

SoCool@EU

Sustainable Organisation between Clusters Of Optimised Logistics @ Europe



WP6 - Dissemination and Valorisation

Deliverable D6.1 Dissemination plan

Dissemination Level: CO (Confidential, only for members of the consortium)

Version	Date	Release	Approval
06	31-03-2012	ITA (Third Party Service Provider of ALIA)	Consortium

Document Log

Version	Date	Comments	Name and Organisation
01	20-02-2012	First draft	Alberto Capella, Pilar Fernandez & Teresa Gaspar (ITA)
02	02-03-2012	Updated based on the comments received from Diego Artigot (Cámaras)	Teresa Gaspar (ITA)
03	16-03-2012	Updated based on the comments received from Jeanett Bolther (ZLC), Pascal Huther (HOLM) and Meng Lu (DINALOG)	Alberto Capella, Pilar Fernandez & Teresa Gaspar (ITA)
04	27-03-2012	Updated based on the comments received from Jeanett Bolther (ZLC)	Alberto Capella, & Teresa Gaspar (ITA)
05	30-03-2012	Edited based on the comments of Meng Lu (DINALOG)	Pilar Fernandez & Teresa Gaspar (ITA)
06	31-03-2012	Updated by adding Section Conclusion; Updated "List of Acronyms and Terms"; Final editing (including format, writing style, layout, font, spelling and consistency)	Meng Lu (DINALOG)

List of Partners

Beneficiary no.	Partner	Country
1	Dutch Institute for Advanced Logistics (DINALOG)	The Netherlands
2	House of Logistics & Mobility (HOLM)	Germany
3	Asociación Logística Innovadora de Aragón (ALIA)	Spain
4	Lund University (ULUND)	Sweden
5	Mersin Chamber of Commerce (MTSO)	Turkey

List of Acronyms and Terms

Acronym / term	Full name / description
Article	Any piece of writing regarding SoCool@EU included with others in a newspaper or magazine
Brochure	Within this document, flyer, brochure and leaflet will be used as synonyms
CMS	Content Management System
Consortium	The consortium carrying out the SoCool@EU project
Consortium Partner (or Partner)	Partner of the Consortium
Dissemination Leader	WP6 Leader and WP6 Project Manager in the SoCool@EU project
EC	European Commission
EU	European Union
Press release	An official statement issued to journalists about any aspect of the Project
Project	The SoCool@EU project
Publication	Scientific as well as other focused publications. It includes presentations to be uploaded so as to be available to the general public
SCM	Supply Chain Management
SEO	Search Engine Optimization
SoCool@EU	Sustainable Organisation between Clusters Of Optimised Logistics @ Europe
TBD	To be defined
WP	Work Package

Table of Contents

Executive Summary	6
1 Introduction.....	7
1.1 Purpose of this document	7
1.2 Document structure	7
1.3 Disclaimer.....	7
2 Dissemination Strategy.....	8
2.1 Overview.....	8
2.2 Target groups	8
2.3 Dissemination objectives	8
2.4 Messages	10
2.5 Responsibilities.....	13
2.6 Official EC dissemination rules	13
3 Dissemination Channels.....	14
3.1 Online channel.....	14
3.2 Non-electronic channel	14
3.3 Mass media	14
4 Dissemination Tools	15
4.1 SoCool@EU logo.....	15
4.2 SoCool@EU slogan.....	16
4.3 Project templates	16
4.4 Project presentations	16
4.5 Project posters.....	18
4.6 Project brochure	18
4.7 Project CD-ROM.....	18
4.8 Project website	18
4.9 External websites.....	20
4.10 Project LinkedIn dissemination group.....	20
4.11 Promotional activities	21
4.12 SoCool@EU conferences, seminars and workshops.....	21
4.13 Other conferences, seminars and workshops.....	22
4.14 Contacts with European clusters and regional initiatives	23
4.15 Publications.....	23
4.16 Press releases	24
4.17 Magazine articles & newspaper supplements.....	24
5 Channels and Tools Matrix	25
6 Conclusion	26
Appendix I: Initial Work Schedule for SoCool@EU Dissemination Activities	27
Appendix II: List of External Events regarding Project Sectors.....	29

List of Figures

Figure 1 - Approaches to the project	8
Figure 2 - SoCool@EU logo.....	15
Figure 3 - SoCool@EU logo brand.....	16

List of Tables

Table 1- Target groups description	9
Table 2 - Dissemination objectives vs. target groups	11
Table 3 - Overview of messages for selected target groups.....	12
Table 4 - List of templates.....	17
Table 5 - Dissemination levels	17
Table 6 - SoCool@EU event plan	22
Table 7 - External events	23
Table 8 - Dissemination tools used in different channels.....	25

Executive Summary

The SoCool@EU project aims to create an open European platform of excellence in the area of supply chain management and logistics in connection with hubs and gateways. Its purpose is to enable research-driven regional clusters throughout Europe to collaborate and exchange experiences for increasing the sustainability and competitiveness of logistical services and (intermodal) transport operations.

In this deliverable, the dissemination strategy and the preliminary plans are defined. The planned dissemination activities aspire to improve the knowledge of the SoCool@EU project within logistics clusters and communities to create new cooperation opportunities.

The dissemination activities described also aim to raise awareness of the objectives of SoCool@EU, activities and results, obtaining feedback from the stakeholders community and ensuring that the SoCool@EU initiative has an important presence after the end of the project. Sharing the technical results of the project will allow the promotion of the research and receiving useful input from other scientists and International Communities.

1 Introduction

1.1 Purpose of this document

The goal of this deliverable is to detail the dissemination strategy that will be followed during the SoCool@EU project.

It includes an inventory of available dissemination channels, tools and target groups, and analyses how the project partners should proceed to meet the dissemination goals of the project.

1.2 Document structure

Apart from the Executive Summary and the Introduction, the current document is comprised of four main chapters: Dissemination Strategy, Dissemination Channels, Dissemination Tools, Channels and Tools Matrix.

1.3 Disclaimer

Use of any knowledge, information or data contained in this document shall be at the user's sole risk. Neither the SoCool@EU Consortium nor any of its members, their officers, employees or agents shall not in any way be liable or responsible for the use of any such knowledge, information or data, or of the consequences thereof.

2 Dissemination Strategy

2.1 Overview

Dissemination includes a large variety of actions that contribute to make the project known and understood by a large number of stakeholders.

The proposed dissemination strategy is based on the identified target groups, which have different features and need different dissemination approaches, as shown in Figure 1.

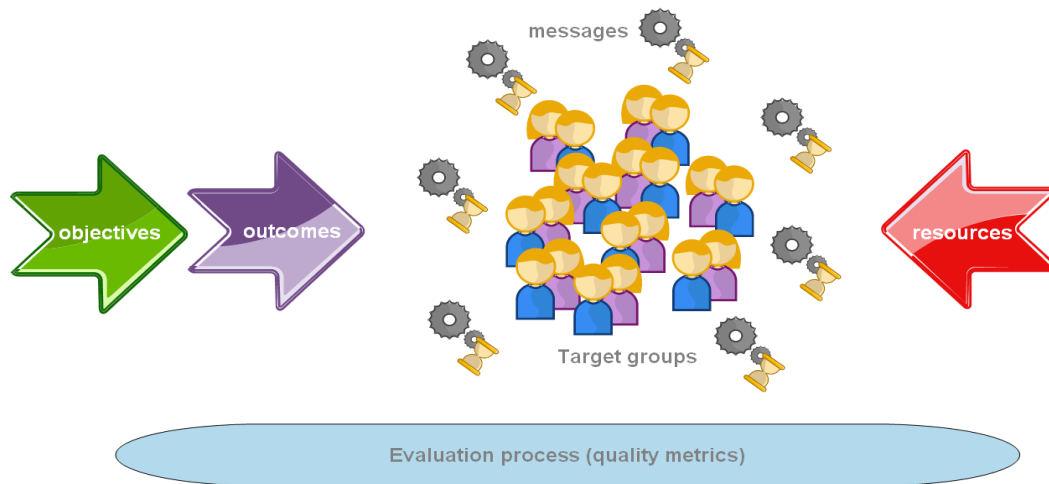


Figure 1 - Approaches to the project

In addition to dissemination addressing specific target groups, the SoCool@EU project also intends to perform several broad dissemination activities, in order to spread of awareness.

2.2 Target groups

Several stakeholder groups have been initially identified for SoCool@EU. Each one of them plays a different role in fostering the exchange of experiences and knowledge in the subject of supply chain management. Dissemination and communication activities address various target groups within the partner regions (see Table 1).

2.3 Dissemination objectives

The main objective of the dissemination strategy is to inform every interested party about the existence of the SoCool@EU project, its goals and aims, along with its results (expected and, later, actual ones).

The specific objectives can be summarized as follows:

- (1) Establishing and reinforcing relationships with decision makers, with the industry, and with press and mass-media.
- (2) Creating a framework that will stimulate existing and new companies and clusters to join the network and share knowledge, thus increasing the (European) added value of the logistics platform.

Table 1- Target groups description

Target group	Description
Research-driven clusters (inside and outside the project)	A research-driven cluster must be composed of: <ul style="list-style-type: none"> • legal entities conducting research (universities, research organisations and research for profit bodies) and • business entities (large enterprises and SMEs) and • regional/local authorities (local and regional government, regional development agencies). Where appropriate, research driven clusters may additionally involve local entities such as chambers of crafts, commerce and industry, financial entities (such as banks and saving banks) and consultants, operating in a particular scientific and technological domain or economic sector.
R&D centers	Public or private entities that undertake creative work on a systematic basis in order to increase stock of knowledge, create new products or define value-added services.
Policy makers at European, national and regional levels	People responsible for making policies or taking policies-related decisions, especially in government
Regional and local authorities	Members of local or regional governments and administrative entities.
Industry	Companies and Companies' Associations requesting innovative products and services
General public	Population interested in logistics and logistics-related sectors

- (3) Validating newly generated knowledge and translating excellent research and ideas into practice, resulting in innovation that can be applied in the market.
- (4) Creating awareness of the existence of SoCool@EU.
- (5) Enabling and ensuring that there is on-going reporting and presentation of the work and results of the SoCool@EU project to all the relevant stakeholders, rather than one set of reports with no continuous follow-up.
- (6) Guaranteeing collaboration and involvement in European cluster initiatives such as the European Cluster Alliance, the European Cluster Excellence Initiative, the European Innovation Platform for Clusters (Cluster-IP), and the European Cluster Observatory.
- (7) Ensuring that the suppliers of research and innovation are more easily able to communicate the value of their products and services to the industry and regional authorities.
- (8) Ensuring that the relevant European Union institutions and regional authorities that are in a position to allocate funds to programs or to projects are aware of and give some priority to research applied to the sectors which this project focuses on.
- (9) Setting up public support for innovation and research in the sector, produced by an enhanced awareness in the regional, national and European media, of the importance of the sector from a socio-economic standpoint, and of the existence and work of SoCool@EU.

- (10) Ensuring that the priorities of the private and R&D sectors are considered relevant by the regional authorities for the establishment of the regional strategic plans.
- (11) Increasing the integration of SMEs in research driven initiatives facilitating knowledge sharing and business model awareness raising.
- (12) Fostering transnational cooperation among regional research-driven clusters in the areas of logistics and supply chain management.
- (13) Providing a specific platform to facilitate and stimulate dialogue for the development of skills and knowledge.
- (14) Supporting research entities and SMEs to maximise the effectiveness from EU best practices projects and other national and international success stories and business models.

Table 2 provides a full overview of the dissemination objectives and the target groups, and intends to match them according to the objectives of the project.

2.4 Messages

Regarding the project's messages, the main focus is the audience the messages are communicated to. In addition, the different approaches and channels that are needed to reach the foreseen target groups should be considered.

The following basic principles must be adhered to in all cases:

- no more than three messages at one time so as to avoid information overload (instead: send few messages on different occasions and from different sources)
- limiting the amount of information at any one time: follow objective limits.

The message we want to communicate should be expressed in no more than a short sentence (up to 25 words) and it should be adoptable in different communication tools so that people recognise and remember SoCool@EU.

Table 3 provides an overview of the messages which should be communicated to the selected target groups. During the projects communication and dissemination actions, and in order to communicate the project to a specific target group, the key message should be regularly checked by the partners.

Table 2 - Dissemination objectives vs. target groups

Dissemination objective	Target group
Establishing and reinforcing relationships with decision makers, with the industry, and with press and mass-media.	Regional authorities, Policy makers at European, national and regional levels, General public
Creating a framework that will stimulate existing and new companies and clusters to join the network and share knowledge, thus increasing the (European) added value of the logistics platform.	Research-driven clusters, Industry
Validating newly generated knowledge and translating excellent research and ideas into practice, resulting in innovation that can be applied in the market.	Research-driven clusters, R&D centers, Industry
Creating awareness of the existence of SoCool@EU.	All
Enabling and ensuring that there is on-going reporting and presentation of the work and results of the SoCool@EU project to all the relevant stakeholders, rather than one set of reports with no continuous follow-up.	All
Guaranteeing collaboration and involvement in European cluster initiatives such as the European Cluster Alliance, the European Cluster Excellence Initiative, the European Innovation Platform for Clusters (Cluster-IP), and the European Cluster Observatory.	Research-driven clusters, policy makers
Ensuring that the suppliers of research and innovation are more easily able to communicate the value of their products and services to the industry and regional authorities.	R&D centers, Industry, Regional authorities
Ensuring that the relevant European Union institutions and regional authorities that are in a position to allocate funds to programs or to projects are aware of and give some priority to research applied to the sectors which this project focuses on.	Regional authorities, Policy makers at European, national and regional levels
Setting up public support for innovation and research in the sector, produced by an enhanced awareness in the regional, national, and European media of the importance of the sector from a socio-economic standpoint, and of the existence and work of SoCool@EU.	Policy makers at European, national and regional levels, Regional and national authorities, R&D centers
Ensuring that the priorities of the private and R&D sectors are considered relevant by the regional authorities for the establishment of the regional strategic plans.	Regional authorities, Research driven Clusters, R&D centers, Industry
Increasing the integration of SMEs in research driven initiatives facilitating knowledge sharing and business model awareness raising.	Research driven Clusters, R&D centers, Industry
Fostering transnational cooperation among regional research-driven clusters in the areas of logistics and supply chain management.	Research driven Clusters, industry, policy makers
Providing a specific platform to facilitate and stimulate dialogue for the development of skills and knowledge.	Research driven Clusters, R&D centers, Industry
Supporting research entities and SMEs to maximise the effectiveness from EU best practices projects and other national and international success stories and business models	Research driven Clusters, R&D centers, Industry, policy makers

Table 3 - Overview of messages for selected target groups

Target Group	Status Quo	Goal	Basic Message
Research-driven clusters	Have a clear overview of global trends and best practices run in their regions	Knowing how global trends are adapted in other regions and how ideas become applied to the market Guaranteeing collaboration and involvement in European clusters	SoCool@EU provides a regional overview at logistics and supply chains in many different regions SoCool@EU is formed by the most representative clusters in Europe
R&D centers	Have high and isolated knowledge and develop innovative services and products that can be applied to logistics and supply chain	Transferring knowledge and having more and better ways to reach the Industry	SoCool@EU provides a platform in which all the actors involved in logistics and supply chains are present (suppliers and consumers of R&D)
Regional and national authorities	Be in charge of drawing up strategic plans	Knowing the importance of the sector from a socio-economic standpoint	SoCool@EU initiatives are basic for increasing sustainability and competitiveness of logistical services and (intermodal) transport operations.
Policy makers at European, national and regional levels	Deploy policies and allocate funds to programs or to project	Ensuring that logistics and supply chain are present and considered as basic axis	SoCool@EU results and outcomes
Industry (Companies and Companies' Associations)	Not involved in R&D cooperation projects	Increasing the integration of SMEs in research driven initiatives in order to learn innovative solutions	SoCool@EU provides a specific platform to facilitate and stimulate dialogue for the development of skills and knowledge
General public	Knows little about the subject of the project	Being informed about the importance of logistics and SCM in the daily and economic life → "backbone function of logistics"	SoCool@EU provides them with all the necessary information and company contacts to establish cooperation with other relevant stakeholders within the logistics sector.

2.5 Responsibilities

The successful implementation of the dissemination plan requires the active involvement of every project partner.

Every partner should consider the dissemination tasks as a core part of its involvement in the project. Not only the Dissemination Leader should perform dissemination activities.

Regarding dissemination activities,

The Dissemination Leader is responsible for:

- 1) Taking over the coordination of all dissemination activities.
- 2) Periodically reviewing and updating the dissemination plan and informing every partner and third party about modifications.
- 3) Managing the common dissemination tools (e.g. website, LinkedIn group).
- 4) Asking for information when required to carry out general communication activities (website content, for instance).
- 5) Carrying out the dissemination activities in its own region, just like every another partner in the project

Every project partner is responsible for:

- 1) Proposing new dissemination activities and/or tools to improve the dissemination plan.
- 2) Carrying out the general dissemination activities in its region.
- 3) Informing the Dissemination Leader about its regional dissemination activities.
- 4) Informing the Dissemination Leader about relevant events concerning the logistics sector, even when outside the project, to be published on the web page. Information should be sent at least one month in advance, allowing the project stakeholders to use it, if interested.
- 5) Attending project events
- 6) Attending some relevant events outside the project, informing the project partners about the main conclusions and outcomes.
- 7) Providing the Dissemination Leader with the required information (when the Dissemination Leader asks for it).
- 8) Being a member of the LinkedIn network, participating actively in the project group.
- 9) Using the correct dissemination tools and the proper dissemination channels.
- 10) Meeting the deadlines and procedures.

2.6 Official EC dissemination rules

All SoCool@EU dissemination elements and activities should follow the dissemination rules established by the EC.

In this way, all dissemination activities and publications in the project should specify that the project has received Community research funding and display the European emblem. When displayed in association with a logo, the European emblem will be given appropriate prominence. All publications shall include the following statement (from GA art. II.30.4): "The research leading to these results has received funding from the European Commission FP7 (Seventh Framework Programme) under grant agreement No. 287080 (Project SoCool@EU).

New EC regulations regarding dissemination issues will be incorporated when published.

3 Dissemination Channels

Dissemination activities are carried out through different channels, depending on the targets groups addressed, since reaching different target groups through the same channel is less efficient.

If new useful dissemination channels are identified during the project, they will be added to, and properly documented in this document.

3.1 Online channel

Internet is the most important channel for disseminating the Project information. It allows many target groups to be reached at the same time. The key features of this channel are:

- (1) Dissemination is done continuously. Once the information displayed on this channel is identified as interesting by users (e.g. website, LinkedIn group), it is always available for them.
- (2) Dissemination is done asynchronously: stakeholders access the information at the moment they either want or need it.
- (3) This is an active channel, since the user must be interested in accessing the information in an active way.

3.2 Non-electronic channel

This channel is interactive and requires physical contact between different stakeholders and target groups, allowing more personal and stronger links to be established. This kind of relationship is mandatory for influencing some key target groups like policy makers or regional authorities.

3.3 Mass media

Media allows the general public to be reached, so that it is a powerful means of creating awareness of the existence of SoCool@EU. In this way, this channel may be used as an entry point for many people looking for more and specific information through other channels.

The two latter channels are the optimal way of involving regional authorities and policy makers in the SoCool@EU community, since it lets them know about the project in depth, which is a previous step to supporting the project in achieving its long-term goals.

4 Dissemination Tools

In the next paragraphs the SoCool@EU dissemination tools that are used to develop the dissemination strategy and meet the project's dissemination aims are described.

All dissemination material must follow the European Commission dissemination rules as established in the "Regions of Knowledge" programme.

As mentioned above with reference to dissemination channels, if new, useful dissemination tools are identified during the project, they will be added to and properly documented in this document. It is the Dissemination Leader's responsibility to keep this document up to date.

4.1 SoCool@EU logo

A SoCool@EU logo has been created for the project. It is the project's emblem and tries to visually sum up the main subject of the project.

The consortium has followed the following steps for the selection of the SoCool@EU logo:

- 1) Initial creation of multiple alternative logos and colour variations. These alternatives were presented at the project's kick-off meeting in Breda.
- 2) The partners selected one of the proposed logos.
- 3) The selected logo was refined and presented once again in different colours to the consortium members.
- 4) The voting for the preferred logo was conducted by e-mail.

The selected logo is available for consortium members in a number of sizes and resolutions so that it may be used in all promotional materials and official project documentation. All dissemination material must display the project logo, as well as the VIIFP and the EC logos, on the first page. Project dissemination templates are already compliant with this requirement.



Figure 2 - SoCool@EU logo

Based on the project's logo, there is also a project's logo brand available.



Figure 3 - SoCool@EU logo brand

As a general rule, the project's logo brand must be used only in case the project's slogan is not present; otherwise the simple logo must be used.

4.2 SoCool@EU slogan

A catch-phrase summing up the scope and main aim of the project has been issued. The slogan helps to advertise the project because the acronym and name do not explain its subject and goals well enough.

The slogan is one of the main parts of the "corporate design" and it must be used accordingly in all dissemination materials.

4.3 Project templates

A "corporate design" has been defined and must be implemented in all media and material used to disseminate the project's results and activities. The main core of this "corporate design" is a set of templates, not only for public or external documents but also for internal ones.

The templates defined so far are presented in Table 4. New templates will be created during the project as needed.

Every template will indicate the dissemination level (see Table 5) defined for the concerned document.

As a general rule, all dissemination materials are public (PU) by default.

4.4 Project presentations

The project presentation is the main instrument for communicating the goals, aims and value of the project at public events, such as workshops with interested parties, but also at personal meetings with stakeholders.

Table 4 - List of templates

Template name	Description
SoCool@EU-agenda-template	Template for meetings' agenda
SoCool@EU-deliverable-template	General template for deliverables
SoCool@EU-dissemination-form-before-event-template	Information to be sent to Dissemination Leader before an event is held
SoCool@EU-dissemination-form-after-event-template	Information to be sent to Dissemination Leader after an event is held
SoCool@EU-minutes-template	Template for meeting's minutes
SoCool@EU-newsletter-template	Template for dissemination newsletter.
SoCool@EU-presentation-template	Template for project presentations (power point format)
SoCool@EU-report-template	Template for project reports

Table 5 - Dissemination levels

Confidentiality acronym	Description
PU	Not restrictions at all
PP	Restricted to other programme participants (including the Commission Services).
RE	Restricted to a group specified by the consortium (including the Commission Services).
CO	Confidential, only for members of the consortium (including the Commission Services).

The initial project presentation is based on the SoCool@EU presentation template (SoCool@EU-presentation-template.potx) and gathers the main information on the project:

- Scope of the project :
 - what is being done
 - what is going to be done
 - why and how all these activities are going to be done
- Partners and participating third parties
- Time plan
- Contact information

New presentations done within the framework of the project will expand the initial presentation with specific information as needed.

4.5 Project posters

The design of project posters is another important instrument for marketing purposes and therefore it must follow the “corporate design” pattern (logo, images, colours, fonts).

A project poster should be a large mobile picture to be rolled out and stood up. Its purpose is to capture attention and advertise the project. Its basic content must be:

- (1) Acronym and name of the project
- (2) Logo and slogan of the project
- (3) Logos of the consortium partners and participating third parties

During the project, new posters may be designed for specific events or purposes.

4.6 Project brochure

The project brochure is an illustrated short document presenting the specific project objectives and expected outcomes, stating its aims for the creation of an open European platform of excellence in the area of supply chain management and logistics in connection with hubs and gateways and, most importantly, the need to collaborate and exchange experiences so as to increase sustainability and competitiveness.

The project leaflet should follow the corporate design. As a dissemination tool, it should be at least written in English, but local versions could be published as needed. Every partner must take care of translation and printing of dissemination material in local languages.

The basic project brochure should have the following information:

- (1) Acronym, name and website of the project
- (2) Logo and slogan of the project
- (3) Description and logo of the consortium partners and participating third parties
- (4) Executive summary of the project
- (5) Strategic and operational objectives
- (6) Contact information

4.7 Project CD-ROM

The project’s public deliverables should be available in electronic format. When produced and approved, they should be recorded on a CD ROMs, which should also contain a project presentation and other interesting and relevant documents, such as a summary of the project’s findings.

The CD ROM is a key dissemination element. It is intended to be handed out at conferences and workshops. Its contents must also be available on the website.

4.8 Project website

The SoCool@EU website incorporates a structure suitable for including all current and progressively developed information regarding the project. Interested parties will have the chance to register through a web form in order to join the SoCool@EU community and receive additional information, such as newsletters.

To ensure a structured, reliable and efficient method of handling and presenting project information it has been decided to build the SoCool@EU site on a CMS (Content Management System) platform, enabling the following:

- Frequent update of content
- Clear structure grouped by thematic areas
- Common “corporate” layout

The selected platform should enjoy very positive reviews, on one hand, of the developers community and, on the other, of the users' communities. The selected platform must be characterised mainly by its flexibility, simplicity, expandability, elegance, and the freedom it offers in terms of customization.

The website will be found at <http://www.socool-logistics.eu>, and as a first overview includes the following sections:

Main Menu

Project Summary
Objectives
Partners

Consortium Partners Third Parties Events (with calendar or agenda view)

SoCool@EU events
Workshops
Conferences
Seminars
Strategic and interesting events (outside the project)

Project Communications

News and media publications
Newsletters

Public Documents

Project publications
Deliverables
Other interesting documents on logistics

SoCool@EU Community

Public subscription

SoCool@EU links

LinkedIn Group
RSS (Really Simple Syndication) channel
Related projects

Contact information and form

This structure is not a final version, and the used naming is not the definitive one; i.e. sections names may change. A specific document, deliverable 6.2., describes the website structure in depth.

Special attention will be paid to the visibility of the project's website. Right from the beginning it is considered to be as important as the corporate design or the frequent content updates. The objective is that the project's website shows up in the first position on the list of search results when people are searching for information through key words relevant to the project.

To improve the visibility of the project's web site SEO (Search Engine Optimization) techniques should be used.

4.9 External websites

Each partner must create a SoCool@EU section in its corporate website. Basic information on the project should be available, such as the following static information:

- (1) Summary of the project
- (2) Partners, third parties and in-house consultants involved in the project
- (3) Main objectives
- (4) Regional contact information
- (5) A link to the official web site of the SoCool@EU project (www.socool-logistics.eu).

A basic text containing this information will be provided by the Dissemination Leader so that displayed information in every region is the same, even if written in different languages.

These external websites are very helpful in increasing the visibility of the project website. They are an entry point for stakeholders in different regions, once they have identified their regional cluster's websites as information centres about projects being carried out in their regions.

4.10 Project LinkedIn dissemination group

The Project SoCool@EU is present in social media through LinkedIn, the most popular and the world's largest professional network.

A LinkedIn group for the project allows members to discover, share and participate in a number of professional conversations regarding their industry and areas of interest.

As far as the "corporate design" is concerned, it should be used as much as possible, according to the LinkedIn configuration tools.

The SoCool@EU LinkedIn group is an open group, which means:

- (1) Interested parties will have to request to join the group and be approved of by a manager
- (2) Anyone will be able to see the discussions
- (3) Search engines (e.g. Google and Bing) will index its content
- (4) Information could be shared in other social media (Facebook and Twitter)

The project group will be managed by the Dissemination Leader. Initially the group manager will configure the group so that only approved members can contribute, but this and the configuration in general may change during the project's lifetime.

This dissemination instrument requires that every partner joins LinkedIn and participates actively in the SoCool@EU group.

4.11 Promotional activities

As SoCool@EU becomes widely known and the project's outcomes begin to take shape, the consortium could carry out various promotional and lobbying activities with the purpose of establishing a strong service brand name in the European & International market.

More specifically, the project will be introduced to selected target groups (defined in T3.2) and policy makers by lobbying key people (for instance regional government members), who may be difficult to reach through other means, such as media, internet or specific workshops.

All project partners will have their own informal networks, which provide excellent vehicles for dissemination and exploitation. The project will make use of these existing relationships and identify new collaboration opportunities for engaging stakeholder interest and participation in the project.

4.12 SoCool@EU conferences, seminars and workshops

Organizing SoCool@EU specific events (conferences, seminars and workshops) is one of the most important ways of disseminating and communicating the project's aims, achievements and results.

Before each event (workshop, conference, seminar or course), the organizer of the event should provide the Dissemination Leader with:

- A summary of the event (including event name, dates, place and objectives)
- The agenda
- The expected profile of attendees

All the information should be sent to the Dissemination Leader in English at least four weeks before the event.

After each event the organizer of the event should provide Dissemination Leaders with:

- Report of the main conclusions of the event.
- List of Participants
- Presentations
- Information provided concerning SoCool@EU dissemination material

All the information should be sent to the Dissemination Leader one week after the event at the latest.

Once the information is received by the Dissemination Leader, it will be published using the most proper channels: email, distribution lists, webpage or LinkedIn group.

The project "corporate design" (SoCool@EU agreed brand) will be used for these purposes. Once all the information is gathered, Dissemination Leader and concerned partners will spread the information about the event in the concerned media according to the dissemination plan.

Initially various events are scheduled (see Table 6). This list of events includes events belonging to different work packages:

There may be more events during the project lifetime.

Table 6 - SoCool@EU event plan

Event type	Dates
Five cluster (regional) workshops for interpretation/validation of data (M9) - Task2.5	M9
One cluster conference with separate workshops (M12) - Task 3.1	M18
Short courses and dissemination activities to exchange knowledge and cooperation between members of clusters	M13-M36
Five Executive Courses in each region for industry stakeholders	M18, M20, M22, M24, M26
SoCool@EU seminars to: Public authorities and R&D institutions	M26, M28
Two seminars in the region of Mersin	M13-M14
Closing conference	M36

4.13 Other conferences, seminars and workshops

Participating in conferences, seminars and workshops outside the project is intended to communicate the project's results, raise interest in the project's objectives and widen the potential groups of stakeholders interested in the project.

Each partner (including third parties) should inform the Project Coordinator about the attendance, participation or organisation of other events at least one month in advance. The main information on these events should also be reported using the project templates and the procedure should be the same as that described above (for project events).

SoCool@EU partners must also inform the Dissemination Leader about strategic or interesting events taking place during the project lifetime. In this way an agenda of events outside the SoCool@EU project will be displayed on the project's website.

If a SoCool@EU partner takes active part in this kind of event, additional information will be sent to the Dissemination Leader:

- Procedure followed and contacts used to achieve active participation
- Main objectives reached by attending and participating
- Specific SoCool@EU material prepared for the event (e.g. presentations or reports)
- Feedback on the project from attendees

The updated list of interesting external events is displayed on the website. Until now, some events have been identified by different partners as interesting ones for project stakeholders to attend (see Table 7).

Table 7 - External events

Event name	Dates
CSCMP (Council of Supply Chain Management Professionals) Conference	23-25 April 2012
International Logistics Conference	9 June 2012
European Transport Conference 2013	30 September - 2 October 2013
EuroLog/Deutsche Logistik Kongress	October 2012
Pilot 2012	18-10 April 2012
WIRE (Week of Innovative Regions in Europe) 2012	4-5 June 2012
European Cluster Conference 2012	18-20 April 2012
TRA (Transport Research Arena) Europe 2012	23-26 April 2012
PRO INNO Europe Annual Partnering Event	TBD
INNOVA Conference 2012	TBD
TCI Annual Conference	16-19 October 2012
ITS (Intelligent Transport Systems) World Congress	22-26 October 2012
Rotterdam Port Days	TBD
HOLM Forum	TBD
Europe Open Days	8-11 October 2012

4.14 Contacts with European clusters and regional initiatives

Close and frequent consultation with relevant regulatory bodies as well as relevant public and private interest groups within the EU will be carried out, so as the Framework of SoCool@EU is promoted as effectively as possible.

All partners will carry out this task, according to some common directions and procedures agreed upon by the project partners.

A contact database is to be created, and later updated, during the project lifetime, containing a list of potential clusters, contacts and cluster-related initiatives. The objective is to identify and register every contact done during the project life, trying to avoid clashes and double contacts as far as possible.

4.15 Publications

Focused publications are used to generate or increase a high level of awareness and constructive feedback from target groups and other stakeholders.

Newsletters

Several newsletters, in the form of emails, will be sent to interested users and selected parties with a key interest in the project (contacts made during the project, people registered on the website) informing them of the intermediate and end results of SoCool@EU. Registration on the website is available in extranet. These newsletters do not have a fixed schedule; they are sent only when there is something interesting to communicate.

SoCool@EU public deliverables or results

Every outcome of the project will be public and published in the appropriate section of the website in order to allow interested parties to access and/or download them.

SoCool@EU publications in strategic events

As mentioned above all the resources developed for a strategic event will be sent to the Dissemination Leaders, and they will be responsible for making them public through the web portal, as another outcome of the project.

4.16 Press releases

Press releases are intended to communicate the project's progress or announce important achievements. All project members are expected to contribute to the dissemination of project results through appropriate press releases in their respective countries throughout the duration of the project.

When such a press release is published, an electronic copy must be sent to the Dissemination Leader, in order to upload it on the web site. In addition, some details should be given by the partner in charge:

- Source: Publication name and format (webpage, newspaper, magazine)
- Publication date
- Target audience
- Short description in English

4.17 Magazine articles & newspaper supplements

The SoCool@EU partners are advised to edit articles for publication in expert magazines on a national and European level, in order to disseminate project information to the general public.

For each participating region, newspaper supplements about SoCool@EU should be prepared and their distribution organised.

When such a publication is made, an electronic copy will be sent to the Dissemination Leader, in order to upload it on the web site. In addition, some details should be given by the partner in charge:

- Source: Publication name and format (webpage, newspaper, magazine)
- Publication date
- Target audience
- Short description in English

5 Channels and Tools Matrix

We have described both channels and tools. Table 8 presents an overview of the tools that should be used in each channel:

Table 8 - Dissemination tools used in different channels

Online	Non-electronic	Mass media
LOGO		
SLOGAN		
PRESENTATIONS		
TEMPLATES		
BROCHURE		
PUBLICATIONS		
CD-ROM/DVD		
WEB SITE		
LINKEDIN GROUP		
		PRESS RELEASES
		MAGAZINE ARTICLES
		NEWSPAPERS SUPPLEMENTS
	POSTER	
	SOCOOL@EU CONFERENCES, SEMINARS AND WORKSHOPS	
	OTHER CONFERENCES, SEMINARS AND WORKSHOPS	
	PROMOTIONAL ACTIVITIES	
	EUROPEAN CLUSTER AND REGIONS INITIATIVES	
	REGIONAL USER GROUPS	

6 Conclusion

The deliverable provides a detailed description of the dissemination strategy, dissemination channels, dissemination tools, and channels and tools matrix of the SoCool@EU project. The dissemination plan has been approved by the Project Consortium and has to be put into practice by the Project Consortium (including participating third parties).

The SoCool@EU project will pursue its objectives especially through extensive dissemination activities. As the project work is advancing, new or modified needs may arise. Therefore, the Dissemination Leader will be ready to modify, in agreement with the Project Coordinator and the Project Consortium (including participating third parties), the dissemination plan accordingly and then make sure that the new version is properly communicated to all consortium members.

Appendix I: Initial Work Schedule for SoCool@EU Dissemination Activities

[illegible]

[illegible]

Appendix II: List of External Events regarding Project Sectors

Note: this is an open list, which will be updated during the project lifetime.

Event name	website	Place	Start date	End date	Person of reference within SoCool@EU	Attending partner	Participation	Comments
Pilot 2012		Zaragoza	18-abr-12	19-abr-12	Jeanett Bolther	Jeanett Bolther (ZLC)		
European Cluster Conference 2012	www.clusterconference2012.eu	Palais Niederösterreich - Vienna – Austria	18-abr-12	20-abr-12	Jeanett Bolther			
TRA – Transport Research Arena Europe 2012	www.traconference.eu	Athens (Greece)	23-abr-12	25-abr-12	Jeanett Bolther	Gerardo Escobedo (Red Aragón 7PM - representing the regional entities of Aragón)	Attending	SoCool@EU flyers will be distributed
CSCMP Europe Conference 2012	http://cscmp.org/events/europe-conference/index.asp	Frankfurt, Germany	23-abr-12	25-abr-12	Jeanett Bolther	David Gonsalvez (ZLC). HOLM is a coorganizing entity.	Coorganization	SoCool@EU discussion panel will take place on the 24th of April: "Clusters as catalysts for the creation of innovative and collaborative companies"
Week of Innovative Regions in Europe - WIRE 2012	http://www.wire2012.eu/	Krakow (Poland)	04-jun-12	05-jun-12	Jeanett Bolther		Collaboration will be made in the Poster Session	Contact person at organization Andrzej Siemaszko andrzej.siemaszko@kpk.gov.pl - NCP for EU research programmes
International Logistics Conference		Mersin, Turkey			Fevzi Filik	Fevzi Filik. Other Mersin partners?		Will the SoCool@EU project be presented?
10th OPEN DAYS-European Week of Regions and Cities	http://ec.europa.eu/regional_policy/conferences/od2012/index.cfm	Brussels	08-oct-12	11-oct-12	Jeanett Bolther	Meng Lu (Dinalog)		Attending; no presentation
TCI Annual Conference	http://www.tci2012.com/en		16-oct-12	19-oct-12	Jeanett Bolther			
ITS World Congress 2012 / 2013 Special Session on Intelligent Logistics	http://2012.itsworldcongress.com/content		22-oct-12	26-oct-12				
EuroLog/Deutsche Logistik Kongress		Berlin			Pascal Huther			
PRO INNO Europe Annual Partnering Event	http://www.proinno-europe.eu/generic_content?group_id=All&type=All&date_filter[value][year]=2012				Jeanett Bolther/Francisco Vigalondo			
INNOVA Conference 2012					Jeanett Bolther/Francisco Vigalondo			
Europe INNOVA annual Partnering event	http://www.europe-innova.eu				Jeanett Bolther			
Rotterdam Port Days					Meng Lu			
HOLM Forum	http://www.frankfurt-holm.com/holm-forum/uebersicht/				Pascal Huther			
Turkey: 2010-2023 Transport Infrastructure Plan Conference	http://www.spanishrailwaysnews.com/noticias.asp?not=212&cs=repo	Madrid, Spain	26-abr-12	26-abr-12	Diego Artigot			