

# D7.1 Communication and Dissemination Plan

November 2023

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# Executive Summary

The European Digital Innovation Hub, DInO, is dedicated to advancing digital innovation in the East Bavarian region, serving as a bridge between research and business as well as public sectors. Comprising a consortium of two higher education institutions and three network and cluster organizations, the initiative aims to provide stakeholders with an extensive amount of knowledge transfer options, positioning itself as the "one-stop digitalization hub" within the region.

To maximize the impact of the project, a robust communication and awareness plan has been developed. Throughout the project's duration, various measures have been and will continue to be implemented to enhance the visibility and awareness of DInO. The communication and dissemination plan outlines both already executed activities but also forthcoming measures, always bearing in mind DInO's overarching objectives and strategic direction.

In conjunction with communication and dissemination procedures, the plan specifically identifies key stakeholders to be engaged over the project's timeline. It provides a forward-looking perspective on DInO's future within organizational and stakeholder contexts. The development and implementation of the Communication & Dissemination plan fall under the Work Package 7 (WP7), with the entire team actively engaged in this process. Ensuring representation from each partner and all relevant work packages, the plan is structured as a dynamic "living document" meant to evolve throughout the project's lifecycle, guiding the consortium's communication and dissemination activities.

In summary, the Communication & Dissemination Plan of the DInO Project serves as a strategic roadmap, designed to amplify the project's impact. Through fostering collaboration, increasing awareness, and cultivating an ecosystem for digital innovation, the plan is targeted towards shaping the future landscape of digital innovation in East Bavaria. By effectively communicating the project's goals and outcomes, it stands as a cornerstone for the success and sustainability of DInO's transformative initiatives.

# 1. Introduction

The DInO consortium, with the Deggendorf Institute of Technology (DIT) as lead partner, bundles cross-industry expertise for digital innovations in rural areas. DIT contributes with three institutes, the Institute for applied Informatics, the Startup Campus and the Institute for Future Technologies. With overall project management and pioneering technology consulting, DIT pushes innovation and supports the re-evaluation of regional needs. Together with the other partners it leads the development of this communication and exploitation plan.

OTH Regensburg, the second partner in the DInO project, is one of Bavaria's leading universities of applied sciences. Its research units, the OTH Laboratory for Safe and Secure Systems (OTH-LAS3) and the Regensburg Center for Artificial Intelligence (RCAI), contribute extensive expertise. OTH-LAS3 focuses on dependability, functional safety and IT security, while RCAI takes a holistic view of artificial intelligence, machine learning and data analysis.

The Bavarian AI Agency (BKIA) highlights and enhances AI activities in the Free State of Bavaria. It is a core part of the Bavarian High-Tech Agenda and Agenda Plus, which provide over 3.5 billion euros for research and innovation. The High-Tech Agenda has appointed over 100 AI professors to establish a unique network of experts on current AI topics at universities and research centers throughout Bavaria.

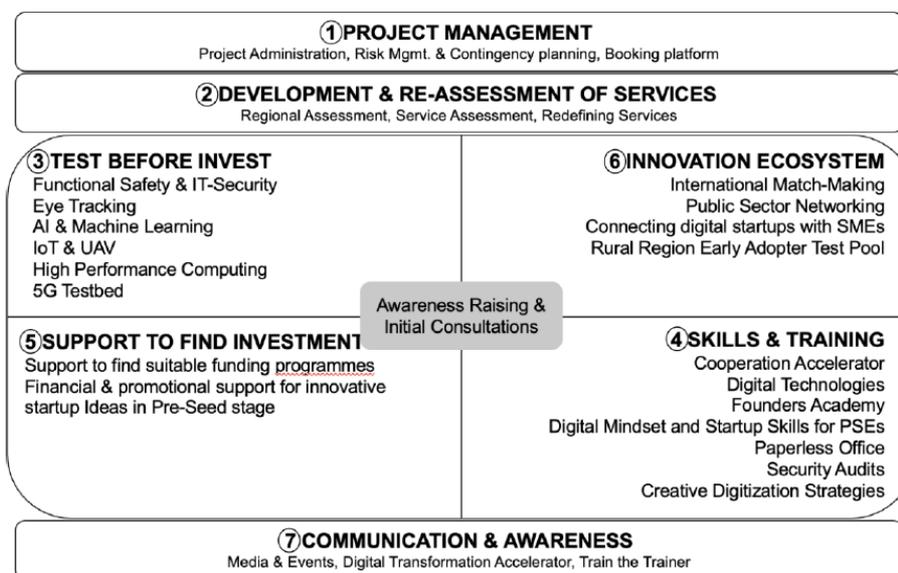
As a municipal limited company, R-Tech has direct lines to public administration, recognizes its challenges and promotes solutions by networking with start-ups and training administrative staff. In its role as lead partner, R-Tech coordinates the Digitale Gründerinitiative Oberpfalz (DGO), a project of the Bavarian State Ministry of Economic Affairs, Regional Development and Energy. The DGO connects start-ups with companies and universities in order to strengthen the innovation potential in the Upper Palatinate region and create a sustainable environment for digital start-ups. The R-Tech Cluster Mobility & Logistics, which specializes in mobility and logistics, aims to develop Bavaria into a leading location for technological mobility innovation in Europe. In the project, R-Tech supports all activities related to start-up support and cooperation between start-ups and small and medium-sized enterprises (SMEs), as well as search for investment, financing and international networking through matchmaking.

In summary, the consortium consists of strong research expertise in the relevant fields to be able to provide a reliable and well developed up-to date Test before Invest infrastructure. In combination with the large network partners within the consortium and in the advisory committee, DInO furthermore provides relevant services in the other three EDIH-related service pillars "Skills & Training", "Support for Financing and Investment" as well as "Innovation Ecosystem and Networking" to the region that are based on local needs.

The DInO project plan's work package 7 (WP7) coordinates all activities for the promotion, communication and dissemination of services. The focus is set on communicating the project idea, demonstrating progress through dissemination of results and their long-term use. The work package also includes internationalization activities, cooperation with EDIH partnerships, expansion of cooperation with other EDIHs in Europe, as well as the communication of DInO services within the own project consortium. Participation in the Digital Transformation Accelerator (DTA) with events such as matchmaking and train-the-trainer programs is part of the work package. Finally, project results and experiences will be analyzed, policy recommendations derived and the results will be presented to the European Commission. Figure 1 shows the overall organization of DInO. As basis for all other services to be implemented to the region and for the

region, all work related to communication and dissemination is placed at the bottom of this overview. It shows that only with large efforts in communication, large impacts of DIInO can be achieved for the region.

Figure 1 Overview of Work Packages



Source: (Grant Agreement: Description of the Action - Annex, 2023, p. 30)

The main objective of WP7 "Communication and Awareness" is to communicate the added value of the DIInO project in the region to the stakeholders with the help of a functional communication strategy and the effective dissemination of the results. The Communication and Dissemination Plan (D7.1) provides the basis for achieving this goal. It explains the strategy for the implementation of project activities and the dissemination of project results. As WP7 includes communication for all other WPs and is responsible for overall communication, a strategy for internal communication is necessary in addition to an external communication strategy. The plan clearly outlines how all communication channels, activities and tools work together to address and engage the relevant stakeholder groups.

## 2. Strategy and Implementation

The successful communication and dissemination strategy ensures that the project results and milestones can be achieved. As lead of WP7, DIT is responsible for the implementation of communication activities and the drafting and preparation of communication materials (presentations, flyers, posters, website content, roll-ups, etc.). DIT leads the tasks 7.1 Project Communication & Awareness, 7.2 Dissemination of the Project Results, 7.3 Exploitation of Project expertise, 7.4 Active Participation in the Digital Transformation Accelerator and 7.5 EDIH Communication & Networking. Nevertheless, all project partners have planned a substantial amount of person months in each of the mentioned tasks in order to reach a broad audience. The deliverables and milestones of the project ensure that progress and objectives of WP7 are being met in a timely and efficient manner.

The deliverables for the Dissemination and Communication of the DInO project are:

*Table 1 WP7 Deliverables*

| <b>Deliverable</b> | <b>Titel</b>                         | <b>Due Date</b> |
|--------------------|--------------------------------------|-----------------|
| D7.1               | Communication and Dissemination Plan | 30.11.2023      |
| D7.2               | Policy Recommendation Plan           | 31.05.2026      |

The milestones for the Dissemination and Communication of the DInO project are:

*Table 2 WP7 Milestones*

| <b>No</b> | <b>Titel</b>                 | <b>Due Date</b> | <b>Verification</b>                       |
|-----------|------------------------------|-----------------|---|
| M3        | Communication Strategy       | 31.12.2023      | Communication & Dissemination Plan (D7.1) |
| M8        | Policy Recommendation Report | 31.05.2026      | Policy Recommendation Plan (D7.2)         |

All partners are involved in the activities of WP7 and will be responsible for the successful communication and dissemination of DInO. The here developed strategy is available to all project partners and serves as a guideline throughout the rest of the project. It has been developed with reference to communication and visibility rules of the European Commission (Directorate-General for Communication (European Commission), 2022) as well as the co-financing EFRE communication rules (Bayerisches Staatsministerium für Wirtschaft, Landesentwicklung und Energie, 2023).

## 2.1 Procedures of Communication

To reach maximal awareness and DInO impact, the project team will communicate via nine different communication channels, displayed in table 3. These channels were selected for the aims of:

- Creating visibility and awareness on the internet via the project website and different social media platforms.
- Networking on national and international events.
- Printed media.
- The distribution of promotional articles to be kept in mind and remembered by potential customers.

The DInO target groups will be defined in detail on page 9. The Key Performance Indicators (KPI) display the anticipated visibility to be reached via the different communication channels.

Table 3 Communication channels DInO project

| Communication Channel   | Description   | Target Audience  | KPI                                |
|---|---|--|------------------------------------|
| Project website   | Visits to project website, with general project information as well as concept, strategies, partners, public deliverables, innovators, publications and success Stories   | All EDIH stakeholders, general public, interested parties                                  | #visits<br>~3000                   |
| EEN service based matchmaking & brokerage events, dissemination via the EEN network | Inter-European collaboration between EDIHs and other DIHs and hubs, with international matchmaking. Increase visibility and dissemination through the EEN network. Dissemination of DInO Services, Infrastructure, Partners, SMEs, and potentials | EDIHs, DIHs, other hubs, international stakeholders, innovators, policy makers, scientists | #participation<br>EEN events<br>~6 |
| LinkedIn, Twitter/ X, Instagram, Facebook, YouTube                                  | Visibility on social media pages (via partners) with information about project concept and partners, public deliverables, innovators and success stories  | All EDIH stakeholders, general public, all interested parties                              | #views<br>~10.000                  |
| Media/ press visibility   | Appearance in business magazines, TV and radio shows. Press releases on success stories, project progress and results, interviews, etc.   | general public   | #publications<br>~15               |
| Flyer, bags, pens, etc.   | Provision of promotional articles to stay in mind and be remembered by potential customers. To be provided at events (see first activity) and general advertisement to increase the area of influence   | EDIH stakeholders  | #articles<br>distributed<br>~1000  |
| Project events  | General, as well as specific presentation of information about EDIH services, possibility for innovations, illustrate available competencies, infrastructure, etc.  | All potential EDIH customers, politicians, press, students, general public, DTA            | #attendees<br>~200                 |
| Project video clip  | Short introductory films to show the complex Test before Invest environments, the benefits that EDIH can bring each and promote to be part of the EDIH network  | EDIH customers, general public   | #Films<br>~8                       |
| Tech Podcast  | Bi-Monthly Podcast of 30-60 min that covers the range of programming languages, obstacles, possibilities and use cases  | Technical Personnel in SMEs, PSEs, Research, General public                                | #Episode<br>~10                    |
| Newsletter (currently in evaluation)  | The DInO newsletter will be sent quarterly to all stakeholder subscribers, as soon as the subscriber pool is large enough   | EDIH customers, general public   | #Newsletters<br>~6                 |

Source: (Grant Agreement: Description of the Action - Annex, 2023, p. 23)

## 2.2 Procedures for Dissemination

Dissemination and exploitation of project results aim to consolidate and sustainably integrate the overall results reached during the project duration within the DInO target region and the policy proposals developed throughout the region and Europe.

In general, we note that the procedures for dissemination and exploitation can:

- Increase the general interest for important topics of digitalization in rural regions on a business as well as political level.
- Offer cooperation opportunities for business as well as public and political institutions.
- Offer a platform to present project results to the public.
- Reinforce the importance of digitalization in rural regions to support further development

The two types of dissemination events as well as a description of the contents offered to the target audience complemented by the KPI's are described in table 4.

*Table 4 Dissemination DInO Project*

| Events  | Description  | Audience   | KPI                                   |
|---|--|--|---------------------------------------|
| Project (results) presentation at events, conferences related to digital innovation     | Poster/Roll-up or Speaker presentation at (specialist) trade fairs and exhibitions. Events focusing on innovation with different stakeholders for experience sharing and peer-learning. Promotion and presentation of EDIH services as well as how they help each customer individually. Speeches and Paper/Poster presentation at specialist conferences. | Innovators, investors, industry, policy makers, other EDIH stakeholders, scientists        | #participations<br>~15                |
| EEN service-based matchmaking & brokerage events, dissemination through the EEN network | Inter-European collaboration between EDIHs and other DIHs and hubs, with international matchmaking. Increase visibility and dissemination through the EEN network. Dissemination of DInO Services, Infrastructure, Partners, SMEs, and potentials.   | EDIHs, DIHs, other hubs, international stakeholders, innovators, policy makers, scientists | #participation<br>EEN<br>Events<br>~6 |

Source: (Grant Agreement: Description of the Action - Annex, 2023, p. 24)

Besides dissemination activities, the exploitation of project results is based on 2 core pillars:

### Training

Digital innovation services and training with the Digital Transformation Accelerator. These services aim to increase the digital maturity within Europe during and after the project period. DInO experts will offer trainings so that participants can advise companies and public institutions in the context of digitalization at later points in time and become multipliers of DInO project results. Assessing the initially set KPIs and comparing them to the actual project results enable a thorough evaluation of the project's progress and success, which can be transferred to training methods. This evaluation not only justifies the strategies undertaken but also provides insights

for future services, especially in extending the positive impact to other rural regions facing similar challenges or opportunities.

### Future policy recommendations

The process to develop policy recommendations will be based on the following steps:

1. Collection of relevant secondary data and its analysis in the context of a regional analysis at the beginning, during and at the end of the project period.
2. Identification of existing and potential future challenges for all stakeholders involved in the project. This identification will be based on the experiences made within the service provision in all four pillars of DInO using interviews, the digital maturity assessments as well as further questionnaires if necessary.
3. Establishment of contacts with business representatives, public institutions, other EDIH projects across the European Union. Visiting conferences, workshops and generating data with the established multipliers as well as international contacts, to not only develop policy recommendations on a regional level, but also across the European Union.
4. The development of realistic and measurable policy proposals that comply with the existing legal framework.

The expected results, users and responsibilities of the actions are displayed in table 5.

*Table 5 Exploitation DInO project*

| Expected exploitable results                             | Owner                | Type of exploitation          | Main Use  | Users                                 |
|--|----------------------|-------------------------------|---|---------------------------------------|
| Digital innovation services & trainings provided in EDIH | Developer of Service | Service                       | Training regional stakeholders on further developing capacity / skills and increasing in digital maturity   | Start-ups, SME's, PSE's               |
| Policy Recommendations                                   | Joint Ownership      | National & EU Recommendations | Policy Recommendations based on experiences in providing services within the four pillars of EDIH- Services to rural community  | National & EU Government / Parliament |
| Train the trainer in Digital Transformation Accelerator  | Developer of Service | Service                       | Transfer of acquired knowhow of DInO, provision of trainings on how to work with low digitally mature stakeholders and provide entry / access points for stakeholders from explicitly rural regions, expertise in Test before Invest Technologies | Trainees taking part in DTA           |

Source: (Grant Agreement: Description of the Action - Annex, 2023, p. 24)

## 2.3 Stakeholders

Different target groups have been defined within the framework of the DInO project, each aligned with certain objectives aiming at individual engagement in the project. The stakeholder groups are selected following core goals:

- **High Customer Engagement:** Most importantly for the DInO project is to effectively reach and engage a substantial number of potential DInO customers. This includes a targeted outreach using the described communication channels tailored to the specific needs and interests of the potential customers.
- **Create cooperation between enterprises, public and research:** Another critical factor is the creation of an innovation ecosystem that enables collaboration between enterprises, public institutions, and research. By fostering partnerships and matchmaking potentials, DInO tries to facilitate synergies that can drive innovation and enhance the overall impact of the project.
- **Create Investor Interest:** Further Communication efforts are directed towards generating interest from potential investors. By showing the DInO customers' (here mostly startups) viability, innovation, and potential for positive returns, DInO aims to attract investment for its customers that enhances further growth and development.
- **Political Awareness for rural Digitalization:** Recognizing the societal importance of digitalization in rural regions, DInO aims at heightening political awareness for less urban regions. The project aims to position itself as a catalyst for positive change, promoting policies that supports digital improvements in these regions.
- **Public Awareness:** Beyond the specified stakeholders, DInO also seeks to increase its presence among the public audience. This involves using the diverse communication channels to disseminate key messages that highlight the project's significance, impact, and contributions to digital transformation in rural regions.

To achieve these goals, DInO includes the engagement of multipliers, funding experts (Service Pillar Support to find Financing and Investment), and active collaboration with regional and national stakeholders. Through these channels, the project extends its reach and influence, fostering an ecosystem that aligns with the EDIHs overarching objectives.

A detailed description of the selected target groups, the communication channels employed, specific targets, and the key messages communicated are displayed in table 6.

Table 6 Stakeholders DInO project

| Target Group   | Communication Channels and Targets  | Key message to communicate  |
|--|---|---|
| Regional Innovators and Start-ups                          | Start-up Incubators, Business Centers, Local Start-up & Entrepreneurship consultation offices of local chamber of industry and commerce / Chamber of Crafts | Young firms with enhanced capacity, digital skills and innovative services as potential solutions for industrial challenges. Serve as solution provider for SME's and thereby generate first customers and finance  |
| Small & Medium Enterprises                                 | Members of local chamber of industry and commerce / Chamber of Crafts (associated partners)   | DInO as well as overall EDIHs are a source of digital innovative services and technologies capable of enhancing digital maturity and improving skills for the firm including its employees. SME's as first customers to regional start-ups can benefit from innovative firms and their solutions              |
| Private investors  | Venture capitals (VCs), corporate VCs, business angels (BAs), BA associations and networks via Start-up incubators & networks, StartupEurope, EEN, etc.     | Supporting the rural and digital EDIH as source of rural innovative services requiring investment support. Provision of new test market (rural) and innovative digital technologies as alternative to common investment possibilities   |
| Public sector institutions, municipalities & policy makers | European Commission, regional & local governments, municipalities, regional politicians   | Need for implementing digital tools to help regional citizens and society overall to benefit from easy access to services. Being a partner to public administrations for tackling the mammoth task of digitizing grown institutions. Proof of concepts for EU and local policies on rural digital innovations |
| Higher Education & Research Institutions, scientific       | Regional, national & international researcher and scientist networks, conferences, journals, newsletter   | Digital innovation does work in rural regions. Working together with SMEs and PSEs results in improvements of technology transfer methods to bring new technologies faster into the application of society  |
| General public   | Social media channels, like LinkedIn, Twitter and Instagram, innovation/business magazines, TV broadcasts, blogs, newspapers, etc.                          | Understanding the importance of digital innovation and benefits it brings to the society. Promote successful business-oriented digital innovative ideas to encourage entrepreneurs. EDIH's contact point for citizens that search for enhanced capacity, improved skills and innovative services              |

Source: (Grant Agreement: Description of the Action - Annex, 2023, p. 22)

## 2.4 Project Branding

The project branding symbolizes the project and the consortium as a whole. The identity of the project will differentiate DInO from the other EDIHs and their projects, but still showing strong connection to the EDIH-community by using the provided EDIH-Community Logo. The DInO logo and slogan should be memorable. It consists of a modern, symmetrical typeface. The letters are constructed and have the same stroke thickness. The lettering is broad and demonstrates stability. The interior spaces provide the necessary openness for new ideas and complement each other to create a balanced design language. The N in the middle of the logo is particularly prominent. It was designed as a symbol for a bridge or a portal. It is the central element of the logo and represents the main elements of the project: innovation, knowledge transfer and networking. Overall, the logo has a modern and minimalistic look. The clear lines and lack of flourishes or embellishments lend the design a contemporary aesthetic.

The slogan "Us, together, digital." illustrates the aim of the project and underlines the common us – science, industry and the public sector.

The logo was provided in the colors blue and black. If only the logo can be used, without any other design elements, it will be used in the color DONAU blue or black (cf. figure 2 and 3). If the logo is used in a very small size, it is shown without any additional elements (cf. figure 4). The general font for the corporate design is the Google font "Noto Sans Regular". It is part of the Noto project, which aims to cover all languages and writing systems in the world with a uniform font. A uniform color scheme is used in the visual language - black and blue as the main colors. The N in the logo, symbolizing a bridge, is used as connecting element in the full corporate design.

*Figure 2 Common DInO-Logo*



*Figure 3 Additional Logo*



*Figure 4 Logo for small printings (e.g. pen)*



## D7.1 Communication & Dissemination Plan

The logos of the project partners in the consortium as well as the funding information of the project and the EDIH-Community Logo are placed in a half-bridge (cf. figure 5) always at the lower bottom of a page. Coloring of the half-bridge displaying funding & EDIH-community logos is always white. The upper half-bridge that includes the logos of the consortium and sometimes further information about the project website or QR-Codes for questionnaires follows the design of the rest of the material. It can be black to increase the contrasting bridges at the bottom or in case a picture is used as background, only includes a layer to increase readability of the information placed there.

*Figure 5 Partner Logos and funding information in corporate design*



The project branding is consistently practiced following the corporate design guidelines in all communication materials. The visual language, typography, logos and color schemes are used constantly. The half-bridge as core element connecting all design materials is also used consistently. The production of an advertising film will underline the project branding additionally. The film and further short films presenting the Test before Invest laboratories provide a further opportunity to differentiate the project from others.

## 3. External Communication

External communication is designed to reach stakeholders outside the project consortium. Different communication tools are used to reach the wide range of external stakeholders that are important to the DInO Ecosystem. External DInO communication channels include the DInO website, various communication materials, social media, events and collaborations.

### 3.1 Website & Social Media

The website is the most important tool for presenting project developments and results to various stakeholders, political decision-makers and the media online. In addition to disseminating the results, the services are presented to website visitors and the option to use a booking platform to directly join in to services is provided.

The project website is available via the URL [edih-dino.de](http://edih-dino.de). It contains general project information, descriptions of the 4 pillars and their associated services, an event calendar and various measures of contact on how to take part in the offered services. The calendar promotes both general project events and service specific appointments in which participation is possible.

The current design of the website is based on a combination of the corporate design guidelines of the project itself (same as used in posters and flyers) and the corporate identity guidelines of the DIT because it is integrated to the general DIT website. It is available in both English and German versions. The website is GDPR compliant, continuously updated and monitored throughout the duration of the project.

Additionally, DInO is currently represented as a business page on LinkedIn (#DInO). This channel was chosen intentionally for the initial phase, because all the important stakeholder groups for DInO are represented there. Up-to-date content and the latest project developments are shared with followers. The opportunity to announce events via LinkedIn is also used.

Content is planned as part of the WP meetings and through bilateral consultations. The authorization to add content to the LinkedIn channel is only subject to the WP lead. As the site is still in its early beginnings, there are currently 146 followers to report (as of November 29<sup>th</sup> 2023).

In the future, DInO content will be added to other social media channels that are hosted by the project partners (X, Instagram, Facebook, YouTube).

The following table 7 provides a list of the dissemination resources of the project partners and their organizations. The dissemination plan counts on diffusion by extant networks that already have strong and engaged public communities as a more cost-effective, time-effective and sustainable solution than traditional fan acquisition. The follower number indicated in table 7 are as per November 20<sup>th</sup>, 2023.

Table 7 Partner's dissemination resources

| Partner   | Website   | Facebook   | Instagram                           | X (former Twitter)                 | LinkedIn   |
|---|---|--|-------------------------------------|------------------------------------|--|
| THD   | <a href="https://www.th-deg.de/">https://www.th-deg.de/</a>                         | @THD -<br>Technische<br>Hochschule<br>Deggendorf<br><br>15.534 foll.     | @th_deggendorf<br><br>11,9k foll.   | @TH_Deggendorf<br><br>1.493 foll.  | @Technische<br>Hochschule<br>Deggendorf<br><br>19.626 foll.    |
| OTH   | <a href="https://www.oth-regensburg.de/">https://www.oth-regensburg.de/</a>         | @Ostbayerische<br>Technische<br>Hochschule<br>Regensburg<br>11.394 foll. | @oth_regensburg<br><br>12,2k foll.  | @OTH_Regensburg<br><br>1.323 foll. | @Ostbayerische<br>Technische<br>Hochschule<br><br>23.599 foll. |
| BKIA  | <a href="https://baiosphere.org/">https://baiosphere.org/</a>                       |  |                                     | @baiosphere_AI<br>Foll: 60         | @baiosphere<br><br>Foll: 1.414                                 |
| Cluster<br>Mobility<br>and<br>Logistics         | <a href="https://www.mobilitylogistics.de/">https://www.mobilitylogistics.de/</a>   | @Cluster<br>Mobility &<br>Logistics<br>169 foll.                         | @mobilitylogistics<br><br>254 foll. | @mobilitylogistic<br><br>995 foll. | @Cluster<br>Mobility &<br>Logistics<br>4.198 foll.             |
| Digitale<br>Gründer-<br>initiative<br>Oberpfalz | <a href="https://www.digitale-oberpfalz.de/">https://www.digitale-oberpfalz.de/</a> | @Digitale<br>Gründerinitiat<br>ive Oberpfalz<br>964 foll.                | @dgo_community<br><br>349 foll.     |                                    | @Digitale<br>Gründerinitiat<br>ive Oberpfalz<br>2.285 foll.    |

## 3.2 Communication materials

The DInO project has already printed various communication materials: beach flags (cf. figure 6), roll-ups (cf. figure 7), posters (cf. figure 8), flyers (cf. figure 9), pens (cf. figure 11) and notepads (cf. figure 12). Different banners and templates are also developed for digital communication. The roll-ups, beach flags, flyers and posters are available in German and English language to not only reach the local community but also be present for the European Network.

The materials are used at both internal and external events to increase awareness. The InDesign template is available for all partners to download from the shared Microsoft Teams platform. DIT provides support in the sourcing of materials to ensure that all project partners are equally equipped and that a consistent public face is achieved.

Figure 6 Beach flag



Figure 7 Two different roll-up designs in German and English



Figure 8 Different poster designs in German and English



Figure 9 Different flyer designs in English and German



## D7.1 Communication & Dissemination Plan

Figure 10 Pen with logo and slogan



Figure 11 Notepad with DiNO-Logo, slogan, partner logos and funding information



### 3.3 Media Press

Stakeholders, not directly connected to one of the consortium partners, the advisory board or multipliers as well as the general public will be informed about the project and available services using media press. The partners' existing media contacts are used for this purpose and cooperation takes place in coordination with partner specific internal press and public relations. In addition, the project consortium monitors and collects all news articles relevant or about EDIHs in general and DInO in specific. The consortium will approach specific media channels to explore the possibility of publishing interesting news. Press releases will be produced throughout the project and published at local, regional, national and EU level. The aim is to provide information in a more concise and formal way than is possible via social media and other media channels.

### 3.4 Events

A large network with important multipliers is essential and an important asset in the service pillar Innovation Ecosystem & Networking. The network is established both through own events and by taking part in external events. All project partners are encouraged to take part in own and partner events to increase the visibility of DInO in an ongoing manner.

Internal events are organized and hosted by members of the project consortium. They are essential for achieving the project objectives and fulfill communication related but also service related KPIs. The internal events are collected and communicated to the WP Lead in order to initiate promotion via the project channels.

External events are organized by partners, stakeholders, other EDIHs or independently outside the project consortium. They offer the opportunity to increase awareness of the DInO project and broaden the network. The DIT, as WP Lead, provides the consortium with corresponding events in the internal channel of communication. OTH as strong research partner additionally monitors specifically research related conferences which are used as a main dissemination channel to scientific stakeholders.

### 3.5 Collaboration

EDIH DInO stands in continuous contact with multiple EDIH's situated all over the European Union. At this point of the project DInO focuses on building up cooperation to multiple EDIH's located among the Danube to develop a Digital and Green Corridor. Lead Partner in organizing this working group is EDIH Wallachia in Romania. Furthermore, DInO is in close cooperation with the Czech EDIHs and has already jointly organized a cross-border event with them. Another strong connection was being established with EDIH-SH in the northern part of Germany, where a working group on Digital Business Models tries to cover the part of supporting stakeholders throughout the regions of the partners in the working group with well-developed and fitted business models for new and innovative digital ideas. Further working groups and collaborations are in the process of establishment, e.g. with the Austrian EDIHs, mostly EDIH CIMO in Salzburg, but also with the Barcelona based EDIH DIH4CAT on topics of digital infrastructures. During the meetings with potential EDIH contacts, we focus on the determination of possible cooperation topics, the organization of collaborative events and mutual EDIH and business visits across the different countries depending on the operational focus of the EDIH within that region.

## 3.6 Newsletter

The DInO newsletter is currently in the process of evaluation and clarification whether it can be used as a suitable medium for project communication. If a newsletter is established, it will be launched quarterly to all subscribers. The newsletter will ensure communication as well as dissemination at different levels and will update stakeholders on the results of the project as well as other relevant events, publications, important policy developments and key messages from the project partners. All project partners will deliver input to the DInO newsletter.

The structure of the newsletter would always follow the same pattern and structure to increase usability and make users aware of what they can expect if they subscribe to it. It will entail an

- Introduction to the newsletter
- Project update
- New Results
- Events and Workshops incl. Links and descriptions (internal, external)

## 3.7 Podcast

To maximize our outreach beyond the borders of the core project region, our podcast aims to captivate a large audience. Across the planned 10 episodes, we will delve into different technical topics, ensuring each episode spans a dynamic 30 to 60 minutes and features a diverse range of speakers. Our content will explore programming languages, navigating obstacles on the way to a digitized future, unlocking possibilities for corporate internal and personal innovation, and presenting real-world use cases. The production for this podcast will be at the DIT studios.

## 3.8 Video

In the upcoming first quarter of 2024, the video production as promotion for the DInO project will be orchestrated in collaboration with an external videographer. It aims towards elevating the project's visibility and impact through compelling visual storytelling.

Beyond the creation of a comprehensive general advertisement clip, our production will extend to the introduction of the six distinct laboratories in use within the Test before Invest service pillar. The overarching goal of these videos is twofold: to establish an enduring advertising channel for the DInO project and to facilitate an understanding within the specialized domains of each laboratory.

The advertisement clip is used as a dynamic promotional tool, designed to appeal a diverse audience and position the DInO project as an important partner to the wider public. It will serve as a lasting representation of the project's core benefits.

The laboratory presentations are tailored to potential customers seeking a deeper comprehension of the technological opportunities within the Test before Invest service pillar. These videos will help understand the complexities and highlighting the unique offerings of each laboratory.

To ensure high quality and authentic visibility of the project team and the mission of the project, the videographer will meet everyone in December 2023 and January 2024 on a site visit to capture

the essence of each laboratory firsthand. These on-site visits are integral to delivering content that not only informs but makes the innovation potential for each customer of the DInO project understandable.

## 4. Internal Communication

The primary tool for internal communication is email, which is especially important for administrative work due to its documentation capability. Further communication channels in use are individual phone calls, but also teams and online conferences with the whole team. The Steering Board, consisting of the work package leads, meets regularly using online conferences. A first face-to-face project meeting with all partners has been held in June and August 2023. The next meeting is planned to be in January 2024. Further face-to-face meetings are held individually between project partners and planned to take place at least every four months. Additionally, individual WP meetings are held in each WP at least monthly, mostly however bi-weekly. Minutes of all listed meetings and online conferences are taken and distributed by the coordinator or individual work package lead. In order to facilitate active exchange and collaboration, Microsoft Teams is used for shared and standardized communication. The "WP 7 - Communication and Awareness" channel has been created specifically for communication. This channel contains all documents for public relations and a joint public image for the individual project partners. The chat in this channel is used for short communication threads. The framework for major topics is created in a bi-weekly meeting. The WP lead prepares up-to-date agendas based on ongoing topics and inputs from the team.

The common goal of the project team is to build up a multiplier network. To this end, all project partners have access to a multiplier list. Individual members maintain contact with the other EDIH partners and report back. Another tool used for better communication and transparency is an event planner in the shared workspace on Microsoft Teams. All events are collected there adhering to the same template (title, date + time start, date + time end, type of event, role (if external event), event type, location, link to event, public relations status, application on website, project partner involved, contact person, comment field, related task, participant number, scope).

### 4.1 Communication Team

Work package 7 "Communication and Awareness", led by DIT, benefits from the input of the partners and the close cooperation with other work packages and project partners. The design and implementation of communication about the project and the dissemination of results is essential for the success of the project. Therefore, the key communication team consists of representatives of each work package as well as representatives of the individual project partners as displayed in table 8.

Table 8 DInO Communication Team

| <b>Team Member</b> | <b>Organization</b>                  | <b>Role</b> |
|--------------------|--------------------------------------|-------------|
| Vanessa Schreiner  | THD                                  | WP Lead     |
| Anja Coenen        | THD                                  | WP2, WP7    |
| Sebastian Schröck  | THD                                  | WP1, WP7    |
| Antje Fischer      | THD                                  | WP3, WP4    |
| Lena Schiller      | THD                                  | WP4         |
| Leonie Bechtold    | Cluster Mobility and Logistic        | WP5, WP6    |
| Daniela Maier      | Digitale Gründerinitiative Oberpfalz | WP4         |
| Jo-Anna Küster     | BKIA                                 | WP6, WP7    |
| Annika Mader       | BKIA                                 | WP6         |
| Sabine Cornils     | BKIA                                 | WP5, WP6    |
| Fabian Engl        | OTH                                  | WP3         |
| Benno Bielmeier    | OTH                                  | WP3, WP4    |

## 4.2 Timeline

The DInO Communication and Dissemination timetable structures and organizes the specific activities, events and tasks around the communication and dissemination measures over the project period. It provides a better overview of the time allocation for each task to manage time of the communication team efficiently.

In addition, the timetable ensures that the entire project consortium is organized and the various activities are synchronized across the DInO scope. The color coding is intended to visually differentiate the individual activities and to show the months of the project duration in which each activity is mainly located.

Table 9 Timeline

| WP7: Sharing results and multiplying impacts |   |   |   |   |   |              |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |              |
|--|---|---|---|---|---|--------------|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|--------------|
| Months                                       | 1 | 2 | 3 | 4 | 5 | 6            | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 |              |
| C & D Plan                                   |   |   |   |   |   | D<br>7.<br>1 |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    | D<br>7.<br>2 |
| Corporate Design                             |   |   |   |   |   |              |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |              |
| Website                                      |   |   |   |   |   |              |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |              |
| Social Media (LinkedIn, ...)                 |   |   |   |   |   |              |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |              |
| Podcast                                      |   |   |   |   |   |              |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |              |
| Matchmaking and brokerage events             |   |   |   |   |   |              |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |              |
| Media/Press visibility                       |   |   |   |   |   |              |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |              |
| Merchandising                                |   |   |   |   |   |              |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |              |
| Project events                               |   |   |   |   |   |              |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |              |
| Project video clip                           |   |   |   |   |   |              |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |              |
| Policy recommendation                        |   |   |   |   |   |              |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |              |

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