Deliverable 5.1

Dissemination and communication strategy and instruments

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Executive Summary

Communication and dissemination activities play a significant role in achieving MediaFutures’ goal of encouraging citizens to engage more meaningfully with high-quality journalism, science education and digital citizenship through artworks and experiences using data in a meaningful way. Thus, the MediaFutures WP5 is dedicated to the “Ecosystem building, dissemination and communication” and aims at taking strategic and targeted measures for promoting the MediaFutures project and disseminating the project results and outputs.

The dissemination and communication strategy is a result of continuous efforts undertaken in WP5. It provides guidance and direction for all MediaFutures communication with external actors. This involves reaching out to a wide range of audiences including members of expert communities in digital innovation, entrepreneurship, arts, media and big data; practitioners (journalists, fact-checking bodies, activist groups), policy makers and citizens, taking in consideration that it is part of the S+T+ARTS ecosystem, connecting the project strongly to all players in that realm. The strategy ensures a unified approach across the entire consortium (including all planned WP5 activities) and has a strong link to the exploitation activities which are part of WP6, to the coordination of the Open Calls (WP1) and the Support Programmes implemented in WPs 2 and 3, as well as to the promotion of the Data Toolkit which is an output of WP4.

The current document outlines the strategy for ecosystem building, dissemination and communication activities carried out throughout the project lifecycle, with a focus on the first year of activities. It describes the communication and dissemination objectives, identifies the key target groups (including specific stakeholder groups, e.g., the stakeholder cluster, the ambassador network and the Advisory Board), defines the key messages, presents the different communication and dissemination channels and tools developed by the project and provides specific communication strategies for the most prominent project activities: the Open Calls, the Support Programmes and the Data Toolkit. A list of indicators has been identified to monitor communication and dissemination activities. This helps to continuously improve the implemented measures and with this increase the projects’ impacts.

The strategy is an outcome of Task 5.2 of the MediaFutures project. It is a living document that will be updated when changes are needed, e.g., upon new developments during the project; in particular KPIs will be monitored and in case that specific performances do not meet the planned targets, contingency measures will be defined and integrated in the strategy. Results of the ecosystem building, dissemination and communication activities will be reported in D5.3 and 5.4 (Intermediary dissemination reports v.1 and v.2) and D5.5 (Final dissemination report). Towards the end of the project legacy issues of the main project channels will be defined and added to this document.
1 Introduction

This document presents the overall Dissemination and Communication Strategy, including instruments, of the MediaFutures project by outlining the ways in which the project partners disseminate and communicate with different target audiences. It also identifies how MediaFutures will consider synergies with related and complementary initiatives and networks and with this build a lively community that supports and promotes the project and the pilots.

The Description of Action (DoA) of the MediaFutures project, and more specifically Section 2.2 and WP5 that is entirely dedicated to ecosystem building, dissemination and communication, provides a general overview of the communication and dissemination activities planned for the project. This strategy further details and refines these plans as a result of an in-depth analysis. It was developed by DEN in collaboration with all project partners through dedicated bilateral meetings to align their interests, understand their needs, expectations and capacity to actively participate in project communication and dissemination, as well as to identify potential target audiences and the best ways of reaching them. In addition, this strategy was fine-tuned with the support of the MediaFutures Dissemination team (cf. Chapter 10.1) (which has at least one representative per partner as a member), based on continuous information exchange and collaboration as part of WP5 (see list of co-authors).

The Dissemination and Communication Strategy covers the following core aspects:

- High-level dissemination goals (cf. Chapter 2);
- List of audiences the project aims to reach out and collaborate with (cf. Chapter 3);
- Planned dissemination, communication and ecosystem building efforts, including the collaboration with established networks (cf. Chapter 4);
- The project branding (cf. Chapter 5);
- An outline of tools and activities to be carried out to promote the project, the open calls, and the pilots (cf. Chapters 6-9);
- The coordination and management of the ecosystem building, communication and dissemination (cf. Chapter 10), including the team, a timeline, the dissemination impact assessment (including a list of Key Performance Indicators (KPIs) and how we will track them and data protection and ethical issues in relation to the projects’ outreach activities.

This document was released in February 2021, 6 months into the project, to allow the consortium to kick off the first activities and align about the tasks and the expectations concerning the project communication throughout the whole project.

2 MediaFutures dissemination and communication goals

As described in the handbook “Communicating EU research and innovation guidance for project participants” (European Commission, 2014), dissemination and communication of European research projects, shall aim “…to demonstrate the ways in which research and innovation is contributing to a European 'Innovation Union' and account for public spending by providing tangible proof that collaborative research adds value…” This shall be achieved by:

- “showing how European collaboration has achieved more than would have otherwise been possible…;"
- showing how the outcomes are relevant to our everyday lives…;
making better use of the results, by making sure they are taken up by decision-makers to influence policy-making and by industry and the scientific community to ensure follow-up."

Therefore, the MediaFutures consortium defined the following vision for the dissemination and communication of the project:

The MediaFutures project is establishing a Europe-wide virtual data-driven innovation ecosystem addressing disinformation and fake news in the media value chain by bringing together data-savvy entrepreneurs and creative industries, through a support programme for SMEs, startups and artists, to come up with novel, unconventional ways for people to engage with quality journalism, science education and democratic processes. The ecosystem will be built up by widely communicating and disseminating the Open Calls, the activities and results of the pilots as well as the results of its research to the identified target groups and by interacting with established art-tech-science programmes and data-driven innovation networks.

As anticipated and stated in the MediaFutures DoA, the main aims of the MediaFutures Dissemination and Communication Strategy are to maximise the impact of its innovation actions through communication and to define the specific contents and forms of communication and dissemination instruments of the project, taking into account the various target groups and their specific background in terms of knowledge, context, motivation and preferred information sources and the available resources of the project.

Based on this, the specific objectives are:

- to build-up, involve and keep informed a constantly growing ecosystem around the MediaFutures main activities and outputs, sharing similar or complementary aims and committed to advance art-tech-science programmes and data-driven innovation, based on the MediaFutures partners’ networks;
- to raise awareness, disseminate and promote the project’s activities and results, with online and offline tools, networking, events, media and press work through projects’ and partners’ channels;
- to be part of high-level ecosystems such as the S+T+ARTS ecosystem, and the big data community benefiting from their inking and power of dissemination as well as their links with political actors at various levels;
- to share knowledge and lessons learned with external actors including members of expert communities in digital innovation, entrepreneurship, arts, media and big data; practitioners (journalists, fact-checking bodies, activist groups, policy makers and citizens);
- to raise awareness to the general public of how public money is spent and show the success of European collaborations.

In order to distinguish from other activities and projects within Big Data Innovation Hubs, MediaFutures partners are asked to communicate, among the overall activities and results delivered by the project, the most important and unique aspects of the MediaFutures project:

The processing and analysis of big datasets by artists, startups and SMEs to develop new insights, products and services for the media value chain in order to strengthen fact-checked information.
3 MediaFutures communication target audiences and related messages

Based on the MediaFutures dissemination and communication goals and the groups of the MediaFutures ecosystem, the following main target audiences and related messages and objectives are defined (cf. Table 1). Target audiences are chosen by their importance of participating in the Open Calls, ensuring that results will be taken up or transferred, that the project approach gains critical support and that new long-lasting partnerships are developed and last but not least to create a position of MediaFutures as an Innovation Hub for Media.

<table>
<thead>
<tr>
<th>MediaFutures target audiences</th>
<th>Communication aims</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrepreneurs, startups, SME associations, investor, startup networks, incubators, accelerators, mentors</td>
<td>To inform about the MediaFutures support programme and the Open Calls to encourage them to take part in MediaFutures. To communicate experiences and results (technological solutions) of the accelerator.</td>
</tr>
<tr>
<td>Artists, artistic companies, artists associations and cultural institutions</td>
<td>To inform about the MediaFutures support programme and the Open Calls in to encourage them to take part in MediaFutures. To communicate experiences and results (artworks) of the residency programme.</td>
</tr>
<tr>
<td>Funding agencies, investors and venture capitalists</td>
<td>To inform about MediaFutures and its incubation function, in order to attract their interest for future investments (after the general project duration) to sustainably build up and strengthen investor relations with the MediaFutures startups/artists.</td>
</tr>
<tr>
<td>Policy makers</td>
<td>To disseminate and raise awareness about MediaFutures policy findings and possible policy proposals.</td>
</tr>
<tr>
<td>Media and technology companies</td>
<td>To inform about MediaFutures and in particular on the startups participating in the Accelerator and collaboration opportunities.</td>
</tr>
<tr>
<td>Journalists, fact-checking organisations, advocacy groups</td>
<td>To disseminate results of the pilots and research reports to inform about new ways of increasing quality in the media value chain.</td>
</tr>
<tr>
<td>Researchers in the field of media and big data</td>
<td>To disseminate cutting edge research results to individual scientists and research networks on a science-based mechanism to strengthen fact-checked information in the media value chain by</td>
</tr>
</tbody>
</table>
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General public, grassroot organisations, NGOs, social innovators

To support knowledge sharing and raise awareness on an innovative and science-based mechanism to strengthen fact-checked information in the media value chain.
To inform that the European Commission funds initiatives to support the common good.

MediaFutures will follow a cross-media, multi-stakeholders communication approach. Communication will follow several themes, corresponding to project core activities:

- the Open Calls and their results in terms of participation;
- the acceleration programme, its incubated entities and their success stories;
- highlights of the artist residency programme and results;
- the data innovation toolkit and training opportunities;
- the impact methodology, policy briefs, publications, talks, and MediaFutures events.

The goal is to communicate evidence of the project and to explore innovative communication channels and tools enabling the different stakeholder groups to get directly in contact with the project and the consortium partners. This will help achieve significant impact in the relevant areas and engage them as multipliers of the project. In line with the scope of the H2020 call, we will make sure that our communication efforts address not just specialist and sectorial audiences, but also members of the public - explaining how the results of the project, including pilots and creative projects from WPs 2 and 3 can make a difference to people’s lives. The consortium will continuously identify relevant stories which are specifically targeted at communities working in the areas. To widely distribute these stories, we will make full use of cross-media communication means, including blog posts, (interactive) visualisations, as well as engaging writing formats blending interactive content such as videos.

Table 2 summarises the MediaFutures dissemination instruments and their relevance for the related target audience.

Table 2: MediaFutures main dissemination instruments and relevance for target audiences

* = little relevance; ** = medium relevance; *** = high relevance

<table>
<thead>
<tr>
<th>Brand and promotion materials</th>
<th>Website</th>
<th>Social media</th>
<th>Events</th>
<th>Press releases and media coverage</th>
<th>Networking and collaborations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrepreneurs, startups, SMEs associations, investor, startup networks, incubators, accelerators, mentors</td>
<td>***</td>
<td>***</td>
<td>***</td>
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<tr>
<td>Artists, artistic companies, artists associations and cultural institutions</td>
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<tr>
<td>Funding agencies, investors and venture capitalists</td>
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<td>Policy makers</td>
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D5.1 - Dissemination and communication strategy and instruments

<table>
<thead>
<tr>
<th>Media and technology companies</th>
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<tr>
<td>Journalists, fact-checking organisations, advocacy groups</td>
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</tr>
<tr>
<td>Researchers in the field of media and big data</td>
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<td>*</td>
<td>***</td>
</tr>
<tr>
<td>General public, grassroot organisations, NGOs, social innovators</td>
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</tr>
</tbody>
</table>

### 4 MediaFutures Ecosystem

As described in the DoA, when it comes to building large cross-national innovation programmes it is critical to consider synergies with related and complementary initiatives and network effects created through strategic, cross-sectoral partnerships and grassroots engagement. This allows initiatives to scale, use resources efficiently and become more sustainable. This will be achieved by gradually and systematically building up a global ecosystem sharing similar or complementary aims and committed to advance art-tech-science programmes and data-driven innovation. To bootstrap this community, we have identified different groups in which stakeholders are or will become active in regard to their specific expertise: networks of MediaFutures partners, other existing initiatives and networks, the MediaFutures Advisory Board, the MediaFutures stakeholder cluster and the MediaFutures ambassador network. For each group we will implement a bespoke approach which is described in the next chapters.

#### 4.1 The outreach of MediaFutures partners - our main dissemination asset

One of the greatest assets and unique selling points of MediaFutures is the quality of the consortium and their reach, networks and impact to the MediaFutures main target groups (cf. Chapter 3). The network of some of the partners including relevant stakeholder groups such as DIHs, investors, and other innovator catalysts are further described in Chapter 4 and they are included in communication and dissemination activities, when relevant (e.g., artists and artistic companies, startups and SMEs for the Open Calls, big data networks for the dissemination of the Data toolkit, etc.). For example, the ODI counts more than 2,000 corporate and individual members. NMA works with leading investors in Europe & USA, ranging from High-Tech Gründerfonds (HTGF), Capnamic, Project A, Coparion, Bertelsmann Digital Media Investments (BDMI), Axel Springer Digital Ventures, Lerer Hippeau Ventures, Betaworks VC to specialised funds for Journalism like Wille AG or Guardian Media Group Ventures. LUISS, through public appearances of individual team members, reach a large and relevant audience: journalists, scientists, big data specialists, international entrepreneurs, media specialists, influencers, and other prominent figures from cultural institutions (e.g., IRCAM’s artistic network).

We will leverage the impressive reach for promoting important milestones at various stages of the project, e.g., the Open Calls, the results of the pilots, the Data toolkit as well as MediaFutures online and offline events.
4.2 **Existing initiatives and networks**

Existing initiatives and networks of which consortium partners are members and which are active in the thematic areas of MediaFutures are an important part of the MediaFutures ecosystem. The main aim of the collaboration is to promote MediaFutures, and in particular the Open Calls and success stories, while increasing their outreach by advocating for them in our ecosystem.

The most important collaboration is with the S+T+ARTS initiative of the European Commission which fosters alliances of science, technology, and the arts, that effectively implement a European approach to technological innovation centered on human needs and values. S+T+ARTS actively promotes MediaFutures Open Calls and stories through their website, social media and events and with this increase the outreach to artists, artistic companies and startups. Cooperation will be established with running projects within the program like S+T+ARTS Prize. This should guarantee that we gain high interest in the Open Calls and consequently a high number of applications.

Other networks include the International Data Spaces Association, the BDVA (Big Data Value Association) and its i-Spaces, the European network of Digital Innovation Hubs (DIHs), the Key Enabling Technologies (KET) programme, OASC (Open and Agile Smart Cities), the European Open Science Cloud (EOSC) and the European Data Portal (EDP). E.g., the LUH’s Digital Innovation Hubs (DIH) network consists of 135 innovation catalysts, including 35 DIHs, nine members of the Enterprise Europe Network, and 91 European KET technology providers. The networks will be instrumental in promoting the calls and the success stories the ecosystem will generate.

**How the networking will take place**

News and press releases are shared with the above-described networks (partly through the partners being active in them, partly by the project Dissemination team) in order to promote MediaFutures, and in particular the Open Calls and success stories, through their (social) media channels. Newsletter contributions are currently provided in particular to the S+T+ARTS and BDVA newsletter, and contributions to other newsletters might follow. Participation in networking events is another activity planned for a wide outreach of MediaFutures activities and results.

4.3 **MediaFutures Advisory Board**

MediaFutures established a high-level Advisory Board. Apart from collecting feedback on the overall vision and strategic directions pursued by the project, the main aim of the board is to offer assistance through their valuable expertise while providing innovative advice and dynamic perspectives. As of the end of January 2021, six experts confirmed their participation covering media, journalism, investors and social science research.

**How the Advisory Board will be involved**

All communication about the project, and in particular for activities where we intend to reach a large audience (e.g., the invitation to promote the Open Calls), are shared with the Advisory Board with the request to disseminate it in their networks and with this to increase the reach of MediaFutures.

Yearly online or face-to-face workshops are planned with the Advisory Board (in total three times for the project duration) in order to shape strategic aspects of the project. In addition, members of the Advisory Board will be invited to the public project events.
4.4 MediaFutures stakeholder cluster

The stakeholder cluster, set up at proposal writing time, is one of the main components of our ecosystem. **The main aim of the cluster** is that its members will help define the challenges addressed in the Open Calls, share data and other resources, mentor startups and creatives and promote the project and its innovation vision. The current composition (status January 2021) is made of 28 organisations from the public, private and third sector from 10 countries, representing a range of areas pertinent to the media value chain (broadcasters, media, news, digital libraries, government, political parties, museums, arts centres, tech providers, professional associations, NGOs, etc.). The full list and their contributions to the project are stored on the internal MS Teams repository and is regularly updated.

**How the stakeholder cluster will be involved**

The stakeholder cluster members are supporting the project in the following way:

- Helping us to define the challenges underpinning the three Open Calls;
- Sharing data and other resources with startups and artists to help create novel products, services, artworks and experiences;
- Providing technology and tools for storing and managing different forms of media content;
- Mentoring startups and artists and partner with in future ventures;
- Promoting the hub and the call to attract interesting applications and expand the ecosystem.

The members of the stakeholder cluster receive information on all project activities through individual contacts, with the request to forward this to their networks. In addition, they will be invited to project events. At the current stage of the project (February 2021), it is also planned to set up a stakeholder cluster-wide mailing list to create a regular contact base.

**Plan to expand the cluster?**

Among startups and artists MediaFutures will actively seek to expand the cluster to include countries that are not yet covered by the consortium and its network. This will actively enhance our diversity and inclusivity record. We also plan to include more investors and business angels, based on the applications we will receive. The expansion will be driven by the networks of the consortium partners (e.g. members of ODI or the investor network of NMA).

4.5 Ambassador network

To build grassroots support, MediaFutures will establish an ambassador network at European level and beyond. The **main aim of the ambassadors** is to provide broad feedback on the innovation instruments from WPs 1, 2 and 3, promote the calls and its winners, and co-design the data innovation toolkit.

The strategy and time plan to create the ambassador network will be defined in the first half of 2021 and will be added in a next version of this document.

**How the ambassador network will be involved**

In the above-mentioned strategy on creating the ambassador network we will also define in which parts of the project they should be involved and how. For the time being it is planned to inform them about the Open Calls (inviting them to promote them widely in their networks) and to invite them to
join public project events, as e.g., demo and graduation days to meet startups and artists and build stronger ties to the MediaFutures community.

### 4.6 Enlarging the MediaFutures ecosystem and keep it engaged

On top of the groups described above, further stakeholders will be identified and included in the MediaFutures ecosystem. In order to do this a stakeholder database including incubators/accelerators, entrepreneurs, SMEs and SME associations, investor, business mentors, startup networks, artists associations and cultural institutions, social innovators and grassroot organisations as well as government and policy makers will be set up until summer 2021 (and will be regularly updated). It will draw upon existing relationships of the MediaFutures partners (cf. Chapters 4.1 and 4.2). We will access lists of creatives and SMEs subscribed to newsletters related to digital innovation in order to find further organisations that are interested in this area. Moreover, the Advisory Board will provide additional advice into the development of the project ecosystem.

In each of the previous chapters we described how the respective group will be involved. For other stakeholders dedicated activities will be defined once they are identified. Currently it is planned that they will be informed through direct contacts (e.g., via email, in case they gave consent) about MediaFutures and inviting them to follow us through social media. In addition, they will be invited to MediaFutures events. We also plan to collect and publish a set of testimonials from high profile representatives of each group.

### 5 MediaFutures identity and brand

#### 5.1 Visual identity

The MediaFutures identity and branding aims to give a clear, homogeneous and appealing image to the project in all its communication and dissemination activities. The MediaFutures brand (cf. Figure 1) is composed of a text and an image. The text reports the title of the project and distinguishes the word Media from Futures to immediately show the main area of the project. The “ball” image on top of the text, composed of dots of different sizes and colours links to big data, networks and a hub in which these are embedded.

![Figure 1: MediaFutures logo](image)

This visual identity is, and will be, used in all the dissemination outputs, such as the project website, social media, videos, deliverables, presentations, etc.

An Identity Handbook (cf. Annex 1), including rules for publications, defining the use of the logo, has been developed during the first months of the project and made available to all partners for a clear and coherent approach to communication and materials. The Handbook contains:
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The project logo in various forms;
- Colours of the logo and their variations;
- Typographies (also for deliverables and other texts);
- The Core Colour Palette;
- Misuses;
- Standard texts for MediaFutures publications and the use of the European flag.

5.2 **Social media graphic identity and templates**

In order to create a solid brand identity also in the communication through social media, the MediaFutures project personalised its social media channels with dedicated banners and design for posts (see Figures 2 and 3), e.g., for the promotion of the Open Calls or events.

![Figure 2: MediaFutures design for social media banners](image)

![Figure 3: MediaFutures designs for social media posts](image)

5.3 **Tagline**

“Reshaping the media value chain through responsible and innovative uses of data” was defined as a catchy tagline to accompany the project brand and help with brand association. It is not part of the
logo, but can be used e.g., in banners under the project brand. It is intended to help to characterise the project immediately for the different target groups.

6 MediaFutures Communication and Dissemination channels

In the following section all MediaFutures communication and dissemination channels are briefly described. Target groups are specified for those channels which cover a broad range of activities.

Language

Most of the MediaFutures communication and dissemination materials and tools will be delivered in English. However, some materials and other communication activities (e.g., press releases), specifically on the Open Calls, might be published in other languages.

6.1 Digital presence

6.1.1 MediaFutures project website - www.mediafutures.eu

The MediaFutures public website will be the centre of the project’s digital presence. The content is designed to reach all target audiences and engaged stakeholders, including members of the public interested in MediaFutures outcomes. It presents MediaFutures’ vision and aims, the main activities (the support programme), the resources it will produce (e.g., the data toolkit, public deliverables, videos, webinars, etc.) and the expected impact. An area is dedicated to the Open Calls, another area will prominently describe the selected pilots. The blog section informs about news and events and provides stories around the project. Project partners, pilots and invited writers (well recognised persons in the communities relevant for the project) develop ad hoc articles in the blog further disseminated through social media to increase project visibility, community growth and outreach.

The website also presents the consortium, the members of the team, the Advisory Board, and the stakeholder cluster (the three latter ones, if they agree).

The project website was published in M3 for the launch of Open Call and will be regularly updated. For more information, please refer to D5.2 - Website updates and social media presence.

6.1.2 Social media

MediaFutures is using social media with two main aims: 1) to disseminate project news and results and 2) for creating a community and engage with it in a fruitful dialogue. The project builds and actively maintains its presence on social media channels, currently with particular focus on Twitter, and LinkedIn, as well as Instagram (which will be activated, once the pilots start the support programme) as they have proven to be the most effective tools when engaging with tech and arts communities. These online channels will promote activities, pilots, new publications and participation in different kinds of events, while interacting with our target audience. We leverage the reach of the MediaFutures partner organisations, which already have an impressive social media footprint through their institutional accounts or personal accounts of the core team. In addition, we also plan to work together with influencers in our network, including the Advisory Board and create ad hoc content to be used on social media to gain new followers and stimulate discussions and feedback.
Twitter account MediaFuturesEU

The MediaFutures Twitter account (for more information cf. D5.2) is used for promoting the call and disseminating project and pilot results and activities as well as for engaging stakeholders and inspiring conversations relevant to the project. The account is bootstrapped using the personal and institutional accounts of the MediaFutures team, supported by the Communications managers in each institution that will join a dedicated working group coordinated by DEN. It is important to highlight that Twitter profiles of the MediaFutures partners (institutional and personal) account already more than 800,000 followers, which gives us critical mass to reach people we would not reach otherwise from all over Europe. Beside this, ad hoc contributions developed by influencers for the project will be used as teasers for enlarging the followers base and make the conversation flow. A dedicated social media ads campaign has been organised for the 1st Open Call and will be again organised for the promotion of the upcoming two other Open Calls.

We analysed the most popular Twitter hashtags for arts, data, data-driven innovation, quality journalism, social impact innovation, etc., as well as the European Commission to identify relevant accounts to follow and engage with. Among these are:

- Accounts: @STARTSEU @BDVA_PPP @EU_H2020 @Europarl_EN @DSMeu @EU_EASME @EU_Commission;
- Some hashtags are: #NextGenerationEU #DigitalEU #H2020 #Innovation.

LinkedIn page

The current project specific LinkedIn company page (cf. Figures 4 – 6 and also D5.2) was set up before the official start of the project. The main focus of the LinkedIn company page consists in serving as a platform to disseminate project news and updates, some of which are also published on the website in the form of blog posts.

MediaFutures LinkedIn profile is intended as a mirror of the main updates on the MediaFutures website as well as a tool to distribute general updates and generate interest in the project. The most relevant contents and news of MediaFutures will be posted on this profile in order to reach a wider audience.

Figure 4: MediaFutures LinkedIn page

The updates include, among others, the promotion of the Open Calls, promotion of events and webinars as well as promotion of relevant work done in terms of the project. In order to attract the wider media, science, art and entrepreneurship ecosystem, it is also foreseen to report on recent developments, trends and news in these sectors overall. Project news and updates are communicated regularly, so that this company page serves as a platform for discussion, interaction, collection of information, and communication of the project outputs, to experts, e.g., research, industries, SMEs, NGOs, local authorities, etc. The consortium is encouraged to share these updates within their networks as well, in order to stimulate the organic growth and following of the company page.
D5.1 - Dissemination and communication strategy and instruments

Figure 5: MediaFutures: Company Page
Dissemination and communication strategy and instruments

Figure 6: Examples of MediaFutures LinkedIn Posts

Instagram

Instagram is the perfect social media platform to share pictures and short videos. Knowing its fame and efficiency to reach young audiences (70% of the users are under 35 years old\(^1\)), we decided to create an account for MediaFutures. As this platform requires quality visual content and regular activity, we will launch MediaFutures’ account in April 2021, with the beginning of the accelerator and residencies.

During the first week we will present the project. In the second week, we will introduce our graphic identity (with logo, banners, colours). Two weeks after the beginning of the support programme, we will present the selected teams (one week per track).

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\(^1\) https://www.statista.com/statistics/325587/instagram-global-age-group/
After this first month of activity on Instagram, we will present the winners of the START phase and then showcase the progress and outcomes of each team on a regular basis. We plan to post 3 posts a week.

In order to have quality content, we will ask artists, startups and SMEs to send us pictures and short videos of their projects, prototypes, schemes and artworks all along the support programme. We will also share valuable content linked to MediaFutures and promote our Open Calls, events, conferences and toolkit through this channel. We will create recurring formats in order to engage with the community.

**YouTube**

YouTube is used to store the project videos which will be mainly promoted to other channels. The description box of the public videos is filled with information, links and the description of the project.

**Facebook**

Facebook is currently not in the focus of the MediaFutures social media strategy. It is however used to run advertising campaigns for the Open Calls in order to reach target groups which are more active on Facebook than on Twitter and LinkedIn. For this purpose, a Facebook Page has been created, which is only visible during the Open Call campaigns.

### 6.1.3 News creation for social media and project website

MediaFutures partners are actively contributing to the dissemination activities on social media and the project website through a "weekly rotation system" of partners. It ensures new and diversified content every week. News and tweets by partners and (in the future) pilots are elaborated by the dissemination lead for MediaFutures accounts and scheduled.

### 6.1.4 Videos and video clips

Videos provide the most engaging type of post and immediately grabs the attention of the social media user. Videos are particularly successful in reaching a considerable number of the MediaFutures target groups in social media and websites, e.g., to promote the Open Calls or to showcase the results of the artworks as a result of the support programmes. Therefore, animated videos for the Open Calls will be produced and pilots are requested to present their results in a short video. In addition, several clips and video interviews with project partners and high-profile representatives of the stakeholders are planned.

All the videos will be realised with the informed consent from all filmed persons or their legal representatives and are and will be published on the MediaFutures YouTube channel.

### 6.1.5 Outreach through newsletters

Newsletters are an important tool to contact stakeholders directly and inform them about project achievements and events on a regular basis. MediaFutures uses this tool in the following ways:

Some of the MediaFutures partners have established institutional newsletters with a large number of subscribers so they will publish selected news through these, e.g., about the Open Calls and important outcomes. In addition, we use the newsletters of established networks for reaching out to
target audiences. Currently, MediaFutures publishes regularly in the newsletters of the S+T+ARTS community as well as BDVA. Due to the possibility to publish in the above-described newsletters, it was decided that MediaFutures does not set up an own one.

6.2 Offline materials

Printed material will be the main promotional instrument when participating in face-to-face events. The most common items include leaflets, posters and any other laid out paper-based resources that seem relevant for a respective event (e.g., a roll-up, etc.). Most of the material will be available in digital form and printed on demand. MediaFutures will explore alternatives to traditional collaterals, including branded gadgets and merchandise, which are proven to work better for non-specialised audiences. These will be realised once face-to-face meetings are again possible after the Covid-19 pandemic.

6.3 Scientific outreach

MediaFutures deliverables are official project outputs, presenting specific results in relation to the work packages of the project. Most MediaFutures deliverables are public reports. They will be available to be downloaded from the MediaFutures project website and most relevant ones will be promoted also through the MediaFutures social media channels when published online.

Research outcomes will result in scientific publications and/or presentations and posters submitted to academic conferences. They will be promoted through the MediaFutures channels as well as through private accounts of the consortium researchers on respective social media, as e.g., ResearchGate, Publons or ORCID.

6.4 European Commission dissemination tools

The European Commission offers several tools in order to disseminate information about a public event or an important result. First of all, the project officer will be informed and some tools might be available through his intervention. Then several freely accessible tools are at disposal and will be chosen for dissemination, e.g., the Horizon Magazine, Cordis Wire, etc.

7 Events and meetings

Events

One important activity of our dissemination strategy is to present MediaFutures at events, webinars and scientific conferences and to organise our own (side)-events.

MediaFutures will be present at conferences, workshops, meet-ups, arts festivals, startup summits with organised speaking engagements (for the team and the sub-grantees), showcases, co-design workshops, and exhibition stands at various stages of the project. This will be organised in order to: advertise the Open Calls, seek feedback on the programme and the data innovation toolkit, advertise the work of startups and artists, recruit stakeholders and ambassadors, increase MediaFutures
community and exploit synergies with other projects and digital innovation hubs. Some of the most influential events are (co-)organised by MediaFutures partners:

- One of the events that will be particularly useful in generating interest in the MediaFutures Digital Innovation Hub is the European Big Data Value Forum (EBDVF). The forum is a meeting place for industry, research, policy-makers and community initiatives to discuss the challenges of big data and the emerging data economy. MediaFutures will design and co-host sessions at the EBDVF to provide an environment for its entrepreneurs to exchange data-centric business plans and discuss investment strategies. It will also provide a platform to search for new trends for the startups and SMEs to experiment with in the labs;
- MediaFutures partner ODI hosts a large number of events that will be used to frequently promote MediaFutures achievements throughout the years. The annual ODI Summit brings together more than 1,000 startups, SMEs, multinational corporations, governments, data entrepreneurs, technologists, academics and policymakers from around the world;
- NMA organises various online and offline events (Hackathons, OMR Media Match, NYC Media Match, Virtual Media Match). Its aim is to promote and connect startup founders with relevant key players within the European Media Ecosystem and beyond. Moreover, a key event for each cohort will be the Demo Day organised by NMA, in which the most promising accelerated entities will have the opportunity to showcase the development of their products or services and their success stories to investors, partners, startup community, the NMA network and other interested stakeholders from the media value chain;
- The artworks and creative projects resulting from the residencies will be showcased both in cultural venues and technological events. This will be facilitated through IRCAM including the following venues that are already part of the S+T+ARTS Residencies community, such as: Ars Electronica (Linz), Avignon Festival (Avignon), Bozar (Brussels), Centre Pompidou (Paris), CentQuatre (Paris), C-Lab (Taipei), Espronceda (Barcelona), Experimenta (Grenoble), Fondation Fiminco (Romainville), FutureEverything (London), Gluon (Brussels), RIXC (Riga), SWSX (Austin), Venice Biennale (Venice), Victoria and Albert Museum (London), Waag Society (Amsterdam), ZKM (Karlsruhe);
- To facilitate ties to the media sector, we will also consider the IBC and NAB Show, two global prime media, entertainment and technology outlets with tens of thousands of visitors and exhibitors each year;
- Policy briefs addressing not only policy makers but also funding bodies, data holders and industrial players will be developed as part of WP6 activities. They will be showcased to policy specialists and related stakeholders within the context of related workshops and other dissemination activities undertaken during MediaFutures, for instance as part of working groups and expert workshops around a Common European Data Space.

**Direct meetings**

Face-to-face communication of all MediaFutures team members with stakeholders is a very effective part to communicate MediaFutures activities and results. The MediaFutures project brings together brilliant scientists and professionals from different disciplines with excellent reputation. This authority is maybe the biggest capital for the communication and dissemination of MediaFutures and should be used whenever possible.

**Events database**
In order to identify other events where MediaFutures partners are able to participate in, an events database was created in the common partners' workspace. During regular project meetings it will be decided in which event to participate and which partner will represent the project.

8 Press and media work, interviews, articles

Press and media work will include press releases, publishing articles in thematic magazines or the general press as well as interviews.

In connection with the publication of important results or outputs or in the occurrence of projects’ events (e.g., the conclusion of a residency programme or an accelerator cohort) the MediaFutures dissemination team will coordinate with the press offices of MediaFutures partners and will publish press releases. This support will allow to maximise the wide dissemination of information, materials and invitations. Some of the MediaFutures partners have strong links with the press (e.g., ODI, NMA, IRCAM, EURECAT, ZABALA). A MediaKit with general information on the project as well as images and the project logo will be part of the Resources page of the MediaFutures website.

Together with Gianni Riotta, a prominent Italian journalist and director of the School of Journalism and Data Lab of LUISS, the LUISS press office will constantly promote the MediaFutures project, its activities and its outputs during his public appearances. This action reaches a large audience of relevant stakeholders, so that a posteriori could join MediaFutures, or even some of them could be potential contenders. The group that LUISS can reach is composed of experts in diverse fields: media and big data specialists, international entrepreneurs, journalists, influencers, and other prominent figures from the cultural institutions. Furthermore, Riotta will also quote the MediaFutures project and its events in some of his articles, which will be published by international press such as the "Huffington Post" and "La Stampa". In addition, the 24 trainee journalists from Luiss School of Journalism are consistently looking for news and data to spread them and be able to help inform citizens.

9 Specific strategies for promotion of Open Calls, the supporting programmes and the data toolkit

As project activities have a great variety and different target audiences, specific strategies were designed for different parts of the project: the Open Calls, the supporting programmes and data toolkit.

9.1 MediaFutures Open Calls promotion

MediaFutures will launch three Open Calls: the first one from November 2020 to January 2021, the second one from October 2021 to December 2021 and the third one from September 2022 to October 2022. The overall strategy for the Open Calls promotion is dedicated to reaching our targeted audiences and assuring a high-quality application to the Open Calls. The idea for the timing of the promotion is to start & stop & start again to avoid audience fatigue (2-3 months open call). For example, for the 1st Open Call, which started November 23, 2020, the first phase of promotion lasted 3 weeks, and was closed by the webinar and the matchmaking day occurring on December 17. Then, promotion started again on January 4, 2021 and ran for 3 weeks, with the second webinar and matchmaking day on January 13, and closed with the end of the Open Call.
The **Open Calls** promotion strategy will be analysed and adapted based on the results of the first call.

In order to attract various startups, SMEs and artists, we have implemented the following actions:

- **Creation of [Homepage](#) and Open call section on the website** (Including all the necessary information: Application Kit, Guidelines for Applicants, FAQs, help desk, links to F6S & Deal Room Events, etc.);
- **Organisation of 2 webinars per call**: 1 at the very beginning of the call and the second one 2 weeks before the call closure. Those webinars included two sessions:
  - Introduction to MediaFutures programme and the open calls
  - Training on how to apply;
- **Implementation of a matchmaking tool opened within the whole call period** (2-3 months) allowing artists and startups to meet and apply together to the SmA track;
- **Organisation of 2 specific matchmaking days** (Same day as the webinars);
- **Setting up social media advertising campaigns** (Twitter, Linkedin, Facebook, Instagram: TBD for the 2nd and 3rd Open Call).

For further calls it will be considered to use quotes, testimonials or short interviews of previously selected third parties as success stories to show the real value of MediaFutures. These will champion equality, diversity & inclusion with the aim to motivate project applications that support underrepresented groups (mentioned in the grant agreement).

**Communication kit**

A communication kit common for all the partners facilitates the communication and dissemination actions for all the consortium. The communication kit is composed of:

- **Banners for social media**;
- **Social media posts (Captions & Tweets)**: Publish texts + open call video/banner/image/GIF online linking to the MediaFutures website;
- **Social media kit**: extra images to promote;
- **Outreach email template**: can be used as a basis for reaching out to various network;
- **Press release for partner dissemination**: text and image to be sent to media networks;
- **Open Call video**: promotion on social media and presentations at events.

**Partners’ involvement in the dissemination of the open call and tracking of outreach**

All partners as well as the MediaFutures ecosystem (cf. Chapter 4) actively promote the Open Call (also in their own language).

Each consortium partner is asked to share the press release and at least three posts per call (Launch of the Call, before the 1st webinar, two weeks before the call closes) related to the Open Calls via their social media channels. The idea for this activity is to share these posts in **English and the native language** of each partner, to reach the specific target audiences of “our” countries.

**It is notably advisable that all the partners adapt those press-releases, email templates and social media posts to the native language of their countries.**

To increase the outreach to countries in which we are not directly present through the partners, we implement dedicated social media campaigns.
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It is important to keep track of our outreach activities to monitor our KPIs and their fulfilment. Therefore, all reached groups are added to the Outreach contact database which is stored on the internal project MS Teams repository.

For each Open Call all partners define specific promotion activities which are listed in the specific Open Call strategy document on the internal project groupware.

9.2 MediaFutures Support programme communication

MediaFutures support programme is composed of a residency programme (Artists for Media), an accelerator (Startups for Citizens) and a joint programme combining residency and accelerator (Startup meets Artist).

For each track, the objectives of the communication strategy are:

- To showcase the progress and outcomes of the programme increasing the visibility of supported artists, startups and SMEs;
- To disseminate and promote MediaFutures activities and results to raise awareness on the programme, thus increasing its impact.

In order to do so, the communication team will share pictures, videos and texts of the supported teams all along the programme.

A list of obligations has been defined and attached to the guidelines for applicants and to the subgrantee agreement. We included in this list a set of communication obligations. During their accelerator or residency startups, SMEs and artists will have to:

- Write a short publishable description of the pilot for the MediaFutures website (including a picture and/or logo);
- Write two news articles (including picture) during and at the end of the residency/accelerator;
- Give an interview at the end of the residency/accelerator;
- Produce a short video or animated presentation at the end of the residency/accelerator.

Those materials will be published on MediaFutures website and social media as agreed by the selected applicants when signing the subgrantee agreement. They will make it possible for MediaFutures followers to discover the progress of each project on a regular basis.

Regarding the dissemination of artworks, art experiences, products and services developed during MediaFutures support programme, programme advisors will organise networking activities. Thanks to the tool clique.ai, NMA will put startups and SMEs in touch with mentors, investors and corporates, thus participating in the dissemination of the outcomes of the accelerator as well as putting up the website section with standardised success stories. For artists, IRCAM will organise a virtual meeting with art and culture partners, approximately one month before the end of each residency batch. Artists will present their creations and their wishes of exhibition/presentation. The cultural partners will be free to select some of them and present their artworks during their festivals, exhibitions or events. In addition to those activities, whenever possible, the dissemination team will showcase some of those results at events as presented in Chapter 7 “Events and meetings”.

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9.3 **MediaFutures Data toolkit dissemination**

The MediaFutures open-source data innovation toolkit will summarise the insights of the project in the areas of Human data and AI interaction; Legal and ethical questions; Entrepreneurship & sustainable business models; Social impact & citizen participation and Science-art interfaces & innovation. The toolkit will facilitate knowledge transfer towards future programmes of this kind, inform future calls and policies and increase the overall impact of the project. It will include insights from existing literature, frameworks and resources enriched with case studies, best practices and lessons learned during interactions with businesses, artists and other stakeholders in MediaFutures.

The toolkit will be published in two iterations, in M18 and M36 of MediaFutures. Each version will be published on the project website and the final version will be disseminated as a PDF and potentially a printed brochure. It will further be promoted through public talks and workshops.

10 **Coordination and management of MediaFutures ecosystem building, dissemination and communication**

The coordination and management of MediaFutures ecosystem building, dissemination and communication activities comprises the team in charge, the planned timeline, the impact assessment as well as data protection and ethics which are described in the following paragraphs.

10.1 **The team**

Dissemination, communication and engagement activities will be coordinated by the Dissemination leading partners, DEN. As resources in WP5 are distributed among all partners, a strong collaboration mechanism was set-up by creating a Dissemination team which is composed by at least one representative of each partner with experience in dissemination and communication. The team meets approximately once a month in order to discuss momentarily relevant strategies and activities, monitor achievements and discuss and decide adaptation of the plan.

10.2 **The timeline**

Dissemination activities will be carried out in three main phases, supporting other project activities and following the general project work plan (cf. Figure 7). Each of these has specific objectives and will therefore perform specific actions using appropriate channels.

*Figure 7: MediaFutures Timeline for implementation of support programmes*
**Phase I: Raise awareness (M1-M6).** In this preliminary phase, the Dissemination lead implemented bilateral calls with all consortium partners in order to define the specific interests and contributions of each of them. In a next step a Dissemination team was set up that steers the activities under the coordination of the dissemination lead. The project branding is defined and the most important project channels for the launch of the 1st Open Call realised (the project website, the social media channels, the outreach database, press releases, banners, video, contribution to newsletters, webinars, social media campaign, etc.). The dissemination strategy is also developed, covering the whole project, with a main focus on the first half of the project. Stakeholder mapping and engagement is planned. The promotion of the 1st Open Call creates a first wide outreach and interest in the project.

**Phase II: Increase impact (M6-M22).** The main objective of Phase II is to increase impact and awareness generated during Phase I and to expose mainly the MediaFutures’ achievements, in particular the results of the first and second round of pilots. Channels and measures realised in the proposal phase will be refined during Phase II to the specific needs and after monitoring the Key Performance Indicators (KPIs) (cf. Chapter 10.3) and reported in D5.3, and it will work to properly find the right means to engage and collaborate with the target groups and in particular with the stakeholders identified and engaged. This will help increase the potential impact of the project’s results. Participation in workshops, organisations of ad hoc events, as well as organisation of tutorials/webinars will boost the dissemination process. Specific dissemination material will be produced respectively. A key action in this phase will be the promotion of the first cohort of pilots and the ecosystem creation as well as the promotion of the 2nd Open Call.

**Phase III: Adoption (M23-M36).** This phase will leverage the general awareness raised in Phase I and Phase II, attracting more potential users and customers of MediaFutures’ project’s results. Outcomes of Phase I and II will be evaluated according to the KPIs identified and, if needed, it will refine the priorities, channels and measures previously settled, also in alignment with the agile stakeholder management activities. The third Open Call and support programme will be implemented. This phase will put a focus on defining the main activities that could increase the impact and sustainability also beyond the project’s lifetime, and with this a close collaboration with WP6, such as continuing use of events, participation in workshops and conferences, contributions to publications in targeted specific media online and printed trade and research journals. The dissemination and communication strategy will be updated by including a legacy plan for the main project channels; results of all dissemination activities will be reported in D5.4 and 5.5.

### 10.3 Dissemination impact assessment

The implementation of the communication and dissemination strategy with its planned activities is constantly monitored in order to assess its effectiveness and progresses as well as to formulate change requirements where necessary. In order to facilitate the monitoring and evaluation some Key Performance Indicators (KPIs) had been identified in the DoA. The Indicators are repeated in Table 3 and will be updated after a first comprehensive analysis if necessary.
### Table 3: MediaFutures dissemination and communication Key Performance Indicators

<table>
<thead>
<tr>
<th>Instrument</th>
<th>Indicator</th>
<th>Target</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flyer, distributed online and offline</td>
<td>Number of flyers distributed</td>
<td>&gt;1k by M18 &gt;2k by M36</td>
<td>Distribution at events, workshops, via website, etc.</td>
</tr>
<tr>
<td>Poster / roll-up</td>
<td>Number of designs, updated if needed</td>
<td>2</td>
<td>Presented at events and downloadable from the website.</td>
</tr>
<tr>
<td>Videos</td>
<td>Number of videos and views</td>
<td>2 videos with 500+ online views per video</td>
<td>We will produce a video about the project and a second one about the open call. They will be advertised on social media, on the website and shown at events.</td>
</tr>
<tr>
<td></td>
<td>Numbers of interview clips and related videos</td>
<td>30 to be edited in 2-3 longer videos</td>
<td>Interviews with project partners, stakeholders and incubated entities will be produced and used on social media and on the project website. They will be edited in 2-3 longer videos for key events.</td>
</tr>
<tr>
<td>Project website</td>
<td>Number of visitors + page views</td>
<td>1.5k visitors, 3k pages views in total</td>
<td>Web traffic statistics collected and documented.</td>
</tr>
<tr>
<td></td>
<td>Average visit</td>
<td>1 minute</td>
<td></td>
</tr>
<tr>
<td>Social media</td>
<td>Number of followers on Twitter and LinkedIn</td>
<td>10k in total by M36</td>
<td>We will keep an active social media presence through weekly updates and engagement. DEN will appoint a social media manager group composed by the social media manager of the partners. Constant collaboration will be established between this group and the social media managers of the stakeholder cluster and our ambassadors.</td>
</tr>
<tr>
<td></td>
<td>Number of posts/tweets</td>
<td>3k by M36</td>
<td></td>
</tr>
<tr>
<td>MediaFutures events</td>
<td>Number of events organised</td>
<td>10</td>
<td>MediaFutures events will be organised as part of each of</td>
</tr>
</tbody>
</table>
### D5.1 - Dissemination and communication strategy and instruments

<table>
<thead>
<tr>
<th>Instrument</th>
<th>Indicator</th>
<th>Target</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number of participants overall</td>
<td>1k</td>
<td>the project WPs (peer networking events, training workshops, graduation ceremonies and demo days) and will be supported by the communication team that will promote them before and disseminate the results after the events.</td>
</tr>
<tr>
<td>External events</td>
<td>Number of events attended</td>
<td>50</td>
<td>Presented material, photos, social media, trip reports. News about the event attended will be on the project website 3 to 5 days after the event.</td>
</tr>
<tr>
<td>Media coverage</td>
<td>Press release</td>
<td>20</td>
<td>Paid and free articles in sectorial online and traditional magazines. Paid and free short news or in magazines promotional spaces (visual).</td>
</tr>
<tr>
<td></td>
<td>Number of articles in magazines</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Editorials and clippings</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Open Call campaigns</td>
<td>People reached by M36</td>
<td>1 mio.</td>
<td>Part of D5.1 will be dedicated to carefully plan the open call promotion campaigns. They will cover all the five areas of the promotional mix described above. Results will be reported in D5.3 and D5.4.</td>
</tr>
<tr>
<td>Stakeholder cluster</td>
<td>Number of organisations</td>
<td>50</td>
<td>As part of T5.1 we will actively look to expand the cluster to cover areas in demand among startups and artists and be more representative of the community.</td>
</tr>
<tr>
<td>Advisory Board</td>
<td>Number of people</td>
<td>Up to 10</td>
<td>Starting from currently confirmed members (cf. Chapter 4.3), we will seek to recruit additional advisors, balancing expertise, global reach and diversity of backgrounds and experiences.</td>
</tr>
</tbody>
</table>
### Instrument

<table>
<thead>
<tr>
<th>Instrument</th>
<th>Indicator</th>
<th>Target</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambassador network</td>
<td>Number of ambassadors</td>
<td>30</td>
<td>We will invite professionals from different sectors as well as interested members of the public to apply to join the network and add new impulses and perspectives to our work. Ambassadors will attend workshops, demo days, and exhibitions.</td>
</tr>
<tr>
<td>DIH network</td>
<td>Number of hubs</td>
<td>50</td>
<td>We will reach out to additional DIHs in Europe, especially in countries or regions that are not yet well represented in the current network of LUH.</td>
</tr>
</tbody>
</table>

### Tracking outreach activities

In order to collect information on implemented dissemination activities of all consortium partners, three data collection sheets were created in the consortium common workspace:

- Track of talks, presentations, events of MediaFutures, indicating number and type of participants reached;
- MediaFutures Research papers in scientific journals (also the planned ones);
- Outreach Database for Open Calls.

Partners are asked regularly to update information in these documents. This helps to identify the numbers of the above shown dissemination KPIs.

### Reporting outreach activities performance

Every 12 months an annual dissemination report (D5.3 in M12, D5.4 in M24 and D5.5 in M36) collects, analyses and reviews the dissemination activities undertaken by the consortium, based on the KIPs and other feedback. Upon this analysis the Dissemination team can adapt measures and channels and plan for the upcoming year. Results feed also into the project progress reports. The reports will also comprise a complex network analysis will be carried out on the MediaFutures Twitter network and which has the aim to improve the MediaFutures dissemination and communication strategy (if needed) and understand how the ecosystem created is evolving. The network will consist of all the Twitter accounts that have a correlation with the MediaFutures official account (cf. Chapter 6.1.2) and the connections that exist between them. Once created, the MediaFutures Network will be analysed using graph theory techniques and algorithms, from which metrics will be extracted on the degree and centrality of the accounts (betweenness and closeness centrality), on the authority and importance of a node within ecosystem (pagerank) and a clustering of the network to identify the main communities.

In order to better understand the evolution and development of the network throughout the duration of the project, three comparable versions will be created, approximately developed in the period immediately following the registration phase and subsequent selection of the Open Calls. The
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comparison between the various versions will allow to verify the effectiveness of the dissemination campaign implemented and the development of new strategies based on the analysis of the collected data.

The report on the first complex network analysis will be included as a chapter or Annex within D5.3, while the reports on subsequent analyses will probably be part of D5.4 and D5.5. If relevant, the results of the analyses will also be disseminated through MediaFutures social media.

10.4 Data protection and ethical issues in the MediaFutures outreach activities

Disseminating MediaFutures’ activities while complying with data protection principles and rules is an important aspect of the project. As explained in more detail in the ethics requirements D8.1 and D8.2, the MediaFutures partners have taken several decisions related to the implementation of these principles.

Regarding the dissemination activities, we have not put personal email addresses on the project mailing list for dissemination without clear and informed consent of the data subjects. Additionally, this consent can be withdrawn at any moment by simple request of the data subject. The mention unsubscribe from this mailing list will be automatically present at the bottom of each dissemination email to enable an easy control over their affiliation for data subjects. The website of the project contains a privacy policy and a cookie policy where visitors of the website can customise in a GDPR compliant way the type of cookies collected.

Furthermore, when pictures or videos of participants are being taken during potential events or activities, information regarding the use of these material and their rights will be provided and their agreement will be requested.

MediaFutures will respect all rules and obligations concerning the protection of personal data when producing project statistics to disseminate the outcome of the project and publish anonymised data for the statistics.
11 References


European Commission Directorate-General for Communications Networks, Content and Technology (2020). *Grant Agreement number: 951962 – MediaFutures*. (confidential)

Firus, K., Amendola, V. (2021). *Website updates and social media presence (MediaFutures D5.2)*.

Garatzogianni, A., Rosam, G., Brockob, A. (2021), *MediaFutures POPD Requirements No. 1 (MediaFutures D8.1)* (upcoming, confidential)

Garatzogianni, A., Rosam, G., Brockob, A. (2021), *MediaFutures POPD Requirements No. 2 (MediaFutures D8.2)* (upcoming, confidential)

12 Abbreviation List

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>BDMI</td>
<td>Bertelsmann Digital Media Investments</td>
</tr>
<tr>
<td>BDVA</td>
<td>Big Data Value Association</td>
</tr>
<tr>
<td>DEN</td>
<td>Design Entrepreneurship Institute</td>
</tr>
<tr>
<td>DIH</td>
<td>Digital Innovation Hugs</td>
</tr>
<tr>
<td>DoA</td>
<td>Description of Action</td>
</tr>
<tr>
<td>EBDVF</td>
<td>European Big Data Value Forum</td>
</tr>
<tr>
<td>EDP</td>
<td>European Data Portal</td>
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<tr>
<td>EOSC</td>
<td>European Open Science Cloud</td>
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<tr>
<td>EURECAT</td>
<td>Centro Tecnológico de Cataluña</td>
</tr>
<tr>
<td>HTGF</td>
<td>High-Tech Gründerfonds</td>
</tr>
<tr>
<td>IRCAM</td>
<td>Institut de Recherche et Coordination Acoustique/Musique</td>
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<tr>
<td>KCL</td>
<td>King's College London</td>
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<tr>
<td>KET</td>
<td>Key Enabling Technologies</td>
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<tr>
<td>KPI</td>
<td>Key Performance Indicator</td>
</tr>
<tr>
<td>KU Leuven</td>
<td>Katholieke Universiteit Leuven</td>
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<tr>
<td>LUH</td>
<td>Leibniz Universität Hannover</td>
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<tr>
<td>LUISS</td>
<td>Libera Università Internazionale degli Studi Sociali Guido Carli</td>
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<tr>
<td>Acronym</td>
<td>Full Form</td>
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<tr>
<td>OASC</td>
<td>Open and Agile Smart Cities</td>
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<tr>
<td>ODI</td>
<td>Open Data Institute</td>
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<tr>
<td>OMR</td>
<td>Online-Marketing-Macher</td>
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<tr>
<td>NGO</td>
<td>non-governmental organisation</td>
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<tr>
<td>NMA</td>
<td>next media accelerator</td>
</tr>
<tr>
<td>NYC</td>
<td>New York City</td>
</tr>
<tr>
<td>M</td>
<td>Month</td>
</tr>
<tr>
<td>RIXC</td>
<td>The Centre for New Media Culture</td>
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<tr>
<td>SME</td>
<td>Small and Medium Enterprise</td>
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<tr>
<td>S+T+ARTS</td>
<td>Science, technology and the arts</td>
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<tr>
<td>SXSW</td>
<td>South by Southwest</td>
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<tr>
<td>WP</td>
<td>Work package</td>
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<tr>
<td>ZKM</td>
<td>Zentrum für Kunst und Medien</td>
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## More Information about this Document

<table>
<thead>
<tr>
<th>Project acronym</th>
<th>MediaFutures</th>
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<tr>
<td>Project full title</td>
<td>MediaFutures, Data-driven innovation hub for the media value chain</td>
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<tr>
<td>Grant Agreement no</td>
<td>951962</td>
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<td>Deliverable number</td>
<td>D5.1</td>
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<td>Deliverable title</td>
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<td>Report</td>
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<td>Contractual delivery date</td>
<td>28 February 2021 (M6)</td>
</tr>
<tr>
<td>Actual delivery date</td>
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</tr>
<tr>
<td>Reviewers</td>
<td>Alexandra Garatzogianni, Alina Brockob, Gerrit Rosam, LUH  Louise Enjalbert, IRCAM</td>
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### Revision History

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<th>Date</th>
<th>Name</th>
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<tr>
<td>V.1</td>
<td>04/02/2021</td>
<td>Katja Firus</td>
</tr>
<tr>
<td>V.2</td>
<td>24/02/2021</td>
<td>Katja Firus</td>
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Annex 1 - Identify Handbook
IDENTITY HANDBOOK
and rules for publications
**Introduction**

This document presents:
- The MediaFutures logo and its use;
- Guidance on the fonts to be used;
- The MediaFutures rules for publications and specific applications in the MediaFutures project.

In order to ensure visibility of the MediaFutures project activities and deliverables, the project partners should use the MediaFutures logo as further specified in this handbook.

The rules are binding for all publications, seminars, websites, press releases and press articles that partners produce in the framework of the project.

Please note: for scientific articles and publications, specific rules will be defined by the project management and disseminated to all partners.
Index

4 Logo
5 Brand and blank space
6 Black and white logo
7 Colours
8 Chromatic variations
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10 Misuses
11 Typography
12 Third Typography for Deliverables
13 Standard texts for MediaFutures publications
14 Use of European flag
Logo

The version of the MediaFutures logo shown on this page is the “master logo”. The colours to be used for the MediaFutures logo are explained later in these guidelines.
Brand and blank space

In order to underline the meaning of the MediaFutures logo it is necessary to leave a blank space around. The “X” size is the minimum space that should be allowed around the brand logo.

However in certain situations leaving a space might be difficult. In such circumstances you should use your creative judgement of the context and give the brand logo a maximum impact.
Black and white logo

A black and white version of the MediaFutures logo can be used. See an example below on the left.

A negative version of the logo should be used on a black background. See an example below on the right.
Colours

The colours of the MediaFutures logo are an important identity element and must always be reproduced with maximum fidelity. You can find the mix of the colours below.
Chromatic variations

The MediaFutures logo and several different colour backgrounds.
Brand logo and legibility

The application of the MediaFutures logo on a background is not always clearly definable and may lead to improvisation. The basic principle is to maintain the signature’s colour integrity with a maximum of contrast. Below you find two colour possibilities for various background luminosities.
Misuses

The MediaFutures logo should never be stretched, skewed, angled, cropped, reconfigured or in any other way manipulated.
The examples below illustrate incorrect applications of the MediaFutures logo.
In summary: none of these or any other variations, no matter how subtle, are acceptable.

Do not use different colors for brand and logo.

Do not use random or visually unpleasant color combinations.

Use the negative version only as indicated.

Do not distort the mark. Always keep the original proportions.

Do not rotate the mark. Always place it parallel to the horizon for correct readability.

Do not place the mark along the edges of any support. Always leave a minimum of space to respect.
For graphical consistency we have defined a primary and a secondary font family for all communication materials.

“Gotham” is the chosen primary font family for the logotype. It shall also be used as a headline font, e.g. for a brochure or other publications of the project.

“Oswald” is the font family that shall be used for “body texts” for publications and website.
Third Typography for Deliverables

“Helvetica” is the alternative typeface family to be used both for titles and body texts for internal word documents (e.g. Deliverables).

**Helvetica Bold**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 &$?!(,.;)
```

**Helvetica Regular**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 &$?!(,.;)
```
Standard texts for MediaFutures publications

According to the EC rules (Article 29.1 of the Grant Agreement), the two following standard texts for inclusion in the acknowledgements of any publication should be used:

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 951962.

The text should be accompanied, if possible, by the European flag (see next page). In addition the following sentence has to be included in any text:

The [following text] reflects the author’s views. The European Commission is not liable for any use that may be made of the information contained therein.
Use of European flag

Instructions for the use of the European flag and various downloadable file formats can be found at: https://europa.eu/european-union/about-eu/symbols/flag_en

The rules laid out on the website are binding. According to the EC publication rules, the “the European emblem should be given appropriate prominence” in a publication.
For further information or questions, please contact:

DEN Institute
Email: k.firus@den-institute.org
Email: a.passani@den-institute.org

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 951962.