



BETTER FACTORY

D6.2 Communication and dissemination plan 1.0 version 1.0

CONFIDENTIAL

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Abstract

This deliverable describes Better Factory's Dissemination and Communication Plan, as defined in Task 6.3. (Marketing of project results) of Work Package 6 (Dissemination and Marketing).

The main objective of this deliverable is to describe Better Factory strategic plan to steer communication and dissemination activities during the project's lifetime. This includes defining the plan's objectives, the target groups of Dissemination and Communication activities, the information and messages that will be communicated, the tools and channels that will be used, how and when activities will take place.

This Dissemination and Communication Plan has been structured using the 5W approach and aims to respond to the following questions: Why disseminate and communicate; Whom to disseminate and communicate to; What information to disseminate and communicate; Where and how to disseminate and communicate, and When to disseminate and communicate.

The plan also considers how to measure the impact of the D&C activities to continuously monitor and improve our work. These aspects are detailed within this document. The management and overall implementation of Dissemination and Communication activities are led by MWCcapital (leader of Task 6.3 – Dissemination and Communication).

Moreover, all partners in Better Factory will be deeply involved in the Dissemination and Communication work, providing contents, developing publications, participating in events, promoting the project's outcomes, etc.

This document should be intended as a practical guide for the partners to align on strategic objectives and operational activities, but also as a document that represents the basis for a common understanding of what are the relevant factors the consortium and the EC must coordinate on for the overall effective promotion of the Better Factory project.

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Notification

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