



D4.1 - Dissemination and Outreach Plan

| | |
|------------------------------|--|
| Project Title | Think tank for the collaboration on NEXt generation internet between EU-US |
| Project Acronym | Think NEXUS |
| Grant Agreement No | 825189 |
| Instrument | Coordination & Support Action |
| Topic | Industrial Leadership / Next Generation Internet |
| Start Date of Project | 1 st November 2018 |
| Duration of Project | 30 Months |

| | |
|--|--|
| Name of the deliverable | Dissemination and Outreach Plan |
| Number of the deliverable | D4.1 |
| Related WP number and name | WP4 - Dissemination, outreach and sustainability |
| Related task number and name | Task 4.1. Outreach and dissemination |
| Deliverable dissemination level | Public |
| Deliverable due date | 31/01/2019 |
| Deliverable submission date | |
| Task leader/Main author | SPI |
| Contributing partners | INNO, IINV, ATC |
| Reviewer(s) | INNO |

Abstract

This deliverable defines the dissemination and outreach strategy to be followed by Think NEXUS' partners and identifies responsibilities and actions to be taken, including guidelines on how to promote the project and maximise the project's impact through outreach tools and materials. This deliverable aims to guarantee the effectiveness of the communication regarding the project's goals, activities and outcomes.

Keywords

Next Generation Internet; EU-US collaboration; Dissemination and Outreach; Dissemination and Outreach materials and tools



Revisions

| Version | Submission date | Comments | Author |
|-------------|------------------|--|--------|
| v0.1 | 17 December 2018 | Document creation + ToC | SPI |
| v0.2 | 21 December | First version | SPI |
| V0.6 | 8 January 2019 | Integration of contributions from partners | SPI |
| V0.9 | 17 January 2019 | Ready for the internal review | SPI |
| V1.0 | 29 January 2019 | Internal review | INNO |

Disclaimer

This document is provided with no warranties whatsoever, including any warranty of merchantability, non-infringement, fitness for any particular purpose, or any other warranty with respect to any information, result, proposal, specification or sample contained or referred to herein. Any liability, including liability for infringement of any proprietary rights, regarding the use of this document or any information contained herein is disclaimed. No license, express or implied, by estoppel or otherwise, to any intellectual property rights is granted by or in connection with this document. This document is subject to change without notice. Think NEXUS has been financed with support from the European Commission. This document reflects only the view of the author(s) and the European Commission cannot be held responsible for any use which may be made of the information contained.



Acronyms and definitions

| Acronym | Meaning |
|---------|---|
| AI | Artificial Intelligence |
| CSA | Coordination and Support Action |
| DoA | Description of Action |
| EC | European Commission |
| EU | European Union |
| GA | Grant Agreement |
| GCTC | Global City Teams Challenge |
| GDPR | General Data Protection Regulation |
| ICET | Internet Core & Edge Technologies |
| ICT | Information and communications technology |
| IND | Trustees of Indiana University |
| IINV | InterInnov SAS |
| IoT | Internet of Things |
| KPI | Key performance indicator |
| NGI | Next Generation Internet |
| NSF | National Science Foundation |
| PPP | Public-private partnership |
| R&I | Research and Innovation |
| SPI | Sociedade Portuguesa de Inovação |
| STI | Science, technology and innovation |
| TIPOFF | Tomorrow's Internet Project Office |
| TL | Task Leader |
| US | United States |
| USI | US Ignite Inc. |
| WP | Work Package |



Think NEXUS project

The Internet of the future should be more open, provide better services, more intelligence, greater involvement and participation. It needs to reflect the European values". EU's Next Generation Internet initiative is a key opportunity to rethink the way the Internet works today and develop a vision involving voices from across Europe, the US, and beyond, an Internet that embodies the values Europe holds dear, such as openness, inclusivity, transparency, privacy and cooperation.

Thinking global, the NGI will be successful only if a worldwide consensus is found, enabling the internet a Human-centric process. To that end, collaboration between the US and the US, both areas being strongly committed to develop the future of Internet, to shape a sustainable landscape for NGI developments. Indeed, the NGI initiative should design specific actions for policy collaboration; shared technology development and interaction between user-communities, with other initiatives in the world where parts of the NGI infrastructure are designed and deployed; and the US are one of the main places where such activities are held.

Think NEXUS aims to reinforce EU-US collaboration, through its dedicated Think Tank, involving major stakeholders (researchers, entrepreneurs, policy makers) from both sides of the Atlantic on NGI-related thematic in three Focus Areas: Science and Technology, Innovation and Entrepreneurship and Policy. Its mission is to become an important and lasting entity, involving stakeholders and disseminating NGI visions in a collaborative approach for tackling NGI challenges, and benefit society at large. More specifically, Think NEXUS is expected to boost the strategic research, industrial partnerships and policy compliances among the respective communities of the NGI areas and thus, result in substantial socio-economic benefits in both the EU and the US.



Table of contents

| | |
|--|----|
| Executive Summary | 9 |
| 1. Introduction | 10 |
| 1.1. Objectives of the document | 10 |
| 1.2. Methodology | 11 |
| 1.3. Connection with NGI4ALL | 12 |
| 1.4. Management of dissemination and outreach activities | 13 |
| 2. Objectives and expected outcomes | 16 |
| 3. WHO: Dissemination and Outreach target groups | 17 |
| 3.1. Agile Stakeholder management..... | 17 |
| 3.2. Target groups..... | 18 |
| 3.3. Approach to each target group..... | 19 |
| 4. WHAT: Content and outcomes to be disseminated..... | 20 |
| 4.1. Key messages to be communicated..... | 20 |
| 4.2. Thematic webinars | 21 |
| 4.3. NGI communities’ intakes..... | 21 |
| 5. HOW: Channels, tools and materials for communication and outreach | 23 |
| 5.1. Think NEXUS visual identity | 23 |
| 5.2. Offline tools and materials | 23 |
| 5.3. Online tools and channels..... | 25 |
| 6. WHERE and WHEN: Action Plan..... | 27 |
| 7. Monitoring and Evaluation..... | 29 |
| 7.1. Impact measurement | 29 |



7.1.1. Quantitative impact assessment (KPI)..... 29

7.1.2. Qualitative impact assessment (KPI) 30

7.2. Monitoring and reporting 30

8. Conclusions 32



List of figures

| | |
|--|----|
| Figure 1 Five elements of the Think NEXUS’ dissemination and communication framework | 12 |
| Figure 2 Agile Stakeholder Management Workflow | 17 |
| Figure 3 Think NEXUS logo | 23 |
| Figure 4 Think NEXUS Action Plan..... | 28 |

List of tables

| | |
|--|----|
| Table 1 Overview of the management of dissemination and communication activities..... | 13 |
| Table 2 Think NEXUS Target Groups | 18 |
| Table 3 Main tools and channels relevant to the target groups | 19 |
| Table 4 Key messages and results that will derive from the activities of each work package | 20 |
| Table 5 Examples of NGI topics..... | 21 |
| Table 6 Think NEXUS events | 24 |
| Table 7 Deliverables and milestones of WP4..... | 27 |
| Table 8 KPIs for dissemination and outreach..... | 29 |



Executive Summary

This document presents Think NEXUS' Dissemination and Outreach Plan, as defined in Task 4.1.1. Dissemination and Outreach Plan of Work Package 4 - Dissemination, outreach and sustainability.

The main goal of this deliverable is to describe Think NEXUS' strategy for dissemination and outreach activities. This includes: the plan's objectives; methodology; target groups; content and outcomes to be disseminated; channels, tools and materials; action plan; and monitoring and evaluation strategy. Furthermore, this document explains how Think NEXUS, as a Coordination and Support Action supported by the Next Generation Internet Initiative (NGI), will work closely with all the other NGI funded projects to build the NGI flagship and support the NGI vision.

Think NEXUS' Dissemination and Outreach Plan has been structured using the "5W+H" approach, and aims to respond to the following questions: "Why disseminate and communicate?"; "Whom to disseminate and communicate to?"; "What information to disseminate and communicate?"; "Where and how to disseminate and communicate"; "When to disseminate and communicate?"; and "How to disseminate and communicate". The plan also considers how to measure the impact of the dissemination and outreach activities as a way to regularly monitor the activities conducted under the project. These aspects are detailed within this document.

The management and overall implementation of dissemination and outreach activities is led by SPI (leader of WP4 - Dissemination, outreach and sustainability). However, all the project partners will be involved in the dissemination and outreach activities through the provision of contents, development of scientific publications, participation in events, and promotion of project's outcomes. Therefore, this document is to be used by all the project partners and aims to define the guidelines for the dissemination and outreach strategy, which will represent one of Think NEXUS' pillars.



1. Introduction

This document is developed as part of the Think NEXUS (*Think tank for the collaboration on NEXt generation internet between EU- US*) project, which has received funding from the European Union's (EU) Horizon 2020 research and innovation (R&I) programme under grant agreement number 825189. The **Dissemination and Outreach Plan** represents Deliverable 4.1 of Work Package 4 (WP) - Dissemination, outreach and sustainability.

WP4's main objective is to develop and implement outreach activities to create awareness and disseminate the project and its results, and to ensure the long-term sustainability of the project and its outcomes. WP4's specific objectives are:

- Define and implement outreach activities, complemented with dissemination activities, and based on a specific plan;
- Develop and animate a web platform to ensure the project's online presence, to engage and make available relevant information to stakeholders;
- Prepare and implement an international NGI EU / United States (US) symposium;
- Develop a plan for the exploitation of the project results by partners or external stakeholders; and
- Develop a plan for the long-term sustainability of the project to ensure that collaboration between the EU and US as fostered in the project continues beyond its conclusion.

The management and overall implementation of dissemination and outreach activities is led by SPI (leader of WP4 - Dissemination, outreach and sustainability). However, all the project partners will be involved in the dissemination and outreach activities through the provision of contents, participation in events, and promotion of project's outcomes. Therefore, this document is to be used by the project partners and aims to define the guidelines for the dissemination and outreach strategy, which will represent one of Think NEXUS'pillars.

1.1. Objectives of the document

Think NEXUS' Dissemination and Outreach Plan aims to create a strong outreach and cooperation campaign, which is considered to be key for successfully engaging with relevant stakeholders, and ensuring future collaborations on Next Generation Internet (NGI) between stakeholders of both regions. Within this context, the main objectives of the dissemination strategy are as follows:

- Promote the active cooperation and knowledge sharing among different stakeholders within the area of NGI;
- Ensure the visibility of the project's actions, results and support activities it promotes;
- Extensively disseminate the results of the project to stakeholders at different levels from the EU and the US (research groups, private companies, policy makers, among others); and



- Organise events, workshops and other support activities to promote the cooperation between research and innovation initiatives in the EU and the US on NGI.

Think NEXUS' Dissemination and Outreach Plan has been structured using the European Commission's "5W +H" approach, which aims to respond to the following questions: "Why disseminate and communicate?"; "Who to disseminate and communicate to?"; "What information to disseminate and communicate?"; "Where and how to disseminate and communicate?"; "When to disseminate and communicate?"; and "How to disseminate and communicate". The plan also considers how to measure the impact of the dissemination and outreach activities. Thus, the document is divided into eight main chapters and each chapter is divided into several subchapters.

- Section 1 – Introduction
- Section 2 – Objectives and expected outcomes
- Section 3 – WHO: Dissemination and Outreach target groups
- Section 4 – WHAT: Content and outcomes to be disseminated
- Section 5 – HOW: Channels, tools and materials for communication and outreach
- Section 6 – WHEN and WHERE: Action Plan
- Section 7 – Monitoring and Evaluation
- Section 8 – Conclusions

1.2. Methodology

The methodology used for the development of Think NEXUS' Dissemination and Outreach Plan was designed to take into account its objective of being a practical tool to be used by all the project partners. Thus, this plan defines the partners' individual and collective communication activities and how they will contribute to the overall objective of the project. The outreach will be achieved by the development and application of a tailored dissemination strategy that takes into account the use of various communication tools, channels and materials.

Think NEXUS' dissemination and outreach strategy will be in line with the EC H2020 projects' communication best practices and follow the 5W+1H approach: Why, What, to Whom, Where, When and How to disseminate and communicate:

1. **Why** disseminate? – determines the purpose and importance of the dissemination and outreach activities.
2. **Who** to disseminate to? – defines the target audience of the dissemination and outreach activities.
3. **What** to disseminate? – outlines the contents, information, know-how, findings.
4. **Where** and **how** to disseminate? – determines the tools, channels and materials to be used.
5. **When** to disseminate? – tentative schedule for dissemination and outreach activities.



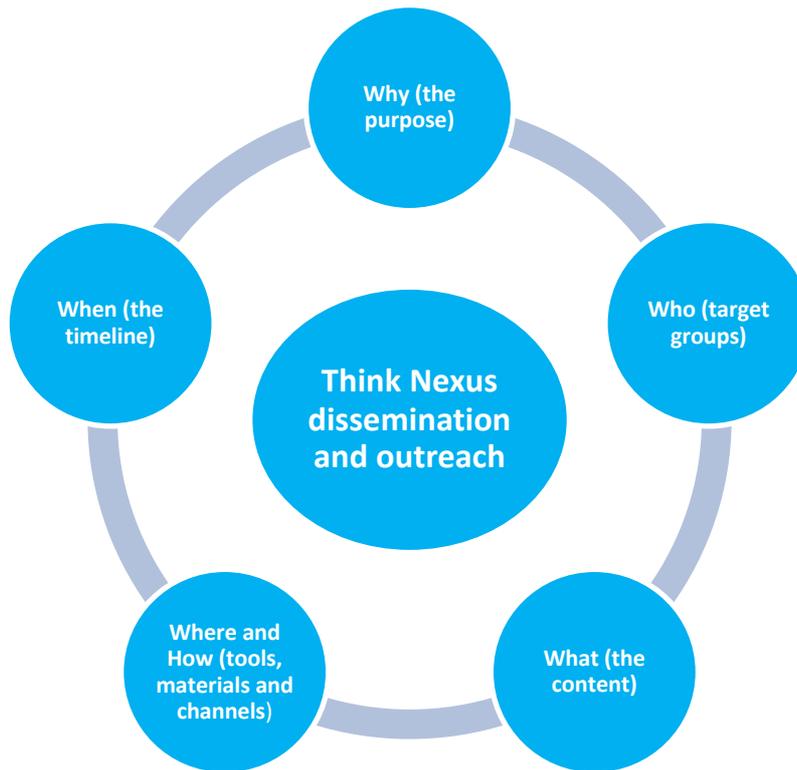


Figure 1 Five elements of the Think NEXUS' dissemination and communication framework

Why: to promote and disseminate the objectives and progress of Think NEXUS. The project aims to (i) widen EU calls attractiveness towards new stakeholders; (ii) provide a space dedicated to further improve collaborative EU/US initiatives in the fields of NGI and; (iii) get US stakeholders on board of NGI developments.

To Whom: main target groups of stakeholders: policy makers, STI experts and structures, associations, networks and PPPs, end-users and broad media groups.

What: key messages and information about Think NEXUS' goals, offer, outcomes, studies, information on collaboration opportunities between EU and US partners, and activities, as well as the dissemination of NGI related opportunities towards potential US partners. Moreover, Think NEXUS will disseminate upcoming calls EU calls and events related to information, communication and technologies (ICT).

Where: through the networks of potential users; on the Think NEXUS website under the NGI domain; e-newsletters; shared social media with the other projects supported by NGI; events; relationships with other organisations and EU-funded projects.

When: starting from the launch of the project and adapted to the timeline of the project.

How: tailored approach to the specific needs of end-users, mostly through online dissemination, workshops and other support activities, which will be developed in line with NGI's branding guidelines. Think NEXUS will also leverage existing networks in order to further involve stakeholders in the project's activities.

1.3. Connection with NGI4ALL

Think NEXUS, as a Coordination and Support Action (CSA) supported by the NGI Initiative, will work closely with all the other NGI funded projects to build the NGI flagship and support the NGI vision. In this context, the



NGI4ALL (Next Generation Internet for All - Promoting Global Visibility on the Human-Centric Internet) project will create a strong NGI brand at the core of a new approach to run communication and marketing for the NGI programme. Therefore, NGI4ALL, through its NGI Outreach Office, will ensure that all the projects supported by the NGI initiative will develop harmonised and curated contents in order to convey the most suitable messages depending on specific target groups.

In this sense, Think NEXUS’ dissemination and outreach strategy will follow the guidelines determined by the NGI-wide branding, shared by all NGI funded projects. Hence, the Think NEXUS’ branding strategy will be in line with the general branding strategy designed by NGI4ALL project.

Furthermore, in order to ensure that Think NEXUS’ dissemination and outreach activities are in line with the NGI branding guidelines, SPI will maintain regular contact with Martel (NGI4ALL coordinator). Regular contact will also be kept with the other CSAs funded by the NGI Initiative, especially with the NGI GoDFathers project.

1.4. Management of dissemination and outreach activities

The management and overall implementation of the dissemination and outreach activities is led by SPI, as leader of WP4 - Dissemination, outreach and sustainability. Therefore, SPI will be responsible for the efficient implementation of Think NEXUS’s dissemination and outreach activities, including the development of materials to be used for external promotional activities.

Moreover, considering that Think NEXUS requires a strong engagement of a wide range of EU and US stakeholders, all project partners will be involved and take advantage of their networks and synergies with other initiatives and projects to promote Think NEXUS’ activities and outcomes. Hence, the consortium will create a document where all the partners will inform about their main contacts related to the project’s five target groups.

The design of the dissemination and outreach activities will be developed in consultation with all the project partners due to the importance of leveraging the already existing contacts and synergies with EU and US stakeholders. Furthermore, within the consortium, a dissemination and communication group will be created to represent all the WPs and guarantee that all the activities and outcomes are equally disseminated. All partners will also be informed of and take part in all activities related to dissemination and outreach. The information and requests regarding dissemination and outreach activities will be delivered through the project’s mailing list. The project leader will supervise the quality and periodicity of the dissemination and outreach activities in order to ensure that each partner is following their role in the implementation of the activities. Table 1 provides an overview of the main management structure of dissemination and outreach activities for Think NEXUS.

Table 1 Overview of the management of dissemination and communication activities

| Partner | Tools and channels | Role/Responsibility in Think NEXUS dissemination and outreach activities |
|------------------|------------------------------------|--|
| SPI (WP4 leader) | Overall management, implementation | <ul style="list-style-type: none"> Defining the strategy for the dissemination and outreach activities; Guaranteeing an effective communication with NGI4ALL and |



| | | |
|------------------------|---|--|
| | and monitoring of the activities | <p>the other CSAs supported by the NGI Initiative regarding dissemination and outreach.</p> <ul style="list-style-type: none"> • Overall management and implementation of the dissemination and outreach activities. • Working with all partners to ensure they report on their dissemination and outreach activities. • Working with all partners to ensure the project meets the dissemination and outreach KPIs. |
| | Website | <ul style="list-style-type: none"> • Updating the project website with relevant contents. • Liaising with NGI4ALL regarding the structure of the website. |
| | Social media | <ul style="list-style-type: none"> • Regularly updating NGI shared social media accounts with relevant contents. |
| | Newsletters | <ul style="list-style-type: none"> • Liaising with NGI4ALL regarding the structure of the e-Newsletters. • Developing the structure and contents of the e-Newsletter. • Collecting contributions from all the partners. |
| | Press releases | <ul style="list-style-type: none"> • Developing the project press releases. • Disseminating the press releases through the media contacts. |
| | Short video | <ul style="list-style-type: none"> • Development of the project short video. |
| | Webinars | <ul style="list-style-type: none"> • Supporting dissemination of project events. |
| | Workshops | |
| | International Symposium | |
| | Brochure/ Posters/ Roll ups | <ul style="list-style-type: none"> • Designing, developing and updating (when necessary) the project brochure, posters, and roll ups. • Liaising with NGI4ALL regarding the structure and content to be used in the project brochure, posters, and roll ups. |
| inno TSD (Coordinator) | Overall monitoring of the activities | <ul style="list-style-type: none"> • Validation of dissemination and Outreach Plan, contents and activities. • Ensuring quality of the dissemination and outreach activities. |
| IMEC | International Symposium | <ul style="list-style-type: none"> • Organisation and implementation of the International Symposium in the US. |
| All partners | Overall implementation of the activities | <ul style="list-style-type: none"> • Supporting all project dissemination and outreach activities, as needed. |
| | Website | <ul style="list-style-type: none"> • Preparing and providing content. |
| | Social media | |
| | Newsletters | |
| Short video | <ul style="list-style-type: none"> • Providing inputs. | |

| | | |
|--|--------------------------------|---|
| | Brochure/ Posters/ Roll ups | <ul style="list-style-type: none">• Providing inputs. |
|--|--------------------------------|---|



2. Objectives and expected outcomes

Think NEXUS' main goal is to reinforce EU-US collaboration through its dedicated Think Tank, involving major stakeholders (researchers, entrepreneurs and policy makers) from both sides of the Atlantic on NGI-related thematic in three focus areas: Science and Technology, Innovation and Entrepreneurship, and Policy. Therefore, the project's mission is to become an important and lasting entity, involving stakeholders and disseminating NGI visions in a collaborative approach for tackling NGI challenges, and benefit society at large.

Considering that Think NEXUS' has a clear focus on strengthening the EU-US collaboration, the effective implementation of dissemination and outreach activities plays a key role in fostering this collaboration. Thus, dissemination and outreach activities are crucial to promote, communicate and disseminate the project's activities throughout its lifetime. As mentioned in section 1.1, the specific goals of Think NEXUS' Dissemination and Outreach Plan are to:

- Promote the active cooperation and knowledge sharing among different stakeholders within the area of NGI;
- Ensure the visibility of the project's actions, results and support activities it promotes;
- Extensively disseminate the results of the project to stakeholders at different levels from the EU and the US (research groups, private companies, policy makers, among others);
- Organise events, workshops and other support activities to promote the cooperation between research and innovation initiatives in the EU and the US on NGI.

The objectives of the dissemination and outreach strategy are directly related to the reinforcement of the collaboration in NGI between the EU and the US. Hence, Think NEXUS' activities and results will be made available through the project's dissemination tools and channels, such as project website, e-Newsletters, social media, press releases, events, posters, etc. This strategy aims to ensure maximum visibility to the project's activities and outcomes.



3. WHO: Dissemination and Outreach target groups

3.1. Agile Stakeholder management

Think NEXUS has identified five main stakeholder groups that the project aims to engage during its lifetime. The following five target groups are considered to be the most relevant to the project’s mission and previously mentioned objectives:

- Policy makers from the EU and the US;
- Science technology and innovation (STI) experts/structures from the EU and the US on (non exhaustive list) 5G, Artificial Intelligence (AI), Big Data and Internet of Things (IoT);
- Associations, networks and public-private partnerships (PPPS) from the EU and the US;
- End users; and
- Media groups.

Think NEXUS will implement an Agile Stakeholder Management framework to manage the five groups of stakeholders that hold a position of influence over the value streams of the project. This framework follows an iterative implementation structure based on sprints (i.e. time-boxes of three months), which the main goal is to incrementally increase and reinforce the engagement of the stakeholders with the initiative. This strategy includes four phases and a new sprint will start immediately after the conclusion of the previous sprint at the end of each quarter of the project. Figure 2 provides an overview of the Agile Stakeholder Management workflow.

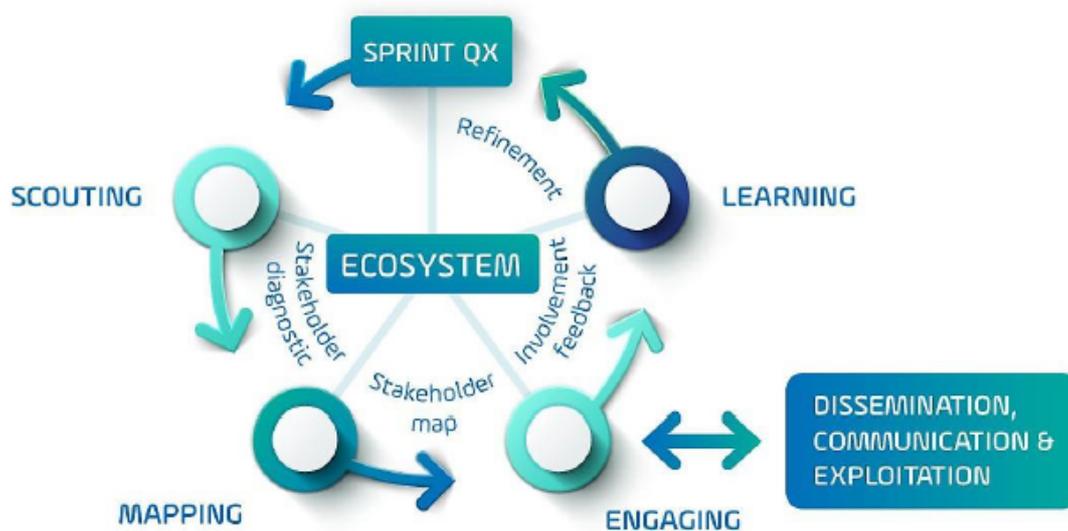


Figure 2 Agile Stakeholder Management Workflow



Phase 1 – Scouting: Considering the objectives and value proposition of the NGI initiative, this phase will focus on exploring profiles that might represent a relevant stakeholder for the project, while evaluating their degree of influence.

Phase 2 – Mapping: The key result of this phase is the release of a version of the ‘Stakeholder Map’.

Phase 3 – Engaging: This phase targets the interaction with the stakeholders; thus, it will be in line with the activities planned in the dissemination, exploitation and outreach strategies.

Phase 4 – Learning: From the activities performed during the project lifetime, the project team will learn lessons that will support the refinement of the next sprint. In this phase, it is crucial that Think NEXUS will gather feedback from its community regarding the project engagement activities and priorities.

3.2. Target groups

As previously mentioned, Think NEXUS has identified five stakeholder groups which are considered to be the main target audience of the project in the EU and in the US. Therefore, Table 2 provides an overview of the identified major target groups, their profiles, expected role in project and how the project can access to them.

Table 2 Think NEXUS Target Groups

| Target Group | Profile | Role in Think NEXUS | Think NEXUS’ access to those groups |
|--|---|---|---|
| Policy makers from the EU and the US | Policy makers from the EU and the US involved in NGI-related decision making. | Policy makers will be involved in the project to ensure that policy cooperation between the EU and US on NGI is promoted. | Think NEXUS’ partners have leveraged their networks of contacts to identified experts with a policy background. These will help engaging other policy makers and facilitate the policy action of the project. |
| STI experts/structures from the EU and the US on 5G, AI, Big Data and IoT | EU and US R&I institutions, incubators and other STI actors related with information and communications technology (ICT) and, in particular, NGI. | STI experts will contribute to the expert groups’ discussions. | Think NEXUS has engaged various experts from the science, technology and innovation (STI) landscape (e.g. Universities) working in NGI and related fields. These experts will also facilitate access to other experts and structures. |
| Associations, networks and PPPs from the EU and the US | EU and US representatives of associations, PPPs and R&I networks that focus on the topic of NGI. | Representatives from associations, networks and PPPs related to NGI topics will contribute to the expert groups’ discussions. | Think NEXUS partners are involved in various projects and initiatives and, therefore, have access to networks and associations linked to NGI. |
| End-users | End-users related to NGI | End-users will be engaged in the project to increase awareness on the NGI | Think NEXUS will access to end-users through interactions on the project website, social |



| | | | |
|---------------------|------------------------------------|--|--|
| | | technological and scientific progress. | media and external events. |
| Media Groups | Media groups related to NGI topics | Media groups and communicators will be engaged in order to provide a wider coverage of Think NEXUS and its activities. These will highlight the main benefits and actions developed, in particular the workshops and events, as well as other stakeholder engagement activities. | Think NEXUS partners all have access to media outlets that can be leveraged to support the dissemination of the project. |

3.3. Approach to each target group

Although most of the dissemination and outreach tools and channels are appropriate for the majority of the different targets, it is recognised that some tools and channels are better suited to a specific audience. Thus, each tool and channel encompasses different measures, which will be used to address different target groups at different stages of the project implementation. Table 3 summarises the main tools and channels (detailed in Section 5) that are considered as “most appropriate” for Think NEXUS’ target groups.

Table 3 Main tools and channels relevant to the target groups

| | Policy Makers | STI experts/ structures | Associations, networks and PPPs | End-users | Media Groups |
|--------------------------------|---------------|----------------------------|---------------------------------------|-----------|--------------|
| Website | | ✓ | ✓ | ✓ | |
| Social media | | ✓ | ✓ | ✓ | |
| Press releases | | | | | ✓ |
| Newsletters | | ✓ | ✓ | ✓ | |
| Publications | | ✓ | ✓ | ✓ | |
| Think NEXUS video | | ✓ | ✓ | ✓ | |
| Webinars | ✓ | ✓ | ✓ | | |
| Workshops | ✓ | ✓ | ✓ | | |
| International Symposium | ✓ | ✓ | ✓ | ✓ | ✓ |
| Brochures | ✓ | ✓ | ✓ | ✓ | ✓ |
| Posters/ roll-up | | ✓ | ✓ | ✓ | |
| Leaflets | | ✓ | ✓ | ✓ | |



4. WHAT: Content and outcomes to be disseminated

4.1. Key messages to be communicated

Think NEXUS WP1, WP2, WP3 and WP4 will generate different content, information and results that will be of value to the different target groups. In this sense, dialogue between partners, especially WP leaders, is crucial to ensure that activities and outcomes of all relevant WPs are communicated to the public through WP4.

As a result, partners responsible for the specific activities that generate valuable outcomes must communicate them to all the project partners through the suitable platform and project's mailing list. In addition, all project partners must prepare and provide information in an easy-to-understand manner regarding the activities developed and outcomes generated.

Think NEXUS' dissemination and outreach actions will be carried out in a systematic way at the right time, and can be addressed to the right target groups and through the right communication channels, transmitting correct messages. Therefore, identifying what message to communicate and through what channel is critical to ensure the success of Think NEXUS' dissemination and outreach strategy. Table 4 presents a summary of key content to be communicated deriving from WP1-WP4. The table does not include all project activities and outputs, but rather mentions those that were thought to result in relevant communication and outreach activities.

Table 4 Key messages and results that will derive from the activities of each work package

| WP | Content to be communicated | Policy Makers | STI experts/ structures | Associations, networks and PPPs | End-users | Media Groups |
|-----|--|---------------|-------------------------|---------------------------------|-----------|--------------|
| WP1 | Think NEXUS recommendations | XX | XXX | XXX | XX | X |
| | Think NEXUS report and sustainability plan | X | XXX | XXX | XX | X |
| WP2 | NGI access opportunities from the EU and US | | XXX | XXX | XXX | X |
| | Existing NGI Policies, regulations, programmes and networks in EU and US | X | XXX | XXX | XXX | X |
| | Outputs of the think tanks and thematic workshops | | XX | XX | XX | |
| | NGI future trends and collaboration roadmap | X | XXX | XXX | XXX | |
| WP3 | EU and US ecosystems' analysis | X | XX | XXX | XXX | |
| | Policy briefs | XXX | XX | XXX | | XX |
| WP4 | International symposium organisation and respective proceedings | X | XXX | XXX | XXX | XXX |
| | Think NEXUS exploitation and sustainability plan | X | XXX | XXX | XX | |
| | Upcoming EU calls and events related to ICT | XX | XXX | XXX | X | |

Legend: "X" – Somewhat relevant; "XX" – Relevant; "XXX" – Very relevant



4.2. Thematic webinars

Think NEXUS will organise a series of thematic webinars focused on the main NGI topics related to science and technology, entrepreneurship and innovation, and policies. The webinars will be held every six months (M6, M12, M18, M24], interspersed with the implementation of the thematic workshops. Table 5 provides examples of NGI topics that can be addressed during Think NEXUS’ thematic webinars.

Table 5 Examples of NGI topics

| Examples of IT technologies related to NGI | Examples of key application areas |
|---|--|
| <ul style="list-style-type: none"> • AI and Autonomous Machines • Edge Computing • Blockchain and Distributed Ledgers • Big Data • IoT • Open Data • Cloud Computing • Future Architectures | <ul style="list-style-type: none"> • Industry 4.0 • Immersive Environment • Collective User Experience • Lifelong Learning • Inclusiveness • Protection from the dangers of the Internet |

The thematic webinars will involve the participation of Think NEXUS’ experts with knowledge on the specific focus area of the webinar. The webinars will be open to external stakeholders interested in the topic. In this context, the dissemination strategy for the thematic webinars will include the following actions:

- Promotion through the project website;
- Dissemination on NGI social media;
- Invitation through e-mail to the main target groups (in line with the General Data Protection Regulation (GDRP) guidelines);
- Promotion through the project’s e-newsletters.

InterInnov SAS (IINV) will be responsible for the organisation of the webinars with the support from the project’s European partners. The webinars will be conducted through the online platform GoToWebinar. Moreover, the webinars will be recorded and stored on the project platform and will be available to the wider public.

4.3. NGI communities’ intakes

Under WP3, Think NEXUS will create an ecosystem building strategy that will compile the outputs received from



stakeholders in the EU and the US. Therefore, the project will develop and strengthen the links with the NGI ecosystem in Europe and in the US through the implementation of the previously mentioned Agile Stakeholder Management strategy. In this context, Think NEXUS will create an ecosystem in the EU and the US around Think NEXUS' three Focus Areas: i) Science and Technology; ii) Innovation and Entrepreneurship; and iii) Policy.

The **European Ecosystem** will be created based on interactions and cooperation with the following stakeholders:

- Engagement with the NGI related projects funded under the H2020-ICT-2018-2020 work programme, namely ICT-24, 25, 26, 27, 28, 29 and 30;
- Active cooperation with the Fellowship Programme of the 'EU-US collaboration on NGI' –the sister CSA of H2020-ICT-31-2018;
- Liaison with the four CSAs that are supporting the bootstrap of the NGI (H2020-ICT-41-2017);
- Involvement of other European Internet-related communities and initiatives that can be of relevance to Think NEXUS.

On the other hand, Think NEXUS **US Ecosystem** will be developed based on the following actions:

- Coordination with the initiatives supported by US National Science Foundation (NSF) under the 'US-EU Internet Core & Edge Technologies (ICET)' solicitation;
- Liaison with Tomorrow's Internet Project Office (TIPOFF);
- Leverage consortium's expertise and networks, especially the ones from Think NEXUS' US partners.

Furthermore, US Ignite INC (USI) and the University of Minnesota (UMN) will act as important nodes for the US NGI community since they will help identifying relevant target stakeholders and foster cooperation activities. Thus, the knowledge and expertise of the project's US partners will be leveraged for the creation and sustainability of the US NGI ecosystem.

On the other hand, Think NEXUS will act as a complementary vector of dissemination of EU ICT actions, initiatives, calls and events towards the US stakeholders. This is expected to foster cooperation between EU and US stakeholders, which will contribute to the enlargement of the global NGI community.

Overall, the creation of this EU-US ecosystem will act as a baseline for previous, current and future NGI related projects to access to US stakeholders and establish important cooperation activities with them. Thus, Think NEXUS' ecosystem is expected to contribute to the development of the global NGI community beyond the project's lifetime.



5. HOW: Channels, tools and materials for communication and outreach

Think NEXUS' channels, tools and materials will be developed in line with the NGI branding guidelines. As WP4 leader, SPI will be in regular contact with Martel (NGI4ALL coordinator) in order to ensure that all the materials follow the NGI communication and outreach strategy.

5.1. Think NEXUS visual identity

The visual identity of Think NEXUS was initially defined during the proposal phase of the project. It was defined taking into consideration the overall concept of the project and its target audience.

Think NEXUS' logo, which was also developed during proposal stage, is the main element of the project's visual identity. The *blue* and *red* in the logo represent the connection between the EU and the US, bringing together the different stakeholders of the project.



Figure 3 Think NEXUS logo

5.2. Offline tools and materials

Project brochure

Think NEXUS' brochure, which will be developed by the end of month 4, is one of the project's main communication materials. The brochure will provide an overview of the project and the NGI initiative in order to promote it to a wider audience. The project brochure will be used to promote the project among its different stakeholders, allowing a fast understanding of the project aims and activities, as well as its correlation with the NGI initiative. The brochure will also provide an overview and a brief description of the current projects funded by the NGI initiative, which will be in line with NGI's branding guidelines. The brochure will be developed for offline distribution and each partner will receive an adequate number of copies for distribution at national key events.

Posters/roll-up

Think NEXUS' posters/roll-up will be mainly used in events that can be either organised by the project or can



be external conferences, workshops, seminars or others in relevant domains. The poster/roll up will be developed in line with the NGI branding guidelines.

Press Releases

Press releases will be developed during the project, namely on the occasion of project events to increase external awareness. Post-event press releases will also be prepared to be disseminated among the target media groups. All the press releases developed under Think NEXUS' project will follow the NGI branding guidelines.

Press releases will be published in national and European media, contributing to the wider dissemination of the project. Press releases will also be disseminated among targeted US media groups. All partners will be responsible for engaging with their local media outlets to ensure a wider reach of the press release.

Events

Think NEXUS' events

The events organised by Think NEXUS (e.g. workshops and the international symposium in the US) will be crucial for engaging the EU-US stakeholders and achieving the defined dissemination and outreach outcomes. The organisation and participation in events will represent an important opportunity to foster the engagement and collaboration among EU-US relevant stakeholders for Think NEXUS and for the NGI initiative. Table 6 provides an overview about the four events that will be organised under Think NEXUS.

Table 6 Think NEXUS events

| Event | Timeline | Topics | Target groups |
|---|----------|--|--|
| 1st Thematic Workshop | M5-M9 | Topics for discussion will include presentations on the current status in the domains of the thematic groups and relevant application domains; policy gaps in the thematic group domains, future perspectives, needs for future development; and R&I challenges. Discussions will also focus on how Think NEXUS can support possible interoperable solutions and the development of joint demonstrators. | <ul style="list-style-type: none"> • Policy Makers • STI experts/structures • Associations, networks and PPPs |
| 2nd Thematic Workshop | M15-M18 | The second Thematic Workshop will be a follow-up of the first workshop and will aim to updated findings and develop concrete steps for collaboration between US and EU and in the area of NGI. | |
| 3rd Thematic Workshop | M22-M27 | The third workshops will define a Collaboration Roadmap for enhancing NGI collaboration between EU and US over the next 10-year period. This workshop will be co-organised with the | |



| | | | |
|--------------------------------|---------|---|---|
| | | Final Event of the project. | |
| International Symposium | M18-M30 | The International Symposium will be organised in the US with the aim of joining EU and USA stakeholders related to NGI and fostering discussions on future priorities and collaborations. | <ul style="list-style-type: none"> • Policy Makers • STI experts/structures • Associations, networks and PPPs • End-users • Media Groups |

External events on the radar

Think NEXUS partners will also take part in international and local conferences / meetings outside the project in order to disseminate the project and further engage stakeholders from the target groups. Below is provided a list of worldwide conferences and other events in which project partners already participated or are planning to participate in the near future.

- Annual GigaNet Symposium – Annual event;
- Internet2 Global Summit – Annual event;
- Internet Engineering Task Force: working groups meetings – Three times a year;
- Global City Teams Challenge (GCTC) – Twice a year;
- ICT Proposers’ Day – Annual event;
- Net Futures – Annual event;
- NGI Summit – Annual event;
- NGI Forum – Annual event;
- The Web Conference – Annual event.

Liaison with EU-funded projects and initiatives

As previously mentioned, Think NEXUS’ will work closely with all the projects funded by the NGI initiative to build the NGI flagship and support the NGI vision. This includes identifying cooperation opportunities with projects funded under the following calls: ICT-24-2018-2019, ICT-25-2018-2020, ICT-26-2018-2020, ICT-27-2018-2020, ICT-28-2018, ICT-29-2018, ICT-30-2019-2020 and ICT-31-2018-2019 (Research and Innovation call).

Furthermore, Think NEXUS will also liaise with EU-funded projects related with the USA, such as the European Network of Research and Innovation Centres and Hubs, USA (ENRICH USA). The liaison with these projects will be possible as several Think NEXUS partners also participate in EU-funded projects focused on cooperation with the US.

5.3. Online tools and channels

Website

The projects funded under the NGI initiative will have their websites hosted in a shared domain. Therefore, Think



NEXUS' website will be hosted in the domain: eu-us.ngi.eu. The domain will host ThinkNexus and GodFathers and, therefore, both projects will need to agree on the structure of this area in the NGI website. Moreover, Martel will be responsible for the overall management of the website, while SPI will be responsible for the content that is uploaded in the Think NEXUS' area of the website.

e-Newsletters

Electronic newsletters will be prepared every six months (five newsletters in total), providing information on results achieved in the project and upcoming activities. The e-newsletters will be distributed by e-mail on M6, M12, M18, M24 and M30 of the project. A dedicated NGI mailing list will be used according to the GDPR guidelines and managed for this purpose.

Think NEXUS' e-Newsletters visual identity will follow the guidelines established by the NGI Initiative in order to ensure the harmonisation of the content and common visual identity of all the projects funded by the NGI initiative. Considering the e-Newsletters' content, it is expected that each edition will have approximately 4-5 pages of fresh content related to the activities developed in recent months and those that will follow.

The first newsletter is expected to be released in March 2019 (M6) and will focus on the status of the project and main activities developed so far.

Furthermore, there will be NGI newsletters every three months and NGI newsflashes 12 times per year. NGI4ALL will lead preparation of those pulling for input from all ongoing projects. For this, there is a global NGI mailing list reaching out more than 1000 subscribers.

Social media

Social media platforms are an increasingly relevant channel for dissemination and outreach activities, especially for ICT-related topics, such as NGI. Thus, NGI4ALL will create joint accounts for the NGI CSAs with access rights to post. The upload of content in the NGI social media accounts must follow specific rules that will be presented in the NGI branding guidelines. The approach will be discussed and agreed with NGI prior to implementation.

Short video

Think NEXUS will develop a short video with the aim of providing its target groups with a vivid understanding of the project concept and its objectives. The project short video will be developed by M6 and will be made available on the project's website. The project short video will be in line with the NGI branding guidelines.



6. WHERE and WHEN: Action Plan

The project Action Plan includes the main actions to be carried in the project, most of them involving all the partners. Many of the activities and actions included in the Action Plan were already defined in Think NEXUS' Description of Action (DoA) and, therefore, the allocation of responsibilities among partners and the respective budget are already partially defined. The action plan is outlined according to the deliverables and milestones of WP4- Dissemination, outreach and sustainability (Table 7).

Table 7 Deliverables and milestones of WP4

| Deliverables | Due date | Milestones |
|---|----------|---|
| D4.1 Dissemination and Outreach Plan | M3 | MS8 Outreach and Dissemination Plan developed |
| D4.2 Dissemination and outreach tools and materials | M3 | MS9 Think NEXUS International Symposium held |
| D4.3 Proceedings of the Think NEXUS International Symposium | M30 | |
| D4.4 Exploitation and sustainability plan - draft | M12 | |
| D4.5 Exploitation and sustainability plan - update | M24 | |
| D4.6 Exploitation and sustainability plan - final | M30 | |

The first version of the Action Plan is provided in Figure 4. The Action Plan provides a tentative timeline for the preparation, management, implementation and delivery of the various communication and outreach activities. The consortium will make an effort to meet the proposed timeline with the main objective of ensuring the various target values for the dissemination and outreach key performance indicators (KPIs).

All the partners will check the Action Plan regularly in order to prepare their necessary contributions to the general dissemination activities of the project and to make sure that all activities and actions are being implemented as agreed.



| Activity | Responsible partner | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | 09 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | |
|-------------------------|---------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|--|
| Website | SPI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Social media | SPI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Press release | SPI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Newsletters | SPI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Short video | SPI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Webinars | IINV | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Workshops | INNO | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| International Symposium | IMEC | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Brochures | SPI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Posters/roll up | SPI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Figure 4 Think NEXUS Action Plan

LEGEND

- Preparation of the activity
- Implementation/management of the activity
- Delivery of the activity

7. Monitoring and Evaluation

An evaluation strategy for dissemination and outreach is crucial as the impact assessment of the dissemination and outreach activities contributes to the successful implementation of the project. Thus, it is highly important that this evaluation is conducted on a continuous basis to ensure an effective impact assessment, as well as the quality of the dissemination and outreach actions carried out. In this sense, the effectiveness of the dissemination and outreach activities will be monitored regularly. The evaluation can be broken down into: 1) Impact measurement; 2) Monitoring and reporting.

7.1. Impact measurement

In order to measure the impact of the project and conduct a precise evaluation of the dissemination and outreach activities, both quantitative and qualitative indicators must be considered. In this context, measuring these indicators on a regular basis is important to understand if progress is being made or if additional measures must be implemented to ensure that target values are achieved.

7.1.1. Quantitative impact assessment (KPI)

Dissemination and outreach KPIs and respective target values have been defined for the various tools and channels proposed as part of the project's Dissemination and Outreach Plan. Table 8 presents the quantitative indicators defined for Think NEXUS, the respective tools and channels used for dissemination and communication, as well as the source to measure the impact.

Table 8 KPIs for dissemination and outreach

| Measures | Indicators | Target value | Source |
|-----------------------|---------------------------------------|----------------------------|--|
| Website | Number of visitors | 10,000 (avg. 3,000/year) | Website metrics |
| Social media | Number of likes/followers | 500 followers | Metrics taken from the accounts |
| Press releases | Number developed | 5 | Recording of emails sent |
| | Number of media contacts receiving it | 50 | |
| Website news | Number of news published on website | > 6 per year | News listing from the website |
| Newsletters | Number of newsletters | 5 | Number of newsletters sent |
| | Number of subscribers/readers | 300 | Number of recipients |
| Short video | Number of views (1 developed) | 1,000 | Information from the video page |
| Webinars | Number implemented | 5 | Attendance proof (registration sheet, pictures, summaries on |
| | Number of participants | 40 (external participants) | |
| Workshops | Number implemented | 3 | |
| | Number of participants | 20 (external participants) | |



| | | | |
|--------------------------------|-------------------------------------|------------------------|---|
| International symposium | Number of participants | 100 | website) |
| Think NEXUS brochure | Number of brochures distributed | 1.000 | Consortium information, built upon partner's contact networks and associated partners |
| Posters/roll-up | Number of posters/roll-up developed | 2 (1 for EU, 1 for US) | Images of posters at events |

7.1.2. Qualitative impact assessment (KPI)

Qualitative indicators will be used to complement the quantitative indicators presented in Table 8. Although, qualitative indicators are slightly more difficult to define than quantitative indicators, they provide important information on the quality of the dissemination and outreach activities that have been implemented. Thus, qualitative indicators can be obtained through the following tools and channels:

- **Project website:** allows understanding if the content that is published on the website is relevant, as well as if visitors are interested in visiting the website again.
- **e-Newsletters:** allows understanding if content is relevant and accessible, and if there is interest in continuing to receive future editions of the newsletter.
- **Events:** allows understanding the quality of the events' organisation, relevance of the contents presented and overall satisfaction with the event.

Two main instruments will be used to collect the necessary feedback regarding the project website, e-newsletters and events, namely:

- **Questionnaires:** these will be placed on the project's website and sent to those subscribing to the newsletters in order to understand their perspective on the contents of these tools. Questionnaires will also be circulated at project events to assess participant's satisfaction regarding the event. All the questionnaires will be tailored to the nature of each event.
- **Immediate verbal feedback:** this feedback will be mainly collected by the project partners during Think NEXUS' events.

7.2. Monitoring and reporting

The monitoring and reporting process is crucial to ensure that all communication and outreach activities are registered and developed timely. Thus, all project partners will be responsible for reporting the activities in which they will be involved during the project's lifetime.

In this context, a specific process will be implemented to guarantee that all partners regularly indicate all dissemination and outreach activities they have carried out. The process involves updating a dedicated spreadsheet including the following items:

- Partner name



- Type of dissemination/ communication activity
- Short description of activity/ tool used
- Dates and Location
- Relevance and impact of the activity
- Type and number of audiences reached, and
- Evidence of the activity (e.g. picture, link, news piece, etc.)

As leader of dissemination and outreach, SPI will be responsible for receiving and managing this information as it is collected. Monthly e-mails will be sent to partners to remind them to report their dissemination and activities in the previous month. The spreadsheet has been prepared to collect the exact information that is required for the mandatory project reporting procedures.



8. Conclusions

The Dissemination and Outreach Plan presented in this document aims to provide a thorough overview of Think NEXUS' audience, of what information will be generated to share with them, and through what means this information will be conveyed. It is important to ensure that a consortium-wide, well planned and impactful effort is implemented and enforced from the very beginning of the project in order to ensure that all identified target groups are well aware of the project, its activities and outcomes.

Through the proposed activities, tools and channels, both of offline and online nature, Think NEXUS aims to reach the broadest audience possible in both EU and the US in order to foster the engagement of a wide range of stakeholders related with the NGI fields.

Moreover, all the project tools, channels and materials will be in line with the NGI branding guidelines. Thus, SPI will be regularly interacting with Martel (NGI4ALL coordinator) to ensure that all the communication and outreach activities developed under Think NEXUS follow the common strategy designed for all the projects funded under the NGI Initiative. The close connection with NGI4ALL will be one of the main pillars of Think NEXUS' communication and outreach strategy.

