



## Building the Legal Knowledge Graph for Smart Compliance Services in Multilingual Europe

### D.6.1 Website, project identity set, and communication plan

<b>PROJECT ACRONYM</b>	Lynx
<b>PROJECT TITLE</b>	Building the Legal Knowledge Graph for Smart Compliance Services in Multilingual Europe
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<b>PROJECT WEBSITE</b>	<a href="http://lynx-project.eu">http://lynx-project.eu</a>
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## ACRONYMS LIST

BDV:	Big Data Value
BDV PPP:	Big Data Value Public Private Partnership
BDV PPP SC:	Big Data Value Public Private Partnership Steering Committee
BDV PPP TC:	Big Data Value Public Private Partnership Technical Committee
EC:	European Commission
EU:	European Union
LE:	Large Enterprise
SME:	Small and Medium Enterprise

## EXECUTIVE SUMMARY

This document is the first version of deliverable D6.1 “Website, project identity set, and communication plan” within work package 6: “Dissemination and exploitation” and task 6.2: “Communication”. It is the first step towards the communication activities of the Lynx project.

Specifically, the document introduces the Lynx’s website and the project identity set and sets up the communication plan and channels. The main objective is to provide the Lynx partners with the resources and tools devised to achieve efficient communication activities that ensure to raise awareness on the project work and outcomes among diverse audiences, ranging from industry target groups to the general public.

This document will be reviewed and updated as needed. When relevant updates occur, the reviewed document will reflect the update. This will be complemented by intermediate communication deliverable and a final one communication deliverable.

**TABLE OF CONTENTS**

EXECUTIVE SUMMARY .....	2
1 INTRODUCTION .....	5
1.1 PURPOSE OF THIS DOCUMENT .....	5
1.2 DOCUMENT MAINTENANCE .....	5
2 COMMUNICATION PLAN .....	6
2.1 METHODOLOGY .....	6
2.2 RELEVANT AUDIENCES AND MESSAGES .....	9
2.3 BDV PPP COLLABORATION .....	10
3 PROJECT IDENTITY .....	12
3.1 LOGO .....	12
3.2 TEMPLATES .....	12
3.2.1 Deliverables .....	12
3.2.2 Deliverable review template .....	14
3.2.3 Presentations .....	15
3.2.4 Meeting notes .....	16
3.3 LEAFLET .....	16
3.4 ROLLUP .....	18
3.5 POSTCARD AND STICKER .....	19
4 COMMUNICATION CHANNELS .....	20
4.1 WEBSITE .....	20
4.2 SOCIAL MEDIA NETWORKS .....	21
4.2.1 Twitter .....	21
4.2.2 LinkedIn .....	22
4.2.3 SlideShare .....	23
4.2.4 YouTube .....	24
4.3 PRESS RELEASES .....	24
4.4 EVENTS .....	25

4.4.1	Conferences .....	25
4.4.2	Workshops .....	27
4.4.3	Technical Events and Industry Forums .....	29
4.5	NEWSLETTER .....	29
4.6	CHANNELS SUITABILITY FOR EACH KEY END-USER AND STAKEHOLDERS IDENTIFIED .....	30
5	REPORTING.....	31

# 1 INTRODUCTION

This deliverable, “D6.1 Website, project identity set, and communication plan”, introduces the key actions related to communication activities during the Lynx project lifetime. This document provides guidance to the project partners regarding the communication activities, plans, methodologies, objectives and relevant audiences. The main purpose is becoming aware of the importance of the communication plan for making the Lynx project successful.

According to the document “Communicating EU research and innovation guidance for project participants”<sup>1</sup>, the communication of European research projects should aim to demonstrate the ways in which research and innovation are contributing to a European “Innovation Union” and to accounting for public spending by providing tangible proof that collaborative research adds value by:

- Showing **how European collaboration has achieved more than would have otherwise been possible**, notably in achieving scientific excellence, contributing to competitiveness and solving societal challenges;
- Demonstrating **how the outcomes are relevant to our everyday lives**, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways;
- Making **better use of the results**, by making sure they are taken up by decision-makers to influence policy-making and by industry and the scientific community to ensure follow-up.

The Lynx project aims to ease access of SMEs and EU citizens to digital regulatory compliance, facilitating the internationalization of European enterprises and contributing to the setup of the European Digital Single Market. In order to achieve this objective, an effective communication plan plays a vital role. Therefore, the overall objectives of the communication activities are:

- **Raise the awareness** among relevant audiences—especially end-users, stakeholders and EU citizens.
- **Engage** relevant audiences in order to receive feedback and acceptance level.
- **Promote** the outputs of Lynx so that they have sustainable results beyond the project lifetime.

## 1.1 PURPOSE OF THIS DOCUMENT

The main purpose of this document is to describe in detail the communication strategies for the Lynx project. It describes the communication methodology and objectives as well as the identification of key audiences for the project (Section 2).

Moreover, it provides a project identity set (Section 3) that includes communication materials to generate a single Lynx brand image and the channels devised to spread the knowledge of the Lynx project goals, deliverables and achievements (Section 4).

## 1.2 DOCUMENT MAINTENANCE

This document contains a revision log table. When relevant updates occur, the revision log table will reflect the update, the date of the new revision and the author.

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<sup>1</sup> “Communicating EU research and innovation guidance for project participants”. Available at: [https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf)

## 2 COMMUNICATION PLAN

Communication activities are fundamental to create visibility and to reach multiple audiences. Thus, an efficient plan during the Lynx project lifespan ensures short and long-term success. The communication plan must address two main issues: the idea that will be communicated (message) and how it will be communicated (channel). Consequently, the communication plan includes:

- Promoting awareness of the project (for instance, through social media channels)
- Setting up a variety of information products (for instance, leaflets and public deliverables)
- Tailoring communication messages to the audience (for instance, the identification of targeted audiences and a suitability study of each channel for each audience)
- Ensuring that the information is accessible (for instance, digital vs. printed material)
- Fostering scientific communication (through workshops, conferences, and indexed and Open Access publications)

Therefore, the overall objectives of the communication plan are:

- To achieve a **European and international level of awareness** by providing information about findings, achievements and activities related to the Lynx project.
- To participate and become players in emergent worldwide global data and meta-data markets (including Asia, North and Latin America)
- To set up a **single brand image** for the Lynx project, creating tools such as a website, leaflets, sticker, postcard, rollout, templates and press releases.
- To create **tailored messages** to multiple audiences through different channels: website, social media (Twitter, LinkedIn, SlideShare, among others).
- To **spread messages**—with knowledge about achievements, findings and events related to the Lynx project—through different channels.
- To **ensure the correct reception** of the Lynx scientific results across scientific communities.

Consequently, this Section addresses: the methodology, the identification of relevant audiences and the tailoring of the messages taking into account the targeted audience.

### 2.1 METHODOLOGY

The communication methodology for the Lynx project relies on six key questions to be followed in each activity: i) **who** is the audience; ii) **where** to disseminate; iii) **what** to disseminate; iv) **when** to disseminate; v) **how** to disseminate; and vi) **why** to disseminate (expected achievements). Referring to these questions should ensure a coherent communication approach among all Lynx partners.

Therefore, communication activities will be based on the Horizon 2020 Guidelines on Best Practices on Strategic Communication<sup>2</sup>. Table 1 summarizes the checklist for the Lynx consortium members.

Horizon 2020 Guidelines on Best practices on Strategic Communication – a checklist	
Facts	To check
Ensure good management	<ul style="list-style-type: none"> <li>• Have resources been allocated (time and money)?</li> <li>• Are professional communicators involved?</li> <li>• Is continuity ensured?</li> </ul>
Define your goals and objectives	<ul style="list-style-type: none"> <li>• Are there any goals and objectives?</li> </ul>

<sup>2</sup> [https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf)

	<ul style="list-style-type: none"> <li>Are your goals and objectives neither too ambitious nor too weak?</li> </ul>
Pick your audience	<ul style="list-style-type: none"> <li>Is your audience well defined?</li> <li>Does it include all relevant target groups?</li> </ul>
Choose your message	<ul style="list-style-type: none"> <li>Is it news?</li> <li>Are you connecting to what your audience wants to know?</li> <li>Are you connecting to your own communication objectives?</li> </ul>
Use the right medium and means	<ul style="list-style-type: none"> <li>Do they reach the audience?</li> <li>Do they go beyond the obvious?</li> </ul>
Evaluate your efforts	<ul style="list-style-type: none"> <li>Go back to your goals and objectives. Have they been reached?</li> <li>What lessons have you learned?</li> </ul>

**Table 1. Horizon 2020 Guidelines on Best Practices on Strategic Communication – a checklist.**

The Lynx communication plan is built on the Table 1 checklist. Communication activities are focused on the sharing of achievements and findings to gather targeted audiences' reactions, validations, feedback and acceptance. Moreover, this plan will be updated at various stages of the project according to their implementation. The update will be carried out during the document maintenance process.

This deliverable also provides to the Lynx consortium members the resources and tools to answer the questions posed above (see Table 2).

Resources	Section/Table
Best practices on Communication for H2020 Programme	Table 1
Identification of relevant audiences	Section 2.2
A complete project identity set (including logo, templates, leaflet, postcard, sticker and rollup)	Section 3
A complete set of channels for the implementing of communication activities (website, social media, conferences, workshops, press releases, newsletters, technical events and industrial forums)	Section 4
Suitability of each channel based on their targeted audience	Table 8
Reporting KPIs	Table 9

**Table 2. Resources provided by this deliverable and their corresponding heading or table.**

Communication activities will be carried out according to the EC rules, templates and layouts introduced in this document in order to have a clear and coherent approach.

In addition, communication activities will be conducted according to:

- Grant Agreement: Article 38 – Promoting the action – Visibility of EU funding
- H2020 Online Manual Grant Management<sup>3</sup>
- H2020 Guidelines on Best practices on Strategic Communication<sup>4</sup>

<sup>3</sup> [https://ec.europa.eu/research/participants/docs/h2020-funding-gui/grants/grant-management/communication\\_en.htm](https://ec.europa.eu/research/participants/docs/h2020-funding-gui/grants/grant-management/communication_en.htm)

<sup>4</sup> [https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf)



Figure 1 and Figure 2 show some relevant articles from the Grant Agreement related to the communication activities, but they are introduced here for informational purposes and partners are referred to the whole articles as included in the Grant Agreement.

## **ARTICLE 38 — PROMOTING THE ACTION — VISIBILITY OF EU FUNDING**

### **38.1 Communication activities by beneficiaries**

#### **38.1.1 Obligation to promote the action and its results**

The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.

This does not change the dissemination obligations in Article 29, the confidentiality obligations in Article 36 or the security obligations in Article 37, all of which still apply.

Before engaging in a communication activity expected to have a major media impact, the beneficiaries must inform the Commission (see Article 52).

Figure 1. Article 38.1.1 from the Grant Agreement: Promoting the action

#### **38.1.2 Information on EU funding — Obligation and right to use the EU emblem**

Unless the Commission requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must:

- (a) display the EU emblem and
- (b) include the following text:

For communication activities: *"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 780602".*

For infrastructure, equipment and major results: *"This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 780602".*

When displayed together with another logo, the EU emblem must have appropriate prominence.

For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Commission.

This does not, however, give them the right to exclusive use.

Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

Figure 2. Article 38.1.2 from the Grant Agreement: Information on EU funding when promoting the action.

In conclusion, during the planning, performing and reporting of a communication activity, every partner should review and take advantage of: the checklist from Table 1; the resources in this document summarized in Table 2; and the reference documents that conduct the communication activities listed in this Section.

## 2.2 RELEVANT AUDIENCES AND MESSAGES

The communication plan is due to reach all parties directly involved and interested. The Lynx target audiences include the consultancy firms, legal firms, SMEs, LEs, public/private agencies, academia and EU Citizens. These audiences and their corresponding description, as well as the main trends for the message directed to them, are outlined in Table 3. During the Lynx project lifespan, identification of more audiences is expected, and the existing ones could be further segmented and refined to maximize the reach of the messages communicated. Thus, the table will follow the updating process described in the document maintenance section.

Targeted audience	Description	Message main trends	Communication objectives
Consultancy firms	This audience can be found in the <b>big data, semantic</b> and/or internationalization domains. They are professionally involved. This audience is confirmed by the people who may decide whether their organisation should invest in Lynx's related topics. This audience is where potential <b>end-users</b> are usually found.	The message could contain more specialised language. It is a specialised audience that could understand jargon and technical language. The members of this audience should be given information that links the Lynx's topics to their daily-work.	To obtain potential customers and obtain feedback about project results to improve its features
Legal firms	This audience is in the <b>legal</b> domain. They are professionally involved. Among this audience are the people who may decide whether their organisation should invest in Lynx's related topics. This audience is where potential <b>end-users</b> are usually found.	The message could contain more specialised language. It is a specialised audience that could understand legal jargon. The members of this audience should be given information that links the Lynx's topics to their daily-work.	To obtain potential customers and obtain feedback about project results to improve its features
SMEs	This audience can be found in the <b>big data</b> and/or <b>internationalization</b> domains. They are professionally involved. Among this audience are the people who may decide whether their organisation should invest in Lynx's related topics. This audience may likely include potential <b>end-users</b> .	The message could contain more specialised language. It is a specialised audience that could understand non-legal jargon and technical language. The members of this audience should be given information that links the Lynx's topics to their daily-work.	To obtain potential customers and to act as multipliers

LEs	This audience can be found in the <b>big data</b> and/or <b>internationalization</b> domains. They are professionally involved. Among this audience are the people who may decide whether their organisation should invest in Lynx’s related topics. This audience may likely include <b>end-users</b> .	The message could contain more specialised language. It is a specialised audience that could understand non-legal jargon and technical language. The members of this audience should be given information that links the Lynx’s topics to their daily-work.	To obtain potential customers and to act as multipliers
Public/Private agencies	This audience can be found in the <b>internationalization</b> domain. They are professionally involved. They could act as <b>multipliers</b> . Among this audience is where potential <b>stakeholders</b> and <b>end-users</b> are usually found.	The message could contain more specialised language. The message should avoid legal and technical jargon in order to maximize the reach of the project information. They require information that links the Lynx’s topics to their subscriber’s daily-work.	To act as multipliers
Academia	In particular scholars in the <b>big data</b> , <b>semantic</b> and/or <b>legal</b> domains. They are professionally involved. This audience is where <b>stakeholders</b> are usually found.	The message should contain more specialised language. It is a specialised audience that understands jargon and technical language. Usually, this audience is interested in obtaining in-depth information on methodology, achievements and results.	To engage stakeholders to continue the innovation process during and after the end of the project
EU Citizens	This audience does not proactively seek information. Usually, there is a low understanding of EU institutions and programmes.	The message should contain information on how the Lynx project contributes to their daily life. They need general information that is easy to understand.	To obtain potential users of project results

Table 3. Relevant audiences for the Lynx project and main trends aimed at tailoring each message based on its targeted audience.

### 2.3 BDV PPP COLLABORATION

The purpose of the call under which the Lynx project is funded is to implement the contractual Public-Private Partnership BIG DATA VALUE (BDV PPP). In order to achieve this objective, the Lynx project has confirmed its ambitions to contribute to the BDV PPP activities, awareness raising and communication.

The BDV PPP Steering Committee (BDV PPP SC) provides executive -level steering and advice to the BDV PPP programme. It ensures the effective and efficient coordination and communication between the BDV PPP actions to ensure a global consistency of the programme, for sharing information across the programme, and for reviewing the progress made by each activity and the programme, for initiating activities at programme level, and for detecting potential risks.

The BDV PPP SC will comprise the Coordinator of each BDV PPP action, a representative of the Big Data Value Association (BDVA), and a representative of the European Commission as observer. The BDV PPP SC will be chaired by a representative from the BDV PPP Coordination and Support Action (CSA). Elena Montiel-Ponsoda (UPM), as coordinator of Lynx, has been appointed member of the BDV PPP SC. Víctor Rodríguez-Doncel (UPM) has been appointed deputy BDV PPP SC member.

The BDV PPP Technical Committee (BDV PPP TC) will facilitate knowledge exchange and collaboration on the technical aspects and implementation of the BDV PPP programme, with the aim of discussing common technical concerns, such as data integration, data quality, or data homogenization. Additionally, it will foster the timely sharing of relevant results and access to them.

The BDV PPP TC will comprise the Technical Manager of each BDV PPP Action (such as technical coordinator or chief architect), a representative of the Big Data Value Association (BDVA), and a representative of the European Commission as observer. The BDV PPP TC will be chaired by a representative from the BDV PPP CSA. Martin Kaltenböck (SWC), in his role as Innovation Manager of Lynx, has been appointed member of the BDV PPP TC. Artem Revenko (SWC) will act as deputy. Therefore, collaboration with linked activities and BDV PPP projects is a key part of the Lynx communication plan. For instance, engaging high-level experts as multipliers within the scope of the project could enhance the results of the communication plan.

The scheduled forms of cooperation with BDV PPP include:

- Support BDV PPP communication and dissemination activities:
  - BDV PPP logo has been included in the Lynx project identity
  - BDV PPP SC will be attended by Elena Montiel-Ponsoda (UPM) or Víctor Rodríguez-Doncel (UPM) as deputy.
  - BDV PPP TC will be attended by Martin Kaltenböck (SWC) or Artem Revenko (SWC) as deputy.
  - Lynx partners will attend different meetings organized by the BDV PPP.
  - Lynx partners will organize workshops or sessions in BDV PPP meet-ups.
  - Lynx partners will contribute to BDV PPP yearly monitoring report.
  - Social media channels from both initiatives follow each other
  - Lynx partners will provide information to feed BDV PPP website
- Cooperation with BDV PPP members and projects
  - Exchange knowledge and activities
  - Common approaches towards standardisation
- SMEs involvement
- LEs involvement

The list described above is non-exhaustive and will be updated during the Lynx project lifespan, following the maintenance process established in this document.

## 3 PROJECT IDENTITY

The Lynx project identity set is based on six main pillars: (i) logo; (ii) templates for deliverables, presentations, among others; (iii) leaflet; (iv) rollup; (v) postcard; and (vi) sticker. The main target of these elements is threefold: to project a Lynx brand image to the outside world; elaborate the materials needed for distribution through the communication channels discussed in Section 4; and, reach the target groups in the most accurate way to increase awareness of the project. Therefore, this section describes and shows several screenshots for these six pillars.

### 3.1 LOGO

The first part of the identity set of Lynx is the project logos, depicted in Figure 3. The aim of the logos is to create a distinguished brand and identity for Lynx. The logos are to be displayed on the complete set of project materials and tools. Following the discussions among project members the logo to be used for the Lynx was finalized.

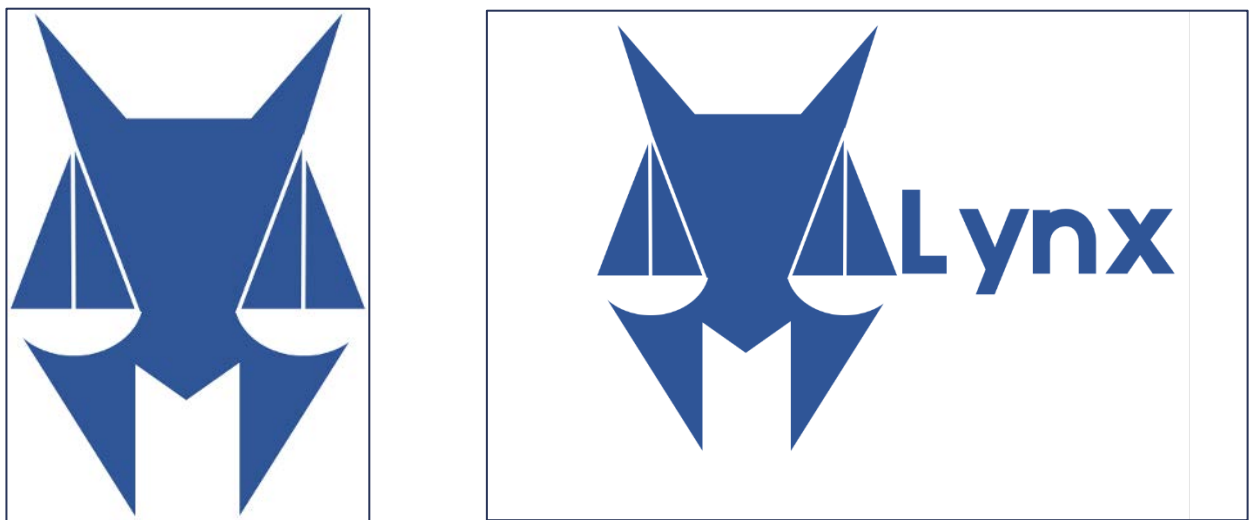


Figure 3. Logo for the Lynx project

The logo was designed in two colours in order to simplify its inclusion in all project's communication and dissemination materials: deliverables, presentations, posters, leaflets and so on. The result is a two-colour logo with simple lines, easy to remember and to include in communication and dissemination materials.

### 3.2 TEMPLATES

Templates for the consortium are also a key pillar in communication activities with the EC, stakeholders, potential consumers and EU citizens in general. For this reason, the Lynx consortium has designed 4 different templates aiming to provide a harmonized brand image of the project to the outside world. The first template is focused on deliverables: the ones intended for the EC (confidential and public deliverables); and the ones intended for academia, stakeholders and EU citizens (public deliverables). The second template harmonizes the reviews of the deliverables carried out by the project partners. Every deliverable will be reviewed by at least two different partners and the template is designed to facilitate handling these reviews. The third template is for presentations regarding the Lynx project. Finally, the last template shapes the meeting notes documents.

#### 3.2.1 Deliverables

The deliverable template is in MS-Word format. Apart from the outputs of the project, the template also includes administrative information. The main idea behind this template is to achieve a stand-alone document that can be read and understood by itself. The deliverable template includes:

- The project logo
- The EU H2020 Programme information about the funding
- The title of the project and the number of the deliverable
- A table containing administrative information such as: acronym, project title, funding scheme, starting date, coordinator of the project, contributors, reviewers, Lynx website, version, nature, dissemination level, DOI—for public deliverables—and the date.
- A table that tracks the changes in the document and their corresponding authors
- Acronyms list
- Executive summary
- Table of contents

In addition, the deliverable template also contains section pattern, figure and table layouts, as well as references and annexes sections, if necessary. Figure 4, Figure 5 and Figure 6 show the template.

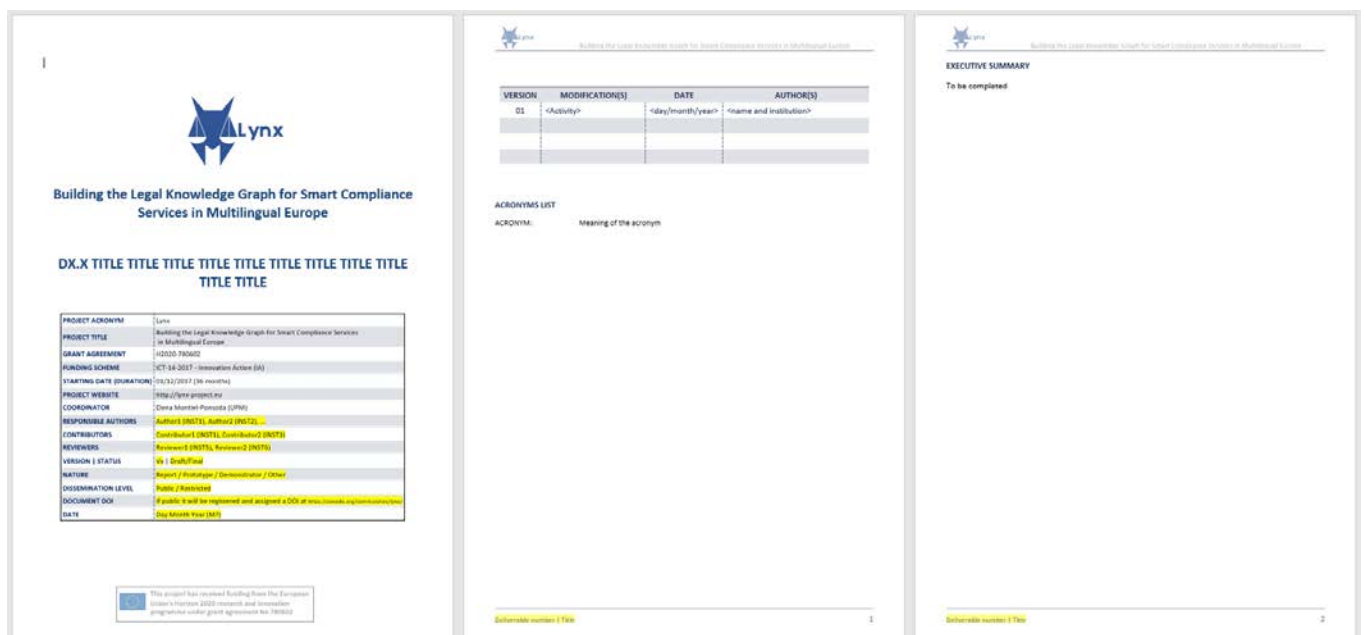


Figure 4. Deliverable template in MS-Word (Part 1)



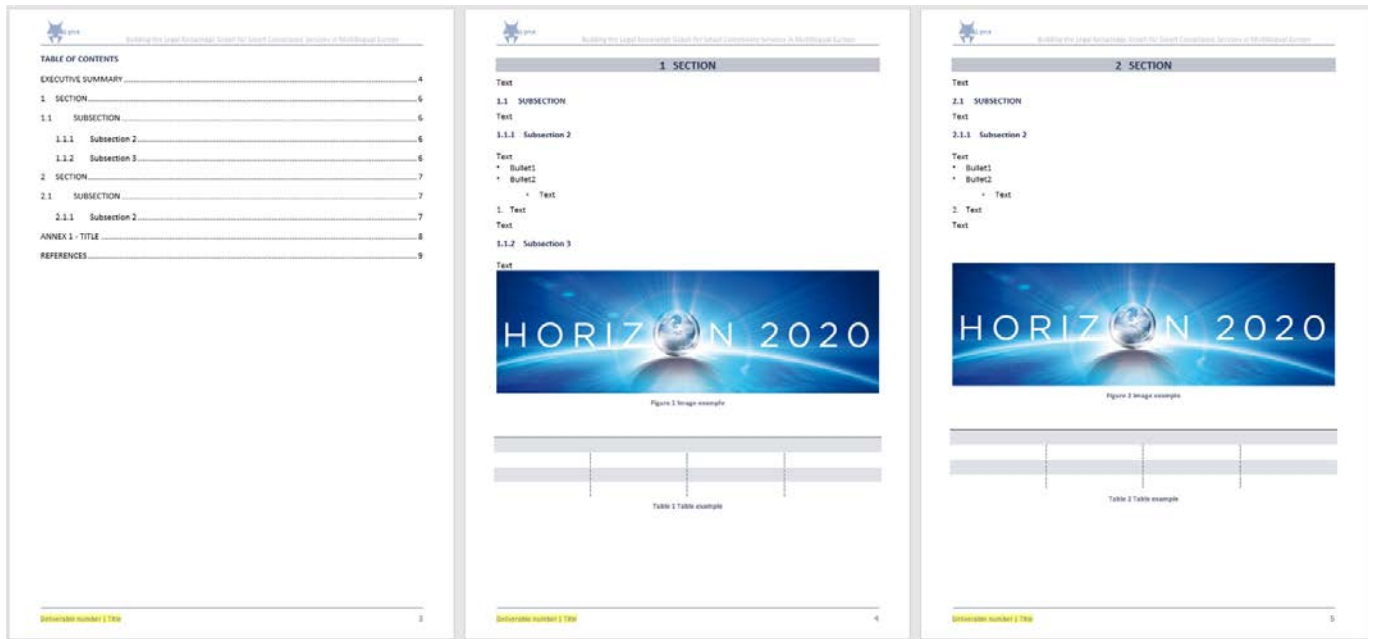


Figure 5. Deliverable template in MS-Word (Part 2)

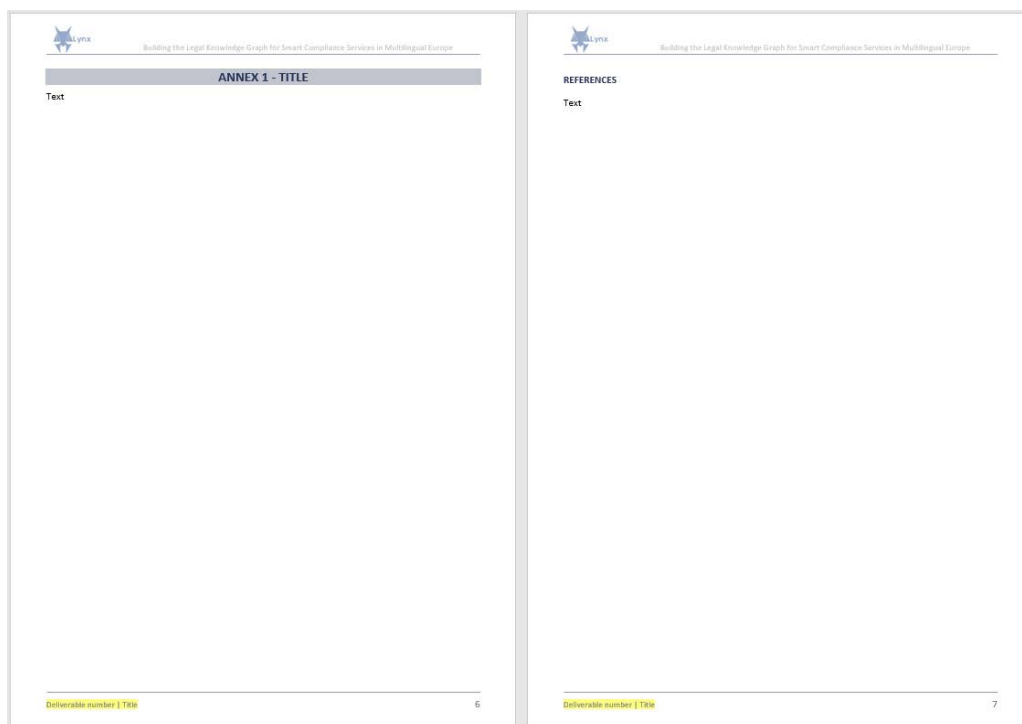
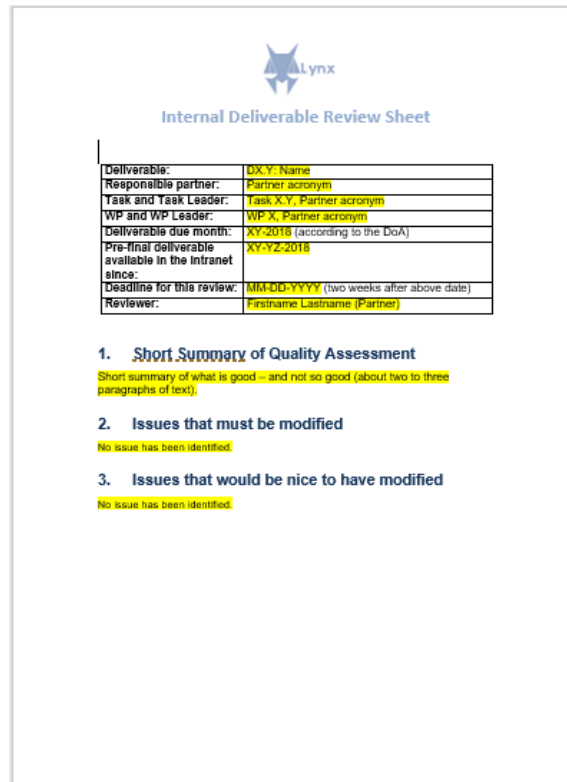



Figure 6. Deliverable template in MS-Word (Part 3)

### 3.2.2 Deliverable review template

The deliverable review template is in MS-Word format. It is specifically devised to collect the reviews from partners designated as reviewers for a certain deliverable. Although this is an internal working document, it was decided to keep a unified image for the whole documents generated in the project as a key factor for creating the Lynx brand. Figure 7 shows a screenshot of the deliverable review template.



  
**Internal Deliverable Review Sheet**

Deliverable:	DX.Y. Name
Responsible partner:	Partner acronym
Task and Task Leader:	Task X.Y. Partner acronym
WP and WP Leader:	WP X. Partner acronym
Deliverable due month:	XY-2018 (according to the DoA)
Pre-final deliverable available in the Intranet since:	XY-YZ-2018
Deadline for this review:	MM-DD-YYYY (two weeks after above date)
Reviewer:	Firstname Lastname (Partner)

- Short Summary of Quality Assessment**  
Short summary of what is good – and not so good (about two to three paragraphs of text).
- Issues that must be modified**  
No issue has been identified
- Issues that would be nice to have modified**  
No issue has been identified

Figure 7. Deliverable review template in MS-Word

### 3.2.3 Presentations

The presentation template is in MS-PowerPoint format. This template serves the Lynx project presentations in conferences, workshops, project events—reviews and internal meetings—and public events. It includes:

- The project name and logo
- The presentation title
- The name and surname of the speaker
- The location and date
- The social networks and website of Lynx
- The EU H2020 programme funding note and emblem
- The sections and subsections patterns
- The contact details of the project coordinator and the consortium logos

Figure 8 and Figure 9 depict the template of the presentation template.



Figure 8. Presentation template in MS-PowerPoint (Part 1)



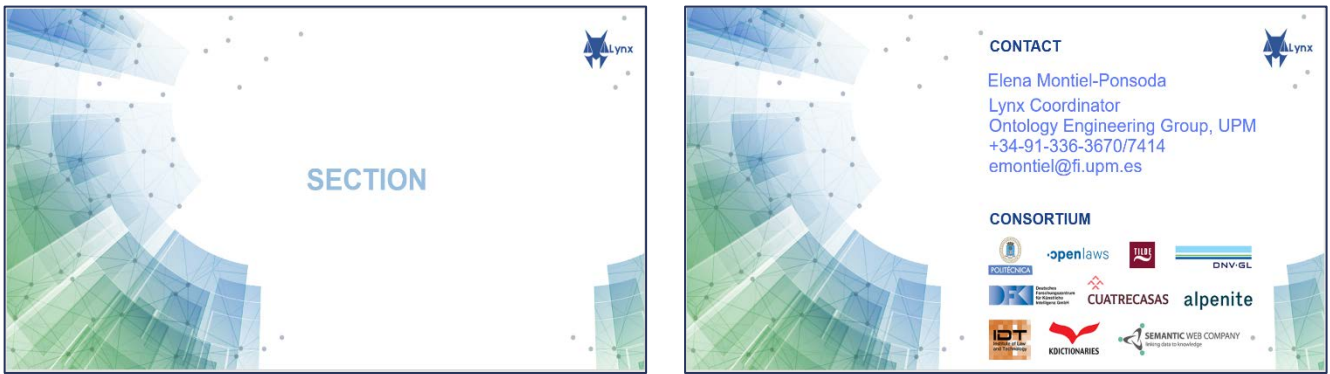


Figure 9. Presentation template in MS-PowerPoint (Part 2)

### 3.2.4 Meeting notes

The meeting notes template is in MS-Word format. It is intended to be distributed before a meeting—face-to-face or virtual—with the scheduled agenda, pending or current action points for discussion and scheduled attendees. After the meeting, the document can be distributed with the resolutions and key points of the discussion. Moreover, the template includes the funding note from the EU H2020 programme, the project logo, the project title, the meeting title and the date carried out. Figure 10 shows the meeting notes template in MS-Word.

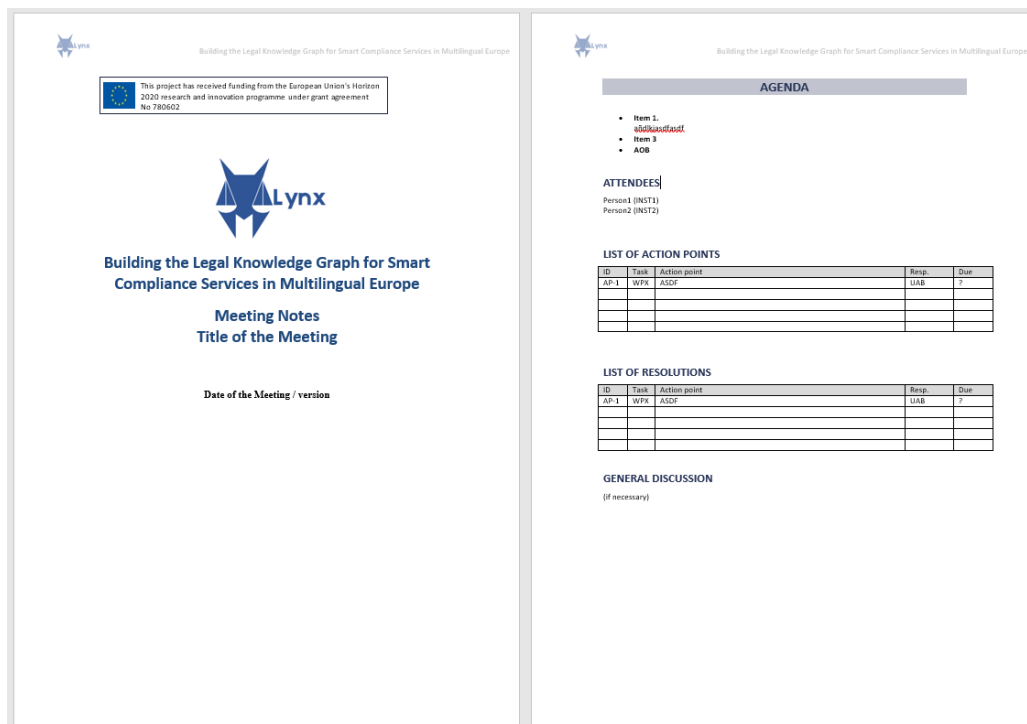


Figure 10. Meeting notes template in MS-Word

### 3.3 LEAFLET

The leaflet for the Lynx project is in PDF format. The main purpose of the leaflet is to inform, gain visibility, and increase public awareness about project’s objectives and background. It includes the Lynx name, acronym and logo, the H2020 programme note and the EU emblem, and the BDV Association logo.

On the one hand, the leaflet is uploaded to the Lynx website for online distribution. It will be distributed by the social media channels to disseminate the objectives and background of the project, making it visible and increasing its presence and impact on the web. On the other hand, a printed version in varied sizes (A4, A5 and A6) will be used for the same purposes at conferences, workshops and public events.

The leaflet has two pages. The first page contains the logo, name and acronym of the project, information on the EU funding programme, and the BDV Association logo. In addition, the consortium has elaborated two different versions of this first page. Figure 11 (Left) shows the first version of the leaflet that depicts the logo, the main objective of the project (summarized by the title) and an image of a typical graph that aims to represent the future Legal Knowledge Graph. This simple version is intended to grab any audience’s attention and to help creating a brand. Figure 11 (Right) shows the second version of the first page. This second version draws a more detailed description of the project architecture and functionalities. To sum up, the first version will be used to reach general audiences, while the second is deemed to draw the attention of more technical audiences.

The second page of the leaflet is common to both versions. This second page, shown in Figure 12, summarizes the project objectives and background. It introduces its noteworthy features, such as duration, programme, reference to the Grant Agreement, coordinator, contact e-mail and social media accounts.

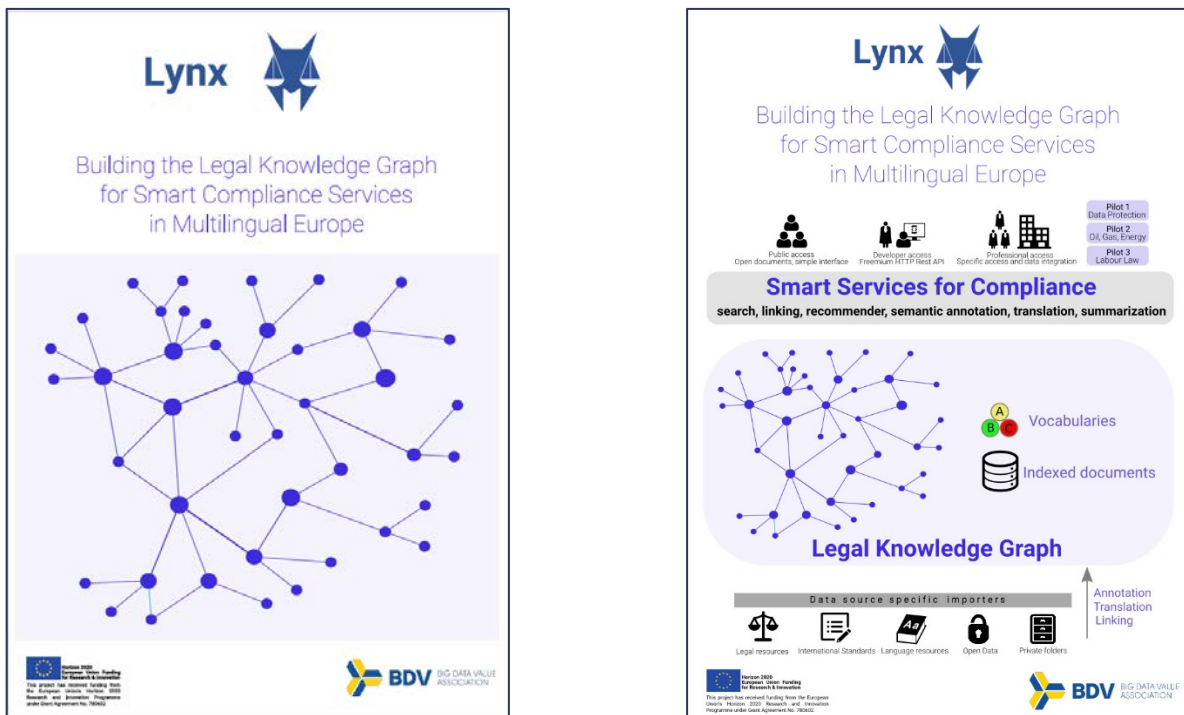


Figure 11. Leaflet first page (Left: version 1; Right: version 2)

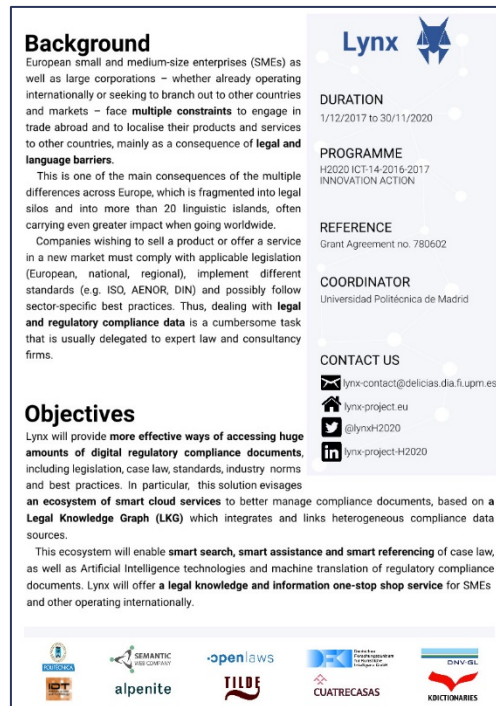


Figure 12. Leaflet second page

The leaflet will be updated at various stages of the project, mainly for the communication and dissemination of results and achievements that occur. Updating the different versions of the leaflet will be carried out during the document maintenance process.

### 3.4 ROLLUP

The main purpose of the rollup is to inform, gain visibility, and increase public awareness about Lynx project. It will include the Lynx name, acronym and logo, the H2020 programme note and the EU emblem, and the BDV Association logo. Several rollup versions will be created, mainly for the communication and dissemination of results and achievements that occur. These versions will match the look and feel of the website and the overall project design concept to meet the needs of the project. Figure 13 depicts the rollup for the project.



Figure 13. Rollup for the project.

### 3.5 POSTCARD AND STICKER

The postcard and sticker for the Lynx project are in PDF format. The main purpose of the postcard and sticker is to inform, gain visibility, and increase public awareness about project’s objectives and background. They include the Lynx name, acronym and logo, the H2020 programme note and the EU emblem. In addition, the postcard also introduces its noteworthy features, such as a brief project description, duration, programme, coordinator, contact e-mail and social media accounts.

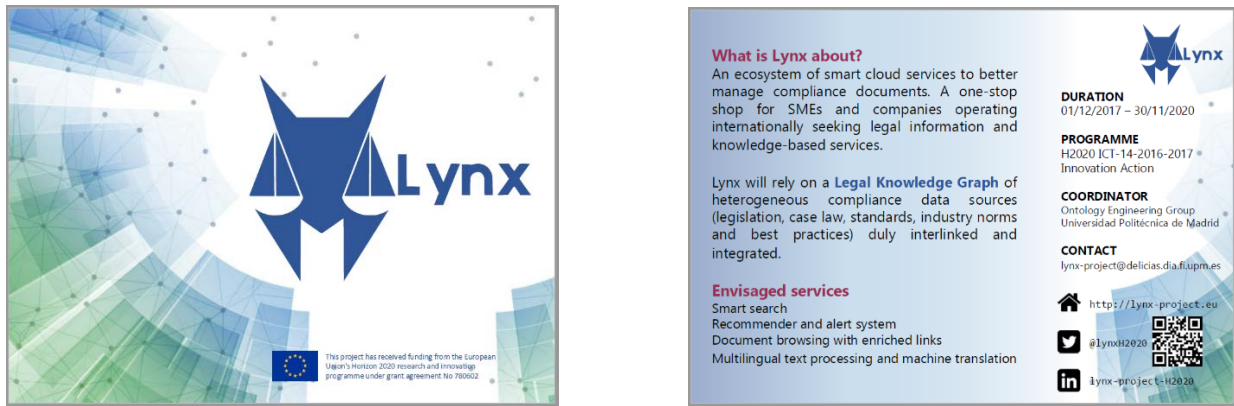


Figure 14. Postcard (Left: first page; Right: second page)



Figure 15. Sticker for the project.

## 4 COMMUNICATION CHANNELS

The Lynx communication strategy and identity set has been described above. The current section is devised to address the channels to be used during the project lifespan. Section 4.1 shows the website and describes its sections. Section 4.2 lists and describes the social networks built up to channel the communication messages to different target audiences, taking into account the features of each network. Section 4.3 focuses on the press releases. Section 4.4 discusses the events that Lynx consortium members will attend and/or organize during the first stages of the project, or have already launched. Section 4.5 is about the newsletters and its frequency. Finally, Section 4.6 details how communication messages will be shared according to identified target audiences and the features of each channel introduced.

### 4.1 WEBSITE

The project website can be accessed through: <http://www.lynx-project.eu/>. The website will be updated at various stages of the project, mainly for the communication and dissemination of results, achievements and events as soon as this information is available. Updating the website content will be carried out during the document maintenance process. The footer provides information on the H2020 program and funding including the contract, reference, and project number, as well as Lynx's social media channels and the BDV PPP logo. Figure 16 depicts the project website structure.

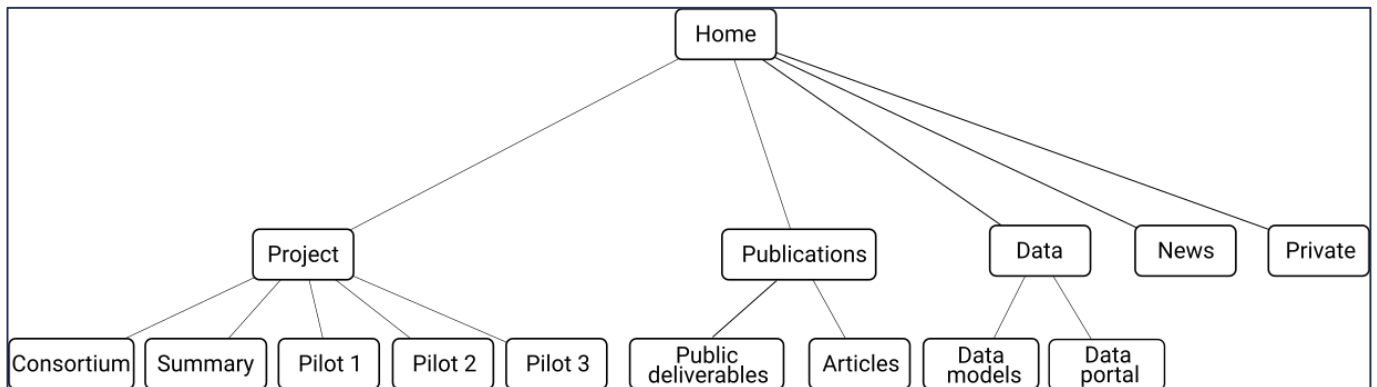


Figure 16. Lynx website structure.

#### Section “Consortium”

This section provides information on the consortium partners, allocated on a map. It includes a detailed description of all members and their role in the project, with links to their websites.

#### Section “Summary”

This subsection highlights the project background and presents its detailed objectives. Furthermore, it includes the key features of the project approach, what is intended to be achieved by the consortium.

#### Section “Pilots”

This subsection shows the motivation, objectives and the proposed solution for each pilot considered within the project.

#### Section “Public deliverables”

This section lists all public deliverables that will be produced during the project.

#### Section “Articles”

This section contains a list of publications related to the project.

#### Section “Data models”

The data models used in the Lynx project are represented in this section.

## Section Data portal

This section contains the Lynx Open Data Portal that will be updated during the project lifespan.

## Section “News”

This subsection highlights the news of the Lynx project. It will include results, achievements, conferences attended, technical events, industry forums, and workshops organized or attended.

## Section “Private”

This section contains the entrance to the private area of the project website.

## **4.2 SOCIAL MEDIA NETWORKS**

The Lynx project social networks strategy will rely on four main pillars. The first is a twitter account, introduced in Section 4.2.1, that is a social network focused on a general and diversified nature of topics. Thus, the twitter account will be used to disseminate project achievements and events in order to reach all the identified key end-users and stakeholders as well as the EU citizens. The second pillar is the LinkedIn account introduced in Section 4.2.2. This social media channel focuses on B2B, companies and enterprises. Thus, it is an important way of communication to keep in touch and interplay with businesses stakeholders. The third pillar consists of the SlideShare account presented in Section 4.2.3. This account is focused on the sharing of presentations and visual material. It is mainly devised to academic audience, enabling the definition of a considerable set of keywords and consistent descriptions of each audio-visual material, easing the search of specific content and, consequently, increasing the degree of expert acquaintance. Finally, the fourth pillar, shown in Section 4.2.4, will consist of a YouTube channel. If deemed necessary, Lynx will create a YouTube channel to promote upcoming events, webinars, achievements, among other content.

In order to build and increase the audience levels of the Lynx social media accounts, engaging target end-users and relevant stakeholders, the following actions will be taken:

- Promotion through Lynx social media channels
- Promotion through consortium members social media channels
- Follow/Like social media accounts from other related projects and request them to follow/like Lynx
- Follow/Like social media accounts from other projects from BDVA
- Use of relevant hashtags

### **4.2.1 Twitter**

At present, Twitter is a core social network for research, engagement and awareness. Twitter has over 313 million monthly users and, according to Twitter statistics<sup>5</sup>, the top reason why people visit Twitter is to “discover something new and interesting”. Thus, Twitter has become a key factor in the communication strategy for the Lynx project, aiming at building brand and project momentum, and collecting feedback from researchers, stakeholders, potential consumers, and EU citizens.

Lynx has set up a Twitter account <https://twitter.com/lynxh2020?lang=en> with the user name: @lynxh2020. In this account, the project will share results, meetings, conferences, public events and, to sum it up, all its relevant achievements and events. In addition, the Twitter account enables comments and feedback from researchers, stakeholders and potential consumers. Figure 17 shows a screenshot of the Lynx account on Twitter.

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<sup>5</sup> <https://business.twitter.com/en/video-on-twitter.html>



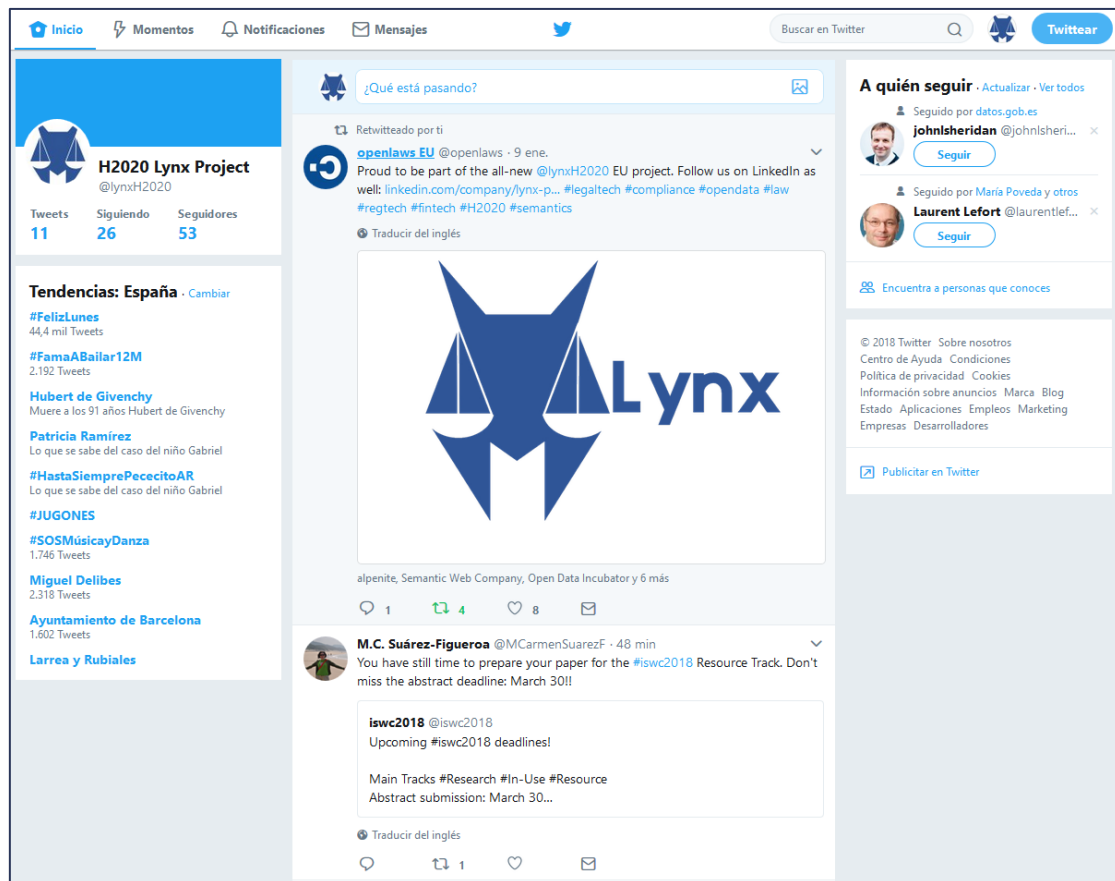


Figure 17. Lynx's twitter account (@lynxH2020)

#### 4.2.2 LinkedIn

LinkedIn has become in recent years the core social network for professionals. Besides, last year it passed 500 million registered users and it provides several tools that make it easier to share ideas, connect with colleagues, and share specific content to interested users. Moreover, according to LinkedIn statistics, fifty percent of B2B buyers use LinkedIn when making purchase decisions<sup>6</sup> and, moreover, forty three percent of marketers reported that they sourced a customer through LinkedIn<sup>7</sup>.

For these reasons, the Lynx project has set up a LinkedIn profile page available at: <https://www.linkedin.com/in/lynx-project-h2020/>. The profile contains basic information about the project, its main objectives and the consortium, including links to the partners profile pages in LinkedIn. Here the Lynx project will share results, meetings, conferences, public events and, in summary, all relevant achievements and events related to Lynx. The main goal is to increase acquaintance with the project by the professional community within this social network. It will also enable the collection of comments and feedback from interested parties. Figure 18 depicts an example of the LinkedIn profile page.

<sup>6</sup> <https://business.linkedin.com/sales-solutions/b2b-sales-prospecting/techniques-for-successful-prospecting>

<sup>7</sup> <https://business.linkedin.com/content/dam/me/business/en-us/marketing-solutions/cx/2016/pdfs/LNK-LMS-SophisticatedGuideToContentMarketing.pdf>

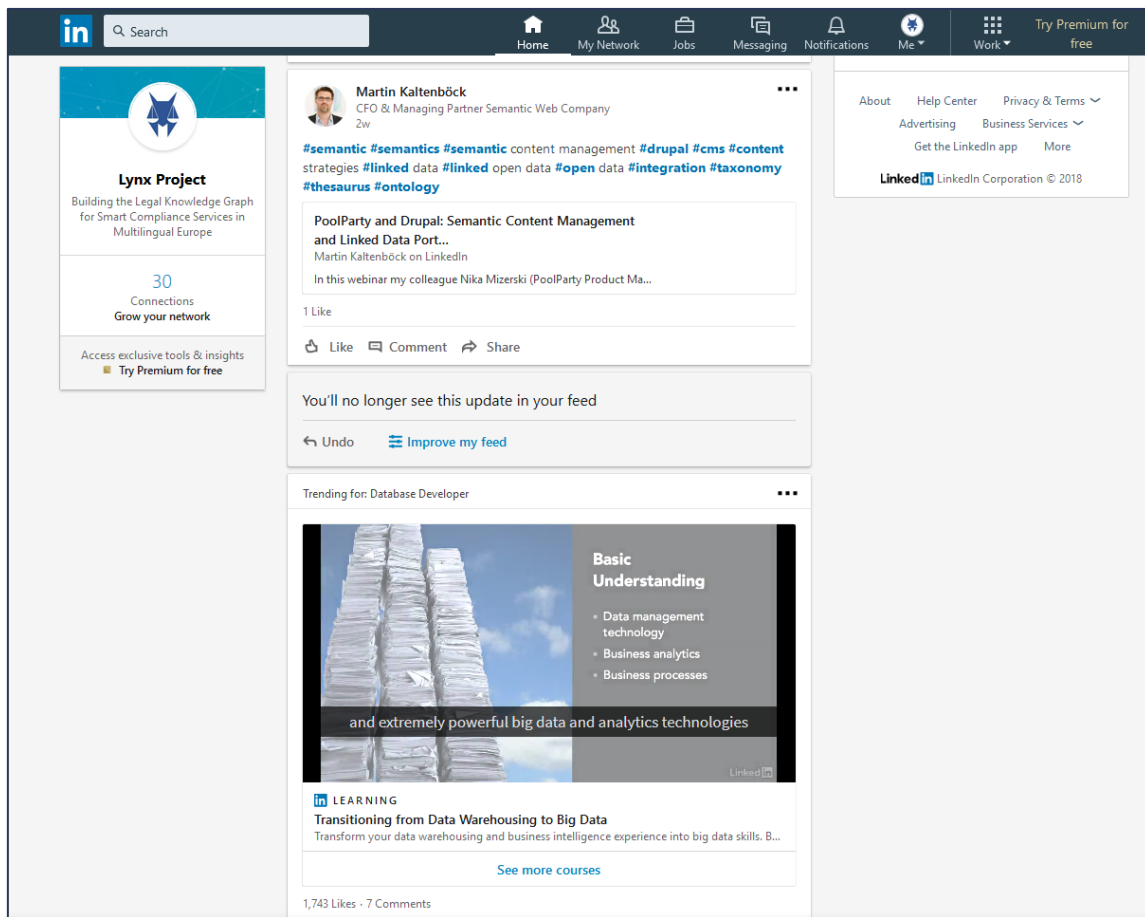


Figure 18. Lynx’s LinkedIn account (<https://www.linkedin.com/in/lynx-project-h2020/>)

#### 4.2.3 SlideShare

This tool, which is associated with LinkedIn, will be used to share information about the project using presentations, infographics, documents, and videos. The main goal of this tool is to increase audience awareness levels and to spread out the project results and achievements. SlideShare also allows to define a keyword set that facilitates presentations to interested users of the platform. Figure 19 shows an example of a Lynx overview presentation.



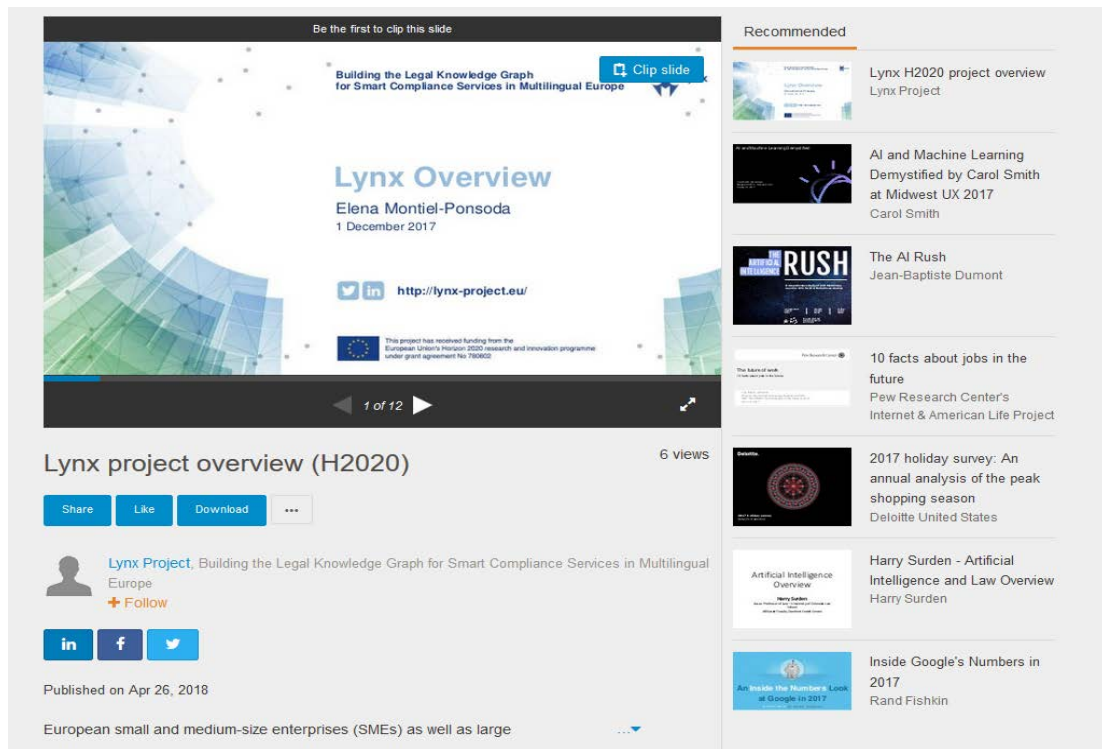


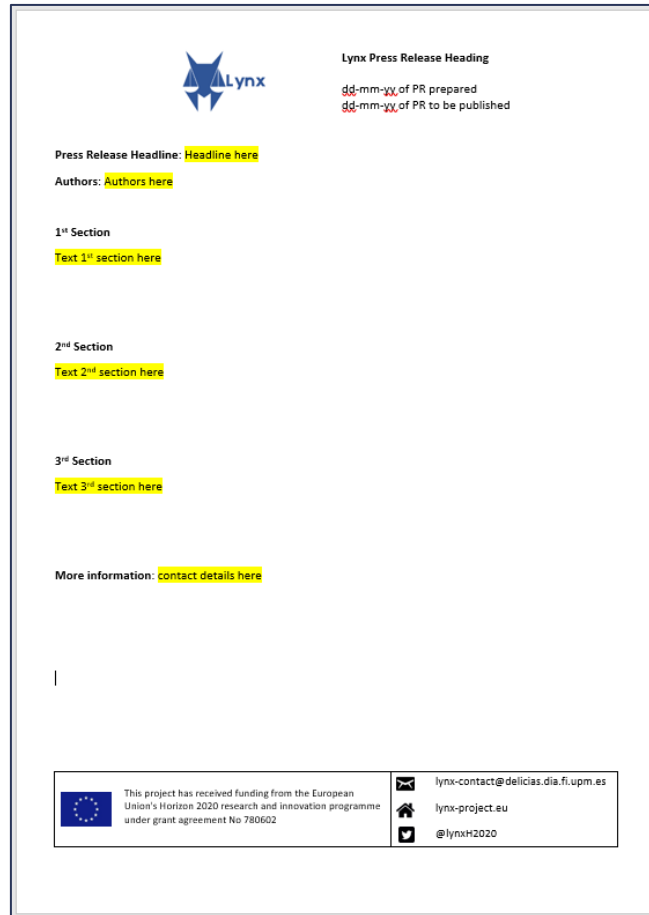
Figure 19. SlideShare channel for sharing presentations, infographics, videos, among others (<https://www.slideshare.net/LynxProject//lynx-project-overview-h2020>)

#### 4.2.4 YouTube

If deemed necessary, Lynx will create a YouTube channel as a tool to promote upcoming events, webinars, achievements, among others. This channel will focus on project-related shared knowledge in video format.

#### 4.3 PRESS RELEASES

Press releases deliver and broadcast key messages of the project and its achievements. Press releases will be also published on the project website and project partners' institutional websites whenever possible. When partners have institutional press and broadcasting services, it is expected that Lynx press releases will be shared through these routes. Figure 20 shows the template for press releases provided in MS-Word file format. Press releases should include, at least, these elements: i) basic information on the project; ii) current achievements of the project; iii) next steps of the project; iv) contact details for requesting more information.



The image shows a press release template in MS-Word format. It features the Lynx logo at the top left. To the right of the logo, the text reads: "Lynx Press Release Heading", "dd-mm-yy of PR prepared", and "dd-mm-yy of PR to be published". Below this, the template includes fields for "Press Release Headline: Headline here", "Authors: Authors here", and three sections labeled "1<sup>st</sup> Section", "2<sup>nd</sup> Section", and "3<sup>rd</sup> Section", each with a corresponding "Text" field. A "More information: contact details here" field is also present. At the bottom, there is a footer box containing the European Union logo, a funding acknowledgment, and contact information: "lynx-contact@delicias.dia.fi.upm.es", "lynx-project.eu", and "@lynxH2020".

Figure 20. Press release template provided in MS-Word file format

## 4.4 EVENTS

Lynx representatives will attend and participate as presenters at relevant conferences, workshops and public events. The Lynx representative(s) will be designated in consideration of their involvement with the particular topic addressed in the event. The consortium members will also organize workshops jointly with worldwide conferences and well-known events on specific topics.

### 4.4.1 Conferences

National and international conferences are a good opportunity to present Lynx and improve the impact of the actions undertaken in the project. Partners will attend at least 3 conferences per year during the project lifespan. Table 4 shows the main conferences that project partners are planning to attend or have already attended at the early stages of the project. The list is not exhaustive and further conferences will be included as appropriate. Such new (industrial or scientific) conferences will be included in the table during the document maintenance process.

Table 4 includes the most currently outstanding conferences on topics such as legal knowledge, language resources, knowledge engineering and knowledge management, consisting of JURIX, LREC, SEMANTICS and EKAW.

When	Name	Place	Topic	Link	Partners
13-15 December 2017 <sup>8</sup>	International conference on Legal Knowledge and Information Systems (JURIX)	Luxembourg (Luxembourg)	Legal knowledge and Information systems	<a href="https://jurix2017.gforge.uni.lu/">https://jurix2017.gforge.uni.lu/</a>	UPM and UAB
7-12 May 2018	Language Resources and Evaluation Conference (LREC)	Miyazaki (Japan)	Language Resources	<a href="http://lrec2018.lrec-conf.org/en/">http://lrec2018.lrec-conf.org/en/</a>	UPM, DFKI and KD
3-7 June 2018	European Semantic Web Conference (ESWC)	Crete (Greece)	Semantic Web	<a href="https://2018.eswc-conferences.org/">https://2018.eswc-conferences.org/</a>	TBD
10-13 September 2018	SEMANTICS	Vienna (Austria)	Semantic Web	<a href="https://2018.semantic-s.cc/">https://2018.semantic-s.cc/</a>	SWC
8-12 October 2018	International Semantic Web Conference (ISWC)	California (USA)	Semantic Web	<a href="http://iswc2018.semanticweb.org/">http://iswc2018.semanticweb.org/</a>	TBD
12-16 November 2018	International Conference on Knowledge Engineering and Knowledge Management (EKAW)	Nancy (France)	Knowledge Engineering and Knowledge Management	<a href="https://project.inria.fr/ekaw2018/">https://project.inria.fr/ekaw2018/</a>	TBD
December 2018	International conference on Legal Knowledge and Information Systems (JURIX)	TBD	Legal knowledge and Information systems	TBD	UPM and UAB
June 2019	European Semantic Web Conference (ESWC)	TBD	Semantic Web	TBD	TBD
June 2019	Language, Data and Knowledge (LDK)	Germany	Language, data and knowledge	TBD	TBD
October 2019	International Semantic Web Conference (ISWC)	TBD	Semantic Web	TBD	TBD

<sup>8</sup> We already have organized and published TEREKOM-2017 at JURIX-2017. See V. Rodriguez-Doncel, P. Casanovas, and J. Gonzalez-Conejero (Eds.), Proceedings of the 1st Workshop on Technologies for Regulatory Compliance co-located with the 30th International Conference on Legal Knowledge and Information Systems (JURIX 2017), Luxembourg, December 13, 2017, <http://ceur-ws.org/Vol-2049/>

May 2020	Language Resources and Evaluation Conference (LREC)	TBD	Language Resources	TBD	TBD
November 2020	International Conference on Knowledge Engineering and Knowledge Management (EKAW)	TBD	Knowledge Engineering and Knowledge Management	TBD	TBD

Table 4. Conferences that will be attended by Lynx consortium members.

#### 4.4.2 Workshops

Workshops offer a good forum to present early project results and discuss them with specialised audiences. The Lynx consortium will organize or take part as co-organizer in at least 3 workshops per year. Each one will be devised to addressing a specific topic. In addition, Lynx partners will attend other relevant workshops related to their expertise and assigned roles and tasks.

Table 5 and Table 6 show the workshops that will be attended and organized by Lynx consortium members. Both tables are not exhaustive and will be updated to include further workshops or to modify those included during the project lifetime. The process of including new workshops and modifying existing ones in both tables will be carried out during the document maintenance process.

When	Name	Place	Topic	Link	Partners
13 December 2017 <sup>9</sup>	Workshop on Artificial Intelligence and the Complexity of Legal Systems (AICOL), to be held with JURIX 2017	Luxembourg (Luxembourg)	Artificial Intelligence and Legal Systems	<a href="http://www.aicol.eu/">http://www.aicol.eu/</a>	UAB and UPM
13 December 2017 <sup>10</sup>	Workshop on Technologies for Regulatory Compliance (TERECOM), to be held with JURIX 2017	Luxembourg (Luxembourg)	Technologies for Regulatory Compliance	<a href="http://terecom2017.lynx-project.eu/">http://terecom2017.lynx-project.eu/</a>	UPM and UAB
12 May 2018	Workshop on Language Resources and Technologies for	Miyazaki (Japan)	Language resources	<a href="http://legalkg2018.lynx-project.eu/">http://legalkg2018.lynx-project.eu/</a>	DFKI and UPM

<sup>9</sup> The 31st International Conference on Legal Knowledge and Information Systems December 12–14, 2018 in Groningen, The Netherlands

<sup>10</sup> We will submit TERCOCOM-2018 also as a special Workshop at JURIX-2018.

the Legal Knowledge Graph, to be held with LREC 2018

Table 5. Workshops attended by Lynx Consortium members.

When	Name	Place	Topic	Link	Partners
13 December 2017 <sup>11</sup>	Workshop on Artificial Intelligence and the Complexity of Legal Systems (AICOL), to be held with JURIX 2017	Luxembourg (Luxembourg)	Artificial Intelligence and Legal Systems	<a href="http://www.aicol.eu/">http://www.aicol.eu/</a>	UAB
13 December 2017	Workshop on Technologies for Regulatory Compliance (TERECOM), to be held with JURIX 2017	Luxembourg (Luxembourg)	Technologies for Regulatory Compliance	<a href="http://terecom2017.lynx-project.eu/">http://terecom2017.lynx-project.eu/</a>	UPM and UAB
12 May 2018	Workshop on Language Resources and Technologies for the Legal Knowledge Graph, to be held with LREC 2018	Miyazaki (Japan)	Language resources	<a href="http://legalkg2018.lynx-project.eu/">http://legalkg2018.lynx-project.eu/</a>	DFKI
December 2018	Artificial Intelligence and the Complexity of Legal Systems (AICOL), to be held with JURIX 2018	TBD	Artificial Intelligence and Legal Systems	<a href="http://www.aicol.eu/">http://www.aicol.eu/</a>	UAB
December 2018	Workshop on Technologies for Regulatory Compliance (TERECOM), to be held with JURIX 2017	TBD	Technologies for Regulatory Compliance	TBD	UPM and UAB

Table 6. Workshops that will be organized by Lynx Consortium members.

<sup>11</sup> AICOL has been held for ten years now, with several published volumes at LNAI. The last one (forthcoming) is LNAI 10791. We will submit this Workshop again at AICOL 2018.

#### 4.4.3 Technical Events and Industry Forums

In addition to Conferences and Workshops, the Lynx consortium also considers other relevant events. Currently, the consortium has identified two main instruments for the communication of the project achievements, related to the BDV PPP and its Advisory and Industry Board. Moreover, the Lynx consortium will define a set of outstanding fairs related to Lynx topics.

Table 6 shows the scheduled events up to date. The list is not exhaustive and further events besides conferences and workshops will be included or modified during the project lifetime. The process of including new events or modifying/updating existing ones will be carried out during the document maintenance process.

When	Name	Place	Topic	Link	Partner
8 February 2018	BDV PPP 3 <sup>rd</sup> Steering Committee	Brussels (Belgium)	BDV PPP Steering committee meeting with the presence of European Commission, the PPP Projects and the BDVA	<a href="http://big-data-value.eu/bdv-ppp-3rd-steering-committee/">http://big-data-value.eu/bdv-ppp-3rd-steering-committee/</a>	UPM and SWC
May 2018	BDVe meeting	Sofia (Bulgaria)	BDV PPP Projects exchange	<a href="http://www.big-data-value.eu/big-data-value-ppp-by-numbers-destination-sofia/">http://www.big-data-value.eu/big-data-value-ppp-by-numbers-destination-sofia/</a>	UPM, SWC and TILDE
TBD	Advisory Board Meeting	TBD	End user Advisory Board meeting for feedback collection	N/A	TBD
TBD	Industry Board Meeting	TBD	End user Industry Board meeting for feedback collection	N/A	TBD

Table 7. Other events that will be attended and organized by Lynx consortium members.

#### 4.5 NEWSLETTER

The newsletter will be produced in print and electronic form with contributions from Lynx partners, featuring a summary note on the progress of the project implementation, results and achievements. It will also include public deliverables uploaded to the project website and any relevant document generated such as presentations uploaded to SlideShare, among others. The main idea is to produce one issue of the newsletter in the first year, and two more per year until the end of the project.

#### 4.6 CHANNELS SUITABILITY FOR EACH KEY END-USER AND STAKEHOLDERS IDENTIFIED

When creating a message aimed at communicating or disseminating an activity or achievement of the project, the primary target of this message becomes a key issue. Messages should be tailored to the target they focus on. Moreover, each communication channel has distinctive features and different audiences. Table 8 depicts the channel suitability of each end-user and stakeholder identified, applying a colour system to facilitate the visualization. For each end-user or stakeholder, the suitability is represented in green when very high and amber when medium.

Targets	Channels									
	WS	T	LI	SS	YT	PR	C	W	OE	N
Consultancy firms	Green	Amber	Green	No colour	No colour	Green	No colour	Amber	Green	Green
Legal firms	Green	Amber	Green	No colour	No colour	Green	No colour	Amber	Green	Green
SME/LE	Green	Amber	Green	No colour	No colour	Green	No colour	Green	Green	Green
Public/Private Agencies	Green	Amber	Green	No colour	No colour	Green	No colour	Amber	Green	Green
Academia	Green	No colour	No colour	Green	No colour	No colour	Green	Green	Green	Green
EU Citizens	Green	Green	No colour	Green	Green	Green	No colour	Amber	Green	Amber

Table 8. Channel suitability for each key end-user and stakeholder identified in Section 2.2 (Green – 100% Suitable; Amber – 50% Suitable; No colour – Messages in this channel will not consider the corresponding target). The acronyms stand for: Website-WS; Twitter-T; LinkedIn-LI; SlideShare-SS; YouTube-Y; Press Release-PR; Conferences-C; Workshops-W; Other Events-OE; Newsletters-N

Table 8 is facilitate the choice of consortium members for the most appropriate channel when designing messages to identified end-users and/or stakeholders. However, the table is not mandatory, and the addressing channels can be modified.

## 5 REPORTING

Communication activities will be accounted for in periodic reports in order to assess: targets reached; acceptance among targeted audiences; and gathered feedback. Web analytics, press releases, broadcasted communications, interactions in social networks, events organized and attended, newsletters, among others, will be monitored and, if necessary, updated or reinforced to highlight specific achievements.

To carry out the monitoring process, different KPIs have been defined to assess the success of each activity and/or channel.

Activity/Channel	KPIs
Website	<ul style="list-style-type: none"> <li>• Number of users in the site</li> </ul>
Social Networks	<ul style="list-style-type: none"> <li>• Number of interactions posted by Lynx</li> <li>• Number of followers</li> <li>• Number of mentions</li> <li>• Number of comments</li> </ul>
Press releases	<ul style="list-style-type: none"> <li>• Number of publications in the media</li> </ul>
Newsletters	<ul style="list-style-type: none"> <li>• Number of clicks and click rate</li> </ul>
Events organized	<ul style="list-style-type: none"> <li>• Number of events organized vs. number of organized events scheduled in the Communication Plan</li> </ul>
Events attended	<ul style="list-style-type: none"> <li>• Number of events attended vs. number of attended events scheduled in the Communication plan</li> </ul>

Table 9. Activity/Channel and its corresponding KPI.

Table 9 reports the activities and channels within the Communication plan and their corresponding KPI in order to detect if certain aspects of the plan should be reinforced.