IANOS Communication & Dissemination Plan

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PROJECT CONTRACTUAL DETAILS

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Executive Summary

IANOS will demonstrate its full potential impact by promoting the dissemination of its outcomes towards different target groups and potential adopters of the demonstrated solutions at different EU geographical areas.

Orchestrating communication and dissemination actions and developing a roadmap on how project results can reach the market receives partner's attention from early on for enabling sustainable urban regeneration.

D10.1 "IANOS Communication & Dissemination Plan" and has been developed in the framework of Task 10.1 "Communication and Dissemination Planning, Monitoring and Review", which is part of Work Package 10 "Dissemination, Exploitation, Promotion & Knowledge Transfer" in order to present the communication and dissemination strategy developed to maximise the project impacts.

This document contains a detailed Dissemination and Communication Plan that outlines the project's audiences, key messages and communication channels for the dissemination.

Information on the brand identity are presented as the document has been developed in parallel to D10.2 "IANOS Website and dissemination material" and early results related to performed activities in the first months of the project.

Additional reports related to the present document are foreseen at M24 and at M48 in order to present the results of dissemination and communication activities at pre-defined milestones of the project.

Table of Contents

1 Introduction

The following document represents D10.1 "IANOS Communication & Dissemination Plan" and has been developed in the framework of Task 10.1 "Communication and Dissemination Planning, Monitoring and Review", which is part of Work Package 10 "Dissemination, Exploitation, Promotion & Knowledge Transfer".

The aim of this report is to:

- Give an overview of the communication and dissemination strategy elaborated.
- Define the KPIs that will be monitored to keep track of the effectiveness of the communication and dissemination strategy.
- Present the activities performed in the first six (6) months of the project.
- Develop IANOS' editorial plan for future months.

The report is made up of the following chapters:

- Chapter 1: Introduction
- Chapter 2: Strategy
- Chapter 3: IANOS Brand Identity
- Chapter 4: IANOS contents
- Chapter 5: Results achieved in the first six months of the project
- Chapter 6: Table of all performed and planned communication & dissemination actions
- Chapter 7: conclusions

2 Strategy

2.1 Methodology

"Content is king and audience is queen": the core of IANOS communication and dissemination strategy is the creation of valuable content for stakeholders in order to firstly engage them and, then, keep them engaged.

To achieve this main goal, **specific guidelines on how to communicate and disseminate IANOS results** have been developed by RINA and shared with the whole Project Consortium on the occasion of IANOS kick-off meeting:

1. All project partners have to respect IANOS project brand identity and use only official templates and promotional material that will be shared by RINA and uploaded on the project repository developed by IANOS Project Coordinator (EDP).

2. IANOS Communication and Dissemination Tracking File will be a key tool to build IANOS Editorial Plan (partners will have to include information about events attended, promotion on digital channels such as company websites and social media, information about scientific publications and all other actions to promote IANOS results) and include also selected Key Performance Indicators to keep track of the effectiveness of each action.

3. RINA will periodically develop press releases (such as the one dedicated to IANOS kick-off) share with project partners in order to facilitate IANOS promotion. Press releases will be developed when project milestones and other relevant results are reached.

4. All project partners promoting IANOS at events will have to use the official project presentation that will be provided by RINA, contact RINA before the event at least two weeks in advance so that a promotional news item can be promoted on the project channels and finally send pictures taken during the event to RINA in order to share them on project social media.

5. Concerning scientific publications, all project partners will have to share both abstract and full paper with all project partners 15 days before the submission date in order to get their approval. RINA will check that all articles are compliant with art. 29 and shared final papers via IANOS communication channels.

6. Key Performance Indicators have been identified by RINA and will be monitored in order to understand in advance if the communication and dissemination strategy is working or not and, eventually, make some adjustments.

7. For the effectiveness of the communication and dissemination strategy, the active commitment of all project partners (under RINA guidance) is required.

In particular, IANOS Communication & Dissemination strategy will be based on the following main pillars:

1. Digital Communication at the core

2. Content Marketing

3. Networking

According to "Digital 2020 – Global Digital Overview", digital, mobile, and social media have become an indispensable part of everyday life for people all over the world. In particular, more than 4.5 billion people now use the internet, while social media users have passed the 3.8 billion mark. What's more, the world's internet users will spend a cumulative 1.25 billion years online in 2020, with more than one-third of that time spent using social media.[1]
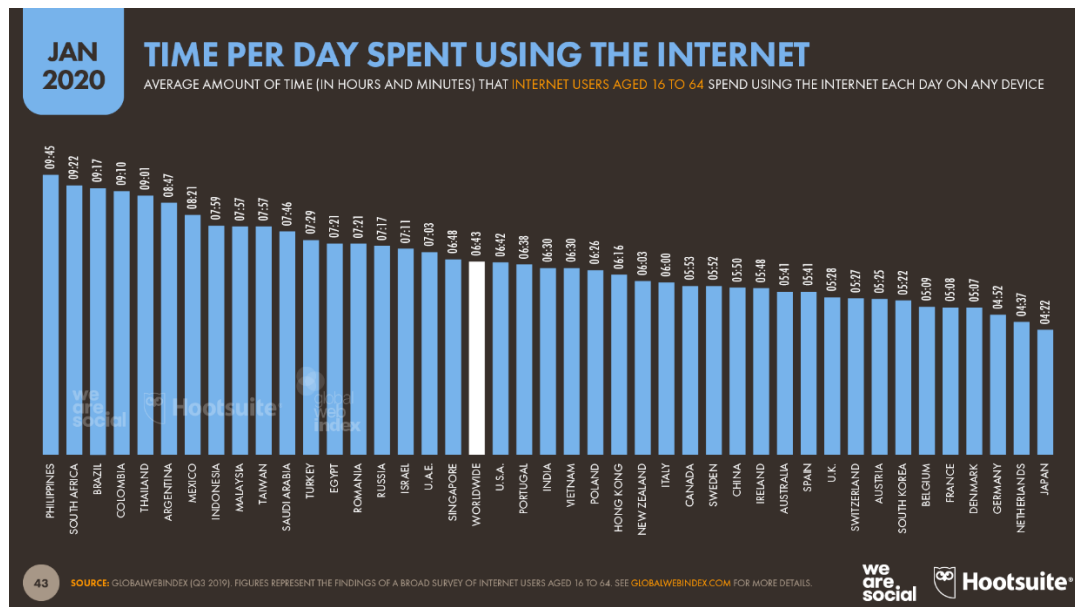

Figure 1: Time per day spent using the Internet in 2020

Nowadays, and especially after COVID-19 outbreak, it is essential to have a strong digital presence, and this is why the main communication channels of IANOS are the project website and social media.

Concerning the project website, the main SEO (Search Engine Optimization) techniques are adopted in order to be sure that IANOS has a good positioning on the Google SERP (Search Engine Results Page) and project stakeholders can easily find information online.

SEO is a method of optimizing contents for the search engines, in order to help a website rank higher than content from other sites that target the same search terms.

Figure 2: The SEO Process applied also to IANOS website. Image Source: Moz.com blog

The success of the SEO implementation is very important because the number of daily searches on Google is over 4 billion, the top five results get 65% of the clicks [2] and views to our project website is more and more as an essential asset.

The SERPs have become a vicious battleground, and it is crucial, now more than ever, to focus on SEO to raise awareness about the results of IANOS project.

For this reason, IANOS Project Consortium is going to apply the SEO Process represented in Figure 2, taking into account on-site factors (such as keywords) and external factors (such as backlink). Last but not least, rankings and traffic will be analyzed and carefully monitored (see IANOS Key Performance Indicator in chapter 4.)

Specifically, the following techniques are implemented by IANOS Project Consortium:

1. **Headlines, subtitles and keywords:** SEO copywriting means creating useful, compelling and valuable content that targets specific keywords, so that project stakeholders will gladly promote it on social media platforms. Headlines and subtitles play a key role, so IANOS headlines and subtitles attract people's attention and are written in a way to encourage them to click and read further. Headlines chosen for IANOS websites are: a strong decarbonisation strategy for EU islands, virtual power plant based on artificial intelligence, innovative tools supporting greener investments, people as active players in the energy systems, benefits for the EU community etc.

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[2] https://ignitevisibility.com/google-ctr-by-ranking-position/

2. **Creation of contents that can meet the informational needs of IANOS target**. This process involves finding high performing content in your specific niche of stakeholders and creating something valuable for the…, ?, rather than just promoting the project from the Project Consortium point of view. Only by understanding the informational needs, the preferred content formats and the most used channels by our target audiences it is possible to create valuable contents for IANOS stakeholders.

3. **Backlink building:** IANOS Project Consortium will publish contents about the project on their own communication channels, including also the link to IANOS website. In this way, more traffic is driven to the project traffic and a higher ranking of the main search engines is ensured. In fact, Google focuses on the authority of the website linking to your domain and measures authority by the number of links pointing to a specific page and how trustworthy those links are. If high quality websites (such as the project partners' website) link to IANOS website, it automatically gained better authority and, consequently, views.

4. **Use of infographics and videos:** images are easier to remember and help to convey complex concepts in easy-to-understand ways. For this reason, a series of infographics and videos will be created IANOS using the same colour palette of the project logo in order to be consistent with the project brand identity.

Concerning networking, in terms of dissemination, IANOS also participates in the **Bridge Initiative**. According to the Initiative's webpage "BRIDGE is a European Commission initiative which unites Horizon 2020 Smart Grid, Energy Storage, Islands, and Digitalisation Projects to create a structured view of cross-cutting issues which are encountered in the demonstration projects and may constitute an obstacle to innovation." More specifically, IANOS is represented by different members in BRIDGE's various Working Groups (WGs). For example IANOS recently contributed project information to the Scalability and Replicability Task Force (SRA TF) for drafting Guidelines to implement the SGAM methodology.

Figure 3: IANOS is part of BRODGE Horizon 2020

3 IANOS Brand Identity

3.1 IANOS Unique Selling Points (USPs)

After carefully analysing IANOS' target audience, the first step in the definition of IANOS' brand identity has been the elaboration of several USPs (Unique Selling Points), which are factors that differentiate IANOS from potential competitors.

IANOS USPs have been identified in order to highlight a clear, articulated and appealing benefit of the project, offering something that competitive technologies cannot or do not offer:

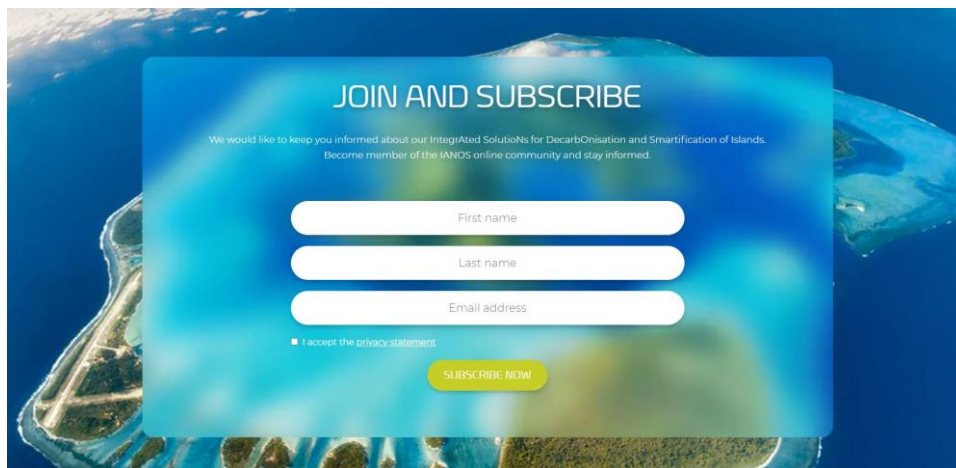*Table 1: IANOS Unique Selling Points*

Benefit	Stakeholder	USPs
Economical	Energy Utilities/DSOs/TSOs Consumers/Prosumers Technology and Service Providers	IANOS will develop novel services from Supply Side for enchancing system stability and RES penetration (V2G, BESS) and will integrate various modules in VPP.
Environmental	Policy Making Bodies and Governance Representative Citizen groups/Citizens	IANOS will develop innovative services from Demand Side for system stability and self consumption and cross cutting and mature technologies for ancillary services to the system and higher penetration of RES.
Social	Policy Making Bodies and Governance Representative Citizen groups/Citizens	IANOS will develop Incentives for investments in RES for local residents and community small-large scale.

3.2 IANOS logo, template and promotional material

A description of IANOS logo, templates and promotional material can be found in IANOS D10.2 "Website and dissemination material".

3.3 A focus on Project Newsletter strategy

A registration form for IANOS' newsletter has been included directly in the home page of project website, as shown in theFigure 4. .

Figure 4: IANOS newsletter registration form.

The registration form is connected to SendInBlue, a tool for email marketing which is 100% GDPR compliant as servers are located in the EU and they have a specific privacy policy compliant with the EC rules as stated on SendInBlue website (https://www.sendinblue.com/gdpr/).

SendInBlue took several measures to be compliant with GDPR:

- Right to rectification: it is possible to rectify personal information of contacts registered at any time.

- Right to be forgotten: it is possible to delete stakeholders' contact who wish to opt out from IANOS mailing list at any time.

The registration form links to IANOS and SendInBlue privacy policy and stakeholders have to (mandatory) accept it to be able to register for IANOS newsletter.

3.4 Compliance with art. 29 Grant Agreement

All IANOS communication and dissemination actions are and will have to be compliant with art. 29 of our Grant Agreement.

In particular, project acknowledgement is included in:

- IANOS social media cover images

- IANOS website footer

- IANOS project video

- IANOS promotional material.

Figure 5: IANOS Acknowledgment on LinkedIn page

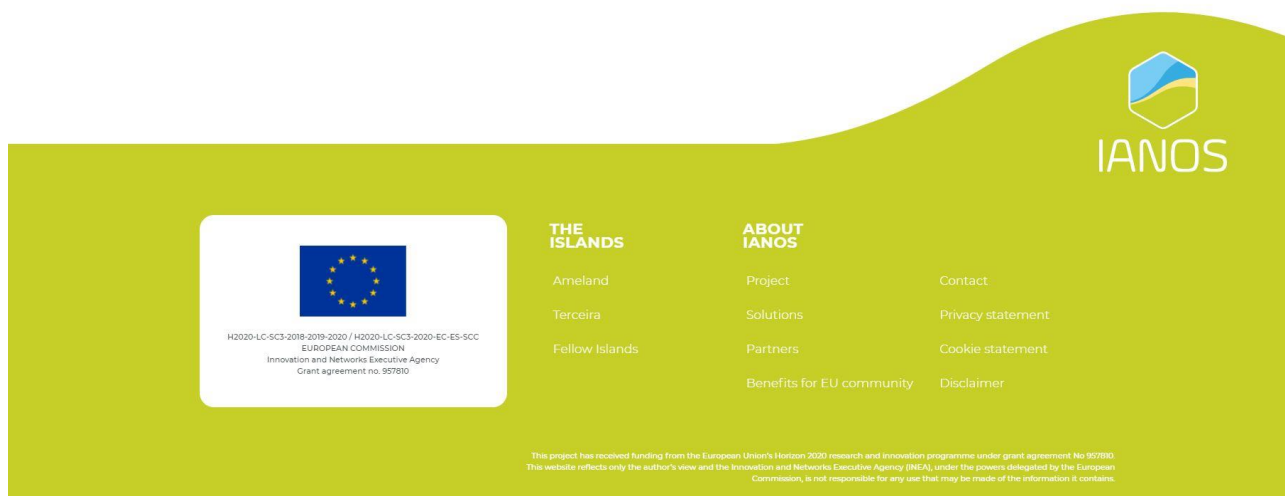*Figure 6: IANOS Acknowledgement on Twitter Page*

Figure 7: IANOS acknowledgement on project website

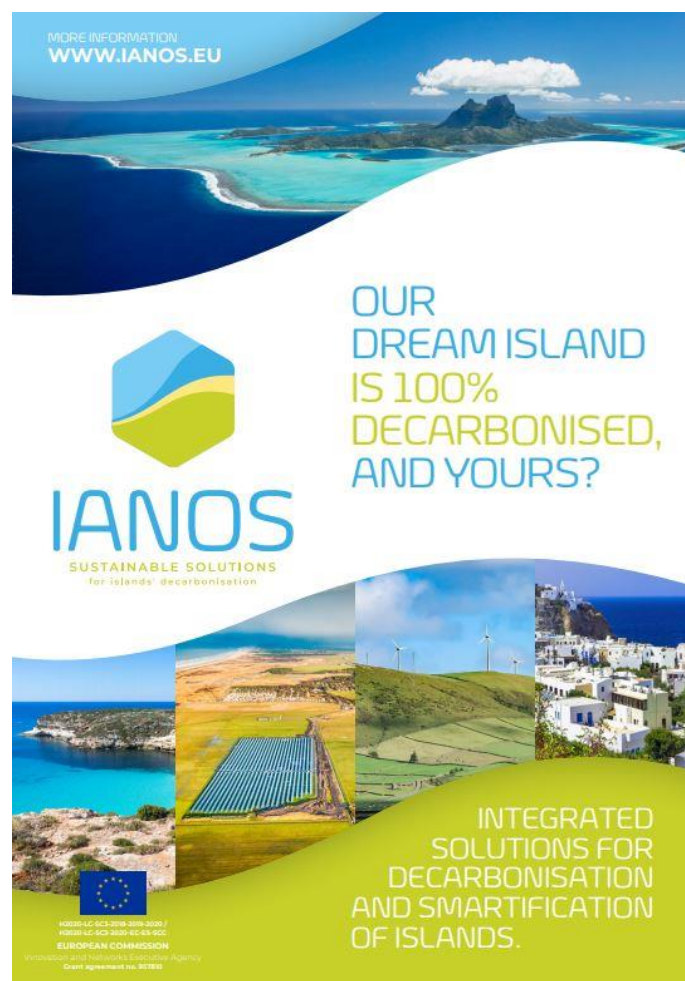*Figure 8: IANOS acknowledgement on project video*

Figure 9: IANOS acknowledgement on project brochure

Figure 10: IANOS acknowledgement on project poster

Figure 11: IANOS Acknowledgment on project poster

3.5 Objectives

IANOS communication and dissemination strategy aims at:

1. Establishing a distinct visual identity to allow stakeholders to recognize IANOS from other projects sharing the same goals.

2. Building a strong online presence through a project website and social media pages.

3. Reaching out to and engage relevant stakeholders, multipliers and influencers, including relevant ongoing H2020 projects.

To achieve these objectives, a communication and dissemination strategy has been elaborated, which includes:

1. Analysis of the target informational needs, channels used and preferred content formats

2. Selection of the right communication mix to reach IANOS target

3. Elaboration of key messages and valuable contents that meet target needs'

4. Definition of the tactic to engage stakeholders

5. Definition of Key Performance Indicators.

3.6 Target

IANOS project stakeholders groups have been established in deliverable D2.1 and D2.3 and are the following:

1. Energy Utilities/DSOs/TSOs

2. Consumers/Prosumers

3. Technology and Service Providers

4. Policy Making Bodies and Governance

5. Representative Citizen groups/Citizens

Besides the selected stakeholders groups, IANOS aims at reaching and engaging wider target audiences:

1. Electricity, gas, water and telecommunications utilities

2. ESCOs/ Technology and Service Providers

3. Energy Cooperatives;

4. Traditional energy and sustainability investors,

5. LECs (Local Energy Communities), RES (Renewable Energy Sources), energy efficiency, smart energy technology providers and associations,

6. Technical experts, Researchers and scientific community,

7. Policy Making Bodies, public bodies and governance,

8. General public

9. Islands inhabitants (Terceira and Ameland)

Table 2: Analysis of IANOS target audience

Target	Channel	Content Format	Key Message
Electricity, gas, water and telecommunications utilities	Digital channels (LinkedIn mainly) Fairs and conferences	Scientific articles and infographic content. Non scientific articles. Presentations and pitches.	Technical information on IANOS potential benefits, including results.

Energy cooperatives	Digital channels and media Press Live events	Non-scientific articles. News and presentations.	Presentation of IANOS results from the environmental and social perspective.
Traditional energy and sustainability investors	Digital channels (LinkedIn mainly) Fairs and conferences	Non-scientific articles. News and presentations.	Financial viability and performances of the foreseen technological solutions and use cases. The focus should be on the most mature ones or the ones requiring financial support.
LECs, RES, energy efficiency, smart energy technology providers and associations	Digital channels and media Fairs and conferences Live events	Scientific and non-scientific articles. High level news items. Technical presentation on the different use cases.	Presentation of IANOS results from the techno-economic perspective and their integration in the LHs.
Technical experts, Researchers and scientific community	Digital channels (LinkedIn and Twitter) and media Fairs and conferences Live events	Scientific articles. Technical presentations. News and infographics.	Presentation of IANOS results from the techno-economic perspective and their integration in the LHs. Analysis of the performances and innovative aspects of the project to increase the outreach. Impact analysis.
Policy makers and public bodies	Digital channels and media Fairs and conferences Press Dedicated policy events Live events	Non-scientific articles and presentations. Dedicated news.	Presentation of IANOS results from the techno-economic perspective and their integration in the LHs. Impact analysis and analysis of remaining barriers to unleash the full potential of the solutions.
Policy makers at EU and national level,	Dissemination of project information	Supporting documentation, sent to	Focus on lessons learned to be used for policy-

incl. The wider energy and climate action stakeholder community	through policy briefings, presentations, newsletters, press releases and its website.	EU-wide distribution lists and placed on social media	makIng under the EU Green Deal, in particular on revising the climate and energy legislation, incl. RED II and the Third Energy Package for gas (and hydrogen)
General public (generic)	Digital channels (especially Twitter) and media (TV, press, online magazines)	Simple, clear and easy to understand videos and news items	Focus on environmental aspects and the integration of the use cases in the islands, stressing the most understandable but innovative aspects.
Terceira and Ameland local communities	Digital channels (Facebook, LinkedIn, Twitter) Dedicated events on islands	Non scientific articles, news on local media, video and infographics Pitches during live events on-site.	Use-cases oriented to present the innovations and benefits, results as soon as available. News on the advancement of the installations and the first results. Focus on citizen involvement to boost the project results.
Nysiros, Lampedusa and Bora Bora local communities	Digital channels (Facebook, LinkedIn, Twitter) Dedicated events on islands	Non scientific articles, news on local media, video and infographics Pitches during live events on-site.	Use-cases oriented to present the innovations and benefits, results as soon as available. News on the advancement of the installations and the first results. Focus on citizen involvement to boost the project results.

3.7 Key Messages

IANOS key messages will be sound, clear, comprehensive, didactic and relevant to the target audience.

All details about key-messages delivered in the first phase of the project are present in the sub-chapter "Tactic" of this report.

3.8 Communication Channels: Website

A specific strategy has been developed for IANOS' project website.

First of all, IANOS project website objectives have been defined:

1. Explain project concept and make it clear also for a non-technical public

2. Provide information about project events

3. Allow stakeholders to subscribe to IANOS community in compliance with GDPR

4. Make all project results available (scientific publications, presentations).

After that, a users' analysis has been carried out.

Table 3: Analysis of IANOS website users

User	Informational Need	Priority
Electricity, gas, water and telecommunications utilities	Economical benefits of IANOS technology	High
Energy cooperatives	Economical benefits of IANOS technology	High
ESCOs	Economical benefits of IANOS technology	Medium
Traditional energy and sustainability investors	IANOS main impacts for the society	High
Smart energy technology providers and associations	IANOS main impacts for the society	Medium
Research Community	IANOS goals and results	High
Policy Makers	Outcomes of IANOS activities at high level, engagement of communities	High
LH1/LH2 inhabitants	Focus on the status of advancement on each LH and results	High
Media	IANOS results	High
General Public	IANOS results	High

Concerning the structure, IANOS website is a dynamic website developed with a CMS (our suggestion is Wordpress) and W3C validated. Google Analytics plug-in has been installed to track (anonymously and in compliance with GDPR) IANOS website visits.

When designing IANOS website, particular emphasis was put on the following features:

1. **Responsivity**: IANOS website is responsive in order to make sure results can be easily accessed through different devices (laptops, tablets and smartphones). In fact, responsive web design make web pages look good on all devices and offers the best experience for all users;

2. **SEO optimisation**: IANOS website is designed having in mind the principles of SEO (Search Engine Optimisation), in order to gain a good positioning in the Google SERPs and raise awareness about the project. In fact, IANOS website is characterised by a strong site architecture and provided by a good navigation in order to encourage more and more visits. Also non-technical SEO techniques will be used to engage potential stakeholders, such as social media marketing;

3. **Integration with social media**: social media have been integrated into IANOS website to encourage website visitors to follow the project;

4. **GDPR compliance**: IANOS website is compliant with the new GDPR as a privacy and cookie policy has been developed and the data about visitors retrieved by the web analytics tool (Google Analytics) are anonymised.

Moreover, IANOS website is consistent with project brand identity and homepage highlights the contents more valuable and interesting for project target audience.

Visual communication plays a key-role as well: captivating images and videos are present in all IANOS project website pages.

The website is in English and made up of 12 pages:

1. Homepage: https://ianos.eu/

2. About: https://ianos.eu/about/

3. Project: https://ianos.eu/about/project/

4. Solutions: https://ianos.eu/about/solutions/

5. Partners: https://ianos.eu/about/partners/

6. Benefits for EU community: https://ianos.eu/about/benefits/

7. The Islands: https://ianos.eu/islands/

8. News & Events: https://ianos.eu/news-events/

9. Results & Public Reports: https://ianos.eu/results This page has not been launched since there are no results or public reports to share yet. When this is the case, the page will be launched.

10. Synergy with other Projects https://ianos.eu/synergy This page will be launched one we work together with other projects.

11. Contact: https://ianos.eu/contact/

12. Privacy statement: https://ianos.eu/privacy-statement/https://ianos.eu/privacy-statement/

13. Cookie Statement: https://ianos.eu/cookie-statement/https://ianos.eu/cookie-statement/

14. Disclaimer: https://ianos.eu/disclaimer/

A form to subscribe to IANOS project newsletter is included directly in the homepage.

Concerning navigation, IANOS website has two menus:

1. Main menu which links to all other web pages but privacy policy

2. Footer menu which links to privacy policy page

The navigation through the homepage sections can be performed through a bar menu or through a lateral dot navigation bar according to the device.

The website homepage represents an attractive showcase for the project and a tool for the effective dissemination of the latest project news, events and public reports.

3.9 Communication Channels: LinkedIn

94% of B2B (business-to-business) organizations rely on LinkedIn for content marketing and distribution, so IANOS LinkedIn page (https://www.linkedin.com/company/ianos-h2020-project/) has been created and will be used to inform and engage the (business) stakeholders such as ESCOs, Smart energy technology providers and associations and Electricity, gas, water and telecommunications utilities.

To promote engagement on LinkedIn, rich content will be shared weekly.

3.10 Communication Channels: Twitter

Twitter was chosen as a project's channel by the consortium because it is a conversation-based social media and 47% of marketers agrees that Twitter is the best social media channel for customer engagement.[3]

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[3] https://sproutsocial.com/insights/social-media-statistics/

IANOS Twitter account (https://twitter.com/H2020Ianos) has been created on M1 to promote online conversation and debates around the project.

In particular, to promote engagement on Twitter:

1. **Strategic hashtags** have been identified and included in the project's tweets, such as #H2020, #EnergyEfficiency and #SmartIsland, #IslandsDecarbonisation, #H2020energy, #SmartGrid etc

2. **Trending hashtags of the day** will be exploited to raise awareness about the project, such as #WorldEnergyConservationDay (see chapter results achieved in the first 6 months of the project)

3. Several **questions** will be asked to the project's followers in order to create online debates;

4. **Strategic Twitter accounts** (such as partners, events' account, h2020 accounts, journalists etc…) will be mentioned in all IANOS tweets;

5. **Captivating images and videos** will be included in all the project's tweets in order to catch the users' attention.

3.11 Tactic

The generation of high value data and information about technological developments to be used in high-quality communication tools is a fundamental activity, but it is also important to generate different contents and actions according to the so called "Stage of the Stakeholders' Journey".

Stage of the Stakeholder's Journey	Objective	Means	Project Period
Awareness: our target doesn't know IANOS	Attract	Backlink activities, press releases, webinar	M1 – M18
Consideration: our target knows IANOS but it is not engaged yet	Convert	Scientific/Technical magazines, e-publications, scientific events	M18 – M32
Decision: our target becomes part of IANOS online community	Retain	IANOS newsletter	M32 – M48

In practice, these stages can overlap, so this means that all communication & dissemination activities will be performed from M1 to M18, but in the awareness stage the focus will be on backlink activities, press releases and webinars, while in the consideration stage the main effort of partners will aim at sharing scientific results through different formats and, finally, in the last stage "decision" the main purpose will be to get all project stakeholders to register for IANOS newsletter and be part of the project online community.

In particular, **in the awareness stage it is fundamental to highlight IANOS competitive advantage** in order to engage stakeholders and to make them understand the benefits of IANOS innovative technologies.

All promotional material shared in this stage will include the key-messages in order to make IANOS stands out from other similar H2020 projects.

All dissemination and marketing activities will aim at making stakeholders understand why they should exploit IANOS new technologies, underlining all the advantages and benefits for them.

This phase aims to create visibility and raise interest about the project and its expected outcomes. This phase consists mainly of interest raising activities making use of a common project identity, promoting the project website among stakeholders, distributing communication and dissemination material. The project and its preliminary results (simulations, LH islands technologies and use

cases specification) will be presented during two dedicated launching moments at local and EU level: one targeting LH Islands via "Local webinar" and one more targeting the OVERALL EU ISLAND FORUM in collaboration with EU initiatives and relevant EU partners such as CPMR, DAFNI, SMART ISLAND INITIATIVE etc.

In the consideration stage, it is essential to produce valuable content that can be interesting and useful for the stakeholders in order to convince them to finally become part of the IANOS community.

To reach this goal, all the public reports have to be easily accessible on the project's website and the technical content has to be translated in the most clear and easy-to-understand way in order to get stakeholders to use IANOS technologies.

This phase has a strong focus on disseminating the project's results once they will be mature enough to clearly show the benefits that the new technology can provide. Activities include the publication of papers in journals, the participation at conferences and events, the organization of workshops at which target stakeholders will be invited. The implementation of IANOS solutions in LH islands will strongly contribute to validate findings prior to a wider exploitation-oriented dissemination of results and will promote LH use cases visits by Fellow islands and "stakeholders/External islands" for Open-Day also open to local community to reinforce the objective to create "Local low carbon energy communities". The results of the project will be promoted during relevant EU energy community events such as EUSEW, EU Energy Utility Week and will be beneficial for interaction with BRIDGE initiative and CLEAN ENERGY FOR EU ISLANDS FORUM Initiative.

Finally, **in the decision stage, it is important to retain stakeholders through valuable contents, such as the project's newsletter**. The aim is to keep them updated about the project so that they can still be part of IANOS community also when the project will end.

This phase has a strong focus on disseminating the complete project results', stimulating replication of the concept and the engagement of potential "further Fellow islands" external to the project. The final results of the project will be promoted during previously mentioned events, and interaction with other H2020 projects. Stakeholders will be engaged in this phase to promote IANOS solutions and evaluate future replication case studies.

To make sure that the communication and dissemination strategy will be followed by the whole Project Consortium, IANOS will have a specific **editorial plan**.

1. planned in advance thanks to the inputs of all project partners;

2. regularly up-to-dated by all project's partners with new content ideas;

3. customised according to target audiences.

In fact, planning and customisation are key-factors for a successful communication.

IANOS editorial plan will describe the type of content, the target audience, the channel and the date of the publication of each piece of news for the website, LinkedIn post and tweet.

Communication and dissemination activities have to be performed in a structured way, and RINA as dissemination leader has to be able to track any communication and dissemination action performed by any of IANOS partners.

Therefore, all these information will be collected thanks to the **"Communication and Dissemination Tracking File",** a tool for the collection of inputs from partners referring to planned and future communication and dissemination activities that will be updated every 6 months thanks to the inputs of the whole IANOS Project Consortium.

Partner	Channel	Link	Monthly Number of visits/followers
RGA	Website	https://portaldaenergia.azores.gov.pt/portal/	24000
RGA	Instagram	https://www.instagram.com/portaldaenergiaacores/	4600
RGA	LinkedIn	https://www.linkedin.com/authwall?trk=bf&trkInfo=AQFLy-ib2hHruAAAAW-j15,	100
RGA	Facebook	https://www.facebook.com/pages/category/Government-Organization/Encontr	14000
HAEE	Website	https://haee.gr/	1800 (monthly users)
HAEE	Instagram	https://www.instagram.com/hellenicassociationenergyecon/?hl=en	
HAEE	LinkedIn	https://www.linkedin.com/company/hellenic-association-for-energy-economics	2800 followers
HAEE	Facebook	https://www.facebook.com/haeeGr	1486 (followers)
HAEE	Twitter	@HAEE_Greece (https://twitter.com/HAEE_Greece)	260 (followers)
HAEE	Database of contacts		27000 contacts
UBE	Website	https://energy.ubitech.eu/	
UBE	Linkedin	https://www.linkedin.com/company/ubitech-energy	
UBE	Twitter	https://twitter.com/Ubitechenergy	
UBE	YouTube	https://www.youtube.com/channel/UCI2cpEuPPf23eTzmYWG3ZuQ	
CERTH	Website	https://www.certh.gr/	
CERTH/CPERI	Website	https://www.cperi.certh.gr/	
CERTH/ITI	Website	https://www.iti.gr/iti/index.html	
CERTH	LinkedIn	https://www.linkedin.com/company/certh/	
CERTH	Facebook	https://www.facebook.com/296669010434359/	
CERTH	Twitter	https://twitter.com/certhellas?lang=el	
New Energy Coalition	LinkedIn	https://www.linkedin.com/company/new-energy-coalition/	2,901
New Energy Coalition	Twitter	https://twitter.com/newenergyco	859
New Energy Coalition	Facebook	https://www.facebook.com/newenergycoalition/	183 followers / 164 likes
New Energy Coalition	Website	https://www.newenergycoalition.org/	6,500
EFACEC	Website	www.efacec.com	
EFACEC	Instagram	https://www.instagram.com/_efacec/	1371 followers
EFACEC	YouTube	https://www.youtube.com/user/CommunicationEfacec	1.7K subscribers
EFACEC	LinkedIn	https://www.linkedin.com/company/efacec	77937 followers
EDA	website	https://www.eda.pt	
NEROA	Website	https://neroa.nl	

Partners Channels   Events   Digital activities   Publications   Other   +

Figure 12: IANOS Communication & Dissemination Tracking File

3.12 Dissemination Actions for fostering IANOS knowledge diffusion

EREF, the European Renewable Energies Federation is leading Task 10.3, using its broad and various network of contacts among decision-makers and stakeholders to reaches out to a significant audience at European, national, regional and local level, and disseminate and communicate IANOS knowledge in form project results, contributing to improve decision-making processes and regulatory environments for renewable and integrated energy systems on geographical islands.

The actions through which EREF disseminates project information and knowledge cover:

- EREF is regularly conceiving and organising policy events at EU level and in participating project countries, as well as in form of regional events outside the countries covered by the project.

- EREF's dissemination of information reaches out to a significant audience of around 1500 EU and national stakeholders and multipliers – which is done through policy briefings, presentations, newsletters, press releases and its website.

- Through its policy and legal work, EU decision-makers consult with EREF and its members on key issues related to the deployment of renewable energy. In this context, project results can be used in the consultation process.

- EREF organizes and chairs monthly policy meetings (10 per year) with representatives of Brussels-based renewable energy umbrella associations to exchange policy information, align activities and develop joint policy positions. Project results can be presented and enrich the debate during these sessions.

- EREF regular policy briefings (12 times per year) among its national member organisations, disseminating relevant project information to 33 renewable energy associations.

The main target groups for dissemination activities include decision-makers from the European institutions, such as the European Commission, the European Parliament, ACER (= Agency for Cooperation of Energy Regulators), various energy and climate protection stakeholders representing system actors such as generators, aggregators, grid operators (DSOs & TSOs), market actors such as retailers and new energy service providers, residential and industrial consumers, energy citizens, cooperatives, communities, SMEs, as well as further stakeholders from across the energy value chain and the non-profit sector, European media, academia and research groups.

For 2021, the following concrete actions have been planned / carried out:

- Presentation of IANOS as a project and its objectives to EREF's membership, which consist of national renewable energy associations. The presentation was done at EREF's Board

meeting as well as a number of policy briefs, on topics related to the revision of the Renewable Energy Directive and the policy-making process on system integration

- Information on IANOS has been disseminated among the targeted stakeholders involved in the Renewable Networking Platform (RNP), which is a a multi-level governance discussion project to improve renewable energy policies – please see more information <u>here</u>.

- Use of information on IANOS in course of the consultation process carried out by the European Commision to the Renewables Energy Directive (RED II) as well as the impact assessment on the revision of the Third Energy Package for gas (as part of the "Fit for 55" package), including on important aspects for decarbonising islands such as frameworks for system integration and decarbonised gas markets and system, incl. The use of hydrogen.

- Energy communities and citizens engagement strategies: foreseen for Q2, EREF will present the community engagement strategies and toolboxes developed under WP8 to EU level platforms and climate & energy stakeholder networks, such as Community Power EU that gathers Brussels-based renewable energy associations (wind, solar, biogas etc), think-tanks, NGO networks etc.

- Dissemination among the relate initiatives [COME RES](), which is a Horizon2020 project that aims to increase the share of renewable energy in the electricity sector, focusing on advancing renewable energy communities in nine European countries learning from regions with advanced community energy development. Contact with involved parties has been established, planning of exchange of project information ongoing.

- Organisation of and contribution of events include the EU Sustainable Energy Week (25-29 October, Brussels) and the Covenant of Mayors Investment Forum (15-16 June) where EREF intends to present IANOS as part of its interventions. Further plans include presenting IANOS at a side event of COP 26 (1-12 November, Glasgow). This will help making IANOS known to a broad audience that comprises authorities, industry, citizens and civil society.

Moreover, the whole IANOS Project Consortium will adopt a specific strategy for scientific publications by taking advantage of all open science services offered by **OpenAire** (https://www.openaire.eu/). As described in their official website, OpenAire is the European Open Science infrstructure for open scholarly and scientific communication.

Moreover, a project e-publication will be produced during the second phase of the project in order to collect relevant results in the form of data and observations from the LH islands, providing comprehensive evidence of the advantages of the developed IANOS technologies.

3.13 Communication actions carried out by local partners

The social media engagement with local communities will be directly managed by the local partners.

In particular, **Ameland** website and social media engagement plan consists in the following activities:

- In the case of any newsworthy event concerning IANOS, Ameland project partner will post a short news item on the websites of 'Duurzaam Ameland' and in most cases on the website of the municipality of Ameland. The news item will link the audience to the IANOS-website, if possible to the specific subject page (if available).

- At the same time, Ameland project partners plans to publish a post on FaceBook and Twitter, that links to the news item or directly to the IANOS-website, if possible to the specific subject page (if available).

- Any interesting tweet on the IANOS Twitter account will be retweeted by the municipality's Twitter account (and in future also by the Duurzaam Ameland Twitter account which Is yet under construction) with a short comment if necessary.

- Any interesting contribution to the IANOS LinkedIn account will be marked 'interesting' to the audience of the municipality's LinkedIn account, with a short comment if necessary.

- In Q2 and Q3, Ameland project partner will work on a new release of the Duurzaam Ameland website, focused on a national public (in Dutch, English and German language) and on local groups (inhabitants, tourists, entrepreneurs). In this new release there will be a special page for the IANOS project overview and news. The main social media Twitter and Facebook will be integrated in the new website. Possibilities for a ticker tape presentation of the most important social media posts on the subject of decarbonisation will be investigated.

In website articles and news items Ameland will mention the IANOS-website and respect the European Commission's guidelines on visual identity.

Terceira Island project team developed a specific communication and dissemination plan to engage local communities as well.

The communication plan for Terceira will be centered on webpages and press releases for Terceira site project. In particular, project partners are planning to do the following activities:

- Development of a web page in Portuguese dedicated to IANOS, namely the scopes, objectives, and overview of and all the work to be deployed and that it has already been done. The webpage will be included on EDA portal (www.eda.pt) and will have links for other partners webpages, namely the ones written on other languages.

- Press releases for all Azorean Media, on every IANOS project milestone.

- Publication of all press releases on EDA's IANOS webpage.

- Technical Articles to be published on every other EDAInforma. This magazine is published every trimester and shows EDA group activities. It is distributed to all EDA group workers, Azorean Public Entities and Azorean Media. It is also available on EDA Web portal.

IANOS follower islands will replicate the communication and dissemination strategy of pilot islands if it will prove to be successful, otherwise alternative communication and dissemination strategies will be developed and presented in future reports.

3.14 Key Performance Indicators

To measure the effectiveness of IANOS communication and dissemination strategy, it is fundamental to identify the right KPIs (Key Performance Indicators).

The effectiveness of the project's communication activities will be monitored every? six months in order to track the proper key performance indicators:

1. **Project Awareness**: Website traffic, page views, video views, etc…;

2. **Engagement**: Social media metrics, rate of attendance to the project's event;

3. **Lead generation**: Newsletter subscription;

4. **Dissemination**: papers and technical e-publication downloads

Table 4: IANOS Communication & Dissemination KPI

Activity	Specific Activity	Target
Dissemination	Technical project e-publication downloads	<25 = poor 25-75 = good >75 = excellent
Dissemination	Numbers of papers submitted	<4 = poor 4-8 = good >8 = excellent
Dissemination	Number of conference presentations	<4 = poor 4-8 = good >8 = excellent
Communication	Total website unique visitors	<5000 = poor 10.000 = good >15.000 = excellent
Communication	Twitter followers	<100 = poor 250 = good >400 = excellent
Communication	LinkedIn followers	<100 = poor 250 = good >400 = excellent
Communication	Newsletter subscribers	<50 = poor 100 = good

4 IANOS Contents

After analysing the content's needs and preferences of IANOS target audiences, the following content ideas will be included in IANOS editorial plan:

1. **Press releases about project milestones**, highlighting IANOS USPs and the economic, environmental and social benefits for project stakeholders

2. **IANOS vocabulary**: every week, the explanation of a technical work related to IANOS project will be shared on project social media in a clear and easy to understand way. The purpose of this activity is to engage also the general public and non-technical experts in IANOS project

3. **Project Partners' Interviews**: interviews to IANOS partners will be published on the website and shared on social media. The aim is to inform potential stakeholders and the general public about the role of each partner in the project, underlining how they will contribute to achieve the expected impacts listed in the project's call;

4. **Articles about the public deliverables**: the aim is to translate the technical contents in pieces of news that can be easily accessed and understood also by the general public;

5. **Articles about the events in which the project consortium takes part**: the aim is share the results (presentations, conference proceedings etc) with IANOS community

Different content formats will be used:

1. Press releases to communicate project milestones

2. Classic news item to communicate about partners' role in the project, events attended, results contained in public deliverables

3. Video to explain project concept

4. Infographic to explain project concept and main results

5. Open-access scientific publications

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[4] Dissemination KPIs are defined in Grant Agreement; Communication KPIs are defined by Project Consortium in this deliverable

5 Results achieved in the first six months of the project

5.1 First Press Release

The first action carried out by RINA with the support of Project Coordinator EDP was the preparation of a press release about IANOS kick-off (when was the kick-off?).

All essential information about the project were included and the press release was shared with all project partners after IANOS kick-off meeting, in order to get them to promote the project through their communication channels.

Figure 13: Kick off Press Release

5.2 Twitter

Concerning Twitter, IANOS page has currently 116 followers (data accessed on 24 March 2021).

The communication strategy specifically developed for Twitter includes the exploitation of so called "trending hashtags of the day" to maximise IANOS visibility on this social media.

For example, on 14 December 2020, Twitter community was tweeting about "WorldEnergyConservationDay", so IANOS posted a short description of project concept including this hashtags and captivating images of the pilot islands to attract the users' attention. In this way,

IANOS tweet appears in the conversation about this topic and project stakeholders viewed this tweet, which gained a total of 2 retweet and 7 likes.

Figure 14: Explotation of Trending Hashtags

IANOS communication strategy for social media (both Twitter and LinkedIn) involves also the development of short video animations to engage social media audience.

In fact, video format is successful on social media and the first one was created to celebrate Christmas break and to wish a safe new year to all IANOS followers.

All video animations will be consistent with IANOS brand identity and be characterised by the same colour palette of project logo.

Figure 15: Short video animations to engage on social media

Concerning Twitter analytics, October 2020 has been one of the most successful months in terms of the engagement: IANOS Twitter account was viewed by 395 Twitter users, tweets were views 4315 times, the account was mentioned 14 times and, last but not least, it gained a total of 36 followers just in one month.

It is worth mentioning that the account gained an EU influencer on the topics of islands' energy transition as top follower.
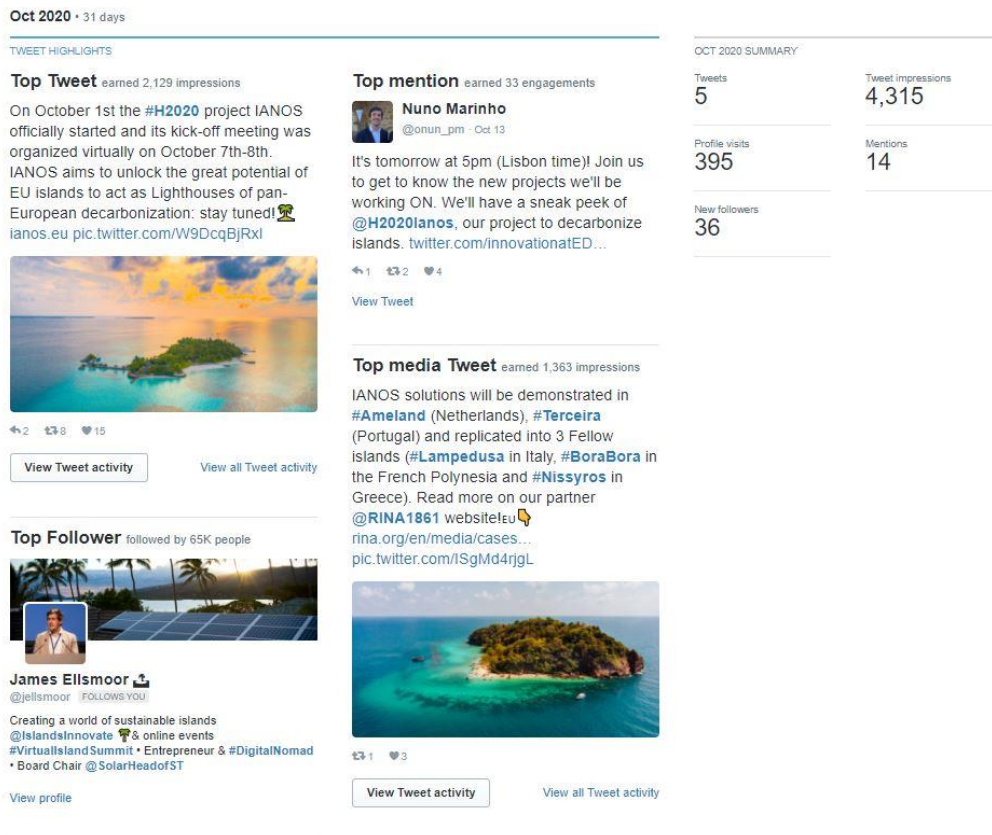
Figure 16: October 2020 Twitter Analytics

Also, February 2021 has been a quite successful month in terms of engagement on Twitter.

In particular, IANOS tweets were viewed viewed5832 times, the profile was viewedviewed by 365 Twitter users and mentioned 8 times. Moreover, 17 new followers were gained and another EU influencer active on the topics of energy transition was acquired.

The high engagement in February 2021 can be explained by the work carried out by Project Consortium and, in particular:

- Project partners promoted IANOS via their company Twitter pages

- Project video was launched

- Project website (already developed at the end of December) was officially finalized and launched

Figure 17: February 2021 Twitter Analytics

5.3 LinkedIn

Concerning LinkedIn, IANOS page has currently 162 followers (data accessed on 24 March 2021).

Concerning engagement rate, IANOS LinkedIn page is experiencing a constant growth.

In particular, there are two peaks: the first one in November 2020 (due to promotion via partners channels, to the participation of New Energy Coalition in "Meet Your Future in Energy Event" and to the participation of IANOS at Enlit Europe Virtual Showcase) and the second one in February (when project website and videos were launched).

Figure 18: Engagement Rate of IANOS LinkedIn page

Also considering followers' acquisition, there are two peaks: the first one in October 2020 when all project partners shared press release about project kick-off via their communication channels and the second one in February, when lot of key communication and dissemination activities (such as website and video launch) were performed.

Besides these two peaks and not considering the holiday periods when activities on LinkedIn usually decrease, IANOS page is characterised by a constant growth in terms of followers.
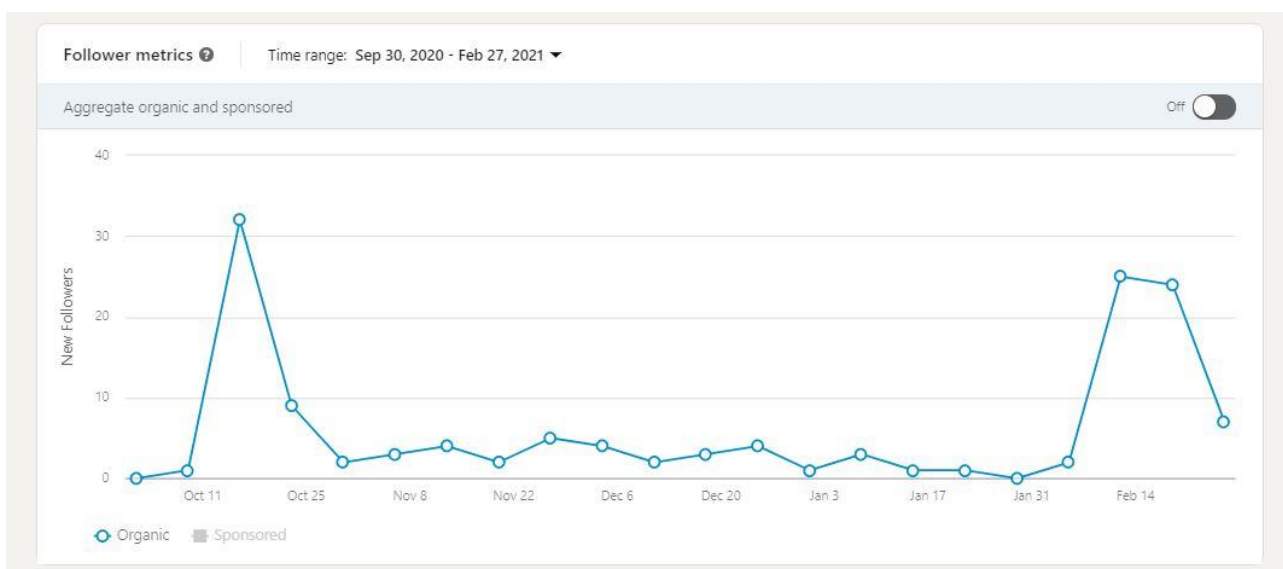

Figure 19: Follower acquisition of IANOS LinkedIn page

5.4 Project Video

RINA developed and released IANOS project video in February 2021 and it can be found at the following link: https://vimeo.com/490737618

The video title is "Our dream island is 100% decarbonised, and yours?" and it is mainly divided in the following sections:

1. The first part introduces IANOS challenge and the need to support islands to exploit renewable energy sources rather than depending on fossil fuels' imports

2. The second part describes IANOS mission and the activities that IANOS Project Consortium will carry out on the pilot and follower islands

3. The third part includes the promotional message "Our dream island is 100% decarbonised, and yours?"?" of the video in order to make the video itself remarkable for project stakeholders and to distinguish IANOS from other similar projects

4. The fourth part is the so called "call to action" in marketing jargon and it invites stakeholders to visit IANOS website and to follow project social media pages

5. The fifth part is dedicated to project acknowledgement

The video is consistent with IANOS brand identity and it has been shared on IANOS social media and on project partners' communication channels.

Figure 20: Project Video on Twitter

Concerning video analytics, it is worth mentioning that:

- It currently has 115 views on RINA Vimeo page (data accessed on 24 March 2021)

- 125 views on RINA Twitter page (data accessed on 24 March 2021)

- 222 views on IANOS Twitter page (data accessed on 8 March 2021)

- 782 views on IANOS LinkedIn page (data accessed on 8 March 2021)

5.5 Project Video Translations

Project video has also been developed by RINA in the local languages on IANOS islands with the main purpose to engage local community more easily and make them better understand the project:

1. Portuguese

2. Dutch

3. French

4. Italian

5. Greek
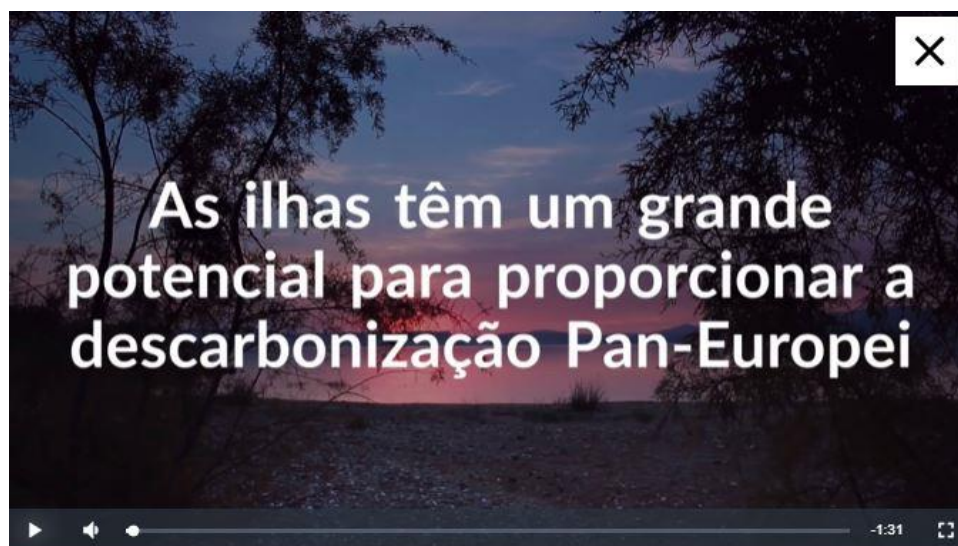
Figure 21: Project video in Portuguese

Figure 22: Project Video in Dutch

Figure 23: Project Video in French

Figure 24: Project Video in Italian

Figure 25: Project Video in Greek

5.6 Promotional Material

See report D10.2 "IANOS website and dissemination material".

5.7 Website

Concerning the website, it was promoted both on project channels and on partners' channels.

In particular, it is worth mentioning that IANOS tweet about website official launch gained 13 retweets and 10 likes.

LinkedIn post gained 23 likes as well.

Figure 26: Project Website on Twitter

Since the soft launch of the website, on January 26 2021, we have been tracking the website with Google Analytics. In total we have had 1,5k views in total and the visitors spend an average of 1m 32s engaged on our website. You can see the peaks with the soft launch (first peak) and the peak on February 9 with the official launch of the website.
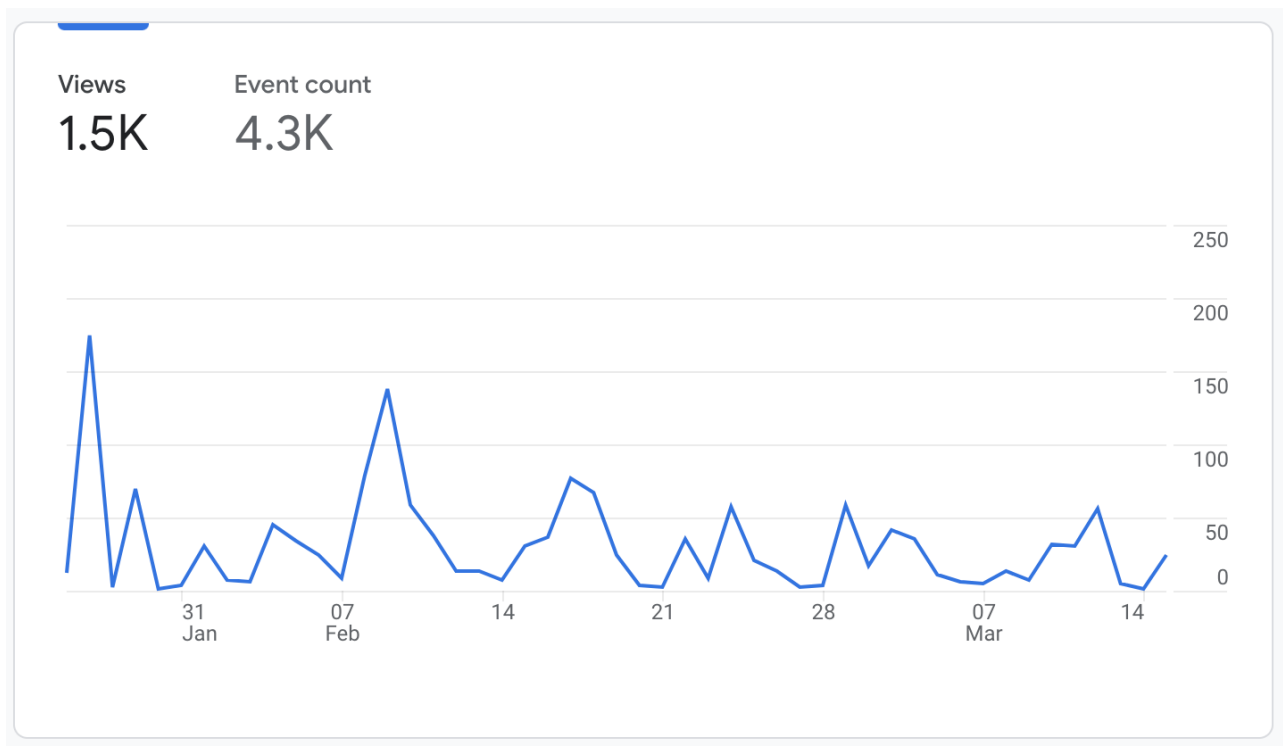
Figure 21: Views of the website
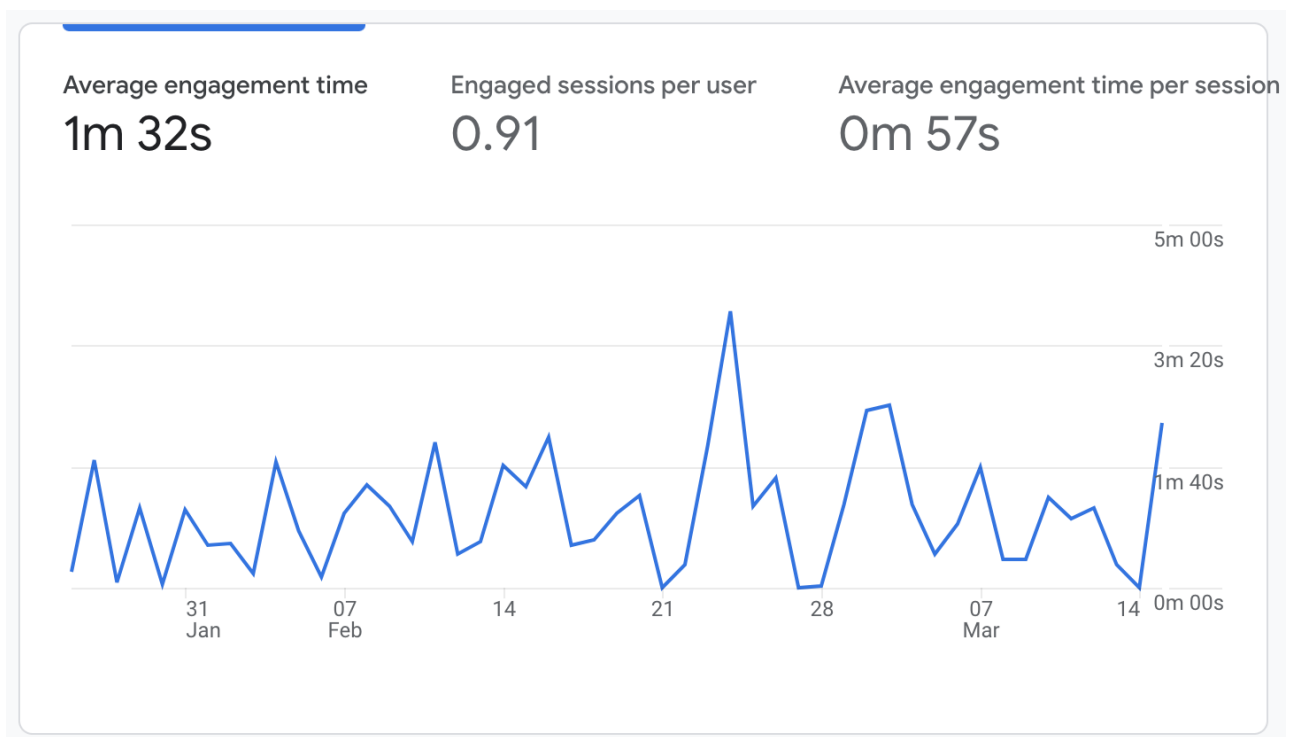
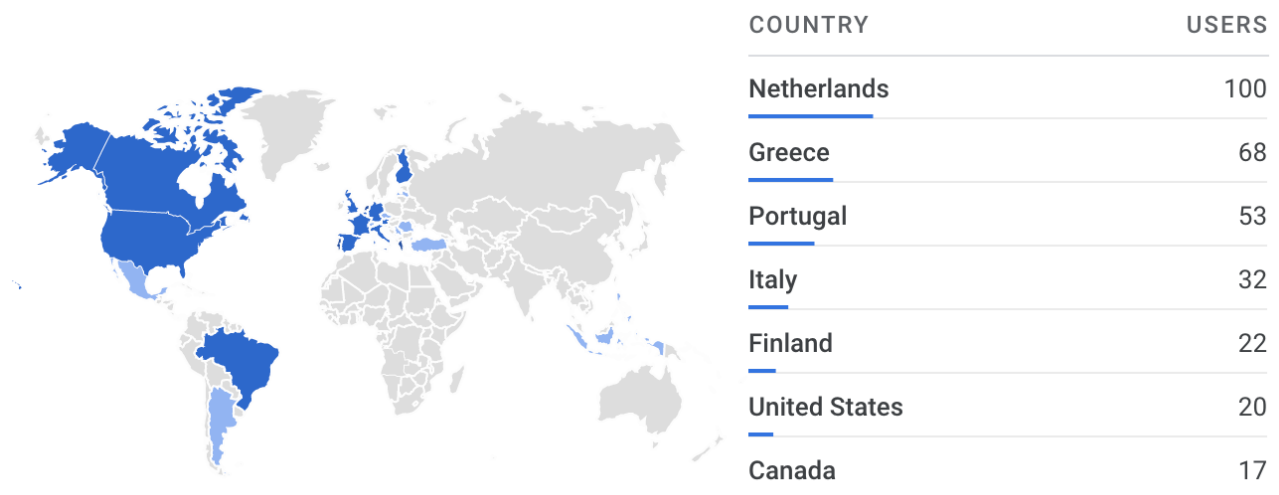*Figure 22: Average engagement time of visitors on the webiste*

The top 7 pages with most views since the launch are:

PAGE TITLE AND SCREEN CLASS	VIEWS
Homepage - IANOS	617
About - IANOS	193
The Islands - IANOS	175
Project - IANOS	144
Partners - IANOS	141
News & Events - IANOS	54
Solutions - IANOS	49

Figure 23: Webpages with most views

Since the launch we have been visited by people from 30 countries:

COUNTRY	USERS
Netherlands	100
Greece	68
Portugal	53
Italy	32
Finland	22
United States	20
Canada	17

Figure 24: Global overview of visitors around the world and most users per country

Most of the visitors view the website on Desktop.
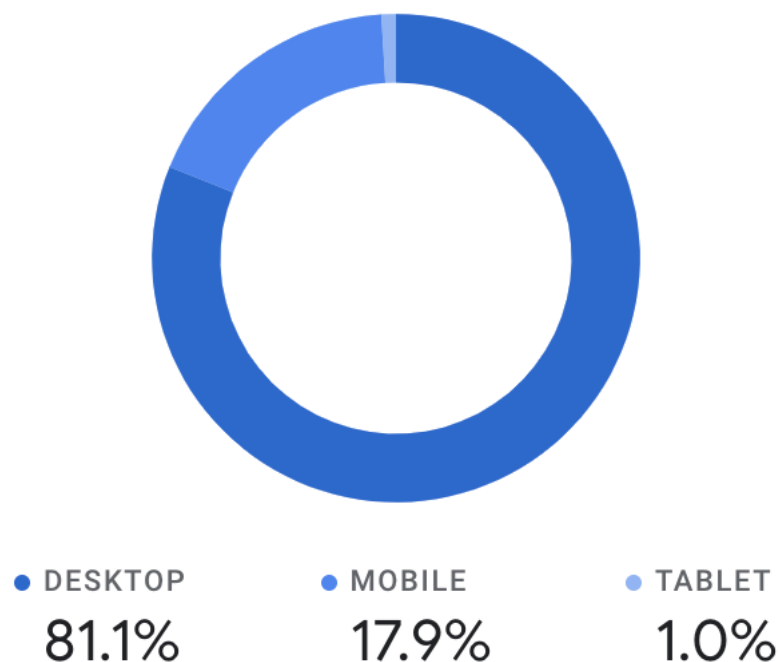
Figure 25: used device catogory to view website

5.8 Other noteworthy activities

Among the other activities performed in the first six months of the project, it is worth mentioning that IANOS short description and link to website was published on Enlit Europe website (https://www.enlit-europe.com/) in the framework of the Virtual EU Zone dedicated to European projects.

This activity carried out by project partner RINA was very important for two main reasons:

- Search Engine Optimisation: to have a good positioning on the Google SERP, nowadays it is fundamental to have as many authoritative website as possible linking to project website as Google algorithm considers a website a good one if it has high-value "backlinks"

- Stakeholders engagement: by performing this action, IANOS project became part of Enlit Community and their website is visited by thousands of EU actors working in the energy field

Figure 27: Virtual showcase at Enlit Europe

IANOS project was also active in terms of networking with other H2020 projects sharing the same project goals.

In particular, an article about IANOS was published on SMILE Project Newsletter (https://www.h2020smile.eu/):

Figure 28: IANOS on SMILE sister H2020 project newsletter

Last but not least, IANOS is part of "H2020 BRIGDE", a European Commission Initiative which unites Horizon 2020 Smart Grid, Energy Storage, Islands, and Digitalisation Projects to create a structured view of cross-cutting issues which are encountered in the demonstration projects and may constitute an obstacle to innovation.

In particular, IANOS has been already presented at one of BRIDGE General Assembly by Project Coordinator EDP.

Figure 29: IANOS at BRIDGE General Assembly

6 Table of performed and planned activities

List of scientific publications:

- books/monographs "The report Sustainable islands - Observatory on the smaller islands", Publisher Legambiente, authors are Rossana Barrella, Cristiana Biondo, Valentina Cozza, Francesco Petracchini, Valeria Rizza, Edoardo Zanchini, published 2019, relevant page is 40, green Open Access, performed

6.1 Events

Table 5: IANOS communication and dissemination events

Type of event	Event Title	Link	Date	Place	Partner Contribution	Countries	Target	Responsible partners	Status	Number of people reached
participation to an event other than a conference or a workshop	Meet Your Future in Energy	https://energyacademy.org/calendar/careerevent/	24/11/2020	Online	Pitch + roundtable discussion	Netherlands	Other	New Energy Coalition	Performed	78
organisation of a workshop	EREF policy brief	internal	03/12/2021	online	IANOS presentation	EU-27	other	EREF	performed	30
organisation of a workshop	EREF Board Meeting	internal	22/01/2021	online	IANOS presentation	EU-27	other	EREF	performed	20
participation to a workshop	EU Green Week	https://www.eugreenweek.eu/	03/06/2021	online	IANOS presentation	EU	scientific	RINA/CERTH/EDP (speakers to be defined)	planned	

					commu nity			

6.2 Digital activities

Table 6: IANOS communication and dissemination digital activities

Type of activity	Period	Link	Partner Contribution	Countries Addressed	Target	Responsible partner	Status	Number if reached (unique)
social media	10/8/2020	https://www.linkedin.com/feed/update/urn:li:activity:6719876889785188352	Linkedin post		all	UBE	performed	205
social media	23/10/2020	https://www.linkedin.com/feed/update/urn:li:activity:6725332672018698240	Linkedin post		all	UBE	performed	145
social media	8/10/2020	https://twitter.com/Ubitechenergy/status/1314204039853162497?s=20	Tweet about Kick off meeting		all	UBE	performed	117
website	7/10/2020	https://energy.ubitech.eu/2020/10/07/ubitech-energy-kicks-off-the-ianos-innovation-action-on-decarbonization-and-smartification-of-islands/	Article about kick off meeting		all	UBE	performed	

website	9/10/2020	https://www.newenergycoalition.org/en/kick-off-newest-innovation-project-ianos/	Article about kick off meeting		all	NEC	performed	20
social media	10/12/2020	https://www.linkedin.com/feed/update/urn:li:activity:6721339511952953344	Post about Kick off meeting		all	NEC	performed	1,057
social media	10/12/2020	https://twitter.com/newenergyco/status/1315548193099218944?s=20	Tweet about Kick off meeting		all	NEC	performed	502
other	12/11/2020	https://online2.superoffice.com/Cust22982/CS/scripts/customer.fcgi?action=vsms&m=144&k=255051F7045D1D7C	Newsletter (in Dutch) mentioning IANOS		all	NEC	performed	2,404
social media	16/11/2020	https://www.linkedin.com/posts/ubitech-energy_ianos-press-release-activity-6734050925662478336-iF19	Press release publication		all	UBE	performed	
website	14/11/2020	https://energy.ubitech.eu/2020/11/14/ianos-press-release-kicks-off/	first press release publication		all	UBE	performed	
social media	11/2/2021	https://www.linkedin.com/feed/update/urn:li:activity:6765611095513206784	Post about website launch		all	NEC	performed	986
social media	11/2/2021	https://twitter.com/newenergyco/status/1359845500657291266	Tweet about website launch		all	NEC	performed	708
website	1/5/2021	https://neroa.nl	Publication about IANOS project on our website		all	NEROA	Planned	

social media	1/2/2022	https://twitter.com/bneroa	Tweet about progress of our work in IANOS		all	NEROA	Planned	
website	15/10/2020	https://www.teraloop.org/single-post/teraloop-to-pilot-on-terceira-island-azores	Publication about IANOS project on our website		all	TERA	performed	3482
social media	15/10/2020	https://www.linkedin.com/feed/update/urn:li:activity:6722432605482053633	Publication about IANOS project on Linkedin		all	TERA	performed	3482
social media	2/12/2021	https://www.linkedin.com/posts/cleanwatts_cleanwatts-is-a-partner-of-ianos-h2020-project-activity-6765962008497029120-fEGs	Cleanwatts is a Partner of IANOS H2020 Project		all	VPS	performed	825
social media	10/2/2021	https://www.linkedin.com/feed/update/urn:li:activity:6766995692088004609/?updateEntityUrn=urn%3Ali%3Afs_feedUpdate%3A%28V2%2Curn%3Ali%3Aactivity%3A6766995692088004609%29	Publication about IANOS video project on Linkedin		all	CNR IIA		
website	4/1/2021	https://www.uninova.pt/project/integrated-solutions-decarbonization-and-smartification-islands-ianos	Publication about IANOS project on our Website		all	UNINOVA	performed	
website	1/4/2021	www.eref-europe.org	Publication about IANOS project on our Website		all	EREF	planned	1500
social media	2021 - 2022	https://twitter.com/erefeu?lang=de	Tweet and retweet IANOS content		all	EREF	planned and performed	1143

website	16/11/2020	https://www.efacec.pt/en/ianos-project-integrated-solutions-for-the-decarbonization-and-smartification-of-islands/	Publication about IANOS and press release publication (EN)		all	EFACEC	performed	
website	17/11/2020	https://www.efacec.pt/ianos/	Publication about IANOS and press release publication (PT)		all	EFACEC	performed	
website	9/10/2020	9/10/2020	IANOS description on rina.org	Worldwide	industry	RINA	performed	75
website	9/10/2020	9/10/2020	IANOS description on RINA Italian website	Italy	industry	RINA	performed	26
social media	22/10/2020	https://twitter.com/RINA1861/status/1361964755955683329	IANOS description on RINA Italian website	Worldwide	industry	RINA	performed	2038
social media	17/02/2021	https://twitter.com/RINA1861/status/1319309910388232193	IANOS Project video	Worldwide	industry	RINA	performed	123
social media	10/8/2020	https://www.linkedin.com/feed/update/urn:li:activity:6719876889785188352	Linkedin post		all	UBE	performed	205
social media	23/10/2020	https://www.linkedin.com/feed/update/urn:li:activity:6725332672018698240	Linkedin post		all	UBE	performed	145
social media	8/10/2020	https://twitter.com/Ubitechenergy/status/131420403985316 2497?s=20	Tweet about Kick off meeting		all	UBE	performed	117
website	7/10/2020	https://energy.ubitech.eu/2020/10/07/ubitech-energy-kicks-	Article about kick off meeting		all	UBE	performed	

		off-the-ianos-innovation-action-on-decarbonization-and-smartification-of-islands/						

7 Conclusions

In conclusion, D10.1 "IANOS Communication & Dissemination Plan" has been developed in the framework of Task 10.1 "Communication and Dissemination Planning, Monitoring and Review", which is part of Work Package 10 "Dissemination, Exploitation, Promotion & Knowledge Transfer".

This report presented:

- an overview of the communication and dissemination strategy elaborated, which is focused on the following main key pillars: Digital Communication at the Core and Content Marketing

- the KPIs that will be monitored to keep track of the effectiveness of the communication and dissemination strategy: **Project Awareness (** Website traffic, page views, video views, etc…), **Engagement (**Social media metrics, rate of attendance to the project's event) and **Lead generation (**Newsletter subscription).

- Present the activities performed in the first 6 months of the project

- Develop IANOS editorial plan for the future months with the support of the whole Project Consortium on a six-monthly basis. The update of IANOS communication and dissemination strategy will be presented in D10.3 IANOS Website and

- dissemination material (T10.2)_v2 (M18), D10.4 IANOS Website and dissemination material (T10.2)_v3 (M36), D10.5 IANOS Website and dissemination material (T10.2)_v4 (M48). Moreover, an update of all performed activities will be included in D10.6 Report on Dissemination Actions (T10.3) (M24) and D10.7 Report on Dissemination Actions (T10.3)_v2 (M48)