Sector	Why are they a potential target?
Other NCP networks	joint activities
Grant Offices Third Sector (e.g. associations, chambers of commerce)	<ul style="list-style-type: none"> interested in promoting funding opportunities among researchers/stakeholders interested in policies to share with stakeholders involved in the proposal writing interested in tools they can use to improve the services they offer to stakeholders interested to enrich their offer to clients
JPIs, ERANETs, KICs	Joint activities

5 Dissemination and communication strategy

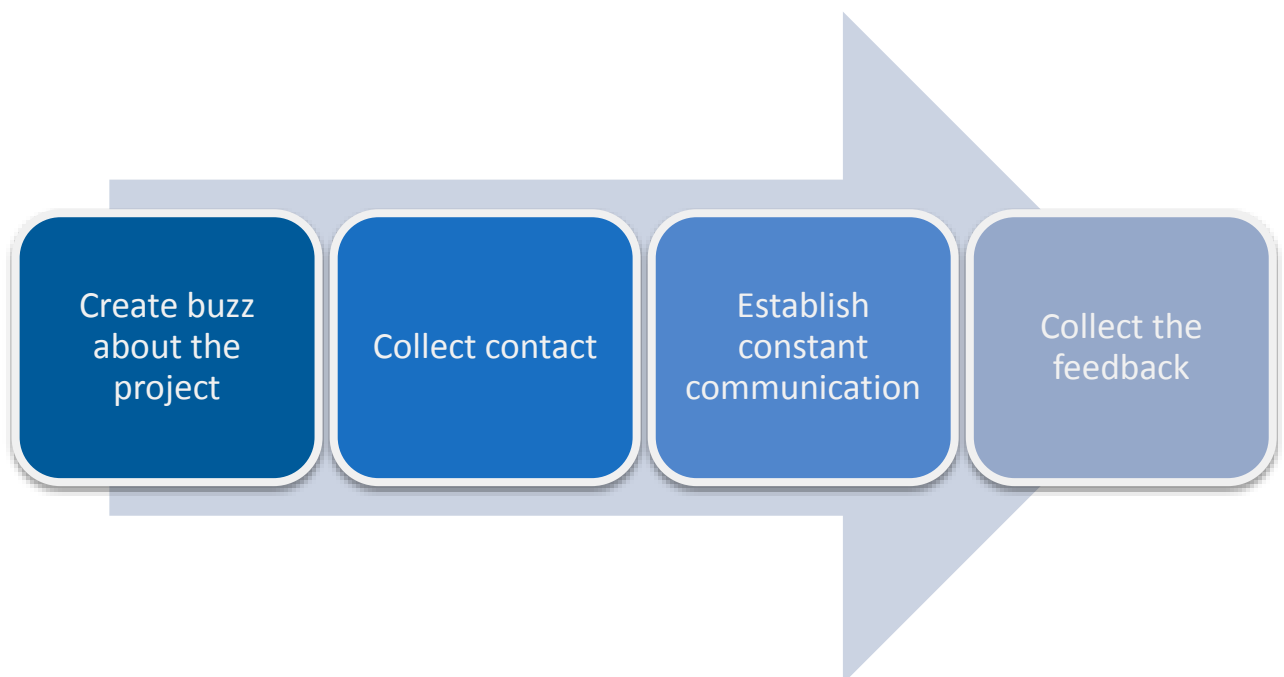
The communication and dissemination strategy of ETNA 2020 is conceived as task oriented. Therefore, the choice and planning of the dissemination and communication activities and tools will be made strategically based on the project tasks' calendar as well as on their results and deliverables, when they are made available.

Being ETNA 2020 a new initiative, the first challenge is to raise awareness on the project and its mission. For this reason, it is crucial that all the project partners take part in the dissemination and communication activities in order to reach the widest audience.

Creating engagement and interaction with primary and secondary target groups, ETNA 2020 will be able to maintain a high and constant interest towards its own activities. To this end, the **communication activities** performed through the channels later described will play a main role at the beginning of the project. Later on, when the first project results will be reached and ready to be shared with the first and the second target groups, the communication activities will work hand in hand with the **dissemination activities**.

In approaching the audience (e.g. during training courses, events, info day, exc.) four main steps should be carried out:

1. Explanation of the mission of ETNA 2020 to improve the brand awareness of the project.
2. Collection of the contacts interested in the project, its mission and services.
3. Establishment of a steady communication and dissemination flow with the clients contacted.
4. Collection of information and feedback from the audience.



After setting up a “bridge” with the target groups (square three in the pipeline showed above), it is important to maintain a continuous flow of bi-directional information from the project to the audience and/or among the partners of ETNA2020. In doing so, the project can collect feedback and information

in order to shape its dissemination and communication strategy on the audience expectations and needs, but also to gain the loyalty of the target groups.

In order to avoid confusion about the brand of ETNA 2020, all communication material has a coordinated visual identity (see section 5.2) and use the same messages about the project core information (see section 5.1).

This having said, ETNA 2020 dissemination and communication strategy is meant to be flexible and will be cyclically updated in order to adapt to the changes of the contextual world.

5.1 Message Framework

The Message Framework provides a common lexicon for all to draw from, and consists of words and phrases to describe, in a consistent way, ETNA 2020's most important characteristics across all communication medias (news and magazine articles, videos, and other university platforms).

Table 5. Message Framework

Positioning	ETNA 2020 is the network of the National Contact Points for the 4th Societal Challenge 'Smart, Green and Integrated Transport' of Horizon 2020.
Tagline (e.g.: intro in the brochure or website)	ETNA 2020 is the network of the National Contact Points for the 4th Societal Challenge 'Smart, Green and Integrated Transport' of Horizon 2020, the current European Framework Programme and major funding source for Research & Innovation (R&I) in Europe and beyond.
Payoff	Either you fly, drive or sail, we help you lead the way.
Elevator speech for external use	<p>ETNA 2020 is the network of National Contact Points for the Societal Challenges 4 'Smart green and integrated transport' of Horizon 2020.</p> <p>ETNA 2020 strengthens the linkage between the 'Smart, Green and Integrated Transport' NCPs and all the research and business stakeholders in the transport sector, including all the transport modes and several cross-cutting areas, providing a variety of services that are tailored to the specific needs of transport stakeholders.</p> <p>ETNA 2020 strives to raise the understanding of the overall transport R&I community on the various funding opportunities available at the European level in Horizon 2020 and beyond. ETNA 2020 offers the Transport R&I constituency direct opportunities for learning, training and networking, taking into account the variety of its actors, strengthening its internal existing ties, and engaging new stakeholders.</p>

Besides the Message Framework, **two main communication messages** have been extracted to act as **guiding principles** for any specific circumstance. These messages must be clear and

consistent across all kinds of communications such as leaflets, brochures and the website, but also for media interviews or conversations with your stakeholders:

1. Either you fly, drive or sail, we help you lead the way.
2. ETNA 2020 helps you to find appropriate counterparts for H2020 proposals, to build links, and to share research priorities.

5.2 Visual Identity and promotional material

A coordinated visual identity of the project ensures a consistent and recognizable communication flow throughout the different media.



A common promotional material has been developed and collected in a Branding toolbox (deliverable 6.2) to be used by all the project partners (see Annex 1):

- A. A graphic template for deliverables, reports and power point presentation slides;
- B. A project roll-up;
- C. A project business card;

- D. Brochures;
- E. Web banners for events (especially Bes), as needed;
- F. The production of other promotional items such as bags and other items, as/if needed;
- G. The production of additional signage items for conferences, as/if needed.

6 Communication and Dissemination Channels

6.1 Website

The project website is a key element of dissemination and communication both within the project and beyond. Specifically, ETNA 2020 website is intended as:

- ❖ A channel to create a steady engagement of the primary and secondary target groups;
- ❖ A communication and dissemination instrument;
- ❖ The host for several tools (e.g. Partner search platform, profiles' database, Funding Map Database)

The website has a public section and some sections accessible only by login (e.g. the newsletter, the library).

In the public section, news related to SC4 as well as notices on the launch of new SC4-related calls/relevant events/events organised by ETNA2020/initiatives promoted or supported by ETNA2020 are published.

The website is also the repository of SC4-relevant material (e.g. Toolbox) and of the presentations of events organised or supported by ETNA 2020, which will be made available in a downloadable format.

6.2 Newsletter

The newsletter is an instrument of primary importance for ETNA2020 to communicate with the broader network of SC4 NCPs, including associated partners. This communication channel is meant to share information about the activities carried out, the results accomplished and the tools developed by ETNA 2020, as well as a collector of the main news, events and policies of the EU transport sector.

The layout of the newsletter is harmonized with ETNA 2020 visual identity.

6.3 Events

The participation in external events is a tenet of ETNA 2020 dissemination and communication strategy, as it is foreseen by the DoA. Moreover, a minimum of 6 Brokerage events (for the definition of BEs, see the DoA), a minimum of 10 stakeholder trainings (incl. ETNA Academy), at least 2 workshops on international cooperation, 8 NCPs' trainings and webinars are foreseen during the project. The related communication and dissemination channels/means will be customised on the basis of the expected target group. These activities are very important to broaden and consolidate ETNA 2020 audience. In particular, self-hosted events are considered to improve the project brand awareness and build its network. As for the participation in external events, ETNA 2020 beneficiaries, where possible, should promote the network as well as its tools and services.

6.4 Other media

ETNA2020-related news and press releases are also occasionally shared on other media, e.g. partner organisations' website or newsletters, the EC website. Through these additional channels ETNA 2020 can reach a wider audience.

Table 6. Communication and dissemination channels

Action	Channels	Aim	Target Group
Launch of the SC4 NCPs network	Website Newsletter Events	Brand Awareness	SC4 NCPs
Public Engagement	Website Events	Brand Awareness	SC4 stakeholders (primary and secondary target groups)
Webinars and trainings	Website Newsletter	Spur the participation	SC4 NCPs
Website	Website	a. Increase the participation b. share information c. host tools for NCPs	SC4 NCPs, Primary and secondary target groups
Matching tool	Website Events	Increase the participation in H2020 SC4 calls	Primary and secondary target groups
Brokerage events	Website Other media Events	a. Give visibility/promote b. increase the participation	Primary and secondary target groups
2 SC5 NCP Brokerage events and support to 4 EEN Brokerage events	Website Other media Events	a. Visibility of event b. increase the participation	Primary and secondary target groups

7 Feedback

The success of the ETNA 2020 project dissemination and communication efforts is evaluated through an interactive process. Dissemination and communication are not one-time activities. Rather, they create a long-term relationship with users. Gathering feedback on dissemination and communication activities helps ETNA2020 improve its message and shape its services/tools on users' needs. The following means are used to gather feedback:


2. An excel file to collect information on dissemination events, including the number of people potentially reached
3. Statistical analytics of the website: incl. visit, keywords, unique access, time spent on the page.

7 ANNEX 1 - Branding Box

7.1 Logo



7.2 Deliverable template



Report on
Deliverable X.X

Project	ETNA2020
Work Package:	
Deliverable:	
Version	
Date	
Report authors:	

Co-funded by the Horizon 2020 Framework Programme of the European Union under Grant Agreement 10101537

Report on ... (D X.X) ETNA 2020

DOCUMENT CONTROL SHEET

Document title	
Work package:	
Deliverable	
Version	
Last version date	
Status	
File Name	
Number of pages	
Dissemination level	
Responsible author	
Editors	

VERSIONING AND CONTRIBUTION HISTORY

Version	Date	Author/Editor	Contributions	Description / Comments

2

Report on ... (D X.X) ETNA 2020

Table of Contents

- Executive Summary4
- Introduction4
- 1 Chapter 14
- 2 Chapter 24
- 3 Chapter 34
- 3.1 Subchapter4
- 4 Chapter 44
- 5 Results and Recommendations4
- ANNEX5
- List of Abbreviations.....5

3

Report on ... (D X.X) ETNA 2020

Executive Summary

Introduction

- 1 Chapter 1**
- 2 Chapter 2**
- 3 Chapter 3**
- 3.1 Subchapter**
- 4 Chapter 4**
- 5 Results and Recommendations**

4

7.3 Brochure

The brochure cover features a grid of logos for the coordinator (APRE) and various partners (praxi, IFSTAR, IPPT, FCT, etc.). The main title 'ETNA 2020' is displayed in large, colorful letters, with the tagline 'SMART, GREEN AND INTEGRATED TRANSPORT' below it. A large blue circle on the right contains the text 'Either you fly, drive or sail, we help you lead the way.' To the left, a blue banner says 'Stay up to date: http://www.transport-ncps.net/'. The bottom left corner includes the European Union logo and funding information.

The brochure content is organized into three main sections: WHO, WHAT, and HOW, with a central list of services. The 'WHO' section explains that ETNA 2020 is a network of National Contact Points for the 4th Societal Challenge. The 'WHAT' section describes how ETNA 2020 strengthens the linkage between NCPs and stakeholders. The 'HOW' section outlines the goal of raising understanding of transport R&I opportunities. The central list of services includes events, trainings, newsletters, factsheets, partner search services, and a funding map database.

WHO

ETNA 2020 is the network of the National Contact Points for the 4th Societal Challenge "Smart, Green and Integrated Transport" of Horizon 2020, the current European Framework Programme and major funding source for Research & Innovation (R&I) in Europe and beyond.

WHAT

ETNA 2020 strengthens the linkage between the "Smart, Green and Integrated Transport" NCPs and all the research and business stakeholders in the transport sector, including all the transport modes and several cross-cutting areas (e.g. Safety, Logistics, Urban Mobility, Intelligent Transport Systems, Infrastructures, Socioeconomic and behavioural research), providing a variety of services that are tailored to the specific needs of transport stakeholders.

HOW

ETNA 2020 strives to raise the understanding of the overall transport R&I community on the various funding opportunities available at the European level in Horizon 2020 and beyond.

ETNA 2020 offers the Transport R&I constituency direct opportunities for learning, training and networking, taking into account the variety of its actors, strengthening its internal existing ties, and engaging new stakeholders.


SUPPORTING APPLICANTS WITH A WIDE ARRAY OF SERVICES

- 1 Events for information exchange, discussion and matchmaking (e.g. info sessions and brokerage events).
- 2 Trainings on specific H2020-related issues (e.g. webinars and workshops).
- 3 Newsletters with relevant updates from the transport R&I world.
- 4 Factsheets where H2020 hot topics are described in an easy-to-understand, user-friendly way.
- 5 Partner Search Services: Partner searches, Partner Profiles, Active Participant identification tool.
- 6 A Funding Map database, where all the sources of funding for transport R&I (both private and public) can be browsed by users through an effective web interface.

7.4 Project business card



7.5 PPT presentation




E T N A
2 0 2 0

European Transport Network Alliance

The *NCP network* for the H2020 Societal Challenge 4
“Smart, green and integrated transport”.

Speaker



E T N A
2 0 2 0

ETNA 2020 ID

Topic Addressed: *MG-9.5-2015 Fostering transnational cooperation in European transport research and innovation – NCP network*

Funding scheme: CSA

Status: ongoing

Start date: 1st January 2016

Duration: 48 months

N° of partners: 16

EC Project Officer: Ioana Olga Adamescu



7.6 Roll-up



The banner features the ETNA 2020 logo at the top, consisting of four colored circles (blue, green, red, orange) with the letters E, T, N, A inside, and the year 2020 below. Below the logo is the text 'Societal Challenge 4' and '“Smart, green and integrated transport”'. The central image shows a long-exposure photograph of a highway at night with light trails from cars. Below the image is a dark blue section with the text 'EITHER YOU FLY, DRIVE OR SAIL, WE HELP YOU LEAD THE WAY.' The bottom section is a solid blue background with the text 'European Transport Network Alliance 2020 Supporting SC4 NCPs, Applicants & Stakeholders', the website 'www.transport-ncps.net', and a small European Union logo with the text 'Co-funded by the Horizon 2020 Framework Programme of the European Union under GA No 690637'.

E T N A
2 0 2 0

Societal Challenge 4
“Smart, green and integrated transport”

EITHER YOU FLY, DRIVE OR SAIL,
WE HELP YOU LEAD THE WAY.

European Transport Network Alliance 2020
Supporting SC4 NCPs, Applicants & Stakeholders

Stay up to date:
www.transport-ncps.net

 Co-funded by the Horizon 2020 Framework Programme
of the European Union under GA No 690637

7.7 Folder

