

engage2innovate



Plan for Project Dissemination and Exploitation (including Communication Activities)

D8.2



Funded by
the European Union



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Plan for Project Dissemination and Exploitation (including Communication Activities)

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engage2innovate



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the European Union

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0.1	11/03/2024	Ana Luísa Correia	Revision of the draft version
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Table of Abbreviations and Acronyms

Abbreviation	Meaning
.ai	Adobe Illustrator Format
BEZ	Bezalel Academy of Arts and Design
CA	Consortium Agreement
CSO	Civil Society Organisation
DEC	Dissemination, Exploitation and Communication
DPT	Deutscher Präventionstag
E2i	Engage2innovate
ELSA	Ethical, Legal and Social Aspects
EU	European Union
GMP	Greater Manchester Police
IPR	Intellectual Property Rights
.jpg	Joint Photographic Experts Group Format
KPI	Key Performance Indicator
LEA	Law Enforcement Agency
LKA	Landeskriminalamt Niedersachsen
.pdf	Portable Document Format
.png	Portable Network Graphic Format
RIA	Research and Innovation Action
RR&I	Responsible Research and Innovation
SDP	Societal Development Plan
SME	Small and Medium-sized Enterprise
URL	Uniform Resource Locator
USAL	University of Salford
WP	Work Package

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1. Executive Summary

The D8.2 Plan for Project Dissemination and Exploitation (including Communication Activities), hereafter referred to as Dissemination, Exploitation & Communication Plan or simply DEC Plan, includes detailed information about the Engage2innovate (E2i) project, including its strategy to effectively implement DEC activities. This deliverable provides information about the methods, tools, channels, and materials that will support all partners with devoted analysis and actions regarding dissemination and communication of the project's results. The DEC Plan will be finalized by M8 – March 2024.

This report is divided into the following sections:

- **Section 1 – Executive Summary:** describes the main objectives of this deliverable.
- **Section 2 – E2i in a nutshell:** describes the background, mission, objectives and target groups of the project.
- **Section 3 – Dissemination, Communication & Exploitation:** differentiates the concepts associated with dissemination, communication and exploitation and provides guidelines about how partners can contribute in the different stages.
- **Section 4 – Strategy:** includes a description of the several subtopics that correspond to the communication and dissemination actions that will be implemented throughout the project implementation.
- **Section 5 – Action Plan:** includes the timeline to launch the main dissemination and communication outputs as well as the instructions for partners to properly report the communication and dissemination activities.
- **Section 6 – Exploitation of Results:** includes an overview of the IPR Management as well as an identification of possible exploitable results.
- **Section 7 – Annexes:** includes the annexes of the deliverable.

2. E2i in a nutshell

2.1 General Information

Engage2innovate is a 44-month Research and Innovation Action (RIA) funded by the Horizon Europe programme of the European Union (EU). The project is coordinated by project managers from LOBA; the University of Salford is responsible for the scientific coordination of the project, which is a collaboration of 6 total partners, forming a multidisciplinary and expert consortium.

Table 1. Engage2innovate consortium

Partner	Acronym	Location	Type of organisation
LOBA	LOBA	Portugal	SME
Bezalel Academy of Arts and Design	BEZ	Israel	University
Landeskriminalamt Niedersachsen	LKA	Germany	LEA
Deutscher Präventionstag	DPT	Germany	CSO
Associated members (non-EU countries)			
Greater Manchester Police	GMP	UK	LEA
University of Salford	USAL	UK	University

2.2 Background and Motivation

The distinction between **invention** and **innovation** was defined by the founding father of innovation theory, Josef Schumpeter, who identified

***Invention** as a novel idea for how to do things*

***Innovation** as carrying it out into practice*

This perspective highlights the two key elements that distinguish an innovation: novelty and implementation. Novelty does not necessarily mean 'new to the world', it might also be something new to a specific group of end-users — those using the innovation. Moreover, novelty does not have to mean radically new, offering new functionalities or disrupting existing practices. It may also refer to the incremental improvement of a process, product or

service. Nevertheless, the critical element of innovation that differentiates it from invention is implementation.

Despite significant investment, the uptake of innovations from the EU security research programme remains regrettably limited. Often characterised as being due to issues of 'user acceptance' (inferring the fault lies with those on the receiving end of security 'inventions'), this can be more accurately described as a problem of 'implementation' — and therefore a failing of the innovation process itself.

Decades of research into new product and service innovation in the commercial sector, together with positive results of collaborative human-centred design and innovation approaches, indicate an effective strategy for addressing this implementation shortfall. A shift is required from a focus on security 'inventions' to one on true security 'innovation' — a process that requires more meaningful engagement of end-users and citizens in security research and innovation actions.

2.3 Objectives and Outcomes

The goal of the Engage2innovate project is to strengthen EU security research and innovation through the collaborative research, design, delivery and demonstration of a E2i Security R&I Toolbox supporting Social Innovation and enabling more effective EU security innovation and solution implementation.

The project has six specific objectives:

- To investigate, understand and address barriers to implementing EU security research and innovation outputs.
- To investigate how social innovation might be used to better engage citizens, local communities and end users in the research and innovation of security solutions.
- To develop a Societal Development Plan describing the current landscape of Social Innovation and providing guidance on how the approach can strengthen EU security research and innovation.
- To co-create, design, develop and demonstrate the E2i Security R&I Toolbox to:
 - Enabling adoption of Social Innovation and human-centred design approaches to engage citizens and end users in security R&I.

- Supporting security R&I actions in framing and designing security solutions and outputs and optimising their acceptance and adoption.
- Providing benchmarks, standards and quality criteria for security solutions through Responsible Research and Innovation
- Strengthening EU security research and innovation.
- To inspire and motivate security policymakers, researchers and practitioners to implement collaborative, socially innovative and responsible approaches on their research and innovation projects.
- To build on the enthusiasm and inspiration of the next generation of researchers and design thinkers through two international Social Innovation Design Challenges.

2.4 Target Groups

E2i addresses 8 target groups across the quadruple helix:

- Citizens and civil society representatives – widely engaged through civil society organisations (CSOs) that are involved in the delivery of security R&I actions
- Security researchers – that design and deliver security research projects (universities, institutes)
- Security practitioners – that develop, deliver and promote security services and solutions (including police officers, managers, civilian, crime prevention staff, analysts and trainers; Emergency services responsible for responding to terrorist attacks, disasters, etc.; Cybersecurity experts, providers of digital services and infrastructure; Organisations responsible for developing and managing urban environments, etc.)
- Training providers and professional bodies – LEAs (Law Enforcement Agencies) representatives (such as police training colleges, police associations)
- Security policymakers and other stakeholder groups that work in partnership (such as local authorities, city managers, government ministries)
- Private sector organisations – involved in developing and/or using security research and innovation (technology provider, industry representatives)

- EU level organisations – involved in security research, practice (EU Networks of Practitioners) and policymaking (such as CERIS, CEPOL, EUROPOL; etc), as well as liaising with EU member states
- Experts in ELSA (Ethical, Legal and Social Aspects) – End users responsible for assessing the fulfilment of societal, legal and ethical requirements in relation to security research outputs

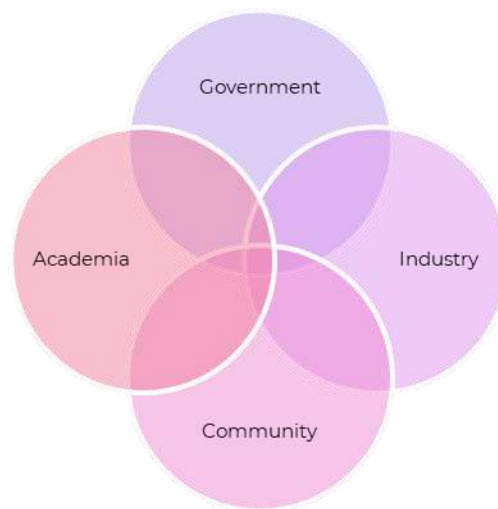


Figure 1. *Quadruple Helix representation*

3. Dissemination, Communication & Exploitation

3.1 Key Concepts

The Dissemination, Exploitation and Communication Plan's primary objective is to maximise its impact on the target groups within the budgetary constraints. Differentiating the three ideas and comprehending their respective importance is crucial before formulating the plan. Dissemination corresponds to "making your results public," while communication is to "promote your actions and results," and exploitation is to "make concrete use of results for commercial, societal, and political purposes," according to the European Commission.

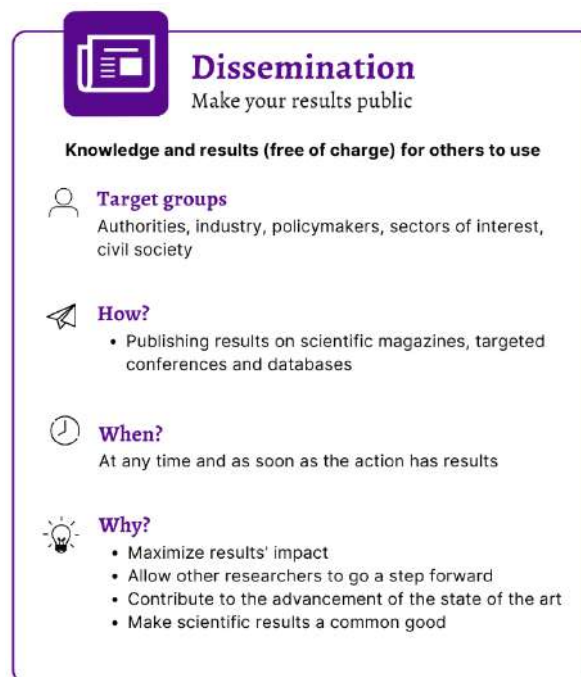


Figure 2. Concept of dissemination



Figure 3. Concept of exploitation



Figure 4. Concept of communication

3.2 Objectives

The main objectives of the Dissemination, Exploitation and Communication activities are to:

- Inform and reach out to the quadruple helix, show that project activities have been performed, and communicate the benefits the project will have for wider society;
- Ensure that activities are strategically planned from the outset, have clear objectives and continue through the lifetime of the E2i project;
- Provide a description of the communication activities, including the main messages;
- Identify the target groups and provide a description of the tools and channels that will be used to reach out to each of the chosen target groups.

3.3 DEC Plan Stages

To effectively implement the DEC Plan, WP8 leader (LOBA) will follow the stages presented below:

- **Stage 1 – Knowledge:** establishing a coordinated and strategic campaign that is in line with the goals and scope of the project.
- **Stage 2 – Strategy:** establishing a holistic dimension to position the project's brand, values, and attributes.
- **Stage 3 – Action plan:** detailed planning of communication actions and campaigns that are targeted at specific audiences and groups

4. Strategy

In order to ensure that the project findings are successfully disseminated, exploited and communicated, LOBA has selected the most effective methods, strategies, and tools for user engagement. This strategy's primary objective is to increase awareness and involve stakeholders and target groups, which will ultimately lead to the attainment of demonstrable impact throughout project implementation. For this reason, the DEC Plan will be constructed in four stages:

- 1. Online presence and brand identity (M1-M9):** The first stage includes the definition of the visual identity, communication materials, social media channels, and website.
- 2. Early results and engagement (M1-M12):** This stage includes early promotion of the project on the website (and social media channels) through tools such as newsletters, promotional videos, teaser videos, press releases, and the implementation of a first-followers campaign.
- 3. Stakeholder engagement, including networking and high-level outreach (M1-M44):** Production and promotion of a comprehensive set of tools (supports and channels) to disseminate key messages extracted from the project results to stakeholders in a way that encourages them to relate to the project.
- 4. Exploitation of project results, sustainability, and follow-up (M7-M44):** Identification of contacts, mechanisms to ensure persistent visibility of the project's outcomes and production and promotion of results and tools (supports and channels).

4.1 Visual identity

The visual identity of E2i was created in the first month of the project and will be extensively used when carrying out dissemination and communication activities throughout the project's lifetime. Among other elements, the project's website, social media posts, templates, communication materials (brochures, posters, flyers, roll-ups, etc.) and dissemination materials (policy recommendations, deliverables, etc.) will all use the same visual identity.

The project's brand identity is made up of various easily recognised elements that are connected to the project, such as the font, colour, and logo. The

project's brand was created by carefully analysing its background context and assessing the traits, positioning, values, and language of the brand.

The visual identity was finalised in M3 (October 2023) and explained in D8.1 E2i Visual Identity. However, after some consideration, some partners provided feedback in M5 (December 2023) about the identity and this was adapted according to their suggestions. The final version of the visual identity was delivered in M6 (January 2024) and is the one explained in this deliverable.

The brand is supported by a continuous and colourful line that represents the path and process from the very beginning until its implementation. The line can be used through different approaches: as a background, as a mask or just decorative. It will add a dynamic feel to the visuals. It's important that the line is used whenever possible, in order to create recognition. Aligned with a modern typography, both elements merge into a balance between digital and human-centred design.

The logomark is the icon, pictogram or graphical element of a logo design. It is generally the most recognizable part of a logo, meant to encapsulate the entirety of the brand in a singular image. Often, it stands alone for the brand in certain contexts when the other elements of the full logo are absent.

The colour palette for Engage2innovate is bright, bold and energetic. It features purple and pink tones to evoke the sense of community and variety. It's important to respect the colour codes to keep consistency between all formats and applications.

CMYK 21 / 53 / 0 / 45 RGB 87 / 6 / 140 #57068C	CMYK 0 / 72 / 52 / 7 RGB 236 / 67 / 113 #EC4371	CMYK 20 / 33 / 0 / 6 RGB 192 / 162 / 240 #C0A2F0	CMYK 0 / 30 / 22 / 3 RGB 248 / 174 / 193 #F8AEC1
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Figure 5. E2i colour pallet

Regarding the typography, the main letters used for the logo are based on Cy® typeface. It has been customized to reflect the brand values (harmony between technology and human-based design). This typeface must be considered for use in external communication, for main titles, social network and marketing material.












The secondary font is used in texts and the overall communication. It is a modern sans-serif font, with several weights giving it the flexibility needed to every context. Monsterrat® is a free-use font.





Figure 6. Customisation of the logo typography

The logo was developed in 16 different formats, accounting different formats (main, secondary, logomark and wordmark) and colour combinations (original, monotone and negative), to be used when suited. All versions of the logo are represented in the table below.

Table 2. E2i logo versions

 engage2innovate	Main version in original colours		Logomark version in black
 engage2innovate	Secondary version in original colours	engage2innovate	Wordmark version in black
	Logomark version in original colours	 engage2innovate	Main version in negative colours
engage2innovate	Wordmark version in original colours	 engage2innovate	Secondary version in negative colours
 engage2innovate	Secondary version in monotone		Logomark version in negative colours
	Logomark version in monotone	engage2innovate	Wordmark version in white
 engage2innovate	Main version in black	 engage2innovate	Secondary version in white

	Secondary version in black		Logomark version in white
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After the visual identity was established, a brand book (Annex 1) was developed to explain the different elements of the E2i visual identity and how to use the logo in the several formats. The brand book was shared with all by partners and included in the project shared repository. The brand book also includes a link to download the different versions of the logo in the several formats, including .ai, .pdf, .jpg and .png.

4.2 Tools & Channels

For the DEC Plan to be successfully implemented, E2i will use a variety of platforms and resources. The information, results and achievements will be shared as pictures, text, presentation, videos and other relevant formats, via website, social media page, events and other types of channels, to optimise the usage of the materials created by the project.

4.2.1 Stationery Materials

To support partners in their formal and informal communications, a set of materials has been created by LOBA to be used in reporting and presentations, to ensure that these meet the standards defined in the project's brand book. The materials developed are the following:

- **Word template:** For reporting purposes, a Microsoft Word template was developed following the project's visual identity (Annex 2);
- **PowerPoint template:** For presentations in meetings and events, a Microsoft PowerPoint template was developed in 16x9 format. Partners are advised to use the 16x9 format, as it is the most common format across modern notebooks (Annex 3);
- **Letterhead paper template:** For informal communications about the project, a letterhead paper template was also developed (Annex 4).

All stationery materials have been shared with partners and are available on the project's repository.

4.2.2 Communication Kit

During the project implementation, LOBA will develop a set of materials to be used by E2i partners when organising or participating in events with relevant stakeholders. The initial communication kit is comprised of:

- **Brochure:** To present the project, its objectives and methodology;



Figure 7. E2i initial brochure

- **Background image for online calls:** To be used in meetings, online events and/or conferences, etc., and personalised for each partner organisation;





Figure 8. E2i background image for calls

- **Business cards:** To share contact information and promoting the project.



Figure 9. E2i business cards

Throughout the project, other communication materials will be developed according to the needs and requests of partners.

4.2.3 Merchandising

So far, no goodies have been developed for the project but according to the partners needs, LOBA may design some merchandise items to be distributed

at conferences or to be used in the project's events. If these materials are developed, they will include at least the EU flag and the acknowledge from the European Union funding, and will follow the visual identity developed for the project.

4.2.4 Website

The E2i project website is open to the public and offers information about the objectives, activities, and outcomes of the project. The website will serve as a primary point of contact with E2i's target groups, enabling them to participate in project activities such as:

- Accessing information on the project, including goals, activities, and outcomes;
- Staying updated on project news;
- Reaching out to project staff;
- Subscribing to the project's newsletter and accessing the previous editions;
- Signing up for project events;
- Using and exploiting the outcomes produced by the partners.

The goal of every communication action used throughout the project is to drive users to the website in order to raise the "conversion rate," which corresponds to the website visitors who perform a desired action. Throughout the project, the website will be updated and enhanced frequently using Google Webmaster Tools and Analytics (including Search Engine Optimisation, or SEO).

4.2.5 Settings

The URL (Uniform Resource Locator) defined for the website is www.engage2innovate.eu, focusing on the name of the project as its main component. The domain selected was .eu as a reference that it is a European-funded project.

4.2.6 Splash page

The first version of the project's website was launched on the 11 December 2023 (M5) as a splash page under the domain www.engage2innovate.eu. The splash page, also known as 'landing page', is the web page that appears when a user first visits a website. It was created so that visitors would have a contact point with the project while the website is not fully developed.

The page features the following main sections:

- **Header:** Presentation banner with logo and teaser video
- **Welcome:** Introduction of the project, with its general context and main goal
- **Action Plan:** Explanation of the steps that will be implemented to allow partners to reach the project's objectives
- **Project Stakeholders:** Identification of the main target groups of the project
- **Consortium:** Presentation of the consortium members
- **Contact us:** Contact form that users can use to reach out to the project partners
- **Footer:** Display of social media channels and EC's flag and disclaimer.

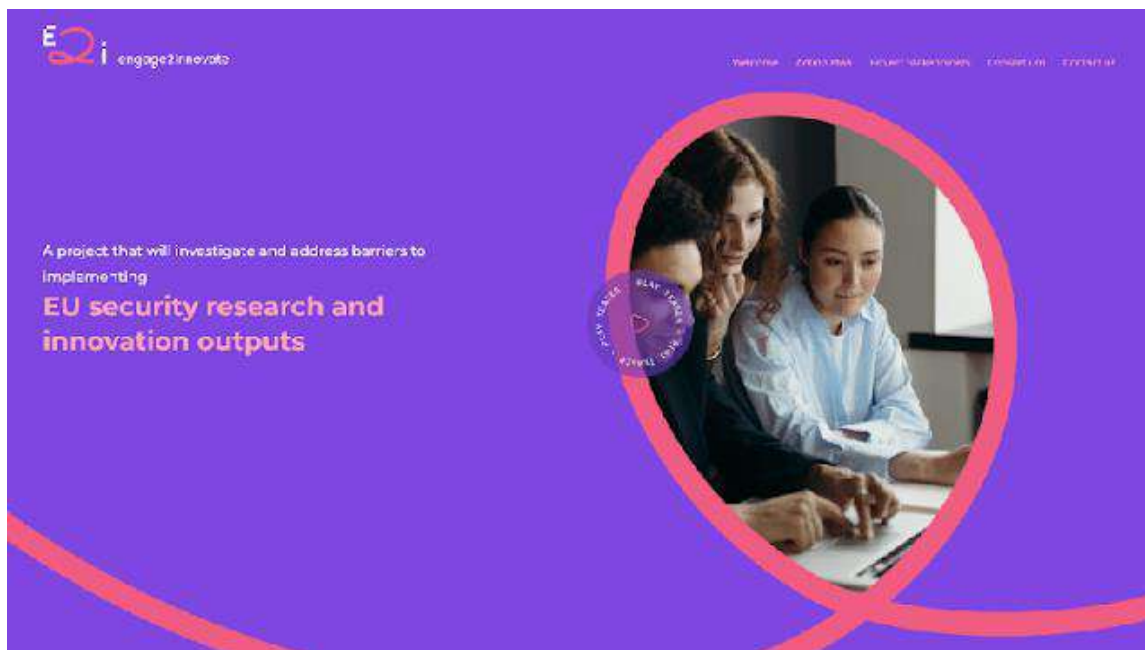


Figure 10. Splash page header section

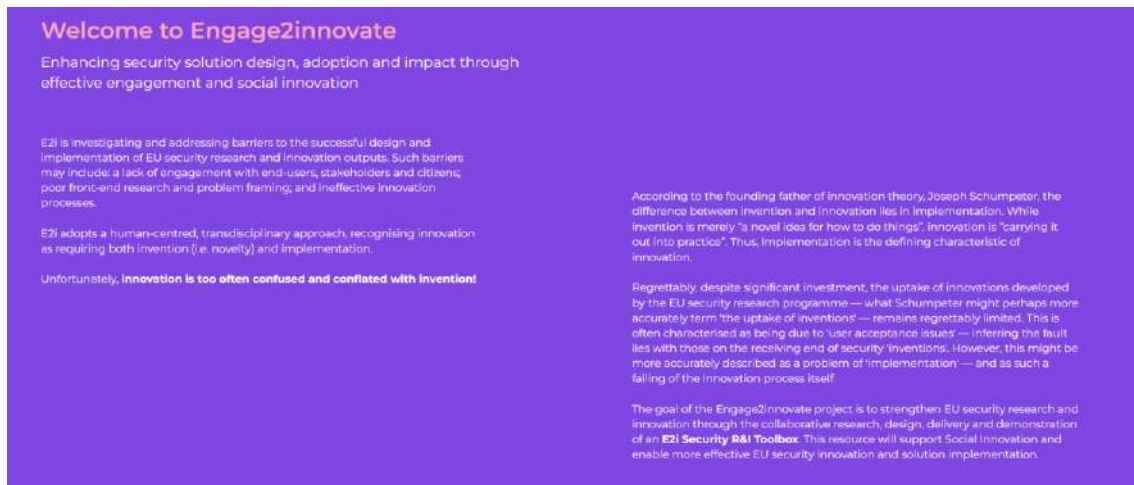


Figure 11. Splash page welcome section

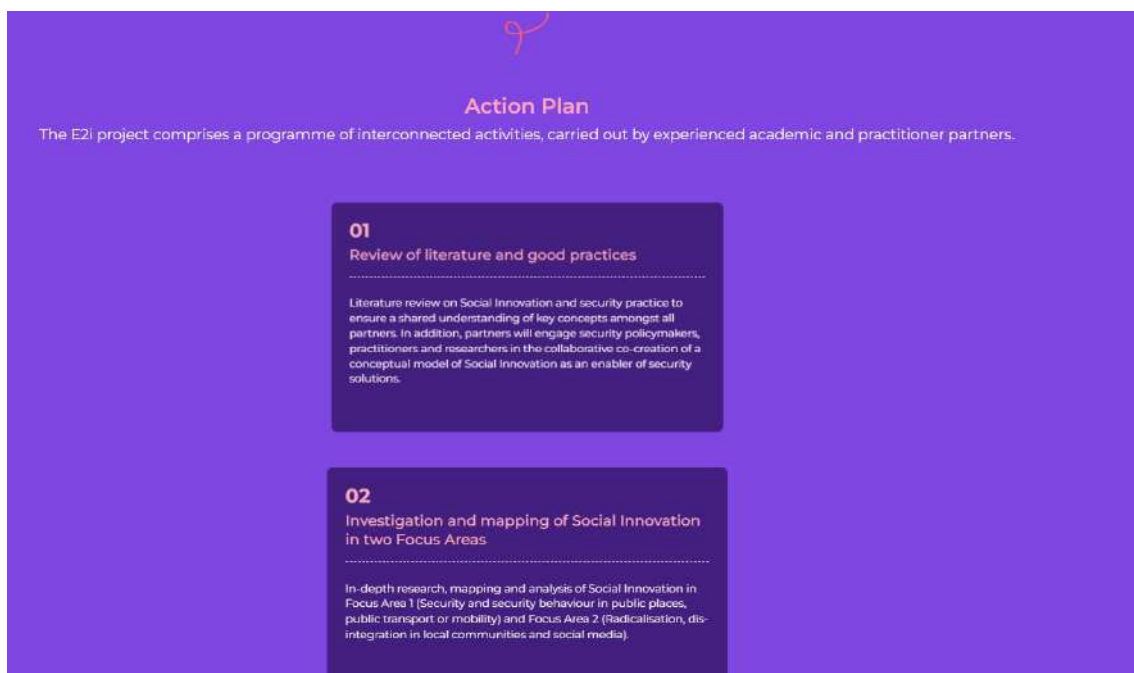


Figure 12. Splash page action plan section



Figure 13. *Splash page stakeholders' section*

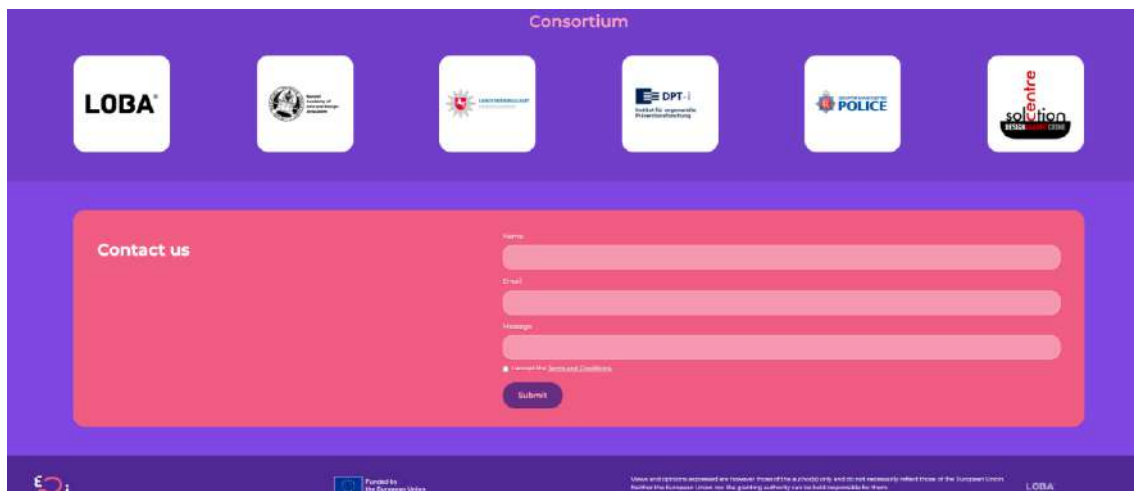


Figure 14. *Splash page consortium, contact us and footer sections*

4.2.7 Official website

The scheduled launch of the website's initial version, planned for February 2024 (M7), was subject to delays due to requested minor modifications to the E2i visual identity by USAL and BEZ. As a result, the development timeline for the website has been extended. The original launch date of February 29th has been rescheduled to April 15th to accommodate the necessary adjustments in production and to align with the availability of LOBA. There can be the need to postpone this date according to the validation from all partners. After the website is concluded, Engage2innovate's splash page will be replaced by the official website.



The Engage2innovate website will be an ongoing task, and its structure will dynamically evolve together with the project during the lifespan of 44-months, as considered appropriate. The website will be maintained at least 3 years after the project ends.

The main features programmed for the Engage2innovate website are:

- Responsive: The website platform will suit different devices such as mobile, tablet and desktop versions.
- Social Media sharing: The website will be prepared to share information with social media networks such as LinkedIn, Facebook, Twitter and YouTube.
- Mailing List subscription: On the website will be available a submission form for newsletter subscription requesting the name, email, and organisation of the user.

The website will use Google Analytics as its analytics service to track the website traffic and assess useful statistics that will help to optimise the website and the communication and dissemination strategy.

Some relevant statistics that will be monitored are the following:

- Number of visitors
- Unique visitors
- Page views
- Bounce rate
- Session duration

Sitemap and interfaces

The website is composed by the following structure and interfaces:

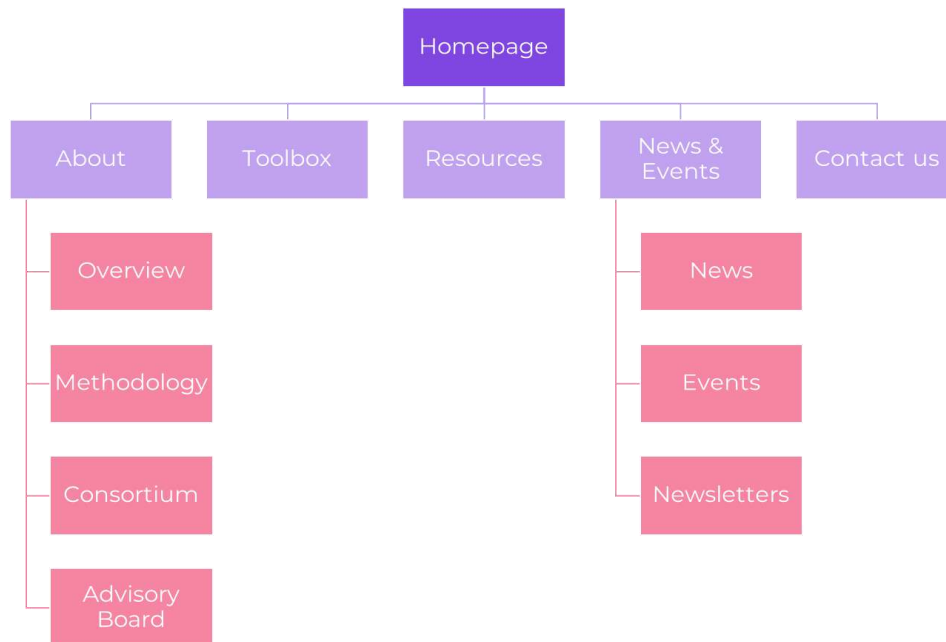


Figure 15. E2i website sitemap

Other interfaces may be added/changed to the website according to the new project's needs identified during its implementation.

Home

The homepage will be creatively but objectively designed to showcase the project and attract the visitor to explore the other pages of the website.

The homepage provides access to all other pages, such as "About", "Toolbox", "Resources", "News & events" and "Contact us".

The homepage will include an animation composed of 5 main scenes:

- **Scene 1 – Introduction:** Will open a cinematographic view with planet Earth, highlighting Europe. The lines will transform into the project's logo, with the slogan "Shaping Safer Futures through Engaged Innovation."
- **Scene 2 – Identifying Challenges:** Animation depicting pieces of a fragmented puzzle, symbolising the obstacles to implementation. Lines connect these pieces, illustrating the need for cohesion. Then comes the phrase: "Barriers like weak involvement and ineffective innovation hinder progress. E2i aims to mend these gaps."

- **Scene 3 – Objectives:** Bullet points appear, accompanied by images representing each of the objectives:
 - Investigate barriers: magnifying glass analysing barriers
 - Leverage social innovation: figures collaborating and brainstorming
 - Create a Security R&I Toolbox: toolbox that materialises with security-related tools
- **Scene 4 – Target Audience:** Silhouettes appear of various people from various sectors (citizens, security professionals, researchers, politicians, etc). Lines connect them, showing the interconnectedness of the stakeholders. The following sentence appears: "Our work resonates with citizens, researchers, professionals, policymakers, and EU-level organisations."
- **Scene 5 – Splash Page Integration:** The previous scene "explodes" and an animation of the logo appears with a pulsating heartbeat, with the sentence "Empower change. Engage for innovation. Together, let's secure tomorrow".



Figure 16. Representation of the website homepage (1)

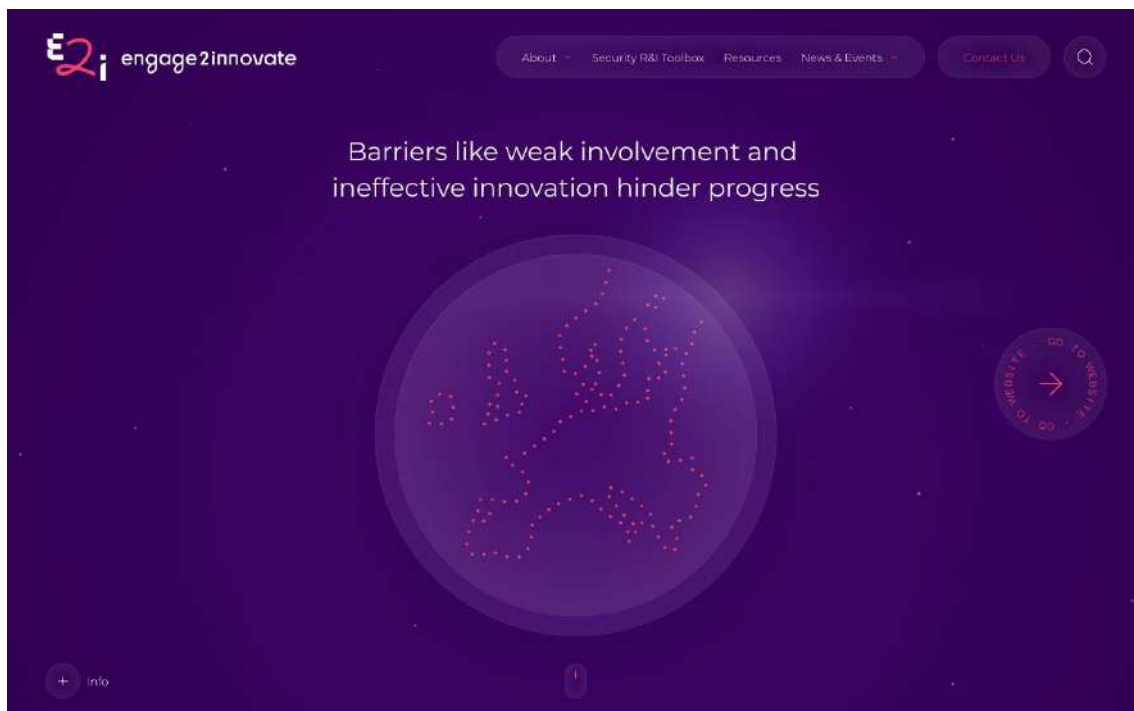


Figure 17. Representation of the website homepage (2)

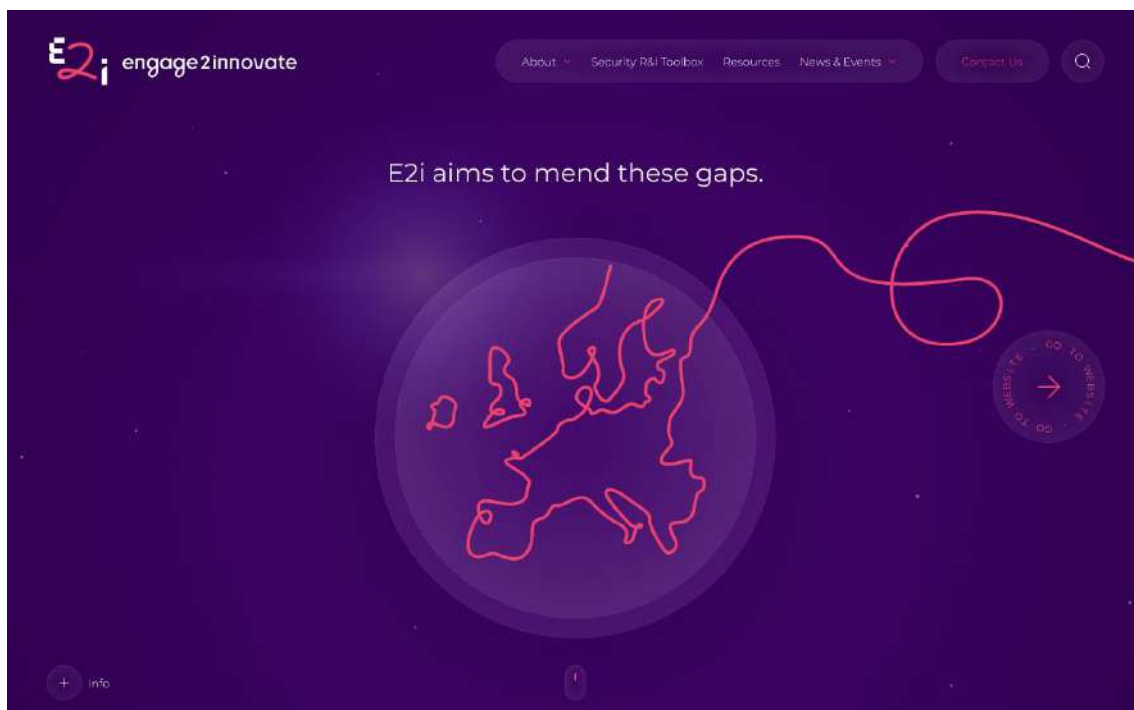


Figure 18. Representation of the website homepage (3)

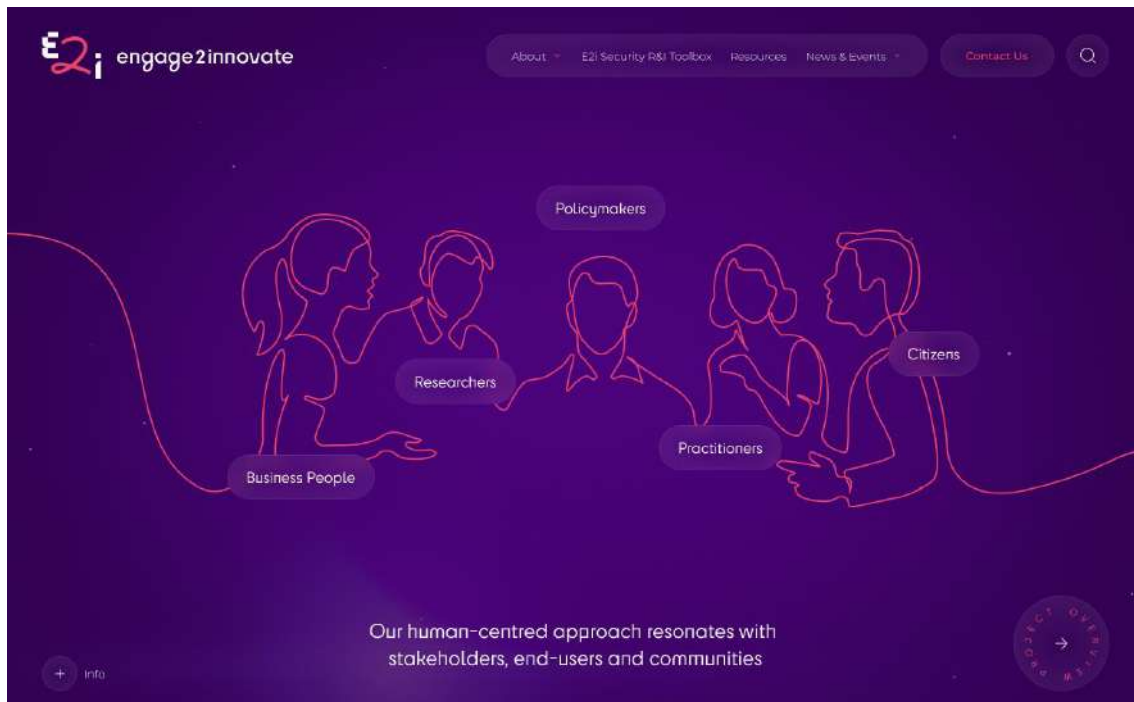


Figure 19. Representation of the website homepage (4)

About

The about section will be used to further present the mission, values and objectives behind the project. It will include 4 subpages:

- **Project Overview:** Brief presentation of the project background, mission and target groups.
- **Methodology:** Description of the methodology and action plan that the project will follow throughout its lifetime.
- **Consortium:** Presentation of the partners that compose the consortium. This will include a detailed page for each partner, which entails the logo, description, website and social media accounts of each one, as well as the people involved in the project.
- **Advisory Board:** Presentation of the people that compose E2i's Advisory Board, including the name, organisation, country and short bio.

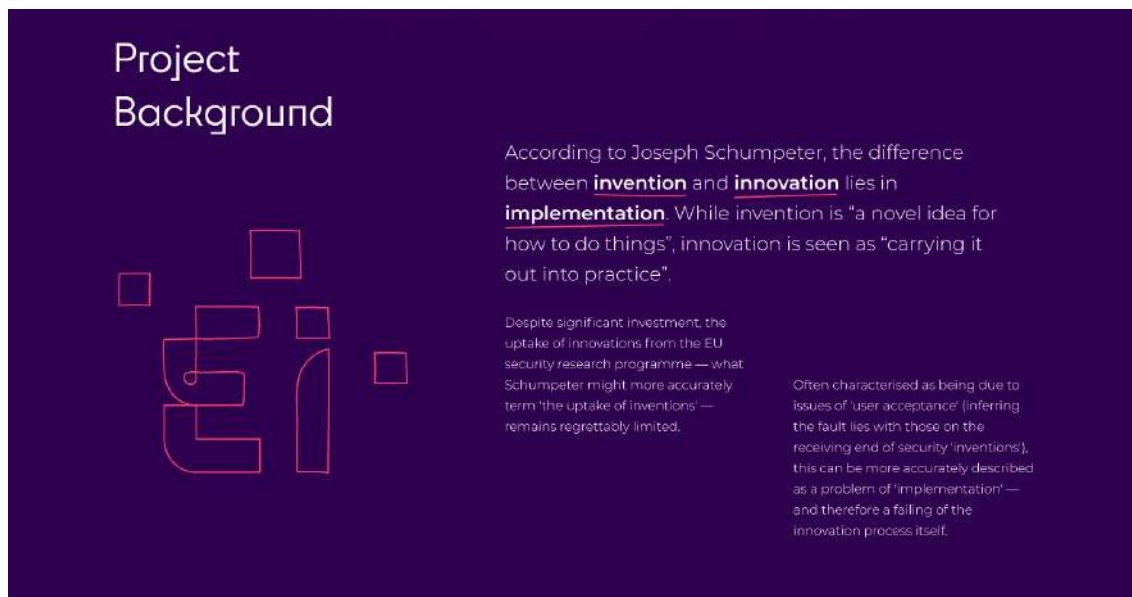


Figure 20. Representation of the about page (1)

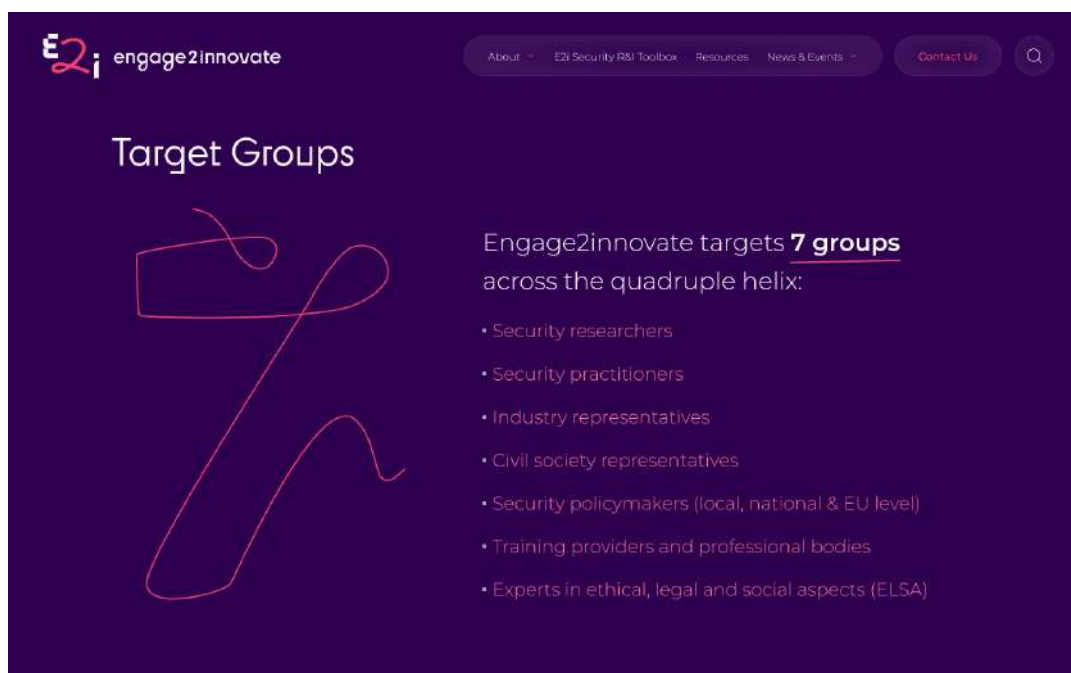


Figure 21. Representation of the about page (2)

Toolbox

All toolkits developed during the project will be presented in this section. While these are not finalised, the page will include an “available soon” message.

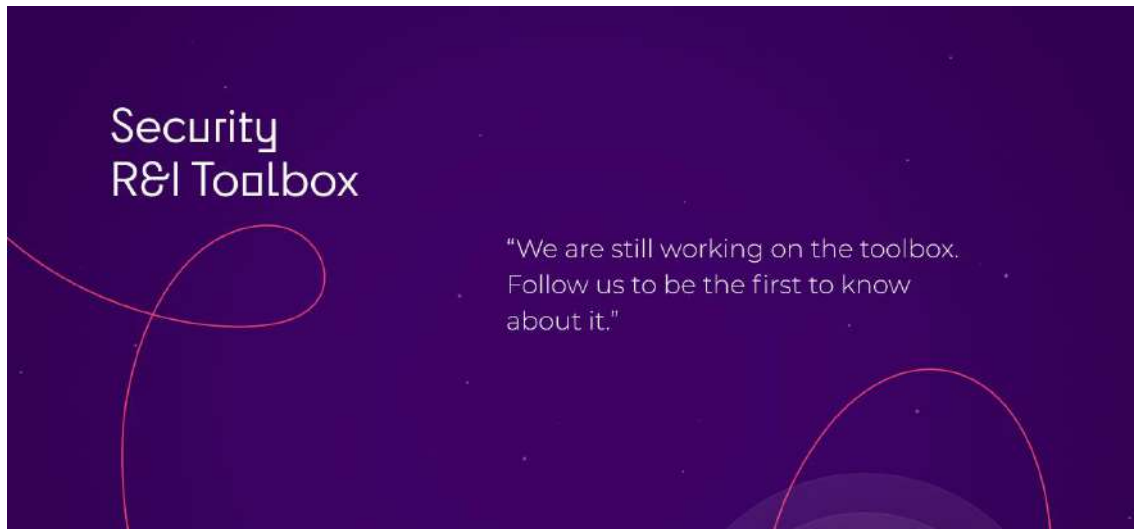


Figure 22. Representation of the toolbox page

Resources

This section will include a repository of all materials and reports produced in a downloadable format and will include 3 subpages:

- **Policy Briefs:** This page will include the policy briefs developed by partners.
- **Public Reports:** This page will include the deliverables that can be publicly shared with the community.
- **Dissemination Outputs:** This page will include the actionable knowledge materials, such as brochures, flyers, factsheets, etc.

While there are no contents produced for each page, an “available soon” message will appear.

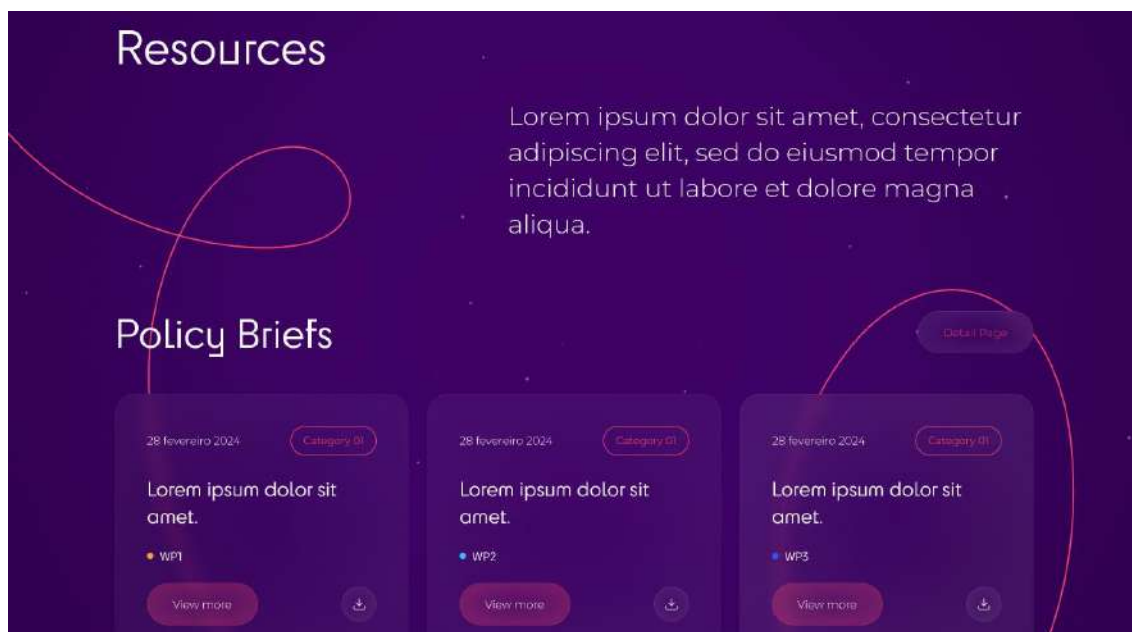


Figure 23. Representation of the resources page

News & Events

This section of the website includes the most recent updates of the project, including 3 subpages:

- **News:** This page will include news and articles written by project partners.
- **Events:** This page will include the past and upcoming events organised by the project.
- **Newsletters:** This page will include all newsletters developed by the project as well as the possibility to subscribe to it.

While there are no contents produced for each page, an “available soon” message will appear.

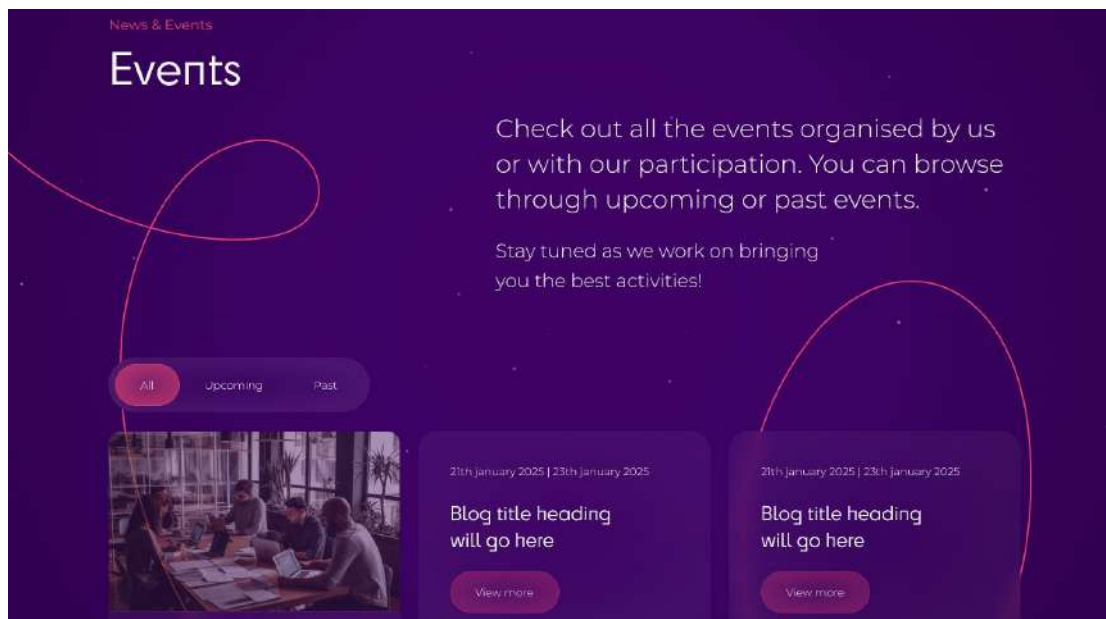


Figure 24. Representation of the events page

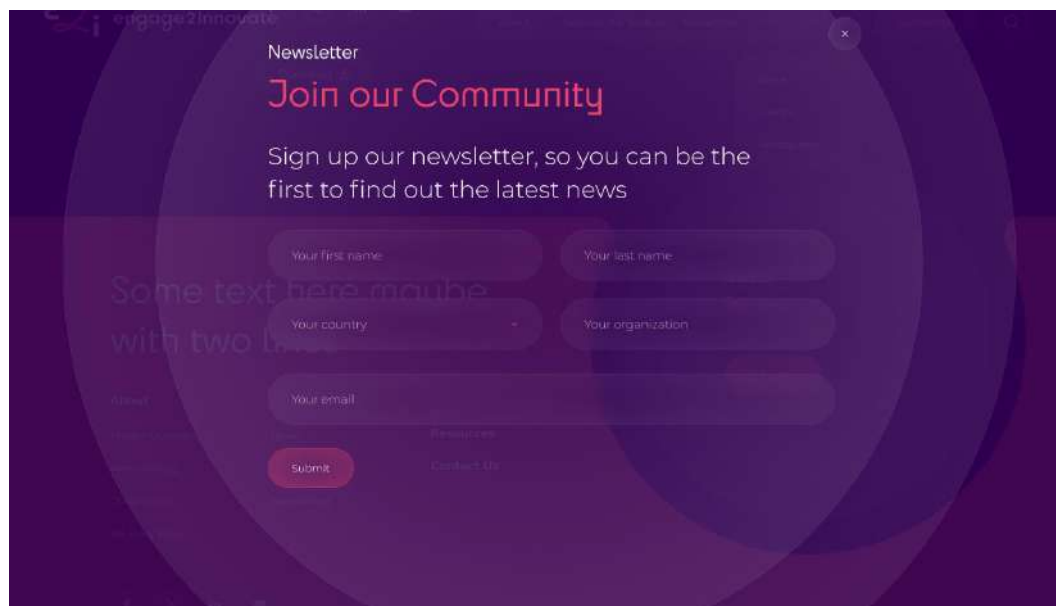


Figure 25. Representation of the newsletter subscription pop-up page

Contact us

The Engage2innovate website will have a contact page in case visitors want to send a message to the project. The emails will be redirected to LOBA as

project coordinator and dissemination and communication leader, who will be responsible for forwarding to the respective partner.

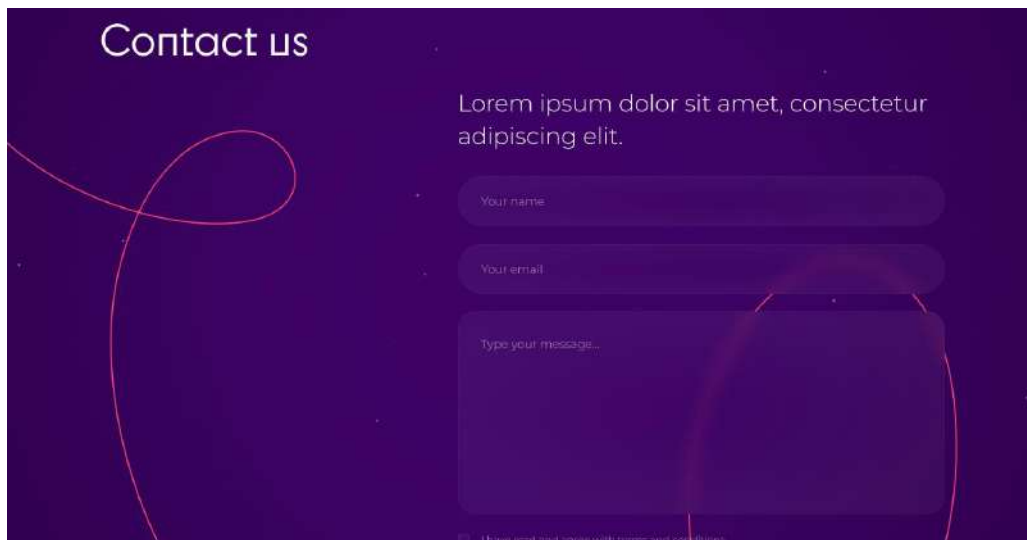


Figure 26. Representation of the contact us page

4.2.8 Social media

E2i official social media pages are [Facebook](#), [Instagram](#) and [LinkedIn](#). A [YouTube](#) account was created to serve as an online repository for the videos developed under the scope of the project. These social media platforms aim to broaden participation in all activities, boost visibility among stakeholders, direct visitors to the website, and increase awareness with the goal of supporting the development of a large community.

To create coherence and familiarity with target groups, the handler is the same for all social media channels: @Engage2innovateEU. Image banners for the page profile that will be used for the posts were created to set up the social media accounts and clearly describe the scope of the project. Following the EU requirements for the Horizon Europe programme, the EU emblem and disclaimer are prominently displayed in all social media publications.

The social media pages started to be regularly updated in M9 (April 2024) with posts regarding the project's latest updates, activities, results, and materials. LOBA prepares an internal monthly social media strategy, to plan the copy, hashtags, mentions, and images/videos for each post. This strategy is scheduled one month in advance, but additional posts or updates to the planned ones are always possible.

Some ideas for posts are the following:

- Presentation of the project (background, objectives, activities, results);
- Presentation of the whole consortium;
- Presentation of each partner;
- News and articles (participation in conferences, consortium meetings, etc.);
- Dissemination of results;
- Dissemination of newsletters;
- Promoting the subscription to the newsletter.

To ensure that any new materials and findings produced by each WP receive the proper prominence in the project's social media channels, partners are invited to share with LOBA the latest updates on their respective WPs. These contents are reviewed and curated, organised according to the priority, and subsequently taken into consideration for the upcoming month's plan. Partners are invited to share the project's social media pages and website on their own (institutional or personal) accounts, including the appropriate handles and hashtags anytime they post anything about the project, to spread the word about E2i.

Partners have previously provided their organisation's social media accounts to be tagged when appropriate, which are listed below.

Table 3. *Partners' social media accounts*

Partner	LinkedIn URL	Facebook URL	Instagram URL
LOBA	Here	Here	Here
BEZ	Here	Here	Here
LKA	N/A	Here	Here
DPT	Here	Here	N/A
GMP	N/A	Here	Here
USAL	NA	Here	Here

Posts related to the project and its results may, when possible and relevant, mention some of the following accounts to increase reach:

- Horizon Europe - @HorizonEU
- EU research results - @CORDIS_EU



The project's identity will be showcased in every social media post. As a result, LOBA will design, build, and animate customised banners, drawings, GIFs, graphics, etc. anytime it is necessary to create a post.

Social media campaigns will unfold whenever the project has important milestones/deliverables/achievements to announce. Social media statistics will be closely and regularly monitored and analysed, to identify any need for improvement, or adjust the strategy implemented for each target group.

4.2.9 Newsletters

Throughout the project implementation, it is planned that the project develops and distributes 7 newsletters (one every 6 months), in order to communicate E2i's results and activities directly to the stakeholders. For this to be possible, every partner will contribute with content to the development of the newsletter and LOBA will ensure the mass distribution of the newsletters to the list of subscribers (complying with GDPR).

Each newsletter will be uploaded to a specific section on the website and will be distributed to all that subscribed to the newsletter through the project's website.

The newsletter will be sent to the website subscribers through Zoho Campaigns and all partners will be invited to actively share the newsletter within their personal and professional networks, to reach as many target group representatives as possible.

Every newsletter will provide subscribers with clear information about the events, happenings, and main accomplishments of the project. It may include articles, interviews and infographics. The newsletter will, when appropriate, also involve subscribers in the project's activities (e.g., by encouraging event registration).

LOBA will keep track and analyse newsletter statistics based on the number of recipients that have subscribed and unsubscribed, the number of newsletters opened, and the number of clicks. To maximise the impact of the newsletter, the date for launching the first newsletter will be decided based on the progress of the project and the information that will be transmitted to target groups and stakeholders.

Besides the newsletters, partners can also prepare direct emails to subscribers whenever applicable, informing them of specific activities or events related to the project.

4.2.10 Scientific publications

When suitable, E2i plans to present in relevant thematic conferences and events as well as to publish scientific publications in peer-reviewed journals. These publications will be further analysed when the project has developed materials and produced results that do not contain sensitive information and can be publicly shared.

4.2.11 Events

E2i consortium members will participate in events across Europe involving key stakeholders in Social Innovation in a security context and in themes relevant to the project. The events can be either organised by E2i partners or by third parties.

E2i partners will engage with the 'Civil Security for Society' cluster of Horizon Europe, as described in T7.1, taking a role as 'Ambassadors' and participating in events (among other activities) in the following four CERIS thematic areas:

- Border Management – Deutscher Präventionstag (DPT)
- Fight against Crime and Terrorism, including critical infrastructure protection – Landeskriminalamt Niedersachsen (LKA)
- Disaster Resilient Societies – Bezalel Academy of Arts and Design (BEZ)
- Strengthening Security Research and Innovation – University of Salford (USAL)

In addition, E2i will organise 3 Symposia, held in months 11 (June 2024), 23 (June 2025) and 38 (September 2026). All Symposia will be held in Brussels and will be attended by 80–100 security policymakers, practitioners and researchers. **Symposium 1** will focus on human-centred Social Innovation as an enabler of security solutions, **Symposium 2** will be on human-centred methods, tools and processes for use by EU security researchers and system developers to enable strengthened EU security R&I, whereas **Symposium 3** will have as focal point benchmarks, standards and quality criteria for developing security solutions through Responsible Research and Innovation.

For each symposium, LOBA will develop a unique visual identity, based on the project's visual identity but that makes the events easily recognisable.

Furthermore, the project will also develop 3 Design Labs, enabling co-creation of project outputs with security policymakers, practitioners and researchers. The **Design Lab 1** will focus on co-creation of a conceptual model of human-centred Social Innovation as an enabler of security solutions, **Design Lab 2** will focus on the collaborative design of concept support tools / processes for prototyping and design development in Task 3.2.2, whereas **Design Lab 3** will focus on the co-creation of benchmarks, standards and quality criteria and the development of a concept Societal Development Plan for human-centred social innovation in security for design and prototyping in task 5.2.2.

All events organised by E2i or in which the project is represented are closely monitored by LOBA and USAL and will be reported to the European Commission, through the Participants Portal. Whenever necessary, LOBA will provide partners with materials for the events, such as posters, brochures or any other suitable material.

4.3 Visibility

The E2i project will follow the guidelines provided by the European Union regarding the communication and dissemination of EU-funded projects.

These guidelines state that the most significant visual element used to recognise the source and ensure the visibility of EU funding is the EU emblem, which must be properly displayed. The EU flag must be placed next to the project logo or additional promotional materials for projects which receive money from the EU. Therefore, the EU emblem will be displayed prominently, accurately, and in a clearly visible way, and it will be following the EU's requirements regarding size and colour. Furthermore, no other elements will be added to or subtracted from the EU emblem. The emblem shall be at least the same size as any other logos displayed, if not larger. The emblem used will be downloaded from the EU's official website ([here](#)).



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Figure 27. EU's emblem and funding statement in horizontal format



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Figure 28. EU's emblem and funding statement in vertical format

4.4 Internal Communication

To smooth the communication among all partners, USAL established a project shared repository on Google Drive, to which all partners have access and use to work collaboratively and share results and deliverables.

The repository includes files such as:

- Ongoing documents for implementing tasks;
- Dissemination & Communication reporting Excel;
- Deliverables ongoing and final versions.

Additionally, to facilitate the communication between all partners, LOBA created 7 mailing lists, one for the general consortium and 6 specific ones for each partner:

- consortium@engage2innovate.eu – to be used to email all partners at once
- loba@engage2innovate.eu – to be used to email all LOBA members at once
- bez@engage2innovate.eu – to be used to email all BEZ members at once
- lka@engage2innovate.eu – to be used to email all LKA members at once



- dpt@engage2innovate.eu – to be used to email all DPT members at once
- gmp@engage2innovate.eu – to be used to email all GMP members at once
- usal@engage2innovate.eu – to be used to email all USAL members at once

4.5 Key Performance Indicators

To ensure proper monitoring of the performance of project activities, including dissemination and communication actions, a set of Key Performance Indicators (KPIs) was established in the Grant Agreement, targeting E2i target groups.



Table 4. E2i KPIs for dissemination and communication activities

	KPIs	Reporting period 1 - 09/2024	Reporting period 2 – 11/2025
Website	No. of users	> 5.000	> 10.000
	No. of page views	> 20.000	> 40.000
	Countries reached	> 30	> 60
Promo materials	Factsheets	2	1
	Practice Sheets	2	1
	Policy Briefs	0	3
	Brochures distributed	200	500
	Downloads	500	3.000
Social Media	Twitter followers	200	500
	LinkedIn followers	50	100
	Facebook followers	200	500
	Posts	100	200
Newsletters	Subscribers	> 80	> 200
	Views	> 150	> 250
	Contacts received	> 200	> 600



Press releases	Releases	2	2
	Publications	> 5	> 10
	No. journalists contacted	> 1.000	> 3.000
Videos	No. of videos	2	4
	YouTube views	> 1.000	> 3.000
Engagement	Design Labs participants	> 40	> 80
Events & meetings	No. of events	18	18
E2i Design Challenge	Participants	> 60	> 100
	Final conference exhibitions	0	> 12
	Exhibition stands	0	30
Final conference	Onsite Attendees	0	100
	Online Attendees	0	250
Liaison with other projects	Projects liaised w/	10	20
	Projects at E2i events	4	10
	External org. liaised w/	20	30
Scientific papers	No. of papers published	0	4

5. Action Plan

In order to track the accomplishment of the KPIs established in the Grant Agreement, partners have established an action plan that details the dates and times of the activities as well as the reporting procedure that each partner will adhere to. By doing so, it is easier to monitor how the communication and dissemination actions are being carried out, preventing errors and delays and allowing partners to take corrective action when KPIs are not being effectively met.

5.1 Schedule and Timings (1st Reporting Period: M1 – M14)

This section details the **dissemination and communication (WP8) deliverables** that will be submitted during the first reporting period (M1 – M14), as well as the internal milestones defined by the C&D leader. Throughout the project duration, this timeline will be updated.

Table 5. E2i WP8 deliverables and internal milestones (M1-M14)

		M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14
WP8 DELIVERABLES															
D8.1	E2i Visual Identity				X										
D8.5	E2i Project Website							X							
D8.2	Plan for project dissemination and exploitation (incl. communication activities)								X						
D8.3	Exploitation, Innovation and IPR management plan										X				
INTERNAL MILESTONES															
	Splash page					X									
	Social Media channels							X							
	Website launch									X					
	1 st Newsletter											X			

5.2 Reporting DEC Activities

To guarantee that LOBA is able to effectively report the communication and dissemination activities all partners are asked to fill in a report table on a Google Sheets available on the shared folder on Google Drive (Annex 5).

This report table includes the distinction between communication and dissemination activities, so that partners know where to report each activity. In addition, partners are presented with 3 sheets in the file, one for each of the activity they wish to report, with the following topics:

- **Communication activities**

- Title
- Status
- Lead partner
- Collaborating partner(s)
- Date
- Communication activity as defined in the DEC Plan
- Communication Channel
- Target audience
- Description
- Outcome
- Specific information for events and meetings

- **Dissemination activities**

- Title
- Status
- Lead partner
- Collaborating partner(s)
- Date
- Type of dissemination activity
- Target audience



- Description
- Specific information for conferences and meetings
- **Scientific Publications**
 - Responsible partner
 - Type of PID (repository)
 - PID (publisher version of record)
 - Type of publication
 - Title of the scientific publication
 - Date of publication (Month/Year)
 - Was the publication available in open access through the repository at the time of publication?
 - Was the publication peer-reviewed?
 - Did you charge OA publishing fees to the project?

In some cases, specific additional fields may be required to be filled in.



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6. Exploitation of Results

Through T8.3, E2i partners will develop an Exploitation, Innovation and IPR management plan (D8.3), which will further explore how the consortium aims to explore the outcomes after the project lifetime.

To ensure the dissemination and wider exploitation of E2i tools by end users and other interested parties, the main exploitation tools will be the CORDIS database and the E2i website, which will be specially designed for this purpose.

Besides the general project outputs (website, brochures, newsletters...), specific tools will be developed by partners, to which the exploitable route is presented in the following section.

6.1 Exploitation routes

6.1.1 E2i R&I Toolbox

For the **E2i Security R&I Toolbox**, exploitation routes will be:

- Its high-profile launch at the E2i Final Conference in Brussels (M41) – to be attended face-to-face by 80 – 100 participants and livestreamed to a wider audience;
- The E2i website
- Via videos explaining the value and purpose of the tools.

Through their contacts and wider networks, E2i partners and Advisory Board members will play a key role in maximising impact.

6.1.2 Societal Development Plan

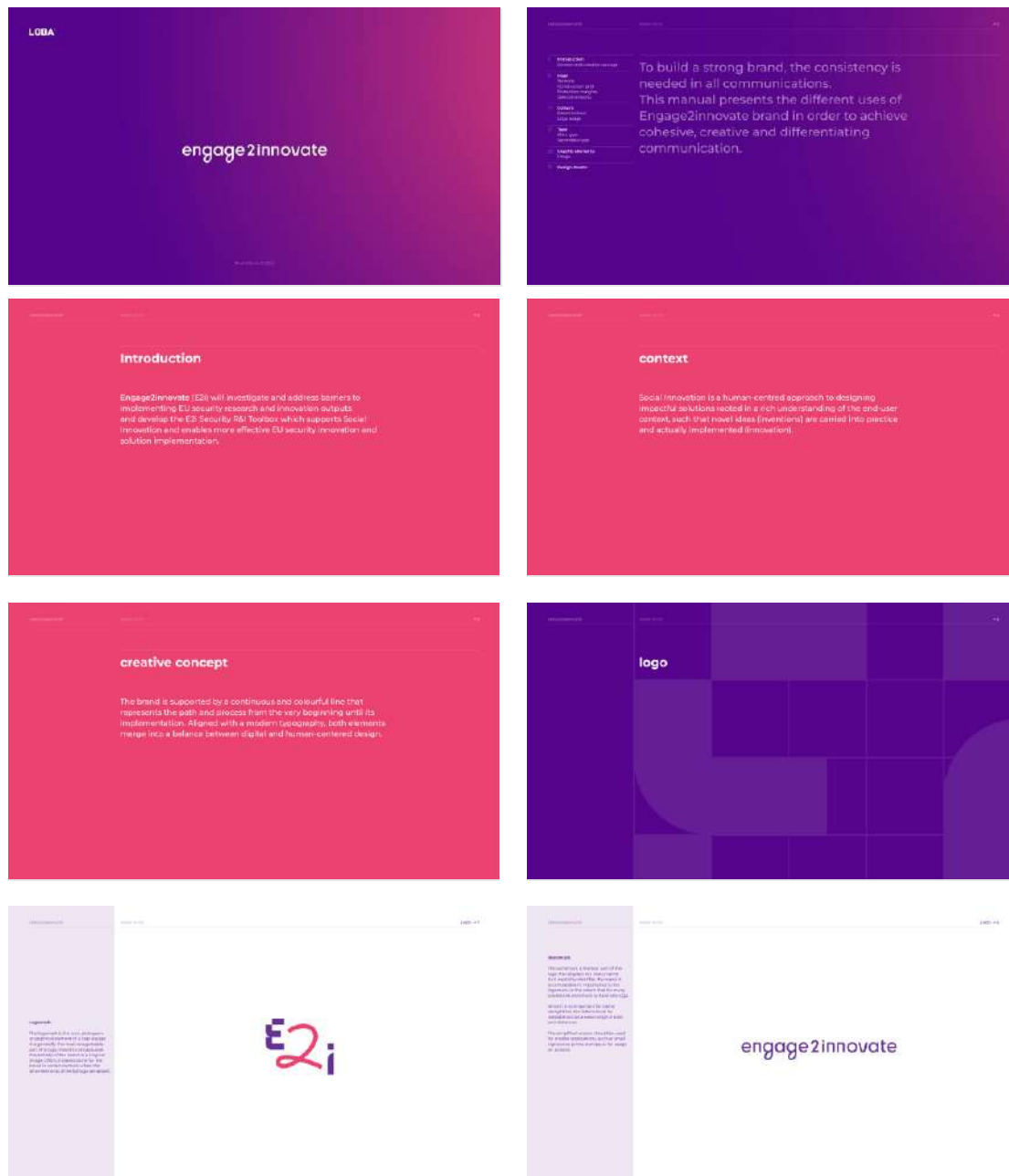
For the E2i **Societal Development Plan** (SDP), the main exploitation routes will be:

- Via an SDP conceptual framework flyer for Symposium 3 attendees;
- Presentation at the Final E2i Conference;
- Production of video explaining SDP concept.

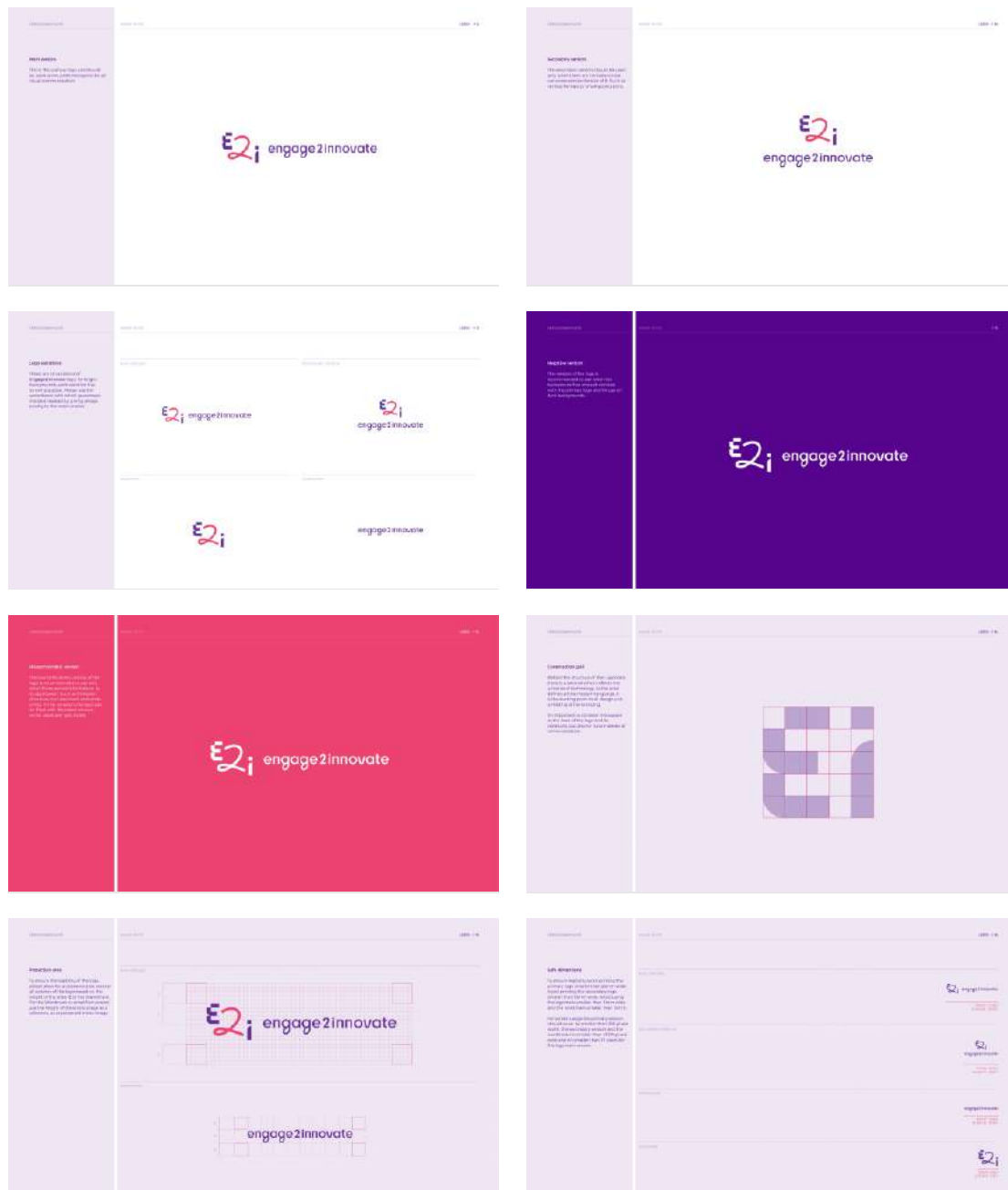
E2i partners and Advisory Board will collaborate with CERIS in promoting exploitation of the SDP.

7. Annexes

7.1 Annex 1 – E2i Brand Book



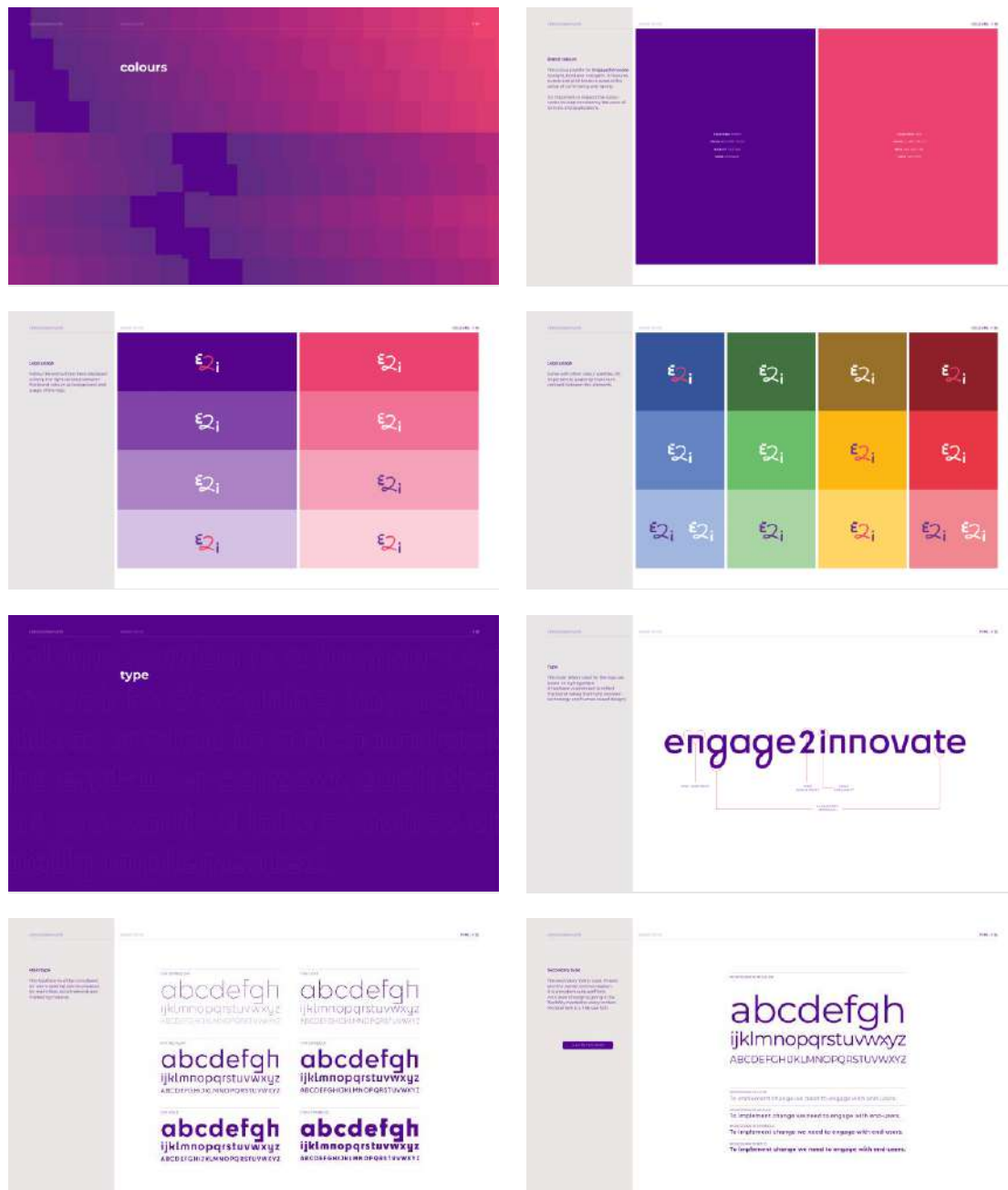
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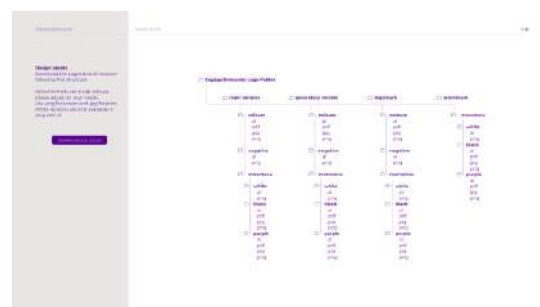
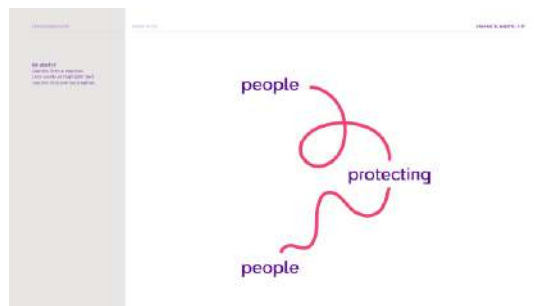
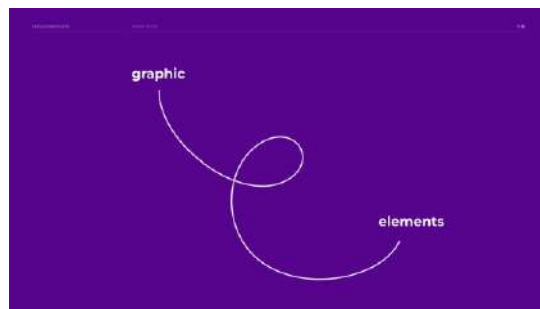


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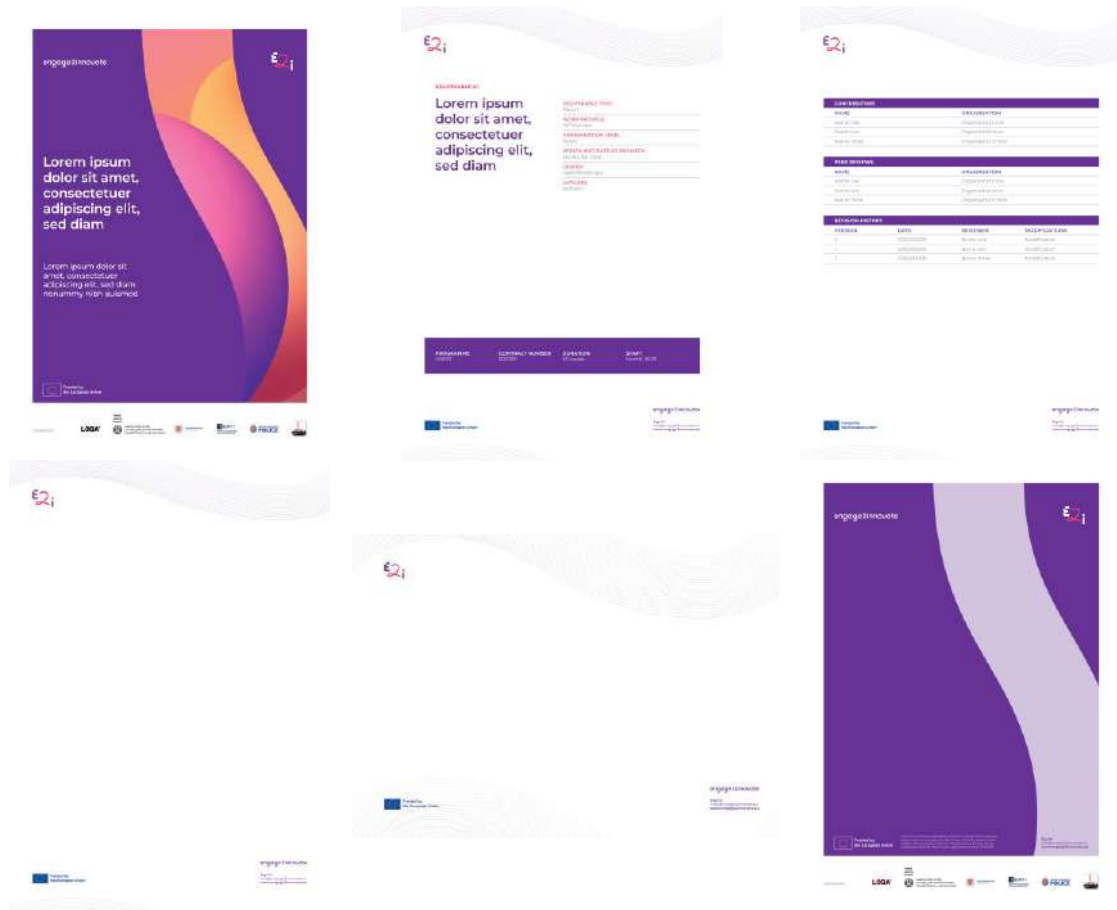
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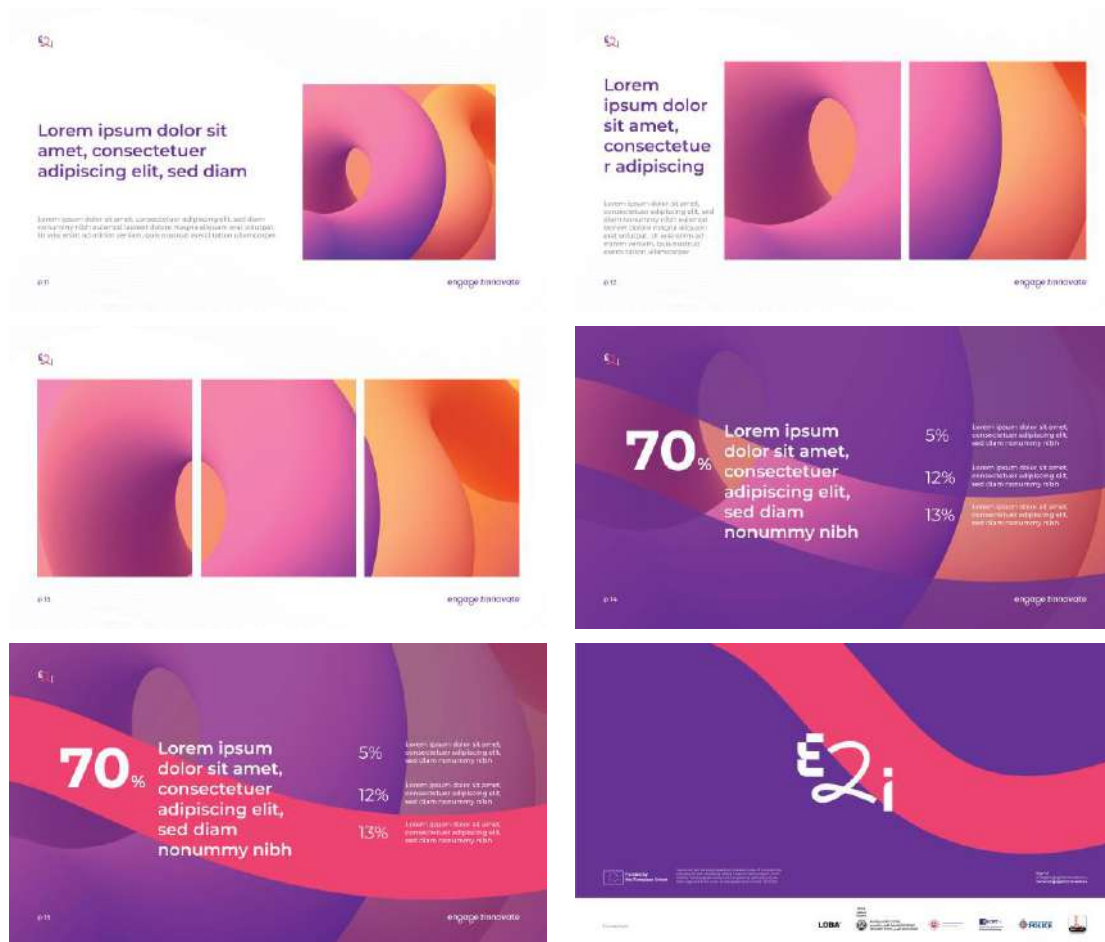
7.2 Annex 2 – Word template



7.3 Annex 3 – PowerPoint template







7.4 Annex 4 – Letterhead paper



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7.5 Annex 5 – E2i Communication & Dissemination Log

E2i Communication Activities Log

Whenever partners perform a communication activity for the E2i Project they need to report it on this spreadsheet.
Communication activities are those aimed at promoting the action and its results. These activities require strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audience, including the media and the public, and possibly engaging in a two-way exchange.
Therefore, communication activities are those that create awareness and inform about the project's objectives, scope and mission, activities and results, engage stakeholders to participate in events/activities. Besides events where E2i is promoted and communicated, these activities can also include communication through:
1) Their own newsletter; 2) Their own social media channels; 3) Their own website; 4) A press release; 5) Via direct email, etc.

Attending an event to **communicate** the E2i project?

- **BEFORE** attending an event — Please inform USAL and LOBA, so that LOBA can publicise your participation on social media
- **DURING** an event (and after) — Please email photographs from the event with a suggested caption to LOBA, so that they can share them on social media
- **AFTER** attending an event — Partners must enter the details of your participation into this spreadsheet. Specifically, please do not forget to also fill out the **Event Participation** section.

TITLE	Status	Lead Partner	Collaborating partner(s)	DATE		Communication activity as defined in the DEC Plan	Communication channels	Target Audience	Description	Outcome	LOCATION	TYPE OF PARTICIPATION	ONLY FOR EVENTS/MEETINGS FUNCTIONAL MATERIALS DISTRIBUTED	MAIN OUTCOMES
				From	To									
Activity title	Select the status of your communication activity out of the ones laid out by the European Commission in the communication reporting section.	Here you will select the lead consortium partner in the communication activity.	If applicable, you can also mention other partners or collaborators who have taken part in the communication activity. You can also use this column to specify experts' names.	Here you will select the dates in which the communication activity took place. If it is a multi-day event, the "from-to" should be filled out completely. It is something like a project communication in your own social media channels or newsletters, just the "from".		Select the specification that best applies to your communication activity, out of the ones LOBA has laid out in the project's Communication and Dissemination Plan.	Select the main communication channel of your activity out of the ones laid out by the European Commission in the communication reporting section.	Select your main target audience from the ones laid out by the European Commission in the communication reporting section. If you have targeted varied types of stakeholders, which is expected, select the one you believe better applies to your activity.	Here you can be more specific regarding your communication activity: a brief description , more information on communication channels and context + reference links to social media/website/event page (if applicable).	The outcome of your communication activity is expected to be related to specific Key Performance Indicators of the project i.e. in events the number and type of participants reached (you can be more specific here if you have several target audiences), likes/shares/online engagement , etc.	Specify if the event was held online or, if it was a hybrid or in-person event, in which city and country.	Here you can define the type of participation you had when attending the event.	What and how many? Try to be specific regarding what type of material and how many were distributed. If a project stand was present, include this as well.	What did you get from the event? Here you can be more specific about the positive outcomes you believe came from the event, which should be related to the objectives of the project as a whole, particularly those that concern engagement with stakeholders/the quadruple helix. You can also provide links and resources.
EXAMPLE: DPT-1 Webinar on "Security in the railway station" 4.		DPT	Dr Claudia Heinzlmann, Margo Krenn (DPT)	12/05/2024		Event/meetings	Event (conference, meeting, workshop, internet debate, round table, group discussion, etc.)	Research communities	Topic: Crime prevention in changing railway station districts	About 10 000 policymakers and 20 researchers reached, as well as 19 members of the public.	Online	Host, Moderation	N/A	Interesting discussion on how technologies can be a mechanism to be close to citizens especially in times of pandemic
EXAMPLE: Website page https://www.safford.ac.uk/research/activity/1609/	Delivered	USAL		16/10/2023		Communication via OWN channels	Website	Citizens	E2i project website page on the USAL website.	Approximately 25 000 visitors impacted.				
First webinar in the 2024 series: "Crime and place in the making" with the title "The Spatial Scale of Crime: Consequences for Ecological Studies of Crime"	Delivered	DPT	Dr Claudia Heinzlmann	15/02/2024		Event/meetings	Event (conference, meeting, workshop, internet debate, round table, group discussion, etc.)	Research communities	Gathering information on the topic of urban security	No list of participants or number of participants was displayed.	Online	Attendee	N/A	Insights into a global scientific community on urban security

E2i Dissemination Activities Log

Dissemination activities have a stronger focus on disseminating knowledge and results towards its actual use, in a targeted manner to specific beneficiaries or potential end-users, i.e. knowledge transfer, scientific publications, use or replicability of results/methodologies, lessons learned, data, etc.

TITLE	Status	Lead Partner	Collaborating partner(s)	DATE		Type of Dissemination activity	Target Audience												Description	ONLY FOR CONFERENCES/MEETINGS			
				From	To		Industry	Innovators	EU Institutions	National authorities	Regional authorities	Local authorities	Civil society	Citizens	Research communities	Specific end user communities	International orgs.	Investors		Others	LOCATION	TYPE OF PARTICIPATION	
Activity title	Select the status of your dissemination activity out of the ones laid out by the European Commission in the dissemination reporting section.	Here you will select the lead consortium partner in the dissemination activity.	If applicable, you can also mention other partners who have taken part in the activity. You can also use this column to specify experts' names.	Here you will select dates where the dissemination activity took place. If it is a multi-day conference, the "from-to" should be filled out completely.		What? Select the type of dissemination activity out of the ones laid out by the European Commission in the dissemination reporting section.	Who? Select the target audiences of your activity from the ones laid out by the European Commission in the dissemination reporting section.														Why? Here you can be more specific regarding your dissemination activity: a brief description , more information on the context and a description of the objectives with reference to project outputs .		
							<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
							<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
							<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		



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PAPERS/ARTICLES/PUBLICATIONS PRODUCED

Make sure you acknowledge the project including this sentence in your papers/publications:

"This [work/paper/event...] was supported by European Union's Horizon Europe research and innovation programme under grant number 101121353."

Include the following disclaimer:

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them."

Responsible partners	Type of PID (repository)	PID (publisher version of record)	Type of publication	Title of the scientific publication	Date of publication (Month/Year)	Was the publication available in open access through the repository at the time of publication? (YES/NO)	Peer-reviewed? (YES/NO)	Did you charge OA publishing fees to the project? (YES/NO)
Scientific publication authors	Select a type of PID out of the categories featured in the European Commission reporting platform.	Here you can insert the publications' PID or a direct link to the scientific publication.	Select a type of publication out of the categories featured in the European Commission reporting platform.	Full title of your publication				



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