

D6.4

Communication and dissemination plan 2.0 version 1.0

CONFIDENTIAL

Marta Portalés

Paula Cervera

Mobile World Capital Foundation
Plaça de Pau Vila, 1
08013 Barcelona
Spain

mportales@mobileworldcapital.com

pcervera@mobileworldcapital.com

Project acronym Better Factory	Project title Grow your manufacturing business	Grant agreement No. 951813	
Deliverable No. D6.4	Deliverable title Communication and dissemination plan 2.0		Version 1.0
Type REPORT	Dissemination level CONFIDENTIAL, ONLY FOR MEMBERS OF THE CONSORTIUM		Due date 31.5.2022
Lead beneficiary MWCcapital			WP No. 6
Main author Marta Portalés / Paula Cervera		Reviewed by Tânia Moreira	
Accepted by Project Coordinator Magnus Simons		Accepted by Technical Coordinator Ali Muhammad	
Contributing author(s) Charlotte Tucker			Pages 3
VTT archive code VTT-R-01375-20		Lead beneficiary archive code	

<p>Abstract</p> <p>This deliverable reports on Better Factory's Dissemination and Communication Plan, as defined in Task 6.3. (Marketing of project results) of Work Package 6 (Dissemination and Marketing), providing an update on activities since the previous reporting period.</p> <p>The previous deliverable D6.2 described Better Factory's strategic plan to steer communication and dissemination activities during the project's lifetime (including target audiences, tools and channels to be used, activities, among others). This reporting period and deliverable D6.4, however, is focused on the carrying out of this plan over the previous months, and any updates to the strategy that have been implemented.</p> <p>In particular, notable activities have included the promotion of the 1st EoI, 1st Open Call and 2nd EoI, updating the project website with new sections in the main menu (Experiments and Trainings), the launch of an interview series with partners and KTE teams, participation in national and international events, the increased growth and engagement of online project channels, among others.</p> <p>The management and overall implementation of Dissemination and Communication activities are led by MWCcapital (leader of Task 6.3 – Dissemination and Communication), with Funding Box leading aspects such as the Open Call dissemination and Info Days. In addition, all partners are involved in the Dissemination and Communication work, providing content, developing publications, participating in events, promoting the project's outcomes, etc.</p> <p>This document should be intended as both a practical guide for the partners to align on strategic objectives and operational activities, as well as a record of the communication and dissemination activities carried out, particularly regarding learnings made for the next reporting period ahead.</p>

<p>Project Coordinator contact</p> <p>Magnus Simons VTT Technical Research Centre of Finland Ltd Visiokatu 4, P.O. Box 1300, 33101 Tampere, Finland E-mail: magnus.simons@vtt.fi Tel: +358 40 543 8586</p>	<p>Technical Coordinator contact</p> <p>Ali Muhammad European Dynamics SA E-mail: ali.muhammad@eurodyn.com Tel: +358 400 560 851</p>
<p>Notification</p> <p>The use of the name of any authors or organization in advertising or publication in part of this report is only permissible with written authorisation from the VTT Technical Research Centre of Finland Ltd.</p>	
<p>Acknowledgement</p> <p>This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 951813</p>	



H2020 Innovation Action – This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 951813.