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Project Acronym: CLINES

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Title of the deliverable: Project dissemination plan + web site

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Abstract:

This deliverable gives a brief overview of the project communication plan and website for the CLINES project.

Keyword list: website, intranet, communication, dissemination, target audience, logo

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Abbreviations

D: Deliverable

EU: European Union

WP: Work packages

1 Executive Summary

The deliverable D7.1 “Project Dissemination Plan + Web Site” is a public document delivered in the context of WP7 “Showroom and Dissemination”, Task 7.1: Dissemination Plan, Schedule and Impact Strategy for the CLINES project.

This document will also be connected with the deliverable D3.2 “Report on Innovation workshops” oriented to bringing together a variety of stakeholders that will help to identify examples for showroom demonstrators and to have a common vision for a smart city ecosystem, D.4.1 “Regional Interest Groups meeting reports” and tasks 4.1, 4.4 and 4.5 in order to spread the recommendation results of the CLINES project at a European level. D.5.1 “Internationalization Strategy” will include activities/strategies with third party clusters.

The objective of the communication plan is to identify and organize the activities to be performed in order to promote commercial exploitation of the project’s results and the widest dissemination of knowledge from the project. The plan is expanded in two directions: towards the marketing activities in order to enhance the information potential of the strategies that will be proposed and towards the notification of project results in the cluster community, the EU and the sectors involved (including consumers).

Dissemination is a horizontal activity and concentrates on disseminating the results of the CLINES project itself to a wide range of existing or potential stakeholders.

2 Introduction

The objective of the Dissemination Plan is to identify and organize the activities to be performed in order to promote the exploitation of the project’s results and the widest dissemination of knowledge from the project. The plan is expanded in two directions: towards the marketing activities in order to enhance the commercial potential of the SMEs represented by the cluster participants and towards the notification of project results in the EU, towards stakeholders and the sectors involved. Dissemination is a horizontal activity and concentrates on disseminating the results of the CLINES project itself to a wide range of existing or potential stakeholders.

This plan attempts to introduce the foreseen CLINES project dissemination activities, included the organisation of showrooms, demonstrations, meetings with industrial and government bodies, and publication of newsletters and website as well as the organisation of a final launching conference.

Clear channels of communication between the project partners themselves as well as with the wider community will play a crucial role in the success of the project. The internal communication infrastructure must include provision of convenient and appropriate mechanisms for facilitating the free flow of information (strategy, administrative and practical) across CLINES partners.

2.1 Identification of Target Audience

Dissemination activities will start with the identification of those individuals/entities directly involved in the project and the creation of a database/register with the contact data. The initial areas sought for obtaining these contacts will be consortium members of other relevant projects. The target audience will be divided into the following addressee groups: governmental bodies, SMEs, research institutions and universities. The result will be the identification and classification of target stakeholders to be addressed.

2.2 Development of Dissemination Material

The main idea is to facilitate collaboration among involved stakeholders, promote the publicity of the project and its results, provide targeted or generic information to stakeholders, allow the provision of feedback and requirements raised by the target beneficiaries groups and facilitate the material to the stakeholders addressed.

The development of dissemination material will also consider the development of the following activities:

- The dissemination methods and their specific associated activities
- Schedule and complementarily of the dissemination activities among partners
- Individual dissemination plans.

The instruments and media that will be exploited for these purposes will be:

- **Publications** (both electronic and printed media) including press releases, newsletters, project brochure, project logo etc.).
- **Events** including presentation at conferences, seminars, workshops and networking sessions. These events will be closely related to the networking and internationalisation of the project.
- **e-media** is concerned with the project website and will include content published on the website, e-newsletter, mailing list, contact forms and creation of open forums, repository of project documents, etc.

2.3 Development of the Project Web Site

A newly created project website will be made online to publicise the objectives, progress and results of the action. The official logos will be included and references to the financial funding under FP7 will be clearly specified. This website will be updated regularly and will present a clear link to other sites involved in Smart Cities and embedded approaches.

3 Strategy

The strategy is to develop a wide range of diffusion, which reaches the diverse audience interested in knowing the different aspects of CLINES results.

The following material can be considered the main dissemination activities for the project:

- Development of the project website. The consortium has registered the domain <http://www.clines-project.eu> and <http://www.clinesproject.eu/> in order to facilitate the access to project information using the internet.
- One of the dissemination mechanisms will be the publication of a newsletter that will be sent to project interest groups (governmental bodies, research institutions, other clusters, industrial professionals, universities, and other organisations with potential interest in CLINES). Contact by means of the newsletter will facilitate the detection of some of the members of the interest groups. All of the partners will participate in the distribution of this document in their country of origin and to other international contacts.
- Other dissemination mechanisms will be periodic press releases for the media in Denmark, Germany, Belgium and Spain that will make the punctual diffusion of the project's progress and activities. On each occasion, a generic version will be prepared by the coordinator and distributed to the different partners for its adaption to each specific context and for later distribution. This initiative should result in improving our project's impact on the generally interested people.
- The preparation of a brief leaflet that facilitates contact with the interest groups of the CLINES project, briefly, simply and quickly explaining what the CLINES project is and in what environment it could be useful with both text and images. This material will be of great use in picking the interest of the stakeholders, many times responsible for making decisions but not experts in the project's outcome, regarding the use and benefits of the strategy and content developed in the project.
- The design and printing of other diffusion materials. During the first months, the GAIA team of graphic designers will work on the preparation of CLINES' image, introducing posters and leaflet that very briefly include the project's objectives and offer the official webpage as a source for obtaining more information or as a way to become part of the interest group.
- Organisation of 3 Open Innovation Workshops, where the outcome of the partnership will increase the coordination for trans-regional innovation investment in key enabling technologies.
- Organisation of events with the local stakeholders, with the aim of informing them about the aim of the project, objectives etc.
- Organisation of activities with third countries in order to prepare clusters for global competition and to unlock new business opportunities.
- Organisation of a final launching conference to show the main results and conclusions of the project.

Regarding the tasks of exploitation, the consortium will work on:

- The consolidation of the project's interest groups which encompasses, public bodies, research institutions, universities, consumers, companies and people/professionals potentially interested in the CLINES project or forming part of it. According to the specific interest of each of the interest groups members, GAIA, as leader of this WP, will filter its questions to the partner specialised in the said material. During the coming months and after the validation of the first project results, contact with the members of the Interest Group will continue to increase.

4 Communication Methods

The communication methods that can be identified are diverse in nature. Some general principles can be mentioned before going into further details on the different communication methods:

In any case, the CLINES website should be considered as the core tool for diffusion of information. As a principle all partners' websites should have a visible link to the website. Then an active work of convincing organisations outside the project to do so should be undertaken.

The major international and European conferences in the coming year could be targeted as well as national conferences but using the national member in a country to play this role. This requires thorough analysis of potential conferences at national, European and international level.

The communication methods that have been identified are displayed below.

| Nr | Methods of approaching / Communication methods |
|----|--|
| 1 | CLINES website http://www.clines-project.eu |
| 2 | Development of promotional material. Project poster |
| 3 | Development of promotional material. Project Leaflet |
| 4 | Dissemination in partners/organisations' websites |
| 5 | Newsletters partners/organisations |
| 6 | Presentation at conferences |
| 7 | Direct mailing |
| 8 | Direct personal contact |
| 9 | Press release (general press) |
| 10 | Interview by journalists |
| 12 | Distribute paper format of WP reports |
| 13 | Organisation of meetings / hearings |
| 14 | Organisation of showrooms |
| 15 | Organisation of final conference |

5 Stable Conduits within the CLINES Community

These will be used to disseminate information about and solicit input into the CLINES project work. Contact can be maintained and facilitated by electronic mailing lists:

Internal lists: An electronic mailing list has been established for the CLINES project aiming to provide a mechanism for internal project communication. Currently, this includes members of the project team from each partner site.

External lists: Will include all the inputs from the newsletter subscription, and with the general public contacts of each partner. At the same time, each partner will elaborate its own communication list for the established target group.

6 Project Logo

For the development of the logo the consortium took into account as baseline the idea of cooperation and relationship between clusters looking for a simple and straight image.

Colour: green. It covers the idea of sustainability, and it is the colour of hope (of a better and more sustainable world).

Format: Hexagons format. It covers the issue of relationship between partners and the idea of sharing.



Figure 1: CLINES project logo

7 Website

This description is based on the CLINES website, so please visit www.clines-project.eu. This section touches upon the content of both the public and the private area of the website, but will mainly focus on the public area as this is the area that is part of the CLINES dissemination strategy. The report contains an overview of the information available on the website and will provide both text and screen dumps.

The “look-and-feel” of the website has been discussed among CLINES partners and it has been decided to review and update the content of the website periodically during milestone meetings, so that new content will be added and the site’s appearance will be updated on a regular basis. The consortium has carefully studied the target audience and the messages which should be addressed to them on the website.

The deliverable focuses on the various folders and content of each folder. As mentioned, the deliverable is concentrated on the public area, since this is the area available to the general public, and for that reason the area that is important when it comes to the CLINES dissemination strategy which the website is an important part of.

The public area section includes an overview of the folders available on the public area, i.e. “Objectives”, “Results”, “Downloads”, “News”, “Dissemination”, “Workshops”, “Links” and “Contact”.

The main objectives of the website are

- Dissemination of results and progress to the general public
- Dissemination of results and document-sharing for the Commission
- Document-sharing for the CLINES consortium members.

The website is part of tasks to be carried out in work package 7 “Showroom and Dissemination”, and is an essential tool for the interchange of information about the project. In addition to the website, the consortium communicates via email and Skype. The website is hosted by the work package leader of WP7; GAIA.

The website has been established during the starting phase of the project. Additional updates are foreseen, in order to continue the proper development of the project. In a subsequent version the social network tool will be incorporated and form an integrated part of the website.

We do not find, that the number of visitors at the website to be relevant at the moment, but will include this feature during the course of the project when it becomes more relevant.

7.1 Website Structure

The CLINES website is divided into two sections:

- A public section that contains all non-confidential information, general information about the project: (objectives, partners, news, events, etc.) and public deliverables.
- A private section with restricted access for consortium members. Important internal project documents are stored in this section (restricted deliverables, progress and meeting reports, work documents...) and provide wiki-like functionality to coordinate and collaboratively define such documents.

All consortium members and the relevant officials from EC can sign up to the intranet. In the public area we will continuously post updates that are relevant for the general public in a lay-persons language.

The website has been developed in html5 and is accessible in several devices as smartphones and tablets.

The front page of the website looks as follows:

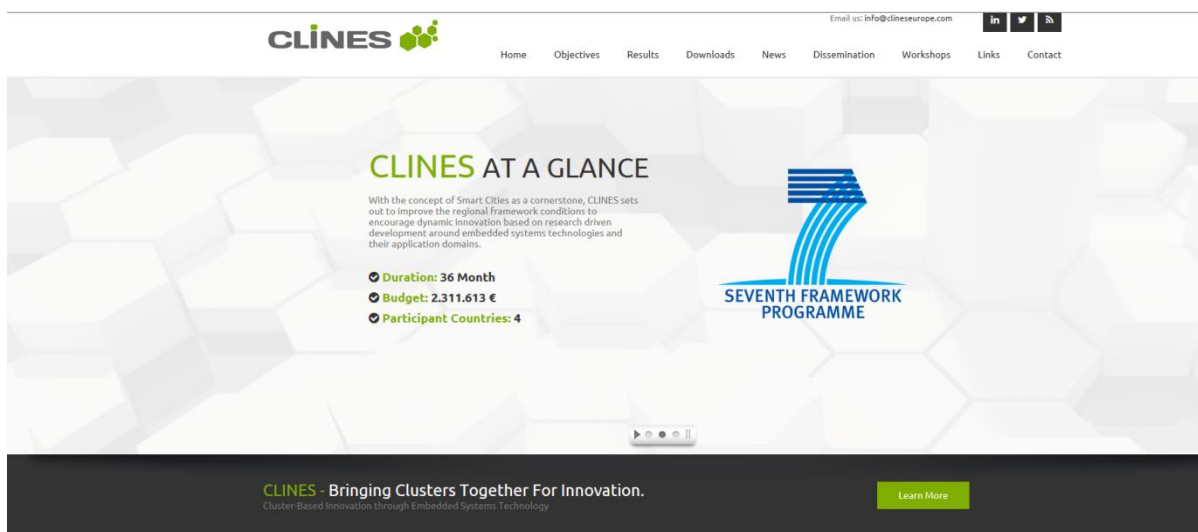


Figure 2: Website front page

On the front page itself are included the CLINES members with links to their websites.



Figure 3: Website front page – partner logos

7.2 Public section

This section introduces a brief summary of the project (description, objectives, partner list, work package list, deliverables list) that allows everyone to have a common understanding of the project.

The public section is divided into the following categories.

- Objectives
- Results
- Downloads
- News
- Dissemination
- Workshops
- Links
- Contact

7.2.1 Objectives

This section describes the main objectives of the CLINES website and will look as follows:

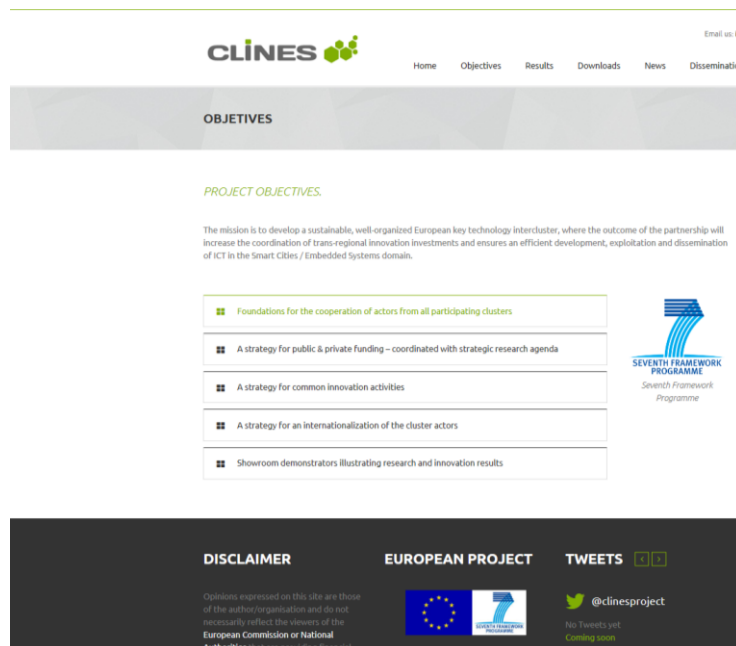


Figure 4: Objectives section

7.2.2 Results

The result section provides general information about the expected results of the project and describes the relevance of these results.



Figure 5: Results section

7.2.3 Downloads

This page will provide the subsets of the CLINES work packages representing a collection of actions necessary to create a specific result (deliverable).

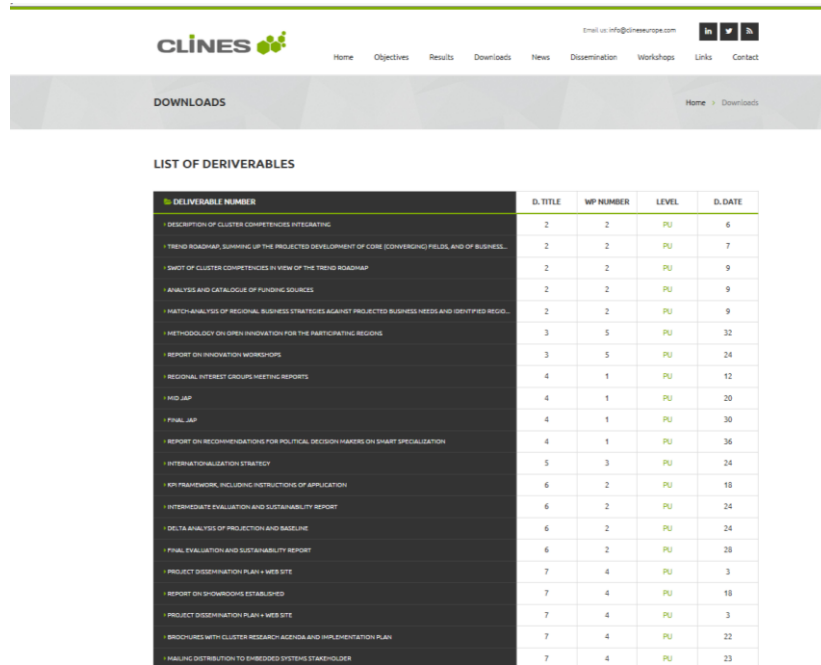


Figure 6: Downloads section

7.2.4 News

Here we will provide headlines of publications, work progress, relevant news and project findings.

The CLINES consortium is aware of the great importance of EU events concerning Embedded Systems and Smart Cities. For this reason the consortium will disseminate and participate in the EU related events with the two-fold objective of building community and taking advantage of the scenarios of those events provided.

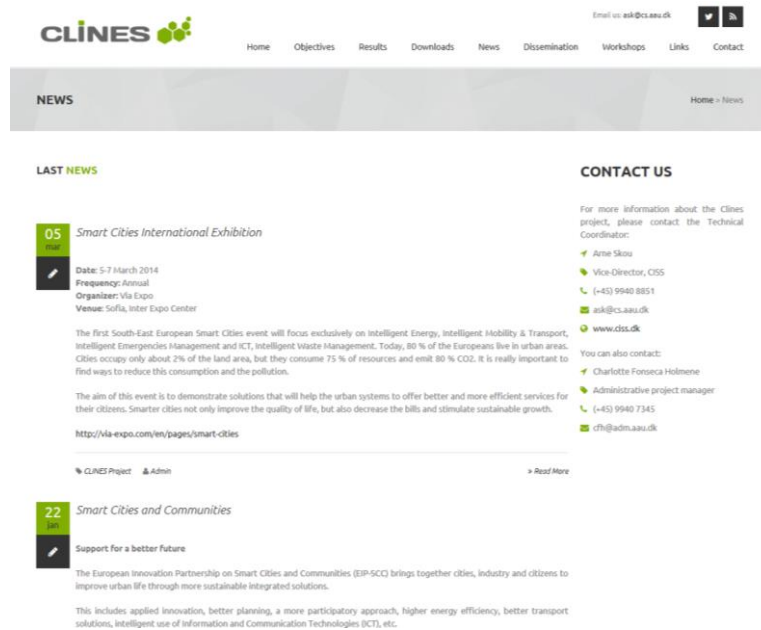


Figure 7: News section

7.2.5 Dissemination

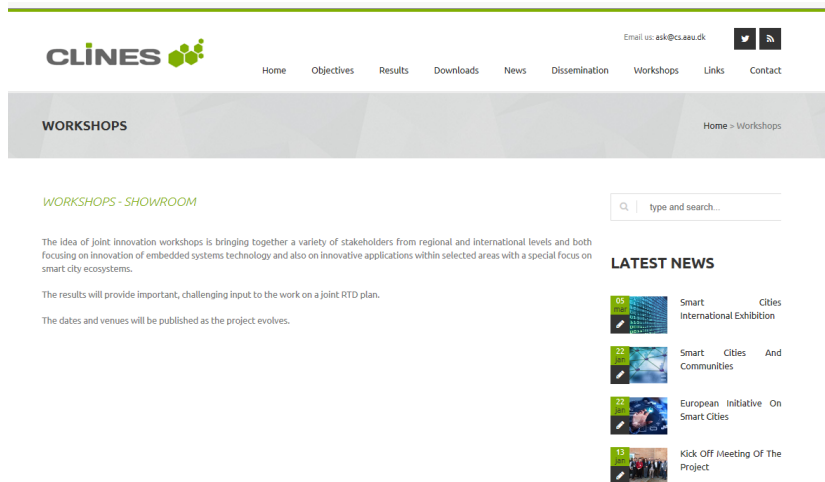
In this section we will publish the marketing materials developed during the project.



Figure 8: Dissemination section

7.2.6 Workshops

In this section we will publish the information related to the workshops that will carry out during the project.



7.2.7 Links

This section will among others include links to other clusters or institutions of interest to the project.

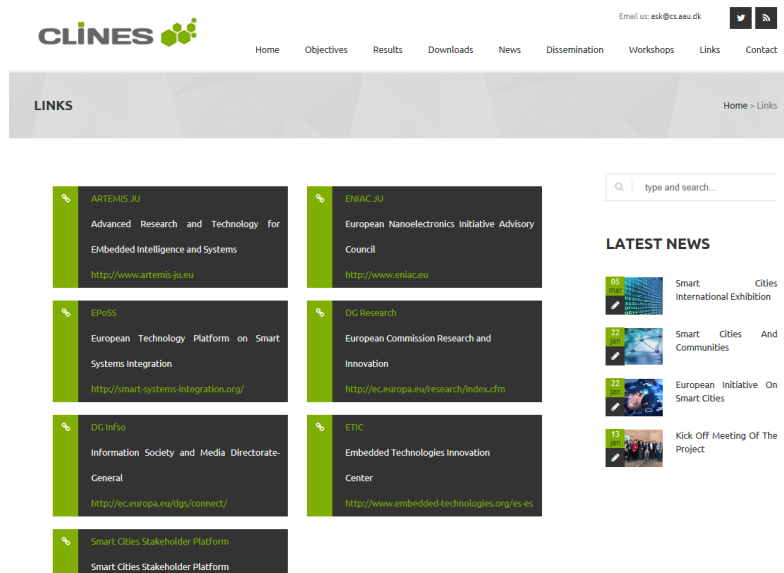


Figure 9: Links section

7.2.8 Contacts

This section will present contact information (name, phone no. and email address) of the relevant contact persons in the CLINES project. This includes:

- 1) Project coordinator
- 2) Administrative project manager
- 3) Website administration



Figure 10: Contact section

7.3 Newsletter Subscription

It will be possible to subscribe to a project newsletter. This is done via a link at the bottom of the front page.



Figure 11: Subscription section

7.4 Private section

In the private area we will continuously post all the key documents for the CLINES consortium including all publications, deliverables, meeting minutes, meeting presentations, videos, etc., the Consortium is using a tool facilitated by BIC-NET. This part of the website will also be accessible to the Project Officer.

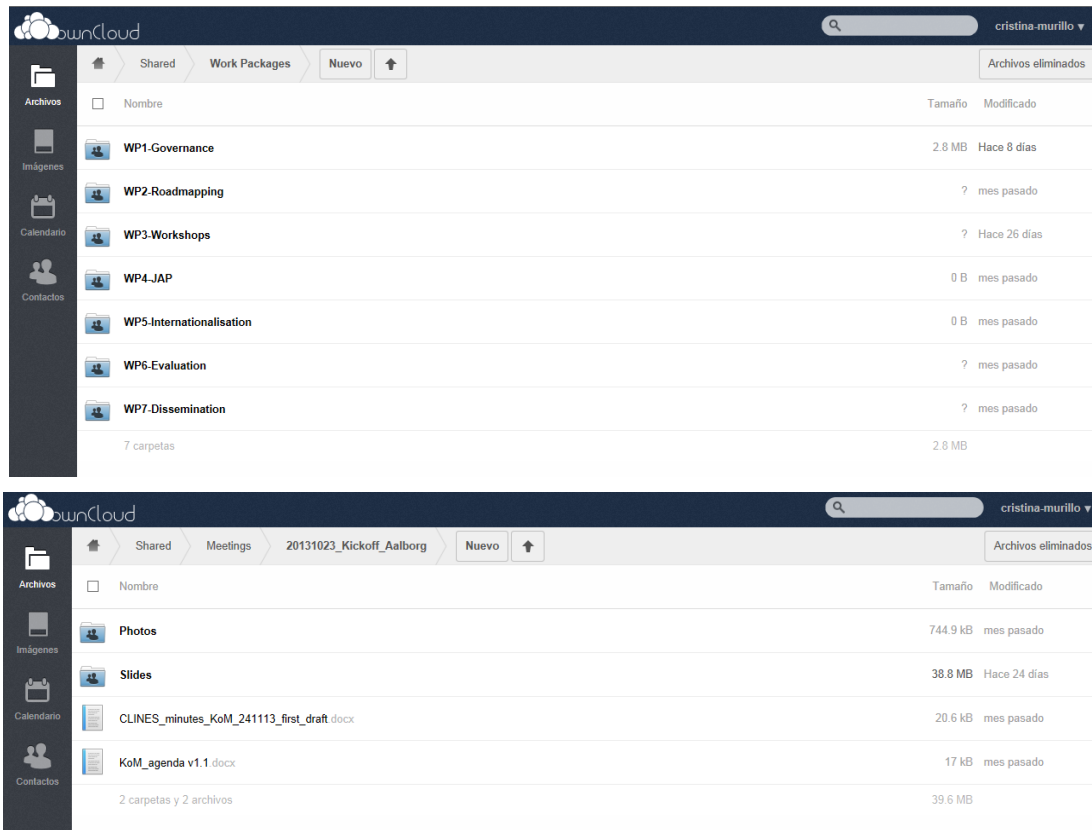


Figure 12: Private section

8 Poster and catalogues

Promotional material has been developed for a better dissemination of the project in seminars, congress and scientific meetings.



CLINES
Bringing clusters together
for ICT innovation

AIMS & EXPECTED RESULTS

- Setting up **new business opportunities** across Europe.
- Creating a **strong European** hub of knowledge.
- Helping digital technologies deliver **sustainable economic growth**.
- Raising awareness of Europe's strategy within "Smart Specialization".
- Establishing **overview and access** to **relevant funding opportunities**.

WHAT IS IN IT FOR ME?

- Participation in **innovation workshops around the latest within embedded systems technology** and their specific applications for innovation.
- **Active involvement in defining demonstration projects** to be set up during the project.
- **Easy access** to new market and all regional and national activities on "Smart Specialization and Smart Cities"

WHO?

The **CLINES** partnership builds on the cooperation and experience of four **European Research Driven Regional** clusters with proven track records:

- **BrainsBusiness**, Denmark
- **BICCnet**, Germany
- **DSP Valley**, Belgium
- **GAIA**, Spain
- **Tecnalia Foundation**, Spain

Each cluster builds on strong and committed **triple-helix partnerships**.

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foto by colourbox.com

Figure 13: Image of the developed leaflet

CLINES PROJECT
www.clines-project.eu

The Concept

The CLINES project is a European Union Horizon 2020 project. It is a partnership of four European Research Driven Regional clusters with proven track records: BrainsBusiness (Denmark), BICCnet (Germany), DSP Valley (Belgium), GAIA (Spain), and Tecnalia Foundation (Spain). The project aims to bring these clusters together to create a strong European hub of knowledge, help digital technologies deliver sustainable economic growth, and raise awareness of Europe's strategy within "Smart Specialization".

Operational Objectives

- Create a strong European hub of knowledge
- Help digital technologies deliver sustainable economic growth
- Raise awareness of Europe's strategy within "Smart Specialization"
- Establishing overview and access to relevant funding opportunities

The Objectives

- Setting up new business opportunities across Europe
- Creating a strong European hub of knowledge
- Helping digital technologies deliver sustainable economic growth
- Raising awareness of Europe's strategy within "Smart Specialization"
- Establishing overview and access to relevant funding opportunities

CLINES AT A GLANCE

- **More** 2019-2020
- **Europe** 2019-2020
- **Partners** 2019-2020

The CLINES partnership is based on the cooperation and experience of four European research driven regional clusters with proven track records.

Logos for BICCnet, DSP Valley, GAIA, and Tecnalia are shown at the bottom.

Figure 14: Image of the developed poster

9 Newsletters and Press Releases

All the partners will participate in the preparation of newsletters (with news and activities) and in the press releases. This information will start from January 2014 and will end in August 2016 with the last report related to project results.

The newsletters will be distributed among all entities interested in the project’s results and a press release will be distributed in both the general and specialized press directed at the general public. The idea is to provide general information in English, but each partner will have the possibility to translate the information to its own language in order to assure a better understanding of the project results and a wider communication.

The table below shows a very preliminary publication schedule that will be updated throughout the project life.

| Press release / Newsletter | Date | Status | Activity covered |
|----------------------------|---|-------------|--|
| Press release 1 | February 2014 | In progress | Kick Off |
| Press release 2 | September 2014 | To be done | Results for the first year of the project |
| Press release 3 | September 2015 | To be done | Results for the second year of the project |
| Press release 4 | July 2016 | To be done | Final Conference: Venue, Objectives, Agenda, etc. |
| Press release 5 | August 2016 | To be done | Last project results for the final period of the project |
| Newsletters | Along the project life, at least twice a year | To be done | According to the activities to be developed (showrooms, meetings, etc.) and achieved results |

Each partner will collect the impacts obtained in its influence area (press clips), and will complete a Media Impacts Table similar to the following:

| Type of Media (Newspaper, Magazine, Internet, Radio...) | Country/Region | Date | Impact Numbers |
|---|----------------|------|----------------|
| | | | |
| | | | |
| | | | |

10 Conferences, Workshops and Demonstrators

During the execution of the project the consortium expects to organize and participate in different workshops and conferences.

For the communication plan, the consortium will collect the information regarding the workshops and other dissemination activities.

The first aim of the workshops will be to get a clear picture of identification of innovation opportunities on research, business funding and dissemination. The idea is to bring together a variety of stakeholders from regional and international levels, and the results will provide important input to the work on a joint RTD plan.

Another important activity will be the project presentation at exhibitions, conferences and seminars targeting relevant industry and decision makers in order to share the best obtained during the project and also to share and to be informed of results and experiences gained from other community programmes. Below is a structure for collecting information for workshops, seminars and conferences attended by the consortium:

| DISSEMINATION | | | | | |
|----------------------|-------------|---------------------|-------------|--------------------|---------------------|
| N° | Type | Organization | Date | Responsible | Participants |
| 1 | | | | | |
| 2 | | | | | |
| 3 | ... | | | | |
| ... | ... | | | | |

11 Dissemination Plans per Partner

As part of the information included in this deliverable all partners involved in the work package have included the information related to the expected activities in each country, in addition to the more general guidelines mentioned previously. The list of dissemination activities is expected to grow, as we approach more stakeholders in the course of the project.

| | Own Web | Own Newsletter | Conferences | Workshops | Press | Companies and Research Institutions | Others |
|-----------------|---------|----------------|-------------|-----------|-------|-------------------------------------|--------|
| AAL | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ |
| BICC NET | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ |
| BRAINS BUSINESS | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ |
| DSP VALLEY | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ |
| GAIA | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ |
| TECNALIA | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ |
| IWT | | | ◆ | ◆ | | ◆ | ◆ |

AAU – Brains Business

- Conferences
 - Distribution of CLINES information material at national and international events – in particular those where AAU participates in the organization.
- Workshops
 - Identification and adaptation of showroom exhibition set-ups.
- Press
 - Brain Business and CISS Website
- Companies and Research Institutions
 - Reporting of current CLINES status in newsletters of CISS, BrainsBusiness and also in newsletters of the National Innovation Network ‘InfinIT’, where AAU has a leading role.

BICCNet

- Conferences
 - Hand-outs to our companies at Embedded World fair (Nürnberg)
 - Innovation Forum “Smart Systems. Embedded” – 20-minute-presentation
- Workshops
 - BICCTalks (evening workshops with audience 40-80 people) to present the result of the road mapping / competence mapping to our local ecosystem.
 - Dissemination workshops that present the final roadmaps/competence maps to the ecosystems of all regions (workshops to be held in the partner-regions)
- Press
 - BICCnet-Website (www.bicc-net.de)
 - Channelling press releases to specialised media such as

- Vogel Business Media (“Elektronik Praxis”)
 - WEKA Fachmedien (“DESIGN & ELEKTRONIK”)
 - Technik-Dokumentations-Verlag (“embedded design”)
- Big-picture press releases to general newspapers
- Companies and Research Institutions
 - Continuous updates on CLINES sent to the 3500+ recipients of our monthly ICT-Cluster-newsletter.
- Personal contacts as institutionalised in the Regional Interest Group, and as established in the process of involving public authorities for the road mapping and creation of the JAP.

DSP Valley

- Conferences
 - Provide extra visibility to the project at the annual Smart Systems Industry Summit (DSP Valley’s flagship event).
- Workshops
 - Distribution of the CLINES flyer at selected national and international matchmaking events or trade fairs (own organisation or organisation by partners)
- Press
 - Explicit reference to the CLINES project on the DSP Valley website
 - Banners, CLINES partner booths, etc.
- Companies and Research Institutions
 - Reporting on the project in the DSP Valley Newsletter (paper & electronic versions; over 3000 subscribers worldwide; bimonthly: 6 editions per year) at least 2 times per year during the project’s lifetime (announcement of project start, report(s) on innovation workshops and other relevant events, reports of relevant intermediate results, reports of partnerships between its members relevant for the topic of smart energy-efficient cities, etc.)
- Incorporation of the project in the DSP Valley corporate presentation, which contains an overview of all running projects (used for member acquisition, for speaking opportunities, etc.)

GAIA

- Conferences
- Workshops
 - GAIA SARIAK (workshop with audience 100-120 people)
 - Regional Meetings (working groups with audience 20-30 people that are held twice a year)
 - GAIA is involved in several European projects related with Energy and Smart Cities and will use the networks and events of these projects to disseminate CLINES.
- Press
 - GAIA website and social media
 - Channelling press releases to general and specialised media such as Grupo Vocento, Energia, Estrategia Empresarial etc.

- Companies and Research Institutions
 - GAIA Newsletter with more than 1.500 recipients
 - Personal contacts with institutions and public authorities

TECNALIA

- Conferences
 - Tecnalía attended the Smart Systems Industry Summit (SSIS 2013) in Mechelen, Belgium (<http://www.ssis2013.com/>). This conference was organised by the CLINES partner DSP Valley, and so Tecnalía found a two-fold interest in participating in it: on the one hand, to gain contact with the industrial and research ecosystem of one of the project clusters, and to begin to know the specific community interest in the region of Flanders; and on the other hand, as the coordinator of CLINES Innovation Workshops, Tecnalía's effort is focused on prospection of interests and innovative companies in the Smart domain through Embedded Systems technology
 - Tecnalía plans to attend the Embedded World Conference & Fair in Nürnberg, Germany (<http://www.embedded-world.de/en/>). This is one of the most important events in the Embedded Technologies, and Tecnalía plans to trigger CLINES visibility among the participating companies, but of course, to gain contact with potential target experts for the first CLINES Innovation Workshop in 2014
- Workshops
 - CLINES Innovation Workshops: most of Tecnalía's effort in the project is devoted to the organisation of 3 Innovation Workshops. The outcome of the partnership will increase the coordination of trans-regional innovation investments in key enabling technologies and ensure an efficient development, exploitation and dissemination of the ICT applications, models, methods, and solutions across all the regions
 - Dissemination workshops: Tecnalía is involved in several research projects where the development of specific embedded system technologies is the key and its main activity. Tecnalía will take advantage of its research tasks in these projects to disseminate the CLINES initiatives and results among the consortia involved. Tecnalía's partners in this kind of projects are relevant players of the Embedded Systems field in the European Community, and so they can both improve CLINES perspectives, and also spread the word of CLINES outcome
- Press
 - Tecnalía plans to perform press releases to make all CLINES related activities public
 - Tecnalía's webpage: <http://www.tecnalia.com/>
- Companies and Research Institutions
 - At a regional level, Tecnalía works with many industrial companies of the Basque Country, including clients for whom we develop embedded HW and SW products in specific fields
 - At a European level, Tecnalía has also partners both in the key enabling technologies around Embedded Systems and the so-called CPS (Cyber Physical Systems), and in several fields around the Smart City concept

- Other
 - Tecnia participates in Spanish platform for Embedded Systems PLANETIC (former PROMETEO) and can disseminate CLINES events and information through its associated community
 - Tecnia is involved in the ECSEL European platform (former ARTEMIS) and can disseminate CLINES events and information through its associated community

IWT

- Workshops
 - IWT can assist or organize an event in Flanders to promote CLINES.
- Press
 - Publication on the IWT website www.iwt.be of CLINES initiatives that take place in Flanders as for example: Events, Workshops, Info Sessions etc.
- Companies and Research Institutions
 - IWT offers, at least once during the project period, the opportunity of having a dedicated article in the IWT ‘Innovatie Nieuwsbrief’ which is focused at the Flanders region and distributed electronically in Flanders (1450 subscribers)
 - Publication on the EUROPROGS website of CLINES initiatives (being EVENTS, INFO SESSIONS, WORKSHOPS, PARTNER SEARCHES) throughout Europe (so not limited to sessions in Flanders only)
 - IWT might take the initiative to have a CLINES article in an ‘Innovatiekrant’ (>5000 subscribers) which is published on special occasions
 - As public authorities & funding organization we can be involved in contributing through our communication channels, bringing CLINES under the attention via our own publication patterns and setting up local events.

12 Target Groups

The CLINES target audience will be actors involved in regional development and promotion that might represent a major advantage in terms of developing and promoting RTD and cluster development plans in regional policies. This will typically include regional authorities, business, research and technology providers of private and public services, as well as other institutional and governmental audiences, clusters, associations, etc.

In addition, it is envisaged that the project partners would disseminate findings to their national contacts that would then carry on with local information (also in national languages).

The consortium will develop an international interest group list with the information of the main target stakeholders per country in order to inform them about the results and work carried out in the CLINES project.

The main target stakeholders of CLINES to be addressed will be:

- Governmental bodies (regional and national) important for the development and consolidation of CLINES' Joint Action Plan in the innovation development and smart specialization strategies.
- SMEs: key actors interested in the RTD, innovation and funding strategies
- Large enterprises that focus on embedded systems and smart cities (IBM, Microsoft, Siemens, Philips, Cisco, Schneider Electric etc.)
- Research institutions (universities, research centres etc.)
- Other European clusters or similar organisations (associations etc.)
- Representatives of European cities interested in making their city smarter through the use of embedded technologies
- Representatives of (semi-)public organisations providing global solutions to cities (public transportation, utilities, energy, water etc.)
- Other related projects (eDIANA, SOFIA, eSONIA, ENERSIP etc.).

13 Conclusion

This document attempts to collect the information related to the awareness and dissemination activity for the work developed in the CLINES project.

All the consortium members involved in the different WPs and tasks will report periodically the results carried out for the update of this document.