

CROSS FERTILISATION THROUGH ALIGNMENT, SYNCHRONISATION AND EXCHANGES FOR IoT

H2020 – CREATE-IoT Project

Deliverable 07.06

Communication Plan Update

Revision: 1.00

Due date: 31-07-2018

Actual submission date: 14-08-2018

Lead partner: IDC



Dissemination level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

Summary					
No and name	D07.06 Communication Plan Update				
Status	<Released>	Due	m19	Date	31-07-2018
Author(s)	S. Aguzzi (IDC), C. Pepato (IDC), G. Cattaneo (IDC), D. Ordóñez (ANY SOL)				
Editor	S. Aguzzi (IDC)				
DoW	The deliverable is an updated release of the communication plan for the project, aligned with the plans of the LSPs, including the operational plan and KPIs.				
Comments					
Document history					
Rev.	Date	Author	Description		
0.00	27-04-2018	IDC	Draft circulated to partners for inputs		
0.01	25-05-2018	IDC	Integration of inputs from partners and second draft version produced.		
0.02	01-08-2018	IDC	Submission to project coordinator.		
0.04	03-08-2018	IDC	Deliverable sent to UNP for internal review.		
0.05	06-08-2018	UNP	Internal review completed.		
0.06	07-08-2018	IDC	Final submission to project coordinator.		
1.00	14-08-2018	SINTEF	Final version released.		

Disclaimer

The information in this document is provided as is and no guarantee or warranty is given that the information is fit for any particular purpose. The user thereof uses the information at its sole risk and liability.

The document reflects only the author's views and the EC is not liable for any use that may be made of the information contained therein.

Table of contents

1.	Executive summary.....	4
1.1	Publishable summary.....	4
1.2	Non-publishable summary.....	4
2.	Introduction.....	5
2.1	Objectives of the communication strategy.....	5
2.2	Target groups of the communication activities.....	6
2.3	Scope of the document.....	8
2.4	Roles and Responsibilities of partners.....	8
3.	Coordination with European IoT LSP Programme	10
3.1	Coordination within the European IoT Large-Scale Pilot Programme	10
3.1.1	Coordination activities within the Activity Group 08	10
3.1.2	Coordination activities with the Activity Group 04 and U4IoT	12
4.	Communication and Dissemination Activities	14
4.1	Online Presence	14
4.1.1	Status and achievements	14
4.1.2	Plans for the next period	15
4.2	CREATE-IoT communication and dissemination activities.....	16
4.2.1	Dissemination Kit	16
4.2.2	European IoT LSP Programme dissemination materials	17
4.2.3	CREATE-IoT social media.....	18
4.2.4	European IoT LSP Programme Social Media	21
4.2.5	Newsletter	22
4.2.6	Wiki	22
4.3	Event communication	23
4.3.1	Status and Achievements	23
4.3.2	Plans for the next period	26
5.	Conclusions.....	27

1. EXECUTIVE SUMMARY

1.1 Publishable summary

The document presents the updated plan of the CREATE-IoT project's outreach activities, the established approach of the coordination with the European IoT LSP Programme and a set of KPIs to measure the success and impact of the communication and dissemination efforts. The communications strategy and the communication plan serve as a guide for media and public relations activities in which the CREATE-IoT as coordinating and supporting project for the IoT European Large-Scale Pilots Programme is engaged.

1.2 Non-publishable summary

This document is public.

2. INTRODUCTION

This deliverable D07.06 is the update of the Communication Plan presented in the D07.01. It presents the operation plan that clarifies how the communication and dissemination strategy is implemented throughout the duration of the project and provides a set of KPIs to measure the success and the impact of the activities carried out.

This deliverable aims at contributing to the achievement of the objectives of the Work Package 7 and, in particular, is the result of the extensive redesign of this Work Package based on the project's Technical Review outcome.

The key objective of the Communication Plan is to develop and implement an effective communication strategy working inclusively and cross-functionally for the IoT Focus Areas (FA) activities based on common communication and dissemination ground, by involving the IoT various initiatives and pilots in organising and promoting common events and share common approaches to European and global cooperation.

The project's communication strategy is aligned to the collaborative communication strategy of the IoT European Large-Scale Pilots (LSP) Programme as well as to individual strategies of the five LSPs forming the IoT European Large-Scale Pilots Programme. In addition, the communication and dissemination activities organized under CREATE-IoT's Task 07.01 aims to be instrumental to set forth a viable cooperation with a variety of other IoT initiatives in Europe and beyond to share common approaches, improve results' exploitability, promote best practices and, eventually, increase the chance to meet real-life industry requirements in the IoT area.

CREATE-IoT's ultimate goal is to stimulate collaboration between the 5 LSPs projects under the umbrella of the European Large-Scale Pilots Programme and across other IoT initiatives, foster the take up of IoT in Europe and support the development and growth of IoT ecosystems based on open technologies and platforms. This requires synchronisation and alignment on strategic and operational levels through frequent, multi-directional exchanges between the various activities under the IoT FAs. It also requires cross fertilisation of the various IoT Large-Scale Pilots for technological and validation issues of common interest across the various application domains and use cases. To be effective, the cooperation between IoT initiatives, Focus Areas, and Large-Scale Pilots is to be supported by a set of appropriate communication activities, dissemination tools and collaboration channels – in short, an appropriate communication and collaboration strategy.

2.1 Objectives of the communication strategy

As set out in the D07.01 the communication strategy of the project responds to the need of organizing and coordinating a series of common activities for disseminating and communicating the results of the IoT European Large-Scale Pilots Programme, of its LSPs projects' and of the two CSAs supporting the programme. In particular, the communication efforts aim:

- To build close and continuous interactions with the IoT stakeholders and the larger IoT community, fostering engagement and mobilisation in all the project events and during the project's lifetime. This is expected to have the overarching goal of strengthening the role of the EU on the global IoT scene, in terms of access to foreign markets.
- To raise awareness and promote the diffusion of IoT FA activities (pilots, research, and horizontal actions) at the European and global level. CREATE-IoT intends to organise a number of large international/global events focusing on existing and emerging IoT technology trends, plug EU LSPs and other existing RIAs and IAs project results into existing road-show calendars
- To create opportunities for high success potential initiatives to meet industry and promote their outcomes through the events and online activities

- To communicate and promote the project's outcomes and assets with IoT activities in countries and regions outside Europe with a goal to facilitate a global consensus on future IoT technology, policy issue and standardisation requirements.
- To endorse the expected project impacts from the perspective of R&D&I, policy, technology, economy and society.

2.2 Target groups of the communication activities

CREATE-IoT's dissemination and communication activities aims to ensure a wide-reaching impact, among a broad range of stakeholders, such as the categories presented below in Table 1.

Table 1: Target groups – main categories

Target group	Description	Needs and expectations
IoT Industry	It includes the key IoT global and European market players, as well as industrial associations, and alliances. Examples: AIOTI, ECSEL, IoT-EPI, SAP, Philips, Siemens AG, Bosch, Schneider Electric.	Provide and receive input to creating common ground for future IoT uptake. Promote the technological developments and requirements of IoT solutions and the cooperation with research projects and innovators.
IoT Researchers, LSP stakeholders	Higher education, Academia, Research Institutes and communities that can develop, implement and promote research and projects on IoT, including representatives of the LSPs	Identify potential opportunities for future research and inputs for the development of trials and LSPs. Cross-fertilize, optimize know-how, fast-track progress, identify synergies
SMEs and Start Ups	CREATE-IoT aims to not only reach out to the large organizations but also involve small and medium companies and emerging players and innovators Examples: Sigfox, Smartfrog, Cyc-Lok, Gliotti, DeviceHub and many other start-ups participating in IoT acceleration programmes	Increase their visibility, get connected with the IoT community and get involved in the development and test of trials and LSPs. Liaison with SME support bodies such as EASME.
Creative Arts Community	It includes artists and creative professionals using IoT for arts	Connect IoT with the STARTS community; coordinate a cluster of practitioners for IoT-Arts connections; create awareness and societal debate on the future consequences of pervasive IoT.
Policy Makers	Government entities expected to be able to collect the proposed policy recommendations and assess how they can be put into practice at EU and national level	Provide policy recommendation on possible paths to foster the development of IoT solutions, markets and research projects. Promote the allocation of resources to future IoT R&D and deployment.
International Standard Developing Organizations (SDOs)	Entities responsible for supporting and managing standardisation practices Examples: ISO, ETSI, CEN/CENELEC, W3C, IETF, ITU, IEEE, OGC,	Identification of standardisation opportunities for IoT. Contribute to a faster definition of standards
International and external IoT research community	Research organizations and projects implementing research on IoT outside Europe, and/ or outside the H2020 funding program Examples: ECSEL, FoF, SCC, EVs, Big Data, 5G, and RRI-SSH	Expect high quality research material with scientific value

Table 2: Target groups and specific communication activities

Channels/ Tools and Frequency	Owner	Target groups						
		IoT Industry	IoT Researchers, LSP	SMEs and Start Ups	Policy Makers	Creative Arts Community	International Standard Developing Organizations (SDOs)	International and external IoT research community
Programme and Project web portal	WP07 leader and partners, in coordination with AG08, U4IoT	x	x	x	x		x	x
Press Releases	WP07 Leader plus relevant partners; and AG08.	x						
Social media	WP07 leader with partners support with AG08, U4IoT	x	x	x	x	x	x	x
Events	WP07 Leader with partners	x	x	x	x		x	x
Webinars	WP07 leader and partners, with LSPs and with AG08, U4IoT	x	x	x	x		x	x
Brochures, leaflets, posters	WP07 leader and relevant partners, with AG08	x	x		x		x	x
Cooperation in AG08 and AG04	WP07 leader and relevant partners and LSPs with AG08, U4IoT	x	x		x			
AG04 monthly meetings	WP07 leader and relevant partners, with AG08, U4IoT			x				
Dissemination at suitable high-profile international conferences and art-tech institutions	WP07 leader and relevant partner					x		

2.3 Scope of the document

This document presents an update of the initial communication and dissemination strategy that responds to the recommendations made at the project review meetings and sets out the operational approach that is being implemented in order to achieve the revised objectives of the Work Package.

The document is structured along four main sections:

- In the introductory section, the overall purpose of CREATE-IoT's updated communication strategy, as well as the key groups targeted by the communication activities, are defined and described;
- The second part presents the coordination approach with the European IoT Large Scale Pilot Programme, implemented through the participation in the Activity Group 08 (AG08) and in the Activity Group 04 (AG04). The section reports about the coordination activities done so far and sets out the next steps for the upcoming period.
- The third section aims to present the operational plan designed to effectively implement the strategy by describing the main tools adopted, the activities implemented both through online and offline channels. For each communication and dissemination activity the section defines specific KPIs.
- In the concluding section, the document will provide a summary of the key components of the updated communication strategy and describe the next steps.

2.4 Roles and Responsibilities of partners

The partners directly involved in WP07 will bear the primary responsibility for the implementation of the communication and dissemination strategy providing inputs and resources, but also the other partners, particularly the WP leaders, will provide inputs and support to communicate the results of the research and events carried out in their respected work packages. More specifically the WP07 partners will carry out the following task:

- SINTEF plays an active role in the communication strategy by focusing on information and dissemination activities that go beyond the traditional targets required by the call so to facilitate an effective dialogue with the widest possible community of relevant stakeholders. In addition, SINTEF will continue to overlook the web portals development.
- IDC supports the implementation of the communication and dissemination strategy by providing communication materials, content for social media channels, participating in the updating of the content on the website, collaborating with AG08 and U4IoT as well as collaborating with the LSPs to produce ad hoc content leveraging its own content and its work on KPIs to highlight the market potential and challenges faced by the LSPs and the programme. IDC will contribute to the organization of webinars and to the organization of the WP07 events.
- AL generates and manages customised and localised documentation and provide input to the collaborative production of content for the communication activities as WP05 leader, providing support to the event organization/communication.
- ARTS contributes to the organization of events, exhibitions and happenings in urban and rural areas promoting IoT-Art connection activities in Europe and beyond. As concrete tasks in WP07 ARTS will contribute to: coordinating the collaborative production of content for the communication activities as WP leader, supporting the event organization/communication and be responsible for coordinating the Wiki production.
- BLU focuses on the LSP and the lessons learned at scheduled events and provide inputs to the collaborative production of content for the communication activities through the activities in WP03. GRAD will provide support for IoT events and will disseminate the activities the programme activities in Europe. It will contribute to dissemination by identifying target groups

and devising a dissemination plan to disseminate the IoT road mapping and recommendations produced during its participation in WP01, WP02 and WP05.

- GRAD is involved in the implementation of the media strategy in Spain (translation of press releases, managing contacts with local media), inputs to the collaborative production of content.
- UNP supports the dissemination and online promotion together with the support for the international collaboration.
- The NUIG supports in the organization of events and will align the Open IoT summer school with the overall objectives in coordination with the communication
- MI will support the dissemination activities and liaise with IoT Week conferences (and collocated activities) and support the LSP projects participation. MI supports the dissemination of LSPs achievements towards education and academic sectors through appropriate communication material. It will interact with the international community, including the ITU-T, IEEE, IoT Forum, IPv6 Forum, ISO, and other relevant IoT fora.

The CREATE-IoT partners not directly involved in WP07 will nevertheless collaborate with the communication strategy as follows:

- ATOS is involved as WP02 leader in the collaborative production of content for the communication activities and will provide inputs for the communication related to the events.
- ETSI is involved in WP06 activities by providing inputs about the events organized in AG02.
- ERCIM is coordinating the collaborative production of content for communication activities from WP06 and will support the event organization/communication in WP06.
- FE provides inputs to the collaborative production of content for communication activities, will support the event organization/communication through activities in WP03, and will support the promotion to media contacts in the UK.
- TL contributes as WP05 TL with organisation of events on security and privacy-by-design, including legal, ethical and accountability issues.

3. COORDINATION WITH EUROPEAN IOT LSP PROGRAMME

This section presents the involvement and participation of CREATE-IoT in the European IoT LSP Programme as one of the two Coordination and Support Actions (CSAs) together with U4IoT. Coordination activities range from supporting the LSPs in communication and dissemination efforts, and deployment and management of the common web portal, to the proactive participation in the monthly virtual meetings and contribution to the production of the Programme's outcomes.

Therefore, one of the key goals of the communication plan is to effectively involve all IoT European Large-Scale Pilots Programme's members to maximise the Programme's outreach and impact.

Coordination efforts have been strengthened in response to the feedback received after the project evaluation and review. Multiple meetings and talks with LSPs and U4IoT have been carried out to improve coordination and collaboration.

3.1 Coordination within the European IoT Large-Scale Pilot Programme

At the level of the European IoT Large-Scale Pilot Programme, CREATE-IoT plays an important role in fostering the interactions among with the LSPs projects and in the collaboration with the other CSA U4IoT. This approach provides the mechanism for the IoT Large-Scale Pilot projects to contribute to the consolidation and coherence work that is implemented by the CREATE-IoT and U4IoT by supporting the clustering activities defined by the Programme and addressing issues of common interest such as interoperability approach, standards, security and privacy approaches, business validation and sustainability, methodologies, metrics, etc. The activity groups monitor that appropriate mechanisms are put in place in order that pilots' impact go beyond involved partners and address external communities and stakeholders. The following paragraphs focus on the coordination activities specifically aiming for communication and dissemination.

Following the recommendations made in the Review Reports, since November 2017 the coordination with the LSPs have been intensified. Several activities have been implemented and strengthened in order to achieve impacts and provide value added to the Programme. It includes the following activities carried out so far:

- Re-design and re-launch of programme website: as reported later in this document in the section 4.2. The portal has been considered as the entry point for providing information on the Programme and have been redesigned according to the requirements expressed by the LSPs.
- Proactive involvement and participation in several Programme's Activity Groups. Of relevance for communication purposes is the participation in the AG08 and in the AG04.
- Production of a set of marketing papers about the Programme's Focus Areas as infographics addressing the potential markets of the LSPs and their value proposition and leveraging IDC data on the IoT market. The market papers were produced in collaboration with the LSPs, presented at the IoT Week 2018 and published online.

3.1.1 Coordination activities within the Activity Group 08

Status and achievements:

The goal of the AG08 is to carry out the collaborative communication strategy of the IoT LSP Programme and to contribute to strengthen the uptake of IoT in the fields of action of the LSPs. To reach this goal, AG08 has established four objectives:

- **Enhance** the visibility of the LSPs and **amplify** their communication efforts;
- **Raise awareness** of the benefits of IoT in different sectors;
- **Unify the communication activities/messages of** the LSPs

- **Support** and serve as an example to the communication actions of all LSPs.

The AG08 is composed by the representatives of the 5 LSPs, normally their communication managers, and the two CSAs, CREATE-IoT as well as U4IoT. Coordinators often join the meetings.

We can recognize 3 main phases in CREATE-IoT activities with the AG08:

- In the period January 2017- October 2017, CREATE-IoT, represented by WP07 leader IDC and the coordinator SINTEF, organized and implemented monthly calls to gather inputs from the LSPs for the overall communication goals (included in CREATE-IoT Communication strategy D.7.01) and the design and development of the programme portal, CREATE-IoT launched the project's website and programme's portal in April 2017 as planned and has been responsible for its maintenance and update ever since.
- In the period November 2017 - March 2018 CREATE-IoT coordinated the AG08; the frequency of meetings was increased to every two weeks to increase momentum, responding to recommendations by the reviewers; the requirements for the programme portal were discussed and revised; the group provided inputs for and approved the production of the IoT LSP Programme brochure, which was printed in February 2018; the visual identity and communication materials. In this period several discussions were held between the coordinators on the communication strategy including the possible option for CREATE-IoT to hire a specialised communication agency.
- From April 2018, CREATE-IoT provided particular support:
 - Inputs and feedback to the AG08 Communication Strategy
 - Upgrade and relaunch of the Programme portal and CREATE-IoT website in time for the IoT week including links to the Open calls landing page;
 - Collaboration in the launch of the Programme's social media channels (Twitter account, Facebook account, YouTube account) in close interaction with the project's social media channels;
 - Collaboration with AG08 for the production of new marketing materials (new brochure, leaflets) and the programme's visual identity (logo, selection of colours for each LSP);

Concerning specifically the IoT Week 2018, CREATE-IoT developed and implemented in agreement with the AG08 several communication activities, in order to represent the Programme at the conference and produce original content, as follows:

- Selection and management of CREATE-IoT booth in collaboration with U4IoT, distributing Programme materials and providing information to visitors;
- Development of a video interviews plan suggested and implemented by IDC, resulting in 21 interviews later edited in several different videos for publication on the website and re-use by LSPs. The video interviews plan, objectives and editing were shared and discussed at every step by the AG08 and is a good example of successful collaboration.
- Design, production, printing and distribution at the IoT week of market papers with IDC data on 3 LSPs focus areas (ACTIVAGE, MONICA and AUTOPILOT).

Plans for the next period:

CREATE-IoT continues this path of collaboration with the AG08 and the LSPs with a specific focus on:

- Management and update of the Programme online portal and project website aiming at increasing the number of visitors;
- Collaboration with the AG08 to feed the Programme's social media channels in synergy with CREATE-IoT's channels, with the goal to widen the audience and drive contacts to the web portal;
- Supporting the AG08 in the organization of communication events, particularly the targeted meeting at the European Parliament;

- Producing collaborative content highlighting the benefits of IoT, reporting the results of all the AGs activities to be shared with all LSPs;
- Supporting the production of press releases and interaction with the media.

In addition, two CREATE-IoT partners (IDC and IDATE) have agreed to leverage their market knowledge to produce market position papers for each focus area; a taskforce with the LSPs and the EC has been created and should meet to start planning the papers, in the context of AG01. The final papers will be shared with the AG01 for publication and dissemination.

3.1.2 Coordination activities with the Activity Group 04 and U4IoT

Status and achievements:

At the start of both projects, CREATE-IoT defined together with U4IoT the mechanisms for cooperation with the LSPs through an activity group with the initial goal to develop a communication strategy for sharing common resources and information for the horizontal activities.

Besides the joint coordination of the AG08, SINTEF and IDC have been collaborating on multiple tasks with U4IoT. Regular calls (2 every month) between the two projects are carried out to align on different activities, including website management and social media, cross-publishing reciprocal social media messages to maximise audiences.

In addition, U4IoT coordinates the AG04, which, is focused on the support of the end user engagement, and the support of the open calls. CREATE-IoT has participated to this activity group as well and supported its activities, as described above, for example carrying out video-interviews in support of the Open Calls.

In the recent months the collaboration between the two projects has been strengthened and intensified in order to meet the recommendations made in the Review Report. In particular:

- The two CSAs collaborated on the re-design of the Programme's website.
 - It was updated in order to communicate a stronger link between the LSPs and the CSAs under the Programme
 - A section dedicated to the Open Calls of the LSPs was designed by CREATE-IoT and U4IoT in order to offer an entry point to the applicants.
- The two CSAs managed two booths at the IoT Week 2018 to represent the Programme, distributed the marketing materials and presented the Programme to the visitors;
- The two projects collaborated on the video interview to promote the Open Calls launched by three LSPs (ACTIVAGE, IoF2020, and SYNCHRONICITY) that was carried out at the IoT Week 2018 and that will be published online on the Programme's website and on the LSP's websites.

Plans for the next period:

The revised WP07 in the contract amendment expected to be approved before September 2018 includes an additional task specifically dedicated to the collaboration with U4IoT (Task 07.04: Common U4IoT CREATE-IoT collaboration, coordination and support task force). This task will be which led by the WP07 leader, with the support of the coordinator SINTEF and partners IDC, MI, and AS.

This activity will strengthen further the collaboration between U4IoT and CREATE-IoT in order to maximise the effectiveness of the initiatives to reach out to the targeted audiences, especially in view of the 3rd and final year of the LSPs when the main impacts are expected to start materialising. This will include:

- Continuation of biweekly calls between the two project teams, to continue developing the mechanisms for collaboration, coordination and reciprocal support between the partners of

both projects, in order to optimise resources, avoid duplication, share results, use a common platform for coordination and support;

- Sharing understanding and knowledge of the LSPs, avoiding duplicating requests for information and optimizing the time requested to the LSP partners;
- CREATE-IoT will continue consulting with U4IoT on the development and updating of the Programme portal;
- Carry out joint dissemination activities where relevant and significant;
- Leverage each project's team strong points to improve performance;
- Participation to AG04 and support to U4IoT.

In addition, in the next period the two CSAs will strengthen the efforts to promote the European LSP Programme through the support of an external specialised company in media and communication activities is necessary. The work of this subcontractor, a communication specialist company based in Brussels, will be coordinated together with U4IoT to increase the impact of the Programme. The additional resources will provide professional communication to promote the European IoT Large-Scale Pilots Programme by facilitating better links with the Members of the European Parliament, MSs and regions, and will increase awareness about the program at the European, national and regional levels.

4. COMMUNICATION AND DISSEMINATION ACTIVITIES

4.1 Online Presence

A fresh design for the website was implemented prior to the IoT week, during which the number of visitors increased exponentially. Most of the traffic since then has originated from organic and direct users (73.5%), indicating that users are coming back to the website frequently. The large percentage of returning users (40.5%) indicates high engagement. The users-per-page-views ratio (20.4%) suggests that users are visiting multiple pages, offering the promise of maintaining or even increasing engagement. Time spent on a page (1:41), pages per session (2.92s) and loading time (<3 seconds) are good indicators of content quality and performance.

The peaks during business days and office hours, as well as the drops during weekends, gives an indication of the target audience. Technology indicators related to browsers, operating systems, etc., are useful for further performance measures and improvements.

4.1.1 Status and achievements

CREATE-IoT is responsible of the development of the European IoT Large-Scale Pilots website as well as of the CREATE-IoT project website. The Programme website includes links to the LSPs websites and to the two CSAs. This task was updated in the revised DoA due to be approved before September 2018 in order to highlight the role of the Programme portal. CREATE-IoT is responsible for the maintenance and development of the functionalities of the portal and coordinates the periodical update of the contents with the support of the AG08 and U4IoT. The IoT programme portal is considered as the main communication and engagement channel supporting the LSPs collaborative communication activities with the key stakeholders and the general public.

The CREATE-IoT project website is linked to the portal and provides access to the information and key outputs of the project. It is available at this URL: <https://european-iot-pilots.eu/create-iot/>.

The project website is constantly updated under responsibility of WP07 leader. Following the review recommendations, based on the inputs provided by IDC communication team the website has been extensively renewed. It consists of these sections:

- About: this section provides an introduction of the projects presenting the main goals and the expected results;
- Partners: this section lists the project partners with their logos and links to the organizations' websites;
- Deliverables: this section is a repository of the public deliverables for visitors' download;
- Events: providing information and materials about events organized by the project. Public presentations will also be made available;
- News: frequent news will be published in this section. The news will refer to both project-related updates and external content that is relevant for the project.

The programme website has been deeply revised in time for the IoT Week in June 2018 in order to improve its attractiveness and usability. The structure of the Programme website is as follows:

- Projects storyline;
- LSPs descriptions;
- An events calendar;
- A news section;
- Resources (materials, videos, wiki, etc);
- Newsletters/press releases;

- Social media;
- Presentation of the intermediate/final outcomes.

The figure below shows the updated homepage of the website.



Figure 1: European IoT LSP Programme Website - New interface

4.1.2 Plans for the next period

CREATE-IoT maintains the web portal and the WP07 leader coordinates the periodic update of the content.

The main objectives of the next period are:

- To complete the online publication of all the video interviews and materials from the IoT week (indicatively within July-early August 2018);
- To continue supporting the Open Calls activity publishing data and information as needed;
- To maintain the frequency of updates of news and events reached in the most recent period;
- To continue producing and publishing attractive content, also with the support of a new journalist subcontractor and in collaboration with the U4IoT A new animated video is planned to be produced in collaboration with the LSPs in the AG08 for uploading on the website as well as on YouTube;
- To increase the audience and visibility of the portal through social media, proactive interactions with journalists and new communication activities (such as webinars).

The achievements of this activity will be measured through website analytics with the objective to reach the KPIs shown in the following table 3, which have been estimated on the basis of European Projects experiences and ambitions.

Table 3: Programme website KPIs - Targets

Website KPIs	Target Year 1	Target Year 2	Final Year 3
Number of visitors – cumulative total	2,500	7,000	12,500
Number of downloads - cumulative total	50	150	500
Number of pages visited - cumulative total	4,000	11,500	20,000

4.2 CREATE-IoT communication and dissemination activities

4.2.1 Dissemination Kit

Under the responsibility of IDC, a set of promotional materials was produced in the period until June 2018 to build a brand identity of the project and create awareness about CREATE-IoT among stakeholders, establishing a strong and memorable impact. These materials are meant for publication online and for distribution at events. They are the following:

One-Page Flyer:

One-page flyer aims at promoting the project and presents a general overview of its objectives. It also reports the information about the website and the project's social media channels. It is available on the project website and is printed and distributed at events.



Figure 2: CREATE-IoT Project Flyer

Roll-up:

A roll-up has been produced to be displayed at events that CREATE-IoT will attend.



Figure 3: CREATE-IoT Project Roll-up

4.2.2 European IoT LSP Programme dissemination materials

CREATE-IoT produced the first Programme brochure as a collaborative effort with the LSPs. Through the AG08, CREATE-IoT led the production of the brochure of the European IoT LSP Programme coordinating and collecting the inputs from the other projects involved. The brochure aims at presenting the initiatives involved in the programme with dedicated sections presenting facts and figures for each project.

The brochure was shared with the other projects, and it is available on the Programme's website and distributed at events.

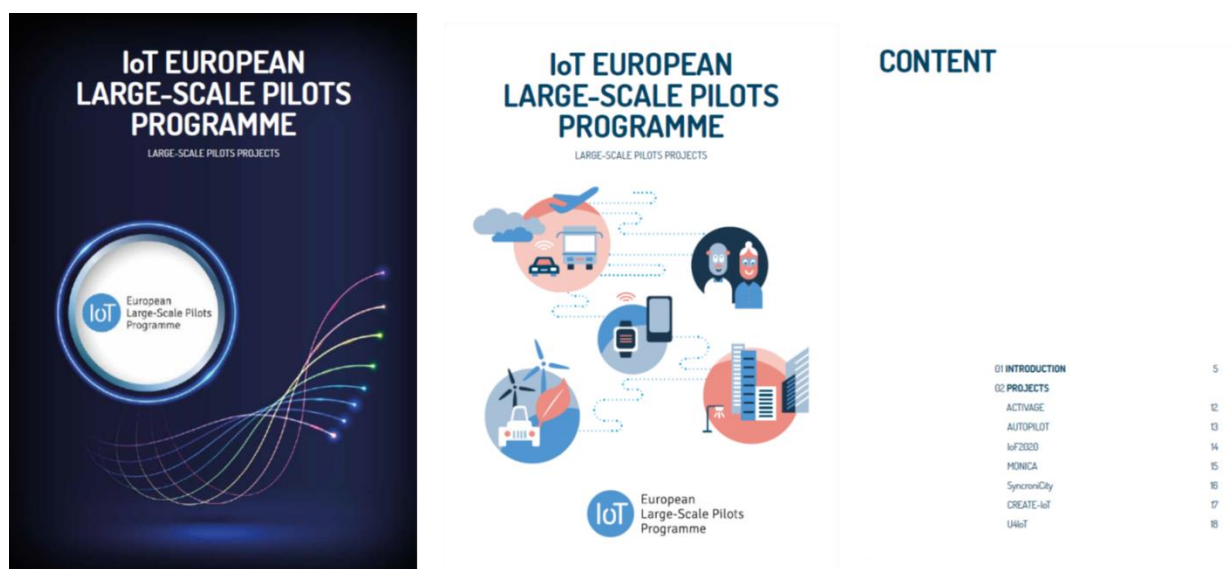


Figure 4: European IoT LSP Programme Brochure

A second Programme brochure aimed for an end-user target was produced by the AG08 coordinator printed and distributed at the IoT Week. In addition, an IoT Programme banner was produced with all the projects logos, which was displayed at all individual projects' booths at the IoT Week.

The new brochure was made available on the Programme's website as well.

Plans for the next period

The plans for the next period will be implemented by the WP07 leader and are the following:

- To maintain and update the dissemination materials when relevant, indicatively in the last year of the project (2019) to consider the work done;
- To print out and distribute materials at the next IoT Programme events, including both CREATE-IoT and AG08 materials;
- To make available communication materials when requested by AG08 and/or for individual LSPs communication campaigns and events.

Table 4: Communication materials KPIs

	Target		Achievement at June 2018	
	Printed	Distributed	Printed	Distributed
Number of copies of Programme brochures printed in total and % distributed	600	100%	300	100% (of which 200 in IoT week)
Number of copies of Project leaflets printed in total and % distributed	600	100%	300	85%

4.2.3 CREATE-IoT social media

As outlined in the original Communication Plan, CREATE-IoT relies on different social media channels to maximise the dissemination range and impact of the project among the stakeholders' community, as well as to increase the visibility of the European IoT Large-Scale Pilots Programme and of the LSPs. The different channels deployed are expected to serve both as promotional and publicity channels, as well as interactive communication tools with stakeholders. Furthermore, the channels are meant to be exploited to redirect visitors to the websites of the

project and the Programme, with the aim to give access to published contents, such as deliverables, news and information regarding upcoming events.

More specifically, content posted via social media channels comprises:

- News related to the project, the Programme or the LSPs;
- News on latest findings and published resources (deliverables, white papers, reports, articles);
- Relevant IoT-related news;
- Event information / promotion of events;
- Highlights from events and conferences;
- Reports / photos / videos of events;
- Relevant IoT-related posts by other people / organisations.

The project has launched the following social media accounts, whose details (handles links, screenshots, data on current performance to-date) are provided below.

Twitter

Username: @CreateIoT_eu

Link: https://twitter.com/CreateIoT_eu

Date of implementation: 19/02/2018



Figure 5: CREATE-IoT Twitter profile

LinkedIn

Username: CREATE-IoT

Link: <https://www.linkedin.com/company/create-iot/>

Date of implementation: 20/02/2018

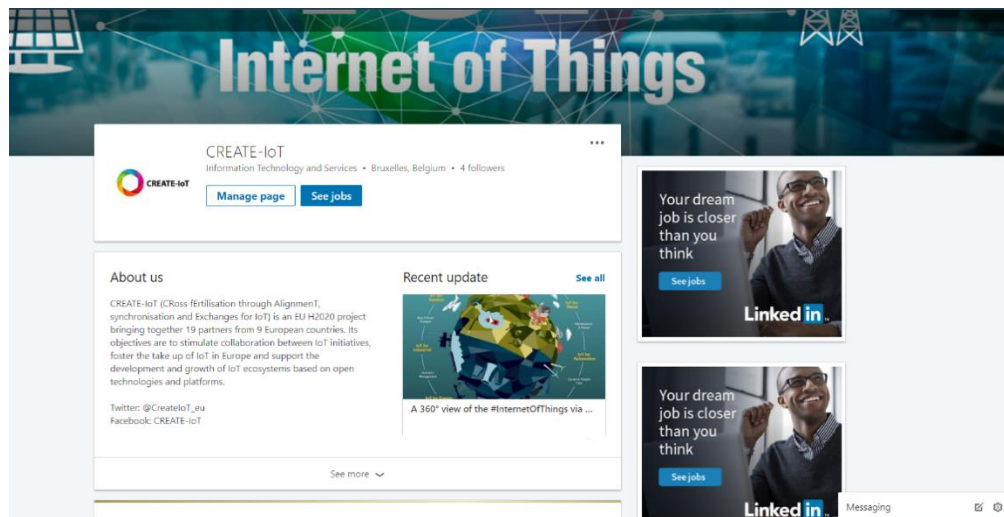


Figure 6: CREATE-IoT LinkedIn profile

Facebook

Username: @CREATEIoT

Link: <https://www.facebook.com/pg/CREATEIoT/posts/>

Date of implementation: 15/02/2018



Figure 7: CREATE-IoT Facebook profile

Social Media Plans for the next period:

The main objective of the next period is to increase the audience reached through social media and their outreach, in order to achieve the target KPIs indicated below. The growth of the outreach has is expected to increase in the next period as shown by the Table 5. Twitter shows a good dynamic, while Facebook does not appear to be the ideal channel, given the strong B2B profile of most of the IoT Programme activities. LinkedIn will be addressed in the next period.

Since the start of these activities, CREATE-IoT has put strong focus on providing visibility and sharing content from the IoT LSP Programme and from the individual LSPs. Cross-publishing of content has been constantly performed, in line with the communication guidelines of the AG08.

The new WP07 leader together with CREATE-IoT partners will invest in Twitter and LinkedIn content and promotion to achieve greater outreach.

In the next period it is expected that the improvement of contents on the website (videos, animations) should also help to attract visitors as well as stimulate interest.

The KPIs are periodically measured against the actual performance of the social media channels in order to assess the success of the communication efforts. The table below provides additional indicators of the performance of the project's social media up to the end of July 2018.

Table 5: CREATE-IoT Social Media KPIs, targets vs achievements

Social media channels		KPIs Targets	Achievements Feb – Jul 2018
Twitter	Number of followers (Y2)	200	232
	Number of tweets	At least 4 tweets per week	Total number: 262
	Total impressions (Y2)	50,000	84,805
	Total engagements (Y2)	1000	1,164
	Av. Engagement rate (Y2)	2%	1.25%
LinkedIn	Number of followers (Y2)	50	19
	Number of posts	At least 4 posts per week	Total number: 146
	Total impressions (Y2)	5,000	6,456
Facebook	Number of followers (Y2)	50	17
	Number of posts	At least 4 posts per week	Total number: 176
	Page views (Y2)	300	382
	Post Engagements	400	1,296

4.2.4 European IoT LSP Programme Social Media

CREATE-IoT created the social media channels of the Programme, namely Twitter, Facebook and YouTube. The goal was to boost the visibility of the Programme's actors, outcomes and expected impacts, and promote the LSPs work and results.

By further developing already existing social media channels, the IoT LSP Programme will be able to:

- Establish and widen the online reputation of the projects;
- Communicate the achievement of deliverables, projects news and publications to a wider audience;
- Generate interest of new stakeholders;
- Engage actively its stakeholders and partners;
- Build a community of stakeholders (e.g. ecosystem) for information sharing, collaboration and further partnerships;
- Synchronize joint messages of the pilots;
- Reinforce the common IoT identity shared between the LSPs.

To feed this common social media account LSPs will be asked to contribute and provide the necessary information on their projects activities and results. Nevertheless, the LSPs remain responsible for their social media messages and are free to continue using their accounts for unilateral promotion.

The content published on the social channels of the Programme includes:

- News related to the Programme or the LSPs;
- Relevant IoT-related news;
- Event information / promotion of events;
- Highlights from events and conferences;
- Reports / photos / videos of events.

The following are the handles of the social media channels:

- Twitter: @IoT_euLSP
- Facebook: @IOTEULSP
- YouTube: IoT European Large-Scale Pilots Programme

4.2.5 Newsletter

WP07 collects news from all CREATE-IoT partners of the project and publishes them on the IoT website. For the next period the plan is to issue a newsletter in coordination with U4IoT.

Newsletters are a good way to provide a recap or highlight the main news, achievements and results of the project. A periodical newsletter will be released by CREATE-IoT every few months, with a timing to be finalised by the WP07 leader in coordination with the AG08. In fact, the AG08 circulates a monthly internal Monitoring report of Programme news so the role of the newsletter should be to focus on external targets and contribute to the attractiveness of the IoT Programme portal.

The newsletter is created and planned to be distributed using the email marketing platform MailChimp¹ and distributed via email and uploaded on the project website.

The networks of contacts of the consortium will be leveraged to ensure that the target audience is reached by the newsletter. Additional subscriptions to the newsletter will be collected through the project website.

In addition to sharing the key outputs, including the events, and findings of the project with a broad audience, the newsletter will also contain facts and figures on the key achievements of the European IoT LSP Programme.

4.2.6 Wiki

The main aims of the wiki are to contribute to foster cross-fertilization between the LSPs and to make available to all users of the internet some of the results of the LSPs programme. Inherently, the wiki is as well a communication tool.

The wiki tool is available at the following URL: <https://european-iot-pilots.eu/resources/iot-european-large-scale-wiki/>

Although it is focused on collecting and disseminating knowledge and results of the LSPs programme, it also aims at communicating and promoting the LSPs programme towards specialized audiences and the general public.

¹ <https://mailchimp.com/>

The main objective of the wiki is to create a community of contributors from the LSPs, CREATE-IoT and U4IoT. It eventually can be expanded to other contributors, but this first objective seems to be hard enough to achieve.

ARTS is responsible for the maintenance of the Wiki, and most relevantly for the coordination of the contributions to its content. At this stage all representatives of partners of CREATE-IoT are appointed to improve the basic content of the Wiki. Next step will be to identify and engage representatives of the LSPs.

4.3 Event communication

Active communication is carried out to promote both the participation of project's representatives at external events and the events, including workshop/conferences or sessions, that will be organized by the project.

Communication activities will be carried out before, during and after the event:

- Before: in large advance to the event, online promotion activities will be carried out to inform our audience and get visibility. A news article will be published on the website, starting from the "save-the-date" message and will be periodically updated with additional information. The social media channels will be also used to promote the event;
- During: massive communication will be also done during the event itself mostly through the social media channels. Pictures and snapshots of the event will be shared;
- After: the key outcomes of the event will also be communicated. A news will be produced to inform about the key outcomes take-aways of the event, providing facts and figures in terms of participation. All public materials (pictures, presentations, event reports) will be published on the project's website and disseminated through the social media channels.

WP07 is active on events:

- To provide support through communication activities to the project representatives attending third-parties event in order to give visibility to CREATE-IoT contributions to those events;
- To organize the participation of the project in the annual events (like the IoT Week) and to carry out communication and promotional activities in this context.

4.3.1 Status and Achievements

IoT Week:

As in 2017, CREATE-IoT took active part in the IoT Week 2018 (<https://iotweek.org/>), which was held in Bilbao (Spain) from 4th until 7th June, with its own booth and representing the Programme together with U4IoT, as well as running different workshop sessions with speakers from the project.

This event addressed the latest trends in the IoT domain, bringing together the community of IoT experts, researchers, IoT companies, research centres, research projects, start-ups and international organizations. The event was of key relevance for the European IoT LSPs Programme and CREATE-IoT was proactively involved to ensure the maximum visibility of the initiatives and optimize the presence at this conference.

A set of communication activities was dedicated to the promotion of this event, as shown in table 6.

Table 6: IoT Week 2018 - List of activities and KPIs

Activity	Objective	Description	Communication materials and KPIs
Booth management	Support the programme communication and	<ul style="list-style-type: none"> Joint presence at two booths with U4IoT. 	<ul style="list-style-type: none"> IoT Market position papers and 5 posters on the focus areas

	ensure continuous presence in the IoT Village	<ul style="list-style-type: none"> • Full presence of IDC Team Distribution of marketing materials • Engagement with audience 	<ul style="list-style-type: none"> ○ 3 papers, 200 copies each (30 copies left of smart security, 10 copies left of automotive) ○ Posters displayed at the CREATE-IoT and LSPs booths • Programme's marketing materials (200 brochures distributed) • Relevant workshops calendar (3 copies displayed at the booth and in the exhibition area) • CREATE-IoT Marketing materials (250 leaflets distributed, 50 left and 1 roll-up displayed)
Social media	Promote and amplify the event and activities	<p>Pre-event phase:</p> <p>Ongoing publication of content to promote the event and relevant workshops</p> <p>During event:</p> <p>Continuous and live social media support</p> <p>Post event phase:</p> <p>Promotion of key take-aways and results of the relevant workshops</p>	<ul style="list-style-type: none"> • Twitter: CREATE-IoT + inputs to the programme • LinkedIn: CREATE-IoT + inputs to the programme • SlideShare: upload available PPT <p>See below statistics</p>
Interviews	<p>Produce original content</p> <p>Provide visibility for the programme and LSPs</p> <p>Identifying and promoting key messages and interesting stories for the external audience</p>	<p>Presence of a video maker for 2 days</p> <p>IDC team to carry out interviews with video maker</p> <p>Selection, editing of interviews and production of videos and text for different channels</p>	See detailed overview (PPT attached)
Workshops	<p>Increase visibility of collaborative events of the programme</p> <p>Attract participants</p> <p>Promote key messages</p> <p>Share key results</p>	<p>Promote workshops on social media</p> <p>Promote workshops at the booth</p> <p>Collect key takeaways from workshop coordinators and deliver to AG08 for communication activities</p>	<ul style="list-style-type: none"> • Workshop calendar in several copies exhibited at the booth and distributed at the exhibition area • Social media posts • Workshop presentations

The following table 87 presents the statistics of the social media coverage for the IoT Week.

Table 7: IoT Week 2018 - Social media coverage

	Pre-event	During the event	Post event	Total
Facebook	23 posts	34 posts	2 posts	59 posts (including re-posts)
LinkedIn	20 posts	21 posts		41 posts (including re-posts)
Twitter	10 tweets + 12 retweets	18 tweets + 46 retweets	2 retweets	88 posts (28 tweets + 60 retweets)

IoT Week Video Interviews:

At the IoT Week 2018 CREATE-IoT carried out 21 video interviews to different IoT stakeholders, with the aim to:

- Provide visibility for the programme and LSPs: representatives from the different LSPs and from their pilots and use cases were interviewed to cover and promote the work done under the Programme's focus areas;
- Leverage the IoT Week opportunity and promote its success: the event brought together different stakeholders representing the IoT ecosystem;
- Identifying and promoting key messages of the Programme and interesting stories to promote the LSPs among the external audience.

The table 8 below shows the types of interviews carried out:

Table 8: IoT Week 2018 Video Interviews

IoT Week Interviews	Number
LSP Use cases of which:	10
<i>ACTIVAGE</i>	2
<i>AUTOPILOT</i>	1
<i>MONICA</i>	1
<i>IOF2020</i>	3
<i>SYNCHRONICITY</i>	3
Open calls interview	3
Users	2
Start-ups, SMEs	2
Industry associations	2
R&D and consulting	1
Artist	1
Total	21

The figure 8 below shows the interview guidelines that were used to define the questions. The final outcome of these interviews are videos that are published on the Programme website, shared with the LSPs for dissemination and re-use online.

Type	LSP partners	SMEs, Start-ups, Innovators	IoT Business users, Industry associations, BDVA	Policy makers
Focus of the Interview	Brief self-intro on person and LSP goal	Brief self-intro	Brief self-intro	Brief self-intro
	Tell an IoT story - Concrete example from a use case/pilot (benefits, challenges)	Why in Bilbao?	Why in Bilbao?	Why in Bilbao?
	Why does IoT matter and for whom?	Tell an IoT story from your experience - IoT business idea and innovative potential	Tell an IoT story from your experience: IoT business idea, innovation potential	Why an IoT programme/policy
	Value added for Europe	Why does IoT matter and for whom? (User benefits, challenges..)	Why does IoT matter and for whom? (User benefits, social impacts)	Why does IoT matter and for whom? (User benefits, social impacts)
	Open calls opportunity / why apply?	Is Europe competitive?	Is Europe competitive?	Is Europe competitive?
		Interest in open calls?	Interest in open calls?	

Figure 8: IoT Week 2018 - Video Interviews Questions

4.3.2 Plans for the next period

The IoT LSP ecosystem is supported by appropriate communication and dissemination activities before, during and after the events. WP07 will support the organization of an annual conference of the project for the stakeholder community and promote the participation to other industry events and/or workshop. WP07 leader, will organize an annual event of the project and a high-level technical conference focusing on existing and emerging IoT technology trends, and on the outcomes of the European IoT LSP Programme. This event will represent a cluster meeting bringing together all projects of the IoT LSP Programme and will be organized in Brussels, on 17th and 18th October 2018.

As shown in table 9 below, the planned activities for the event organization and communication support are the following:

- IoT FA coordination conference: Conference for the coordination of the exchange of information on best practices among various initiatives covered by IoT FA. WP07 leader will coordinate this activity in collaboration with the WP07 partners. The conference is planned for m22 of the project;
- IoT FA Conference: Technical conference - coordination exchange of information on IoT technology advancements, reference architectures, implementations/ deployments among various initiatives covered by IoT FA, national and international initiatives. WP07 leader will coordinate will lead this activity in collaboration with the WP07 partners. The conference is planned for m34 of the project.

Table 9: Next events - KPIs

Event	KPI Target	Achievement
IoT FA Coordination conference m22 (D.7.08)	Successful implementation with the participation of all LSPs	All LSPs participating in the coordination conference
	Positive feedback from participants based on feedback forms	Majority of positive feedback from feedback forms
IoT Conference m34 (D.7.09)	Successful implementation with the participation of all LSPs	All LSPs participating in the coordination conference
	Positive feedback from participants based on feedback forms	Majority of positive feedback from feedback forms

5. CONCLUSIONS

The current deliverable represents the operational plan of the CREATE-IoT project's communication activities, including an overview of the plans for the period July 2018-December 2019 that builds on the achievements of the first 18 months. It specifies the main activities, targeted KPIs and expected results of the communication and dissemination efforts. The focus is on improving the effectiveness and efficiency of communication and dissemination.

A special focus is put on the coordination and collaboration with the European IoT Large-Scale Pilots Programme, mainly done through the participation in the AG08 and AG04 where the projects are represented and work together to promote the results of the Programme and of the LSPs. The report also stresses the increased efforts implemented to maximise the collaboration with the LSPs and the coordination with the other CSA U4IoT in order to respond to the recommendations of the Review Report.

For the project's communication activities, the deliverable presents the work done and the next steps, including a set of KPIs to measure the success and impact of these tasks.

The communications strategy and the communication plan serve as a guide for media and public relations activities in which the CREATE-IoT as coordinating and supporting project for the European IoT Large-Scale Pilots Programme is engaged.