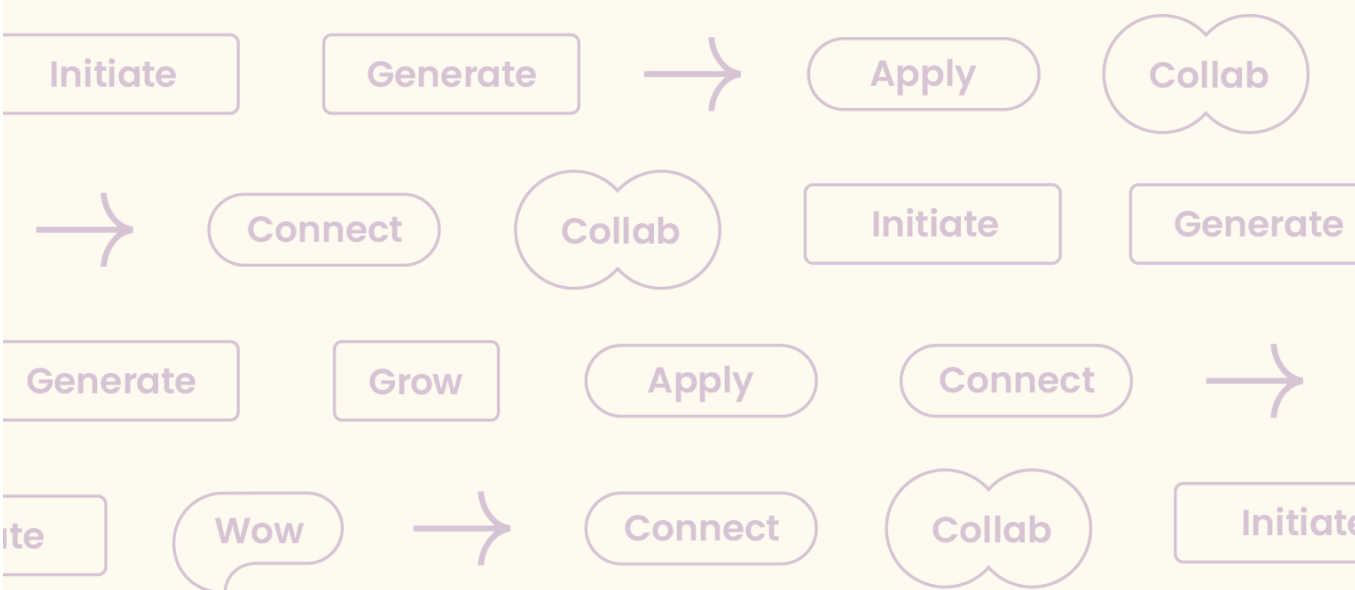


D6.2 PLAN FOR COMMUNICATION, DISSEMINATION AND EXPLOITATION OF RESULTS (FIRST RELEASE)

PROJECT N° 101072073



PLAN FOR COMMUNICATION, DISSEMINATION AND EXPLOITATION OF RESULTS (FIRST RELEASE)

Grant Agreement: 101072073

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0.2	15/02/2023	First draft
0.3	24/02/2023	Ready for the review
0.4	28/02/2023	Final version

Table of Contents

EXECUTIVE SUMMARY	6
1 INTRODUCTION.....	7
1.1 Theoretical approach.....	7
2 COMMUNICATION PLAN	9
2.1 Target audience	9
2.1.1 User personas.....	10
2.1.1.1 Business-acceleration providers.....	11
2.1.1.2 Innovative startups and SMEs	11
2.1.1.3 Accelerator programme experts.....	12
2.1.1.4 Policy makers and regional authorities	12
2.1.1.5 Educational institutions and academic world	13
2.2 Brand identity.....	13
2.3 Methodology	14
2.3.1 Inbound marketing	14
2.3.1.1 Main phases	14
2.3.1.2 Main principles	15
2.4 Communication channels and tools	16
2.4.1 Social media.....	16
2.4.1.1 Content strategy.....	18
2.4.1.1.1 Content formatting	18
2.4.1.1.2 Hashtag protocol.....	19
2.4.1.1.3 Content planning	20
2.4.1.2 Campaign strategy	22
2.4.2 Website.....	23
2.4.3 Videos	25
2.4.4 Newsletters.....	25
2.4.5 Additional activities	26
3 DISSEMINATION PLAN	27

3.1	Methodology	27
3.1.1	Key messages	27
3.2	Dissemination tools and channels.....	29
3.2.1	Scientific publications.....	29
3.2.2	Press releases	29
3.2.3	Media.....	30
3.2.4	Webinars.....	30
3.2.5	Events	30
3.2.6	Dissemination of public deliverables	31
3.2.7	Additional activities	32
4	COMMUNICATION AND DISSEMINATION MONITORING AND EVALUATION	33
4.1	Action plan.....	33
4.2	Key performance indicators	34
4.2.1	Impact.....	35
5	EXPLOITATION PLAN.....	37
5.1	Introduction.....	37
5.2	Methodology	37
5.2.1	Definition.....	37
5.2.2	Analysis.....	38
5.2.3	Aspects to be covered in the upcoming months.....	38
5.3	Final key results list	39
5.3.1	Table 16. List of key exploitable results.....	39
5.4	Timeline.....	40
5.4.1	Evaluation of results	40
5.4.2	Completion of results	40
5.4.3	Exploitation method decision (EU-NAP)	41
6	FINAL REMARKS.....	42

Index of Figures

Figure 1: AccelerAction Growth Funnel.....	15
Figure 2: AccelerAction LinkedIn account (screenshot).....	16
Figure 3: AccelerAction Twitter page (screenshot)	17
Figure 4: AccelerAction Partners Dashboard, Social Media tab	21
Figure 5: Technical functionalities of the AccelerAction Virtual Ecosystem (JO Consulting).....	25
Figure 6: Partners Dashboard, Media Database tab.....	30
Figure 7: Partners Dashboard, Events tab	31
Figure 8: Communication and dissemination action plan	33

Index of Tables

Table 1: Reference to the booklet: Making the most of your H2020 project.....	8
Table 2: Business-acceleration providers profile analysis.....	11
Table 3: Innovative startups and SMEs profile analysis	11
Table 4: Accelerator programme experts profile analysis.....	12
Table 5: Policy makers and regional authorities profile analysis	12
Table 6: Educational institutions and academia profile analysis.....	13
Table 7: Social Media status	17
Table 8: An overview of content formatting.....	18
Table 9: Posting guidelines	19
Table 10: Hashtags analysis	20
Table 11: Example of best content planning practices	21
Table 12: List of AccelerAction Campaigns.....	22
Table 13: Examples of dissemination key messages	28
Table 14: The list of potential Press release topics.....	29
Table 15: List of Public deliverables	31
Table 16: Communication and dissemination monitoring.....	34
Table 17: List of Key exploitable results	39

EXECUTIVE SUMMARY

The AccelerAction project aims to connect and empower DeepTech innovators and innovation ecosystems across Europe. To this end, AccelerAction will establish a pan-European Networked Acceleration Programme and enable improved business acceleration services. The communication, dissemination and exploitation of AccelerAction's results are fundamental components in enabling the project's mission and creating a broader impact, even after the life span of the project. With a purpose to achieve these aims, in this document, we will systematically describe and showcase the first release of AccelerAction's plan for communication and dissemination activities, as well as the action plan for exploitation of potential project results.

Therefore, the **Deliverable 6.2 PLAN FOR COMMUNICATION, DISSEMINATION AND EXPLOITATION OF RESULTS (FIRST RELEASE)** is structured as follows:

- **CHAPTER 1 – INTRODUCTION** will outline the context of the AccelerAction initiative, define the problem and introduce the reader to AccelerAction's mission and main objective.
- **CHAPTER 2 – COMMUNICATION PLAN** will outline the communication activities, including target groups which this project will engage, as well as the main communication strategy, including tools and communication channels.
- **CHAPTER 3 – DISSEMINATION PLAN** will outline the dissemination activities, including dissemination objectives, target groups and proposed methods.
- **CHAPTER 4 – MONITORING AND EVALUATION OF THE COMMUNICATION AND DISSEMINATION RESULTS** will outline the communication and dissemination action plan, as well as the main communication and dissemination key performance indicators that will be monitored during the project's life span.
- **CHAPTER 5 – EXPLOITATION PLAN** will showcase diverse exploitation analyses, aspects to be covered, AccelerAction's key exploitable results and the evaluation process timeline.
- **CHAPTER 6 – FINAL REMARKS** will provide a systematic review of the content of this document.

To develop an effective plan, it is crucial to understand the context of the AccelerAction initiative, have a clear image of the problem we are trying to solve and a vision of the main project's results. Therefore, the purpose of the next chapter is to introduce the reader to AccelerAction and the theoretical approach behind this report.

1 INTRODUCTION

The EU aims to create more connected and efficient innovation ecosystems to support the scaling of companies, encourage innovation and stimulate cooperation among national, regional and local innovation actors. Incubators, accelerators and different types of company-builders are at the center of flourishing startup ecosystems and play a crucial role in providing start-ups with growth support.

Even though incubators and accelerators are the engines of the effective innovation ecosystem, the European innovation landscape is still geographically unbalanced, negatively affecting more disadvantaged business ecosystems and creating in those areas weaker entrepreneurial activity, scarcer investments and lower employment opportunities. Consequently, the diverse innovation landscape in Europe and the strong geographical gap among the better-connected innovation ecosystems (strong innovators and innovation leaders) and the less connected ones (moderate and emerging), leads the start-ups from better-connected ecosystems benefitting from more local accelerators with greater funding opportunities and more qualified business support services compared to their counterparts elsewhere.

Starting from previously written premises, the mission of the AccelerAction project is to lay the foundations for a reversal trend, by contributing to making moderate and emerging innovation ecosystems more attractive to international companies interested in setting up their businesses outside the established centers and generating a more balanced business activity across Europe.

AccelerAction aims to create more connected and efficient innovation ecosystems in the sector of advanced technologies, supporting the scaling of companies, encouraging innovation and stimulating cooperation among national, regional and local innovation actors through a pan-European Networked Acceleration Programme and improved business acceleration services.

1.1 THEORETICAL APPROACH

To achieve the communication and dissemination goals, while respecting the projects' main objective, we took inspiration from the recommendations in the booklet [Making the Most of Your H2020 Project](#) (Table 1) from the [European IPR Helpdesk](#):

Table 1: Reference to the booklet: Making the most of your H2020 project

	COMMUNICATION	DISSEMINATION	EXPLOITATION
Definition	<p>“Communication on projects is a strategically planned process that starts the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communication about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.”</p> <p>(Source: EC Research & Innovation Participant Portal Glossary/ Reference Terms)</p>	<p>“The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.”</p> <p>(Source: EC Research & Innovation Participant Portal Glossary/ Reference Terms)</p>	<p>“The utilization of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardization activities.”</p> <p>(Source: EC Research & Innovation Participant Portal Glossary/ Reference Terms)</p>
Objective	Reach out to society and show the impact and benefits of EU-funded R&I activities, e.g., by addressing and providing possible solutions to fundamental societal challenges.	Transfer knowledge & results with the aim to enable others to use and take up results, thus maximizing the impact of EU-funded research.	Effectively use project results through scientific, economic, political or societal exploitation routes aiming to turn R&I actions into concrete value and impact for society.
Focus	Inform about and promote the project and its results/success.	Describe and ensure results available for others to use – focus on results only!	Make concrete use of research results (not restricted to commercial use)
Target audience	Multiple audiences beyond the project’s own community including media and the broad public.	Audiences that may take an interest in the potential use of the results (e.g., scientific community, industrial partner, policymakers).	People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.

Referring to the previously mentioned booklet, the deliverable 6.2, named **PLAN FOR COMMUNICATION, DISSEMINATION AND EXPLOITATION OF RESULTS (FIRST RELEASE)**, aims to establish all the related communication and dissemination activities on a structured basis as well as setting up the main tools that will enable the Consortium to address relevant audience with appropriate materials and events to promote project results and contribute to the exploitation activities.

2 COMMUNICATION PLAN

2.1 TARGET AUDIENCE

Understanding AccelerAction's target audience and tailoring our communication activities to the specific needs of each target group is the first step towards developing the proactive communication plan. Therefore, this chapter starts by identifying the 5 main target audiences of the project:

- **Business-acceleration providers** from strong connected ecosystems and less connected ones across Europe will be involved in the co-development of a pan-European Networked Acceleration Programme that will help the strong innovator countries to understand the gaps and challenges that the emerging innovator countries need to face to support the local startup ecosystem, in the meanwhile having the possibility to become aware of the needs of a potentially unexplored market and of a network of actors interested to their scale-up services. On the other hand, the accelerators coming from the less connected ecosystems will have the chance to improve the quality of their business acceleration services, their network outreach and scale-up support, generating new revenue streams and contacts thanks to their enrolment in the AccelerAction EU network.
- **Innovative startups & SMEs** from strong connected ecosystems and less connected ones across Europe will have the possibility to participate to the AccelerAction ABROAD Exchange Programme (November 2023 - March 2024: the direct application of the EU-Networked Acceleration Programme towards 2 different actors: experts and selected promising startups and SMEs) and ABROAD Exchange of promising startups and SMEs (3-months blended programme from March to August 2024 testing and implementation of the EU-Networked Acceleration Programme) that will give them the possibility to get to know other ecosystems abroad, including foreign financial institutions during the demo days events foreseen at the end of the programme, contributing to strengthen and expand cooperation between innovation ecosystems at a European or even international level.
- **Accelerator programme experts, including evaluators, thematic experts, mentors & investors** will be involved in the peer-to-peer mentoring gatherings with participants from across Europe. Experts from already established successful accelerators or other experts will train less experienced ones in various startup subjects like lean startup, agile development, investment readiness and similar topics.

- **Policy makers & regional authorities** will be particularly activated during WP5, when a set of recommendations for policy makers located in the moderate/emerging areas but also in the stronger ones will be created, to focus on a broader uptake of the project results by the ecosystem and the transformation of the best practices and lessons learned in policies that will be presented to relevant Regional, National and EU Institutions to foster their uptake.
- **Educational institutions & academic world** have a strong role in boosting the importance of starting business and innovation education at school and university level, to educate young people and potential entrepreneurs of the future in having a (social) entrepreneurial mindset.

Previously described AccelerAction players are key innovation stakeholders of moderate and innovative EU ecosystems, who will work together for the open sharing of key information in the sector of advanced technology. With the goal of understanding them in a more meaningful and human-centric matter, we deployed an analysis of their respective profiles.

2.1.1 USER PERSONAS

This simple, yet very comprehensive visual technique presents an exercise of understanding the expectations of each target audience, which allows to address them with an effective content through the appropriate communication channels.


To do that, we have displayed five fictional characters, each of one representing needs, reasons “why”, limitations and social behavioral characteristics of a hypothesized group of our target users. We imagined these characters as a group of people interested in entrepreneurship, startups and innovation, but with different backgrounds, desires and pain points. As a starting point for the analysis, we have deployed a list of critical questions referring to the AccelerAction’s final objective as a potential matter of interest for them:

- As AccelerAction, which **needs** of our target audience we could address?
- As AccelerAction, which **opportunities** we could offer to our target audience?
- As AccelerAction, which **limitations** bothering our target audience we might erase?
- As AccelerAction, through which **communication tools** we can reach out to our target audience?

Each target group has its own sphere of communication. With this approach, we aim to address our target audience in a more meaningful way, and with more relatable, non-generalised content.


2.1.1.1 BUSINESS-ACCELERATION PROVIDERS

Table 2: Business-acceleration providers profile analysis

Maria (32) Accelerator Manager	Need	Opportunity	Limitation	Offline communication tools	Online communication tools
	Looking for an opportunity to connect and collaborate with other accelerators; access to new trends, technologies and innovators, startups.	Possibility to become aware of the needs of a potentially unexplored market and of a network of actors interested to scale-up their services; Emerging accelerators will have the chance to improve the quality of their business acceleration services, their network outreach and scale-up support, generating new revenue streams and contacts.	Lack of opportunities for accelerator members, needs an additional business development and technological support.	Professional networks Events Tech magazines	Website LinkedIn


2.1.1.2 INNOVATIVE STARTUPS AND SMES

Table 3: Innovative startups and SMEs profile analysis

Anna (27) Entrepreneur	Need	Opportunity	Limitation	Offline communication tools	Online communication tools
	Looking for an opportunity to receive funds and create a stable business.	Opportunity to participate to the ABROAD Exchange of promising startups and SMEs 3 months blended programme that will give them the possibility to get to know other ecosystems abroad, including foreign financial institutions.	Needs financial and technological support, doesn't have the business experience or expertise to follow up with the industrial trends.	Meetups and conferences Tech events Tech competitions	Website LinkedIn Twitter Tech Blogs Tech Influencers


2.1.1.3 ACCELERATOR PROGRAMME EXPERTS

Table 4: Accelerator programme experts profile analysis

Marco (45) Investor	Need	Opportunity	Limitation	Offline communication tools	Online communication tools
	Looking for a market and technology proven companies.	Possibility for a good investment opportunity.	Difficulties in finding the right business opportunity and market and technology proven startups, difficult to keep track with all new trends and tech-development.	Professional networks Pan-European events Business magazines Pan-European	F6S platform LinkedIn


2.1.1.4 POLICY MAKERS AND REGIONAL AUTHORITIES

Table 5: Policy makers and regional authorities profile analysis

Rob (52) Policymaker	Need	Opportunity	Limitation	Offline communication tools	Online communication tools
	Interested in empowering strong innovation system, interested in industry trends when tailoring legislative frameworks.	Possibility to focus on a broader uptake of the project results by the ecosystem and the transformation of the best practices and lessons learned in policies, as well as the opportunity to engage emerging innovator countries.	Difficulties in defining the path that the innovative industry and the market is taking, unaware of the best practices, looking for examples.	pan-European events Professional Networks	LinkedIn Media

2.1.1.5 EDUCATIONAL INSTITUTIONS AND ACADEMIC WORLD

Table 6: Educational institutions and academia profile analysis

Laura (41) Academic	Need	Opportunity	Limitation	Offline communication tools	Online communication tools
	Desires to understand the practical applicability of the project's results.	Possibility to explore, learn and then educate young people and potential entrepreneurs of the future in having a (social) entrepreneurial mindset.	Lack of practical experience in industry.	Conferences Academic events	LinkedIn Tech blog Business blog

After understanding our target audiences' user personas, holistically, we are enabled to identify the outputs and activities of the AccelerAction project that are relevant to be communicated and disseminated, which will allow for the communication and dissemination activities to be carried out in a systematic way, transmitting correct messages to the adequate target audiences. These aspects will be more thoroughly represented in the **CHAPTER 3 – DISSEMINATION PLAN**.

2.2 BRAND IDENTITY

The AccelerAction brand identity is a language that communicates projects' philosophy and values, establishes projects' voice, and builds an emotional and professional connection with target audiences. It sets a baseline tone of the project and becomes the springboard for the expression of the entire visual identity.

Following the idea of a virtual ecosystem that connects European DeepTech players, the AccelerAction brand identity is envisioned as professional, yet modern and human-centric.

The rationale behind AccelerAction's brand identity hides a deeper meaning of *taking an action* which is woven in the project's name and represents a logical extension of project's

values. Therefore, AccelerAction's brand identity is developed to inspire, connect, motivate, while the main message is about *calling to action* all relevant stakeholders through an expressive and creative way.

Detailed elaboration and visual representation of the project's brand identity is described in the **D6.1 – COMMUNICATION PACKAGE**.

2.3 METHODOLOGY

To perform a robust communication strategy, we have conveyed a set of communication activities with an aim to increase awareness and stimulate the interest of main AccelerAction players. The AccelerAction communication strategy consists of proactive and well-planned communication efforts, with efficient and intriguing messaging – both in terms of content and in the way the content is communicated. This section provides an overview of the actions and tools being implemented to reach a wide audience of interest and create scalable impact with the contribution from all partners.

2.3.1 INBOUND MARKETING

To bring together innovators, SMEs, investors, accelerators and other ecosystem players (e.g. academia or policy makers), to promote networking among them, but also raise deeper understanding on the benefits of the dynamics of our programme, best practices of inbound marketing will be adopted. The inbound methodology will put AccelerAction in front of its stakeholders at the moment when they are actually looking for what AccelerAction has to offer – a DeepTech vibrant innovation network. Unlike the outbound thinking which focuses on outputs (how many press releases and how much coverage), inbound looks at the bottom line and measures impact. Inbound is about them – our key stakeholders. The overall purpose of our inbound marketing efforts will be to attract and engage relevant stakeholders, as well as to maintain and accelerate their interest in AccelerAction.

2.3.1.1 MAIN PHASES

Inbound marketing, as it is applied to AccelerAction, involves strategic planning, content development, distribution across the most meaningful channels available through the various phases of the **AccelerAction growth funnel** inspired by the four main stages of the Inbound marketing (ATTRACT-CONVERT-CLOSE-DELIGHT) and represented in the figure below:

- **Initiate** – The first phase encompasses finding and attracting AccelerAction players.
- **Connect** – The second phase supports engaging with AccelerAction players using inbound approach.
- **Collab** – The third phase ensures an established collaboration between AccelerAction key players.
- **Wow** – The final phase aims to create a feeling of delightment amongst key AccelerAction players.



Figure 1: AccelerAction Growth Funnel

Each type of activity will be aimed at reaching one or more of the above levels across different audiences through the tools, channels and activities described in the next section of this deliverable.

2.3.1.2 MAIN PRINCIPLES

To achieve more meaningful interactions with different target groups, a set of principles has been adopted and oriented towards the long-term sustainability of the project:

- **Long-term relationship building and earning trust.** AccelerAction will build stakeholders respect and recognition, as well as cultivate trust in its ecosystem by leveraging hands-on expertise and thought leadership to market our main offerings to key ecosystem players.
- **Personalized, multi-channel communication.** AccelerAction will enhance interactions and foster closer links with its targeted audiences by delivering relevant and personalized messages, across various touch points of identified ecosystem stakeholders.
- **Empowerment.** AccelerAction will interact with its target audiences in a mutually beneficial environment, empowering the members of its ecosystem to bypass obstacles in their AccelerAction journey.

2.4 COMMUNICATION CHANNELS AND TOOLS

The goal of the previously described Inbound marketing strategy is to conceptualize AccelerAction overall values and deliver a coherent visual brand identity through different assets of digital communication. Therefore, in the following section, the various communication tools and channels are outlined in more detail to help comprehend how they will be utilized in the project's communication strategy.

2.4.1 SOCIAL MEDIA

AccelerAction is present in the following social platforms, with an aim to awareness about the project's mission, visibility of the community-building activities and generate traffic to the website:

- **LinkedIn – [AccelerAction EU](#)**

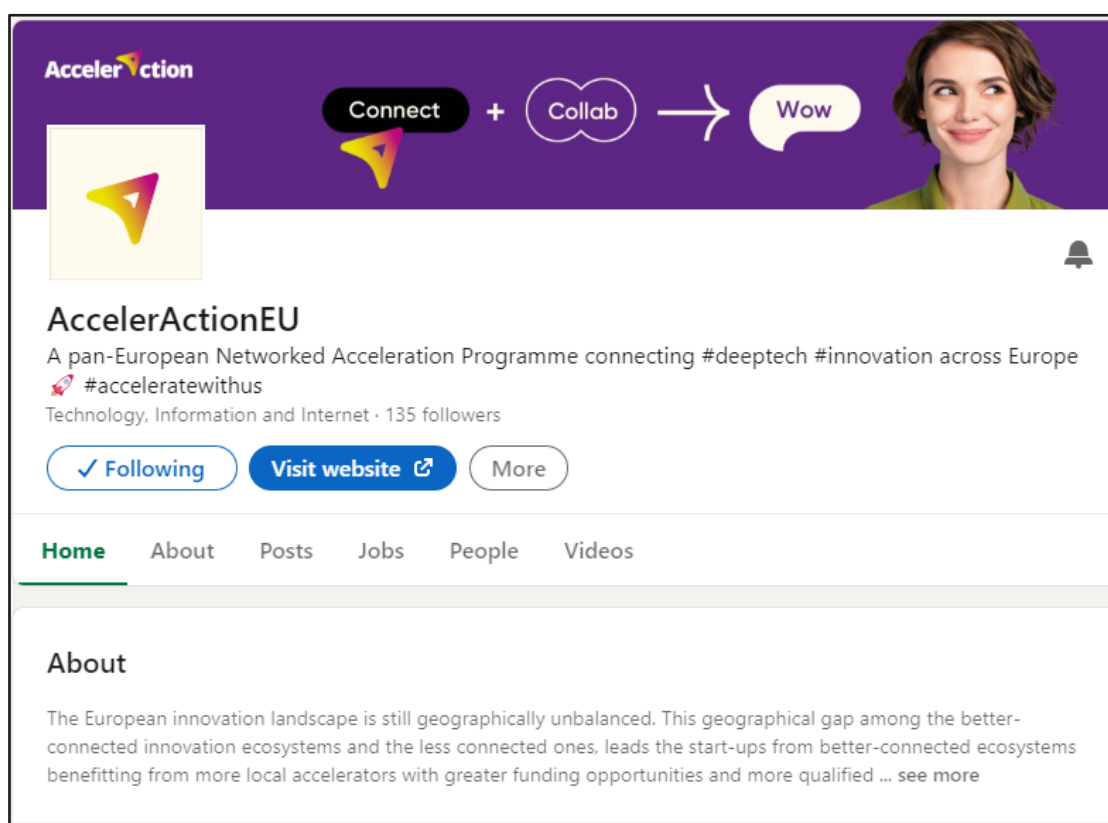


Figure 2: AccelerAction LinkedIn account (screenshot)

- **Twitter – [@AccelerActionEU](#)**



Figure 3: AccelerAction Twitter page (screenshot)

- **YouTube** channel will be created in M7 and will be furtherly exploited through the lifetime of the project.

On the 14th of February 2023 (M6), the overview of AccelerAction's social media total followers is the following:

Table 7: Social Media status

Social Network	Number of Followers
LinkedIn	135
Twitter	17
Total	153

Note: After initial analysis of the AccelerAction main players, we have concluded that engaging with our target audience will be more effective on Twitter, instead of the social media platforms such as Facebook or Research Gate as proposed in the T6.3. of the Grant Agreement.

2.4.1.1 CONTENT STRATEGY

Following the communication methodology and target audience analysis, the content strategy of the AccelerAction project will follow a **human-centric approach** with a light, engaging and friendly tone of voice to encourage engagement with a non-technical audience, and clear and open to discussion to engage with technical players.

2.4.1.1.1 CONTENT FORMATTING

AccelerAction content strategy is focusing on different types of content, four in total. Each type of content is targeting one of five different content strategy objectives.

Table 8: An overview of content formatting

Formats	Goals	Description
Post Gif Carousel Video	Inform	General social media publications with an aim to provide up-to-date information about the project.
	Accelerate	Focus on sharing helpful information content from other accounts related to the project.
	Empower	Focus on sharing inspiring content.
	Engage	Ask relevant questions and seek to gain responses.
	Action	Sharing content with a clear call to action.

When formatting the publishing materials, the length of the content is variable, as it depends on the social network and the goal we are trying to accomplish. All posts should ideally be accompanied by an image or a video.

The following guidelines will allow content to be brief enough to be quick to read and to grab our audiences' attention, but long enough to offer some details.

Table 9: Posting guidelines

Social Network	Character counter	Posting frequency
LinkedIn	~150 characters	At least 2 times per week
Twitter	71-100 characters	At least 2 times per week

Note: Due to the agility of the project, as well as social media trends, the guidelines above might be subject to changes.

2.4.1.1.2 HASHTAG PROTOCOL

Hashtags are important to use, especially on LinkedIn and Twitter, which are the main AccelerAction's social networks. In this reason, to enable comprehended and systematic official communication, we have deployed a hashtag protocol, a guidance of how to use hashtags on AccelerAction's social media accounts intended for internal use:

- When sharing content in personal or institutional channels, make sure to mention AccelerAction's official accounts by tagging [@AccelerActionEU](#) on both LinkedIn and Twitter.
- If sharing content in other platforms, make sure you redirect the audience to AccelerAction website by adding the link www.acceleraction.eu.
- When sharing official project's visual materials on personal or institutional social media profiles, make sure to tag all Consortium organisations present in the image (information available in Partners Dashboard).
- When sharing official project's visual materials on personal or institutional social media profiles, it is desirable to also tag European Innovation Council and SMEs Executive Agency (EISMEA) and/or European Commission.
- Feel free to use the hashtags represented in the table below by choosing maximum 2 hashtags per group: ALWAYS, STARTUP CONTEXT, GENDER EQUALITY CONTEXT, TECH CONTEXT of mixed popularity (one with popularity score >40%). The hashtag analysis was implemented by using the hashtag research tool – [Hashtagify](#).

Table 10: Hashtags analysis

Always	Why?	Startup context	Why?	Gender equality context	Why?	Tech context	Why?
#AccelerAction	relevant	#AccelerateWithUs	branded	#Women	52.6% popularity score	#Technology	60.9% popularity score
#DeepTech	46.4% popularity score	#Startup	53.8% popularity score	#WomenInTech	33.5% popularity score	#FutureTech	18.8% popularity score
#HorizonEU	34.9% popularity score	#Accelerator	relevant	#WomeninBusiness	27.4% popularity score	#TechTrends	17.3% popularity score
#EUprojects	25.7% popularity score	#Business	64.7% popularity score	#WomenEmpowerment	34.9% popularity score	#Tech	60.7% popularity score
#Innovation	74.6% popularity score	#Entrepreneurship	41.6% popularity score	#Equality	40.8% popularity score	#TechNews	44.8% popularity score
#EUInnovationEcosystems	relevant	#Entrepreneur	48.3% popularity score	#WomenEntrepreneurs	18.8% popularity score	#AI	77.6% popularity score

2.4.1.1.3 CONTENT PLANNING

At the beginning of the project, we have developed a monthly content calendar to identify key dates and authentic opportunities to share diversified content following different social media campaigns (elaborated later). The monthly content calendar will be updated monthly based on the results of analytics.

PLAN FOR COMMUNICATION, DISSEMINATION AND EXPLOITATION OF RESULTS (FIRST RELEASE)

[AccelerAction] Partner Dashboard ☆ 📄 🔄

File Edit View Insert Format Data Tools Extensions Help Last edit was seconds ago

50% \$ % .0 .00 123 Arial 10 B I S A

25 fx

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
SOCIAL MEDIA Attract interest of industry and connect with stakeholder pages and accounts														
We are happy to introduce you with AA's social media calendar. You are welcome to share it with Marketing responsables within your respective Institution. You can copy the caption and create the post on your SM channels or repost it from AccelerAction's SM channels. Read the Social Media Strategy here. If you have any suggestions/questions/doubts or need support, feel free to contact Anja (anja@fbs.com).										European Innovation Council and SMEs Executive Agency (EISMEA) JO Consulting European Project Consulting Booster Labs Beta-i + collaborative innovation WILCO PRAXI Network INSME - The International Network for Small and Medium Enterprises PGS Innovation University of Thessaly #AccelerAction #EUPProjects #HorizonEU #Innovation #accelerators #startups #acceleratorprogram #technoInnovations				
DECEMBER														
Post #	Type	Goal	Date	Time (approx)	Channel	Campaign/Caption	Twitter Link	LinkedIn Link	Partner Support					
1	Gif	Inform	Friday, 16th	12h	Both	Website "Soft Launch" announcement	https://twitter.com/acceleratoraction	https://www.linkedin.com/company/acceleratoraction/	Yes					
2	Gif	Inform	Tuesday, 21th	12h	Both	Reminder about our Website "Soft Launch"	https://twitter.com/acceleratoraction	https://www.linkedin.com/company/acceleratoraction/	No, but welcome.					
	Post	Accelerate	Thursday, 22th	11h	Both	#DeepTech conversations Fun fact... Term #DeepTech was introduced in 2014 by @Swati Chaturvedi? raised_hands: At that time, Swati was a journalist from India who wanted to define a new category of startup which are built on high tech innovation in engineering and have an ability to disrupt several markets. Her intention was to set them aside from "Shallow Tech" innovations which simply bring the digitalisation of repetitive tasks and are easily replicated by competitors. Today, Swati is a CEO of an online invested platform focused on Deep Tech start. If you are interested in learning about the rise of the Deep Tech industry, we recommend the article below point_down: https://bit.ly/3uwy0aq Article via: @Simon Robinson Published by: @Association of MBAs	https://twitter.com/acceleratoraction	https://www.linkedin.com/company/acceleratoraction/	No					
3	Post	Engage	Wednesday, 28th	12h	Both	#DeepTech conversations Back in 2019, @HelloTomorrow in partnership with @bpifrance, conducted a survey in the DeepTech community and asked a question: "What are DeepTech startups looking for in an accelerator programme?" Are these answers still valid in 2022?	https://twitter.com/acceleratoraction	https://www.linkedin.com/company/acceleratoraction/	Yes					
7														
8	Post	Empower	Friday, 30th	12h	Both	Warm wishes from the #AccelerAction team!	https://twitter.com/acceleratoraction	https://www.linkedin.com/company/acceleratoraction/	No					

Figure 4: AccelerAction Partners Dashboard, Social Media tab

Moreover, by referring to the different content goals, we have prepared an overview of best planning practices:

Table 11: Example of best content planning practices

Goal	Monday	Tuesday	Wednesday	Thursday	Friday
Inform	X	X	X		
Engage				X	X
Accelerate	X	X	X		X
Empower	X		X		X
Action		X		X	

Note: Due to the agility of the project, as well as social media trends, the guidelines above might be subject of changes.

2.4.1.2 CAMPAIGN STRATEGY

To increase awareness, drive traffic and engage with stakeholders, as a part of AccelerAction's communication plan, different campaigns were developed, while others are planned to be deployed henceforward.

Table 12: List of AccelerAction Campaigns

Campaign	Key message	Month	Links	Goal
Introduction campaign	<p>🚀 After a productive meeting in #Italy we are very excited to announce the kick-off of the #AccelerAction project!</p> <p>If you are interested in innovation, deep-tech or female entrepreneurship, you will love this thrilling journey!</p> <p>#horizoneurope #euproject #eismea #innovation #femaleentrepreneur #deeptech</p>	M1-3	LinkedIn Twitter	Inform
Awareness campaign	<p>Welcome to the #AccelerAction world, where our mission is to connect the #DeepTech innovation ecosystems across the #EU 🤝</p> <p>Join the ride, we are accelerating soon! 🚀</p> <p>#acceleratewithus</p>	From M1	LinkedIn Twitter	Engage
Research campaign	<p>It's almost 2023 and the #EU innovation ecosystem is still geographically unbalanced, which is:</p> <ul style="list-style-type: none"> ● Negatively affecting disadvantaged business ecosystems; ● Exhausting entrepreneurial activity; ● Weakening investment opportunities; <p>and</p> <ul style="list-style-type: none"> ● Reducing employment opportunities. <p>That's why our partners from Techcelerator.Co are trying to understand what are the main gaps and challenges of European #acceleration ecosystems.</p> <p>If you are a #DeepTech accelerator in Europe, help us out by filling this (short) questionnaire!</p> <p>🔗 https://bit.ly/3V3J0Jv</p>	M3	LinkedIn Twitter	Action
DeepTech topics	<p>What do you think... 🤔</p> <p>Back in 2019, Hello Tomorrow in partnership with Bpifrance, conducted a survey in the #DeepTech community and asked a question:</p> <p>"What are DeepTech startups looking for in an accelerator programme?"</p> <p>So... Will these answers still be valid in 2023?</p> <p>👍 Absolutely 👎 No way</p>	From M1	LinkedIn Twitter	Accelerate

	Find out more: https://bit.ly/3jDBtTK			
Website campaign #1	<p>We're online! 🎉</p> <p>Take a look at our new website and find out how we're planning to connect tech #innovation ecosystems across #EU</p> <p>www.acceleraction.eu</p> <p>We connect. We collab. We wow! 😊</p>	M4	LinkedIn Twitter	Action
Partners campaign	<p>It's time to meet the #AccelerAction team! 🤝</p> <p>JO Consulting European Project Consulting (JOC) is our coordinating partner. 📍 Based in Sicily and an active player across Europe, they specialise in structural funds and business plan consultancy since 1998.</p> <p>JOC has helped companies and institutions win funds from the #EuropeanCommission and national and regional ministries. They run projects under several different EU funding schemes including Horizon Europe, H2020 and Erasmus+ 🌐</p> <p>Get to know them better 📖 https://lnkd.in/g/eNITTU-g</p> <p>#AccelerAction #HorizonEU #EISMEA #deeptech #innovation</p>	From M6	LinkedIn Twitter	Inform
Methodology campaign	<p>At #AccelerAction – WE RESEARCH! 🧐</p> <p>Our methodology is rooted in open science approach and practices, based on cooperative work, sharing of knowledge, tools and peer learning.</p> <p>Learn more about AccelerAction's unique multidisciplinary approach 📖 www.acceleraction.eu</p>	M7	Pending	Engage

2.4.2 WEBSITE

The AccelerAction website is available at www.acceleraction.eu. The initial version of the website was developed in M4 of the project and will be regularly updated by the F6S Communication Manager throughout the project's lifetime. The website will be updated starting from M6 with additional features, such as AccelerAction's Virtual Ecosystem.

The website was envisioned as visually oriented and interactive, with a friendly tone of voice. It is following the official brand identity and targets all identified stakeholders and consist of the basic information that elaborates the project's key points as well as several call to action, available through the following website sections:

- **Home page** – This website section represents an overview of the project, AccelerAction Consortium logos, and a call to action to the project's newsletter.

- **Research page** – This website section elaborates the concept behind the AccelerAction research process, its methodology and a call to action to the contact form.
- **Partners page** – This website section represents an overview of all respective partners involved in the project.
- **Contact page** – This website section represents the possibility for all interested parties to contact us and leave any comment they feel is relevant.

The content of the website will be displayed using the different social media channels of the project. The AccelerAction website statistics will be regularly monitored by the Communication Manager.

Moreover, the AccelerAction website will host the new Virtual Ecosystem which will be released in March 2024, which will be integrated with the F6S platform. The algorithm will provide cross-regional matchmaking using data from new users and users already subscribed to the F6S platform who agree to join the Virtual Ecosystem (that is outside the platform). Users will be able to join the Virtual Ecosystem directly (via a registration form) or via the F6S platform (there will be a dedicated section) by simply agreeing on the treatment of their data already provided to F6S.

Apart from matchmaking, this Virtual Ecosystem is intended to:

- Share best practices.
- Link investors with startups.
- Provide networking opportunities.
- Act as a repository for policy recommendations.

JO Consulting has developed the scheme below after several consultations with F6S and their respective technical teams:

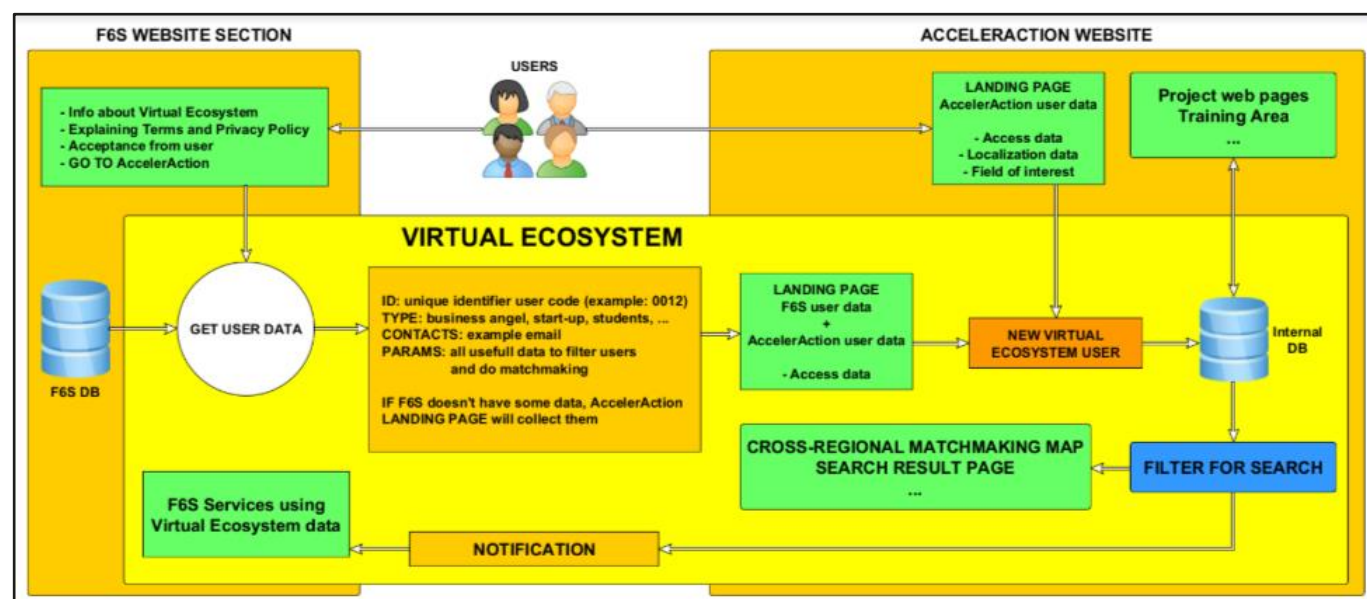


Figure 5: Technical functionalities of the AccelerAction Virtual Ecosystem (by JO Consulting)

2.4.3 VIDEOS

A set of minimum 2 multimedia video podcasts presenting the project, its innovation and key outcomes will be developed during the lifetime of the project targeting all stakeholders. To achieve the key performance indicator (KPI) of more than 20000 views on AccelerAction official YouTube channel by the end of the project, the following video materials will be created:

- **Explanatory video** – The objective of the video is showcasing the general information about the project, such as its values, mission and objectives.
- **Impact video** – The objective of the video is displaying the key project results and the impact AccelerAction has establish during its lifespan.

Note: Due to the agility of the project, the list above might be subject to changes.

2.4.4 NEWSLETTERS

On the home page of the website, interested parties will have a possibility to subscribe to the AccelerAction newsletter and get the latest insights of the project. A total number of 5 project newsletters will be developed using the Mailchimp and circulated via email lists providing an overview of the main project activities and outcomes. The first newsletter will be sent in the M7 of the project with an aim to increase the project's awareness and promote the AccelerAction website.

The structure of the newsletter will be developed according to the project's up-to-date activities, and it may contain the following information:

- **AccelerAction Newsletter banner;**
- **Newsletter title;**
- **Project highlights;**
- **Project updates;**
- **Event promotion;**
- **Partner's introduction;**
- **Social media call to action.**

Note: Due to the agility of the project, the list above might be subject to changes.

2.4.5 ADDITIONAL ACTIVITIES

With an aim of elevating the AccelerAction's internal and external communication strategy, additional communication activities have been undertaken, while others are already foreseen:

- **Brand book** – A general template following the AccelerAction brand guidelines with the goal to unify AccelerAction communication internally, as well as externally.
- **Newsletter blurb** – To increase the awareness of AccelerAction project, the Newsletter cross-linking banner with textual message has been prepared with an idea of having it included in each respective partner's newsletter from M6 onwards.
- **Blog guidelines** – As part of the content strategy, the document describing detailed guidelines of how to write the blog article will be developed in M7.

3 DISSEMINATION PLAN

3.1 METHODOLOGY

AccelerAction dissemination methodology will be focused on a unique strategy for disseminating the results of the project targeting the European Innovation ecosystems. With direct contribution by all Consortium partners, the strategy will be designed and implemented at different geographical levels – local, regional, and national. This will ensure the strong impact of the project's results on AccelerAction key players. Therefore, the main contents to be disseminated are those related to the main results, progress, milestones findings and challenges in the European innovation landscape. The AccelerAction consortium partners are connected widely with prominent regional, national and European networks, which is expected to contribute to dissemination and overall branding identity of the project.






The overall dissemination aims are outlined as follows:

- To implement a comprehensive series of actions to forward results that are generated during AccelerAction's lifetime to as wide and relevant audience as possible;
- To heighten awareness about the results;
- To contribute to knowledge building in Europe and beyond;
- To ensure that as many innovation actors as possible have access to these results.

3.1.1 KEY MESSAGES

Key messages are an integral part of the dissemination strategy as they will encourage the main stakeholders to participate in pan-European Networked Acceleration Programme. They portray relevant information project values and goals, activities, results and potential impact and they will be adapted to each target group. In the table below, we have provided examples of key messages for AccelerAction's specific target audience. These examples can be updated at any time accordingly taking into consideration the specific target group's needs and project's present status.

Table 13: Examples of dissemination key messages

Target audience	Example of the Key Message
	<p>Are you always striving to enhance your business services and help startups? Meet AccelerAction – an initiative funded under the European Commission’s Horizon Europe Research and Innovation Programme, with an aim to connect DeepTech innovators across Europe! With AccelerAction, you will have an opportunity to expand your network, gather sights on efficient DeepTech methodologies and bring info on latest trends impacting the European innovation ecosystem!</p> <p>Interested to learn more about this unexpected opportunity? Reach us at acceleratewithus@acceleraction.eu or visit our website – AccelerAction.eu !</p>
	<p>Is your business struggling to survive and thrive in this disruptive age of advanced technology? Join AccelerAction – an initiative funded under the European Commission’s Horizon Europe Research and Innovation Programme, with an aim to connect DeepTech innovators across Europe! You are more than welcome to join our pan-European AccelerAction Networked Programme, which is supporting the scaling of companies, encouraging innovation, and stimulating cooperation among national, regional and local innovation actors.</p> <p>Interested to learn more about this unexpected opportunity? Reach us at acceleratewithus@acceleraction.eu or visit our website – AccelerAction.eu !</p>
	<p>Looking for a good investment opportunity into the disruptive technology? Meet AccelerAction – an initiative funded under the European Commission’s Horizon Europe Research and Innovation Programme, with an aim to connect DeepTech innovators across Europe! AccelerAction is the source of high-potential innovative business ideas and future DeepTech unicorns. Join us and discover DeepTech solutions that will disrupt the industry!</p> <p>Interested in learning more about AccelerAction? Reach us at acceleratewithus@acceleraction.eu or visit our website – AccelerAction.eu !</p>
	<p>AccelerAction project is an initiative funded under the European Commission’s Horizon Europe Research and Innovation Programme, with an aim to connect key players of the disruptive and high-potential DeepTech industry across Europe!</p> <p>Our objective is to create a scalable pan-European Networked Acceleration Programme supporting the scaling of companies, encouraging innovation, and stimulating cooperation among national, regional and local innovation actors.</p> <p>Create a comparative advantage of the regional innovation strategy – reach us at acceleratewithus@acceleraction.eu or visit our website – AccelerAction.eu and investigate what opportunities this disruptive technology can bring for the economy, society and environment, if treated now.</p>
	<p>Looking for an opportunity to collaborate with innovative companies and other DeepTech stakeholders? Meet AccelerAction – an initiative funded under the European Commission’s Horizon Europe Research and Innovation Programme, with an aim to connect DeepTech innovators across Europe! Join AccelerAction and enhance the impact of your academic research and achievements in the sector of advanced technologies.</p> <p>Eager to learn more? Reach us at acceleratewithus@acceleraction.eu or visit our website – AccelerAction.eu!</p>

3.2 DISSEMINATION TOOLS AND CHANNELS

The AccelerAction partners will disseminate the project results through a set of dissemination tools and channels that amongst others include participation in external dissemination events, scientific publications and establishment of media relations. The dissemination plan aims to answers to the objectives set up in the communication plan and to engage main AccelerAction players in mutual collaboration.

3.2.1 SCIENTIFIC PUBLICATIONS

AccelerAction targets the publication of minimum two open access articles in peer-reviewed publications and/or abstracts submitted to relevant conferences.

3.2.2 PRESS RELEASES

During the lifetime of the project, a set of minimum three press releases will be created and published in regional or local newspapers and magazines to reach a broader audience and provide visibility of the project and its main achievements. The list of press releases will be updated according to the reached project's milestones.

In the table below, we presented a list of planned press release campaigns:

Table 14: The list of potential Press release topics

Press release number	Tentative month	Campaign
1	M7	Project Awareness
2	M12	AccelerAction Strategic Discovery Process: main findings
3	M19	AccelerAction Virtual Ecosystem

Note: Due to the agility of the project, the table above represents a preliminary calendar of content that will be updated in the future according to the project's up-to-date activities and achieved milestones.

3.2.3 MEDIA

At the beginning of the project, a database of European and national media contacts has been established with the collaboration of all partners.

A	B	C	D	E	F
Region/Country	Name	Individual Contact	Email address	Website	Articles
EU	EU Commission Press	Johannes Bahrke	johannes.bahrke@ec.europa.eu	https://ec.europa.eu/commission/presscorner/	https://ec.europa.eu/commission/presscorner/detail/
EU	EU Commission Press	Charles Manoury	charles.manoury@ec.europa.eu	https://ec.europa.eu/commission/presscorner/	
EU	EU-Startups Magazine	Thomas Ohr	Thomas@EU-Startups.com	https://www.eu-startups.com/	
EU	Euronews	N/A	N/A	https://www.euronews.com/nxt	https://www.euronews.com/nxt/2022/03/05/deep-te
Latvia	Delphi	N/A	hello@delphi.lv	https://www.delphi.lv/	
UK (global)	PHD	N/A	canwehelp@phdmedia.com	https://www.phdmedia.com/	
EU	European Business Magazine	N/A	N/A	https://europeanbusinessmagazine.com/	
EU	Wired (UK)	N/A	N/A	https://www.wired.co.uk/topic/business	
EU	GQ (GER)	N/A	N/A	https://www.gq-magazin.de/auto-technik/	
EU	Tech.eu	N/A	N/A	https://tech.eu/	
EU	Silicon Canals (The Netherlands)	N/A	N/A	https://siliconcanals.com/	
EU	Bloovi (Belgium)	N/A	N/A	https://www.bloovi.be/	
EU	Articstartup (Nordics)	N/A	N/A	https://articstartup.com/	
EU	Financial Times	N/A	N/A	https://www.ft.com/	
EU	Best Startup	N/A	N/A	https://beststartup.eu/	
EU	The Enterprise World	N/A	N/A	https://theenterpriseworld.com/europe-editions/	
EU	EU Startups	N/A	N/A	https://www.eu-startups.com/	
EU	FutureTech Media	N/A	N/A	https://futuretech.media/a-revolution-is-about-to-start-device-that-uses-human-sweat-to-generate-power-2/	
EU	RedHerring	N/A	N/A	https://www.redherring.com/	
EU	European Startups	N/A	N/A	https://europeanstartups.co/	
Malta	Gadgets	Lara Caruana, Nadia Cachia	lara@vsquared.com.mt, nadia@gadgets.malta.com	https://gadgets.malta.com/	
				https://medium.com	
France	MaddyNess	Anais Richardin	anaïs@maddyNess.com	https://www.maddyNess.com	

Figure 6: Partners Dashboard, Media Database tab

In addition, F6S will produce and upload on the website a dedicated media pack including visuals, infographics, quotes, data, videos and pictures to facilitate journalists' access to project information. Whenever relevant, these media partners will be invited to attend the workshops and dissemination events organised within the project.

3.2.4 WEBINARS

During the lifetime of the project, four webinars will be organized by F6S with the contribution of project partners to present outcomes of the test cases. The webinars will target the acceleration ecosystem professionals, while recordings will be available both on the website and YouTube.

3.2.5 EVENTS

Dissemination events will be important as they act as places to establish presence, build liaisons, and engage key stakeholders in the social media ecosystem. Therefore, we have prepared an internal event management document that has been shared with all partners. The objective of this document is to gather information concerning events, conferences with details such as dates, contact info about the organizer and whether a partner will attend. This dashboard will be a "live" tool, regularly updated depending on the present project status.

PLAN FOR COMMUNICATION, DISSEMINATION AND EXPLOITATION OF RESULTS (FIRST RELEASE)

EVENTS Liaison with stakeholders of the community														
We are happy to introduce you with AA's event calendar. You are more than welcome to update it. Advice: Follow the notes. You can read the Event Guideline here. If you have any suggestions/questions/doubts or need support, feel free to contact Anja (anja@f6s.com).														
ATTENDED														
Partner name	Event Name	Start Date	End Date	Status	Event Type	Information Link	Audience Type	City	Country	Goal/Impact	Photos	Learnings	Fee	Comments
PROPOSED														
Event Name	Start Date	End Date	Event Type	Information Link	Audience Type	City	Country	Reasoning	Fee	Comments				
TechChill	27.04.2023.	28.04.2023.	Regional	https://techchill.co/	Tech StartUps/ Investors	Riga	Latvia	Networking with key stakeholders	Paid	https://techchill.co/press/				
Innovent Forum 2023	10.02.2023	11.02.2023	Regional	https://innoventforum.io/startupacademia	academia, startup	Larissa	Greece	Networking with key stakeholders	Free					
Hello Tomorrow Global Summit	09.03.2023	10.03.2023	International	https://hellotomorrow.org/global-summit	corporate, investors	Paris	France	Networking, visibility	Paid					
Viva Technology	14.06.2023	17.06.2023	International	https://vivatechnology.com/	corporate, investors, startups	Paris	France	Networking, visibility	Paid					
BPI Inno Generation	October 2023 (not defined yet)		National	https://big.bpi-france.fr/	corporate, investors	Paris	France	Networking, visibility	Free					
Techsylvania	7.06.2023	8.06.2023	Regional	https://techsylvania.com/	DeepTech, tech startups	Cluj-Napoca	Romania	Networking, visibility	Paid	https://techsylvania.com/tickets/	49 euro/early bird until 1.03.23			
How to Web 2023	4.10.2023	5.10.2023	Regional	https://www.howtoweb.co/	corporate, investor	Bucharest	Romania	Networking, visibility	Paid	https://www.howtoweb.co/buy-tickets/	179 euro/ early bird until TBA			
Masters of Digital 2023 (DIGITAL EUROPE)	8.03.2023	9.03.2023	World-class event	https://mastersofdigital.org/	DeepTech, tech startups	Brussels	Belgium	Networking with key stakeholders	Free	Brussels & Online				
EUROPEAN WOMEN IN TECHNOLOGY	28.06.2023	29.06.2023	International	https://www.europeanwomenintech.eu/	women in tech, startups	Amsterdam	Holland	Networking, visibility	Paid		199 euro + VAT			
Start-ups and its Scale-up - RAISE and Co-Creation Workshop	23.01.23	23.01.23	Regional	https://theraise.eu/raise-workshop/	DeepTech, startups, corporate, policy	Brussels	Belgium	workshop, networking, visibility	Free	Brussels & online				

Figure 7: Partners Dashboard, Events tab

As part of the AccelerAction's dissemination strategy, the events reported in this table will be announced on the project website, social media platforms, and on the project newsletter.

Additionally, the Consortium will co-organize with projects under the same topic and other related projects (even national) an event after M12 to establish AccelerAction as a point of reference in the field of advanced technologies.

3.2.6 DISSEMINATION OF PUBLIC DELIVERABLES

The public deliverables will be uploaded on the website. Each of these represents an opportunity to share early results and for external dissemination. The private deliverable will only be summarized. The public deliverables are listed below:

Table 15: List of Public deliverables

Number	Title	Work Package	Responsible Partner	Type	Delivery Month
D1.2	Data Management Plan	WP1	F6S	DMP	6
D2.1	AccelerAction assessment methodology	WP2	TECHC	OTHER	6
D2.2	AccelerAction Strategic Discovery Process	WP2	BOOST	REPORT	12

D2.3	Pan-EU Networked Acceleration Programme (EU-NAP)	WP2	BETA-i	OTHER	15
D3.1	AccelerAction Virtual Ecosystem	WP3	JOC	OTHER	19
D4.1	Main findings on EU-NAP implementation	WP4	WILCO	REPORT	26
D5.1	Alliance Generation Plan	WP5	INSME	REPORT	21
D5.2	Policy recommendations for policy makers	WP5	INSME	REPORT	27
D6.1	Communication package	WP6	F6S	OTHER	6
D6.2	Plan for Communication, Diss. & Exploitation of Results (first release)	WP6	F6S	REPORT	6
D6.3	Final Report on Communication, Dissemination and Exploitation Activities	WP6	F6S	REPORT	30

3.2.7 ADDITIONAL ACTIVITIES

With an aim of elevating the AccelerAction's dissemination strategy, additional dissemination supportive materials have been undertaken, while others are already foreseen:

- **Event guidelines** – A document elaborating the step-by-step guidelines, advice and event management tips with an aim to create an easy-to-implement system to promote and disseminate the AccelerAction's participation in both hosted and events to be attended.
- **Press Kit** – A document showcasing the AccelerAction's key points with an aim to drive traffic and engage with stakeholders.
- **Standard project presentation** – A presentation that elaborates project's methodology and objectives. This document is prepared for external usage with an aim to engage AccelerAction's key players.
- **Glossary of terms** – A list of the most relevant manufacturing terms related to zero defects manufacturing, explained to the project audiences, to facilitate the understanding of the technologies deployed by the project.

4 COMMUNICATION AND DISSEMINATION MONITORING AND EVALUATION

The management and overall implementation of the communication and dissemination (and exploitation plan) action plan is led by F6S, WP6 – Community building, communication and dissemination leader, although all partners are aware in the activities proposed and updated about the results.

4.1 ACTION PLAN

The action plan is outlined according to the timeline of key results to be communicated. This timeline includes the information related to public deliverables and some milestones which are relevant to communicate along the project lifespan.

	M01	M02	M03	M04	M05	M06	M07	M08	M09	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30
T6.1: Comms & Diss Strategy																														
Communications Package						D6.1																								
Exploitation Workshop																														
Community Building Workshop																														
STK Database/Mapping																														
STK/Media Database (partner input)																														
T6.2: Dissemination Activities																														
PCDER						D6.2																								
Feedback on PCDER																														
Update PCDER/Report																														
Newsletters																														
Social Media Invitations																														
Social Media & Website Analytics																														
T6.3: Communication Activities																														
Final Report																														D6.3
Website Feedback Round 1																														
Website Feedback Round 2																														
Website Launch																														
Feedback Visual Identity																														
Logo Vote																														
Preliminary Templates (Word Doc, PP)																														
Explanatory Video																														
Final Video (project results)																														

Figure 8: Communication and dissemination action plan

Main points of the action plan:

- The communication and dissemination activities are led by F6S, with a contribution from all partners.
- The WP Leaders (core Consortium) have the responsibility of contributing to the creation of content related to their WP activities, to be communicated in the various channels.

- All partners should prepare their communication activities according to the action plan. All partners play a crucial role in communicating the project at a local, national, and European level. Thus, it is important that they are aware of the timeline of key results to be communicated, as well as of the set of communication tools made available in the official shared cloud.
- All partners are welcome to contribute to the Partner Dashboard – an internal means of communication including all relevant communication and dissemination activities (media base, stakeholders base, newsletter schedule, social media schedule...).

4.2 KEY PERFORMANCE INDICATORS

By referring to the Grant Agreement, in the table below, we have represented the communication and dissemination Key Performance Indicators (KPIs):

Table 16: Communication and dissemination monitoring

CD tools and channels	Target Audiences	Expected Impact	KPI
Website	General Public & Key Stakeholders	Raised awareness of AccelerAction and its scope	min. 30 visits per day after year 2
Presence in social media (SM)	General Public, attract interest of industry and connect with stakeholder pages and accounts	Reached more than 1.000 followers in YouTube, Twitter and LinkedIn	5 posts per month in SM accounts
Videos posted on the website and in YouTube	General Public & Key Stakeholders	<ul style="list-style-type: none"> - Generated interest of industry and stakeholders by showing capacity - Raised awareness of general public about the project concept through visual/audio channels 	<ul style="list-style-type: none"> - min. 2 videos uploaded in YouTube and website - Total views: 20.000 by the end of the project
Newsletters & Press Releases	Key Stakeholders (Business-acceleration providers, startups & SMEs, policy makers) + press media	<ul style="list-style-type: none"> - Raised awareness of competitiveness, growth, jobs, societal & environmental impacts 	<ul style="list-style-type: none"> - Min. 1 newsletters every 6 months - 2.000 recipients - Min. 3 press releases

		- Provided upcoming events and the publication during the project	
Scientific publications	Scientific world, corporate, DeepTech experts	Provided scientific information regarding results and conclusion on AccelerAction results	- At least 2 scientific publications in peer-reviewed journals
Printed material	General Public & Key Stakeholders (Business acceleration providers, startups & SMEs, corporates, policy makers, educational institutions, media)	Attracted interest of industry and stakeholders	- Development of 10 printed concepts (leaflets, posters, brochure, flyer) - Distribution of 500 leaflets in events, round tables, exchanges
Webinars	Partners, experts and key stakeholders	Provided exchange of good practices and peer learning	A total of 4 webinars available on the website and YouTube
Events	Stakeholders	Liaison with stakeholders of the community	Participation in at least 10 events (fairs, conferences, etc) during the project

To measure the key indicators above, the following evaluation elements will be used:

- **Google Analytics** – to track and report the project website traffic.
- **Social Media Metrics** – to track the engagement on LinkedIn and Twitter.
- **Partners Dashboard** – internal “live” document to track all previously mentioned communication and dissemination activities, with contribution of all partners included.

4.2.1 IMPACT

Planned communication, dissemination and exploitation activities have an aim to create a positive impact in the European innovation ecosystem in terms of business expertise, business and financial linkages, opportunities for promotion, research and talent linkages, market intelligence and (but not limited to) raising capital.

After adapting the AccelerAction communication and dissemination plan, we could expect the following impact:

- **In the short-term**, the research conducted in this project will allow for a deeper understanding of fragmentation within the EU with solutions for how to connect innovation and deeptech ecosystems. The scientific findings will also provide insights into what's working in EU accelerators, what's not and what needs to improve. Policy recommendations from the research will focus on social responsibility and ethical use of technology, whilst also factoring in environmental impact. This will pave the way towards responsible technological advancements that reduce carbon emissions.
- **In the long-term**, a more connected Europe will mean streamlined business activity and opportunity, leading to accelerators that are better equipped to give the appropriate support to startups, an increase in successful startups that are able to take their technologies to market, especially in emerging innovator countries, and an increase in female leaders, both from the perspective of accelerator management and startup founders. The EU-NAP is intended to scale and will be made available for accelerators to adopt to expand their ecosystems as key method for widespread connectivity. Aside from creating connectivity, we will enable the transition of emerging innovator countries to become "strong" ones and part of that is also seeing more business activity, more collaboration and more economic growth in those countries as well. The Virtual Ecosystem built in this project will continue to exist on the F6S Platform post-project, allowing existing networks and connections to be maintained and also expanded. Over-time, these approaches will lead to more gender balance and increased innovation activity throughout all of the EU.

In general, through proper communication, dissemination, exploitation and community building, we are able to kickstart a strong community where people actively participate in networking and ensuring that the Virtual Ecosystem will continue post-project. Through our activities and creating a strong brand, we will have stakeholders ready to implement our method (i.e. the EU-NAP) and continue implementing our findings post-project. Therefore, having the right comms strategy ensures that the results from this project are going to be used (and used well) and also having a strong strategy means we reach more stakeholders, which also increases the overall impact of the project. Of course, evaluating the progress of the project and the implemented strategy will enable us to create more accurate numbers at the end of the project's lifetime.

5 EXPLOITATION PLAN

5.1 INTRODUCTION

To ensure that the results of AccelerAction are utilized and expanded upon post-project, an Exploitation Plan will be developed, specifically outlining the method, analysis and actions for three key results.

The outline below describes the approach to develop the most effective Exploitation Plan, which will be re-evaluated and evolve as the project develops. The Plan will include events that encourage results utilization for maximum impact during the lifetime of the project. The type of dissemination events and materials produced will include:

- Webinars
- Guidance & training materials
- Knowledge exchange activities

F6S is the Exploitation Leader and will work with partners throughout the project to update results and oversee the Plan development. All partners will be involved in this process, however, each key result is led by the partner responsible for the associated task and Work Package. Therefore, the given partner lead will take responsibility for the appropriate analysis and specific strategy for ensuring effective exploitation.

5.2 METHODOLOGY

This section describes the method that is planned for determining the Exploitation Plan, including: evaluation of planned results to understand whether any need to be removed or added, determining the appropriate IP, overseeing and guiding partner contributions and executing analyses to understand the value proposition of each key result.

5.2.1 DEFINITION

According to the European Commission (EC), exploitation is defined as:

“The utilization of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardization activities.”

Furthermore, exploitation can be performed in a variety of ways. The following IP Assessment Types will be considered for the project results:

- Service (new or improved)
- Business model (new or improved)
- Design (new or improved)
- Method, material, technology, design (new or improved)
- Event (conference, seminar, workshop)

5.2.2 ANALYSIS

Several methods for analysis are outlined below and will be performed according to the specific result. The analyses chosen are crucial for defining the external environment, performing a financial analysis to understand potential costs post-project and developing potential marketing activities in line with seeking additional funding opportunities where necessary. These analyses will facilitate the evaluation of stakeholders to understand which key groups should be involved in the exploitation strategy itself and which groups will benefit the most from these results post-project.

- SWOT
- PESTLE
- Market & Competition

5.2.3 ASPECTS TO BE COVERED IN THE UPCOMING MONTHS

The initial steps for exploitation will involve outlining the starting points for each result below (Table 16), including partner contributions. The partner responsible for the results will also be the IP Owner and lead in the evaluation, including determining the IP Protection Model. F6S will oversee the entire process to ensure that appropriate feedback from partners has been taken into account.

The following Model types will be considered:

- Patent
- Copyright
- Non-patentable
- Trade Market

5.3 FINAL KEY RESULTS LIST

The Table (16) below illustrates the three key results expected from this project and outlines possible IP Asset Types to be determined during evaluation periods. Other results that have the potential to be evaluated will be considered in the coming months. If other results are determined by the consortium to be exploitable, a specific method for analysis and strategy will be developed under the guidance of F6S within the first year of the project.

5.3.1 TABLE 16. LIST OF KEY EXPLOITABLE RESULTS

Table 17: List of Key exploitable results

Result	Description	IP Asset Type (TBD)	Lead/IP Owner	Contributing Partners
EU- Networked Acceleration Programme	Programme designed to remove accelerator fragmentation and enhance innovation and business opportunities in emerging innovator countries → model? Strategy? Replicable programme to be adopted by other entities?	Model, Strategy, Programme	Beta-i	ALL
AccelerAction Assessment Method	Research (WP2) combined with the AA Exchange ABROAD Programme and peer-to-peer mentoring	Model, Report, Event, Training Module	TECHC	ALL
Match-making Algorithm & Virtual Map	Tool to enhance networking capabilities between startups, innovators, investors and accelerators with an interactive stakeholder map	Service, Model, Report	JOC	ALL

5.4 TIMELINE

This section highlights the timeline for the Exploitation Plan. In the first year of the project, the key results will be reviewed and a specific method for exploitation, including determining the appropriate IP Model, will be established. The Table (17) below indicates the evaluation period according to the specific key result. Results will be evaluated as they are developed, rather than all at once, to ensure that there is an appropriate amount of time allocated to evaluation and analysis.

5.4.1 EVALUATION OF RESULTS

A final list of key results will be established in M12. If any additional results are determined as exploitable, a plan for their exploitation will be developed by M18.

The partner leading the given result will oversee finalizing the analysis and determining the IP Model. F6S will oversee the analysis activities and ensure that each partner is contributing appropriately.

5.4.2 COMPLETION OF RESULTS

As indicated above, each key result will be evaluated according to when the associated task is completed. The Table (17) below indicates the projected timeline for evaluation and feedback:

Table 17. Timeline for exploitable results evaluation

Result	Evaluation Round 1	Evaluation Round 2	Final
EU-Networked Acceleration Programme	M16	M23	M30
AccelerAction Assessment Method	M10	M20	M30
Match-making Algorithm & Virtual Map	M7	M11	M30

There will be two rounds of evaluation to ensure that the most appropriate exploitation strategy is developed with a final plan for long-term sustainability ready by M30 when the project ends. By this time, key actions to begin sustainability will already have taken place.

The first round of evaluation will focus on analysis whilst the second round will focus on IP Ownership and ensuring that the result will be appropriately protected. In the several months leading up to the evaluation period, the partner leading the given result will propose key target groups to consider, guide in developing the value proposition and guide partners in the results development.

5.4.3 EXPLOITATION METHOD DECISION (EU-NAP)

The Pan-European Networked Acceleration Programme is one of the biggest results expected to emerge from AccelerAction. Given its intention to be applicable across the entire EU, this result will be considered for patenting. The necessary steps for this will be evaluated as one of the primary starting points of the Exploitation Plan. Beta-i as the result lead will facilitate this process. The decision on whether to patent this Programme will take place between M12 and M16.

6 FINAL REMARKS

This document outlines the first release plan for communication and dissemination activities, as well as exploitation of results, with an aim to structure and coordinate activities and efforts to ensure the intended outcomes and specific objectives of the project were met. Hence, the envisaged strategy developed by F6S was tailored to contribute to the achieving of the overall project goal, reaching the defined target groups and making sure that the key messages of the project were disseminated.

In order to achieve this, AccelerAction's communication team has developed an effective strategic approach, as well as materials and tools to be used by all consortium partners across project activities, while the planned activities and results will be disseminated throughout the lifespan of the project. Moreover, strategies to ensure sustainable post-project use of project exploitable assets have also been developed as a part of the exploitation plan.

Of course, as a living document responding to new development and opportunities, updates of the communication, dissemination and exploitation plan can be made upon approval by the consortium during the implementation process of the project.

In this context, **Deliverable 6.2 PLAN FOR COMMUNICATION, DISSEMINATION AND EXPLOITATION OF RESULTS (FIRST RELEASE)** is meant to be used as a strategic extension of **Deliverable D6.1. COMMUNICATION PACKAGE** – a detailed plan of all promotional activities and efforts created for the project and meant to be used by all of the respective partners. The first release of the plan will be evaluated in the **Deliverable 6.3 FINAL REPORT ON COMMUNICATION, DISSEMINATION AND EXPLOITATION ACTIVITIES**.