

New European Electronics For Global Health and Wellbeing

D.4.1: Strategic Dissemination Communication and Exploitation Plan (SDCEP)



Co-funded by the COSME programme
of the European Union

Grant Agreement No. 951175
NE4HEALTH





Strategic Dissemination Communication and Exploitation Plan (SDCEP)

DOCUMENT IDENTIFIER	D4.1
DUE DATE	31/10/2020
DELIVERY DATE	03/11/2020
CLASSIFICATION	Internal
EDITOR(S)	Flaviana Rotaru, Mădălina Argăseală
DOCUMENT VERSION	V2.0





Revision Table

VERSION	DATE	AMENDMENT
V0.1	04/11/2020	First Draft
V0.2	17/11/2020	Revision
V0.3	27/11/2020	Consolidated Visual Identity General Template Update Exploitation Chapter Development
V0.4	11/12/2020	Visual Elements Revision
V1.0	16/12/2020	Appendix Merging Visual Elements Revision
V1.1	01/04/2021	Targets, multipliers, the targeted 3rd countries, planned communication tools, KPIs, communication targets
V2.0	23/04/2021	Quality check

Disclaimer:

“The content of this Strategic Dissemination Communication and Exploitation Plan (SDCEP) represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Executive Agency for Small and Medium-sized Enterprises (EASME) or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.”





List of Abbreviations

ABBREVIATION	EXPLANATION
B2B	Business to Business
COSME	Competitiveness of Enterprises and Small and Medium-sized Enterprises
ECCP	European Cluster Collaboration Platform
ESCP-4i	European Strategic Cluster Partnership
EU	European Union
IC&T	Information and Communications Technology
IoT	Internet of Things
M	Month
MML	Mobilization and Mutual Learning
MoU	Memorandum of Understanding
NE4HEALTH	New European Electronics for Global Health and Wellbeing
P3	Partner 3 (i.e. ROHEALTH)
RD&I	Research, Development, and Innovation
RTOs	Research Technology Organizations
SDCEP	Strategic Dissemination Communication and Exploitation Plan
SME	Small Medium Enterprise
SNS	Social Networks
TBD	To Be Determined
TTC	Targeted Third Countries
TVET	Technical and Vocational Education and Training





Table of Contents

Revision Table	2
List of Abbreviations	3
1. Introduction	5
2. Summary of NE4HEALTH project.....	6
3. Objectives and Approach of the Strategic Dissemination Communication and Exploitation Plan	6
3.1 Specific objectives of the dissemination, communication and exploitation activities.....	7
3.2 Approach and Targets of the dissemination, communication and exploitation activities ...	7
3.2.1 Cluster & SME Collaboration.....	7
3.3. Internationalization Strategy	8
3.4. Value Chain Approach.....	9
3.5. Target groups description	9
3.6. Objectives of the dissemination, communication and exploitation activities	10
3.7. Key dissemination and communication channel activities	13
4. Communication tools and actions	21
4.1 Digital Marketing Capabilities	21
4.2 Content management	27
5. Exploitation Strategy	29
5.1 Exploitation-based Interventions	29
6. Appendices.....	30
6.1 Annex 1: Project Visual Identity	30
6.2 Annex 2: Partners' Report of Dissemination Activities.....	31
6.3 Annex 3: Project Branding.....	32
6.3.1 NE4HEALTH Values.....	32
6.3.2 Logo.....	33
6.3.3 Font	35
6.4 Annex 4: Guidelines for Communication on Social Networks	36
6.4.1. Copyright and Intellectual Property Rights.....	36
6.4.2. Source Credibility & Background Screen.....	36





1. Introduction

The present D.4.1: Strategic Dissemination Communication and Exploitation Plan (SDCEP), lists all planned dissemination and communication activities, tools and channels, and matches them with target stakeholders categories and key performance indicators. This Dissemination & Communication Plan will be a reference framework for evaluating the impact of dissemination activities.

The deliverable introduces NE4HEALTH project dissemination and communication strategy and its implementation plan that to be used by the consortium to assure the maximization of the project's impact, focuses on establishing and executing a realistic strategic dissemination, communication and exploitation plan of the project's results, in line with the progress of the project and the utilization of appropriate tools, channels and actions to communicate with the targeted audiences in a defined timeline.

The Strategic Dissemination, Communication and Exploitation Plan will separate 2 important aspects:

- **Communication Strategy of the ESCP-4i in its execution period in Europe;**
- **Joint branding and marketing strategy and plan on each of the targeted Third Countries finally selected.**

The project will interact very closely with stakeholders and external partners as this is of mutual benefit to the project. It is anticipated that external partners and stakeholders will serve as multipliers for the project's results, enhancing the dissemination of results across sectors and countries, as it will be disclosed on this document.

Taking into account the above mentioned strategy, within WP4 of NE4HEALTH project, there will be developed and agreed by all partners, such a Strategic Communication, Dissemination and Exploitation Plan of the planned and future project's results, aiming through specific and well-planned measures, to achieve the maximum possible impact of the project's results, widely and beyond the borders of the project's partnership, including to other European Union countries and beyond, by involving other networks and projects to which the partners belong. It will include regional, national and European perspective involving policy makers, stakeholders, media, environmental associations, and general public.



2. Summary of NE4HEALTH project

Medical technologies are products, services or solutions used to save and improve people's lives. These health and wellbeing applications are available in hospitals, community care settings and at home (sticking plasters, screening tests, pregnancy tests, hearing aids, body scanners, gene mutation tests, implantable devices, and joints for knees and hips). There are more than 25.000 SMEs in Europe's sector alone while the associated market worldwide is €426 billion (€115 billion in Europe) and the value chains are becoming increasingly global.

The main objective of the project is to **build-up a partnership of world-leading clusters which is to configure a "European Strategic Cluster Partnership - Going International" focused on internationalization of electronics (printed, embedded) technologies applied to health and wellbeing sectors.**

This ESCP-4i will lead 5 EU clusters (and their SMEs) to increase their competitiveness and innovation potential for internationalization with a European coherence, fostering international cooperation among SMEs, and enhance Innovation, in the field of electronics applied to health and wellbeing sectors.

The project actions will result in the following outputs:

Value Chain Analysis	Market Studies on TTCs	Internationalization Strategy Plan
----------------------	------------------------	------------------------------------

Table no.1: Project actions outputs

3. Objectives and Approach of the Strategic Dissemination Communication and Exploitation Plan

This document covers the NE4HEALTH's dissemination, communication, and exploitation strategy, specifies and describes the target audiences, describes the dissemination tools, and channels and lists the dissemination activities and indicators to be achieved, in compliance with the **shared vision** and the **understanding for communication and information dispatching**. At the same time, the strategy will strongly follow the exigencies of **flexibility**, thereby determining its capacity of **working document**, perpetually making the object of **regularly conceptual updates** and **strategic adjustments**. For this purpose, a subsidiarized approach will be ensured by the real-time adaptability to the international business and cluster developments.



All dissemination, communication and exploitation activities will support the achievement of the project-specific objectives:

3.1 Specific objectives of the dissemination, communication and exploitation activities

Those activities will support all 5 Work Package (WPs) ensuring maximum visibility, accessibility and impact of the project activities. Tailored dissemination activities will be designed to make the project outcomes visible and accessible to the different target stakeholder.

The objectives are:

- To raise awareness of the project activities and events.
- To communicate and disseminate the findings and results among stakeholders, cluster networks, authorities, both inside the project and outside the project's borders.
- To identify and use the appropriate channels to efficiently communicate with the target groups and stakeholders (including the identification of events, social media networks, press, multiplier organizations, etc.).
- To produce the necessary supporting material to ensure effective dissemination, including printed materials where possible (i.e. brochures, posters, roll-ups, etc.) and digital material (infographics, data sheets, reports, pieces of news, etc.);
- To liaise with existing networks, clusters, and initiatives.
- To facilitate regular communication, through press releases and newsletters, to inform about the latest news and developments of the project to the media.
- To enhance the exploitation potential of the project's results through the established exploitation actions.
- To ensure the sustainability of the Project's outputs after the end of the project.

3.2 Approach and Targets of the dissemination, communication and exploitation activities

3.2.1 Cluster & SME Collaboration

- To foster clusters & SMEs mutual knowledge, high-level trans-regional cooperation and partnership building among key regions in Europe, promoting matchmaking activities that could lead to open innovation spaces.
- To help SMEs identify business and internationalization opportunities in the Electronics for Health sector by highlighting some of the key technology challenges in terms of affordability, performance, standardization, reliability, survivability, installability, environmental impact, health and safety, predictability, and operability.





Targets:

- 5 events (workshops/ matchmaking events/working group meetings) organized.
- 3 organized missions to TTCs.
- 200 B2B meetings conducted during networking and matchmaking events (one of the business partners being member of one of the project partner clusters).
- 100 B2B meetings conducted during missions to TTCs (one of the business partners being member of one of the project partner clusters).

Multipliers:

- 100 stakeholders having joined the networking events (cluster members and external) (at least 70 SMEs).
- 30 stakeholders having joined the TTC missions (at least 20 SMEs).

The target groups addressed through the dissemination, communication and exploitation activities are identified and described in the sub-chapter 3.5.

3.3. Internationalization Strategy

- To identify global trends, selecting target countries more open to the development of an early market and, therefore, internationalization considering criteria such as high cost of energy, high resource availability, market size or support framework.
- To analyse in depth these target markets, understanding their competitive dynamics and identifying key stakeholders which to establish contact during the project.
- To define an internationalization roadmap that defines specific actions for each target market, to be developed and implemented by the consortium, and a monitoring scoreboard with verifiable indicators.

Targets:

- 3 Targeted Third Countries approached by the Internationalization Strategy and its Implementation Roadmap;

Multipliers:

- 250 SMEs being directly or indirectly approached by the Internationalization Strategy and its Implementation Roadmap.





3.4. Value Chain Approach

- To consolidate true trans-regional Value Chains comprising the companies and other agents that are currently within each of the partners' local value chains.
- To position SMEs into trans-European consortiums to compete and take a leading position globally in the Electronics for Health Sector.
- To strengthen the new ESCP-4i by defining a common identity and developing joint promotional activities, starting to identify new potential strategic partners across Europe to further strengthen the consortium, conducting compatibility and readiness checks in terms of strategy and profile.

3.5. Target groups description

The **target groups** addressed through the dissemination, communication and exploitation activities are overlapping the project target group/audience which falls into two categories:

- **Clusters** of the consortium, additional clusters (from other regions of Europe) and from Targeted Third Countries (Japan, USA, South Korea, Israel, Canada, Taiwan, China), that belong or complement the project value chain (broad electronics for medical technologies associated to health and wellbeing). **These belong to two different sectors:**
 - The **electronics sector** including printed electronics, embedded systems, 3D printing, flexible electronics, system-on-chip for IoT, Smart Objects, cyber-physical systems.
 - The **health and well-being sectors**, including the sub-sectors of Medical Devices (MDs) that prevent, diagnose, monitor, treat and care for human beings by physical means, In Vitro Diagnostics (IVDs) as non-invasive tests used on biological samples to determine the status of one's health, and Digital health and care as IC&T technologies to improve prevention, diagnosis, treatment, monitoring and management of health and lifestyle.
- **SMEs from these clusters**, fitting in the project value chain, willing to collaborate with other SMEs (in the same sector or a complementary one) and to go international in the defined target markets. **The target SMEs also are divided into two categories:**
 - Those of the electronics clusters, for instance, telecommunications, equipment, electronic components, industrial electronics, and consumer electronics.
 - Those of the health and well-being sectors, for instance, wearable biosensors for healthcare monitoring, e-skin devices for healthcare applications, implantable electronics.

In addition to these, the project will also address the following **stakeholders**, with a lower priority:

- **Large Companies and Research and Technology Organizations** that will also be surveyed to understand what their priorities in terms of international markets and that are also may want to benefit from the outcome of the project, including the future international missions. The





presence of larger companies and RTOs in such an international mission, on their costs, is always a plus, and this encourages SMEs to get involved.

- **Public Authorities**, starting with:
 - regional policymakers and internationalization agencies, to communicate about the actions so that they articulate with the Regional Smart Specialization Strategies of each consortium cluster and additional clusters and to claim to fund for the internationalization actions to be implemented following this project
 - national policymakers, to communicate and find synergies with their actions to help SMEs go international.
 - the European Commission, to link and find synergies with other funded ESCP-4i or INNOSUP-I projects, build upon MoU signed between the European Commission and policymakers from foreign countries outside the EU, and piggyback on the international missions organized by the European Cluster Collaboration Platform.

Targets:

- 120 (at least 85 SMEs) Letters of Intent by internal SMEs and other relevant stakeholders (e.g. technology centres) confirming their readiness to engage in internationalization activities.

Multipliers:

- 120 (at least 85 SMEs), technology centres, etc.

3.6. Objectives of the dissemination, communication and exploitation activities

- To raise awareness of the project activities and events.
- To communicate and disseminate the findings and results among stakeholders, cluster networks, authorities, both inside the project and outside the project's borders.
- To identify and use the appropriate channels to efficiently communicate with the target groups and stakeholders (including the identification of events, social media networks, press, multiplier organizations, etc.).
- To produce the necessary supporting material to ensure effective dissemination, including printed materials where possible (i.e. brochures, posters, roll-ups, etc.) and digital material (infographics, data sheets, reports, pieces of news, etc.);
- To liaise with existing networks, clusters, and initiatives.
- To facilitate regular communication, through press releases and newsletters, to inform about the latest news and developments of the project to the media.





- To enhance the exploitation potential of the project's results through the established exploitation actions.
- To ensure the sustainability of the Project's outputs after the end of the project.

This Plan will be updated constantly as new dissemination and exploitation opportunities may arise beside those planned throughout the project. This framework will offer partners a set of guidelines, responsibilities, and timelines on how/when/where to disseminate the project, as well as the ability to use their channels (corporate websites, social networks, etc.) to support the project dissemination activities. SDCEP will cover 2 aspects: communication Strategy of the ESCP-4i in its execution period in Europe and the joint branding and marketing strategy and plan on each of the TTCs finally selected.

It is anticipated that external partners and stakeholders will serve as multipliers for the project's results, enhancing the dissemination of results across sectors and countries. The uptake of project results for further use will be ensured by partners and all relevant key actors. The clusters from the project consortium are actively involved in various networks and projects, ensuring an increased capacity for future development and use of the project's results.

Collaboration with European Cluster Collaboration Platform is meant to support the awareness-raising and dissemination of the project's outcomes to clusters and stakeholders. Dissemination about all NE4HEALTH project activities, news, events, testimonials, and results will be channelled through the dedicated partnership section of the ECCP (www.clustercollaboration.eu).

Dissemination in web and social networks will be an ongoing activity throughout the project lifetime. It will reinforce the capacity of networking and visibility of the project during the whole period amongst the different stakeholders. A specific plan of communication in social networks will be developed in consultation with the partners trying to adjust each use (each country and sector uses differently SNS) for the common purpose. The websites of project partners and blogs, social media such as LinkedIn, Twitter, and YouTube will thus be used for promoting the project results.

The project banner, the foldable flyer with essential project information, project brochure (for distribution to more technical audiences), project poster, a print format in A1 and A2 size, as well as the official short project description for press releases and other publications, and the quarterly project newsletters will be edited electronically and sent out to a large pool of recipients to be compiled with the help of all partners involved. The newsletters will include direct project achievements and initiatives as well as information of interest for the stakeholders' community (e.g. major events or emerging solutions). Moreover, NE4HEALTH press releases will be shared among articles and publications in relevant media and magazines, newspapers, blogs etc. and scientific venues and journals. Relevant EU projects channels will be identified and used as a multiplier as well both for online dissemination and for events' co-organisation.





NE4HEALTH is heavily relying on liaising with existing networks and initiatives, an action which involves all contributing partners drawing on their insights in combination with desk-based research to identify the various networks that currently exist in Europe. Subsequently, partners will develop a plan for how to leverage these networks and will work towards establishing relations with those networks, building synergies, and contributing to effective network building.



3.7. Key dissemination and communication channel activities

Briefly, the SDCEP Plan will be organized according to the following matrix:

TASK	ACTIVITIES	OUTPUTS	METRIC S/ INDICATOR VALUE	Midterm check	Final check	RESPONSIBLE	INPUTS/ CONTRIBUTOR	Multipliers	Midterm report KPIs	Final Report KPIs
Task 4.1 Strategic Dissemination, Communication and Exploitation Plan (SDCEP)	1. Elaboration of SDCEP	D4.1 Strategic Dissemination Communication and Exploitation Plan (SDCEP)	1	M2		P3 ROHEALTH		N/A	1 SDCEP elaborated	N/A
	2. Elaboration of Mid-Term Report	D4.2 Mid-Term Report on Dissemination and Communication (Including Impact) ¹	1	M9		P3 ROHEALTH		N/A	1 midterm report elaborated	N/A
	3. Elaboration of Final Report	D4.3 Final Report on Dissemination and Communication (Including Impact) ²	1		M18	P3 ROHEALTH		N/A	N/A	1 final report elaborated
Task 4.2 Project Identity and Communication	4. Definition of Project Brand: Values, Attributes	Project Branding Document	1	M3		P3 ROHEALTH	Coordinator & All Consortium Members	N/A	1 Project Branding document elaborated	N/A

¹ The Mid-Term Report will be synthesized using the progress data collected using the Excel-based instrument entitled D4.1. Annex 2_Partner Report of Dissemination Activities.

² The Final Term Report will be synthesized using the progress data collected using the Excel-based instrument entitled D4.1. Annex 2_Partner Report of Dissemination Activities.



tion Materials	(How We Want the Brand to Be Perceived), Positioning and Brand Language									
	5. Definition of Project Visual Identity and Any NE4HEALTH Project Disseminati on Material (Ad Hoc Graphics, Banners, Leaflets, Brochures, Badges, Posters, Etc.) That May Be Needed for Any Project Initiative, Materials for The Online Promotion	Project Logo, Templates: Letterhead, Word, PowerPoint, E- mail Signature	1	M3		P3 ROHEALTH	Coordinat or & All Consortiu m Members	Coordinato r & All Consortium Members, NGO, Media, Trade Organizatio ns, Foreign Trade Missions, Embassies	1 Project Logo, Templates : 1 Letterhea d, 1 Word, 1 PowerPoin t, 1 E-mail Signature created	N/A





	of Project Activities (Social Media Banners, Gfs,)	(I) Project Logo at Different Resolutions, (II) Project Banner, to Be Printed and Used at Fairs, Etc. (III) Foldable Flyer with Essential Project Information. (IV) Project Brochure (For Distribution to More Technical Audiences). (V) Project Poster, Print Format in A1 And A2 Size. (VI) Official Short Project Descriptions for Press Releases and Other Publications. (VII) Project Newsletters.	1	M2	M18 ³			SMEs and stakeholders from electronics sector, health and well-being sectors, Large Companies and Research and Technology Organizations, NGO, Media, Trade Organizations, Foreign Trade Missions, Embassies	5 short description of the project 2 newsletters	4 press-releases 4 newsletters
Task 4.3. Dissemination and Communication Activities	6. Dissemination of Project Information Within Different Regularly	Dissemination Activities	9	M1	M18	P3 ROHEALTH	Coordinator & All Consortium Members	SMEs and stakeholders from electronics sector, health and well-being sectors,	4 dissemination activities within different events	5 dissemination activities within different events and meetings;

³ The inputs pertaining to this activity will be perpetually deployed during the implementation phase, thereby the delivery will coincide with the project termination.





	Meetings and Events							Large Companies and Research and Technology Organizations, NGO, Media, Trade Organizations, Foreign Trade Missions, Embassies	and meeting	
Task 4.3.1. Collaboration with European Cluster Collaboration Platform (ECCP)	7. Publishing News, Newsletters, Events, Testimonials, And Results On ECCP	Items Published	18	Monthly	Monthly	P3 ROHEALTH		SMEs and stakeholders from electronics sector, health and well-being sectors, Large Companies and Research and Technology Organizations, NGO, Media, Trade Organizations, Foreign Trade Missions, Embassies	9 Published news, newsletters, events, testimonials and results on ECCP	9 Published news, newsletters, events, testimonials and results on ECCP.





Task 4.3.2. Dissemination in Web and Social Networks	8. Setting Up of Social Media Accounts	Social Media Accounts Facebook, LinkedIn, Twitter, and YouTube	2	M3		P3 ROHEALTH		SMEs and stakeholders from electronics sector, health and well-being sectors, Large Companies and Research and Technology Organizations, NGO, Media, Trade Organizations, Foreign Trade Missions, Embassies	2 social media accounts created	N/A
	9. Guidelines for Communication in Social Networks	Guidelines	1	M3		P3 ROHEALTH		SMEs, Clusters, Media, Trade Organizations, Foreign Trade Missions, Embassies	1 guideline created	N/A
	10. Dissemination of Project Information in Online Media	Pieces of News Released	36	Bimonthly	Bimonthly	P3 ROHEALTH	Coordinator & All Consortium Members	SMEs and stakeholders from electronics sector, health and	18 Disseminated project information	18 Disseminated project information's on partners





	(Other Than ECCP) on Partners Own Websites and Social Media Accounts							well-being sectors, Large Companies and Research and Technology Organizations, NGO, Media, Trade Organizations, Foreign Trade Missions, Embassies	n's on partners own websites and social media accounts, and also on project's dedicated social media accounts.	own websites and social media accounts, and also on project's dedicated social media accounts.
Task 4.3.3. Participation/ Presentations in Events, Conferences and Workshops	11. Dissemination of Project Information within Different Regularly Meetings and Events	Awareness Raising	9	TBD	TBD	P3 ROHEALTH	Coordinator & All Consortium Members	SMEs and stakeholders from electronics sector, health and well-being sectors, Large Companies and Research and Technology Organizations, NGO, Media, Trade Organizations, Foreign Trade	N/A	9 disseminated activities within different events and meetings





								Missions, Embassies		
	12. Elaboration of The Global Approach	Global Approach Section in The Internationalization	1		M13-M18	P3 ROHEALTH	Coordinator & All Consortium Members	SMEs and stakeholders from electronics sector, health and well-being sectors, Large Companies and Research and Technology Organizations, NGO, Media, Trade Organizations, Foreign Trade Missions, Embassies	N/A	3 Targeted Third Countries approached by the Internationalization Strategy and its Implementation Roadmap
Task 4.4 Liaison with Existing Networks and Initiatives	13. Elaboration of A Networks and Initiative Leveraging Plan	Liaison Strategy (Objectives, Key Messages, Profile of Target Organizations/SMEs)	1	M5		P3 ROHEALTH	Coordinator & All Consortium Members	SMEs and stakeholders from electronics sector, health and well-being sectors, Large Companies and Research and	1 Liaison Strategy created	N/A





								Technology Organizations, NGO, Media, Trade Organizations, Foreign Trade Missions, Embassies		
--	--	--	--	--	--	--	--	---	--	--

Table no.2:Key dissemination and communication channel activities

Within the implementation phase, ROHEALTH will produce a relevant and comprehensive set of dissemination tools to diffuse the key achievement of the project, establishing the general communicational lines pertaining to the communication activities.

The SDCEP takes into account all the activities provided in the project in which the interaction with the multipliers (targets groups) appears. We will use a mix of communication channels for each target group. In selecting the communication channels, we also took into account the results obtained in the process of promoting other projects that we implemented.



Thus, for sending the specific messages to the multipliers, the following scheme will be mainly taken into account:

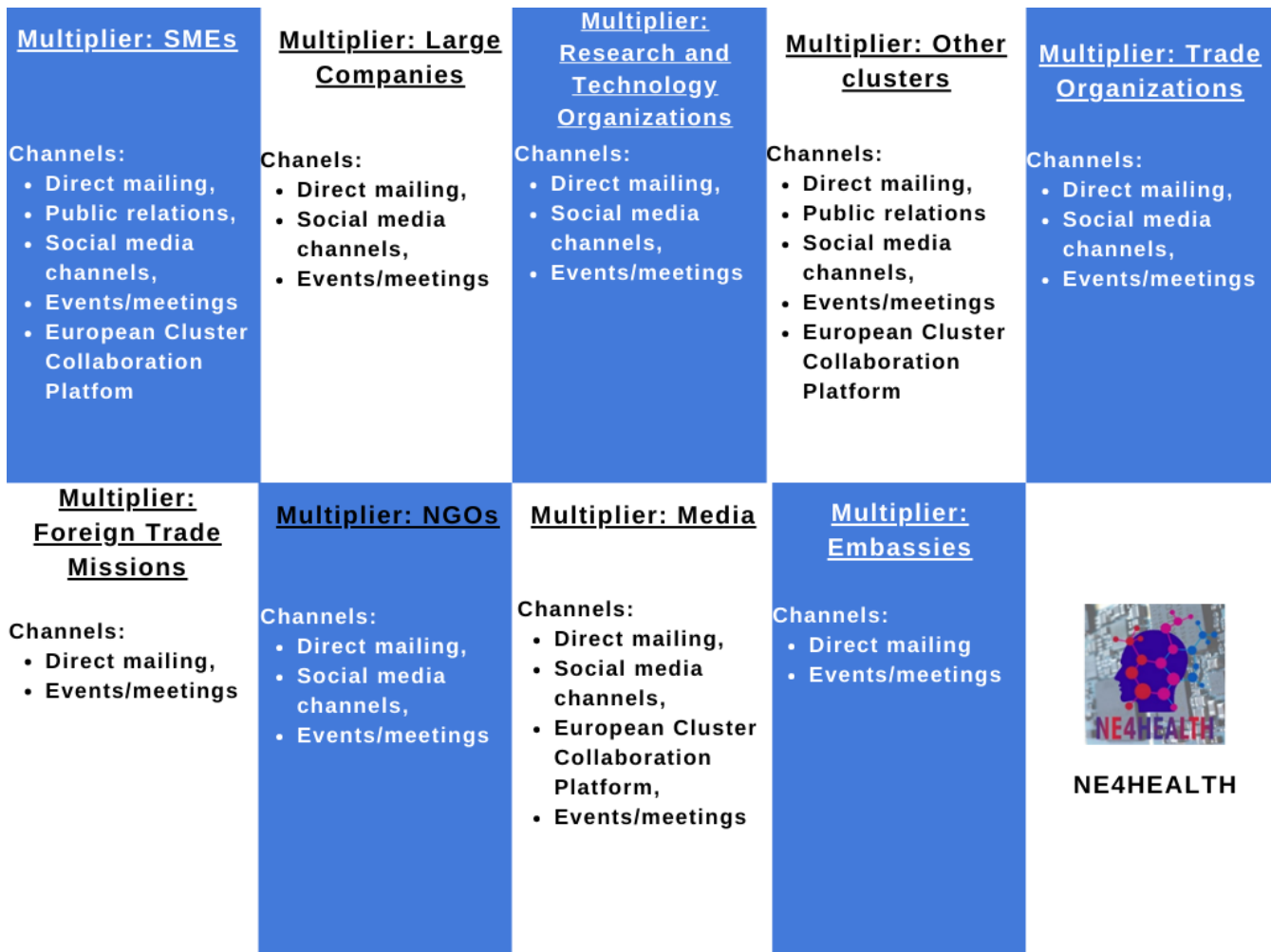


Figure no.1: Project multipliers and dissemination channels

4. Communication tools and actions

4.1 Digital Marketing Capabilities

The intervention conducted under the auspices of the exploitation rationale will function as a spearhead for a **worldwide spread of the knowledge** developed within the implementation period of the project, **ingraining the synthesized good practices**, but also impacting Europe and the TTCs even at the post-implementation stage. Following the **5 principles of ESCP-4i label** (i.e. European, Strategic, Cluster, Partnership, and Going International), the tangible outputs resulted from the assignment will be converted into **clustering TVET-based instruments**, with the following objectives:

- Fostering **technology transfer**.



- Providing with a full-fledged source of **RD&I** future assignments.
- Generating opportunities for stimulating market competitiveness.
- Building a culture of the **international business alliance**.
- Facilitating a stronger commitment toward the **cooperation between Europe and Third Targeted Countries**.
- NE4HEALTH - New European Electronics for Global Health and Wellbeing has communication tools and channels, composed out of the following:

Communication tools:

- **Digital Brochure** - A brochure explaining the project is already being done. This kind of communication material is an excellent practice of showcasing the main objectives and information about. It's been done print and digital in a way to spread the word of the project and reach more people in the process.
- **Power Point Presentations** presentation in English has already been created to showcase the project at events. The PPT presentation will be translated, used and completed by the partners of the consortium. The content will include the project's main mission, objectives and expected results.

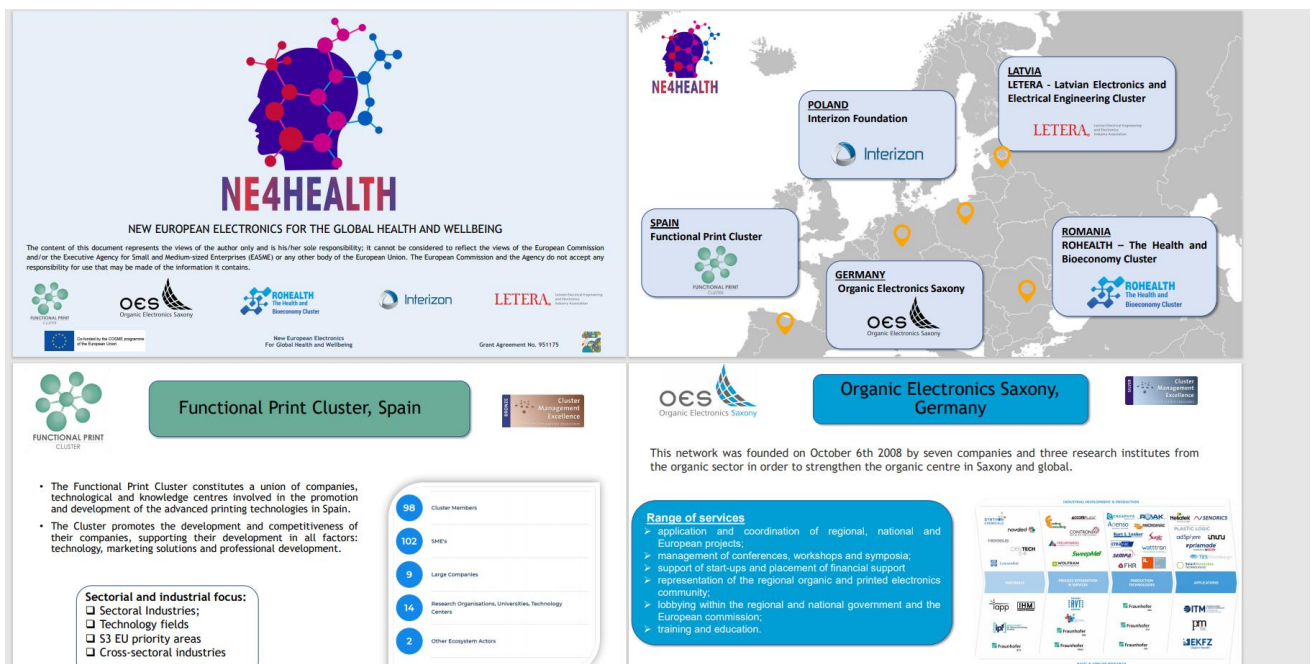


Figure no.2: Power point presentation





- **Roll-up and poster** - also with visual elements of the project and partners. These tools will be used in face-to-face events but can be also used in virtual events during the entire implementation of the project.

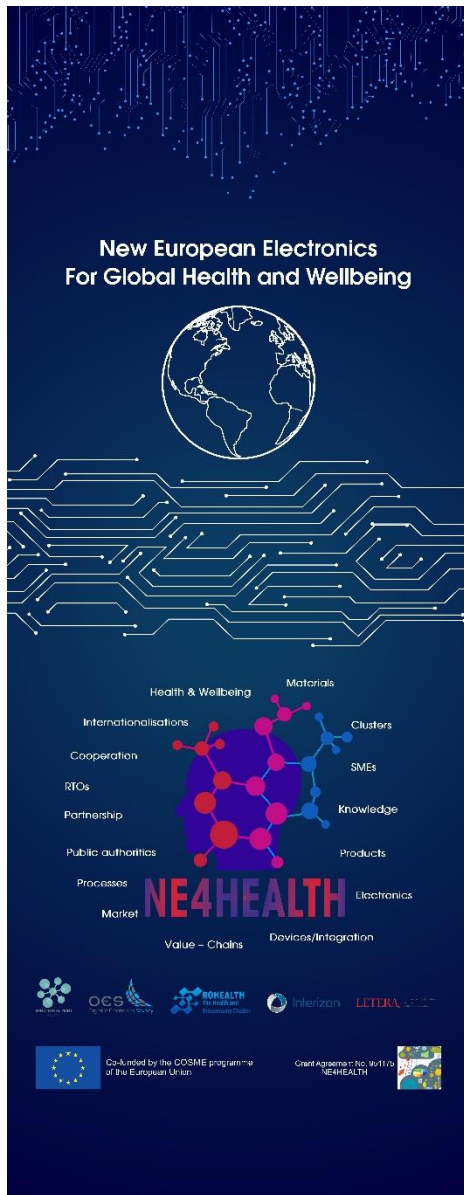


Figure no:3 NE4HEALTH Roll-up



Figure no.4:NE4HEALTH Poster



- Documents covers - to ensure that every deliverable of the project has the visual identity of the NE4HEALTH project



Figure no.5: Front cover



Figure no.6: Back cover

Communication channels:

Facebook



Figure no.8: NE4HEALTH Facebook page

<https://www.facebook.com/New-European-Electronics-for-Global-Health-and-Wellbeing-103296894991752>

LinkedIn: @ne4health

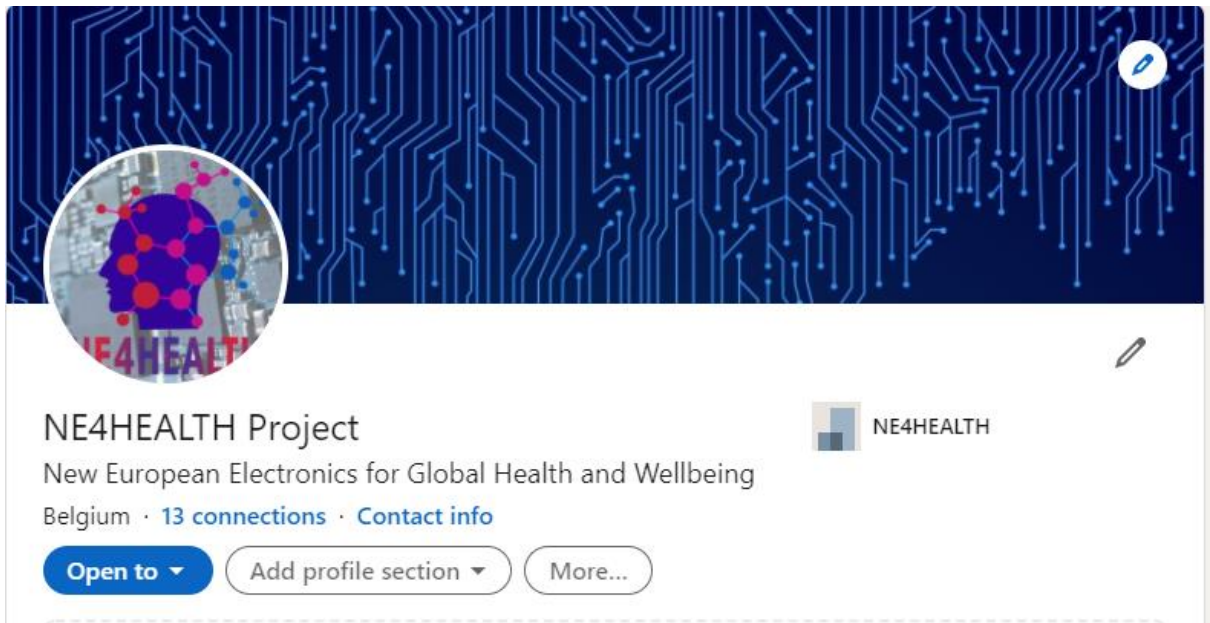


Figure no.9: NE4HEALTH LinkedIn page

<https://www.linkedin.com/in/ne4health-project-96334b201/>

Twitter: @ne_4_health



Figure no.10: NE4HEALTH Twitter page

https://twitter.com/ne_4_health

YouTube @NE4HEALTH

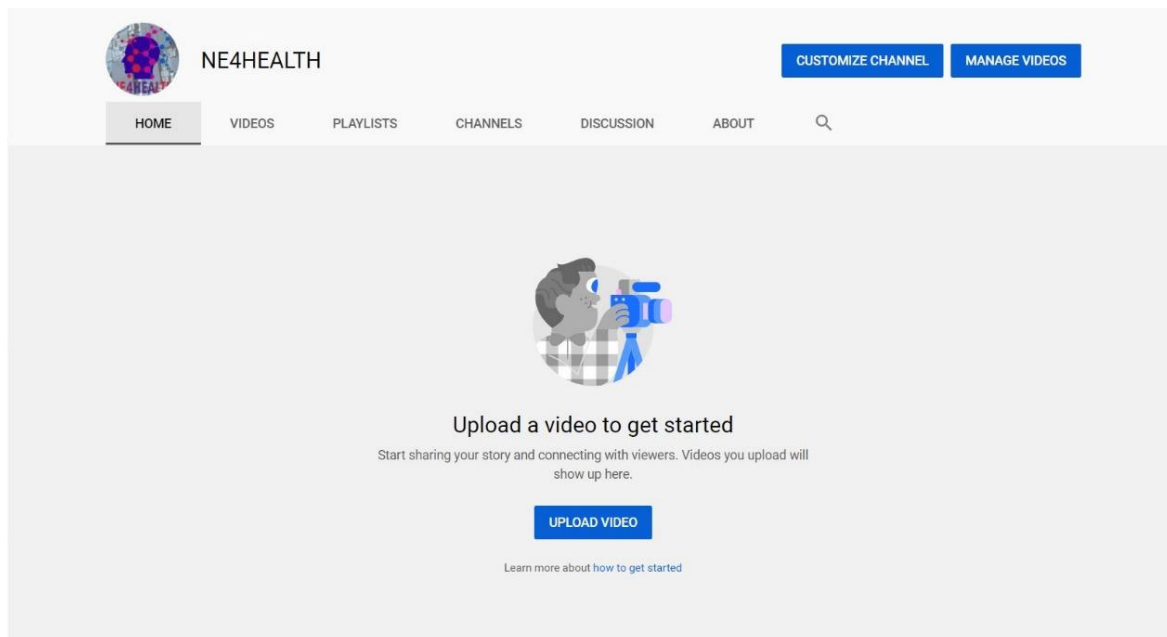


Figure no.11: NE4HEALTH YouTube page

<https://www.youtube.com/channel/UC8-ynW0aNGjcvrOFiFCORmw>

Considering the consistency rationale, all the channels have the project abbreviation as a denomination, namely **NE4HEALTH/New European Electronics for Global Health and Wellbeing**, used in alternance with the **#NE4HEALTH**, to ensure a proper indexation of the project. The strategy is abbreviated to ensure a foreground position for the project-based information on the different Search Engines, but also to have a unique project identification, and to facilitate the process of having the interested parties following the project activities on all the communication channels of NE4HEALTH.

Following the programming dimension conferred by the **Strategic Dissemination, Communication and Exploitation**, and the on-the-field deployment schedule under the **Action Plan**, the quadruple helix of instruments will represent the interface of the project with the public, in terms of digital marketing. For this purpose, while determining the communication channels, the implementation unit considered an approach to target the most significant means of communication, to ensure a maximized impact, and to consolidate the capacity building process based on public image.

Under the coordination of ROHEALTH - Cluster for Health and Bioeconomy, NE4HEALTH will have its digital marketing strategy fostered, due to the rationale to target the largest networks, but also of the joint approach between storytelling and interactive dialogue with the targeted auditorium. For this reason, the capabilities will ensure a large-scale adherence, targeting all public categories, with due respect to the continental preferences in terms of communication channels, namely **Baby Boomers, Generation X, Millennials Y, and Generation Z**.

It will be compulsory to create synergies between the NE4HEALTH communication tools and the partners' social media and websites, as well as with other relevant agents of the sector, Cosme Go International 2020 projects in the same field encouraging the exchange of links. Instruction to the rest of the partners will be offered with this aim. See this as an example:

This is the list of the partner's websites and social media:

<http://functionalprint.com/>

<https://www.linkedin.com/company/functional-print-cluster>

<https://twitter.com/ClusterFPrint>

<https://rohealth.com/>

<https://www.facebook.com/rohealthcluster>

<https://www.linkedin.com/company/rohealth---the-health-cluster>

<https://twitter.com/RohealthC>

<https://oes-net.de/>

<https://www.linkedin.com/company/oes-organic-electronics-saxony/?viewAsMember=true>

<https://interizon.pl/en/>

<https://www.facebook.com/Interizon>

<https://www.linkedin.com/company/pomorski-klaster-ict-eti-pomeranian-region-ict-cluster/>

<https://www.letera.lv/en/par-klasteri/>

<https://www.facebook.com/biedribaLETERA>

4.2 Content management

The activities related to the exploitation component of the project are related to the following typologies:

- **Post-implementation Awareness Raising Campaign.**
- **Policy Paper Publishing.**
- **Decision-makers & Stakeholders Engagement (MML Framework).**
- **Training & Demonstration Workshops.**
- **Online Cooperation Platform Design.**

For this purpose, the cross-sectoral results of the project will produce an impact in the post-implementation stage as well, as an evidence of the long-terms vision of the project activity, thus targeting to also attach **sustainability** besides the 5 principles of ESCP-4i label. Moreover, the exploitation will also involve having the **programming instruments developed by the project consortium** at the disposal of the public, further building capacities while internationalizing the clustering activities. The content development will be implemented with have **engagement** as a spearhead, with particular attention paid to following the **logical path of information, concision,**

but also to inoculate the idea of **knowledge acknowledgement** for the public while reading the disseminated material. Under the **SMART** approach, the information must meet the following criteria: **specific, measurable, assignable, realistic, and time related**. For this purpose, fact-based and statistically augmented pieces of news will attract public opinion, highlighting the process as a proof of excellence in terms of internationalization strategy.

Following the fact that NE4HEALTH is developed under the framework of **European Strategic Cluster Partnerships - Going International**, the disseminated messages are to include in their essence the **5 principles of ESCP-4i labelling**, depicted as:

- **European.**
- **Strategic.**
- **Cluster.**
- **Partnership.**
- **Going International.**

Considering that **International Relations** means **first Intercultural Relations**, the local/regional/continental sensitiveness must be checked properly, so that no to produce disengagement activities or to provoke conflicts of ideas, namely, to be aligned with the principles of **political correctness**. For this purpose, the key-element toward implementing an irreproachable content management activity is to use the wording and phrasing that do not allow any space of misinterpretation or distortion. A formal approach corroborated with a consolidated knowledge of the targeted audience will ensure the efficacy of the dissemination instruments.

In the light of the political correctness general line, it is advisable to use **neutral terminologies**, so that to refrain from using gender biased words, as reflected in the following tables, containing the most common gender situation of failing from address **gender mainstreaming**:

Gender Noun	Gender-neutral Noun
Man	Person/Individual
Mankind	People/Humanity/Humankind
The Common Man	The Average Person
Man-made	Machine-made/Synthetic/Artificial
Chairman	Chair/Chairperson/Coordinator/Head
Congressman	Legislator/Congressional Representative
Sir (in "Dear Sir,")	Dear Sir or Madam, Dear Editor Dear Members of the Search Committee To Whom It May Concern
Businessman/Businesswoman	Business Executive
Manpower	Work Force/Employees/Human Resources
Foreman	Supervisor
Committee Man/Woman	Committee Member
Statesman	Diplomat/public Servant/Political Leader

Table no 2: Gender neutral address

Through its media channels, the NE4HEALTH project will ensure the dissemination of events and news of interest, thus permanently providing opportunities for the target audience of the project (SMES,



public authorities, etc.). The rationale is that digital era also means an increase in non-informative briefings, with exponentially increased volume and frequency, thereby the message of empowering the auditorium has the potential to maximize the engagement, under the principle that the project is delivering opportunities by each disseminated message.

5. Exploitation Strategy lines

5.1 Exploitation-based Interventions

Annex 1: Project Visual Identity

Annex 2: Partners' Report of Dissemination Activities

Annex 3: Project Branding

Annex 4: Guidelines for Communication on Social Networks





6. Appendices

6.1 Annex 1: Project Visual Identity

Project Title

Project Acronym

Ref. no.

Programme

Action

Project Logo

European Commission or Programme logo

and

Disclaimer - Any communication activity related to the action must indicate the following disclaimer:

“The content of this [insert appropriate description, e.g. report, publication, conference, etc.] represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Executive Agency for Small and Medium-sized Enterprises (EASME) or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.”

Logos to use - Guidelines for Funded Projects

Beneficiaries of the European Union (EU) funding are obliged to display the EU flag and to acknowledge the support received under the relevant EU programmes in all communication and promotional material.

<https://ec.europa.eu/easme/en/section/communication-toolkit#inline-nav-1>



6.2 Annex 2: Partners' Report of Dissemination Activities

(Excel File)

Partner:

Period Reported:

1. Events in which NE4HEALTH project have been directly, formally (meetings with medical specialists and institutions, conferences with workshops on the project, etc.)

NAME OF EVENT	PLACE	DATE	TARGET AUDIENCE	TYPE OF PARTICIPATION
Oral Communication/Presentation				
Participation in a Round Table/Working Group/Plenary Session/Etc.				
Evidence				

Table no.3: Event reporting -directly involved

2. Events with potential participation of the NE4HEALTH project (indirect dissemination events)

Provide information of events (local, national, or international) where you were able to promote the NE4HEALTH project - distribution of flyers, short introductions/mentions of the project, other transnational meetings.

NAME OF EVENT	PLACE	DATE	TARGET AUDIENCE	TYPE OF PARTICIPATION
Oral Communication/Presentation				
Participation in a Round Table/Working Group/Plenary Session/Etc.				
Evidence				

Table no.4: Event reporting - indirectly involved

3. Other dissemination activities

Please provide details on other activities you may conduct to disseminate the project (publication of articles, elaboration of dissemination materials, posts online, etc.)

TYPE OF ACTIVITY	DATE	WHERE SOURCE HYPERLINK	TARGET AUDIENCE	EVIDENCE
------------------	------	------------------------	-----------------	----------

Table no.5: Dissemination activity reporting

Such a template enables to gather a very precise overview of the dissemination activities. With the help of this template, the project consortium is always informed of the latest dissemination activities and outcomes.

6.3 Annex 3: Project Branding

6.3.1 NE4HEALTH Values

The project will enforce the cooperation and joint programming between health and electronic technologies clusters, thereby breveting a joint international strategy of stakeholders from two domains. Considering the general integration of the electronic sector under the framework of Industry 4.0, this joint clustering approach will actively tackle the need to foster **innovation**, impacting at the level of capacity building through research and development.

Within the framework of the project partnership, multiple European countries will have their brain trust, expertise and competencies brought together, thereby strengthening cooperation and leading toward joint health and electronic technologies programming. The cluster members will be provided with the opportunity to expand their reach, develop their business, also taking advantage of technology uptake during the process of fostering the competitiveness in their domain of activity. The proposed approached is designed match the innovative solutions in health sector with the innovation challenges amongst the actors from different clusters, to lead on the long-term to the creation of joint business projects under the imperative of value chain linkage.

The visual identity of the project is reflecting the **joint venture between humankind and technology**, bringing the conquests of technology in life sciences, and facilitating the internationalisation under the framework of a world leading cluster partnership. The core values of **technology transfer** are related in the **network** element overpassing the human head, associated with **knowledge**. The **anthropocentric approach**, extrapolated by placing the human being in the central position of universe, is transposed over the printed circuit board, merging the central elements of the project: **printed and embedded electronics for health and wellbeing**.





6.3.2 Logo

The logo of New European Electronics for Global Health and Wellbeing (NE4HEALTH) will be placed on each document produced and released under the auspices of the project consortium, according to the below deployed exigences for Microsoft Word and Microsoft PowerPoint document.

Microsoft Word

The project **header** is composed of two integrated centre-based elements, namely the official logo (left-sided), accompanied by the full denomination of the project (right-sided), with the following specifications:

- **Font:** Trebuchet MS
- **Size:** 10
- **Indentation:** Justify
- **Line and Paragraph Spacing:** 1.5



New European Electronics
For Global Health and Wellbeing

Figure no.12: NE4HEALTH project header

The project **footer** reunites 3 elements: the logo of the European Union stylized for the COSME Programme, the name of the deliverable, the grant agreement number, as well as the logo of the COSME Programme, with the following coordinates:

- **Font:** Trebuchet MS
- **Size:** 7
- **Indentation:** Centered



Co-funded by the COSME programme
of the European Union

Deliverable name

Grant Agreement No. 951175



Figure no.13: NE4HEALTH footer

Microsoft PowerPoint

Master Slide

The project header reunites on the first slide the logo (far-left-sided), together with the complete name of the project (middle-left-sided), with the following coordinates:

- **Font:** Trebuchet MS
- **Size:** 10



Co-funded by the COSME programme
of the European Union

Strategic Dissemination
Communication and
Exploitation Plan (SDCEP)

Grant Agreement No. 951175



- Indentation: Centered



New European Electronics For Global Health and Wellbeing

The footer of the first slide is composed of the following elements: the logo of the European Union stylized for the COSME Programme, the grant agreement number, as well as the logo of the COSME Programme, with the following coordinates:

- Font: Trebuchet MS
- Size: 9
- Indentation: Centered



Co-funded by the COSME programme
of the European Union

Grant Agreement No. 951175



Figure no.14: NE4HEALTH footer in Power Point first slide

Regular Slides

The project header is composed of the official logo, with a background or transparent, as appropriate, depending on the document type and background.



Figure no.15: NE4HEALTH logo versions

The footer is composed of the following elements: the logo of the European Union stylized for the COSME Programme, the full denomination of the project, the grant agreement number, as well as the logo of the COSME Programme, with the following coordinates:

- Font: Trebuchet MS
- Size: 9
- Indentation: Centered



Co-funded by the COSME programme
of the European Union

New European Electronics
For Global Health and Wellbeing

Grant Agreement No. 951175



Figure no.16: NE4HEALTH footer in Power Point regular slide



6.3.3 Font

Microsoft Word

The official font for the deliverables produced under Microsoft Word is **Trebuchet 10 1.5 spaced and justify-indented**, with the following sizes:

- **Heading 1:** 16
- **Heading 2:** 13
- **Heading 3:** 12

Tables and charts

- **Name:** Number of the table/chart and its name (ex. Table/chart no...: [name of the table/chart])
- **Font:** Trebuchet MS, Bold
- **Colour:** Blue (Accent 1, darker 50%)
- **Size:** 8-10, depending on the content
- **Indentation:** Centered
- **Line and Paragraph Spacing:** 1.5

Figures

- **Font:** Trebuchet MS, Bold
- **Colour:** Blue (Accent 1, darker 50%)
- **Size:** 8-10, depending on the content
- **Indentation:** Centered

Microsoft PowerPoint

The official font for documents drafted using Microsoft PowerPoint is **Trebuchet 12**, with the flexibility to be adapted according to the content in terms of size, albeit not to be less than **21**, to ensure the legibility when screen projected, albeit for the Master Slide it is advised to use the following sizes.



6.4 Annex 4: Guidelines for Communication on Social Networks

6.4.1. Copyright and Intellectual Property Rights

The information components related to statistics, infographics, studies, images, as well as any other products pertaining to the intellectual property of a third party will be used in full compliance with the copyright law. For this reason, any contribution pertaining to an author outside the project implementation consortium must be explicitly highlighted, but also the information is to be presented contextualized, according to the purpose of its creation. At the same time, when quoting a primary/secondary source of information, to safeguard a full ethical compliance, a customary albeit unwritten principle of copyright, no information will be presented out of the context, or with a brand-new narrative line, as the same evaluation grid could not be applied to different reference intervals of subjects.

When the decision to exploit the intellectual output of a third-party website or database, the author must check if there is no stated principle that for dissemination a written agreement must be obtained prior to publishing the news using the quoted materials as a source. In this respect, is mandatory to have such an agreement obtained, if applicable, before using any contribution falling under this regulation. In this case, any breach from this principle impacts in term of risks over the project implementation, being highly recommended to avoid content whose author or quoting regime is unknown.

6.4.2. Source Credibility & Background Screen

Under the rationale of consistency and fundament-based argumentation, the content could only be based on highly credible sources, after a previous background multisource check, to avoid the risk of fake news dissemination, and to produce a damage at the image capital of the project. For the same reason, is it highly advisable to select **independent sources**, but also to check the degree of accuracy and to refrain from using sources dating from the **current year/latest reporting period**, in case of the data collected by international organizations. In this respect, a reality-based approach, in full compliance with the most recent developments will inoculate at the auditorium a prominent level of credibility of the project.

As far as the selection of the sources is concerned, it is highly advisable to majorly use **primary sources**, their prevalence providing with a direct interpretation realized by NE4HEALTH, and not with an approach already formulated and exploited within the project`s social media interventions. Concomitantly, the main implication is also that the project communication will be augmented by direct data collection **international-acknowledged reference points**, by referring to primary sources, and not from a third-party`s fact finding process. Besides, the report of an international



organization, which represents the main authority in a domain (i.e. World Trade Organization) is not the subject of any contestation, acting as a trust-building sources for the project.





FUNCTIONAL PRINT
CLUSTER



Co-funded by the COSME programme
of the European Union

Grant Agreement No. 951175
NE4HEALTH

