D5.1: Communication and Dissemination Plan

Content Personalisation Network. Towards an improved personal news offer, enabling economic impact for large and small news publishers.

Natasja Van Buggenhout (imec-SMIT, Vrije Universiteit Brussel) | 21/12/2017

Iris Jennes (imec-SMIT, Vrije Universiteit Brussel) | 21/12/2017

Wendy Van den Broeck (imec-SMIT, Vrije Universiteit Brussel) | 21/12/2017

Projectcpn.eu

The following communication and dissemination plan is the first deliverable of WP5 in the CPN project and highlights the strategy and specific actions for communicating about the project as a whole and in particular its results throughout the project's lifetime. Therefore, the plan first describes the goals of the CPN project as defined in the DoW and then connects these to the description of the CPN-brand. For clarity, the concepts of communication and dissemination are defined from the projects' perspective based on the Horizon 2020 guidelines, which also serve to set the scope of the communication and dissemination plan.

The strategy section contains an overview of communication and dissemination objectives, the tactical plan, and the relevant stakeholders and audiences and communication channels. Specific information on the objectives, the content plan and guidelines for the CPN website, planned social media activities, newsletters and blog posts are provided here. Press releases and publications are also discussed. In addition, the section specifies how CPN should be represented at events and which events, such as workshops, hackathons and pitstops, will be hosted by CPN.

To be able to properly implement all of the foreseen communication actions, the section "Planning of Communication and Dissemination actions" highlights the planning of editorial content for the website, newsletters and specific blog posts on the one hand, and an ad hoc overview of events on the other hand. The editorial planning gives insight into the required input as well as the intended planning for actual publication. In contrast, the ad hoc overview is intended as a living document that will be updated with all event-based communications throughout the project.

In the evaluation section, KPIs are defined that will be used to assess the success of the actions undertaken by the consortium. In conclusion, the communication and dissemination plan reiterates the guidelines for project partners per channel and focuses on the next steps needed within WP 5 of the CPN project.

Work package	WP 5
Task	5.1
Due date	31/12/2017
Submission date	21 December 2017
Deliverable lead	imec
Version	1.0
Authors	Natasja Van Buggenhout (imec-SMIT, Vrije Universiteit Brussel) Iris Jennes (imec-SMIT, Vrije Universiteit Brussel) Wendy Van den Broeck (imec-SMIT, Vrije Universiteit Brussel)
Contributors	Olga Kisselman n (Deutsche Welle) Tilman Wagner (Deutsche Welle) Stephen Fozard (WAN-IFRA) Mike Matton (Vlaamse Radio- en Televisieomroeporganisatie) Bart Janssens (Vlaamse Radio- en Televisieomroeporganisatie) Nikki Peeters (Vlaamse Radio- en Televisieomroeporganisatie) Marina Klitsi (Athens Technology Center) Nikos Sarris (Athens Technology Center) Maria Prokopi (Digital Catapult) Kathryn Geels (Digital Catapult) Michele Nati (Digital Catapult) Ferdinando Bosco (Engineering)
Reviewers	Olga Kisselmann (Deutsche Welle) Tilman Wagner (Deutsche Welle)
Keywords	CPN, personalisation, news consumers, communication and dissemination strategy, brand, channels, target audiences and stakeholders, planning, evaluation

Document Revision History

Version	Date	Description of change
V0.1	17/10/2017	Initial ToC Proposal
V0.2	7/11/2017 - 28/11/2017	Working version of D5.1 for contributions by partners
V0.3	1/12/2017	Deliverable send to Deutsche Welle for internal review
v1.0	21/12/2017	Final version of deliverable 5.1

Disclaimer

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 761488.

This document reflects only the authors' views and the Commission is not responsible for any use that may be made of the information it contains.

Project co-funded by the European Commission in the H2020 Programme		
Nature of the deliverable:	**to specify R, DEM, DEC, OTHER***	
Dissemination Level		
PU	Public, fully open, e.g. web	X
CL	Classified, information as referred to in Commission Decision 2001/844/EC	
CO	Confidential to CPN project and Commission Services	

Co-funded by the Horizon 2020
Framework Programme of the European Union

EXECUTIVE SUMMARY

The Communication and Dissemination Plan contains the specific strategies and tools that will be used within CPN for all communication and dissemination activities. It describes the communication and dissemination practices and agreements within the CPN consortium, including format and planning. Furthermore, this plan includes the methods and key performance indicators to evaluate the communication and dissemination actions.

TABLE OF CONTENTS

Co-funded by the Horizon 2020
Framework Programme of the European Union

LIST OF FIGURES

Co-funded by the Horizon 2020
Framework Programme of the European Union

LIST OF TABLES

ABBREVIATIONS

ATC	Athens Technology Center
AR	Augmented reality
BDVA	Big Data Value Association
DCat	Digital Catapult
DIAS	Dias Media Group
DW	Deutsche Welle
e.g.	Example given
EC	European Commission
ENG	Engineering
etc.	Etcetera
EU	European Union
cfr.	See also
CPN	Content Personalisation Network
imec	Interuniversity MicroElectronics Center
KPIs	Key Performance Indicators
Min.	Minimum
No.	Number of
SMART	Specific, Measurable, Attainable, Realistic, and Time-bound
SMEs	Small and medium-sized enterprises
UK	United Kingdom
USP	Unique Selling Proposition
VR	Virtual reality
VRT	Vlaamse Radio- en Televisieomroeporganisatie
WAN-IFRA	World Association of Newspapers and News Publishers

WP   Work Package

1. INTRODUCTION

1.1 THE CPN PROJECT

Description of the Project[1]

"Diversity is one of the strengths of the European media industry. Europe is scattered with media companies, large and small, representing an enormous amount of cultural diversity. This is certainly also true for the European news production and publishing industry, a subset of the European media sector. Millions of content items have to find their way to millions of users.

Many consumers are overwhelmed by an explosion of content which they have access to, clearly motivating the need for assistance in finding the right content at the right time. Moreover, news stories are sometimes told on a too high and global level in a 'one fit all' fashion. Due to this, news publishers are missing the opportunity of explaining the relevance for the individual news consumer in his local context and neglecting a user's knowledge level on certain topics. Due to the changing news consumption channels (e.g. through online systems and social media channels), media consumers tend to get stuck in the so called "filter bubble", where consumers increasingly get biased towards only one side of the story, creating un-nuanced views on important topics illustrating a clear societal challenge as well.

Media companies (including news publishers) on the other hand increasingly struggle to get the right content in an effective way to the right consumer; and especially small media companies do not have the resources nor the right scale to put in place effective content personalisation systems.

The challenge is to find and develop a method

to connect millions of users to millions of content items

in an advanced and innovative way

while preserving the European media diversity

This challenge forms the core of the motivation for constructing the CPN project. It will use an approach where user data is used and combined with content metadata through the use of advanced mapping technology. CPN will create better information distribution, while at the same time respecting user privacy at all cost.

CPN will tackle the challenge by developing a new approach to personalisation of digital content, allowing both large and small media companies to benefit from the value of being able to better target content to media consumers."

---

[1] as stated in the CPN Grant Agreement (Part B p. 4)

Co-funded by the Horizon 2020
Framework Programme of the European Union

Unique Selling Proposition[2]

The CPN USP is the development of a toolkit for media professionals in order to "enable a better delivery of news, insights and information in the right format at the right time, and better contextualized to the media consumer. In short, the core of CPN is to **create an innovation in the way in which content creators can structure content production, distribution and in-depth interaction with audiences**" (CPN Grant Agreement, part B, p.4).

1.2 PURPOSE OF THE COMMUNICATION AND DISSEMINATION PLAN

The purpose of the Communication and Dissemination Plan is to provide a roadmap and guidelines for the realisation of SMART objective SO6: "**To guarantee wide visibility of the CPN results to relevant stakeholders** all around Europe in order to attract a critical mass of potential customers" (CPN Grant Agreement, Part B, p. 7).

The Meaning of Communication in CPN

The EU distinguishes between dissemination and communication (cfr. infra). We support this distinction in the first chapter of the deliverable, by providing a detailed definition of the meaning of both communication and dissemination in CPN. This enables the reader to have a clear understanding of both the difference and the overlap between communication and dissemination audiences and tools, when we combine the two concepts into one overall strategy in the second chapter of the deliverable.

The European Commission defines communication as *"… the means taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. The aim is to reach out to society as a whole and in particular to some specific audiences while demonstrating how EU funding contributes to tackling societal challenges"*[3].

Therefore, communication within CPN shall be interpreted as all means **to inform** the audience **about the project, project activities and about the results in general**:

➜ Communication about the project as a whole (e.g. general description, consortium partners, objectives, …)
➜ Communication about specific project results, facts, etc.
➜ Communication about specific events and project activities

The Meaning of Dissemination in CPN

Dissemination, according to the EC, *"… is the public disclosure of the results of the project in any medium. Disclosure may sound passive, like a shop opening up, but it is an activity, like a shopkeeper attracting customers. It is a process of promotion and awareness-raising right from the beginning of a project. It makes research results known to various stakeholder groups (like research peers, industry and other commercial actors, professional organisations, policymakers) in a targeted way, to enable*

---

[2] as stated in the CPN Grant Agreement (Part B p. 4)

[3] https://ec.europa.eu/research/participants/portal/desktop/en/support/faqs/faq-933.html

them to use the results in their own work. This process must be planned and organised at the beginning of each project, usually in a dissemination plan"[4].

Consequently, within CPN we interpret dissemination as actionable dissemination of project results to different stakeholders, including:

- ➜ scientific publications (conferences and journals)
- ➜ project workshops
- ➜ demonstrations and pilots
- ➜ hackathons
- ➜ policy briefs
- ➜ online repository of project results and data

Determining priority target groups and strategic collaborations is a crucial step towards eliminating any limitations to increase the uptake of CPN services and tools. The goal of maximising the impact will be achieved through the widest possible distribution of the project's end results. To achieve this objective, we defined two lines of action (CPN Grant Agreement, Part B, p. 33):

- ➜ **To disseminate the project**: to spread the project's results to the stakeholder communities;
- ➜ **To disseminate the product**: to inform consumers and corporations in order to enhance the commercial potential of the solution and approach. The results achieved by executing the dissemination plan here described, will be integrated in the exploitation strategy through an iterative process (see D5.2, D5.3 and D5.4).

To conclude, the visualizations below give an overview of the target groups that have to be reached by the CPN communication and dissemination actions as well as the communication and dissemination tools that will be used within CPN.

target audiences and stakeholder groups	the public (end users)
	the media industry (professional users)
	the research community
	standardization communities
	policy makers

Figure 1: Target Audiences and Stakeholder Groups of CPN

---

[4] https://ec.europa.eu/research/participants/portal/desktop/en/support/faqs/faq-933.html

Co-funded by the Horizon 2020
Framework Programme of the European Union

channels	CPN website
	newsletter / blog posts
	social media
	news media / press releases
	publications
	international conferences, workshops and summits

Figure 2: Communication and Dissemination Channels in CPN

1.3 SCOPE OF THE COMMUNICATION AND DISSEMINATION PLAN

The Communication and Dissemination Plan contains the specific communication and dissemination tools that will be used within CPN. It describes the communication and dissemination practices and agreements within the CPN consortium, including format and planning. Furthermore, this plan includes the methods and key performance indicators (KPI) to evaluate the communication and dissemination actions.

1.4 HORIZON 2020 GUIDANCE ON COMMUNICATION AND DISSEMINATION

The consortium follows the EC guidance on how **communication and promotion of the action** should be done for Horizon 2020 actions (CPN Grant Agreement, article 38, pp. 55-57).

➔ On the one hand, there are some guidelines that outline the communication activities by beneficiaries. The consortium is obliged to promote the action and its results, this must be done by providing targeted information to multiple audiences in a strategic and effective manner. Furthermore, information on EU, the EU emblem and a disclaimer excluding Commission responsibility must be used and visible in all communication and promotion actions.

➔ On the other hand, there are agreements on the communication activities by the Commission. The EC holds the right to use beneficiaries' materials, documents or information. This right includes using it for its own purposes (e.g. internal usage by EU institutions), distribution to the public, editing or redrafting for communication and publicity activities, translation, storage and archiving (CPN Grant Agreement, article 38.2.1, pp. 56-57).

The EC also provided Horizon 2020 guidelines for the **dissemination of results** to the CPN consortium (CPN Grant Agreement, article 29, pp. 46-48).

➔ To begin with, the CPN consortium is obliged to disseminate the project results to the public, and this as soon as possible and by appropriate means.

➔ Furthermore, the project partners must ensure open access to scientific publications and research data.

CPN underlines the EC's open access policy and open access repository guidelines. To the extent possible, CPN will publish all project results, deliverables and crucial raw research data on the project website (https://www.projectcpn.eu/). Furthermore, an open access repository such as GitHub (https://github.com/) or Zenodo (https://zenodo.org/) will be used to ensure open access to scientific publications and research data.

➔ To conclude, any dissemination of results must contain information on EU funding and must display the EU emblem and a disclaimer excluding Commission responsibility, as Figure 3 and 4 show:
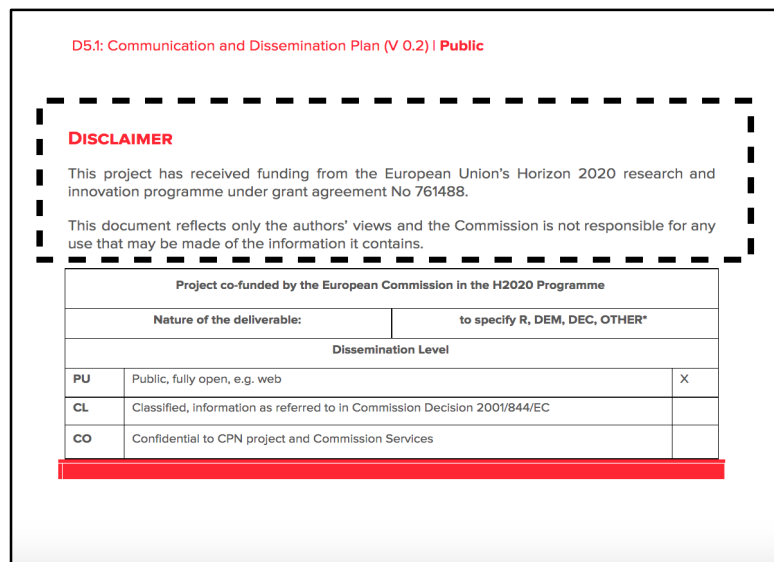

Figure 3: Example of a disclaimer containing information on EU funding and excluding Commission responsibility in the CPN deliverables
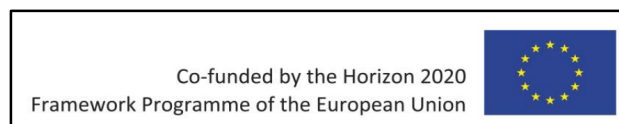

Figure 4: Example of EU emblem containing information on the EU Horizon 2020 Framework Programme funding

Co-funded by the Horizon 2020
Framework Programme of the European Union

1.6 THE BRAND

CPN Brand Characteristics

As mentioned, the USP we envision for CPN is enabling "a better delivery of news, insights and information in the right format at the right time, and better contextualized to the media consumer" (CPN Grant Agreement, part B, p.4). In that sense, the brand identity of CPN has to be:

➔ Transparent: Offering a clean and modern look that is easily identified and recognized by diverse target audiences
➔ Synergetic: Integrating multiple services for a better outcome
➔ Accessible: For both media consumers and media companies
➔ Trustworthy: In order to offer a personalised content and resolve privacy issues, it is vital that we create a trustworthy "brand"
➔ Qualitative: Generating better and contextualized content

CPN Brand Visual Language

For the brand visual language, a professional designer worked on creating a recognizable, transparent and modern identity that focuses on the key aspect of personalisation. In addition, the project's visual identity allows for growth and flexibility as the project progresses.

CPN Logo

The logo was designed in line with the project's overall identity of personalisation and only small adjustments were made after a first successful version was presented to the consortium partners. In order to emphasize the personalised aspect, the font of the "P" in "CPN" was changed and enlarged, reflecting handwriting. With its dynamic colour and compact look, the logo contributes to the project visibility from the very beginning.

Figure 5: The CPN logo

CPN Tone and Wording

It is vital to create a tone and wording that is appropriate for the target audiences. With a focus on personalisation, CPN will use wording that is straightforward and engaging, with a distinct call to action. Taking into account the content of the project, the tone is serious, but casual and personal.

However, the choice of tone and wording may change as the project progresses and can be adjusted to the needs of different target audiences.

CPN Promotion Material

In line with the brand identity, we will develop promotional material such as leaflets (A4), posters (A0), stand-up banners and videos. The promotional material should have a straightforward and modern look. They should specifically take into account the target audiences.

Project leaflets (A4) and posters (A0) will be designed describing:

➜ the CPN project in general
➜ specific (technical) tasks within CPN

A stand-up banner (e.g. project description, about the consortium partners, etc.) is useful, for example, at events where CPN is presented.

Additionally, we will create event-specific communication and dissemination materials, such as conference posters (e.g. linked to a specific task or WP within the project), presentations and videos. The template for CPN-presentations and deliverables is available to all consortium partners via the ownCloud platform.

All communication and dissemination material should contain a disclaimer emphasizing the EC Horizon 2020 research funding the CPN project has received. Furthermore, the EC Horizon 2020 emblem must be visible on each CPN publication.

Further required promotional material will be evaluated over the course of the project.

Co-funded by the Horizon 2020
Framework Programme of the European Union

2. THE COMMUNICATION AND DISSEMINATION STRATEGY

2.1 THE COMMUNICATION AND DISSEMINATION OBJECTIVES

The objective of the communication strategy is to inform a broad public about the project actions and results. By widely disseminating project results and outcomes, we aim to maximise the project's impact in terms of industry uptake as well as in engaging a critical mass of stakeholders in the media domain (from industry, SMEs, start-ups and the research community) to discuss, adopt and exploit our project results in a sustainable way, also beyond the project's duration.

As mentioned in the Grant Agreement (Part B, pp. 32-33) this strategy highlights:

➔ How we will promote **project goals**;
➔ How we communicate about the **activities** and work done within the **project**, including the **pilot**;
➔ How **specific communication actions** will relate to and evolve with work packages, project work and general activities within the project;
➔ How to measure the **effectiveness** of the communication activities.

2.2 THE TACTICAL COMMUNICATION AND DISSEMINATION PLAN

For communication and dissemination purposes, CPN will focus on different channels in order to reach all relevant target audiences and stakeholder groups. For each target audience and stakeholder group, customised communication is foreseen, varying by technical depth and detail.

The CPN communication and dissemination activities will be supported through specific tools and initiatives that will be exploited depending on the phase of the project and the target audience and / or stakeholder group. Communication and dissemination materials have already been designed and new ones will be added and devised according to different needs, closely following the evolution of the project. Moreover, specific CPN communication and dissemination initiatives will be organised to attract a critical mass of stakeholders and to share knowledge with scientists and engineers.

2.3 TARGET AUDIENCE(S) AND STAKEHOLDER GROUPS

The target audiences and stakeholder groups of project CPN are:

➔ the public (end users), including news consumers and media users. This group is basically everyone who is interested in news and can therefore be described as 'your everyday media users, interested in what's going on in the world'
➔ the media industry (professional users), including content providers and media companies such as news reporting agencies, broadcasters and multi-modal content producers (video makers, bloggers, photographers, etc.)
➔ the research community, including scholars and researchers that work in the domain of personalised (news) media

➜ standardisation communities and policy makers, including technical and legal experts that can be consulted to ensure that technological, legal and other bottlenecks are addressed from the start.

In order to target these different audiences and stakeholders in an efficient way, we plan to identify and engage them from the start of the project. End-users and leading media industry representatives will be involved in the early stages of the project in which specific use cases and requirements are defined. End-users will be involved as part of the user-centred design approach throughout the project, ensuring that the developed solutions will fit with actual user needs and expectations. Media industry representatives will also be involved in advisory groups and evaluation activities. To ensure that possible technical and legal bottlenecks are taken into account, standardisation communities and policy makers will also be consulted. To achieve this involvement of relevant stakeholders, we will make use of different tools such as user workshops including end-users and professional users, hackathons and focused meetings.

2.4 CHANNELS

Most project partners already have their own dissemination and communication channels, which will also be used to communicate about the CPN project. One of the project partners, WAN-IFRA, has a network of over 3.000 organisations worldwide that can also be used to disseminate about the CPN project. Of course, we will also set-up our own dedicated channels for the project. Below, we first provide an extensive overview of the different channels that will be used to communicate about the project and how they will be implemented. The next section (Planning of the communication and dissemination actions) contains an overview of different communication moments and when action is needed by which partners.

CPN Website

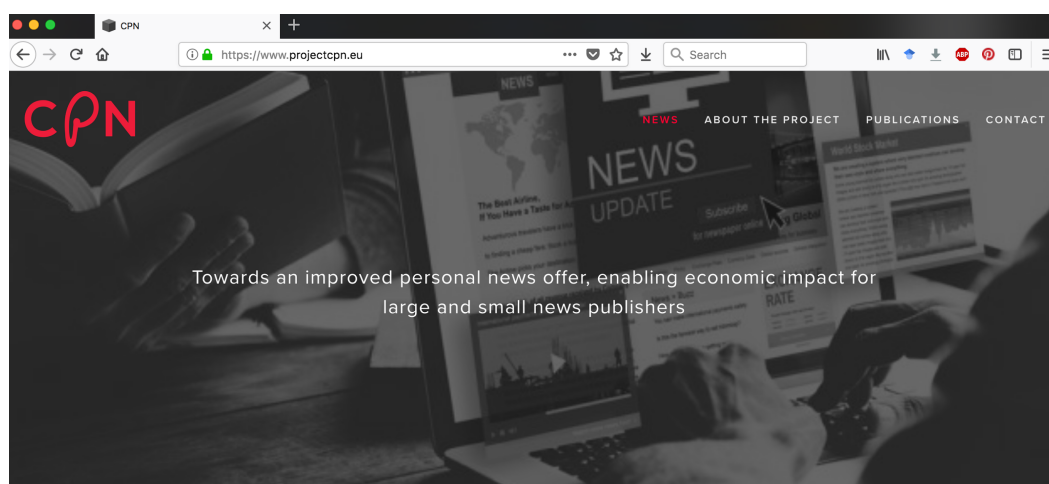The official website of the CPN project can be found at the following link: https://www.projectcpn.eu/

Figure 6: Screenshot of the CPN project website

Co-funded by the Horizon 2020
Framework Programme of the European Union

Website Content Plan

An overview of the current categories and content that will be provided on the website:

- ➜ News: this category will contain all news about the project, including activities, presentations at events, newsletters and blog posts containing updates on work packages and project progress by partners, specific challenges within tasks, interesting links and articles on current items related to the project's topic, etc.
- ➜ Twitter feed (to be added to the website soon)
- ➜ About the project:
    - ➜ Vision: description of the project's vision
    - ➜ Work Packages: description of the work packages
    - ➜ Partners: logos and links of all project partners
- ➜ Publications (dissemination specific): this section will include journal articles, conference publications, event publications, as well as project deliverables and press releases
- ➜ Contact page: provides contact information and a link for subscription to the newsletter

As for now, because the CPN project is yet at a very early stage, the layout (categories and tabs) of the CPN project website is in default setting. Nevertheless, additional categories and / or tabs can easily be added throughout the progress of the CPN project, depending on the specific needs (e.g. an intermediate results tab).

Blog Posts and Newsletter

CPN will regularly publish blog posts and distribute a newsletter. Both the blog posts and the newsletter are also aimed at a broad target audience. The combination of a dedicated project website, blog posts and newsletters will enable us to move beyond project borders, instead of solely reaching the people that are participating in the project and are thus already closely involved.

The blog posts will all be made available on the CPN project website for every visitor to read. It will also be guiding visitors to a subscription link, which will allow us to build an audience for the newsletter over time. Additionally, the blog posts can be published on WAN-IFRA's blog[5] and be disseminated via the Mediaroad[6] newsletter. The subscription link should also be inserted in the consortium partners' websites and social media channels to make it broadly known.

The newsletter focuses on summarising the blog posts and disseminating it beyond the project website, into readers' mailboxes. This newsletter will be published on a CPN Medium[7] account which will be set up separately (cfr. infra: 'Social Media'). Medium is a useful additional communication and dissemination platform to engage with other stakeholders, a good way to write think pieces, and to publish relevant information about the project. The platform will allow us to attract an audience for the project, in a professional way, since it offers a built-in network of like-minded people.

---

[5] https://blog.wan-ifra.org/blogs/International%20Day%20to%20End%20Impunity%20for%20Crimes%20Against%20Journalists
[6] http://www.mediaroad.eu/
[7] https://medium.com/

Co-funded by the Horizon 2020
Framework Programme of the European Union

To allow an easy subscriber management an emailing platform such as MailChimp[8] or TinyLetter[9] will be used. This platform will be used to centrally distribute our newsletters, containing information from the blog posts in a condensed form. Throughout the progress of the project, we will search for the right balance in frequency, content and length of the blog posts and newsletter. The same formatting will be used for each blog post and newsletter. Templates will be provided to all consortium members.

Blog Posts and Newsletter Content Plan

Initially, we foresee 20 blog posts and 4 CPN newsletters.

With the blog post, we aim to describe research results in an accessible way. The content of every blog post will be linked to a specific project output, e.g. the blog post captures the essence of a deliverable that is up for dissemination and provides a comprehensible summary of the deliverable / project milestone reached. By providing a brief but accessible update on all deliverables in an interesting way we hope to motivate more people to look at the actual deliverable, something which often does not happen. This might not always be the easiest of tasks, especially when a blog post has to attract readers for a deliverable that contains a lot of technical details. Even so, at CPN we believe that reaching out to a bigger audience is a necessary part of our dissemination plan that will help making CPN a successful project.

The newsletters will ensure a steady communication-effort around the project. This does not eliminate the option to add additional newsletters throughout the project. The newsletters will focus on the general progress of CPN and will refer to CPN communication channels (project website, blog post, twitter, etc.). This way, people get a quick overview through the newsletters and can search for more detailed information about the CPN project activities and research results.

An overview of planning of the blog posts and newsletters is provided in the section on 'Planning of the Communication and Dissemination actions'.

End Redaction and Contributions by Consortium Partners

To accomplish quality assurance, WAN-IFRA and imec will have the end responsibility for the final redaction and edit of the newsletter and blog posts, as they are the partners responsible for communication and dissemination in CPN. Each consortium partner is able to draft blog items, after which there is one dedicated editor who reviews the drafts and publishes them.

Thus, all other consortium members will actively contribute content to the website, blog posts and newsletters. For example, the partners who are responsible for a project deliverable, are also responsible for the contribution of a summary of the deliverable in the form of a blog post or input for a newsletter.

Social Media

CPN has already set up a proper Twitter channel for its dissemination and communication efforts. The consortium members see Twitter as the ideal channel to steadily grow an audience over time

---

[8] https://mailchimp.com/ These services are free for 0-2000 recipients and up to 12.000 emails per month.

[9] https://tinyletter.com/

Co-funded by the Horizon 2020
Framework Programme of the European Union

and to enhance visibility of the CPN project activities, events and results. The main reasons to choose Twitter, are the open structure of the network (it allows good content sharing), the chronological timeline (the content is not ignored / hidden due to an algorithm), and the user base of Twitter (many researchers and media professionals). All three aspects allow for a wide and targeted dissemination and communication practice of CPN results and knowledge, ass well as interaction with the audience.

The Twitter account name is closely related to the project's name: @project_CPN

When tweeting about the CPN project activities, events and results, all consortium members use the twitter handle **@project_CPN.** In addition, fitting hashtags should be used to tap into other discussions, e.g. by using #personalisation or #algorithmicnews etc.

Furthermore, both profile and background images will be following the CPN design guidelines in order to clearly align the channel with the CPN project, so that people will immediately recognize it as such.

CPN will only add one more social media channel to its portfolio, which is Medium, a blogging network, closely connected to Twitter (cfr. supra: 'Blog posts / Newsletter'). Medium allows for the publication of longer articles to a specific audience, but also to connect the channel to (and thereby make use of) one's Twitter account/network. This allows for a wider reach through cross posting of content.

Besides that, CPN will not make use of any other network but rather focus its efforts on these two and ensure a good and high-quality outreach on these.

Social Media Content Plan

The idea of the CPN Twitter posts is to mainly focus on the reporting of project actions, such as:

- ➔ events in which CPN is presented
- ➔ progress and results of work packages, tasks and milestones
- ➔ updates on the dissemination of deliverables, articles, newsletters, blog posts, etc.

But for the Twitter channel to work, **at least one Tweet per week** has to be posted. As this can't always be an update on the project, articles and news items discussing things related to personalisation are also interesting content to post via the CPN Twitter account. The frequency and content of tweets can be adjusted throughout the progress of the project if necessary or appropriate.

All consortium members commit to the sharing and reposting of the tweets posted by @project_CPN, via their organizational as well as personal social media accounts as far as possible. Furthermore, all consortium partners will have access to the CPN twitter account. This is in order to guarantee weekly updates of the channel and to make sure that partners refer to the twitter handle or, if necessary, are able to "take over" the account when representing CPN at an event. A list of guidelines for Twitter use in the name of CPN is provided below (cfr. 'How to post about CPN activities').

Imec and WAN-IFRA will act as the main social media coordinators. They are responsible for drawing up a social media time schedule which is linked to the events and blog posts and newsletter timetables (see 'Planning of the Communication and Dissemination actions'). This does not exclude

the other partners from actively contributing content[10] that is 'worthy' to disseminate via @project_CPN.

How to post about CPN activities

When posting about CPN activities on social media, the general tone and wording of the project has to be taken into account: straightforward, personal & engaging.

- Always try to be concise and straightforward when posting, less is more.
- Use active words.
- Ask questions to steer engagement.
- Content-wise: always keep in mind the audience (one persona) and what your message means to them.
- When referring to articles, try to incorporate a quote in the sharing message.
- Refer to blog posts in specific and the website of the project in general when fitting.
- Try to include visual material (taking copyrights into account).
- Pin an important tweet to keep it on top of the page, if applicable.
- Try to tag other users (target audiences), as this will draw their attention and involvement.
- Use hashtags to attract users that are interested in the same topic.
- Always use the handle @project_CPN. Especially when tweeting from your personal or business account.
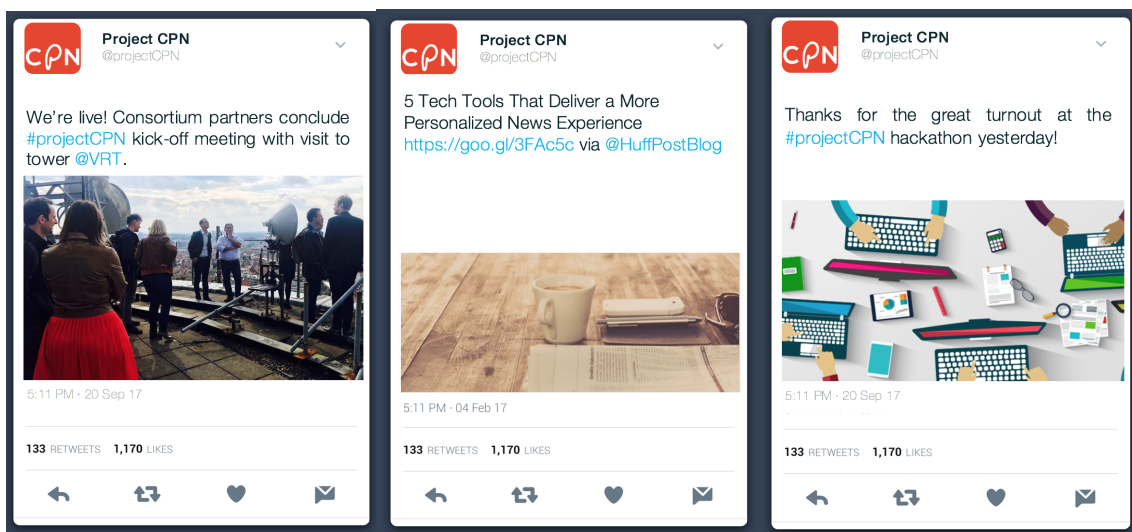
Figure 7: Examples / mockups of possible tweets by the CPN account

News Media / Press Releases

CPN will aim to distribute 'newsworthy' content (e.g. the launch of a tool, the first road tests with media companies, etc.) in press releases. These press releases will be linked to the achievement of project milestones, rather than the deliverables as such. We expect updates on the progress of the project as a whole to be more 'newsworthy' than the actual project results that are disseminated in

---

[10] For this, a separate channel on Rocket Chat was added, called 'dissemination'. Rocket Chat is a platform that is used for internal communication between CPN project partners.

the deliverables. As the project progresses we will decide which important achievements will be communicated via the press to the relevant audience(s).

Publications

CPN intends to disseminate its innovation results in international peer reviewed articles and via other dissemination materials such as contributions to scientific journals, magazines, blogs, book chapters and conferences. As mentioned in the CPN Grant Agreement (Part B, p. 34) a number of journals can be interesting for the project. These opportunities have been listed below.

➔ Scientific journals, such as: **IEEE Transactions on Multimedia; IEEE Transactions on Knowledge and Data Engineering; IEEE Transactions on Circuits and Systems for Video Technology; ACM Transactions on Knowledge Discovery from Data; ACM Transactions on Multimedia, Computing Communications and Applications; Springer Multimedia Tools and Applications, New Media and Society in Europe, Telematics and Informatics**

➔ **The DigiWorld Economic Journal** (formerly Communications & Strategies)

➔ **Data-driven journalism.net**: Initiated by the EJC (European Journalism Centre); Global Investigative Journalism Network (GIJN)

➔ **Digital News Publications** (an expansion of the Reuters Institute Digital News Report into a full-scale series of research publications)

As discussed in the section on Horizon 2020 Guidance on Communication and Dissemination for CPN (cfr. supra, p. 17), every publication should contain a disclaimer emphasizing the EU Horizon 2020 research funding the CPN project has received. Furthermore, the EC Horizon 2020 emblem must be visible on each CPN publication.

International conferences, workshops and summits

CPN will also be present at international conferences, workshops and summits. Project researchers will present project results at relevant conferences and where possible, a dedicated workshop, panel discussion and/or demonstration of CPN will be organised as part of existing relevant events. CPN will also organise its own workshops or events. Less formally, the CPN project partners often take part in networking events or media company visits where the project can become a topic of conversation. The following subsections give insights into the types of events that will be attended and organised as well as guidelines for representing CPN at events.

Representing CPN at an event

When representing CPN at an event or while networking, it is mandatory that consortium partners post about the attendance of CPN during that event on social media. Preferably using the @project_CPN Twitter account. The Twitter post should be in accordance with the guidelines on 'How to post about CPN activities' (cfr. supra, pp. 22-23). Additionally, the tweet has to contain a photograph, shot by a consortium member at the actual event, clearly showing CPN involvement and some impressions from the event itself.

A list has been created and will be kept up to date, wherein events are mentioned as well as the partners who will be representing CPN at these events (see section 'Planning of the Communication

and Dissemination Activities'). Imec will contact the partners that are attending a certain event the week before the event to remind them to take a photograph at the event and to post on twitter.

Contributions and participations to events, e.g. a CPN booth, will give us an opportunity to showcase the project. CPN needs to be clearly represented by using posters, banners and flyers produced for those events. If necessary and fitting, extra posters can be designed.

During the event, participants should note roughly how many people they've reached and also what target audience was present. Partners should also make sure to refer to the EC funding during an event representing CPN.

The project's results will also be disseminated at conferences, fora and bodies that are attended by potential future users (CPN Grant Agreement, p. 34). CPN will feature in selected, highly recognised international conferences and workshops, such as:

➔ **MINDS Conferences**: News.Technology.Networks (a great opportunity for networking with the agencies' decision makers, for an exchange of thoughts and experiences, for getting impulses for new business development as well as the chance for collaboration in many ways)
➔ **World News Media Congress** (Global summit meetings of the world's press: Media executives from 80 countries, organized by WAN-IFRA)
➔ **World Publishing Expo** (Presenting solutions, technology and services to publish news and advertising in mobile, online and print, organized by WAN-IFRA)
➔ **International Journalism Festival** (An international Festival who takes place every year to discuss innovation potential related to journalism)
➔ **NNA Conference** (The National Newspaper Association's Annual Convention & Trade Show addressing pressing business objectives of community newspaper owners, publishers and senior staff)
➔ **Social Media Week** (Social Media Week is a leading news platform and worldwide conference that curates and shares the best ideas, innovations and insights into how social media and technology are changing business, society and culture around the world).
➔ **Deutsche Welle Global Media Forum**, Bonn Germany, June 2018
➔ **European Data Forum**: for 2017 planned in Malta/UK
➔ DigiWorld Summit (It will be an opportunity to engage in a meaningful international debate over digital trust issues – starting with security and privacy – which have become major sources of concern for all of the ecosystem's stakeholders.)
➔ **Global Editors Network**: Data-journalism awards
➔ **IBC**: the premier annual event for professionals engaged in the creation, management and delivery of entertainment and news content worldwide (September, yearly) in Amsterdam.
➔ **NEM Summit** (VRT, ENG, DCat, imec)
➔ **Digital Media Europe** (organized by WAN-IFRA)
➔ **Media Fast Forward** (organized by VRT)
➔ **NAB**: the leading annual event for media technology, yearly in Las Vegas
➔ **BDVA Summit**: as several consortium members are also BDVA members (VRT, Engineering, Digital Catapult, imec, ATC), CPN won't miss an opportunity to disseminate to the Big Data industry through BDVA related events
➔ **Stakeholder ecosystem mapping**: this will be done in order to effectively map, engage with and encourage other stakeholders to adopt the developed CPN solutions. This will include targeting start-ups and SMEs that are responsible innovators of personal data and

developing solutions that can add value to the CPN. And establishing a database of other news and content publishers who can adopt the CPN solutions for their own use (organized by DCat)

➔ **Investor Meeting for Media Innovators** (http://i3project.eu/1-investor-meeting/) - i3 H2020 CSA Project

➔ **News Impact** (https://newsimpact.io) - European Journalism Centre & Google News Lab

➔ **Multi-stakeholder Conference on Fake news** (http://europeanjournalists.org/event/eu-multi-stakeholder-conference-on-fake-news/) - European Federation of Journalists (EFJ)

➔ **European Big Data Value Forum 2017** (http://www.bdva.eu/?q=node/742) - Big Data Value Association

➔ **DigiPublish** (http://www.worldforumdisrupt.com/digi-publish-17-uk) - World Forum Disrupt

➔ **ITF Imec Technology Forum** is a yearly event showcasing technology that will drive innovation in imec's different application domains, including media.

Organisation of Events

If CPN organizes a project event this will either be a workshop or a hackathon. A budget of €18.000 for event organisation and communication and dissemination material and tools is foreseen (CPN Grant Agreement, Part B, p. 54).

Workshops

CPN will organise dedicated workshops as part of its user-centred design approach. The aim of these workshops is to gather feedback in an iterative way on the different developed concepts from both end-users and professional users. These workshops will be organised by different project partners (including VRT, IMEC, DW, WAN-IFRA) as part of specific tasks within the project (see WP1, WP4 and WP5). These workshops can be set-up as stand-alone activities, or can also be part of events organised by our project partners.

Hackathons

The CPN platform is conceived as an open platform, therefore particular attention will be given to creating interoperability mechanisms allowing the platform to be extended with external systems and modules and tested effectively. As mentioned in the DoW, under KPI 6.3: "CPN will also actively engage technology providers to integrate additional services with the platform. It is expected that more than 6 additional services will be added through at least 2 hackathon workshops."

A hackathon is generally a 1 or 2-day event in which computer programmers and others involved in software development, including graphic designers, interface designers, or project managers, collaborate intensively on creating or advancing software projects. Hackathons tend to have a specific focus, and for CPN, the focus will be personalisation and contextualisation of news, through data analysis in the field of media.

During the CPN project however, the hackathons will not necessarily be the traditional 1 or 2-day format with hackers coding intensively during those days only, but rather a form of "hack-and-pitch". This means that for each hackathon we will run 1 month remote coding challenges, concluding with a physical pitch day event.

The possible challenges will be identified with the content providers that are part of the CPN project consortium (DW, DIAS, VRT). Once identified we will launch the hackathon and start to promote it

using the CPN network as well as partner networks. We will do promotion through open calls requiring potential participants to describe their expertise.

The open calls will for example be aimed towards:

➔ The HacksHackers community, as there are chapters based in London, Berlin, Brussels, Paris, etc.
➔ Technology companies
➔ Other EU projects and research facilities

This is not an exclusive list and it will be extended by the project partners, adding interesting communities and groups which could be asked to participate to a hackathon.

Open call opportunities will be disseminated through the SMEs networks Digital Catapult is currently building and relevant to the Creative Industry sector, as part of ongoing activities such as:

➔ The engagement with its Immersive Lab, to facilitate access to AR/VR technologies to innovative SMEs;
➔ The delivery of programmes such as the Augmentor one, mentoring new content creators leveraging AR and VR technologies for creation of new contents.

Promotion will also be done via hackers communities, by leveraging local meetups in London, Berlin, Brussels accessible to other project partners. Selected participants will receive confirmation and will be advised to work toward the challenge before the pitch day. During the challenge development time, we will maintain a Rocket.Chat channel available for participants to interact with the CPN development team.

At the end of this phase, participants will be granted the possibility to pitch and demo their solution during the final hack-and-pitch day, hosted by one of the CPN project partners. A pitch will require a presentation of the work and a real demo. As requested by the publicised open call, presentations should provide details on the solutions as well as feedback to improve the current CPN platform and tools. Best solutions and teams will be judged and awarded on the day.

Innovation

As part of Task 5.2 and the Innovation Management and Transfer Activities we will organize *Pitstop* workshops, open innovation activities led by Digital Catapult[11]. The aim of pitstops is to drive adoption of the CPN project developed technologies and to move them into commercial pilot activities. Pitstop events bring together sponsors wishing to act as early *adopters* of the developed technologies, as they see potential for innovation and creation of new business opportunities, and small and medium enterprises providing expertise to develop new services satisfying the sponsors' needs.

In case of the CPN project we will engage with content distributors in order to identify possible sponsors, initially acting as early *explorers* interested to include the developed technologies into their traditional activities. Once sponsors have been identified, we will use our contact networks in order to find small and medium enterprises and other freelancers working in the content creation industry for the news and media sectors and across different medium, including video, journalism, photography etc. They will be referred to as *enablers*.

---

[11] https://www.digitalcatapultcentre.org.uk/pit-stops/

For this we will leverage relevant existing Digital Catapult's and other partners' contact networks as well as the CPN specific contacts developed during the project communication and dissemination activities. In order to select the best candidates, we will run *open calls* promoted within the identified networks.

Once *explorers* and *enablers* have been identified, a 1.5 days pitstop workshop will be held. Digital Catapult will funnel *enablers* companies through other initiatives it is currently involved, such as the UK Games Fund Community (http://ukgamesfund.com) and other landscaping activities it is actually performing in the Creative Industry sector.

A typical pitstop starts in the evening of day 1, with presentations to set the scenes for discussions and co-creation activities taking place on day 2. In particular in case of CPN-related pitstops on day 1 we will focus on presentation around the project achievements, its vision, the developed tools and a series of *explorers/sponsors* presentation on their ambitions and view on where the industry innovation might lead if adoption of the CPN technologies is fostered. The day 2 will be organized as co-creation workshop with explorers and enablers discussing possible scenarios to leverage the CPN technologies into new services. Co-creation activities usually range from definition of possible innovative use cases, stakeholders mapping, with identification of their pain points and potential benefits brought to them by the new technologies, and end up with actual service design and identification of possible new business models. Discussions usually take place in groups, lead by different representatives of each sponsor, and are facilitated by innovation experts, in this case CPN project partners.

We aim that at the end of a given pitstop a number of pilot projects, discussed by each group, will be identified, with willingness from *sponsors/explorers* and *enablers* interested into moving discussion and experimentation activities further. As result we expect the two to become early *adopters* of the CPN technologies together with the project partners.

3. PLANNING OF THE COMMUNICATION AND DISSEMINATION ACTIONS

Two types of timetables have been created to streamline the communication and dissemination activities in CPN. The first is an overall editorial planning that outlines what will be communicated about the research activities and project deliverables in an extensive way, through the website, blog posts and newsletters. The second planning underlines where more ad hoc contributions are required, based on the events that are visited or organised by the project partners.

3.1 OVERALL PLANNING / EDITORIAL OVERVIEW

First, there is an **editorial overview** of the deliverable content that partners have to contribute for the blog posts. The blog post content is then used for the 'News' section of the website as well as for the newsletters. This way we minimize the amount of input and effort needed from separate consortium partners. The concrete timetables (cfr. infra) are in alignment with the timing of deliverables and project milestones.

The general rule is: whenever a deliverable is published, a blog post relating to that deliverable will be distributed in the month after that. The project partner who is responsible for a deliverable is also responsible to provide to imec and WAN-IFRA a general article and an image or video about the deliverable maximum one week after the deliverable is published. Based on this general article, imec or WAN-IFRA will then create a blogpost or think piece for the website.

Blog posts will be published as soon as two weeks after the publication date of a deliverable, depending on the timing of the deliverable. In the planning, we have taken into account spreading the publishing of the blog posts, specifically when more than one deliverable is due. By spreading the content, readers are updated over time rather than spammed by as many as 4 blog posts at once. This should keep readers engaged throughout the project. When feasible, a sneak preview of the blog posts to come might be disseminated through additional newsletters.

2018

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
	BP 0	D2.1 ENG BP 1	D 7.1 VRT BP 2				D2.2 ENG BP 7				D4.2 IMEC BP 10	
			D1.1 DW / D1.3 VRT BP 3				D3.2 ACT BP 8				D5.2 IMEC BP 11	
			D4.1 VRT BP4						D1.2 DW / D1.4 ENG BP 9			
			D6.2 VRT BP 5						D1.5 DCAT			
			D3.1 ATC BP 6									

Table 1: Editorial timetable 2018

2019

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
	BP 12		BP 13		D3.3 ACT BP 14	D2.3 ENG BP 15	D5.3 IMEC BP 16		D1.6 DCAT BP 17		D3.4 ACT BP 19	
									D4.3 DW BP 18			

Table 2: Editorial timetable 2019

2020

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
	D2.4 ENG BP 20		D4.4 VRT BP 21			BP 23						
			D5.4 IMEC BP 22									
			D5.5 IMEC									

Table 3: Editorial timetable 2020

3.2 AD HOC AND EVENT BASED COMMUNICATION

Second, there is an overview that focuses on **ad hoc and event based communication**. Imec has started to generate a calendar of the events that consortium partners are planning to attend with the goal of representing CPN. Based on this calendar and in accordance with the 'guidelines for representing CPN at an event' (cfr. supra), the partners will know what content they need to provide or distribute via a certain communication channel. For example, what (content) they need to post where (on which channel) and when (at which point in time during the project) about the attendance of CPN at a certain event.

Events Calendar

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2018		2-3: Media Lab Day	7-8: Digipublish	7-12: NAB 10-11: Digital Media Europe 11-15: Internation Journalism Festival 24-27: Social Media Week	31: Global Editors Network	6-8: World News Media Congress			13-18: IBC 27-29: NNA Conference			

Table 4: Event timetable 2018

The figure above is just a first version of the event based timetable. As the project progresses, the list and timetable will be continuously updated. All the project partners will be able to edit this list and timetable in real time, so that all the project partners are kept up to date and can contribute to and edit the list whenever they know that they will attending an event that is interesting for the promotion of CPN.

4. EVALUATION OF COMMUNICATION AND DISSEMINATION

To evaluate the effectiveness of communication and dissemination in CPN, key performance indicators (KPI) were defined. These indicators form a list of target values on which the dissemination impact of the project will be evaluated. Furthermore, the KPIs will provide qualitative insights into the progress of the project. The progress and evaluation of communication and dissemination (e.g. number of visitors on the project website, reach of CPN twitter page, number of subscribers to the newsletter etc.) will be recorded in dissemination reports throughout the duration of the project.

The KPIs (see table below) are based on the ones described in the Grant Agreement (part B, p. 47). However, they have been updated in accordance with the current communication and dissemination objectives, tools and audiences.

Activity	Expected Outcome
No. of visitors and visits to the **project website**	20.000
No. of **Twitter** followers	300
No. of interactions with **blog posts**	1000 per year
No. of **international conferences** attended with specific activities related to CPN	Min. 3 per 12 months
Hackathons	Min. 2 events throughout the project > 50 attendees
Workshops	Min. 3 events throughout the project < 80 attendees
Pitstops	Min. 1 event throughout the project

Table 5: KPIs for communication and dissemination in CPN

5. CONCLUSIONS

In this Communication and Dissemination Plan, we illustrated the purpose and scope of the Communication and Dissemination plan and portrayed the Communication and Dissemination Strategy that we have developed for CPN. This strategy contains our communication and dissemination objectives, target audiences and stakeholder groups and the CPN communication and dissemination channels. At present, information about project activities and research results will be disseminated via the CPN website, in blog posts, via newsletters, the project's twitter account, news media/ press releases, publications and participations and contributions to international conferences, workshops and summits. CPN will also organize own events such as workshops, hackathons and innovation pitstops. The concrete planning of CPN communication and dissemination activities as foreseen at this moment is divided into an overall planning / editorial overview on the one hand, and on the other hand an ad hoc / events based timetable. A table with KPIs for communication and dissemination actions, based on the grant agreement was added as well.

In order for communication and dissemination in CPN to be successful, the next steps are to set up the missing communication channels (e.g. register CPN Medium account), gather content that is both worthy and relevant for dissemination (e.g. first research results, interesting articles relating to project activities for social media, etc.) and to refine the planning of the communication and dissemination actions (e.g. add more interesting internal conferences and events).

To conclude, we've added an overview of the most important CPN communication and dissemination guidelines.

Communication and Dissemination Activity	Guidelines
After every deliverable, a **blog post** will follow	The partner who has the lead for a deliverable, sends a general article to imec and WAN-IFRA one week after submitting the deliverable. Imec and WAN-IFRA will then create a blog post from this general article.
Twitter posts by @project_CPN	All partners commit to sharing content for dissemination via the CPN twitter account. Furthermore, all partners commit to the liking, sharing and retweeting of posts by @project_CPN Also, see guidelines pp. 23
Representing CPN at an **event**	Partners post a tweet on the CPN twitter account with a photo they have taken at the event

	Distribute CPN project posters and leaflets at the event. Also, see guidelines pp. 29
Publications about CPN activities	Add disclaimer, see pp. 18

Table 6: Overview of the CPN communication and dissemination guidelines

REFERENCES

Directorate-General Communications Networks, Content and Technology. Grant Agreement Number 761488 CPN. Brussels: European Commission.

Co-funded by the Horizon 2020
Framework Programme of the European Union