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## **Deliverable 7.1**

### **Dissemination, Exploitation, and Communication Plan**



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## DISSEMINATION LEVEL

PU = Public, fully open (automatically posted online)
SE = Sensitive, limited under the conditions of the Grant Agreement
EU = EU Classified, RESTREINT-UE/EU-RESTRICTED, CONFIDENTIEL-UE/EU-CONFIDENTIAL, SECRET-UE/EU-SECRET under Decision <a href="#">2015/444</a>

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## EXECUTIVE SUMMARY

The main objective of the Dissemination, Exploitation, and Communication Plan is to outline the activities and guide in the following key areas: what, when, to whom and how to disseminate, exploit, and communicate. It will be revised in the middle of the project and includes: i) objectives and target stakeholders; ii) tools and channels; iii) message; iv) implementation plan including activities, associated timeline, channels, and tools; v) monitoring and evaluation. The plan will be continuously updated throughout the project to ensure that the maximum impact is achieved.



## 1. INTRODUCTION

### 1.1 Objectives, Scope and Content

This deliverable assembles and presents all activities, measures and strategies that will be carried out to disseminate, exploit and communicate the EQUALNovaERA project results to society and stakeholders. It considers all the preliminary information provided in the draft of the Dissemination, Exploitation, and Communication measures to maximise impact, available in the project's proposal. In this way, this deliverable addresses the following topics:

- The planned timeline and description of the dissemination and communication activities;
- The targeted audience of each one of the dissemination and communication activities;
- The strategy and impact of each one of the dissemination and communication activities;
- The Key Performance Indicators (KPIs) that will be used to measure the impact of each one of the dissemination and communication activities;
- The expectable outputs and appropriate protection measures to the exploitation plan.

As it will be portrayed, the purpose of dissemination, exploitation and communication activities of EQUALNovaERA is to bring on outcomes at organisational and systemic levels, as well as impact at scientific, societal and economic levels. The project strives to raise awareness of inequalities' drivers and effects, particularly regarding health, education, development, environment, gender, and labour. Furthermore, as displayed in the Figure 1, the Work Package 7 (WP7 – Dissemination, Exploitation, and Communication) is transversal to the entire project.



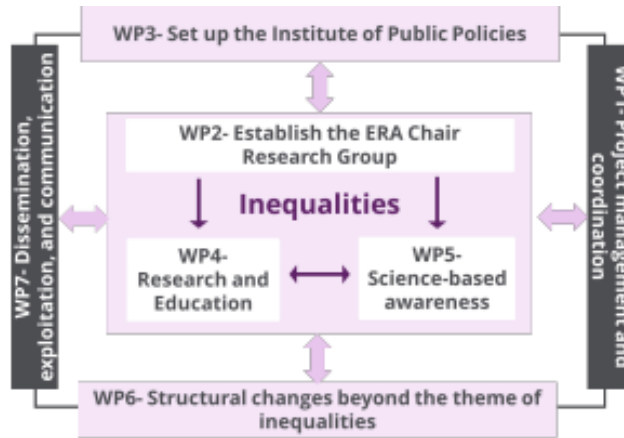


Figure 1. EQUALNovaERA Project Pert chart.

## 2. COMMUNICATION STRATEGY

The communication strategy of the EQUALNovaERA is designed to inform, promote and communicate its activities and results to diverse audiences. The objectives of the communication activities are: 1) to raise awareness of inequalities, with a particular focus on health, education, development, environment, gender, and labour, and 2) to clearly identify channels, methods and messages to reach and engage. The Figure 2 displays the **communication tools and channels** chosen to better communicate the project to the target audiences.

Channel	Scheduled	Audience	Description
Webpage	M22-M67	Nova SBE Community; Scientific community; Policymakers; NGOs; Public Sector; Media; Public at large.	The project will have a dedicated webpage inside the Nova SBE website ( <a href="https://www.novasbe.unl.pt/en/">https://www.novasbe.unl.pt/en/</a> ) aiming to reach the broadest extent possible, where the information on the project and the European funding will be available and briefly presented. Webpage visitors will be invited to visit the main project's website, intended to be online in M22, in a separate and independent domain. An outsourcing web developer will develop the website, which includes all the information and updates about the project (about the project, team, events, publications, contacts, etc.).
Communication material	M22-M67	Nova SBE Community; Scientific community; Policymakers; NGOs; Public Sector; Media; Public at large.	Communication material, including leaflets, rollups, and banners will be created and printed aligned with Nova SBE branding and will be available on the webpage and possible to download. At the events the ERA Chair Team takes part, the material will be exposed with a QR code directing to the webpage to facilitate access and distribution.

Audio-visual material, e-news, and emails	M33-M67	Nova SBE community; Scientific community; Public at large.	Send a yearly newsletter targeting faculty, students, and the Nova SBE community with the project's updates and achievements. We also plan to use an AI platform to create "explainers podcasts" of our written publications (working papers) to facilitate the lay public access to the scientific content produced by the project team.
Media articles and channels	M22-M67	Public at large; Media.	The project news, progress, events and teasers will be published on Twitter, LinkedIn, and Nova SBE press releases, as well as on the project's website. Social networks and channels will be adapted according to the evaluation of their impact throughout the project.
Publications on the Commission's public websites	M22-M67	Scientific community; students; policymakers; Media; public at large.	Publication of the project objectives, results and societal impacts, with periodic reports that include a publishable summary of such quality that will be understandable for a lay audience.
<i>Estoril Conferences</i> on Inequalities	M11-M20	Students (purpose generation); Nova SBE community; scientific community; corporate partners; NGOs; Media; and public at large.	The 2024 Edition of the <i>Estoril Conferences</i> will have inequalities as the central theme, focusing on five pillars (Planet, Peace, Policies, Artificial Intelligence & Technology, and Health & Longevity) to spotlight the EQUALNovaERA project and the Institute of Public Policies, whose official inauguration was on September 20 <sup>th</sup> , 2024. The <i>Estoril Conferences</i> have an Executive Team that is in charge of the communications activities, and this team will liaise with the Project Manager and the ERA Chair Holder to align contents.
Other outreach initiatives	M23-M67	Public at large; students.	Participation in local/national arrangements, such as European Researcher's Night, open days, and other similar activities.

**Figure 2.** EQUALNovaERA Communication Plan Framework.

Specifically, concerning communication material, further details are provided below, unfolding the visual identity approach. The Communication, Brand and Marketing (CBM) team of Nova SBE will create the **logo** for the project, which will remarkably identify the project to all target audiences. The logo also will be added to all communication materials, such as leaflets, rollups, banners, the webpage, and other resources elaborated in the project. The logo is under creation and intended to be released in the month 22 (December/2024).

Moreover, in compliance with [European Commission \(EC\) guidelines](#), all communication and dissemination materials issued by the project include the EU acknowledgement funding message and visual identity to give grant visibility, as reproduced in Figures 3 and 4.







**Figure 3.** EU emblem and funding statement.



*This project is funded by the European Union under Horizon Europe Research and Innovation Programme under Grant Agreement No 101086974.*

**Figure 4.** EU acknowledgement message.

Overall, the expected impacts stemmed from the communication strategy comprise

- i) raised awareness about the project at Nova SBE and the Institute of Public Policies, nationally and internationally;
- ii) increased awareness about the project's benefits;
- iii) increased awareness on inequalities;
- iv) empowered public at large to avoid actions leading to inequalities;
- and v) increased international interest on Nova SBE R&I.

### **3. DISSEMINATION AND EXPLOITATION PLAN**

#### **3.1 Dissemination Measures**

The dissemination actions aim to make the project results public to its stakeholders: the scientific community, authorities, corporate partners, policymakers, innovators in industry sectors of interest and NGOs. Additionally, disseminating the project results will set/strengthen the foundations for a long-lasting relationship between Nova SBE and relevant stakeholders and start to establish partnerships and create contact networks.

Dissemination measures will also guarantee the protection of all the IPRs before dissemination, intertwined with the exploitation plan. Figure 5 shows the tools and channels that will be used to achieve the objectives set for dissemination:



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Channel	Scheduled	Audience	Description	Impact	Indicator to measure impact
Scientific publications or working papers	M22-M67	Scientific community; policymakers.	Publication of the research results in top Economics journals.	i) Strengthened expertise on inequalities at Nova SBE; ii) increased knowledge on inequalities' drivers and effects; iii) science-based policies; iv) Nova SBE recognition by peers; v) Nova SBE increased attractiveness.	Number of scientific publications or working papers: 10
Nova SBE conferences & stakeholder events	M20-M67	International scientific community; Nova SBE faculty; PhD candidates; policymakers.	Organisation of several events to bring together key stakeholders to share information and to foster direct dialogue and two-way exchange and engagement. Whenever possible, these events will be linked to Nova SBE conferences, weekly seminars, or other events. In M28, the ERA Chair holder and her team will organise the Subjective Expectations in Economics PhD Minicourse and Workshop, expecting to receive roughly 100 participants. The major event will be an international scientific conference on inequalities' drivers and effects in the 4th year of the project.	i) Share results; ii) expand the international network; iii) promote R&I collaborations; iv) attract talent; v) increase Nova SBE visibility.	Conferences/meetings (number of participants recorded): > 600
Participation in international conferences	M23-M67	International scientific community.	Presentation of the ERA Chair Team research results at relevant international conferences.	i) Results dissemination; ii) increase project awareness; iii) enhance Nova SBE visibility.	Participation in international conferences (number of participations): > 3 per year
Research seminars and public debates	M23-M67	Faculty; researchers; students; innovators; policymakers; NGOs; media; corporate partners; and industry stakeholders.	Along the project duration, at least 8 seminars addressing inequalities will be integrated in the regular Research Seminars with top international researchers. Public debates aiming at providing stakeholders with the basic knowledge and competencies to understand inequalities will be organised by the Institute of Public Policies, in collaboration with Students' Clubs.	i) Results dissemination; ii) knowledge dissemination; iii) enhance Nova SBE visibility; iv) enhance credibility and trust; v) mobilise towards cultural acceptance to avoid inequalities; vi) contribute to the advancement of the state-of-the-art.	Seminars/public debates (number of participants recorded): > 300

**Figure 5. EQUALNovaERA Dissemination Plan Framework.**

The dissemination measures will take into account the principles of open access, as requested by the European Commission (EC) in the guidelines for grants under the Horizon Europe programme.

### 3.2 Exploitation Plan

The exploitation strategy envisions three main objectives: translating results through the Nova SBE Innovation Ecosystem, implementing inequalities' drivers and effects in educational modules (M42), and producing policy briefs. To carry out these objectives, the ERA Chair Holder, with the Steering Committee, will establish strategic partnerships, organise events, map funding opportunities, and elaborate a sustainability plan (First version in M46, and final version in M58).

The exploitable outcomes, which are those with the potential to be adopted/used after the project implementation, will be mapped, prepared and continuously updated throughout the project. The material prepared for exploitable purposes will be available under a Creative Commons Attribution International Public License (CC BY) or a licence with equivalent rights. Furthermore, the ERA Chair Research Team will produce policy briefs and organise dissemination workshops targeted at policymakers based on the research findings under the project.

The exploitation plan objective is to ensure an extensive adoption and leverage of the potential commercial use and further exploitation of the knowledge developed, whenever applicable. Making this knowledge accessible to future users on a non-proprietary base will allow broad dissemination of the project and spill-over effects. Figure 6 shows the type of actions and protection modes planned to exploitation objectives.

Action type	Workpackage	Expected date	Protection mode
Training tools	WP4	M46	Open access
Scientific publications	WP6	M50	Open access
Audio-visual material and policy briefs	WP7	M46	Copyright

*Figure 6. Foreseen exploitation outputs.*



#### 4. CONCLUSION

This document presents the dissemination, exploitation, and communication strategy of the EQUALNovaERA project. It identifies and sets the project objectives, tools, channels and overall measures to efficiently communicate, disseminate and exploit the project's purpose and intended outputs. This Plan will be reviewed and updated in M36 through the deliverable D7.2 (Dissemination, Exploitation, and Communication Plan M36). At the end of the project, in M67, the deliverable D7.3 (Report on Dissemination, Exploitation, and Communication Activities) will describe the dissemination, exploitation, and communication activities and their achievements throughout the project.

