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COMMUNICATION AND DISSEMINATION STRATEGY

WP5

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Revisions

Version	Date	Author	Changes
v1.0	15/10/2023	Annet Steenbergen, Teemu Kääriänen, Stephen Haartman, Antti Kettunen, Mark Lubkowitz, Pia Ohlén	First version reviewed and agreed by contributors and by Coordinators.
v2.0	29/09/2024	Annet Steenbergen, Teemu Kääriänen	Implementing the recommendations and agreed by contributors.
v2.1	25/10/2024	Coordinators	Approved by coordinators.

Executive Summary

This communication and dissemination strategy defines the plan for disseminating and promoting the project results that have emerged as part of the EUDI Wallet Consortium, as well as ensuring the effective engagement of stakeholders in relevant project activities. The communication and dissemination strategy places special emphasis on the project's relevance, stakeholder engagement, dissemination of project results, creating a foundation for the utilisation of project outcomes, clear and concise presentation of project results, industry outreach, and aligning activities with other relevant initiatives, projects, and standardisation bodies.

The communication and dissemination strategy will be developed by the Lead and Co-Lead of WP5, updated throughout the project period, and approved by the Project Coordinator. The communication and dissemination strategy will be reviewed by the Project Management Board.

The communication and dissemination activities are organized into three blocks:

1. **Construction and Activation:** The dissemination infrastructure will be established, and stakeholders will actively be engaged in shaping project activities.
2. **Communication and Exchange:** Progress, results, and insights from the EUDI Wallet Consortium will be shared among the project members and made accessible to a broader audience.
3. **Utilization and Dissemination:** Project partners will provide project results to relevant public, industrial, and political stakeholders in an appropriate format.

The activities include:

1. online communication
2. offline communication
3. establishing and maintaining dissemination infrastructure, such as design elements and communication channels

1. Introduction

The following section describes the basic framework of the communication and dissemination strategy and the general approach to planned communication activities.

1.1. Preamble

The EUDI Wallet Consortium (EWC) is a joint effort of Europe's leaders in Digital Identification Providers, IT and payment actors, travel and governmental sectors, cross-border pilot experimentation infrastructures, and stress-tested business models. Leadership in these areas is an important determinant of the consortium's ability to successfully leverage the benefits of the proposed EU digital identity in use cases related to travel, payments, and legal persons, across the Member States.

The consortium will promote user centric solutions which allow users to securely share attributes to increase efficiency and user experience when travelling domestically and cross-border, paying online or in proximity, or engaging in cross-border business. Specifically, the EWC will contribute to policies related to travel, tourism, payments, and legal persons by exploring the following topics, among more:

- The pilot will test digital identity wallet capabilities through different travel scenarios. Those scenarios are e.g. booking a plane ticket at an airline or through a travel agency, dropping and collecting baggage, boarding a plane, booking a ferry ticket, conducting an online check-in, making hotel reservations, and many more.
- Payment capabilities is included for enhanced, realistic, frequent and consumer-centric journeys.
- Legal person wallets and digital identities for legal persons to build trust in sharing identity credentials between individuals with legal entities or between B2B/B2G relationships.

As an example, the trip of Hannah, our Finnish citizen and professional and traveling to Hungary, demonstrates the full potential of what the EWC consortium can bring to society as a whole and specifically to European citizens/consumers, businesses, industry, and public sector. She will not only use her Digital Travel Credentials and payment capabilities for the travel itself but will benefit from the PID/LPID combination and conduct a set of business activities while traveling, which will trigger specific scenarios around Know Your Supplier, Public Procurement, Business Document Exchange and Domain Registration scenarios.

The EWC effort is to make the EUDI wallet happen across Europe by

- providing wallets for natural and legal persons
- operating in high-scaling usage scenarios, e.g., travel and payments
- combining governmental trust and company expertise
- creating a sustainable ecosystem with a viable business model for government and private sector entities
- exploring and improving end-user experience, wallet security, data privacy and legal and technical compliance within Europe.

1.2. Purpose of the Document

The communication and dissemination strategy serves as the framework for all actions and efforts aimed at the consistent and cohesive dissemination and communication of the EUDI Wallet Consortium to the general public and external stakeholders, while taking into account the acceptance and engagement of stakeholders and project partners.

The document outlines the strategy, tactics, core message, and primary target audiences within the scope of the EUDI Wallet Consortium. The main target audience is the general European public, presenting and describing to them the benefits and opportunities of the project's outcomes. Target audiences also include businesses and associations in relevant industry sectors, research institutions, scientific and academic establishments, EU member states, non-governmental organisations, standardisation bodies, as well as individual public, political, and industrial decision-makers and personalities within the EU and when relevant internationally.

1.3. Scope of the Document

The document outlines the methodology, key communication channels, and planned activities during the execution of the EUDI Wallet Consortium project. The communication and dissemination strategy will be regularly updated by the lead and co-lead of the work package.

1.4. General Approach and Strategy for Communication and Dissemination Activities

The communication and dissemination strategy provides a framework and schedule for project activities that contribute to the communication and dissemination of the project's results and outcomes. It also specifies decision-making roles and responsibilities of project partners.

The impacts of the activities are documented using relevant impact indicators, with a focus on comprehensive and broad dissemination of the results tailored to and consumable by the target audiences.

The results developed within the project impact all residents of European member states as well as all businesses and organisations that enable residents to utilise these results. Accordingly, the activities will involve partners who can support the dissemination of the results, such as conferences, press, specialised publications, standardisation bodies, and communication platforms.

2. Dissemination and Communication Strategy

This chapter summarises the strategy and methods for the planned dissemination and communication activities.

2.1. Objectives and Communication Messages

The objectives of the Communication and Dissemination strategy are:

- create attention for the possibilities and opportunities
- spark desire for the benefits
- increase awareness for the solution
- increase visibility of the project
- acquire partners for the project
- initiate cooperation for the project
- motivate integration of the solution

The messages of the Communication and Dissemination strategy are:

- The EUDI Wallet Consortium (EWC) is a joint effort to successfully leverage the benefits of the proposed EU digital identity in the form of Digital Travel Credentials, Payment, and Legal Person Digital Identities across the Member States.
- The EWC intends to build on the Reference Wallet Application to enable use cases focused on Digital Travel Credentials.
- The EWC expects these use cases to necessitate the use of multiple Electronic Attestations of Attributes and Credentials as well as the involvement of both the

private sector and the public sector.

2.2. Building Blocks

To achieve the objectives and communication messages of the project the activities are separated into three distinctive buildings blocks: construction and activation, communication and exchange, utilization and dissemination.

1. **Construction and Activation:** The dissemination infrastructure will be established and maintained throughout the project. This infrastructure will be regularly reviewed and adapted to take current development into account. All stakeholders will actively be engaged in shaping the project activities, providing feedback and using the infrastructure.
2. **Communication and Exchange:** All progress, results, and insights from the project will be shared among the project members for anticipation, review, and validation. The progress, results, and insights that are suitable for publication will be made accessible to a broader audience in an appropriate format. This activity will include also the continuous reporting of communication and dissemination activities to the European Commission as required by the Grant Agreement.
3. **Utilisation and Dissemination:** Project partners will provide project results to relevant public, industrial, standardisation-related, and political stakeholders in an appropriate format using the established infrastructure. The results will be easily understandable, generally utilisable, and simply consumable.

2.3. Planned Deliverables

Multiple deliverables are planned to support the Communication and Dissemination strategy:

Number	Deliverable	Description	Status
1	Vision	The vision is the description of the future use case for the project.	Released as part of D5.1.
2	Communication and Dissemination Strategy	The communication and dissemination strategy defines the	Released (D5.1).

Number	Deliverable	Description	Status
		strategy for disseminating and promoting the project results that have emerged as part of the project.	
3	Logo	A visual representation of the project itself and a label for related artefacts, projects, and activities.	Released as part of D5.1.
4	Design Guide	A compilation of information and details to correctly apply the visual identity.	Released as part of D5.1.
5	Website	The central hub on the web to obtain up-to-date information about the project.	Released (https://eudiwalletconsortium.org/)
6	Social Channels Media	Additional channels to create attention and awareness for the project and to spread information.	LinkedIn released.
7	Newsletter	A summary of the progress, activities, and news of the project.	First newsletter published Dec 19 2023.
8	Press Mailing	A focussed report about the project and particular activities, always focussed on the use case and the main target audience.	Planning.
9	Event Attendance	Participation in public and private events to present the project itself and its benefits, as well as to seek out new partners.	Maintained in EWC communication and dissemination register and reported to European Commission as part of continuous reporting.
10	Videos	Animated explanations of the project, the use cases, or the vision.	Planning.
11	Infographics	An easily	Planning.

Number	Deliverable	Description	Status
		understandable, clear, and in-depth explanation of the project and its use cases tailored to the primary target audience.	
12	Microsites	Specialized websites that highlight particular artefacts of the project, like use cases, research results, solutions, and so on.	Planning.
13	Repositories	Central infrastructure to host and distribute code.	Released (https://github.com/eu-digital-identity-wallet)

2.4. Metrics and KPIs

In order to validate the communication and dissemination activities, suitable key performance indicators (KPIs) are set and monitored whenever possible. This allows for adjustments and improvements to the strategy throughout the project duration. The metrics and KPIs will be reported to EC as part of the EWC project final reporting.

Number	Indicator	Description	Status
1	Partners	Number of partners of the project	List of Beneficiaries, Affiliated Entities, Associated Partners, and External Relying Parties is maintained together with EWC WP1.
2	Stakeholders	Number of registered recipients of the newsletter	List of newsletter recipients is managed in Mailchimp.
3	Dissemination	Number of dissemination activities reported to EC	Dissemination activities are maintained in EWC communication and dissemination register, and reported to EC as part of continuous reporting.
4	Audience size	Number of visitors on	Number of website

Number	Indicator	Description	Status
	(website)	website	visitors are tracked in EWC website.
5	Audience size (social media)	Number of followers in Linkedin	Number of Linkedin company page followers posts exposure
6	Communication	Number of communication activities reported to EC	Communication activities are maintained in EWC communication and dissemination register, and reported to EC as part of continuous reporting.
7	Attendances	Number of event participations	Number of participants to kickoff and physical General Assembly events hosted by EWC and its partners. Participation in events is registered in EWC communication and dissemination register, and reported to EC as part of continuous reporting
8	Interactions	Number of comments on social media	Tracked through EWC company profile in Linkedin.

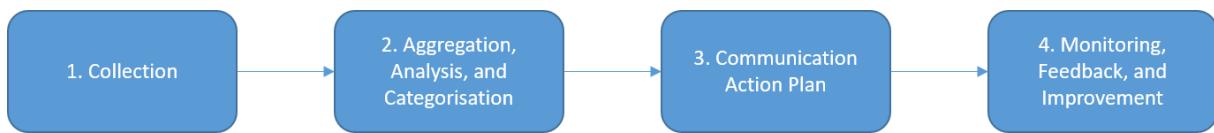
2.5. Stakeholder management

Effective stakeholder engagement and management plays a crucial role in ensuring success, sustainability, and impact of the EWC project. This section outlines the key stages of stakeholder collection and management within the project.

The purpose of stakeholder management in EWC is to ensure that all key stakeholders receive relevant, timely, and accurate communication about the status and events of the EWC project. In addition to ensuring active communication with the key stakeholders, information is made available to all stakeholders who have the possibility to impact and contribute to the success of the project. Communication with stakeholders is designed to fit the stakeholder's needs and importance.

2.5.1 Stakeholder collection and management process

The stakeholder collection and management process are done in four subsequent stages: Collection; Aggregation, analysis, and categorisation; Communication action plan; and Monitoring, feedback, and improvement.



2.5.1.1 Collection

Stakeholder collection is the foundational stage of the stakeholder management process. It includes identifying and gathering groups, organisations, and entities that have an interest, influence, or potential impact on the project. Stakeholders are collected using input from all EWC work packages, to ensure good coverage from different interest groups, member states, and industries.

A collection template sheet was created for gathering information, such as organisation type, category, contact information, characteristics, and perspective.

Activities related to stakeholder collection consisted of following activities:

- Designing the collection template
- Creating the initial categorisation
- Stakeholder collection from work packages

2.5.1.2 Aggregation, analysis, and categorisation

Once the stakeholders have been identified, the next step is to aggregate, analyse, and categorise the collected stakeholder information. This process involves aggregating the collected material, and refining the material based on feedback from the work package representatives, and opinions from experts outside of the project.

A curated list was constructed and analysed, providing more insights and an improved understanding about the importance, impact, and interest of the stakeholders. Finally, the stakeholders were categorised into meaningful communication groups based on their profile and communication needs.

Communication groups are used later to define the communication activities.

Activities related to aggregation, analysis, and categorisation included:

1. Aggregation of collected stakeholder lists
2. Analysis and additional refinements
3. Communication group categorisation

2.5.1.3 Communication action plan

Effective communication is essential for engaging stakeholders and ensuring their involvement throughout the project lifecycle. This phase focuses on developing communication actions for the different communication groups, ensuring that each group has appropriate measures, and choosing appropriate channels for communication.

Key activities in this stage included:

1. Designing communication actions to cater to the needs and preferences of different stakeholder groups.
2. Establishing clear communication principles and points of contact for key stakeholders.
3. Creating an action plan that supports the project goals and schedule.

Communication action plan is updated throughout the project lifecycle.

2.5.1.4 Monitoring, feedback, and improvement

Final phase of the stakeholder management is the continuous monitoring, feedback, and improvement that is conducted throughout the project lifecycle.

Activities related to continuous monitoring, feedback, and improvement include:

1. Monitoring communications actions and reactions to them
2. Feedback loop to the communication actions plan and its improvement
3. Identification of new communications requirements during the project lifecycle (e.g. when new stakeholders are identified one year from project beginning, how will they fit in?)

2.5.2 Identified stakeholders & communication groups

As a result of the described collection, analysis, aggregation, and categorisation activities, seven EWC project specific communication groups were identified.

#	Communication Group	Description
1	Key Stakeholders	These stakeholders have both a high level of interest and significant power to influence the success of the project. These stakeholders hold the power to directly affect the funding and requirements of the project, and should be held at utmost importance in terms of communication.
2	Implementation Stakeholders	These stakeholders are responsible for executing various aspects of the project and EUDI in general. They have a significant interest and power to influence its success. They are able to evaluate the project development from their role and interest area perspective.
3	Evaluative Stakeholders	These stakeholders are directly affected by the project's outcomes and have a high interest in its success, and some possibility to influence its success. They function especially in evaluator role , ensuring that the project's proposed changes do not cause problems. Evaluator stakeholders may have an important role in flagging potential challenges relevant for their areas of interest.
4	Collaborative Stakeholders	These stakeholders may not have significant power to influence the project's success individually, but they have a substantial interest and can contribute to its objectives indirectly through collaboration, partnerships, research, adoption, technical progress, etc.
5	Passive and Powerful	These stakeholders may hold significant influence of the success of the project, but are generally neutral or passive in engagement and communication around the topic. These may be " wildcards " and can cause surprising damage if left unnoticed.
6	Communicators, Communities, Influencers	These stakeholders may not have a direct interest or power over the project, but are highly interested in it and generally communicate about the projects and influence others in their network. Some influencers may have a critical view on EWC use cases or EUDI in general. They usually don't hold power to directly influence the project, but may cause some harm with indirect measures

#	Communication Group	Description
		(misinformation, etc.), especially if there's not enough facts available.
7	Interested Informers	These stakeholders act mostly as information disseminators . They may be communities, events, interest groups, or similar. They do not hold any power to influence, and generally are not in place to provide collective feedback (as they do not represent any entity per se), but are generally interested in new information and will happily share that to their larger community.

Each of the communication groups were assessed against following criteria:

- Importance of the communication group for the EWC project piloting (scale 1..3).
- Interest of the communication groups towards EWC project piloting (scale -5..5).
- Power of the communication group to influence EWC project piloting (scale -5..5).

#	Communication Group	Importance (1..3)	Interest (-5..5)	Power (-5..5)
1	Key Stakeholders	3	5	5
2	Implementation Stakeholders	3	4	3
3	Evaluative Stakeholders	2	3	2
4	Collaborative Stakeholders	2	3	1
5	Passive and Powerful	2	-1	3
6	Communicators, Communities, and Influencers	1	2	1
7	Interested Informers	1	2	-3

Following table lists some identified stakeholders for each communication group. It contains both general examples of stakeholders, but also individual identified stakeholders which are related to the priority use cases of the EWC project:

#	Communication Group	Examples of Stakeholders	General Interest	Travel	Payment	ODI
1	Key Stakeholders	<ul style="list-style-type: none"> EU Institutions and governing bodies National government bodies primarily responsible for the national participation European Commission representatives Other LSP consortia 	<ul style="list-style-type: none"> DG CNCT HAdEA European Blockchain Partnership (EBP) DG DIGIT eIDAS expert group DC4EU consortium POTENTIAL consortium 	DG HOME	<ul style="list-style-type: none"> DG GROW DG FISMA NOBID consortium 	DG JUST EBSI-VECTOR

#	Communication Group	Examples of Stakeholders	General Interest	Travel	Payment	ODI
		<ul style="list-style-type: none"> Funding organisations 				
2	Implementation Stakeholders	<ul style="list-style-type: none"> Supervisory agencies Standardisation bodies Authoritative government bodies Implementing public & private sector organisations 	CENTR ICANN OpenID Foundation OpenWallet Foundation ETSI TS ESI	HOTREC International Air Transport Association (IATA) ISO/IEC 1/SC 17 JTC	European Banking Authority (EBA) European Payments Council (EPC) Mobile manufacturers EMVco Berlin Group	ERP Providers
3	Evaluative Stakeholders	<ul style="list-style-type: none"> Government agencies Authoritative industry bodies 	-	-	-	-
4	Collaborative Stakeholders	<ul style="list-style-type: none"> Specification and standards organisations Industry development bodies Expert organisations 	CEN/CENELEC ENISA GLASS Research Body on secure digital identities (Begleitforschung sichere digitale Identitäten) Catena-X GAIA-X NiScy Consortium	European Tourism Association (ETOA) UN World Tourism Organisation (UNWTO) Airport Council International (ACI) International Civil Aviation Organisation (ICAO)	-	Real Time Economy (RTE) program GLEIF
5	Passive and Powerful	<ul style="list-style-type: none"> Authorities 	SOGIS	-	-	-
6	Communicators, Communities, and Influencers	<ul style="list-style-type: none"> Individual experts Community groups Industry groups 	TRACE4EU Digital Identity Influencers Digital Identity Community Groups Open Identity Exchange (OIX)	-	Mobey Forum	-
7	Interested Informers	<ul style="list-style-type: none"> Community groups Industry groups Information curators 	MyData Global ISSA	-	-	Nordic Smart Government & Business (NSG&B)

2.5.3 Stakeholder Actions

Based on the identification of the communication groups, an initial communication action plan was formulated for each communication group. This includes actions to maximise communication spread with focused actions for key stakeholders. Following table describes on a high level the communications actions for each communication group:

#	Communication Group	Actions
1	Key Stakeholders	<ul style="list-style-type: none"> • Direct and regular communication • Primary communication through regular meetings and formal reports, according to Key Stakeholder requirements • Support via regular updates on positive progress, achievements and possibly identified risks.
2	Implementation Stakeholders	<ul style="list-style-type: none"> • Regular news on general progress • Special focus feedback on implementation related topics • Regular (3-6mo frequency) feedback loops
3	Evaluative Stakeholders	<ul style="list-style-type: none"> • Regular news on general progress • Local updates and feedback rounds with relevant local organizations and groups • Dissemination events for direct feedback
4	Collaborative Stakeholders	<ul style="list-style-type: none"> • Direct meetings with relevant subject matter stakeholders • Direct reaching out for feedback on relevant topics • Workshops & other collaborative events or meetings
5	Passive and Powerful	<ul style="list-style-type: none"> • Regular news on general progress • Special consideration on topics that are of interest for the stakeholder
6	Communicators, Communities, and Influencers	<ul style="list-style-type: none"> • Regular news on general progress • Special consideration on topics that are of interest for the stakeholder • Easy to share material • Open communication channel for questions and clarifications • Direct sessions if requested
7	Interested Informers	<ul style="list-style-type: none"> • Newsletters • Progress reports

3. Communication and Dissemination Infrastructure

The Communication and Dissemination infrastructure is the basis for the planned dissemination and communication activities of the EWC. The infrastructure consists of multiple artefacts and is available for all beneficiaries to support their individual communication and dissemination plans:

- vision, logo, design guide, disclaimer
- website, microsites, and repositories
- social media channels and profiles and social media platforms
- newsletter and press mailings
- videos and infographics

3.1. Vision

The vision is the description of the future use case for the project.

The vision of the project is “Hannah travels Europe!”. It describes the situation, that an EU citizen travels and moves across Europe, seamlessly identifying with her digital travel credentials and identities at airports and hotels, logging in from remote to the company’s infrastructure, paying bills and more.

It supports the objective of “spark desire for the benefits”.

3.2. Visual Identity and Branding

The visual identity supports all communication and branding activities of the project to enable a consistent, clear, and easy attribution of all artefacts to the project.

3.2.1 Logo

A visual representation of the project itself and a label for related artefacts, projects, and activities.

The logo resembles a slightly opened wallet, decorated with stars aligned in a circle. The colours are blue and yellow, similar to the colours of the flag of the European Union. It’s available for dark and light backgrounds, for horizontal and vertical use case scenarios.

It supports the objective of “increase visibility of the project”.





3.2.2 Design Guide

A compilation of information and details to correctly apply the visual identity.

The design guide lists all details about the visual identity that are relevant to achieve a consistent, clear, and easily attributable branding of all activities. This includes the fonts to be used, font sizes, font styles, colour schemes and their variations, logo placement, and logo usage.

It supports the objective of “increase visibility of the project”.

Number	Title	HEX	RGB	Example
1	Primary	#0040f7	0, 64, 247	
2	Secondary	#ffcc00	255, 204, 0	
3	Tertiary	#010ce2	1, 12, 226	
4	Alternate	#1c3169	28, 49, 105	
5	Inv. Primary	#ffffff	255, 255, 255	
6	Inv. Secondary	#0040f7	0, 64, 247	
7	Inv. Tertiary	#ffcc00	255, 204, 0	

Number	Family	Type	Size (pt)	Face
1	Montserrat	Headline 1	48	600 (semibold)
2	Montserrat	Headline 2	32	600 (semibold)
3	Montserrat	Text Big	22	400 (regular)
4	Montserrat	Text Normal	16	400 (regular)

Hannah travels Europe - with her EU Digital Wallet - convenient and safe!

No one shall be subjected to arbitrary arrest, detention or exile.

Everyone is entitled in full equality to a fair and public hearing by an independent and impartial tribunal, in the determination of his rights and obligations and of any criminal charge against him. No one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, nor to attacks upon his honour and reputation. Everyone has the right to the protection of the law against such interference or attacks.

Everyone has the right to freedom of thought, conscience and religion; this right includes freedom to change his religion or belief, and freedom, either alone or in community with others and in public or private, to manifest his religion or belief in teaching, practice, worship and observance. Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers. Everyone has the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay.

3.3. Project Website and Partners' Websites

The central hub on the web to obtain up-to-date information about the project.

The website (<https://www.eudiwalletconsortium.org>) is maintained by the project itself and is therefore one of the most important infrastructure assets. It provides details of the project, the involved members states, and the partners working together. It provides and directs other channels and locations used to communicate and disseminate the project outcomes.

Additionally, focused microsites provides in-depth information about the project, like results of user research, use cases, and more. One microsite has been launched about EWC phase 1 piloting (<https://ewcpilot.eu/>).

It supports all objectives, namely “increase awareness for the project”, “spark desire for the benefits”, “create attention for the possibilities”, “increase visibility of the project”, “acquire partners for the project”, “initiate cooperation for the project”, and “motivate integration of the solution”.

3.4. Repository

Central infrastructure to host and distribute code. Available in <https://github.com/ewc-consortium/>. A repository is a storage location for managing and maintaining code, configurations, and documentation. Therefore, repositories are ideal for distributing, providing, and further developing software artefacts created as part of the project.

It supports all the objectives “increase awareness for the project”, “increase visibility of the project”, “acquire partners for the project”, “initiate cooperation for the project”, and “motivate integration of the solution”.

3.5. Social Media

Additional channels to create attention and awareness for the project and to spread information.

Social media has become a crucial communication factor for all age groups worldwide. In Europe as well, these channels are widely used and sometimes the primary source of information, surpassing traditional media. At the same time, they allow for direct and unfiltered communication and easy assessment of the target audience reached. Accordingly, the project utilizes social media channels and establishes social media profiles.

EWC has decided to focus its social media presence to Linkedin. EWC company page in Linkedin can be found from <https://www.linkedin.com/company/eu-digital-identity-wallet-consortium-ewc/>. EWC will explore adding Instagram and Facebook as social media channels

It supports all objectives, namely “increase awareness for the project”, “spark desire for the benefits”, “create attention for the possibilities”, “increase visibility of the project”, “acquire partners for the project”, “initiate cooperation for the project”, and “motivate integration of the solution”.

3.6. Videos

Animated explanations of the project, the use cases, or the vision.

Videos are a convenient, easy, and preferred way to consume information nowadays. Therefore, they are well-suited for describing use cases, providing insights into the project, or introducing partners. Therefore, videos may be animated, short interviews, simple stories as

well as in-depth reports.

Videos published by EWC partners will be gathered as dissemination activities in the EWC communication and dissemination register, and will be reported to the EC as part of continuous reporting through Funding & Tenders portal.

It supports all objectives, but mainly “increase awareness for the project”, “spark desire for the benefits”, “create attention for the possibilities” and “increase visibility of the project”.

3.7. Newsletter

A summary of the progress, activities, and news of the project.

Newsletters reach a clearly defined target audience, making them ideal for disseminating various information at regular intervals. The newsletter includes relevant details about project progress, new partnerships, and all activities related to the project.

EWC uses Mailchimp as the platform to manage and distribute newsletters.

It supports the objectives “increase awareness for the project”, “increase visibility of the project”, “acquire partners for the project”, “initiate cooperation for the project”, and “motivate integration of the solution”.

3.8. Participations

Participation in public and private events to present the project itself and its benefits, as well as to seek out new partners.

Participation in public and private events serves to introduce the project, outline its advantages and opportunities, differentiate it from other initiatives, or highlight commonalities. This allows for an unfiltered and context-specific presentation. The events may include conferences, boards, exhibitions, discussions, podcasts, webinars and more.

Details about event participations and presentations (e.g. conferences, panel discussions, webinars) are maintained in the EWC communication and dissemination register. These events are communicated as communication activities to EC as part of continuous reporting.

It supports the objectives “increase awareness for the project”, “increase visibility of the project”, “acquire partners for the project”, “initiate cooperation for the project”, and “motivate integration of the solution”.

3.9. Press Releases and Activities

A focussed report about the project and particular activities, always focussed on the use case and the main target audience.

Press releases are an ideal means to specifically address certain media outlets and disseminate specific information about the project. The broad reach of traditional media such as television, radio, newspapers, and magazines, each with very well-defined target audiences, allows for clean and targeted communication. Press releases must always keep the target audiences in mind, tailoring the content to be valuable and comprehensible to the intended audience.

It especially supports the objectives “increase awareness for the project”, “spark desire for the benefits”, “create attention for the possibilities”, “increase visibility of the project” and “motivate integration of the solution”.

3.10. Publications

Easily understandable, clear, and in-depth explanations of the project and its use cases tailored to the primary target audience.

Individually crafted publications allow for detailed and comprehensive descriptions of specific aspects of the project while ensuring clarity and accuracy. Such publications are ideal for distribution in both digital and analogue forms. Formats may include videos, infographics, white-papers, brochures, posters, and presentations. This also encompasses a standard presentation containing all project details.

Publishing of publications separate from EWC deliverables are discussed with other work packages (namely WP2, WP3, and WP4). WP5 may decide to promote publications e.g. in social media channels. Recipients of the publications will be decided based on the contents of the publication, but they may include stakeholder groups identified in section 3.5.

It supports all objectives, namely “increase awareness for the project”, “spark desire for the benefits”, “create attention for the possibilities”, “increase visibility of the project”, “acquire partners for the project”, “initiate cooperation for the project”, and “motivate integration of the solution”.

3.11. Disclaimer

In external communication, it is necessary to include a note that the EWC project is co-funded by the EU. A suitable EU disclaimer is available for this purpose and must be used, for example, in presentations, videos, and on websites: “Co-Funded by the European Union”.

The standard logo is available under https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en



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4. Activities and Metrics

The continuously updated list of activities and impact indicators can be found on the EUPortal. Communication and dissemination activities are maintained in EWC communication and dissemination register, and reported to EC regularly as part of continuous reporting. This information was also included in the technical part of the interim report that was delivered to EC in June 2024.