



Deliverable D8.2

Communication Plan, Networking Plan and Dissemination Strategy

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Abstract:	Deliverable describes dissemination strategy, communication and networking plans from all perspectives analysing objectives, stakeholders and actions to perform. The document represents the starting point to define teams, flowcharts and documents that will be used to realize dissemination, communication and networking for DECIDE.
Keyword List:	Dissemination, Communication, Networking, KPI, Social, Leaflet, Website, Newsletter, Papers, Logo, Press release, Projects
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Terms and abbreviations

CEA	Communication Expected Actions
CF	Communication Flowchart
CM	Communication Materials
CT	Communication Team
DEA	Dissemination Expected Actions
DF	Dissemination Flowchart
DM	Dissemination Materials
DT	Dissemination Team
EC	European Commission
NF	Networking Flowchart
NI	Networking Initiatives
WP	Work package Leader

Executive Summary

This deliverable aims at describing the initial Communication, Networking Plan and Dissemination Strategy of DECIDE project. The plan will serve to disseminate and outreach the project results. The initial dissemination activities will be mostly focused on the description of the project's goals, the explanation of how we plan to attain them, the forecast results and expected benefits.

In this document, the way in which this showing of evidence of results will be performed in DECIDE is illustrated by three different but complementary activities: Dissemination, Communication and Networking. Chapter 2 is dedicated to the Dissemination strategy, detailing the team, the procedure and workflow, as well as the actions and materials planned for the project. Chapter 3 is devoted to detail the Communication Plan, more focused on social networking and oriented towards a more general audience. It also identifies the process, workflows and actions planned. Finally chapter 4 deepens the Networking Plan, presenting the workflow, and relevant projects and initiatives with which DECIDE can find synergies and potentiate collaborations.

This document D8.2 is delivered within the first six months of the project lifetime. It recalls aspects already described in deliverable D8.1 and will be the basis for deliverables D8.3 and D8.4 (due in M18, and M36 of the project timeframe) where the strategy and plans will be implemented, reported and improved.

It has to be underlined that this is an initial version of the plan that will be updated in months eighteen and thirty-six, in addition to the reporting and the description of the progress of the dissemination activities and the compliance of the different KPIs. Therefore, the action framed in this plan is a dynamic one, which requires a continuous supervision carried out by the Dissemination and exploitation Work package leader.

1 Introduction

This deliverable D8.2 analyses perspectives regarding dissemination strategy, communication and networking plans, describing for each phase, objectives to achieve, stakeholders to involve and the content in terms of used means, partners intentions and results.

1.1 About this deliverable

This Dissemination, Communication and Collaboration Plan provides directions for conducting concrete actions on these matters. The strategy is based on a detailed description of the objectives that need to be achieved, with the main focus on the guidelines that shall be followed as well as on a breakdown of tasks in the form of a workflow in order to have a controlled process. Furthermore, types of stakeholders to disseminate results are also identified and described. Finally, potential concrete results to disseminate as well as partner intentions are also discussed. In this respect, the document presents the partners' contact reference people involved in dissemination actions such as events, workshops and seminars. Also channels, tools and material used for dissemination (such as a Factsheet, Brochure, Logo, Website, Press Release) are described in dedicated sections explaining the aim of each of the mains in the already defined phases of the DECIDE dissemination strategy. Finally, the document presents the ways in which the project will report the dissemination activities, so as to ease the monitoring tasks later on.

The communication plan focuses on spreading the objectives of DECIDE as well as the expected results and outcomes towards a wide range of stakeholders. DECIDE consortium understands communication activities as those in which the project's expected added value is presented and demonstrated to non-specialized audiences. The core of this phase is to deliver messages that are easy to understand, short but exhaustive, to raise awareness, and stimulate people to gather more information so as to increase their interest in the project's results. Communication in DECIDE is also oriented to the commercial side, in order to demonstrate the feasibility and advantages of the DECIDE approach and to raise the curiosity in new scientific or Industry partners. The specification of the communication strategy will pay special emphasis on the Digital Strategy. Also the communication team and flowchart is detailed in order to achieve that strategy.

The Networking Plan aims to identify external initiatives relevant for DECIDE, as well as liaison and co-operation activities with other projects or initiatives with same or similar targets. DECIDE will participate in networking activities, which relate to the outputs of DECIDE and will seek to engage with communities within the multi-cloud DevOps space.

1.2 Document structure

This document is structured as follows:

- Section 2 describes in detail the DECIDE Dissemination strategy: objectives, target audiences, process, assessment and evaluation.
- Section 3 details the Communication Plan. It defines the objectives to spread DECIDE's results, target groups, involved dialog topics, communication process, materials and the Digital Strategy. It finishes with a description of the communication monitoring procedure that the action will follow.
- Section 4 describes the DECIDE Networking plan in detail: objectives, target groups and network initiatives.
- Finally, section 5 details the conclusions.

2 Dissemination strategy

In DECIDE, the dissemination activities are considered to be of capital importance to achieve the desired project impact. These activities will be carried out throughout the whole duration of the project to ensure a wide impact of the projects' results within the European research and industrial communities. Moreover, the dissemination has been already considered a key issue already from the beginning of the project, so that a broad and ambitious target audience can be reached.

Furthermore, dissemination of the project results is of essence for the successful achievement of DECIDE goals, as well as to ensure the maximum benefits for the European scientific and business communities.

The DECIDE dissemination plan follows the stages of developing a good dissemination plan described in: "EU: Managing Projects" [1] and "Horizon 2020: Communicating EU research and innovation guidance for project participants" [2].

In order for a dissemination strategy to be effective and to provide relevant and tangible results, DECIDE will adopt a structured methodology with the main aim of:

- Providing an answer to the question of '*what do we want to achieve with this dissemination action?*' by defining the main goals of each of the dissemination activities to be carried out within and after the project timeframe;
- Defining the assets that will be disseminated;
- Defining the messages, language and means that DECIDE will use for each of the identified target groups and stakeholders;
- Establishing comprehensible procedures for dissemination and communication, as well as the team involved in such activities along with their roles.
- Raising awareness about the project's goals, achievements and results.

2.1 Objectives

The main goal of DECIDE's dissemination strategy is to maximize the impact of the project results and subsequently to raise awareness to the scientific community, technological community, application and service providers, standardization bodies and OS communities.

The dissemination procedures and strategy that are presented in this deliverable detail the guidelines that all DECIDE project members shall follow in the execution of the activities regarding outreach. The strategy and procedures will include also the definition of the type of information that will be distributed to each of the interested parties about DECIDE, as well as in which of the phases, the purpose and the rationale behind them.

The DECIDE dissemination plan has four main objectives, namely to:

1. **raise interest** among cloud technology companies and multi-cloud native application developers about the benefits of using the DECIDE DevOps Framework and its supporting tools: DECIDE ARCHITECT, DECIDE OPTIMUS, ACSmI and DECIDE ADAPT;
2. **communicate the achievements of the project** among the scientific community to improve the access to research results;
3. **fostering cooperation and exchange** with cloud computing and software engineering initiatives in order to create synergies and thus accelerate innovation;
4. **reach the open source community and standardisation bodies** who are responsible for the industrial uptake of a solution such as DECIDE.

These objectives will be achieved during the three main periods into which the project is organized: 1) Alpha (awareness creation); Beta (delivering and carrying out of activities) and Omega (beyond the lifetime of the project).

2.2 Target Groups

Our dissemination plan has identified which stakeholders are most likely to gain from DECIDE activities. This section provides information on the identification and description of dissemination stakeholders focusing on the General Public, Multi-cloud application developers and operators, Multi-cloud application providers, CSPs, Scientific-Technical Community and Standardisation Community.

DECIDE has identified as initial set of stakeholders to communicate the results of the project the following ones:

1. **The Scientific Community** (Cloud computing and Software engineering communities): where the focus is on transferring knowledge and tools into the scientific domain, so that they can be used in complementary research fields.
2. **The Commercial Community** (ISVs, Investors, Technology providers, Application providers, Users, Consultants, Open source communities, etc.), where the focus is on informing potential clients of the DECIDE capabilities. We will build interest in the project to complement the exploitation plans, garner feedback from the market and identify potential partners and users.

2.2.1 Key messages by target group

The messages that will be delivered to the different target audiences and stakeholders are the following:

1. **General Public:** Demonstrate that distributed cloud based applications are trustworthy, comply with the legislation, are secure, reliable and are able to meet highest QoS standards.
2. **Multi-cloud application developers and operators:** Demonstrate with proven use cases and measurements that the DECIDE framework allows them to reduce the development time of multi-cloud applications thanks to the provision of architectural patterns, increase their productivity in most phases of the SDLC, namely, design, development, deployment and operation time, and the overall quality of the multi-cloud application thanks to the inclusion and integration of DevOps principles and philosophy in CI, CQ and CD complemented with essential elements to facilitate the best deployment option and the usage of legal, accredited cloud service offerings. Demonstrate that the operation procedures are also covered in DECIDE through the different monitoring tools (both from the application and the CSP perspective) and the self-adaptation tool, which will allow developers increase their productivity in the operation of multi-cloud applications, increase the overall quality of the application in what respects to NFR and finally, decrease the time to market.
3. **Multi-cloud application providers:** Demonstrate the added value of deploying applications on multiple cloud providers as understood in DECIDE compared to current cloud and multi-cloud approaches, in terms of performance, reliability, availability, localisation, and cost. Demonstrate the value of applying a DevOps philosophy in the management, development and provisioning of multi-cloud applications and furthermore, demonstrate the unique selling points of DECIDE related to deployment simulations before the deployment has taken place [KR3], re-use of architectural assets and existing services which comply with existing legislation and are

interoperable and the (semi-) automatic self-adaptation of the application whenever a violation, both at application and service provider level occurs [KR5].

4. **CSPs:** Demonstrate the commercial benefits of offering cross-border interoperable, legally compliant and certified cloud service, which can be intermediated, increasing therefore their long term bookings and subscriptions and decreasing the churn rate thereof.
5. **Technical community:** Show the value of an advanced DevOps approach as the one developed in DECIDE. Demonstrate the advantages of simulating deployments beforehand and the complexity behind it. Demonstrate the need of having a meta-intermediator to ensure cross-border interoperable and legal compliant cloud service offerings. Argue the necessity of having architectural patterns for multi-cloud native applications and how they improve the quality of the application. Finally, demonstrate DECIDE's approach usability in self-healing of distributed applications and the extensibility to other domains (e.g. IoT).
6. **Standardisation Community** (Cloud and Software Engineering standardization bodies): evaluating and validating the DECIDE solution against important and relevant standards for the project and eventually if the case permits contribute to standards.

2.2.2 Dissemination Activities by Target Groups

Dissemination activities started in Month 1 of project and are divided into three main periods:

1. **Alpha**, focuses on **awareness creation**;

Table 1. Dissemination Activities by Target Groups. Alpha period.

Target Audiences	Key Activities
Technical community (providers) Standardization bodies, OS community	<ul style="list-style-type: none">• Definition of the dissemination strategy, target audience for each dissemination activity, messages to be delivered and Key Performance Indicators (KPIs).• Creation, elaboration and provisioning of dissemination material, that is, the DECIDE brand. The main goal of this activity is the awareness creation of the project, where the start and the envisioned objectives will be publicized. In order to achieve this, a first set of materials will be created and published regarding the project identity.

2. **Beta**, focused on **delivering** and carrying out the major tranche of the dissemination activities;

Table 2. Dissemination Activities by Target Groups. Beta period.

Target Audiences	Key Activities
Scientific community, Technical community (providers), Business Developers, Standardisation bodies,	<ul style="list-style-type: none">• Scientific dissemination: emphasis on carefully targeted high ranked conferences, scientific workshops, academic papers and scientific journals (online and print). The main messages will include the explanation of the novel DECIDE approach, the results, improvements gained,

Target Audiences	Key Activities
OS Community	<p>and innovation achieved. The intention is to spread the knowledge of the project and promote feedback and synergies on similar solutions.</p> <ul style="list-style-type: none"> • Submission of papers and journals to renowned peer-reviewed conferences and publications. Some indicative conferences and journals have been already identified as useful for DECIDE dissemination. These include CLOSER, Cloud Expo; ICISOFT, ICSEA, ICISOFT-EA, IEEE Services, ACM SIGSOFT. However, these publications and events will be revised when the dissemination plan is elaborated, and when planning the upcoming dissemination activities in the corresponding dissemination reports. • Exploration of collaboration with/contribution to relevant European Initiatives and projects. DECIDE will seek to collaborate with initiatives launched by the European Commission as well as National Initiatives on the topic. Finally, DECIDE will also participate in relevant events such as NetFutures, the Cluster on Software engineering and inter-cloud Cluster. • Commercial dissemination: shorter, and more generic but driven communication items (web coverage, flyers, press releases, whitepapers, exhibition stands, magazines and websites focused on open source intelligence, etc.). The key messages will revolve around the value proposition of DECIDE, the benefits it confers, the conditions under which it may be used and how to engage and involve users. The intention is to prepare the market, identify potential collaborators and users and to gather feedback. • Creation of focused dissemination material: In this second phase, the consortium will focus on the production of the marketing material consisting of leaflets, posters and brochures to promote the project's achievements and main outcomes in dissemination and networking events to be attended all throughout the project. Update existing dissemination material: Having an updated website with relevant results achieved, publications and attended events is key to create impact with DECIDE and thus extending the chances of a more extensive exploitation. • OSS communities. In accordance with the strategy defined, the approach to the identified OSS communities and repositories will be executed. This approach can vary from DECIDE partners submitting contributions to OSS communities, or OSS communities participating in the developments within DECIDE. • Working with standardisation bodies in order to

Target Audiences	Key Activities
	<p>evaluate and validate existing standards in the area of cloud computing as well evaluating the DECIDE solutions.</p> <ul style="list-style-type: none"> • Informal industrial focus groups. The focus of these focus groups will be: <ul style="list-style-type: none"> ○ To present the benefits gained through the application of DECIDE by the participating use case providers; ○ To discuss the future use and applicability of DECIDE in other contexts. These focus groups meetings will occur in dedicated slots during the project's General Assembly reunions, with local experts, so as to profit from the knowledge and vision from different European stakeholders.

3. **Omega**, corresponding with the **final period** of the project and beyond its duration.

Table 3. Dissemination Activities by Target Groups. Omega period.

Target Audiences	Key Activities
Scientific community, Technical community (providers)	<p>Present the project results in:</p> <ul style="list-style-type: none"> • Relevant conferences (see above). • Relevant events, with dedicated booths. • Updated focused dissemination material: web coverage, flyers, press releases, whitepapers, magazines and websites focused on open source intelligence. • Informal industrial focus groups.

2.3 Dissemination process

This section describes the contribution that each team member aims for towards the dissemination process. The main procedures and resources related to dissemination actions are also thereby presented.

The DECIDE consortium understands that the best way to achieve excellent results in dissemination, tasks need to be shared. However, this sharing also entails risks. To avoid such risks, the project has defined a process with the following aims. Firstly, we have created a team of people that will be the main representatives of their organisations in the different dissemination activities (from planning them to eventually carrying them out and finally reporting them). Secondly, we have defined a procedure that should be followed for a correct execution of dissemination actions. Thirdly, we have identified a set of expected actions that partners aim to realize in the different stages of the project lifetime. Finally, we describe the different dissemination materials that will be created in order to support the dissemination activities in the different phases of the project.

2.3.1 Dissemination Team Members (DTM)

The section below identifies the representatives from the DECIDE consortium, who will be responsible for the different dissemination actions.

Table 4. Contact references for Dissemination Team

Partner	Contact reference person for Dissemination	e-mail
AIMES	Antony Shimmin	antony.shimmin@aimes.net
CloudBroker	Anna Shevchenko	anna.shevchenko@scaletools.com
Innovati	Gema Maestro	gmm@grupoinnovati.com
Hewlett Packard	Claudio Caimi	claudio.caimi@hpe.com
Time.Lex	Pieter Gryffroy	Pieter.gryffroy@timelex.eu
Fraunhofer	Roman Konzack	Roman.konzack@fokus.fraunhofer.de
Arsys	Álvaro Rudiez	arudiez@arsys.es
TECNALIA	Pilar Ruiz	pilar.ruiz@tecnalia.com

2.3.2 Dissemination Procedure (DP)

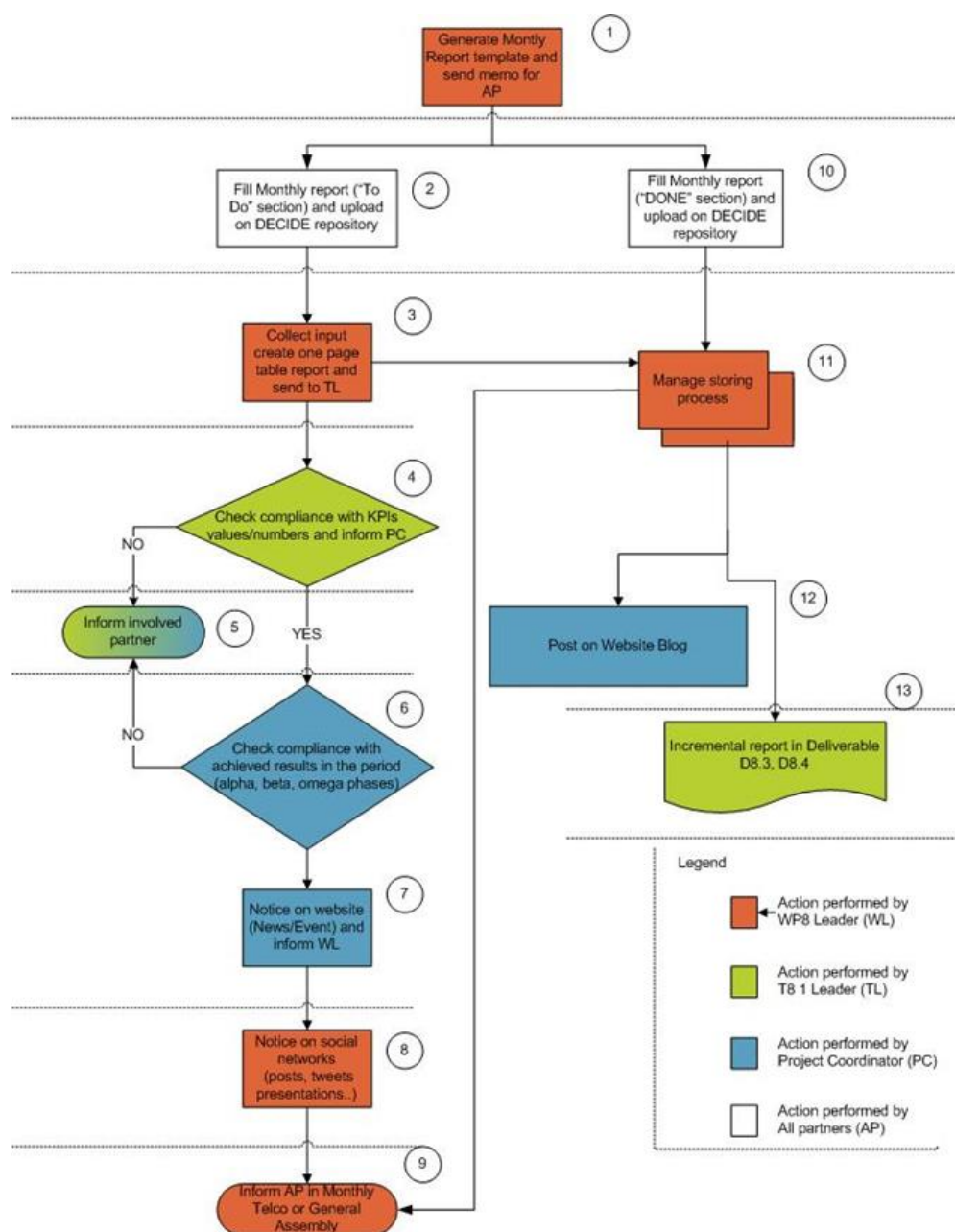
The Dissemination Procedure is the strategic mechanism, that DECIDE will use to coordinate the dissemination activities among all the partners. The rationale behind the definition of this procedure is to have a common and clear understanding of the dissemination process, the responsibility of each partner as well as how the activities shall be reported.

The procedure is described next:

1. As part of WP8, the workpackage leader has created a template (see Appendix A) where to report, every month, the different dissemination activities planned ('To Do') and performed ('Done'). **All partners are requested to update this dissemination sheet on a monthly basis and to upload it to the dedicated folder on Alfresco**, the selected repository for DECIDE project. The following inputs are required: Scientific publications, General and business publications, Events, Blog posts, Collaboration & Cooperation with other projects, Press Releases, etc. See (1) (2) y (10) in the next Figure.
2. The Task Leader (TL) **collects** this input, **integrates** it and **creates a one-page table** as summary for easier visualization. See (3) in the next Figure.
3. Analyse the summary and check it with the established KPIs in order to **monitor the compliance** (see (4) in the next Figure) of the project **with the established indicators**. This will allow for a **quick mitigation reaction** in the event the project is underperforming (See (5) in the next Figure).
4. In parallel **post contents results on Website, Blog and social networks** (See (6) (7) (8) and (12) in the next Figure).
5. **All dissemination actions** shall be **reported** (verbally and in written form through the dissemination monthly report) **to the project coordinator, WP8 leader and partners** so that they can implement corrective measures whether there is a diversion from achieving objectives (See (9) in Figure).
6. An update of the process and the activities shall be shared in each **Monthly Telco or General Assembly** (See (9) in Figure).
7. Finally, **all dissemination activities will be reported in deliverables D8.3 and D8.4.**

The following flowchart illustrates the dissemination procedure:

Figure 1. DECIDE Dissemination Procedure



2.3.3 Dissemination Expected Activities (DEA)

A dissemination strategy can achieve a wider success if it is performed by different partners with different operating ways, different expertise and different points of view. This is the rationale on which DECIDE partners have grounded their dissemination strategy. Next each partner has identified their Dissemination Expected Activities to realize in the project lifetime with the aim of achieving a wide dissemination of results. In the following table it is also included how DECIDE partners' will contribute to the dissemination plan, as well as how specific dissemination channels will be executed.

Table 5. List of Dissemination Expected Actions

TECNALIA
<p>TECNALIA will disseminate the results of the DECIDE project through: contributing to write scientific papers and journals, in agreement with the project's global dissemination plan. Additionally, TECNALIA will disseminate the results in Spain and the Basque Country through their marketing services. The dissemination activities by TECNALIA will be focused on the presentation of both project objectives and results at conferences, seminars and workshops, to exchange knowledge with other cloud computing experts as well as to collect feedback both from multi-cloud applications developers and operators and CSP. TECNALIA will also work on the research network building through exchanging knowledge gained in the project with other stakeholders from European research projects on cloud public services. Additionally, internal dissemination channels within TECNALIA will also be used (Yammer, the TECNALIA Express website, internal blogs ...). TECNALIA will also participate in all collaboration activities and concertation meetings organized by the EC in order to find synergies and potential collaboration partners.</p>
AIMES
<p>AIMES will work with strategic Pan-European and hyperlocal initiatives to disseminate projects results to relevant parties and partners, these include but are not limited to The Data Centre Alliance (DCA) of which AIMES is a member and AIMES CEO Dr Dennis Kehoe is a governor. The Data Centre Alliance is a an industry association with over 160 EU members, 23 strategic partners, 18 media partners, 22 academic partners and 780 individual members. AIMES will work with the DCA to promote the DECIDE framework to CSPs who are part of the DCA and its media partner readership. AIMES work closely with the North West Coast Academic Health Science Network and the Connected Health Cities Project. We will work with these health orientated initiatives to promote the DECIDE framework in an eHealth Context, allowing for academia, industry and the health service itself to interoperate cloud environments with their respective counterparts across Europe.</p>
Arsys
<p>ARSYS' dissemination strategy will focus on informing the market and industry of the results of the project, in accordance with the exploitation strategy and exploitation plans. ARSYS marks the following as the main target audiences of its dissemination actions:</p> <ul style="list-style-type: none"> • ARSYS' customer contracts, amounting to more than 330,000, will be a primary target for ARSYS' dissemination activities. Clients will be made aware of the progress of the project via the regular communication with ARSYS, as well as through its Web site, with hundreds of thousands of unique visitors per month. Tools such as ARSYS' corporate newsletters and social network presence (Twitter, Facebook, LinkedIn...) will also be recruited to support the dissemination actions. ARSYS as part of 1&1 Internet AG, subsidiary of United Internet AG will disseminate the project results' to the fee-based customer contracts ad-financed free accounts of the Group. • Industry: Through its membership in AMETIC (Spanish MultisecTrade Association for Electronics, Information and Communications Technologies, Telecommunications and Digital Contents Industries), ADIGITAL (Digital Economy Spanish Association) and EuroCloud Spain (Spanish Association of Cloud Computing Companies), ARSYS will be

able to bring news of the project to members of the industry.

- ARSYS group: Another target of dissemination will be the ARSYS group of companies and their employees, including (ARSYS Spain, ARSYS France, ARSYS Portugal, Pienza Solutions and Nicline); and UNITED INTERNET companies and employees (1&1, United-Domains, GMX, WEB.DE, 1&1, ARSYS, Fasthosts, InterNetX, Sedo and Affilinet).

The project main results may also be incorporated into marketing materials and advertising generated by ARSYS, 1&1 and United Internet: brochures, merchandising for distribution throughout the calendar of events, conferences, trade shows, etc., where ARSYS is involved. Also it will be included in the communication plan, developing case studies and press releases by communicating it to the mainstream media.

CloudBroker

In order to promote the DECIDE results and disseminate them among user communities, CloudBroker is going to replicate the dissemination of the use cases running based on the Advanced Cloud Service meta-Intermediator. Thus, the results produced by the use cases are of great importance, since the corresponding impact and progress achieved will be key factors when disseminating the outcomes of the work performed during the project. CloudBroker is also going to support the dissemination of the use cases whenever necessary.

Fraunhofer Dissemination plan

FOKUS has chairs at various universities (Technical University of Berlin, Free University of Berlin, University of Potsdam) and will include the DECIDE results in related lectures, seminars, and projects.

- Presentation of preliminary and final results at national and international scientific conferences and trade fairs, such as CeBIT or Mobile World Congress
- Through its German eGovernment newsletter with around 5.000 recipients regular updates on the DECIDE project development will be disseminated to science, public sector and industry stakeholders.
- Integration of the technical DECIDE results and showcases in the Fraunhofer FOKUS eGovernment laboratory and thus exhibition towards the more than 80 lab partners from industry, public administration and sciences

As part of the Fraunhofer Society with over 60 top research institutions Fraunhofer FOKUS will engage a large scientific body, thus promoting the DECIDE infrastructure and activities.

Hewlett Packard Dissemination plan

HPE is a technology company with a strong focus on the adoption of cloud computing and DevOps that are identified as key technical enablers for helping enterprises transform to a hybrid infrastructure in which applications and services are delivered with a right mix of traditional IT, private and public cloud.

As a result, HPE is highly motivated into the dissemination of the project results in order to create awareness on the subject and demonstrate the validity of the solutions with real use cases. For this reason, HPE dissemination strategy will include the following initiatives:

- scheduling of European-wide conventions and meetings, internal and with the

public/customers;

- publication of official Company Press Releases to target media and magazines;
- co-operation with research partners for publishing articles and join common events in the research field.

Innovati

Innovati dissemination strategy will consist on informing the scientific community and the possible customers and partners in the market and industry of the results of the project, in line with the exploitation strategy and exploitation plans. Innovati is currently involved in different dissemination platforms where the Project Results will be presented:

- COST ACROSS: Innovati is participating in different WG's of this action that has a wide international audience of the European scientific and industrial community. In particular its Industrial Forum will provide the opportunity to present the project ideas to customers and partners.
- Innovati is planning to participate in different Spanish and International Events that provide an ideal platform for the presentation of the Project Results: World Mobile Congress, Spanish Technological Platforms, (e-Via, Futur Red, EE, Smart City, Fiturtech) and other periodical technological events as ASLAN.

Time.Lex Dissemination plan

The time.lex team is specifically known for its European policy studies as a regular contractor of the European Commission in a variety of subjects, including intellectual property protection, cloud services, privacy and personal data protection, electronic signatures, electronic identity management, digital forensics, e-health, e-business and e-government, in which they can rely on an extensive network of IT law experts covering all European countries. One of the strongest assets of time.lex, besides the quality of a stable team of experienced professional and practice-oriented lawyers, is in its role as a bridge between the R&D environment and the EU policy decision-making process. Time.lex will play this role with regard to the results of DECIDE as well.

In order to accomplish this and to reach the general legal scientific community as well as the policy-makers on the European level, dissemination will involve a minimum of 3 publications in leading Belgian and international journals and 3 presentations during academic and business events.

2.3.4 Dissemination Materials (DM)

This section describes DECIDE's dissemination materials. A dissemination material can be used to raise awareness, to engage audience, to promote or to inform on the advances and achievements of the project. The following table describes the main means that will be used in DECIDE as dissemination materials. Furthermore, the purpose of that dissemination mean is explained. A dissemination mean can have multiple purposes as it is the message the one that shall be modulated towards the adequate audience. The dissemination means are also associated to a dissemination phase where these means are applicable and adequate.

Table 6. DECIDE main channels for dissemination

Channels	Objective	Description
Website	Awareness Information Engagement Promotion	The website presents all public information (deliverables, papers, news, publications, and promotional material and so on) to all stakeholders and target audiences of the project. It also includes blogs posts from all DECIDE partners as well as links to the social networks of the project. http://www.decide-h2020.eu/
Newsletter	Awareness Information Promotion	Newsletters provide updates on the advances and activities the project has been working on. The newsletter will be distributed to all registered contacts following GDPR requirements.
Journal articles	Awareness Engagement Promotion	A research and innovation action aims to deliver innovative results beyond the state of the art that shall be reported in journal publications in order to be validated by the scientific and technical communities. DECIDE aims to publish on known journals as part of the activities on increasing awareness.
Conference presentations	Awareness Engagement Promotion	National and International conferences are important opportunities to share project results with other experts in the relevant scientific areas
Project showcases, Demonstrations	Awareness Information Engagement Promotion	The goal of these showcases / videos /demos is to present DECIDE development achievements to the stakeholders and receive feedback that will ensure an effective evolution of the project. In DECIDE, showcases will be delivered via a commercial video and demo videos of the developed tools.
Workshops	Awareness Engagement Information	Workshops (virtual and face-to-face) will be held with key experts in the area, to show and discuss project-related topics so as to validate the approach and the potential business model or models.
Networking activities	Awareness Information	Coordination and cooperation with other related European projects or other existing networks, either on one-to-one activities or as part of the cluster activities (e.g. inter-cloud and software engineering clusters run by unit E2).

2.3.4.1 Brochure

The brochure has as main aim the creation of awareness of the project and presenting the key aspects of DECIDE. The details of the content that this first version of the leaflet shall contain can be found in D8.1.

The leaflet is available at: <http://www.decide-h2020.eu/documents2>



Figure 2. Brochure

The following table summarizes the main characteristics of the DECIDE Brochure.

Table 7. Main characteristics of the DECIDE Brochure (adopted from [3])

Characteristics	Description
Objective	To be distributed in conferences and events
Key Message/Content	Present DECIDE, best practices, results, use cases
Target Stakeholder	Visitors to conferences, events and website (online)
Information Required & Level of Detail	2 pages. Easy to understand. For a wider community. When feasible, graphical appearance and minimum quantity of text.
Information Providers	WP leaders
Communication Methods	No specific configurations – Written in the English language (but sent to all partners as open file in order for each partner to carry out a version in their own languages for a local more diffused dissemination)
Activity Required for Production & Delivery	No specific configurations
Frequency & Timing	Not aligned with project's milestones. Agreed as the project evolves and results are available.

Characteristics	Description
Feedback and Follow Up Activity	Get remarks from audience and make changes accordingly

2.3.4.2 PowerPoint Presentation

A DECIDE general presentation is also part of the different dissemination tools designed to support DECIDE's dissemination efforts. This task entails the production/design of the project's presentation template and a project general presentation, that will be one of the main aspects for the DECIDE brand. The template shall be used in all events and meetings where DECIDE results and activities are presented. It has been designed to facilitate the recognition of the project.

At this stage, a general presentation of the DECIDE project has been created. **This DECIDE project PowerPoint presentation provides a general project overview, background information, objectives, rationale, partners and first results.** This presentation will be continuously updated during the course of the project.

To achieve that common image of all DECIDE representatives, the PowerPoint template that has been created is shown next:



Figure 3. PowerPoint template

Furthermore, as stated beforehand, a general presentation outline has been created to be used by partners attending events, for internal dissemination purposes, and so on. The general presentation has been uploaded to SlideShare and can be found at: <http://www.slideshare.net/Decideh2020>

2.3.4.3 Poster

In order to be used in all events and meetings where DECIDE results and activities are presented, DECIDE will publish an eye catching poster.

DECIDE's poster aims to identify the goals of the project, the approach, the expected results and benefits and it will be created in the first year of the project. **The main purpose of the poster is to catch the audience's attention.** This poster will evolve as the project evolves and results are available.

The first version of the poster will be delivered when the project has achieved a good level of maturity.

2.3.4.4 Website

A website is the best way to gather all the information of the project and to use it as a link to the different dissemination means. The DECIDE website (<http://www.decide-h2020.eu/>) is intended to provide internet users with all the information publicly available on the project's activities and achievements.

The DECIDE website is expected to act as a single point of entry where all the latest information, outcomes and achievements will be available in a structured way, hosting the DECIDE blog and social media accounts of the project that will also include all the latest information.

The website contains sections that are suitable to host the different kinds of content that will be available during the project. The website news page will be regularly updated on the DECIDE blog to reflect the latest developments, upcoming events etc. The DECIDE Blog is part of the approach that serves two purposes: to disseminate and to attract visitors to the web.

As stated in Deliverable D8.1 the website is a powerful communication and dissemination tool that will be updated on a regular basis as the project evolves, with publications, news and so on. All the details concerning the look and feel, structure and content of the website can be found on Deliverable D8.1

The following table summarizes the main characteristics of the DECIDE press website:

Table 8. Characteristics of the DECIDE website (adopted from [3])

Characteristics	Description
Objective	Provide details at a more granular level of the project.
Key Message/Content	What is the mission of DECIDE, the use cases, the results (software, deliverables, publications), and participation in events, news and so on. Links to the social network profiles.
Target Groups	Scientific community, Technical community, Business Developers, Standardisation bodies, OS Community and General public.
Information Providers	WP leaders
Language	English
Frequency & Timing	Revamped as results are available. News will be updated on a regular basis through DECIDE Blog. It is hosting on the website.
Feedback and Follow Up Activity	Feedback from visitors, KPIs coming from google analytics and social media analytics tools.

2.3.4.5 Newsletter

The project will produce three e-Newsletters (one per year), **describing the project's achievements and innovations**, aiming at fostering the highest possible penetration to both

the market and scientific communities. For the delivery of the newsletter, only registered users will be addressed.

The following table summarizes the main characteristics of the DECIDE Newsletter:

Table 9. Characteristics of the DECIDE Newsletter (adopted from [3])

Characteristics	Description
Objective	Provide details of the project status to relevant stakeholders
Key Message/Content	Highlights: objective, approach, major outcomes, links, contacts, dissemination activities, future work.
Target Groups	Key stakeholders at international, EU, national and local levels, on a voluntary basis. Registration to the newsletter will be done through the DECIDE site and during the different workshops and events.
Information Providers	WP leaders
Language	Written in the English language
Activity Required for Production & Delivery	No specific configurations
Frequency & Timing	Will be issued: M9, M24 and M30
Feedback and Follow Up Activity	Feedback from addresses will allow improving the newsletter

2.3.4.6 Showcases

During the project, **at least one commercial showcase will be created**. This showcase will explain in a short video, what the project is aiming for. Also, every time that a prototype is implemented as part of the DECIDE solution, the possibility of creating a video demonstrating the prototype will be considered.

The YouTube channel is available at link:

<https://www.youtube.com/channel/UCQ59BWYOcp7-mlrH1ZtfssA>

Table 10. Main characteristics of the DECIDE Showcases (adopted from [3])

Characteristics	Description
Objective	Explain the concept behind the project and how it plans to solve the problem statement. Also, show demos of the DECIDE tools, when relevant.
Key Message/Content	Highlights: major outcomes, main purpose of the project, the problem that solves and the benefits
Target Groups	Scientific community, Technical community (software providers, developers and operators), Business Developers, Standardisation bodies, OS Community and General public.

Characteristics	Description
Information Required & Level of Detail	For the commercial showcase, it needs to be easy to understand. For the demo videos, use technical language when needed.
Information Providers	WP leaders
Language	English language
Frequency & Timing	Issued when versions of the tool are available.
Feedback and Follow Up Activity	Views and comments

2.3.4.7 Journal and scientific papers

DECIDE is a research and innovation action. Thus, publication in scientific journals is a key aspect to demonstrate the scientific contribution and innovation achieved with the project.

Table 11. Main characteristics of the DECIDE Journal and Scientific Papers (adopted from [3])

Characteristics	Description
Objective	Publish relevant scientific results of the challenges addressed in the context of the project. DECIDE aims to publish on known journals and conferences as part of the activities on increasing awareness.
Key Message/Content	Scientific results, DECIDE approach, results, benefits
Target Groups	Scientific and technological community
Information Providers	Technology providers, use case providers
Language	Written in the required language from the conference / journal
Activity Required for Production & Delivery	Complying with the Open Access guidelines
Frequency & Timing	Issued when versions of the tools or intermediate results are available. Position papers showing the main purpose and goal of DECIDE are also commendable in the initial phases of the project.

2.4 Dissemination assessment and evaluation

As stated in the procedure, every partner shall need to upload on Alfresco a monthly report with the information concerning the activities performed every month. This report shall contain the list of actions with the contributions done by each partner. The following inputs will be thus requested: Scientific publications, General and business publications, Events, Blog posts, Collaboration & Cooperation with other projects, Press Releases, etc.

In the following section, the procedures to fill the monthly report so as to fulfil the defined Dissemination KPIs are described. The rationale behind this is to be able to organize and quantify the effective support of the different channels involved.

2.4.1 Monthly dissemination Sheet

The work package leader has created a tree folder structure in the Alfresco DECIDE repository (internal to project members) to organize the gathering of the dissemination, communication and networking activities. Every month, a new branch to the structure will be added in order to contain the newly consolidated monthly report sheet.

The monthly sheet report will collect the following items:

Table 12. Monthly dissemination sheet tables

Name	Description	Range
List of Scientific publications (announced)	List of publications planned and submitted but not yet accepted	Dissemination
Detailed information of Scientific Publications (reported once published)	Publications once they have been accepted	Dissemination
General and business publications (announced)	Everything that cannot be considered scientific. For instance, publication on the partners' websites, interviews on the media, featured articles on the media, and so on.	Communication
General and business publications (reported once published)	Everything that cannot be considered scientific once they have been accepted.	Dissemination
Events: Conferences, seminars, workshops and webinars (announced)	List of events planned but not yet attended	Dissemination
Events: Conferences, seminars, workshops and webinars (reported when attended)	Events once they have been attended	Dissemination
Collaboration & Cooperation with other projects or programmes	Projects with which we are collaborating, under which areas and topics, and the status.	Networking
Report of the networking activities	Networking activities performed with existing network, initiatives, alliances, working groups, etc., date, main conclusions and action points.	Networking
Press Releases	List of press releases published by means of communication such as newspapers, conferences or specialized magazines	Communication
Other Activities (announced)	Keynotes, prizes, blog posts etc. planned but not yet done	All
Other Activities (reported once done)	Keynotes, prizes, blog posts etc. once they have been done	All

2.4.2 Monitoring procedure

In order to follow the evolution and the correct development of the dissemination we will use Key Performance Indicators (KPIs). They will be used to monitor the progress of dissemination, covering all forms of dissemination focusing more on the impact than on the amount. This constant KPI monitoring will allow the Exploitation Manager and the Project Coordinator to modify the strategy and to incorporate feedback into the project in order to be able to achieve such KPIs. DECIDE partners understand the dissemination strategy as a previous activity towards the commercialization and exploitation of results and as such, it must be very interactive, continuous and evolving. Dissemination will be stimulated both at consortium level and partners' level.

Our KPIs cover, among others, website statistics, event participation and quantity of publications. The goal of these KPIs is not to register the quantity of activities but to measure the impact of the performed actions, i.e. number of citations, number of "reads/downloads" of online materials and so on. The dissemination plan will be the basis for all these dissemination activities and will be revised periodically according to DECIDE's developments and achievements. DECIDE aims to widely disseminate the results among the scientific community and the general public. The continuous evaluation and analysis of these KPI's will let DECIDE partners steer dissemination to the most valuable activities towards the obtaining of the maximum impact.

The following table describes the KPIs initially defined by the DECIDE consortium:

Table 13. KPIs for dissemination activities

Dissemination tool	KPI	Objective	Contingency plan
Brochures	Number of leaflets	>3	Plan the brochures for critical phases: beginning of the project to raise awareness, in an intermediate stage when the first version of stable results are published and towards the end of the project in order to show the benefits of using DECIDE vs. not using it.
Conference / Journal publications	Number of publications <ul style="list-style-type: none">• Scientific journals• Scientific conferences	2 15	Encourage partners to publish papers. Find appropriate events and conferences. Contact publishers of peer-reviewed and indexed journals. Search for additional channels. DECIDE favours the Green open Access strategy
Project posters	Number of posters	1-2	Encourage partners to publish posters. Find appropriate events such as NetFutures, or CloudExpo among others.
Project showcases	Number of different demonstration	3	Every time that a prototype is implemented as part of the

Dissemination tool	KPI	Objective	Contingency plan
	videos produced		DECIDE Solution, the possibility of creating a video showing will be considered. Also, a commercial video will be released.
Project newsletters	Number of newsletters	1 per year	See section 2.3.4.5.
Attendance of events	Number of events attended	5 per year	The potential key events interesting for DECIDE will be monitored and reported in every dissemination report. Here events like NetFutures, joint meetings with the project clusters, or CloudExpo will be targeted.
Organization of events	Number of organized events	1 workshop	Encourage partners to organize or co-organize workshops with relevant stakeholders for DECIDE. See networking plan for more details.
Cloud Community, Software and Services Publications	Number of references in external magazines (Collaboration and Support Actions, EC)	+20	The scientific community, commercial stakeholders and the general public will be the target groups of the communication activities. The references to the DECIDE project will be monitored and checked every 6 months in order to fulfil the required KPIs.

3 Communication plan

DECIDE consortium understands communication activities as those in which the project's expected added value is presented and demonstrated to non-specialized audiences. The core of this phase is to send messages that are easy to understand, that are short but exhaustive, to raise awareness and stimulate people to gather more information of the project and its results. Communication is also oriented to the commercial side in order to provide with a first overview to the DECIDE approach and framework, and arise curiosity in new scientific or industrial partners.

The emphasis of these communication activities will be placed to create a sort of a DECIDE online community of people interested in the DECIDE solution and approach. To achieve that, the power of social networks will be leveraged. These will be used as direct communication channels with potential users and adopters of DECIDE. Regularly updates on events, news items or state of the project will be published in the networks increasing thus the impact of DECIDE.

An initial set of social profiles has been created during the first months of the project which will be updated by partners on a regular basis. A prolonged and interactive communication campaign is therefore necessary, and technical staff from the project will be recruited to actively engage with the identified communities according to communication and exploitation objectives. The communication plan is regulated by a process that will be evaluated through a variable set of KPIs defined by the partners.

3.1 Objectives

The communication plan is oriented to spread project results in order to:

- Ensure proper communication and dissemination of the project results;
- Increase project awareness, both for general knowledge communities as well as in more focused DECIDE communities;
- Distribute promotional materials in less specialized events;
- involve media, if possible mass media, to release press releases;
- Pave the way for a successful commercial exploitation of the project outcomes.

3.2 Target groups

This section provides information about the identified stakeholders for communication focusing on scientific-technical communities, commercial stakeholders and general public.

DECIDE has identified as initial stakeholders to communicate the results of the project the following ones:

- Multi-cloud application developer and operators.
- Multi-cloud application providers.
- Scientific-technical community
- General Public (non-specialized audiences).

3.3 Messages to broadcast

The messages that will be delivered to the different target audiences and stakeholders are listed in the following table:

Table 14. Messages by target audience

Target Audience	Message
Multi-cloud application developer and operators.	DECIDE reduce the development time of multi-cloud applications; increase their productivity in most phases of the SDLC and the overall quality of the multi-cloud application thanks to DevOps.
Multi-cloud application providers.	Demonstrate the value of applying a DevOps philosophy in the management, development and provisioning of multi-cloud applications.
Scientific-technical community	Show the value of an advanced DevOps approach as the one developed in DECIDE.
General Public	Demonstrate that distributed cloud based applications are trustworthy, comply with the legislation, are secure, reliable and are able to meet highest QoS standards.

Similarly, DECIDE partners have also identified the messages that they aim to communicate to their own communities and stakeholders:

Table 15. Messages by partners

Involved dialog topic by Partner	Description
AIMES	<p>For AIMES the discussion points we will be raising specifically with the eHealth domain are around</p> <ul style="list-style-type: none"> • Compliance through the use of DECIDE ARCHITECT <ul style="list-style-type: none"> ◦ How DECIDE ARCHITECT can aid the design of compliant eHealth Services across different CSPS • DevOPS in the multi-cloud domain <ul style="list-style-type: none"> ◦ How the DECIDE Toolset can aid the development of cloud services within the DevOps
Arsys	<p>Arsys will be focusing on two different kinds of dialog topics:</p> <ul style="list-style-type: none"> • On one hand, topics about Decide project, its milestones and evolution. • On the other hand, divulgative topics about Cloud transformation in organizations and the as-a-Service model for managing IT infrastructure. This model allows tech departments to contribute more actively to their businesses, without draining economic and human resources in managing IT Systems. For highlighting these features, we will work on concepts like multi-cloud,

Involved dialog topic by Partner	Description
	security, performance, flexibility, DevOps, microservices, cloud storage, mobile apps, IoTs... and according to the Media agenda and needs.
CloudBroker	The most important dialog topics to be delivered to the target groups include scalability, cost-efficiency, sustainability, performance, efficiency, reliability. All these aspects are very important for the product produced by CloudBroker, therefore should be delivered to the potential customers.
Innovati	Deliver Speed and improved Reaction capabilities through the use of DECIDE Tools for environments requiring proactive integration of an evolving and complex reality governed by multi-cloud IT like Network Management and Energy Management. DECIDE tools will be key in configuring Design and Organization flow transformation integrating fast deployment during operations.
Time.lex	Time.lex will build upon the contributions of the other partners to address the benefits of the multi-cloud approach, devoting special attention to perceived or actual legal hurdles in relation to data location and the free flow of data, showing how a multi-cloud solution might address this. At the same time time.lex will address the legal issues such a multi-cloud approach might face, including issue common to all cloud computing methods, such as data security and the division of responsibility. All relevant contractual aspects will be dealt with as well.
Fraunhofer	<p>HPE is a technology company with a strong focus on the adoption of cloud computing and DevOps that are identified as key technical enablers for helping enterprises transform to a hybrid infrastructure in which applications and services are delivered with a right mix of traditional IT, private and public cloud.</p> <p>As a result, HPE is highly motivated into the dissemination of the project results in order to create awareness on the subject and demonstrate the validity of the solutions with real use cases.</p>
Hewlett Packard	HPE is a technology company with a strong focus on the adoption of cloud computing and DevOps that are identified as key technical enablers for helping enterprises transform to a hybrid infrastructure in which applications and services are delivered with a right mix of traditional IT, private and public cloud.
TECNALIA	TECNALIA as project coordinator will be focusing on communicating the project concept and developments to increase the interest towards DECIDE. TECNALIA will focus its

Involved dialog topic by Partner	Description
	communication activities on the European, national and regional markets.

3.4 Communication process

This section is devoted to the definition and description of team, procedures and resources related to the planned communication actions. As in the case of the dissemination, the consortium has deemed necessary to define a process that partners can follow for their communications actions:

- To create a team of people that will be representative of their organisation and will be responsible for its dissemination activities (such as monthly reports, communication actions, etc...),
- To identify the procedure to follow, in a form of a flow-chart,
- To describe the list of expected actions that partners aim to realize in project lifetime,
- To create the communication materials,
- To define the digital strategy of DECIDE,
- To evaluate and monitor the process,
- To improve the process

3.4.1 Communication Team (CT)

This section reports the contact reference person for each partner and that are part of DECIDE's Communication Team, responsible for the communication actions. The table below shows the contact reference details for DECIDE's Communication activities.

Table 14. Communication Team

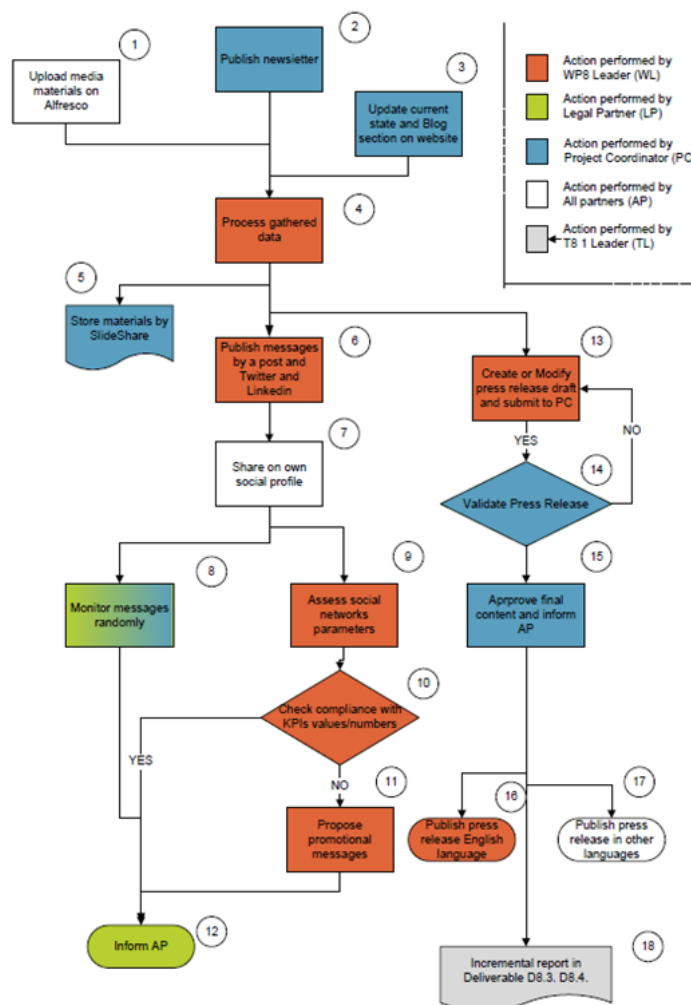
Partner	Contact reference person for Communication	e-mail
AIMES	Amanda Lyon	Amanda.lyon@aimes.net
CloudBroker	Anna Shevchenko	anna.shevchenko@scaletools.com
Innovati	Gema Maestro	gmm@grupoinnovati.com
Hewlett Packard	Claudio Caimi	claudio.caimi@hpe.com
Time.Lex	Pieter Gryffroy	Pieter.gryffroy@timelex.eu
Fraunhofer	Roman Konzack	Roman.konzack@fokus.fraunhofer.de
Arsys	Álvaro Rudiez	arudiez@arsys.es
TECNALIA	Pilar Ruiz	Pilar.ruiz@tecnalia.com

3.4.2 Communication Flowchart (CF)

The Communication Flowchart is the strategic tool, that DECIDE will use in order to coordinate the communication activities between all partners. The flowchart aims to define the communication procedure that the project shall follow. The rationale behind the creation of such a workflow is the provision of a common understanding about the communication execution and monitoring activities, as well as the responsibility of each partner in such actions. The process is the following:

1. The Communication team feeds on the contents of the **Monthly Report** (1), **Newsletter** (2) and **Blog posts** (3). All partners are invited to write blog posts and to participate in the writing of the newsletter. All partners have to report on a monthly basis the activities they have performed as the ones planned for the upcoming months.
2. The process of **content collection** (4) begins. In parallel, the communication team led by the work package leader will **study the key messages** to adapt them accordingly to the target audience and the communication material.
3. Create a general presentation of DECIDE and as many focused presentations as needed and share these materials on **SlideShare** (5). In parallel, DECIDE shall post key messages on Twitter and LinkedIn but it is important that we always drive traffic to the DECIDE web through a url (6).
- 1- During M12 and M33, create or update a **Press Release draft** and submit it to be validated (14). Once it is approved by PC **(14) (15)** the press release will be published in English **(16)** and in all partners' languages **(17)**.
- 2- Social channels and networks are interactive tools that will be used in DECIDE since they offer the possibilities to raise questions, share thoughts, and reply to other members / practitioners. Social media allows us to use a different tone than the most formal ones to be used in other means. We will be assessing and **monitoring the KPIs** (9) thanks to our **Dashboard and Editorial Calendar** (See Appendix b), as well as third party's tools such as google analytics.
- 3- DECIDE's Legal Partner (time.lex) will check randomly if the published messages respect the **legal rules such as privacy violations**, project information spreading, etc...(8). If the evaluation results in unsatisfactory outcomes, the work package leader can propose promotional messages (11) that will be discussed internally (12).
- 4- Finally, **all reports will be collected in the deliverables D8.3 and D8.4.**

Figure 4. Communication Flowchart



3.4.3 Communication Expected Actions (CEA)

Following the same approach as in dissemination, DECIDE believes that the best way to achieve an effective communication is to share activities among the partners so as to get a multiplier effect. In communication, the main focus is oriented on the audience of social networks, and this task can be performed from all stakeholders joining the different DECIDE social networks profiles. Next, the planned communication activities by each partner are presented.

Table 15. List of Communication Expected Actions

Partner	Actions
TECNALIA	TECNALIA will be active in all the social networks profiles, sharing all the issues that are relevant for DECIDE. TECNALIA will try to encourage the participation in the DECIDE social networks of all the relevant stakeholders of the project. TECNALIA as project coordinator will support the dissemination manager in the management and monitoring

Partner	Actions
	of the social networks profiles.
AIMES	AIMES will disseminate the results through social media, and emails to past, present and future clients, as well as collaborative partners across Europe who AIMES have worked with on funded projects. Monthly news items will be published on the company website to keep followers up to date in regards to project progress.
Arsys	The project main results may also be incorporated into marketing materials and advertising generated by ARSYS, 1&1 and United Internet: brochures, merchandising for distribution throughout the calendar of events, conferences, trade shows, etc., where ARSYS is involved. Also it will be included in the communication plan, developing case studies and press releases by communicating it to the mainstream media.
Cloudbroker	Cloudbroker will actively communicate all the outcomes of its research in the DECIDE project. We will use our Blog, LinkedIn, Facebook page and twitter account to communicate the research, all to improve the online presence of DECIDE. When Cloudbroker publishes papers from DECIDE we will communicate this on the social media mentioned.
Fraunhofer	Fraunhofer will inform their audience in social network profiles about conferences, magazines and publications explained in dissemination actions.
Hewlett Packard	HPE is highly motivated into the dissemination of the project results in order to create awareness on the subject and demonstrate the validity of the solutions with real use cases. For this reason, HPE communication strategy will include the publication of official Company Press Releases to target media and magazines.
Innovati	When the project outcomes will get to a remarkable level of maturity, Innovati to maximize the diffusion of the projects results, the communication material produced will be used to feed the social communication channels managed by Innovati.
Time.lex	Time.lex will randomly verify contents of messages from a legal point of view (privacy violations, project information spreading and so on...) and be a point of contact for legal questions on the topic. Furthermore, when the project reaches a sufficient level of maturity for legal conclusions to be drawn from it, time.lex will utilize its social media tools, website and blog to communicate this to its audience. Attempts will be made to further distribute these press releases/articles/blog posts through means of legal newsletters and/or the regular press.

3.4.4 Communication Materials (CM)

The following table summarizes the main channels that will be taken into account for DECIDE communication purposes. The following table follows the same principle as the one presented for dissemination in section 2.3.4.

Table 17. DECIDE main channels for Communication

Channels	Objective	Description
Logo	Branding	DECIDE logo is the image of the project. We have added a claim as a description, to emphasise the idea of the logo and to improve the understanding of the project.
Social Media	Awareness Information Engagement Branding	Social Networks allows to share useful and relevant content for target groups. Social channels are the most interactive tools we will use, as there are places for asking questions, sharing thoughts, and replying to other members.
Promotional material	Branding	Brochures, flyers, leaflets, infographics, posters and roll-ups are the most common promotional materials in conferences, workshops, network meetings etc. They are also available on the web.
Press release(s)	Awareness Information Branding	Press release provides details of the project goals and status.

3.4.4.1 Logo

The creation of a logo to represent project is a basic step to acquire visibility in all fields, both specialized, and non-specialized communities. In this section the meaning of the logo is explained as well as its relation to the project purposes.

DECIDE logo is presented next:



Figure 5. Logo

The meaning of the logo is as follows. The three clouds represent the multi-cloud and the lines the connection towards the digital single market.

We have added a claim as a description, to emphasise the idea of the logo and to improve the understanding of the project. The claim is: “Multicloud Applications towards the Digital Single Market”. This claim is the central idea with transmits the essence of the DECIDE brand and what differentiates it.

3.4.4.2 Press Release

The press release of DECIDE will include details of the project goals, key results, approach, benefits and use cases. It will be sent to targeted members of the media. The objective of the press release is to pique the interest of a journalist. The press release will contain all the essential information of the project for the journalist to easily produce his own story.

The press releases will be delivered in English but also translated to the languages of the partners participating in the project in order to be disseminated in their countries.

The following table summarizes the main characteristics of the DECIDE press releases.

Table 16. Main characteristics of the DECIDE Press Release

Characteristics	Description
Objective	Provide details of the project goals and status
Key Message/Content	Objective of DECIDE, Problem statement, who will benefit and what it will /has deliver(ed)
Target Stakeholder	Multi-cloud application developers and operators, Multi-cloud application providers and General Public
Information Required & Level of Detail	Approach and results. The press releases must be written using a vocabulary easy to understand
Information Providers	WP leaders
Communication Methods	Written in German, English, Dutch, Spanish and Italian
Activity Required for Production & Delivery	No specific configurations. Using the partners' networks appropriately for a wider targeted outreach
Frequency & Timing	Will be issued in M12, and M33
Feedback and Follow Up Activity	Feedback from readers

3.4.5 Digital Strategy

A Digital strategy is the process of identifying, articulating and executing 'something' on digital media with the objective of increasing an organisation's competitive advantage. Since the project features are more oriented towards B2B, our strategy will opt for Inbound Marketing.

Inbound marketing is a strategy based on three fundamental pillars:

- **SEO (Search Engine Optimisation):** search engine positioning or optimisation.
- **Content Marketing:** web, blogs, videos, webinars, infographics, documentation generated from the project activities, etc.
- **Social Media marketing:** networking.

These three pillars will work in an integrated way and will be part of a global strategy in which all the actions, channels and techniques are combined to:

- Enhance the reputation and the services provided by DECIDE.
- Achieve a higher online visibility.

The inbound marketing techniques are also complemented by means of leads qualification models. It is based on working with the contacts generated as leads and classifying them according to network interests.



Figure 6. Inbound Marketing

To accomplish the Inbound Marketing strategy of DECIDE, we need a workflow which defines the relationship with users along the different stages of maturity (Visitor, Lead, User and Promoter). This workflow will be divided into segments and parameterised in results. It is necessary to have a specific mapping of what will be offered at every workflow stage. The latter will emerge from the following methodology:



Figure 7. Inbound Marketing Methodology

1. **Attraction of visits:** the objective is to attract qualified traffic according to group targets by means of:
 - *Social Networks:* by sharing useful and relevant content for target groups.
 - *Blogging.*
2. **Conversion:** once the quality traffic has been generated, the next step consists of transforming those visitors to leads (potential users of network activities) through the analysis and the parameterisation of what is happening on the microsite and the blog.
3. **Close:** after having attracted qualified visitors and turn them into potential clients (leads), the next step is to transform them in leads. The marketing tools available on-line for this task might be:
 - E-mail marketing that adapts to the needs and to the lifecycle stage of each contact.

- Targeted recruitment of participants for DECIDE activities
- Participation in the DECIDE digital community through social networks and other means (surveys etc.)

4. **Delay:** finally, in order to ensure the users continue to be users and at the same time converting them into promoters, they will be offered with add-value contents. Thanks to this, the relationship with DECIDE will be more robust and an engagement will be created translating all that into a positive diffusion.

3.4.5.1 Objectives of the Digital Strategy

The objectives of the Digital Strategy contribute to the project and the objectives set out in the *Dissemination, Communication and Networking Sections*.

The objectives of the Digital Strategy in order of contribution are:

- **Branding:** To disseminate information about DECIDE, an EU funded project, and its results. Branding attempts to generate exposure and awareness of the DECIDE brand among users and stakeholders. This way, it is possible to create a specific brand image and, by extension, to achieve a good positioning.
- **Engage:** To engage the stakeholders in DECIDE activities.
- **Coordinate:** To coordinate with others programmes, networks and initiative to maximise the impact of DECIDE.

3.4.5.2 Channels or communication vehicles

In this section main channels or communication vehicles selected to the digital strategy are presented.

- **The Website** is based on Drupal, a very configurable content management system (CMS) with modular contents that allow to be created dynamic web pages.
- **Blog:** part of the web, it tackles a double function: to disseminate and to attract visitors to the web. The effort will be centred in the creation of contents to generate leads. The aim is to spark stakeholder's interest and once attention is captured, take it to the next level. A more informational and narrative approach allow to improve trust and credibility. The blogs enable us to put out content much faster than is the case with website.

The Information Flow for DECIDE online communication will be as shown next:

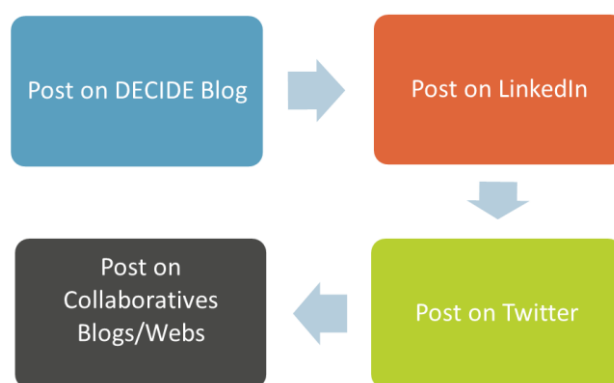


Figure 8. Information Flow

Social channels are the most interactive tools we will use, as there are places for asking questions, sharing thoughts, and replying to other members. The DECIDE Consortium can get the most out of these tools by involving all the potential interested parties by applying these principles:

- *Be relevant:* DECIDE will have a real voice that is conversational, knowledgeable and genuine. We can create a space where we can interact with interested people on an everyday level by posting content related to our mission.
- *Ask questions:* we will constantly invite fans to join the discussion by asking questions. This will be a good way to get feedback and make improvements too.
- *Highlight our partners:* Tagging our partners in event pictures will demonstrate how others are participating in our cause while showing appreciation for their work. Tagging people and organisations will create a network among interested parties – raising awareness within their own networks as well.
- *Share regularly:* We will use our social channels to share the latest news in our project. Publishing regular updates will give our followers a reason to keep coming back to our page.
- *Be visual:* We will aim to include pictures or other visual media with most of our posts. This will catch people's eyes, create interest, and portray our project as dynamic and exciting.
- *Expand our content.*

To have a good level of outreach in social networks, initial frequency for messages posting will be of at least four messages per month. In order to involve a great number of stakeholders, the visibility messages must be visible to the widest possible range of stakeholders.

The last three fields are not mandatory but recommended.

In the following subsections, an overview about all the selected social networks involved in DECIDE communication activities is presented but there could be also the option to open new profiles as an evolution of the digital strategy.

- **Twitter:** Having a young solid profile, we will promote the conversation and the multimedia contents generated in the project to make the tweets more attractive. This will help to achieve our main objectives of branding and loyalty. We will promote work hardly during the events, meetings because it is when we get more interactivity and followers. This tool also generates traffic to the web, if possible, to pages with call-to action elements to generate leads. DECIDE will look out for big Twitter accounts in our field and start following them (privacy news profiles, ICT companies, and journalists who regularly write about our topics of interest). Then, look deeper into the follower lists of those profiles, as these are the people who are interested in learning more about our topics, and they will probably be interested in following DECIDE, too. Dissemination is all about engagement, and simply following people is not enough; also want to communicate with them. Every time we follow someone, we will add them to a list: DevOps, Multi-cloud, H2020, and as our lists grow, we will have more people to talk with and we will have created wider stakeholder groups to promote our work.

The defined set of measures for this social network is:

- Number of Twitter feeds
- Number of following profiles

- Number of followers
- Number of likes

DECIDE Twitter name is [@Decideh2020](#)

- **LinkedIn:** Due to the professional character of this social network, messages will be addressed to a specialized audience in order to gather different experiences, results comparisons or evidence in events. Messages must be exhaustive, providing, if possible, technical details. The messages in LinkedIn should be made available for reading also to an audience that does not have a LinkedIn account. In this way, it will be possible to get in touch with other business, social or research communities and share achievements, open questions or future initiatives in other contexts. A group in LinkedIn has been created. The rationale is to gather a broad group of specialists, which can contribute to the project with their expertise in DECIDE.

In this social network, at least the following parameters will be monitored:

- Number of connections
- Number of profile visits
- Number of group members

The LinkedIn group is: <https://www.linkedin.com/groups/8602459/profile>

- **Slideshare:** The SlideShare account has been defined to contain relevant presentations of DECIDE, generic or specific presenting the project results and achievements. SlideShare is used to spread the project achievements to all target groups. SlideShare allows presentation contents with no limits in number of pages or characters.

For Slide Share, at least the following parameters will be measured:

- Number of presentations
- Number of followers
- Number of clipboards

DECIDE SlideShare profile is available at www.slideshare.net/Decideh2020

- **Youtube** accounts will be also created but the aim will not be to generate direct traffic to the web, as in the other social media. The objective is to place all the graphical material (photos, videos, showcases, etc.) generated during the project, making its access and dissemination easier.

Other channels:

- **Email marketing:** the email is one of the most effective ways to keep stakeholders informed and to convert them in users of DECIDE activities. It is easy to customize and integrate into communication campaigns.
- **Newsletter:** a core benefit of newsletter is to keep DECIDE brand in the minds of stakeholders with some frequency and inform them directly and personally of network activities.

3.5 Communication assessment and evaluation

As in dissemination, there is the need to monitor the effects of all the communication channels defined in DECIDE. In the following section Communication KPIs are described so as to quantify

the communication outreach of the different channels involved. The set of these measures will be verified from Work package leader and Project coordinator and will be fine-tuned if they do not cover all possible aspects of Communication.

3.5.1 Communication monitoring description

Key Performance Indicators (KPIs) have been defined to gather the results obtained from different kinds of communication channels. Yearly number of website visits will be measured here and used also for Dissemination purposes analysis. Communication KPIs will include Google Analytics metrics for the DECIDE website on top of the metrics provided by social networks. M18 and M36 reporting will include the KPIs showed in the following table as a subset of all the measurable parameters:

Table 17. Communication KPIs

Channel involved	KPI name	Objective 2017
Website	Yearly website visits	600
Blog	Posts	8
Social Networks	Number of Twitter feeds	150
Social Networks	Number of group members in LinkedIn	50
Social Networks	Number of presentations in Slideshare	4
Press release	Number of press releases	1

3.5.2 Social Media Dashboard and Editorial Calendar

The Work package leader will follow a programming, control and monitoring approach of our activities in social media through these two tools, the Social Media Dashboard and the Editorial Calendar. The dissemination of contents through social media with a given rate and a given timetable is one of the permanent actions. The editorial and scheduling plan includes the information update frequency and timetable. It will be reviewed monthly and updated every month.



Figure 9. Dashboard and Editorial Calendar

4 Networking plan

Networking activities involve all external initiatives as well as liaison and co-operation activities with other projects or initiatives with same or similar targets to the one in course. Here, a synthesis of the networking plan will be described.

DECIDE will participate in networking activities, which relate to the outputs of DECIDE and will engage with communities within the multi-cloud DevOps space. The networking plan focuses on the participation in activities with

- Existing or completed National, Pan-European and International Projects relating to the multi-cloud paradigm
- Cloud Consumer groups/organisations
- International Scientific Conferences

The DECIDE consortium does not have as such an explicit academic partner. All DECIDE partners are commercially orientated with a focus on innovation or knowledge transfer. It is accurate therefore to estimate that the networking activities and engagements with the academic communities are likely not to be as fruitful as those with the commercial sector. Though, at this time of writing, TECNALIA has already contributed to, and attended, known scientific conferences, which are overwhelmingly supported and attended by those in the academic arena.

What need to be highlighted as part of the networking activities is the proper identification of the target audience and the specific objective of attending the event. Simply attending or participating in exercises will not be worthwhile without this being clear from the outset. The purpose of networking will also change as the project and key results are more mature.

The networking plan will follow the same approach as the Dissemination Plan and evolving in the already defined three separate phases which are illustrated below.

Alpha Phase (M1-M6)

- Identify Projects for collaboration during DECIDE
- Identify target audience in relation to Deliverable 7.1

Beta (M7-M30)

- Facilitate networking activities with projects identified in Alpha
- Facilitate engagements with specific organisations, groups and/or audiences identified during Alpha Phase, taking input from D7.1

Omega (M31-M36)

- Network in accordance to demonstrating the key results that are emerging out of DECIDE
- Wrap up collaborations with projects and define activities beyond the project.

4.1 Expected results and Target Groups

This section analyses the opportunities derived from networking actions and other online and physical presences (collaboration, cooperation, working groups, etc.) that cannot be classified in the dissemination or communication sphere.

We expect that all members of the consortium contribute to networking activities where applicable. Within DECIDE, we have clear strengths and markets of which we operate, and the KR owners have a responsibility to network with their peers in order to benefit from the exposure with third parties.

The following table identifies the networks, which we expect the consortium members to engage with throughout the lifetime of the project and it is related to the information derived from D7.1 [4].

Table 18. Networks

Partner	Networking/Target Groups	Stakeholders
AIMES	Cloud Consumers, Data Centre Operators, EU Projects, SMEs	Systems Administrators, Application Developers, Business Development Managers
CloudBroker	Cloud Consumers	Application Developers, System Owners, Business Development Managers
Innovati	Cloud Consumers	Application Developers, System Owners, Business Development Managers
Hewlett Packard	Cloud Consumers, Enterprise Businesses, Vendors, SMEs	CEO, Directors, Cloud Consumers, Cloud Service Providers
Time.Lex	N/A	N/A
Fraunhofer	Academic Researchers, Cloud Consumers, EU Projects	Researchers, Cloud Consumers, Technologists, SMEs
Arsys	Cloud Consumers	Application Developers, System Owners, Business Development Managers
TECNALIA	Cloud Consumers, Data Centre Operators, EU Projects, SMEs. Academic Researchers. Enterprise Business	ALL

4.2 Networking process

The networking team consists of a representative member from each of the respective organisations. They will be responsible for reporting networking activities following the networking process defined below.

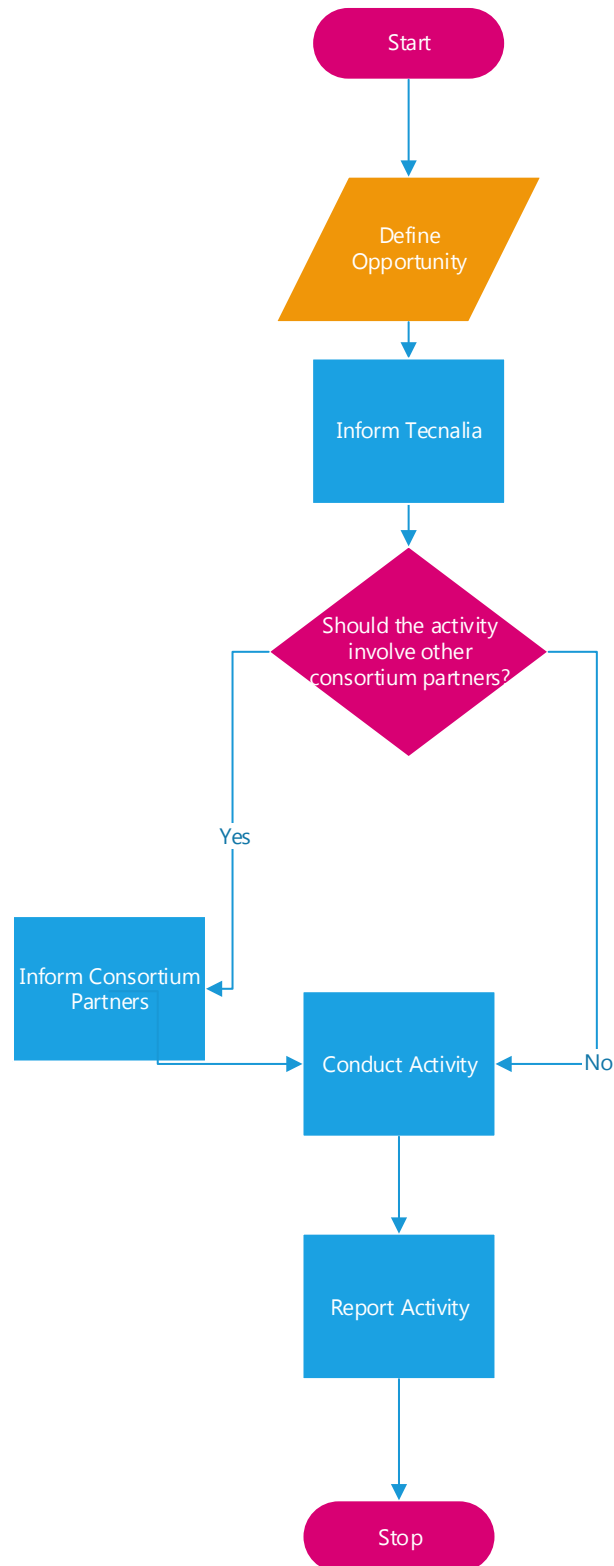


Figure 10. Networking Process

4.2.1 Networking Team (NT)

This section reports the contact reference person for each partner who will be responsible for the networking actions. The table below shows the contact data for Networking.

Table 19. Networking Team

Partner	Contact reference person for Networking	e-mail
AIMES	Antony Shimmin	antony.shimmin@aimes.net
CloudBroker	Anna Shevchenko	anna.shevchenko@scaletools.com
Innovati	Gema Maestro	gmm@grupoinnovati.com
Hewlett Packard	Claudio Caimi	claudio.caimi@hpe.com
Time.Lex	Pieter Gryffroy	Pieter.gryffroy@timelex.eu
Fraunhofer	Lena Farid	Lena.farid@fokus.fraunhofer.de
Arsys	Miguel Angel Pérez	maperez@arsys.es
TECNALIA	Pilar Ruiz	Pilar.ruiz@tecnalia.com


4.2.2 Networking Initiatives (NI)

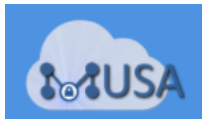

This section describes the DECIDE Networking initiatives in detail.

4.2.2.1 Projects

The following table presents those European projects related to DECIDE which are potential candidates for networking and to share synergies with its research and results.

Table 20. Candidate projects for networking (dd. May 2017)

Project	Overview	Objective and scope	Potential areas of collaboration	Status
	<p>Cloud Orchestration at the Level of Application</p> <p>Project start: 1 January, 2017</p> <p>Project end: 30 June, 2019</p> <p>Project Website: http://www.project-cola.eu</p>	<p>COLA is an innovation project with an objective to define a generic pluggable framework, called MiCADO (Microservices-based Cloud Application-level Dynamic Orchestrator) that supports optimal and secure deployment and run-time orchestration of cloud applications. The project will provide a reference implementation of this framework by customising and extending existing, typically open source solutions. Moreover, it will demonstrate via large scale close to operational level</p>	ACSml	started

Project	Overview	Objective and scope	Potential areas of collaboration	Status
		SME and public sector demonstrators the applicability and impact. The high level concept of the project is shown in a figure below.		
	<p>MUSA: Multi-Cloud Secure Applications. A framework for facilitating security in multi-cloud applications.</p> <p>http://www.musa-project.eu/</p> <p>Project start: January 1st 2015</p> <p>Project end: December 31st 2017</p>	<p>MUSA Project is an EU H2020 Research Project which is aimed at ensuring security in all multi-cloud environments. The goal of MUSA is to provide a framework which supports the security-intelligent lifecycle management of distributed applications over heterogeneous cloud resources.</p>		started
	<p>SHIELD – European Security in Health Data Exchange</p> <p>http://www.project-shield.eu</p> <p>Project start: January 1st 2017</p> <p>Project end: December 31st 2019</p>	<p>SHIELD – European Security in Health Data Exchange will unlock the value of health data to European Citizens and businesses by overcoming security and regulatory challenges that today prevent this data being exchanged with those who need it.</p>		Not started

4.2.2.2 Networks

Another way for these networking activities is to investigate which existing networks are relevant for the project. At this stage, DECIDE consortium members have identified the following ones:

- **ERRIN network** <http://www.errin.eu/> ERRIN supports regional research and innovation capacity building by facilitating regional collaboration and partnerships and the open and rapid exchange of knowledge in a context of trust and confidence. ERRIN supports its members engage in and shape EU research and innovation policy, develop successful projects at the EU level and raise their profile in Brussels.
- **Data Centre Alliance** <http://www.datacentrealliance.org/> The Data Centre Alliance (DCA) is a not-for-profit international industry association representing the interests of the data Centre infrastructure sector.
- AIMES work closely with the **North West Coast Academic Health Science Network and the Connected Health Cities Project**. We will work with these health orientated initiatives to promote the DECIDE framework in an eHealth Context, allowing for academia, industry and the health service itself to interoperate cloud environments with their respective counterparts across Europe.
- **Cloud 28+** <https://cloud28plus.com/> Cloud28+ is an open community of Cloud Service Providers, Cloud Resellers, ISVs, System Integrators and Government Entities dedicated to accelerating enterprise cloud adoption.
- **CloudWATCH2** <http://www.cloudwatchhub.eu> takes a pragmatic approach to market uptake and sustainable competitiveness for the wider uptake of new cloud services and products from European research and innovation initiatives. Running until August 2017, CloudWATCH2 helps R&I initiatives to overcome challenging issues like standards and pricing to maximise the socio-economic impact of this new cloud ecosystem.
- **COST ACROSS**: Innovati is participating in different WG's of this action that has a wide international audience of the European scientific and industrial community. In particular its Industrial Forum will provide the opportunity to present the project ideas to customers and partners.

4.2.2.3 Other initiatives

Other initiatives to take into account to carry out networking activities are:

- **Net Futures 2017** <http://netfuturesconference.eu/> #netfutures17 will host the Concertation meeting of H2020 projects from our unit "Cloud and software".
- **The Cluster on Software Engineering** <https://eucloudclusters.wordpress.com/> the mission of software engineering is to offer the right tools and methods to guide users in all activities connected to the lifecycle of applications and services, through the usage of technologies and new paradigms, still ensuring productivity of processes and quality of software (performance, availability, 'evolvability', reliability, ...).
- **Inter-cloud Cluster** <https://eucloudclusters.wordpress.com/> The goal of the Clusters of European Projects on Cloud is to create an environment where projects funded by the European Community (in particular, the recipients of ICT7 and H2020 grants) can interact and find synergies among them.

- **The Multi-Cloud Alliance** [5] initiative was created to extend the work done during the last three years by MODAClouds Research Project [6]. For this purpose they would like to partner with other organizations involved in the creation and use of cloud technologies to curate and evolve our current technologies and develop new ones.

4.3 Networking assessment and evaluation

The following table presents DECIDE success indicators regarding its collaboration activities throughout projects lifecycle. This is an initial list and will be updated by the end of the first reporting period (M12).

Table 21. KPIs for networking activities

KPI name	Description	Objective
Technological collaboration	Join forces in enhancing and developing	At least one technological asset
Events co-organized	Workshops and/or satellite events and/or joint sessions	At least 2
Joint dissemination and training	Joint papers and/or articles Creation of dissemination material	At least 2
WG	Working Groups	More than 3

5 Conclusions

The main focus of this deliverable is to present the dissemination, communication and networking plan in order to reach the maximum impact of the project by ensuring proper communication and dissemination means for the project results and subsequently to raise awareness to the scientific, industrial, and general public communities.

This deliverable has a threefold goal. Firstly, it has defined the way in which the different communities (scientific, commercial, general public) are targeted, as well as how the social media will be used. To achieve that, we have defined the Dissemination and Communication Plan. Secondly, this document details the specific plan for networking activities with external entities, projects or initiatives, including the specific working groups in which this project aims to participate.

This dissemination, communication and networking plan will be updated and improved in subsequent deliverables, where performed activities will also be reported.

References

- [1] European Commission, "EU: Managing Projects," [Online]. Available: http://ec.europa.eu/chafea/management/Fact_sheet_2010_06.html. [Accessed 2017].
- [2] European Commission;, "Horizon 2020: Communicating EU research and innovation guidance to project participants," [Online]. Available: http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf. [Accessed 2017].
- [3] ARTIST Consortium;, "Dissemination Strategy," 2012. [Online]. Available: http://artist-project.eu/sites/default/files/D4.2%20Dissemination%20strategy_M3_31012013.pdf. [Accessed 05 2017].
- [4] DECIDE Consortium;, "D7.1 Initial Market Innovation and Applicability Analysis," 2017.
- [5] Multi-cloud Alliance, "Multi-cloud Alliance," 2015. [Online]. Available: <http://multiclouddevops.com/>.
- [6] MODAClouds Consortium;, "MODAClouds," [Online]. Available: <http://www.modaclouds.eu/>.

Appendix A – Dissemination monthly report

Dissemination monthly report document:

List of Scientific publications

List of publications: planned and submitted but not yet accepted

List of Scientific Publications

Title of the article	Event and publication (name, date, other info)	Name of author and Organisations

Detailed information of Scientific Publications (once published)

Publications once they have been accepted

List of Scientific Publications (detailed info)

Title	Authors	Title of the periodical or the series	Number, date or frequency	Publisher	Place of publication	Year of publication	Relevant pages	Permanent identifiers (if available)	Is/Will open access be provided to this publication?

General and business publications

Everything that cannot be considered scientific. For instance, publication on the partners' websites, interviews on the media, featured articles on the media.

List of General & Business Publications

Title	Link or reference	Date	Partner/Authors (organisations)

Events: Conferences, seminars, workshops and webinars

List of events

Event	Date	Name and type of audience	Countries addressed	Size of audience	People attending

Blog posts




Blog posts

Title of blog entry	Main author	Release Date

Collaboration & Cooperation with other projects, programmes, working groups, initiatives, etc.

We will describe here the projects with which we are collaborating, under which areas and topics, and the status.

Explanation symbols

	Collaboration has already started – concrete collaboration activities are reported
	Collaboration is envisioned but have not started yet
	Collaboration is not feasible Collaboration have started but could not be continued – concrete collaboration activities are not reported

Collaboration with other projects

Project	Areas for collaboration	Remark	Status

Report of the collaboration & cooperation activities.

Here we will report the collaboration activities performed, date, main conclusions and action points.

Collaboration activities

No.	Project(s) Name	Description of activity
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

Press Releases

Other dissemination Activities

Type	Published in	Partner/Authors

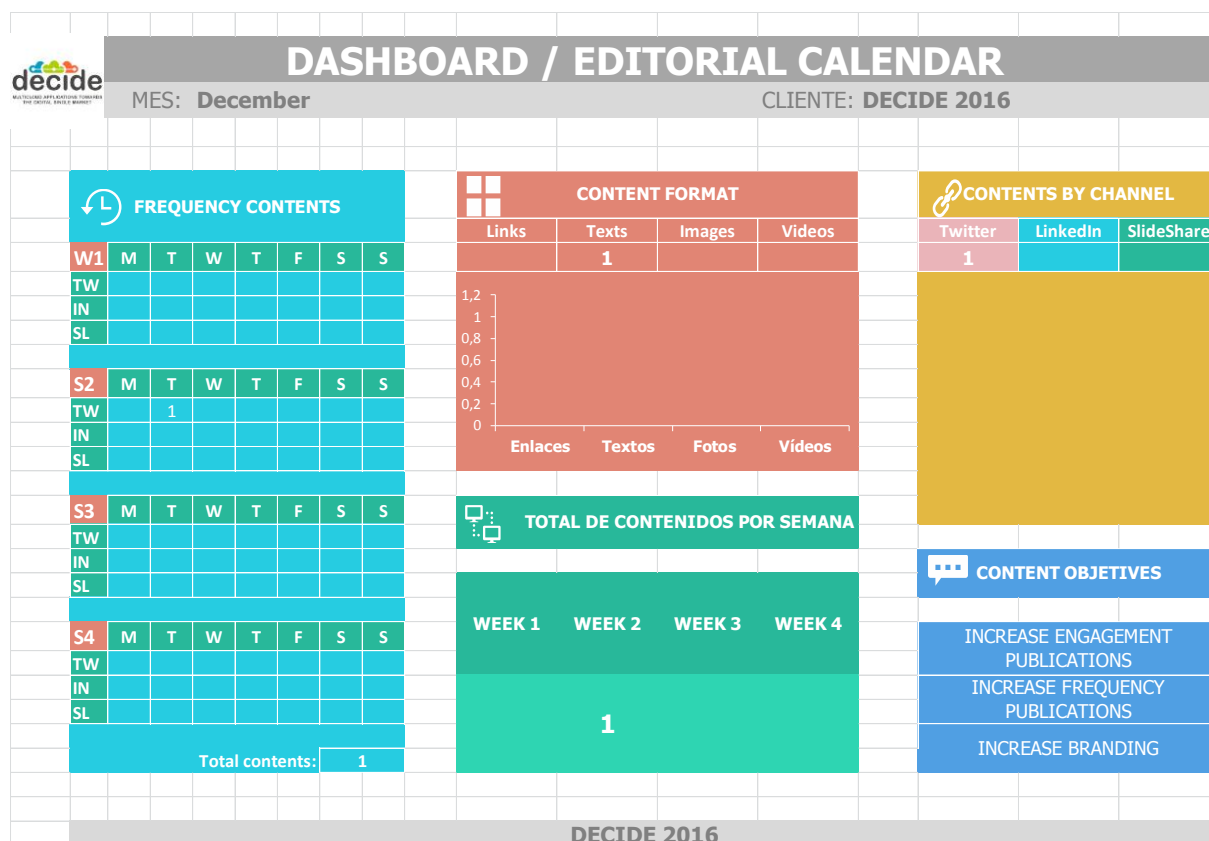
Other Dissemination Activities

Keynotes, workshops, prizes.

Other dissemination Activities

Type	Name & Comment	Partner/Authors	Link if appropriate

Appendix B – Dashboard



Week	Day	Main Topic	Objective	Social Media			Copy (Message)	Hashtags	Kind of Content				Specific Content
				TW	IN	SL			Link	Text	Image	Video	
W1	Monday		Engagement										
	Tuesday		Web Traffic										
	Wednesday		Branding										
	Thursday												
	Friday												
	Saturday												
	Sunday												
W2	Monday												
	Tuesday	Open Twitter account	Branding	1			Hello! Welcome to @Decideh2020 Twitter account!						Open @Decideh2020 Twitter account
	Wednesday												
	Thursday												
	Friday												
	Saturday												
	Sunday												
W3	Monday												
	Tuesday												
	Wednesday												
	Thursday												
	Friday												
	Saturday												
	Sunday												
W4	Monday												
	Tuesday												
	Wednesday												
	Thursday												
	Friday												
	Saturday												
	Sunday												