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“Enhanced data management techniques for real time logistics planning and scheduling”

Deliverable D8.2: Dissemination Plan

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Executive Summary

The European Union faces the challenge of maintaining and increasing its economic growth and cope with an increasing freight transport demand and limited transport infrastructure in the next years and decades. Considering the crucial importance of freight industry and its influence, there is a need to increase its efficiency.

Growing transport volumes and ever increasing transport-related problems such as congestion, climate change and air pollution call for a shift from a road-centered transport system towards an increased use of more environmentally friendly transport modes such as railway.

Intermodality, which aims to integrate transport volumes and modes for a better use of capacity, is a promising approach for fostering different modes of transport, giving flexibility to the bundling of flows and switching the transport mode. Close cooperation between all actors along the transport chain allows goods to be transported in a flexible and resource-efficient way.

The main objective of the LOGISTAR project is to allow effective planning and optimizing of transport operations in the supply chain by taking advantage of horizontal collaboration, relying on the increasingly real time available data gathered from the interconnected environment. For this, a real-time decision making tool and a real-time visualization tool of freight transport will be developed, with the purpose of delivering information and services to the various agents involved in the supply chain, i.e. freight transport operators, their clients, industries and other stakeholders such as warehouse or infrastructure managers.

Following the main project objective, a lot of efforts are needed to make them aware of new possibilities and concepts, including enabling them to take part of LOGISTAR networks. These efforts include a variety of dissemination actions leading to understanding benefits resulting from the innovative solutions being developed.

This deliverable includes the communication, dissemination and liaison strategy and plan to be followed within the project. The dissemination strategy defines the goals for the dissemination activities of the project. These are being achieved by reaching the specified communication and dissemination target groups through defined dissemination channels.

1. Introduction

The LOGISTAR project aims to reduce inefficiencies of road transport using other transport solutions (trains and vessels) and fostering the adoption of innovative ICT tools. These ambitious targets can be achieved through a **effective dissemination plan to maximize the project's impact to the scientific community, the industry, the society and for the successful deployment of its results**. The intention of the project partners is not only to make an internal disclosure among the LOGISTAR' stakeholders but also to the global population. In fact, the project effects can be beneficial applied to any type of transports. Therefore, the dissemination must be internationally and not limited at a national level. In this document will be presented the communication and dissemination strategy and plans designed for this purpose.

The dissemination strategy defines the goals for the dissemination activities of the project. These will be achieved by reaching the specified dissemination target groups through defined dissemination channels. The way to identify when the specific target group is reached is analyzing in which phase the dissemination plan is arrived.

In the first stages of the project, the disclosure is focused on the introduction of the main ideas and concepts that must be deployed while in the last phases will be concentrated in the presentation of the results achieved. All these steps are described in the dissemination roadmap which provides a draft outline of the dissemination activities and their content per year of the project.

As stated in the figure below, in LOGISTAR project there will be both dissemination and exploitation activities and they will be internally coordinated by the Management of the project, by the Exploitation and Dissemination Committee (EDC) constituted by representatives from all partners and chaired by Mr. Gengenbach (SAG). The Exploitation Coordinator is responsible for coordinating the activities carried out by the EDC which will be in charge of overlooking the management of the IPR, consulting with the Parties and supporting them with the definition of commercial and licensing agreements for the project results, according to DoA.

Consorzio ZAILOG is in charge of Dissemination Activities and has the leadership of WP8 "new business models, dissemination and exploitation". This Plan wants to set up minimum communication measures but, depending on the progress and on-going project implementation, additional measures will be established to enhance and improve the communication and promotion process.

As stated, this document D8.2 involves only the dissemination activities.

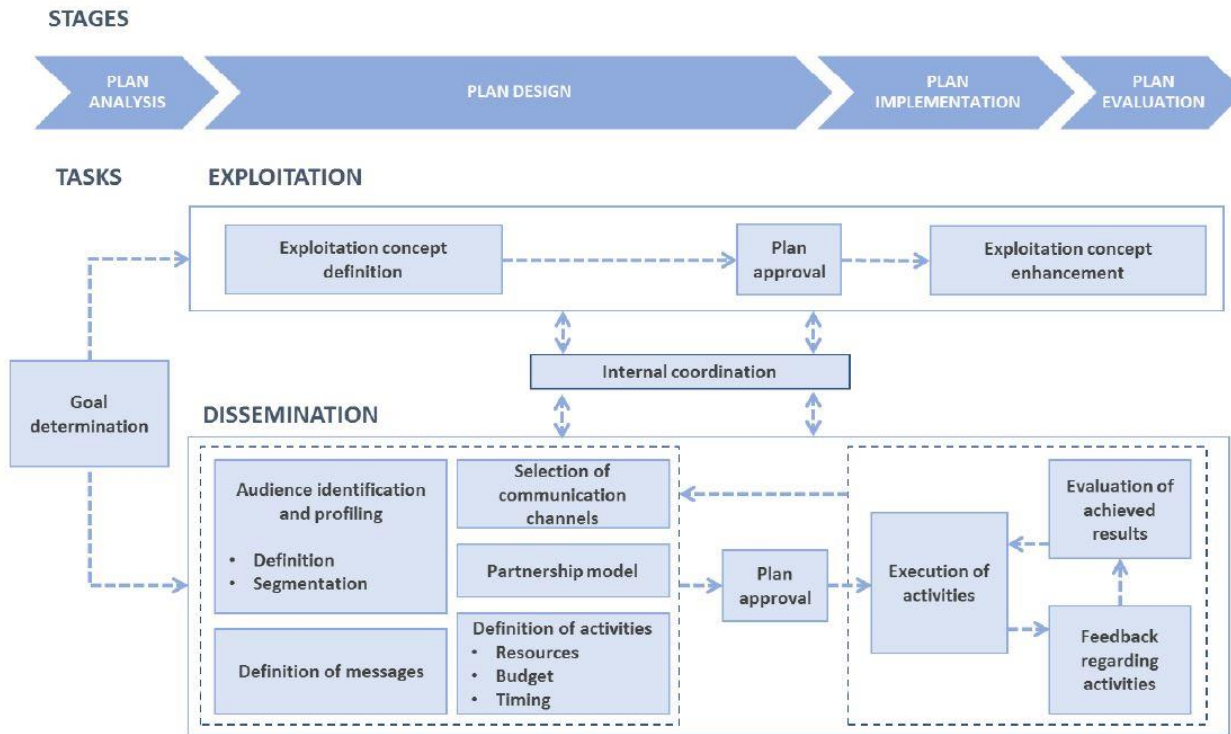


Figure 1 Dissemination and Exploitation plan

Choose the right tools to address the challenges of the call and contribute to the expected impact!

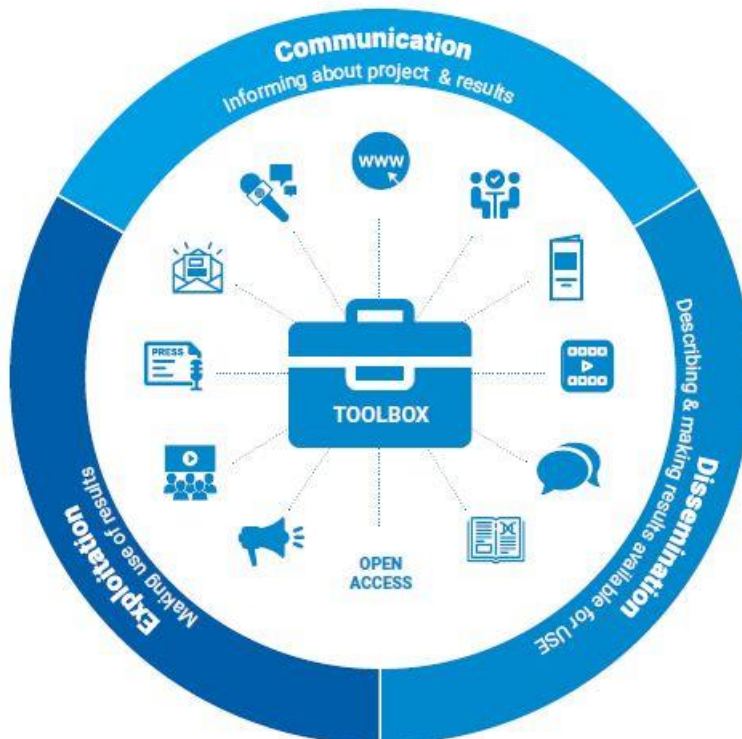


Figure 2 Communication, Exploitation and Dissemination Tools

2. Developed activities

WP8 provides the means for dissemination and exploitation of the project results. It comprises two blocks of activities, one relevant to the dissemination of project results and the other relevant to the exploitation of the results. It is also important to ensure that the outputs of the project are delivered in a form which makes them immediately available for use. Specifically, the Dissemination related objectives are:

to disseminate and expand information about the project, its objectives, the approaches and results within all possible interested stakeholders (end-users, public administrations, industry) across Europe, as well as within relevant potential end user groups (such as Logistics Service Providers, Rail industry, Ports and Terminals, goods manufacturers and retailers);

- ▶ **to promote the work of the project** more generally;
- ▶ **to use the networking capacities of the consortium to disseminate the project's progress** to the widest possible array of stakeholders, including industrial companies, public administrations, the general public and the scientific community;
- ▶ **to facilitate collaboration and information exchange** between public / indirect beneficiaries, stakeholders / interested parties and consortium members.

3. Communication and Dissemination Plan

3.1. Communication

As stated in literature, communication activities are fully complementary to dissemination activities and they are intended as outreach activities, targeting the general public as well as 'outsider' targets beyond peer-to-peer communication and information transfer.

Communication activities add public value to the achievements of the project by transforming what can be complex scientific and technological results into media resources.

Research activities must be communicated in a way that can be understood by non-specialist audiences (e.g. the media and the public) using for this purpose specific communication channels as illustrative videos and presentations.

The communication activities can be divided in two main parts:

- ▶ Internal communication
- ▶ External communication

3.1.1. Internal

Objectives, challenges and results

LOGISTAR internal communication refers to the constant flow of information among the project partners, which is fundamental to ensure the achievement of project results.

LOGISTAR partnership is composed of 15 project partners, thus **an effective internal communication is essential for the proper involvement of partners in all activities to be**

implemented. Within this aim, the whole project management structure has the responsibility of a good communication flow.

Main objectives that internal communication has to achieve are:

- ▶ all project partners and associated partners are constantly informed and aware of the progress of the project (**awareness and knowledge**)
- ▶ project partners are motivated and supported to contribute to the successful implementation of the project activities in their roles and tasks (**attitude and behaviour**)
- ▶ project state of the art is constantly monitored, so that any problem that arises during the implementation phases can be immediately addressed and solved by the responsible partner and the partnership (**monitoring and solutions**).

Therefore, project partners should receive information and instructions well in time to be properly involved in project activities and tasks. In this perspective, the main challenge to reach during the achievement of these objectives for the LOGISTAR project is above all the size of the partnership.

3.1.2. External

Objectives, challenges and results

The main goal of LOGISTAR project is to allow effective planning and optimizing of transport operations in the supply chain by taking advantage of horizontal collaboration, relying on the increasingly real time available data gathered from the interconnected environment.

Within this aim, all project activities have been planned involving also external stakeholders to inform them about LOGISTAR activities (awareness and knowledge) but mainly to motivate them to contribute to the implementation of project technical activities (attitude and behaviour) and to use the project outputs.

In fact, stakeholders are directly involved in all the technical project phases and from the planning step of the project outputs. In previous projects experiences, the participation of stakeholders in the projects was mainly passive: project outputs and results were presented after their implementation by project partners.

3.2. Dissemination plan

The dissemination of LOGISTAR is essential throughout and beyond the project’s life and needs to be carried out with the cooperation of all Work Packages.

The structure of the plan described in this paragraph is mainly thought for the external communication. However, it can be used also for the internal communication. In this case, the aim is not only to spread the results because LOGISTAR partners are directly involved so they know how the project is going. Therefore, the plan is especially used to involve all the partners with the aim of a strong cooperation.

It is intended to ensure a constant and effective exchange and share of information between the partners as well as an effective and shared management of the knowledge generated by the project's activities. This it will be ensure through the installation and organization of an intranet tool to distribute documents and ensure a cost free, constant and easy communication between all PPs. A steady exchange of information is the way to get the best project results. Therefore, the dissemination leader has to identify the proper messages and channels to keep a high level of involvement. Partners’ opinions and remarks will improve the outcomes of the project and their disclosure to the external subjects.



Figure 3 LOGISTAR Dissemination plan’s phases

3.2.1. First phase

At the beginning of the project activities, the dissemination will be focused mainly on the disclosure of the LOGISTAR objects and results to the relevant stakeholders (logistics operators and ICT providers). The first phase will be concluded on M9.

This first stage is divided in five sub-tasks:

Audience identification and profiling: in this step is important to identify the different categories of stakeholders. The aim is identify who are the proper subjects to which address the dissemination actions. Therefore, there will be the “definition” of the stakeholder and then their “segmentation” because each category will receive customized information. The aim is to reach the majority of the audience reducing wastes of time and money.

Definition of message: the message is the “business card” of the project. It must be clear to provide an immediate identification of the project to the audience. Therefore, it should be a combination of

short sentences that will give a prompt idea about the main scope of the project. There will be produced different messages for each category of stakeholder. In this way, the project features will be understood quickly avoiding a poor interest of the audience with the consequence of a short spreading of the project results.

Selection of communication channels: the selection of the channels is a key activity. In fact, these are the tools to produce a successful or a failure disclosure. The consortium has identified these communication channels:

- ▶ Project website: it will contain general information about the project and it will provide demonstrative contents showing the performance of LOGISTAR systems
- ▶ Social media channels and profiles: LinkedIn and Twitter (technical audience)
 - **Attendance to congresses, industrial fairs, exhibitions and commercial meetings:** It includes workshops in international fairs where potential users of the LOGISTAR solution can be contacted. The principal audience groups of the project will be:
 - a) SCIENTIFIC AUDIENCE
 - b) INDUSTRIAL STAKEHOLDERS
 - **Presentation of the project in teaching events:** DEUSTO International Research School (DIRS) is involved in several master programs and some Spanish city Councils. Therefore, there are some fields of these master programs that will be assessed in LOGISTAR project. Another master program is the Logimaster held in the Verona University. It is held by the business department to develop logistics thematic. It would be important to spread the project results in this post-degree course to show the potential of LOGISTAR to the students and to the partner companies of Logimaster. In addition, an involvement of the Cork University may be useful for the same reasons of the Logimaster.
 - **Publications of papers and specialized articles in conferences and journals of international recognition:**
 - a) Scientific journals and magazines (i.e. European Journal of Operational Research)
 - b) Scientific papers and show-and-tell events (i.e. Genetic and Evolutionary Computation Conference)
 - **Post-project dissemination plan:** In order to guarantee the continuity of the project, the consortium will design a dissemination strategy to be carried out once the project is completed
 - **Organization of workshops:**
 - a) Workshop on artificial intelligence techniques applied to logistics (organized by DEUSTO): it will target scientific community, industrial stakeholders, and end-users
 - b) Project final event in Verona (ZAILOG): demonstration workshop of the project results and a list of potential clients

Partnership model: this model will be studied to identify the better way to involve the stakeholders. The organization of dedicated events can be a solution to achieve this target.

Definition of activities: the activities that will be necessary for the disclosure of the LOGISTAR results must be planned in advance to make them effective. They will be identified defining three items:

- ▶ Resources: it is the number of workers and equipment necessary to perform the action
- ▶ Budget: it is the amount of money that must be dedicated to these actions
- ▶ Timing: it is the number of hours to carry out each action.

3.2.2. Second phase

In the second phase of the project, it will be necessary by the partnership to approve the dissemination plan. This step is crucial because the following activities for the disclosure of the project will depend on this plan. Therefore, all project partners must carry out a deep analysis of the previous drafts that have been released in the first phase to avoid poor results in the project dissemination, they will suggest plan implementations and they have to be aware that everybody's contribution is the key for a good level of dissemination. The second phase must be finished on M12.

3.2.3. Third phase

Once the dissemination plan is approved, all the foreseen activities regarding the communication and the dissemination will be performed. The aim is to spread as much as possible the results achieved of the project. Then, these actions must be evaluated to understand if they are effective or not. This evaluation is made by project partners so it is an internal evaluation. The audience to which the dissemination actions are addressed gives another important opinion. Therefore, it is essential to receive feedback from these external stakeholders to produce an exhaustive evaluation of the dissemination actions. The third phase will last from M12 to the end of the project (M36).

4. Communication and Dissemination target groups

4.1. Introduction

LOGISTAR is a research project based on SoA in operational research (a service-oriented architecture (SOA) is a style of software design where services are provided to the other components by [application components](#), through a [communication protocol](#) over a network. The basic principles of service-oriented architecture are independent of vendors, products and technologies), Artificial Intelligence and IoT that will deliver a real-time decision-making tool and a real-time visualization tool of freight transport that will be validated in 3 real uses cases. Therefore, dissemination of results is not only on the interest of the scientific community, but also of transport and logistics industry. For this reason, the project is market- oriented and the success of the dissemination activity will be very dependent on how the project is able to reach the targeted stakeholders, so that they are informed about the project outputs and the potential of the obtained results.

4.2. Target Groups categories

Target subjects can be grouped in four categories:

Industries with transport and logistics needs like:

- retailer companies (end users);
- freight transport operators;
- warehouse or infrastructure managers.

The dissemination to these stakeholders can be done through presentations to the various representative organization conference and workshop meetings such as the Freight Transport Association, European wide organizations such as ECR, Alice, European Freight Forwarders Association, European Logistics Association, European Rail Freight Association, European Intermodal Research Advisory Council, etc.

ICT providers of solutions for the logistic sector which either directly sell software or build services on top of OEM software solutions. The main aim of LOGISTAR is to use ICT solutions to increase the efficiency of transport. Therefore, this stakeholders category can be very interested on project results.

Academia and students: dissemination through EU H2020 events, national showcases (e.g. forthcoming Insight showcase on solutions for Smart Enterprises), demonstrations at international scientific conferences (e.g. in Application or Demo tracks), incorporation in taught postgraduate and undergraduate modules, and exploration in student projects and dissertations.

The **European citizens and society** in general. The impact on the community is important to spread the LOGISTAR effects as more as possible. As mentioned before, the project effects can be beneficial not only among project partners but also between global population.

5. Communication and Dissemination Toolbox

This subtask is devoted to plan and implement all the activities that will carry out with several resources.

5.1. On-line tools

In this section will be described the on-line tools. Therefore, an analysis about the potential use of them on the internet community presence will be done. The aim of this analysis is to identify which tool is the most suitable for the dissemination activity to obtain the highest performance from every tool.

5.1.1. Project website

The project website is the main tool for the disclosure of the project. It will provide an overview of LOGISTAR providing a real-time picture about the status of the project, the results achieved and how it will be developed in the future. The **LOGISTAR project website is available at www.logistar-project.eu**

The project web site is also an interactive tool for internal and external communication. **It is a place to share documents, updates of the current situation and advices on further developments.** Therefore, this subtask will include the design, development and continuous update of a project web

site. The web site will be regularly updated with the public results and deliverables of the project as well as with news, agenda, events and articles about the project results.

Newsletters, Press Releases, On-line Marketing Campaigns, and Promo & Advertising using Consortium Partner websites will be performed in order to build awareness and inform about the project development progression, and also to maximize exploitation opportunities of the solution, products and services, throughout and beyond its development.

ZAILOG will be responsible for designing and updating the web page. At the beginning the web site will be used only for providing information of internal character; and as the research moves forward, the website will be able to show the results achieved in the project. The website will also ensure an analytical record and assessment of the project dissemination and communication activities: a list of project publications searchable under various criteria of interest; a list of papers written outside the consortium that cite the project etc. Additionally, the exploitation of the website usage statistics will be carried out from a marketing and results exploitation perspective, including the analysis of the number of hits, the source of the hits, the number of in-links over time, the access to contains etc. To keep the website attractive and visible, we plan to develop it adopting SEO techniques in order to keep the website as search friendly as possible and to maintain it in the highest ranking on search engines. Search engine optimization (SEO) is the process of affecting the online [visibility](#) of a [website](#) or a [web page](#) in a [web search engine](#)'s unpaid results—often referred to as "natural", "[organic](#)", or "earned" results. Additionally, the website will be linked from partners websites from the beginning of the project.

The project partnership set the goal of 1.000 views per year, enabled by the mentioned actions as well as SEO techniques.

More information about the LOGISTAR project website are available in the deliverable D8.1 "Project website and social network profiles".

5.1.2. Social network profiles management

The traditional electronic channels like emails and web sites are not enough to spread widely the project results. Nowadays, the social networks are more suitable to reach different groups of subjects. Their features allow a dynamic communication, which permits to give information in real time about the project results.

Twitter

Description

Twitter is an American online [news](#) and [social networking](#) service on which users post and interact with messages known as "tweets". Tweets were originally restricted to 140 [characters](#), but on November 7, 2017, this limit was doubled for all languages except Japanese, Korean, and Chinese. [Registered users](#) can post tweets, but those who are unregistered can only read them. Users access Twitter through its website interface, through Short Message Service ([SMS](#)) or mobile-device [application software](#) ("app"). Twitter, Inc. is based in [San Francisco, California](#), and has more than 25 offices around the world.

Twitter was created in March 2006. The service rapidly gained worldwide popularity. In 2012, more than 100 million users posted 340 million tweets a day, and the service handled an average of 1.6

billion [search queries](#) per day. In 2013, it was one of the ten [most-visited websites](#) and has been described as "the SMS of the Internet". As of 2016, Twitter had more than [319 million monthly active users](#). On the day of the [2016 U.S. presidential election](#), Twitter proved to be the largest source of breaking news, with 40 million election-related tweets sent by 10 p.m. ([Eastern Time](#)) that day.

Use

The use of this social can be useful especially in sector events like meetings or fairs. It can be used creating ad hoc hashtags to spread news regarding only the thematic discussed during these events. Therefore, its use is **suggested** for the dissemination of LOGISTAR.

LinkedIn

Description

LinkedIn is a business and employment-oriented service that operates via [websites](#) and mobile apps. Founded on December 28, 2002, and launched on May 5, 2003, it is mainly used for [professional networking](#), including employers posting jobs and job seekers posting their [CVs](#). As of 2015, most of the company's revenue came from [selling access to information about its members](#) to recruiters and sales professionals. As of April 2017, LinkedIn had 500 million members in 200 countries, out of which more than [106 million members are active](#). LinkedIn allows members (both workers and employers) to create [profiles](#) and "connections" to each other in an [online social network](#) which may represent real-world [professional relationships](#). Members can invite anyone (whether an existing member or not) to become a connection. The "gated-access approach" (where contact with any professional requires either an existing relationship or an introduction through a contact of theirs) is intended to build trust among the service's members.

Use

The basic functionality of LinkedIn allows users (workers and employers) to create [profiles](#), which for employees typically consist of a [curriculum vitae](#) describing their work experience, education and training, skills, and a personal photo. The site also enables members to make "connections" to each other in an [online social network](#) which may represent real-world [professional relationships](#). Members can invite anyone (whether a site member or not) to become a connection. However, if the invitee selects "I don't know" or "[Spam](#)", this counts against the inviter. If the inviter gets too many of such responses, the member's account may be [restricted or closed](#). Given these features, LinkedIn can be used to produce professional groups of users to discuss particular issues. The functions of this social are very important for the dissemination of the project. Therefore, its use is very **recommended** to enhance the disclosure of LOGISTAR results.

Facebook

Description

Facebook is a social networking service launched in February 2004, owned and operated by Facebook, Inc. Facebook has more than 2 billion monthly active users as of June 2017. As of April 2016, Facebook was the most popular social networking site in the world, based on the number of active user accounts. Users must register before using the site, after which they may create a personal profile, add other users as friends, and exchange messages, including automatic

notifications when they update their profile. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics.

Users can create profiles with photos, lists of personal interests, contact information, and other personal information. Users can communicate with friends and other users through private or public messages and a chat feature. They can also create and join interest groups and "like pages", some of which are maintained by organizations as a means of advertising. A 2012 Pew Internet and American Life study identified that between 20–30% of Facebook users are "power users" who frequently link, poke, post and tag themselves and others.

The like button is a social networking feature, allowing users to express their appreciation of content such as status updates, comments, photos, and advertisements.

Use

Given its popularity as social network, this tool could have an important role in the communication and dissemination activities. However, currently, the general profile of the user as well as its lack of focus on professional activities does **not recommend** this network for scientific or technical dissemination.

Wikipedia

Description

Wikipedia is a collaboratively edited, multilingual, free Internet encyclopedia supported by the non-profit Wikimedia Foundation. Its 24 million articles, over 4.1 million in the English Wikipedia, are written collaboratively by volunteers around the world. Almost all of its articles can be edited by anyone with access to the site. It has become the largest and most popular general reference work on the Internet, ranking sixth globally among all websites on Alexa and having an estimated 365 million readers worldwide.

Use

Although it is not a social network, Wikipedia is seen by many a key entrance point for the understanding of scientific and technical concepts. In this way, it could be interesting to include a page to explain the project, the goals, achievements and updates, with emphasis in the following factors:

- Technical concepts related to the issues of the project: inductive charging, electric vehicles, batteries, etc
- Other internet tools related to the project (Twitter, LinkedIn, Web site, etc.)

Given the nature and rules of Wikipedia, especially concerning the revision and approval procedures, it is important to avoid that the entry in Wikipedia may have seen as just a promotion page, so both contents and language use should be carefully used. In addition, Wikipedia is a tertiary information source, which is fed by secondary information sources (independent from the primary information source, which are the originators of the information). This means that before establishing a Wikipedia entry, several secondary information sources should inform about LOGISTAR.

Therefore, LOGISTAR has decided to use the following Social Media networks:

- I. **Twitter:** it can be used in specific conferences and workshops, using a hashtag assigned by the conference/workshop organizer. **@LOGISTAR_H2020**
- II. **LinkedIn:** it can be used when is necessary to create a group of interest to discuss about specific thematic. **info@logistar-project.eu**

During the kick-off meeting, the project partners agreed to remove **Facebook** in the list of the possible social networks for the disclosure of the LOGISTAR results. The main reason is that Facebook functions are not in line with the project purpose and its audience is less technical than Twitter and LinkedIn one.

Regularly updates with the events, news or state of the project will be published on the network increasing the impact of the project on the Internet.

5.2. Dissemination materials

This subtask comprises the elaboration and distribution of the following materials and activities:

- ▶ **Public presentation, factsheet and a logo:** The project will have a logo, factsheet and a public presentation to promote the project. LOGISTAR'S logo has been designed both to be attractive and recognizable at the first glance. This will help to obtain a unique image of the project across Europe.



Figure 4 LOGISTAR logo

- ▶ **Public publishable summary.** Every year the consortium will send a publishable summary to the EC and upload it to the project website, presenting the advances attained by the project in the different stages of the project.
- ▶ **Newsletter** released on a regular basis to be distributed to stakeholders that will briefly report on recent advances.
- ▶ **Leaflets:** They will present the project and its results. These will be used as materials in different events that the project could attend.
- ▶ **Press releases, articles in magazines, electronic publications and local/national press.** At least 5 different publications will be prepared during the project lifetime in order to promote the major events of the project.

- ▶ **Posters:** To be designed and printed as needed for their use in the different events being attended by the project.
- ▶ **Project video:** it will be realized a project video able to show main features of the project. There will be two version: a long version which explaining all the actions that will be implemented and a short version with the main activity of the project to give as information as possible to grab people attention.

All the dissemination material is produced with the main purpose to spread the “Corporate Identity”.

It is a combination of color schemes, designs, words, etc., that a firm employs to make a visual statement about itself and to communicate its business philosophy. It is an enduring symbol of how a firm views itself, how it wishes to be viewed by others, and how others recognize and remember it. It can produce some effects:

- ▶ **Consumer Loyalty:** The consistent design of a corporate identity, in accordance with objectives set for the business, uphold and reflect the ethos, culture, principles, future ambitions, or visionary goals of the business. Customers who find this to be in accordance with their philosophy and liking feel connected to this image and are more likely to develop loyalty to the business.
- ▶ **Business Enhancement:** Personal experiences with a corporate identity influence consumers and their purchasing decisions. A corporate identity with a strong and positive impact creates a favourable mental image of the business in a consumer's mind. A strategically planned identity gives a good return in terms of referrals and repeat business.

LOGISTAR dissemination material must define a positive Corporate Identity of the project (similar to a company one) able to produce a recognizable image.

6. LOGISTAR events and visibility at external events

6.1. External events

This table shows the draft of the list of events where LOGISTAR project is planned to be disseminated. It is only a tentative list and it will be regularly reviewed and updated. Attendance will be decided depending on the availability of project results and the project partners.

EVENT	RESP.	TARGET GROUP	TYPE OF EVENT	ATTENDEES
TRA (Transport Research Arena) Conference	DEUSTO, UCC, CSIC	Companies and scientific community of all Transport sectors. Authorities.	Conference	2,400 visitors (62 countries) 60 exhibitors
Meeting Transport and Logistics	GENEGIS	The most qualified companies specialised in Transport, Logistics, Material Handling and Supply Chain Management	Transport and logistic meeting	2,100 logistic managers 900 sponsors exhibitors 2,000 business meetings planned each Edition
Global Summit logistics & supply chain	GENEGIS, NESTLÉ	Logistic and transport manager	Transport and logistic exhibition	1,500 b&b meeting and presence of 300 logistic manager
Transpotec	GENEGIS	Logistic and transport manager	Large scale distribution, rent company, trucking company/freight forwarding company	24,107 visitors 260 exhibitors
International Week of Transport and Logistics (SITL)	SAG, DBH, DNET	Industry and distribution professionals (i.e. all modes, IT systems, supply chain management, infrastructure, transport equipment, etc.)	Conference and business sessions Exhibition	>6,000 >300 speakers >800 exhibitors
Supply Chain & Logistics Summit & Expo	NESTLÉ, PLADIS PRESTON, MDST	Industrial stakeholders, end – users (Intermodal operators, FMCG), Scientific community.	Conference	>3,000
Intermodal Europe	ZAILOG	Companies associated with the container and intermodal industries	Conference and exhibition	>2,000
3PL Summit	AHLERS, CODOGNOTTO	CEOs/Director of 3PL providers, Authorities, Consultants	Conference	>700

Table 1 Conferences relevant to LOGISTAR

7. Measuring the effectiveness of activities

Communication activities are complementary to dissemination activities and are intended as outreach activities, targeting the general public as well as ‘outsider’ targets beyond peer-to-peer communication and information transfer. That is, to promote the project and its results further than the project’s own community. Communication activities add public value to the achievements of the project by transforming what can be complex scientific and technological results into media resources. Research activities must be communicated in a way that can be understood by non-specialist audiences (e.g. the media and the public) using for this purpose specific communication channels as illustrative videos and presentations.

COMMUNICATION TOOLS	KPIs	LEVEL OF PERFORMANCE
Project Website	Nb. of visits / Nb. of followers	[700-1000/year] / [200-300/year]
Press releases in mass media	Nb. publications in the media	>10 / project
Communication Material (i.e. newsletters)	Nb. of publications	1/year + Final brochure
Events	Nb. of presentations done	[4-8/year] / [>20/project]
Workshops	Nb. participants	>20/workshop / >100/project

Table 2 KPIs for Communication activities

Other desirable KPIs are:

- ▶ Over **1,000** twitter followers for the project;
- ▶ Over **250** members on LinkedIn Group;
- ▶ Presentation of project results in at least **10** international events and active distribution of at least **1,000** leaflets at such international events;
- ▶ Active distribution of at least **1,000** leaflets during fairs;
- ▶ Posting of at least **50** posters on the partner venues and in sector congresses

8. Dissemination plan effects

Effective plans for communication, dissemination and exploitation are important for successful project evaluation; particularly given the increased focus that the Horizon 2020 programme places on activities which demonstrate and maximize the societal and economic impact of Research & Innovation (R&I) funding.

Communication activities to promote the project itself and its success, as well as the dissemination and exploitation of results should thus be key components of every Horizon 2020 project. Their successful implementation will bring EU-funded research and its results to the attention of multiple audiences, thus helping to drive competitiveness and growth in Europe and address societal challenges.

Benefits ☺ If strategy for effective Comm/Diss/Ex is in place	Risks ☹ If strategy for effective Comm/Diss/Ex is missing
Improve your proposal's chances of success.	Lower prospects of success for your proposal.
Increase the visibility of your research, enhance your reputation and help your efforts gain understanding and support (also financially), by presenting your work and its results not only to the scientific community, but also to potential industrial partners, policymakers and society at large.	Recognition and reputation of your work remains limited to a small circle of experts. Advancing your field of research has less traction.
Sharpen your profile within the scientific community and attract talented scientists/students for your own or partner institution(s).	Needless duplication of your resources and spending of public funds (i.e. limited "return on investment" of public R&I funding).
Tap into additional funding sources by explaining how your project successfully tackles current issues and challenges, and how this positively affects our daily lives (e.g. by creating new jobs, improving public knowledge, influencing a change in policy).	Little awareness of the needs and significance of your research on policy level, potentially resulting in limited public funding/investment.
Discover novel approaches and solutions by promoting the exchange of knowledge on all levels – cross-sectoral and interdisciplinary.	Untapped potential of your project results and data. New knowledge and insights, which could lead to whole new fields of application are lost.
Attract potential users of the project results – including business partners for commercial exploitation, but also other users such as researchers, educators, policymakers, etc.	Difficulties to find partners who might take an interest in (commercially) exploiting your results, leading to missed opportunities for commercialisation of project results.
Help strengthen the research and innovation landscape in Europe by ensuring knowledge transfer, uptake and commercialisation of novel technologies and results by industry, decision makers and the scientific community.	Europe's full innovation potential remains untapped.
Spread knowledge and allow that knowledge to be built upon by making your project results openly available and searchable under fair conditions.	Uphold barriers that prevent others from gaining access to research publications and data they can check and re-use.

Figure 5 Benefits and Risks of Communication, Dissemination and Exploitation Strategy

Source: The European IPR Helpdesk

10. Conclusions

The communication and dissemination activities have a strategic role in LOGISTAR project. For this reason, it is important to define a precise strategy to coordinate properly these activities. A major focus is put on the project website, which is designed to be as user friendly and attractive as possible. The channels and the material to use are defined. Therefore, the dissemination leader will follow the precise scheme of the dissemination plan to get the best disclosure of LOGISTAR project.

List of abbreviations and acronyms

DoA	Description of the Action
EC	European Commission
ECAS	European Commission Authentication System
ECR	Efficient Consumer Response
EDC	Exploitation and Dissemination Committee
EU	European Union
H2020	Horizon 2020 research and innovation programme
ICT	Information and Communication Technologies
IPR	Intellectual Property Rights
OEM	Original Equipment Manufacturer
RTD	Research Technology Development
SEO	Search Engine Optimization
SOA	State of the Art
WP	Work Package

References

- LOGISTAR Consortium, D8.1 Project website and social networks
- EC, Grant Agreement of LOGISTAR project (769142)