D4.1: Dissemination and Communication Strategy and Plan

Revision: v.1.0

Work package	WP 4
Task	Task 4.1
Due date	31/07/2016
Submission date	31/07/2016
Deliverable lead	Martel Innovate
Version	1.0
Authors	Monique Calisti, Miguel Alarcon (Martel), Antonella Passani (T6ECO)
Reviewers	Federico M. Facca (Martel), Stavroula Maglavera (UTH)

Abstract	This deliverable is an interim version of the ChiC dissemination and communication plan (Deliverable 4.2 planned to be delivered at M04) aiming at presenting the envisaged developments and functionalities for the Collective Awareness Platforms for Sustainability and Social Innovation, CAPSSI, web portal to provide the whole CAPSSI community a powerful and interactive communication and information exchange hub. This in order to promote the CAPSSI initiative towards citizens, policy makers and journalists
Keywords	Dissemination, promotion, communication, events, strategy

Document Revision History

Version	Date	Description of change	List of contributor(s)
V0.8	25/07/2016	First draft version including comments from partners	Miguel Alarcon, Federico M. Facca (Martel), Antonella Passani (T6ECO)
V0.9	27/07/2016	First complete version for review before submission	Monique Calisti (Martel)
V1.0	31/07/2016	Integration of review	Monique Calisti (Martel), Stavroula Maglera (UTH)

Disclaimer

The information, documentation and figures available in this deliverable, is written by the ChiC (Coordinating high impact for CAPSSI) – project consortium under EC grant agreement 687686 and does not necessarily reflect the views of the European Commission. The European Commission is not liable for any use that may be made of the information contained herein.

Copyright notice

© 2016 - 2018 ChiC Consortium

Project co-funded by the European Commission in the H2020 Programme			
Nature of the deliverable:		Report	
Dissemination Level			
PU	Public, fully open, e.g. web		✓
CI	Classified, information as referred to in Commission Decision 2001/844/EC		
CO	Confidential to ChiC project and Commission Services		

EXECUTIVE SUMMARY

The ChiC Work Package 4 (WP4) is dedicated to "Dissemination, communication and engagement" and it includes three tasks: T4.1 "Dissemination strategy and project identity", T4.2 "Project website, web-presence and online communication tools" and T4.3 "Dissemination, engagement activities and community building". Task 4.1 is focused on the project's web portal design, set up, implementation and maintenance.

The current deliverable D4.1, is an interim version of the Dissemination and Communication Strategy and Plan (deliverable D4.2) due at month 4 (i.e., end of September 2016). It is manly focus on the development and functionalities of the CAPSSI web portal, while the broader description of the ChiC dissemination and engagement strategy will follow in D4.2 as it implies coordination with the EC and related initiatives and projects such as the Digital Social Innovation 4 EU (DSI4EU) and the Social Innovation exChange (SIC), EC-funded projects, which is planned for the months to come.

One of the main objectives of ChiC is to support the CAPSSI projects and ensure that the CAPSSI programme as a whole can grow as a unique and disruptive initiative, by creating awareness in citizens, as well as journalists and policy makers, of the multiple new perspectives opened by bottom up collaborative projects such as the ones funded under CAPSSI.

In order to achieve this ambitious goal, the CAPSSI web portal (https://capssi.eu/) is conceived to be accessible, simple and easy to find and use, acting as a main entry door to CAPSSI-driven efforts.

This document describes the envisaged functionalities of the CAPSSI web portal, which ca be summarized as:

- Presenting the overall CAPSSI initiative and linking to the various communication channels, including Facebook, LinkedIn, Twitter and YouTube.

- Gathering and organising information about the CAPSSI projects.

- Disseminate News relevant to the CAPSSI community and target stakeholders.

- Facilitating access to key outputs from CAPSSI related projects and initiatives, including planned ChiC outcomes.

- Promoting CAPSSI related workshops, conferences and events.

- Supporting the consolidation and growth of the CAPSSI community and foster collaboration through a dedicated communication platform, to be embedded within the portal, that will allow the CAPSSI players and target stakeholders to interact, discuss and share experiences and ideas.

An important aspect the ChiC consortium will continuously follow up on in the development and maintenance of the CAPSSI portal is coordination with related initiatives and efforts, including relevant web sites and communication fora in Europe and beyond, so as to foster synergies and avoid overlap of efforts.

TABLE OF CONTENTS

LIST OF FIGURES

1   INTRODUCTION

The ChiC project aims at providing coordination and support to the growth of the CAPSSI Community and Digital Social Innovation initiatives in Europe and beyond. The ambition of ChiC is not only to support the various CAPSSI and related projects by offering them concrete opportunities for networking, know-how sharing/exchange and effective promotion of their work and result, but also to ensure that the CAPSSI programme as a whole grows as a unique and disruptive initiative able to engage **citizens, policy-makers, hackers, students, social entrepreneurs, the civil society, large enterprises as well as SMEs, R&D actors and, overall, both the public and the private sectors**.

In this perspective, promotion, dissemination and exploitation activities are central to the whole ChiC efforts and are being closely coordinated among the various WPs so as to create a cohesive plan of action for engagement of all relevant stakeholders in the CAPSSI ecosystem and beyond.

In particular, the ChiC Work Package 4 (WP4) is dedicated to "Dissemination, communication and engagement" and it includes three tasks: T4.1 "Dissemination strategy and project identity", T4.2 "Project website, web-presence and online communication tools" and T4.3 "Dissemination, engagement activities and community building". Task 4.1 is focused on the project's web portal design, set up, implementation and maintenance.

The current deliverable D4.1 is an interim version of the Dissemination and Communication Strategy and Plan (deliverable D4.2) due at month 4 (i.e., end of September 2016). It is manly focus on the development and functionalities of the CAPSSI web portal, while the broader description of the ChiC dissemination and engagement strategy will follow in D4.2 as it implies coordination with the EC and related initiatives and projects such as the Digital Social Innovation 4 EU (DSI4EU) and the Social Innovation exChange (SIC) EC-funded projects, which is planned for the months to come.

One of the main objectives of ChiC is to support the CAPSSI projects and ensure that the CAPSSI programme as a whole can grow as a unique and disruptive initiative, by creating awareness in citizens, as well as journalists and policy makers, of the multiple new perspectives opened by bottom up collaborative projects such as the ones funded under CAPSSI.

In order to achieve this ambitious goal, the CAPSSI web portal (https://capssi.eu/), is conceived to be accessible, simple and easy to find and use, acting as a main entry door to CAPSSI-driven efforts.

This document describes the envisaged functionalities of the CAPSSI web portal which ca be summarized as:

- Presenting the overall CAPSSI initiative and linking to the various communication channels, including Facebook, LinkedIn, Twitter and YouTube.

- Gathering and organising information about the CAPSSI projects.

- Disseminate News relevant to the CAPSSI community and target stakeholders.

- Facilitating access to key outputs from CAPSSI related projects and initiatives, including planned ChiC outcomes.

- Promoting CAPSSI related workshops, conferences and events.

- Supporting the consolidation and growth of the CAPSSI community and foster collaboration through a dedicated communication platform, to be embedded within the portal, which will allow the CAPSSI players and target stakeholders to interact, discuss and share experiences..

An important aspect the ChiC consortium will continuously follow up on in the development and maintenance of the CAPSSI portal is coordination with related initiatives and efforts, including relevant web sites and communication fora in Europe and beyond, so as to foster synergies and avoid overlap of efforts.

2   THE CAPSSI WEB PORTAL

The CAPSSI web portal aims to be the entry door to the CAPSSI initiative for the CAPSSI players, for the general public and for the broad Internet community, including all relevant stakeholders active in the social innovation domain, such as bottom-up grassroots initiatives promoted by hackers, social enterprises, SMEs, and civil society.

2.1   Overall Technical Foundation

Web design experts within the project conceived its design and structure to promote the outcomes to the relevant target groups, by following up on a number of discussions with the ChiC Project Officer and initial coordination with CAPSSI projects.

As by the timeline defined in section 4 of this document, a first release of the web portal has been already made publicly accessible since the beginning of the second month of the project at: **https://capssi.eu/**.

Figure 1: Homepage of the CAPSSI web portal

Basic facts: The CAPSSI web portal is available at *https://capssi.eu[1]*. Martel Media, which is the Martel's department specialized in communication services, created the web portal and will technically maintain it throughout the whole duration of the project, with active collaboration from all project's partners. The web portal is based on WordPress (*http://wordpress.org/*), one of the most popular Open Source Web Content Management System (CMS) together with the social community plugin BuddyPress to build the CAPSSI community. The web portal is integrated into the powerful stats engine provided by Google analytics.

Technical aspects: The web site is hosted by Hostpoint (*https://www.hostpoint.ch*), the largest Swiss web hosting company and offering 24/7 support and disaster recovery. As early mentioned the web portal is based on WordPress which uses PHP to generate HTML code, pages are styled with CSS3

---

[1] Valid aliases include http://capssi.eu and http://www.capssi.eu.

and stored into a MySQL database. The entire code of the website adheres to the standards of accessibility defined by the World Wide Web Consortium (*https://www.w3.org/*).

Design aspects: The design of the web portal is strongly brand-oriented to grow and consolidate the image of the CAPSSI identity. All the dissemination material produced within the project and for the interaction with social networks will use the portal as term of reference, in order to have a consistent communication and an easy-to-recognise image/brand. To support multimodal access of the web portal, it adopts responsive design principles aimed at providing an optimal viewing experience: the interface adapts the layout to the viewing environment by using fluid, proportion-based grids.
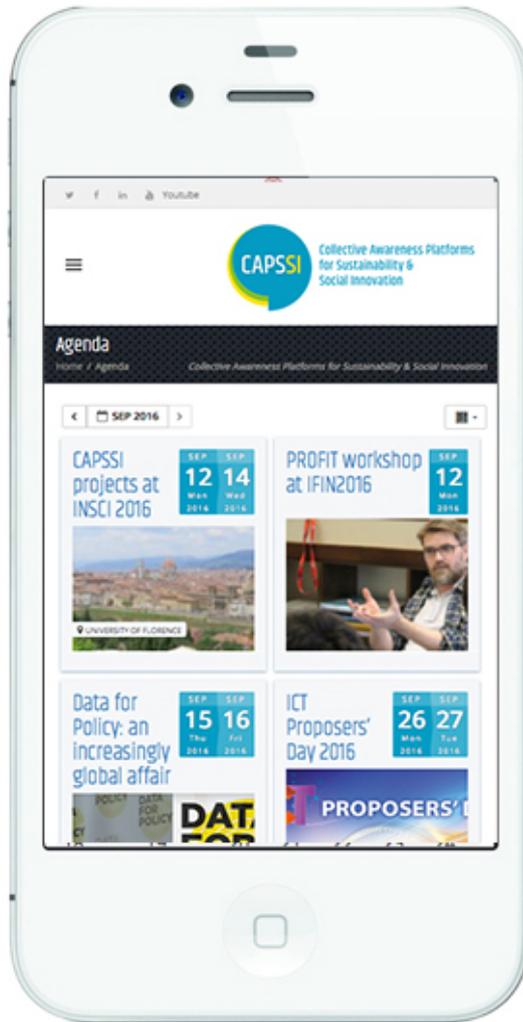

Figure 2: CAPSSI web portal on smartphone (Responsive design)

2.2   Strategy and promotion

The web portal aims to be the entry point for all information about the CAPSSI ecosystem. All relevant information about projects, outcomes, events, milestones, developments, etc., must be well exposed and accessible via the dedicated areas the portal has been structured around.

The ChiC consortium will be constantly searching, gathering and elaborating information to be posted, especially in relation to the planned activities of the various work packages. Moreover, as discussed in more details in section 4.2, the ChiC partners will regularly poll for information and animate the community so as to motivate its members to use the CAPSSI portal and offered community tools (see

section 4). The vision is to create a community of active players that embraces efforts beyond CAPSSI and that provides an entry point, where information, resources, tools and ideas related to digital social innovation can be found, discussed and promoted.

A key success factor for the promotion of the web portal will be the close relation with the various active CAPSSI social networks. Twitter, Facebook and LinkedIn will regularly echo what is happening in the web portal. This will be crucial to attract new visitors and target stakeholders.

As explained at the beginning of this document, a first version of the web portal is already online but a development timeline has been defined, also in relation to other planned activities the ChiC partners are following up on, in order to assure that specific functionalities will be made available at key stages of the CAPSSI community growth. The timeline we identified for the next 6 months is presented below.
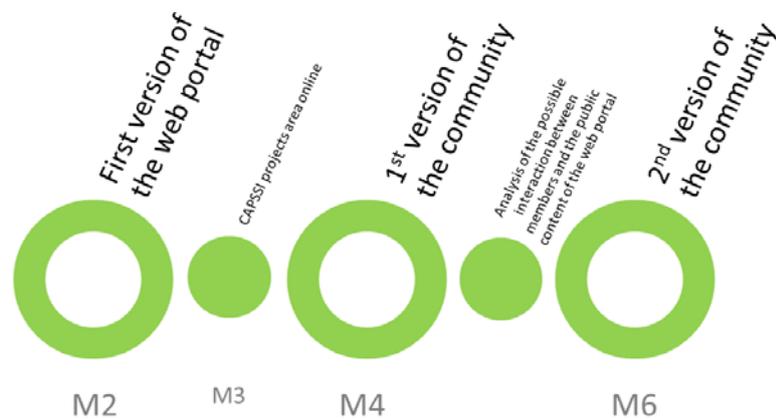

Figure 3: The CAPSSI web portal development timeline

3 CORE STRUCTURE AND ORGANISATION OF THE CAPSSI PORTAL

This section describes in detail the structure of the CAPSSI web portal, its content and main offered functionalities.

- **Homepage:** Entry point of the portal. The homepage is user oriented to support visitors in quickly and easily understanding what is the CAPSSI community/initiative and what is offered in the portal. It is extremely flexible giving the possibility to adapt the main entry point of the website to different situations highlighting events or relevant information. A full width slideshow on top of the homepage gives a moving and dynamic aspect to the portal and offers a nice window to highlight and promote the most relevant information about CAPSSI.

- **About:** Informative page about the CAPSSI initiative and the main objectives of the overall programme.

- **CAPSSI Projects:** This section provides the most relevant information about the CAPSSI projects. In close coordination with WP2 and WP3 a questionnaire will be sent to all ongoing projects in order to gather up-to-date information. The web portal will show the most relevant information about the projects in an accessible and user friendly way (see timeline in section 4), redirecting to the projects' web sites, but highlighting the most salient aspects about scope, objectives and outcomes (when available). Basic information about the FP7 ongoing CAPS project is already in this section of the portal.

- **Resources:** This section aims at gathering and organising different online tools on social innovation with a special focus on the ones developed by the CAPSSI initiative. As part of the evolution of the web portal, the Resources section will become dynamic and collaborative at a later stage, when the community will be more cohesive and active. In order to avoid overlapping with other initiatives and/or tools, the identified key aspects about the strategy to manage this area of the portal are described in section 4 of this document.

- **Calendar:** This is a dedicated area for the promotion and dissemination of relevant upcoming events related to CAPSSI and more in general to social innovation initiatives. A special emphasis will be given to the events organised by CAPSSI projects. Each individual event page gives the opportunity to quickly share the content through the most important social networks and also via e-mail.

- **News:** Blog section to promote the latest breaking news related to CAPSSI and more in general Digital Social Innovation. Each individual article gives the opportunity to quickly share the content through the most important social networks and also via e-mail. All articles are carefully tagged with a selection of categories, this optimise the research and also the "related articles" module at the bottom of each article.

- **Library (to come):** Repository of documents related to CAPSSI and social innovation in general. This section will be closely connected to the community in order to enlarge the scope of relevant resources and documents. Section 4 of this document describes how to manage this portal's area and the strategy to keep it active, accessible and useful.

- **CAPSSI community (to come):** An area dedicated to facilitating communication, interaction and information exchange for the whole CAPSSI community. The online CAPSSI community platform will be a central element of the web portal and one of the key success factors for the consolidation and growth of the whole initiative. Section 4 of this document is dedicated to describe this part in more details.

4 SUPPORTING THE CAPSSI COMMUNITY

As explained in the executive summary of this document, one of the main objectives of ChiC is to support the CAPSSI projects and ensure that the CAPSSI programme as a whole can grow as a unique and disruptive initiative at the service of the civil society. In order to achieve this ambitious goal, the CAPSSI web portal is conceived to be accessible, simple and easy to find and use, acting as a main entry door to CAPSSI-driven efforts.

In particular, the CAPSSI web portal will offer the capability to build, animate and moderate an online community that is central to all stakeholders' engagement activities run by ChiC and other ongoing projects.

As shown in the timeline for the portal's development (see below), the first version of the **online CAPSSI community platform**, as a central part of the CAPSSI web portal, will be made available before the CAPSSI community workshop to be held in Bratislava on the 28th September. As a matter of fact, this event represents a concrete opportunity to present the platform to the CAPSSI projects and encourage them to actively participate and make use of it.

4.1 The Online CAPSSI Community Platform Functionalities

A set of interesting functionalities has been foreseen for the CAPSSI community. They are primarily oriented to empower the interaction between the members and facilitate the exchange of ideas and documents. In a second step, as outlined by the timeline presented in section 2.2, the ChiC consortium will implement another set of tools to connect the community with the public content on the web portal.

The CAPSSI community platform will be very flexible to adapt functionalities and services to the request from the members. A registration will be needed to become member of the community and have access to the content. There will be the possibility to create public and private groups, for instance with different focus, so as to facilitate discussions and information exchange.

The basic functionalities of what registered members of the CAPSSI community platform could do is described hereby:

- Set their profiles with a picture and preferences.

- Create groups of discussions, ideas, new proposals, etc.

- Become friends (or Follow) groups or members.

- Participate to the discussions inside the groups, the suggestion box and the library corner.

- Invite other people to join the community.

- Set notifications/alerts for the activity in groups.

- Private messaging within the community.

- Share files within a group. This will bring the opportunity to create thematic repositories inside each of the groups.

4.2   Administration, animation and moderation strategy

The strategy for administration, animation and moderation is key for the success of the online CAPSSI community portal:

- **Consistency/Content:** The strategy will be oriented to create and guide the content of the groups to consistent subjects. To start with, the ChiC consortium will create specific groups and initial threads to foster the interaction, so they must be participative topics more than informative in line with planned CAPSSI projects' activities and objectives to start with.

- **Designed to share:** A key element for the interaction within the CAPSSI community is the availability to easily share files. Moreover, not only share but also quickly find the elements that have been shared inside the groups. To this purpose thematic repositories will be created.

- **Engaging/Caring:** This is also related to the consistency of the content in the sense of taking care about the language used for each communication. It must be positive and motivating.

- **Force communication through the community:** Especially when launching the CAPSSI community platform, the ChiC consortium will animate CAPSSI discussions and stimulate active participation of the community. For example, moving e-mail discussion to specific groups of discussion on the community so that members will get used to interact via the CAPSSI platform.

- **The place to be:** The ChiC consortium must create the need for the CAPSSI projects and related stakeholders to register to the community because it is the place to stay tuned for everything it happens around the CAPSSI initiative.

- **Feeding into the portal:** Through the community platform it will be possible to collect news items and events information that will feed the web portal and social media as appropriate.

- **Close coordination with the CAPSSI projects:** It is crucial to be well coordinated among all the initiatives in order to optimise the outcomes and avoid overlapping of efforts. The CAPSSI community platform needs to be the place to discuss and present ideas, developments, proposals, etc. to keep everybody aware of what is going on.

5 CONCLUSIONS AND NEXT STEPS

This deliverable presents the main concept behind the design and implementation of the CAPSSI portal as a central communication hub for promoting efforts pursued by ongoing projects and related digital social innovation initiatives in Europe and elsewhere.

Within the first two months of activity of the ChiC project, the consortium has performed an initial analysis of the needs of the community by closely interacting with the EC representatives and with the CAPSSI projects' players.

The first version of the web portal, which is up and running as of beginning of month 2, has already become a lively entry point to CAPSSI thanks to major efforts performed by the ChiC partners in gathering input and coordinate activities among various initiatives.

The plan is to follow up on the envisaged add-ons and continue improving and regularly updating the CAPSSI portal so as to allow the community to directly contribute to keeping it alive, rich and always aligned with latest achievements and future CAPSSI directions.