



# BETTER FACTORY

D6.4

## Communication and dissemination plan 2.0 version 1.0

CONFIDENTIAL

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### Abstract

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.

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.

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.

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.

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.

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