

EFFECT PROJECT

Creating effects through communication
and engagement in Future and Emerging
Technologies

D1.1 Communication and Engagement Strategy and Plan

Authors: Elisabeth Schmid (YOU); Alice De Ferrari (YOU)

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Project Coordinator	Elisabeth Schmid youris.com (YOURIS) elisabeth.schmid@youris.com, alice.deferrari@youris.com
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PU = Public

PP = Restricted to other programme participants (including the Commission Services)

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Executive Summary

The EFFECT Communication and Engagement (C&E) Strategy and Plan is a core document to launch the strategy and the activities that will be implemented to reach the project expected impacts. The document describes the EFFECT strategic approach to communication and engagement and defines a plan for its implementation taking into account targets, channels, activities and timing.

The first release of the Communication and Engagement Strategy and Plan provides an overview of its objectives, the EFFECT channels and activities that will be implemented in the course of the project, with a special focus on the project visual identity and naming. The latter is bringing in some novelty in the choice of a brand, which is different from the project acronym. To ensure that EFFECT messages resonate effectively with the general public, which represents the main target audience, a new, catchy naming has been developed for the website, social media channels and other communication materials: “FETFX”.

The second release of D1.1 to be produced in M14 will include a more refined strategy and plan corroborated by the outcomes of the monitoring activities measuring the performances and outreach of the first public communication formats and the engagement activities via the events planned in 2017. A flexible and scalable approach will thus guide the implementation of the EFFECT strategy based on the feedback from the continuous monitoring activity measuring the effectiveness of the proposed solutions.

The EFFECT Communication and Engagement Strategy and Plan is structured as follows:

- Chapter 1 - Objectives and approach
- Chapter 2 - Targets
- Chapter 3 - Project Identity
- Chapter 4 - Communication contents
- Chapter 5 - Communication channels
- Chapter 6 - Communication formats
- Chapter 7 - Content distribution
- Chapter 8 - Key engagement activities
- Chapter 9 - Exchange with other EU funded FET projects
- Chapter 10 - Monitoring of communication and engagement impacts

ANNEX I - Timeplan

ANNEX II - Brandbook

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2 Objectives and approach

The objective of this document is to illustrate the approach to the communication and engagement activities and design a strategy that will enable the Project Consortium to reach its ambitious goals in terms of awareness raising and participation of multiple stakeholders aiming at creating a favourable environment to generate impacts from FET research results to the benefit of society as a whole.

The success of the project will be attained through the achievement of the following **four specific objectives**:

- Enhance knowledge transfer and raise visibility on FET in research & innovation ecosystems, marketplace and society
- Foster awareness on the innovation potential of FET funded research in the business community and among policy makers
- Support a collaborative research & innovation framework through a set of public engagement activities to increase acceptance and uptake of FET research and its outcomes
- Enhance communication strategies of high risk research

To attain the above strategic goal and specific objectives EFFECT will:

- Screen sources, research projects and results on FET from FP7 and H2020 and other relevant EU related initiatives in order to identify and select the stories that are most interesting to be communicated in videos, articles and interviews and to be used as a source of public debate and engagement. The outcome of this process, i.e. the selection of contents to be communicated, will be validated by the appointed Advisory Board represented by a team of experts who will provide a fundamental contribution on FET specific topics. (WP2)
- Develop and distribute dedicated contents in various formats for different communication channels and audiences and reformulate already existing communication contents covering most innovative and media-appealing results exploiting web, social and TV media to enhance visibility and impact of FET research in society as a whole. A content-based approach will be used to produce original contents and choose the right distribution channels according to the targets and the expected impacts. Thanks to the integration of a successful mix of different communication formats and distribution channels it will be possible to transfer knowledge, increase awareness, enhance interaction with a larger public and promote dialogue among different audiences. (WP3)
- Stimulate public debate, collaborative learning, networking and engagement among multiple players of the FET domain, through the organization of Meet & Match and brokerage events, dedicated to R&I and business community; policy-oriented workshops; webinars aimed to the on-going and newly funded FET projects to support capacity building in public communication and engagement; general public campaigns (European Researchers' Night). (WP4)
- Monitor the efficacy of the distribution mechanisms, measure and assess the overall impacts generated by the project. On the basis of this analysis, EFFECT will elaborate a set of recommendations aimed at the Commission Services, e.g. FET Unit. (WP5)

The EFFECT strategy is encompassing public communication and engagement in a comprehensive process. The selection of FET stories and contents is an overarching activity to bring the entire process into effect. Public communication is aimed at a general, broader public (which might obviously include a number of different target groups and stakeholders) while engagement activities are more focussed on specific audiences and stakeholders thus requiring tailored actions. Impacts in terms of understanding and awareness are generated through different communication formats as part of an overall outreach media programme involving different channels. Acceptance and uptake are stimulated by engagement and participatory activities, organized through dedicated events and online social media animation and campaigns. However, there is no specific engagement formula that fits for all; engagement is accomplished through more customized activities and is supported by good communication formats addressing the specific target. Feedback from engagement activities will provide valuable inputs to the FET-research funding programme in terms of topics, issues and challenges that are needed to create marketable solutions for the benefit of society as a whole. To measure the impacts generated by the EFFECT communication and engagement strategy implementation a continuous monitoring process will enable the project to measure the effectiveness of its strategy and eventually introduce corrective actions through a scalable approach.

Many actors and citizens are not aware of the challenges connected to the transformation of FET Research into future benefits for society. Public awareness raising activities, focusing on how FET research can improve citizens' lives and direct engagement with key players highlighting EU scientific excellence, long-term innovation and competitiveness will aim at filling this knowledge gap.

EFFECT communication and engagement strategy is fully in line with the EU H2020 Key Action of Responsible Research and Innovation¹:

- Increasing societies' science literacy and ability to participate in democratic processes related to technological developments. This objective is covered by the EFFECT public communication strategy. The proposed public communication and engagement approach will still be top-down however increased accessibility is provided through easy-to-understand communication formats and the use of diversified media channels, some of them (social media) offering the possibility to interact with the proposed contents. Storytelling based on research outcomes and potential market uptake for the benefit of society will stimulate interest and engagement for different audiences;
- Contributing to different perspectives on research design and outputs. Feedback from public events, networking and direct exchange (Meet & Match and brokerage events, workshops, direct exchange with FET research projects and EC services) will provide inputs to the FET research funding programme;
- Ensuring that research and innovation match societal needs. Direct engagement with stakeholders and investors (during the Meet & Match and brokerage events and

¹ See: <http://ec.europa.eu/programmes/horizon2020/en/h2020-section/public-engagement-responsible-research-and-innovation>

workshops) and increased FET researchers' capacity building in public communication will support the identification of future research challenges to meet societal needs.

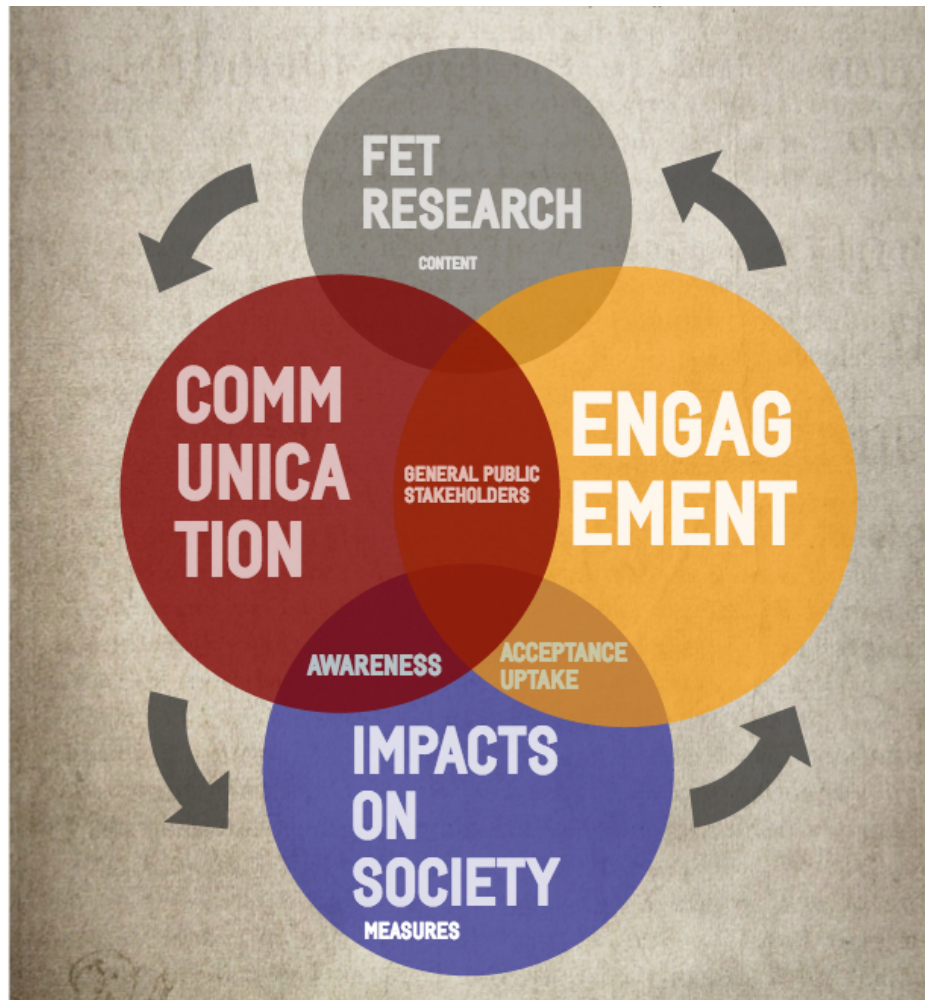


Figure 1 The EFFECT approach to Communication and Engagement

Even if public communication and engagement are not the same, they are closely interlinked. Engagement is about co-creation with different societal players - citizens, stakeholders, researchers and policy makers - and requires an active, intentional dialogue among them. Citizen and stakeholder engagement is still a top-down initiative where the actors are encouraged to discuss, assess and contribute and in this process good public communication is a necessary requirement for public engagement. Communication thus creates a favourable environment to make engagement possible. This is the main scope of the EFFECT project and its communication and engagement strategy.

3 Targets

The EFFECT C&E activities will target different audiences, with different levels of participation:

- Scientists and researchers, FET funded projects and initiatives;
- Media: information multipliers, journalists, bloggers, opinion leaders, TV editors, directly working in mass media channels;
- Policy makers at the European, national and regional level;
- Young generations/students in different education levels;
- Business community: technology users, innovators & entrepreneurs and investors;
- General public.

The work-plan of the project and the implementation of the communication and engagement strategy will be developed around all possible stakeholders who may directly benefit from the projects' achievements.

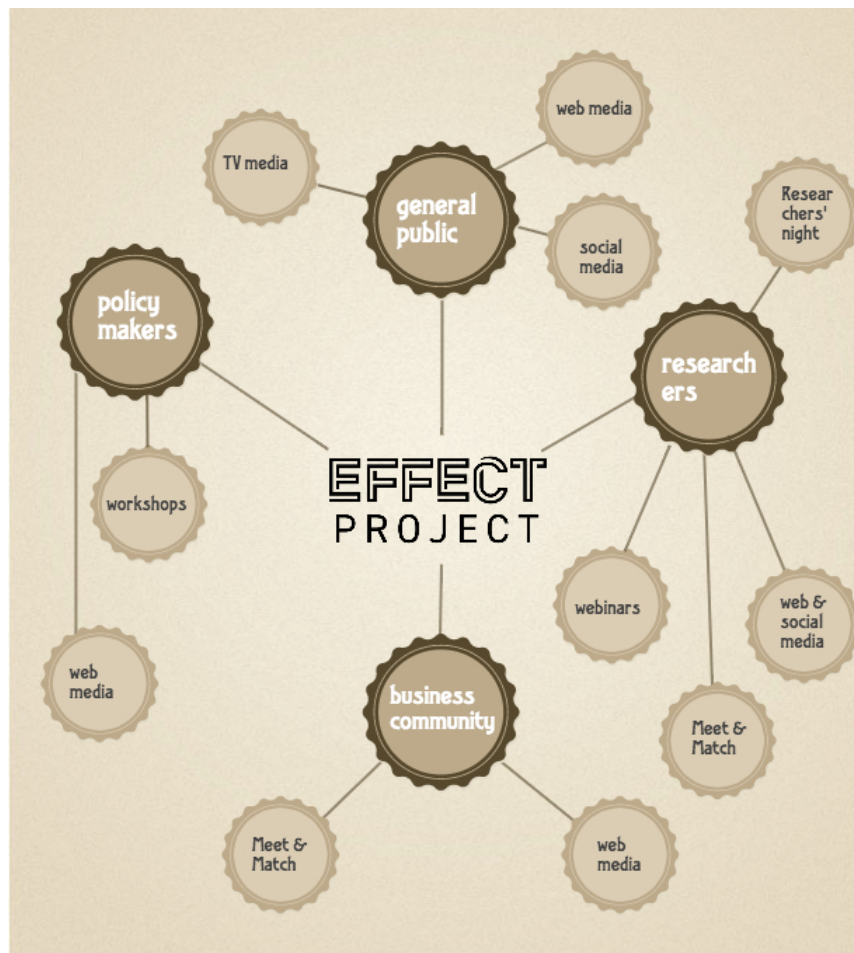


Figure 2 The EFFECT targets and solutions to increase their awareness and engagement

4 Project identity

4.1 Visual identity logo and templates

The preliminary work started from a brand personality analysis exercise, which helped defining the projects' peculiar traits to be conveyed through EFFECT's brand identity.



EFFECT personality is characterized by spontaneity and accessibility to all, essential to spread its message to a wide audience, with a serious tone of voice to ensure credibility. Its peculiarity is to be innovative and technological, key features of FET research.

4.1.1 Naming

To ensure the EFFECT messages resonate effectively with the general audience a new, more catchy naming has been developed for the website, social media channels and other communication materials: "FETFX". All the EFFECT materials and editorial production will be distributed under the FETFX brand.

FX is an onomatopoetic abbreviation for "effects": reading out loud the two letters F and X they sound like the word "effects". The FX abbreviation is also widely used and known in the audiovisual domain, as in "Sound FX" and "Special FX". Using FET as a prefix makes it possible to associate FET with the naming immediately (while EFFECT is a more general word used in different contexts).

With FETFX we are translating the name of the project in a more futuristic, cutting-edge and appealing written form (especially appreciated by tech & future enthusiasts), without losing the concept of communicating the effects of future and emerging technologies.

FetFX.eu is the project's portal domain name and the same name has already replaced the former FET2020 Twitter account name - managed by youris.com since 2013.

The original project name - EFFECT - will identify our project and the partnership, which operates behind FETFX. It will also be used for administrative tasks and deliverables. The description of the EFFECT Project, its objectives and partnership will be available on the website in a dedicated internal page.

4.1.2 Visual Identity

Based on the new domain name and the project identity, the visual identity has been developed.

Our studies on FETFX brand identity have highlighted the need for a strong contemporary impact and a cutting-edge appearance: our future-enthusiast target deserves a futuristic and visionary environment in our web platform, to be informed, inspired and fascinated.

We have designed our logotype with an outline sans serif typeface: each glyph is displayed with a single open path, expressing multiple routes in FET research. The visual characteristic of this font is timeless and yet very particular: strictly geometric but with a surreal and unexpected touch.

The visual identity is strengthened by the crisp colour palette, specifically studied for a digital environment, and bold imagery: our abstract textures and compositions show organic and technological patterns (which can be related to a wide spectrum of fields: space, biotech, energy, AI, communications,...), to express the visual power of imagination and future research.



Figure 3 FETFX Colored Logotype



Figure 4 Logotype Icons over colored background

The selection of this logo is not purely based on aesthetic grounds, but it also meets a number of assessment criteria a good logo should satisfy:

Logo features	Criteria met
readability and ability to stand out in different contexts (e.g. color, black&white and negative versions);	✓
good performance both in small and big dimension;	✓
potential to evolve into other graphic materials (e.g. a graphic layouts for brochure, postcards, newsletters, website that are clearly inspired by the logo.);	✓
ability to deliver the project's topic;	✓
uniqueness and ability to differentiate from other existing logos;	✓
applicable in a multi-country context;	✓
ability to capture attention in cluttered/confused context.	✓

To make the name stronger, it has been decided to add a payoff to emphasize and clarify the project's objectives:



Figure 5 Logotype with payoff

4.2 Key Messages

Communication and engagement activities are designed to convey project information and key points at various levels, including the key messages that all communication needs to refer to in some way customizing them according to the type of audience addressed.

What are key messages?

Within every story to tell, key messages are the messages the target audience will remember and react to. They will be underlying contents, writing and materials and keep them on track with what EFFECT is accomplishing. Such messages should always come back to the key notions or concepts.

To be useful, key messages must:

- Be clear, straight and targeted
- Be few in number
- Be short and concise, generally not more than a sentence or two
- Be written down

In view of strengthening the EFFECT identity towards each target addressed, the following table is provided, highlighting keywords and messages.

TARGET	KEYWORDS	MESSAGES
Science (researchers, FET funded projects)	Collaboration Information Needs Visibility Dialogue Network Innovation Future	EFFECT creates stronger networks among researchers EFFECT is the link between researchers, investors and society Learning, Sharing, Innovate EFFECT supports researchers capacity building in public communication and engagement
Industry (SMEs, Investors)	Information Value Dialogue Innovation Future New opportunities	EFFECT stimulates the uptake of FET research outcomes on the market EFFECT is the link between research and industry Learning, Sharing, Innovate EFFECT enables knowledge and innovation transfer

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Society (citizen, students)	Information Participation Innovation Future	<p>EFFECT aggregates stories from FET research</p> <p>Learning, Sharing, Innovate</p> <p>EFFECT strengthens and builds a community, reconnecting citizens with researchers (through stories and events)</p> <p>EFFECT enables knowledge and innovation transfer</p> <p>EFFECT translates complex research into easy-to-understand contents and accessible formats</p>
Policy Makers	Network Innovation Economic impacts New businesses	<p>EFFECT opens new markets and research opportunities favouring new jobs creation</p> <p>The economy of the future starts from new FET discoveries</p> <p>EFFECT enables knowledge and innovation transfer</p>

5 Communication contents: the content centric approach

The EFFECT approach, integrating public communication and engagement strategies, is based on the implementation of an innovative and sound **public communication model** based on a content-centric approach exploiting the convergence of multiple distribution channels.

The EFFECT approach is made of a unique mix of experience and innovation in the public communication area. From this perspective, the project will act as an online information hub enabling the accessibility to original and existing FET contents throughout multiple channels, even beyond the project ones:

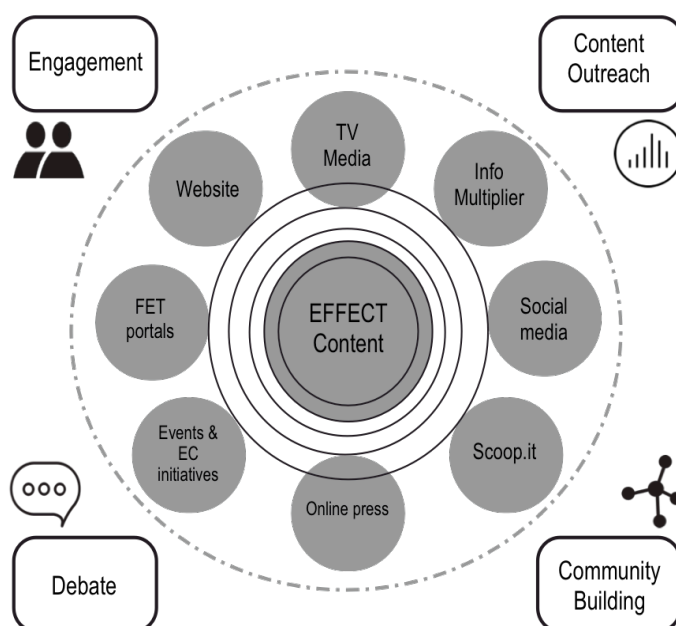


Figure 6 The content concentric approach diagram

The combination of existing and effective communication formats into an integrated and cross-feeding process will maximise a multi-channel distribution approach and will support the achievement of important objectives:

Easy to access communication tools → **Understanding & Awareness**

Online and off-line engagement activities → **Acceptance & Uptake**

A team of journalists and writers, led by a senior professional journalist and youris.com editorial manager, will oversee the whole editorial production. Contents will be produced following an editorial plan that will balance various topics and different formats and/or cluster them into dedicated thematic areas. A first editorial plan will be produced based on the interviews to the FET projects made in WP2 and the official one will be based on the selection of projects validated by the Advisory Board in June 2017. The Editorial Plan will be updated on a regular monthly basis, in view of managing the whole production in a sound and effective way. Feedback on the editorial production and its effective outreach will be provided by the continuous monitoring activity via dedicated analytics and real-time monitoring tools.

6 Communication channels

6.1 Website

Simultaneously with the submission of this deliverable, the first version of the website has been published online with the following URL: www.FETFX.eu. The first version of the website is a simple landing page presenting the project with a key message and providing information on the partners, contacts, EU funding disclaimer. More details on the website design and development are provided in D1.3.

In view of the launch of the editorial production, the website will be implemented with new sections and a magazine structure.

The EFFECT online contents will consist of different formats. They will be represented by articles (brand new journalistic articles as well as already existing articles and news releases about FET) videos (EFFECT videos and other interesting FET videos), interviews and news releases. The engagement part will be represented by a section dedicated to the events: info-days & brokerage, workshops, webinars Researchers' Night. This section will also be open to other FET project's key events.



Figure 7 FETFX landing page

6.2 Social Media

The social media strategy will be further developed when the contents selection phase has been completed. Based on this it will be possible to assess the need for dedicated social media campaigns in order to engage a wider online audience on specific messages and topics of discussion.

Twitter

FETFX already has a social media presence on Twitter. The FET2020 Twitter channel, opened during COFET project in 2013, has been renamed and redesigned following the visual identity of FETFX. The new name is [@FETFX_EU](https://twitter.com/FETFX_EU).

This approach gives us the advantage of exploiting the existing community, which counts today nearly 130 followers with an interest in FET research.

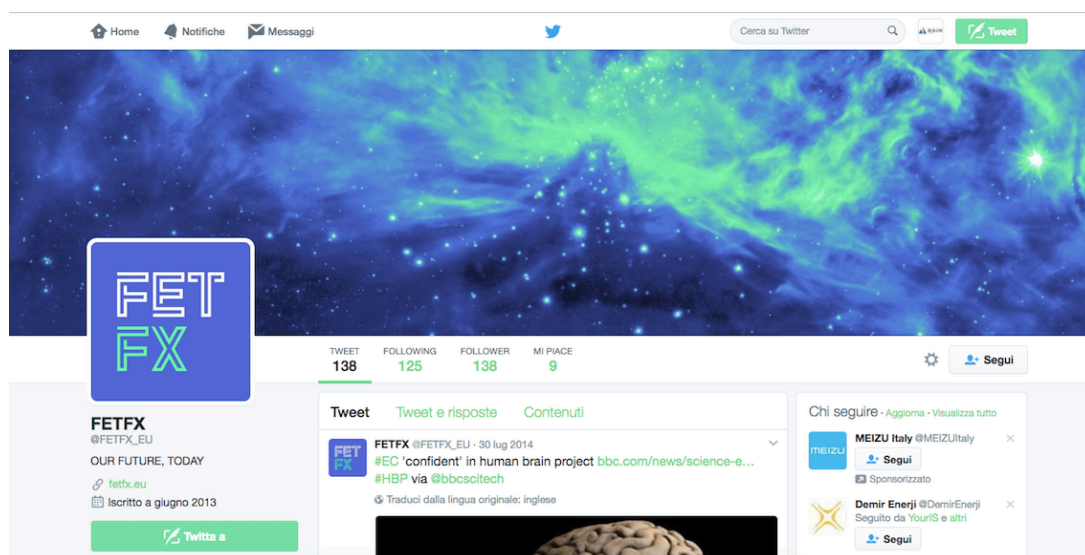


Figure 8 FETFX Twitter channel

The animation of the Twitter channel will start as soon as the website is officially online. At the initial stage of the project, updates will be regular yet occasional, and they will become more frequent once original contents from the project will be produced. News from other FET projects as well as from the EC Communication services will be retweeted and cross-linked to increase the outreach towards new and existing communities. Twitter will also be used for live storytelling during events: promoting the event and increasing the visibility of the channel itself, attracting more followers and stimulating debate.

YouTube

A YouTube account will be opened to host the EFFECT videos. The account will also host other FET projects' videos. EFFECT videos will also be proposed to the EC Communication services for hosting on their new YouTube channel "Future & Emerging Technologies" Digital Single Market. The FETFX channel will also host FET videos from other sources, here including the aforesaid FET YouTube Channel.

Facebook and LinkedIn Discussion group

The opening of a Facebook page will be taken into consideration, even if the consortium is aware of the fact that in order to create a community on Facebook more time is needed. Considering the two years duration of EFFECT this would not justify the efforts.

A LinkedIn page will be opened and will be used as an additional content distribution channel. The possibility to set up a discussion group might be particularly interesting to foster discussions about specific topics to be treated in the dedicated events. This group could give all the FET projects and experts working in them the possibility to present their research; however without a commitment from their side in terms of animation and content provision the success of the group might be undermined. The group could also be used by current FET Open CSAs to publish and propose topics. A joint decision on this possibility needs to be discussed possibly in the cooperation framework with other EU funded FET CSAs.

All consortium partners will also use their own existing social media accounts to spread the contents produced by the project through their own networks.

7 Communication formats

7.1 Editorial communication

EFFECT editorials communication is represented four different formats: journalistic articles & interviews, news releases and short catchy news aimed at social media distribution.

7.2 Journalistic articles & interviews

A set of **15 journalistic articles and interviews** around different FET topics and stories as a result of the screening process will be produced and distributed according to the editorial calendar planned by youris.com Editorial Manager. Independent journalists will write the articles according to the angles suggested by the results of the screening activity and validated by the Advisory Board. Articles will provide a balanced view of each specific topic, taking into account the opinions of more experts in a concise and easy-to-understand format also about complex topics, without compromising professional and scientific standards.

Thanks to a **consolidated network of more than 20 professional journalists** and writers, YOU will be able to cover multiple areas of expertise. youris.com journalists are regularly writing for the youris.com portal, one of the primary public communication services and information sources on European science and technology covering different research domains.

7.3 News releases

News releases will be produced to target defined stakeholders' groups beyond the broader public. They include policy makers, business communities, investors. The news releases will be either newly produced or based on new and **already existing public contents that will be reformulated according to the specific targets**. At least 30 News Releases will be produced to foster the communication of FET funded projects.

7.4 News for social media

Both editorial and video production will be adapted for Social Media. This will ensure a better fruition from the users and followers on the different channels and will also extend the "life-duration" of each piece of news, giving the chance to more people to come in contact in interact with it. For example, from a single article, many small posts will be produced, some of which will be accompanied by a graphic element, such as a card or picture; on the other hand, videos will be shared from the Youtube channels but also exported in short GIFs, where suitable, so that users will be immediately engaged. The social media strategy (see 6.2) will define specific contents campaigns as soon as the first editorial plan will be ready. Contents from other projects and CSAs will also be exploited for social media contents animation.

7.5 Videos

The **videos** produced as part of the public communication activities in EFFECT will be selected from a range of possible video formats (web videos, video interviews, Video News Releases for TV distribution) to address different stakeholders and the general public through engaging and original new forms of visual story telling.

7.5.1 Video News Releases for TV distribution

Three TV reportages will be developed under the form of Video News Releases (VNRs) according to a very consolidated format. The storylines of each VNR will be developed around truly cutting-edge results in the FET domain, which have been implemented and proved as success stories with benefits on society as a whole. The journalist's ability in finding out the most interesting angle will be fundamental to stimulate interest of TV broadcasters and journalists who are ready to take up the video story and broadcast it through their channels provided that they consider it interesting enough for their TV watchers.

The structure of the VNR includes:

- A 3-minutes edited teaser in English acting as short news on the subject. This short version is used and distributed on the web and aims to provide TV broadcasters with an idea of the subject and highlight its potential story development.
- A language-independent short footage (8 to 12 minutes duration) adequately supported by sheets, shot lists, suggested voiceover and other supporting information. The footage is going to be directly distributed to TV stations and will enable them to build their own edits according to their editorial requirements and in their language.

This format (one short teasers plus footage) fully complies with the requirements of all TV broadcasters in Europe and worldwide, including the satellite distribution exchanges of the European Broadcasting Union. This format is also particularly suitable for content localisation (broadcast via local/national TV channels in local languages). TV broadcasters downloading the short footage have the possibility to edit and adapt the filmed stories to their editorial policy, identity and language. This allows a sort of “automated” localisation process, as the final users of the delivered footage (the TV stations) will directly provide to the content localisation.

7.5.2 Web videos

4 short web videos (max. 1:30 minutes each) will be produced and distributed to inform the public about a specific FET topic or to present the FET mission and scope in an engaging and original new form.

They will include a wide range of possible formats: animations, infographics, real footage. Multiple styles can be chosen, even if graphic components play a key role. Contents are simple, few and directly focussed on key messages. They are intended to facilitate the information transfer of more complex contents to a wide audience. These videos are distributed via social media (where they can easily become viral videos), the project website and social media channels, other sector-related communication portals and platforms.

The first web video that will focus on the concept of “What is FET and what is not?”: graphic animations will be used to explain the basic features of a project to be considered futuristic and innovative.

7.5.3 Video interviews

10 short video interviews (no longer than 1:30 minutes each) focusing on specific topics of the FET EU research domain focusing on FET breakthrough innovation from FP7 and new Horizon 2020 projects and actions.

Potential interviewees will be selected through the screening process and will be represented by multiple stakeholders: experts, researchers, investors, industries, end-users, Advisory Board members, etc. Video interviews will be distributed via web and social media channels.

7.6 PageFlows

The produced audiovisual and written contents will all together be merged into new **multimedia storytelling formats** such as PageFlows, suitable for creating a interactive narration by merging different communication formats and providing the user with a new browsing experience. The editorial structure of the PageFlows can be defined according to a number of possible factors: they can either explain how FET research is used in defined thematic clusters, they can narrate the steps accompanying FET research outcomes to the market, they can be addressed to specific target audiences (such as youngsters or innovators) through a collection of customised contents tailored on their information needs.

7.7 E-magazine

Three special e-magazines will be produced aggregating different contents and formats. Videos, articles, events and other contents will be assembled in a magazine format and will reach directly the target groups. The e-magazines will be hosted on the website as well as on other FET-related platforms, Slideshare, ISSU etc. and widely promoted via social media.

8 Content distribution

Massive and multichannel distribution of contents has to be considered as the driving factor to enhance awareness, generate impacts and foster public acceptance. Contents will not only be hosted on the project communication channels (website and social media) but will be also widely distributed so as to enable the users to access them through different sources. Distribution channels will be selected according to the contents, formats and targets. The impacts will thus be calculated on the outreach obtained on different sources and channels that have taken up the project contents and messages.

8.1 Web distribution

The distribution of the written contents (articles, interviews, news releases) as well as videos (the teasers of the Video News Releases, video interviews, web videos) as well as multimedia aggregating contents (pageflows and e-magazine formats) is to be considered as a central activity of EFFECT considering its content centric approach.

- **Online information multipliers:** articles and interviews produced for EFFECT will be distributed through syndication agreements for republication on other reputed websites: information multipliers such as Cordis Wire, Alpha Galileo, Physorg and others. Articles and interviews, which are freely distributed, are usually taken up, either from these sources or directly from the youris.com portal, and published by a number of reputed on-line science news, magazines, blogs.
- **Thematic information sites** in the FET and applications-related areas including sites managed by the European Commission. Examples are FUTURIUM, FET2020 and other FET EU funded projects' websites, including both the ones, which are cooperating with EFFECT for the provision of contents to produce videos and editorials, and any other websites ready to host EFFECT news and videos.
- The www.youris.com portal, is owned and managed by by the coordinator youris.com G.E.I.E. It is a major integrated audiovisual and news platform about European science, innovation, policy and research for TV, web and social media. It represents a continuously updated research information portal that covers a large spectrum of H2020 related domains and has proven an excellent multiplier for content generated via other projects since it can count on a large basis of regular visitors and viewers (total yearly visitors amount to 50,000). The youris.com portal will also constitute the native on-line repository for the videos and articles developed in the framework of EFFECT. It represents a very well known brand in the scientific TV broadcasting domain and is a very well known brand in the scientific TV broadcasting domain as well as among online media. An already existing sub-section of the youris.com portal called Future Tech ([Future Tech](#)) in the Society area is already hosting all the interviews and articles produced and distributed as a communication support of the FP7 COFET - Conferences for the Future of FET - project and the H2020 FEAT project.

8.2 Social Media Distribution

Social Media are essential to achieve the objective of engaging wide user targets and maximize the outreach to multi-stakeholders' groups. The EFFECT social media strategy will be implemented through:

- The exploitation of the official social media channels of the EFFECT project;

- The exploitation of already existing FET discussion groups, retweets of contents from FET Flagship and FET_EU Twitter accounts, and targeted use of hashtags of these official accounts to generate referrals.
- The project partners' social media accounts (YOU, APRE and ZAB social media accounts on Twitter, Facebook and YouTube). The youris.com online community is represented by more than 2,200 users, APRE more than 3,000 users, ZAB more than 4,300.

8.3 TV Distribution

TV distribution of the Video News Releases will be based on the following main distribution channels:

- Direct one-to-one distribution to more than 260 commissioning editors at European TV stations, managing news and scientific magazines. The youris.com network includes TV broadcasters, producers, commissioning editors, freelancers, press and media journalists for dissemination, selected in all EU countries.
- The satellite exchanges of the Eurovision Department of the European Broadcasting Union (EBU), which will participate to the EFFECT project as subcontractor. The Eurovision department of the European Broadcasting Union (EBU) is based in Geneva, Switzerland. The Eurovision is by far the most important TV exchange in Europe and will act as the principal broadcasting multiplier for project's audiovisuals. Eurovision has a membership base of over 100 Members and Associate Members in over 80 Countries. The VNRs produced by EFFECT will be broadcast on the Eurovision World Feeds. Since July 2005 YOU is a member of the Global Eurovision Network and owns a proprietary operational code (BEYOUR). The three EFFECT VNRs will be distributed over this channel.
- Downloads from the youris.com distribution booth www.yourismediacenter.com. The youris.com Media Center constitutes the main on-line distribution service for TV broadcasters. It contains all the TV reportages produced and distributed by youris.com over the past 5 years, and is accessible via registration. TV stations wishing to broadcast non-recent reportages, also at a distance of several months from their release make often use of this service. It will constitute the main permanent access service to the EFFECT A-rolls and B-rolls for all TV broadcasters.

9 Key engagement activities

According to the EFFECT workplan, a set of events, workshops and webinars will be organised throughout the duration of the project with diverse goals and audiences. All events regardless of their nature represent another communication instrument, which requires both planning and appropriate communication and dissemination actions.

To coordinate and manage the process, the following activities will be implemented for each engagement event:

	<i>Actions</i>	<i>Timeframe</i>
Prior to the Event	a. Concept Note and Agenda disseminated at consortium level b. Preparation of External Communication Form c. Announcement of the event (at least 3 months in advance) d. Promotion of the event (Website, Social Media, Mailing lists)	Begin at least 3 months in advance
During the Event	a. Produce supporting material b. Arrange on-site registration for participants c. Arrange for documentation of the event (photos, minutes, social media broadcasting etc.)	
Following the Event	a. Prepare report on the meeting b. Prepare list of participants c. Share the results (Website, Social Media, Mailing lists) d. Create an entry with all relevant information on the intranet	Complete within a month after the event

When the content material appropriate for dissemination becomes available, the responsible project partner should coordinate along with the WP4 leader (APRE) for the best course for its dissemination. The material should then be sent to the responsible partners for each communication medium as indicated above for posting.

Specifically for events social media - in addition to their promotional function - will have an interactive role. Social media (especially Twitter) will support events in the following way:

- Announcement of the event
- Weekly reminders and updates until the event
- Promotion of the agenda and some logistics
- Provide live updates and photos during the event
- Follow up posts with the statistics of the event and feedback from the participants
- Final post with the announcement of material made available following the event

Although this is understood to be the ‘best case’ scenario, every effort will be made by both the FETFX social media manager and the project partners to closely follow this process.

Before any event, the following form will be filled in by the partner organizing it and sent to the coordinator:

EFFECT EXTERNAL COMMUNICATION FORM	
<p><i>FORM to be filled in and sent to the EFFECT Project Coordinator Elisabeth Schmid (elisabeth.schmid@youris.com) and the EFFECT Project Manager Alice De Ferrari (alice.deferrari@youris.com)</i></p>	
Name of the event	
Dates of the event	
Venue	
<p>Type of audience:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Scientific community (higher education, research) <input type="checkbox"/> Industry <input type="checkbox"/> Civil society <input type="checkbox"/> Policy makers <input type="checkbox"/> Medias 	
<p>Type of activity</p> <ul style="list-style-type: none"> <input type="checkbox"/> Publication <input type="checkbox"/> Organisation of Conference <input type="checkbox"/> Organisation of Workshops <input type="checkbox"/> Websites/Applications <input type="checkbox"/> Press releases <input type="checkbox"/> Flyers <input type="checkbox"/> Articles published in the popular press <input type="checkbox"/> Videos <input type="checkbox"/> Media briefings 	<ul style="list-style-type: none"> <input type="checkbox"/> Presentations <input type="checkbox"/> Oral presentation to a wider public <input type="checkbox"/> Oral presentation to a scientific event <input type="checkbox"/> Exhibitions <input type="checkbox"/> Thesis <input type="checkbox"/> Interviews <input type="checkbox"/> Films <input type="checkbox"/> TV clips <input type="checkbox"/> Posters
Size of audience	Countries addressed / represented
Synergies identified	FET selected projects
Generic Project Positioning	Elevator speech
Activity Tagline	Social Media Campaign (Max 140 chars)

Figure 9 EFFECT external communication form

9.1 FETFX Meet&Match and Brokerage events

The annually *FETFX Meet & Match events*, as part of the engagement activities, will aim at fostering community building, enhancing visibility and highlighting the innovation potential that it's hidden behind FET funded research and results.

By introducing themselves, the FET projects will present their consortia, their project's activities as well as their main results in terms of innovation potential and research results ready for the market, whenever possible, to the business community (entrepreneurs, innovators, venture capitalists, chambers of commerce). The matchmaking activities will be sought by the organization of Face-to-Face Meetings, with the support of B2Match tool, in order to explore opportunities of collaboration, innovation potential brainstorming and foster the design and development of transformative research and innovation themes.

FET Innovation Launchpads will be invited to foster collaborations and present their FET project results and open opportunities arising from the Innovation Launchpad CSA.

Synergies will be sought also with FET2RIN Coordination and Support Action, in order to enhance the participation of venture capitalist, and business angels to the events, as well as the European Commission, in the case the events could be organized in conjunction with major events organized by the EC (e.g. Innovation Radar Conference).

The dissemination of the events will be provided through different networks: IdealIST ICT NCP Network, Access4SME, NMP Team NCP Network, C-Energy 2020 NCP Network, etc.; Enterprise Europe Network; European Business Network; etc.

9.2 Workshops

EFFECT will organise two workshops on "Open FET to innovative and responsible future scenarios" in conjunction with other FET initiatives (such as FET2RIN or FET-TRACES), always looking for synergies and collaboration with the FET Unit. The main objective of the two workshops will be to investigate the innovation potential resulting from on-going FET projects; identifying, whenever relevant, a potential interest from the European marketplace and discuss about policy actions to be implemented.

The workshops will involve policy makers, the EFFECT Advisory Board, representatives of the current FET Advisory Group (FETAG), OBSERVE, FET2RIN and FET-TRACES- H2020 FET CSAs aimed at identifying new opportunities and directions for interdisciplinary research towards new and visionary technology of any kind- and other high potential actors (such as EARTO, NESTA, EBN Innovation Network, etc.).

9.3 Webinars

Targeting FET researchers who are implementing their projects' activities, EFFECT project will organize at least two webinars with the purpose to enhance individual skills on the effective communication and dissemination strategy and tools. The approach to the stakeholders will begin with the identification of their needs for the establishment of an effective dissemination, communication and engagement strategy, at the beginning of their projects. Their needs will be taken into account by the consortium in order to prepare the materials for the webinars.

An initial survey will be performed to identify the needs of on-going FET projects (project started from second half of 2015 to 2017) and determine the webinar themes and level, mainly covered the following topics:

- i. How to develop an effective communication strategy and public engagement activity;
- ii. Communicating high risk research to the business community and the general public.

The activity will be disseminated following the above-mentioned strategy.

9.4 European Researchers' night

EFFECT will act as facilitator for FET coordinators in order to organize public engagement activities that will involve citizens of different range of age in their own organization, as winner of a European Researchers' Night call for proposal.

The EFFECT activity will establish synergies and foster the exploration of new ideas and concepts of public engagement, by inspiring the FET on-going and future coordinators through a useful set of guidelines focused on the use of engagement methods in research and innovation.

The Guidelines will provide a brief overview of methods to be used for engaging society in research and innovation and detailed factsheets on the collected methods, providing information such as objectives, background, different level of research and innovation activity, and examples of use. The guidelines will be made available to the FET coordinators, in order to explore possible synergies and actions to be implemented during the next European Research Nights.

The task will be implemented according to the following process:

- Identification of the European Research Nights' funded projects;
- Identification of the FET funded projects with a beneficiary organization, which won a European Research Night project;
- Availability of the Guidelines on Engagement activities in research and innovation to FET coordinators;
- Cross-linking of the coordinator of the ERN's project and FET project within the same organization;
- Remote support on the organization of the FET project engagement activity.

As part of EFFECT activity, the dissemination of the FET projects' communication activities will be disseminated and communicated following the above-mentioned strategy related to EFFECT activities.

10 Exchange with other EU funded FET projects

10.1 Relation with Research Projects

The approach and engagement of FET projects will be addressed as part of WP2 activities (Task 2.2), aiming to involve the target projects and ensure their commitment in communicating their research results. The consortium will approach and involve the projects through the following main steps:

A first contact, via e-mail, with all the pre-selected projects, in order to check their availability to be involved in EFFECT following a two-step process:

- A first introductory mail will be sent, catchy and short, in order to attract projects coordinators' interest.
- A second mail (for those who answered the first one) including more detailed background information and highlighting the main benefits that they may expect from EFFECT communications.

A more direct contact, via phone, with the projects that had expressed their availability, in order to: retrieve more information about innovation & scientific achievements and impacts; preliminarily classify the results in the various areas and topics; assess suitability for communication modules.

Those projects, which are not expressing an interest to participate but still have some public contents available, which are interesting for specific target groups, will be retained for possible re-use and reference in dedicated news releases.

EFFECT consortium will firstly address the R&I projects that have already finished and those that are in their final year of activity, as their results are more likely to be suitable for dissemination and communication. In total, this pre-selection includes 130 projects of FP7 and 40 of H2020. Out of the 130 projects selected in FP7, 79 have already finished and 51 are expected to finish between May 2016 and the end of 2018. All the 40 projects selected in H2020 will finish in 2018.

The aim of this engagement process is to identify FET projects' results with high potential to be communicated to a broader audience on a later phase of the project. Through direct engagement of FET projects' coordinators or partners developing these outputs, EFFECT project will collect results reaching a breakthrough, which are interesting to be disseminated.

Contacts with FET research projects will continue beyond the specific Task 2.2. activities. They will be invited to participate in FETFX events and to send public contents and news that can be distributed via FETFX channels. A continuous relationship, especially with the coordinators and dissemination leaders of FET research projects, will be maintained throughout the EFFECT project lifetime.

In addition, even after the first contents selection, WP2 leader (ZAB) will continue to screen FET research projects' outcomes, news, events throughout the project duration in order to guarantee a continuous provision of contents and updates to be reedited and distributed via FETFX.

10.2 Clustering with other EU funded projects (FET CSAs)

The project will support close cooperation and joint dissemination strategies with other FETOPEN funded projects (already in progress or funded under the same call of EFFECT) and other FET CSAs to maximise knowledge sharing and outreach potential. Synergies will be found in joint exploitation of dissemination and communication channels, tools and services and in sharing best practices and the respective projects' results.

EFFECT will seek specific collaborations with the following H2020 and FP7 FET projects:

Acronym	Title	End date
GRAPHENE	Graphene-Based Revolutions in ICT And Beyond	31/03/2016
HBP	The Human Brain Project	31/03/2016
FLAG-ERA	FET Flagship ERA-NET	30/09/2016
FET2RIN	Supporting FET projects to reach out investors	30/11/2018
FEAT	Future and Emerging Art and Technology	31/10/2017
EuroLab-4-HPC	Foundations of a European Research Center of Excellence in High Performance Computing Systems	31/08/2017
FET_TRACES	Tracing impacts of the FET programme	15/11/2017
OBSERVE	Observing Emergence	31/05/2017
TAIPI	Tools and Actions for Impact Assessment and Policy makers Information	31/12/2017

Collaboration with new FET-Open projects funded during the EFFECT lifetime will also be guaranteed.

11 Monitoring of communication and engagement impacts

The measure of the impact of any communication and engagement action will be based on the number of people that make use or come across that communication and their interaction. Outreach data on online, social and TV channels, and indicators therefore constitute the principal instrument to measure the impact of the EFFECT project on its target audience.

Monitoring the efficacy of the distribution and engagement mechanisms of WP3 and WP4 and assessing the overall success and impacts of the project are the main objectives of WP5 - Impacts and sustainability. Through continuous monitoring, EFFECT will be able to continuously measure its performance, monitor key impacts and propose corrective actions to improve performance and maximise impacts, if needed, thus adopting a fully scalable approach to its Communication and Engagement strategy.

Measurement of impacts and outreach will be guaranteed by a consolidated monitoring methodology, involving both the online, social and TV media channels and the engagement activities as described in the DoA.

Outreach data will provide a quantitative assessment of the impacts in terms of awareness. They will be monitored via dedicated tools on web, social and TV channels.

Web and social media monitoring will be performed according to three different approaches: i) direct monitoring, by retrieving data via Google and Twitter analytics on the web traffic (and views) for public communication products (articles, interviews, VNR, videos etc.) from the FETFX website, the youris.com portal and platforms working in syndication with youris.com ii) direct monitoring of social media accounts managed by the project via social media analytics tools and the use of real-time analytics already used by youris.com iii) Indirect monitoring, by identifying the referrals made on EFFECT contents by other on-line and social web resources through state-of-the-art software tools.

TV monitoring will be carried out via: i) Direct consultation of the correspondents at TV stations who have downloaded the video footage from the youris.com mediacenter. This activity returns accurate information on the actual broadcasts and can also provide the edits of the broadcasts, where available ii) Reception of the Eurovision news and features exchanges downloading reports, delivered the day after each satellite transmission, on the actual downloads made by members TV stations. These reports contain the information about the TV stations actually downloading (and therefore possibly using) the TV reportages from the satellite exchanges.

The actual online engagement of people into the content delivered via the web and social media by EFFECT will be measured through a univocal relation between any project content made available on the web and the actual interactions made by visitors coming across that content especially via social media, taking into account outreach data, social media activities and statistics, media spread indicators, analyses of the conversations via the mention of dedicated keywords on social media and websites.

To measure the engagement and interest via off-line communication and engagement, feedback will be collected from the participants in EFFECT events, the project will collect qualitative feedback via questionnaires and direct interviews.

The EFFECT External Communication Form (provided in Section 8) will be used as a first basis to plan key elements to be monitored during the implementation of the activity, in both quantitative and qualitative way:

- Effective Activity Tagline;
- Effective Activity dissemination;
- Effective stakeholders engagement;
- Participation rates.

The integration between outreach data, online engagement and qualitative stakeholders feedback will constitute the basis for an integrated analysis of the impacts generated by the project activities.

The monitoring activity will be carried out on a regular basis and its first outcomes will be included in the first Technical report of the project (M12). All the data will be used to provide inputs to the impacts and sustainability related Deliverables (WP5).

12 Conclusions

In the first Communication and Engagement Plan, the pillars of the Communication and Engagement strategy of the EFFECT project have been established. They include a strong brand identity, the definition of targets, key messages and channels, which are essential requirements for the launch of a sound and effective implementation of the strategy. The first original contents will be packaged into communication formats when the results of the screening activities of WP2 are validated. To fill the communication gap, contents will be retrieved directly from FET projects' news and other FET-focused media articles and repackaged into FEFTFX stories. The full deployment and implementation of the Plan will start from the second year of activity with more and more stories to be communicated in different formats. The community around the FETFX channels is expected to increase in terms of number and level of engagement starting from the second half of the year.

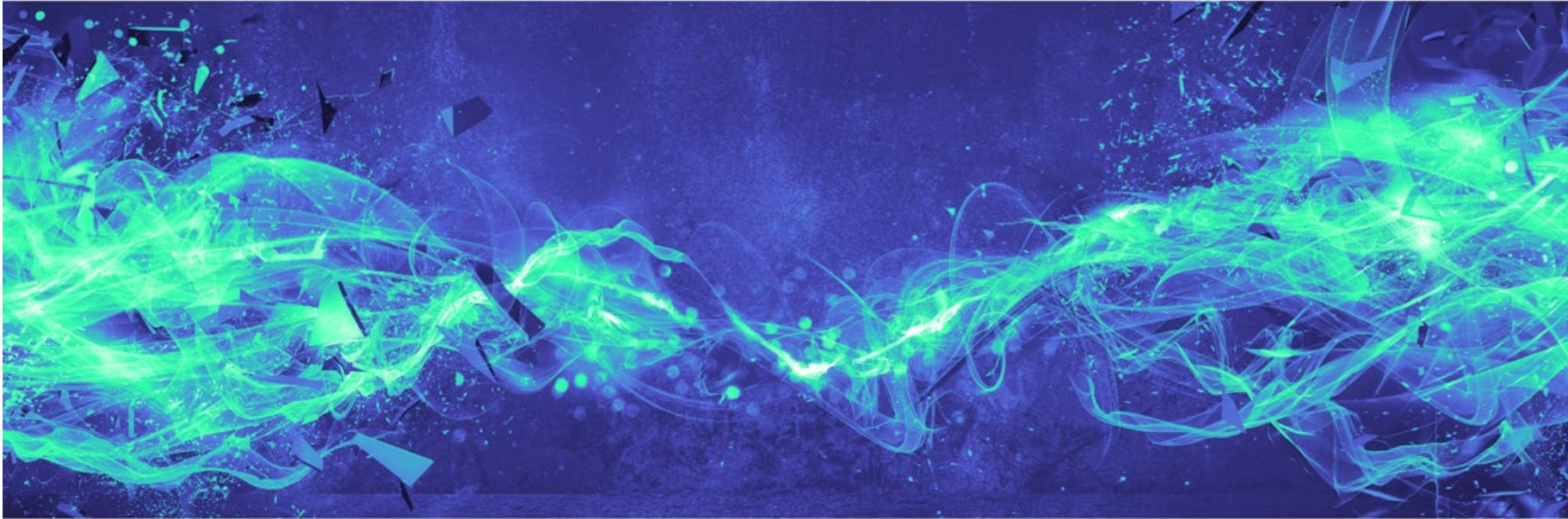
The Plan has to be considered as a living document that is optimized in the course of the project according to the results of the monitoring and impact assessment activities.

Annex I - TIMEPLAN

	Jan-Mar 2017	Apr-Jun 2017	Jul-Sep 2017	Oct-Dec 2017	Jan-Mar 2018	Apr-Jun 2018	Jul-Sep 2018	Oct-Dec 2018
Collection of Contents	Screening and emailing	Interviews	On going	On going	On going	On going	On going	
Selection Contents		Meeting with Advisory Board						
Videos		Web Video	3 Interviews	VNR 3 Interviews	Web Video 3 Interviews	VNR 2 Interviews	Web Video 2 Interviews	Web Video VNR 2 Interviews
Editorial Production		Editorial Plan 2 News Releases	3 Articles 6 News Releases	3 Articles 6 News Releases Page Flow E-mag	3 Articles 6 News Releases	2 Articles 3 News Releases E-mag	2 Articles 3 News Releases	2 Articles 4 News Releases Page Flow E-mag
Social media	On going	On going	On going	On going	On going	On going	On going	On going
Workshops				Workshop				Workshop
Webinars				Webinar				Webinar
Meet&Match and Brokerage Events			M&M Brokerage Event			M&M Brokerage Event		
European Researchers' Night			European Researchers' Night 2017				European Researchers' Night 2018	

Annex II - BRANDBOOK





INTRO

Our studies on FETFX brand identity have highlighted the need for a strong contemporary impact and a cutting-edge appearance: our future-enthusiast target deserves a futuristic and visionary environment in our web platform, to be informed, inspired and fascinated.

We have designed our logotype with an outline sans serif typeface: each glyph is displayed with a single open path, expressing multiple routes in FET research. The visual characteristic of this font is timeless and yet very particular: strictly geometric but with a surreal and unexpected touch.

The visual identity is strengthened by the crisp colour palette, specifically studied for a digital environment, and bold imagery: our abstract textures and compositions show organic and technological patterns (which can be related to a wide spectrum of fields: space, biotech, energy, AI, communications, ...), to express the visual power of imagination and future research.

FETFX Logotype

The logotype for FETFX is a stylized, blocky font. The letters 'F', 'E', 'T', and 'F' are blue, while the 'X' is green. The letters are composed of thick, parallel lines, giving them a three-dimensional appearance. The 'F' and 'E' have a unique, interlocking design. The 'T' is a simple vertical bar with a horizontal top. The 'X' is formed by two intersecting diagonal bars. The overall style is modern and geometric.

FETFX Logotype+Payoff



The graphic displays the FETFX logo and its tagline. The logo 'FETFX' is rendered in a bold, blocky, sans-serif font. The letters 'FET' are blue, and 'FX' is green. Below the logo, the tagline 'OUR FUTURE, TODAY' is written in a smaller, grey, sans-serif font.

FETFX
OUR FUTURE, TODAY

FETFX Logotype over coloured background



Black

Future Blue

Other colours/photos

👉 Avoid configurations with FETFX logotype over Future Green backgrounds or lighter colours

FETFX icons



EFFECT Project logotype

EFFECT
PROJECT


Positive

EFFECT
PROJECT


Negative


EFFECT
PROJECT

Monochrome

 EFFECT Project Logotype should be used only for official & institutional communication materials

Main Colours

 <p>Future Blue R 83 G 103 B 216 # 5367D8</p>	 <p>Future Green R 59 G 255 B 172 # 32FFAC</p>	 <p>Black R 0 G 0 B 0 # 000000</p>
 <p>Pantone 2726 C</p>	 <p>Pantone 352 C</p>	 <p>Pantone Black 6 C</p>
 <p>C 81 M 70 Y 0 K 0</p>	 <p>C 37 M 0 Y 31 K 0</p>	 <p>C 0 M 0 Y 0 K 100</p>

 FETFX colours are optimized for digital screens, so CMYK values can never be accurate.
On printed materials always prefer PANTONE inks.

Typography

Quanten Singular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz 0123456789

DIN 2014 Bold


ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

DIN 2014 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

 On MS Office applications (or whenever identity fonts are not available) please use **Trebuchet MS** Font family as a fallback solutions