

Deliverable 5.1

Communication, Dissemination and Outreach Plan

Due date of deliverable: 30/04/2022

Actual submission date: 12/05/2022

Start date of project: 01/02/2022 Duration (36 Months)

Dissemination Level: Public ✓



DELIVERABLE INFORMATION

Work Package	WP5 Communication, Dissemination and Outreach
Deliverable	D5.1 Communication, Dissemination and Outreach plan
Task(s)	T5.1 Develop Communication, Dissemination and Outreach plan
Document Name	D5.1 Communication, Dissemination and Outreach plan
Due Date	M3: 30 April 2022
Submission Date	M4: 12 May 2022
Dissemination Level	<input checked="" type="checkbox"/> P – Public <input type="checkbox"/> CO – Confidential
Deliverable Lead	IAAC
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Status	<input type="checkbox"/> Plan <input type="checkbox"/> Draft <input type="checkbox"/> Working <input checked="" type="checkbox"/> Final <input type="checkbox"/> Approved
Abstract (for public dissemination only)	The objective of this deliverable is to deliver a strategy that maximises the impact of the project's results through communication, dissemination and outreach activities at EU, African and local levels for the promotion of the project results to the target audiences to encourage the demand for and enrich existing Digital Innovation Hubs ecosystems.
Keywords	Digital Innovation, Social Innovation, Makerspaces, Africa, Europe, Innovation Ecosystem, Manufacturing, Open Hardware, knowledge transfer
Statement of originality	<p>This deliverable contains original unpublished work except where clearly indicated otherwise.</p> <p>Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation, or both.</p>



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Document History

Version	Date	Comment
001	28 March 2022	First draft IAAC internal review
001	13 April 2022	Final draft for review
100	12 May 2022	Final deliverable including review feedback



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List of Abbreviations

DIH	Digital Innovation Hub
DI	Digital Innovation
DSI	Digital Social Innovation
H2020	Horizon 2020 program of the European Union



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1. Introduction

1.1 mAkE project Summary

The EU-funded mAkE project promotes cooperation and strategic partnership with countries in Europe and Africa to support the strengthening of existing digital innovation hubs (DIHs) in Africa and Europe. Its overall aim is to facilitate the collaboration between EU and African DIHs to strengthen a common EU-Africa innovation and start-up ecosystem. mAkE focuses on connecting makerspaces, which are important actors in the local digital innovation ecosystems, and global collaboration networks that complement current efforts in digitisation in Europe and Africa. These are also key for local production, product innovation and development. What's more, the project will organise capacity-building activities to equip African makerspaces and their attached local SMEs and digital start-ups, and offer incubation, mentoring and matching activities to drive digital transformation.

1.1 Deliverable executive summary

The aim of this report is to provide a strategic outline for the Communication, Dissemination and Outreach (CDO) approach for the mAkE project in order to maximise the project impact during and beyond the funding period. It centres on internal guidelines for the consortium to ensure external CDO tasks, led by partner IAAC but including all partners, are carried out successfully. It presents a clear approach to the timelines, resources and responsibilities. The 'public' deliverable will be made available on the project website and will be a 'living' document, with strategies and approaches updated throughout the project when necessary in order to meet the plan's objectives.

"By 2025 we have the ambition that over 70% of DIH makerspaces across Africa and Europe are networked amongst each other and are linked in a collaborative and economically fruitful way with SMEs, corporations, investors, local governments and other ecosystem actors."

In order to meet our 2025 ambition, the CDO strategy builds on the project's participatory approach to ensure the timely sharing of results beyond the local and regional African innovation ecosystems leading to long term impact. mAkE identifies key stakeholders to ensure the widespread diffusion and adaptation of mAkE concepts, ideas and project outputs as: Citizens, Communities of Interest and Communities of Practice, makers, technology developers and hackers, entrepreneurs and leaders of DIHs; policy makers, global and regional innovation agencies and social innovation experts; academic community and scientific forums with a focus on bottom-up innovation practice. The dissemination strategy will engage a bottom-up and top-down approach supported by WP2 and WP6 to simultaneously engage stakeholders, focusing on their early engagement across all activities. It is grounded in a sharing and embedding strategy (developed by D6.3 and D5.4), building upon existing networks and frameworks to have long-term economic, social and political impact and ensure effective cross cultural communication. Engaging off and online channels, it will disseminate learning across local (European-African makers and DIHs), regional (European-African maker innovation ecosystems, Pan-African networks, European maker networks) and international (EU-African networks, international cities networks, global networks) levels.



2. Objectives and Approach

The CDO strategy is a key part of any EU project. It engages the whole project and all partners to ensure maximum value is transferred from the project to key stakeholders with the aim of maximising the impact of innovation and research activities for the benefit of target communities and the general public in the EU, Africa and beyond.

The mAkE strategy will aim to cover three areas:

1. Outreach: make results publicly available to enable uptake by other parties beyond the project.
2. Dissemination: Information about the project results and related innovation to increase stakeholder acceptance.
3. Communication: Information about the project and the topic to enhance awareness and engagement with multiple audiences.

The mAkE project places a focus on tailoring knowledge transfer and capacity building solutions for target stakeholders across DI ecosystems in the EU and Africa, in order to enrich these ecosystems from the bottom-up. This CDO Plan will acknowledge and facilitate cross-cultural communication and will work closely with WP6 to create communication, dissemination and outreach actions that are appropriate for the target stakeholders across EU and Africa. WP5 lead IAAC also leads T5.4, which aims to define and develop guidelines for capacity building tools. Cultural sensitivity, co-design and cross-continental feedback loops will be crucial to ensuring that communication tools and processes that are developed by IAAC are appropriate for all project partners and to global innovation communities.

The mAkE project aims to develop 100 open resources and provide access to 700 additional open resources for DI across the project including Blueprints, Toolkits and Open Source Business Models. It places a strong emphasis on developing CDO processes that are ecosystemic, inclusive and embedded within existing communities and networks including: creating links to related content and projects from other EU funded projects (such as OpenNEXT!¹), linking to global innovation communities (such as Fab Foundation², Open Hardware³, Fab City Global Initiative⁴) to disseminate project findings at the international scale, as well as making available online articles and discourse to amplify impact and increase stakeholder engagement.

¹ <https://opennext.eu/>

² www.fabfoundation.org

³ <https://www.openhardware.io/>

⁴ www.fab.city



The mAKE CDO plan will engage offline and online channels and tools to reach maximum impact across the various levels of the project. The combination of different actions will reinforce the message and allow mAKE to reach its audiences.

2.1 Target Audiences

Identifying target audiences for the mAKE project is crucial to ensure that communication and dissemination messages and actions are customised to each to meet different needs and interests in the project. This strategy aims to shape and deliver messages in an effective and efficient manner by understanding and profiling each target audience and the best channels to reach them.

In the proposal stage of the project, relevant audiences and stakeholders were identified in Africa and Europe, at pan-continental, national and regional level. The following is a list of these stakeholders.

- General public
- Citizens (potential, future members of the DIH community)
- Makers, designers and engineers including technology developers, hackers and entrepreneurs
- Makerspace, Fab Lab, DIH leaders (Fab Lab and Makerspace Managers, leadership and decision making teams)
- DIH communities: global and national including networks or platforms (GIG, Distributed Design Platform, Fab City, Fab Lab Network, Open Hardware, DIHNET.EU)
- Private corporations and industry
- Investors and funders in the fields of green tech, social innovation
- SMEs in the field of social innovation/DHIs
- Scientists, researchers and innovation stakeholders, associations and platforms. Forums with a focus on bottom-up innovation practice
- Policy makers, global and regional innovation agencies and social innovation experts. etc. EU and African
- Journalists, bloggers, media, press in particular in the fields of green tech, social innovation

Throughout the project the consortium members will be asked to report on contact, networking actions and activities undertaken with these stakeholder groups.

The nature of mAKE means a local and global approach is crucial to meet audiences across EU and Africa at the local to global scale. To achieve this, online and offline approaches will be engaged and methods to activate and disseminate through existing channels and communities of practice will be adopted. IAAC (WP5) will work closely with GIG, leader of WP6 – Community Engagement and Sustainability and the wider consortium partners to create contact with existing DHI communities of practice in a widespread manner across the local and global scale in Africa and Europe.

Depending on the needs of the target stakeholders, a different approach will be taken in the CDO strategy.



Outreach and Stakeholder engagement

In order to reach beyond the project partners and to connect to industry stakeholders such as private corporations, potential investors and funders and SMEs, outreach activities will be undertaken such as match-making and networking events. The primary aim of these activities will be to involve such stakeholders in the project in order to maximise the project outputs and results. Specific outreach actions will also be taken in order to boost the political and economic value of the project and results.

Dissemination

In order to engage users in the development of technical solutions as well as transfer project results and findings, dissemination actions will be undertaken throughout the project to experienced audiences engaged in the sector/DIH social innovation and impact (such as current DIH users/professionals, academia, investment funders, SMEs, technology developers etc.)

Communication

In order to ensure wide-spread awareness of mAKE and the project results, communication actions will be taken to engage society and offer them concrete benefits stemming from the project actions. These will be undertaken throughout the lifetime of the project including the development of a public facing visual identity and clear communication for those not engaged in the project and engaging a multiplier effect through key audiences such as media, press and existing innovation networks.

The table below summarises the target groups as well as the CDO aims, key messages and channels for each. It uses an alphabetical system to classify the audiences into 'types' used below in 2.2 Key Channels and Actions.

Target Group	Aim	Key Messages	Channels	Type
General public	General project awareness.	Communicate upcoming events, positive actions and benefits of DIH in communities	Web and social media; Newsletters	A
Citizens (potential, future members of the DIH community)	Project involvement, General outreach	Communicate upcoming events, positive actions and benefits of DIH in communities	Web and social media; Newsletters; Press releases. Local workshops and events	B
Makers, designers and Engineers including technology developers, hackers and Entrepreneurs	Project involvement, DI take-up and development of the mAKE concepts and findings.	Benefits of DIH networking between EU and Africa, ways to get involved and the benefits of potential engagement with mAKE	Web and social media; Newsletters; Local workshops and events	C
Makerspace, Fab Lab, DIH leaders (Fab Lab and Makerspace Managers, leadership)	Project involvement, DI take-up and development of the	Benefits of DIH networking between EU and Africa, ways to get involved and the	Web and social media; Newsletters; Local workshops and events	D



and decision making teams)	mAkE concepts and findings.	benefits of of potential engagement with mAkE		
DIH communities: global and national including networks or platforms (GIg, Distributed Design Platform, Fab City, Fab Lab Network, Open Hardware, DIHNET.EU)	Project involvement , DI take-up and development of the mAkE concepts and findings.	Benefits of DIH networking between EU and Africa, ways to get involved and the benefits of of potential engagement with mAkE	Web and social media; Newsletters; Local workshops and events	E
Private corporations and industry	Project involvement and commercial exploitation	Potential opportunities for business	Web and social media; Newsletters; Press releases	F
Investors and funders in the field of green tech, social innovation etc.	Project involvement and commercial exploitation	Potential opportunities for investment	Web and social media; Newsletters; Press releases	G
SMEs in the field of social innovation/DHIs	Project involvement and commercial exploitation	Potential opportunities for business	Web and social media; Newsletters; Press releases	H
Scientists, Researchers and innovation stakeholders, associations and platforms. Forums with a focus on bottom-up innovation practice	Scientific, academic, R&I development of the mAkE concepts and findings.	Key findings and data from the project.	Web and social media; Newsletters; Press releases	I
Policy makers, global and regional innovation agencies and social innovation experts. etc. EU and African	Familiarisation with mAkE concepts. Facilitate skill acquisition, implications and benefits	Case studies and impact evidence at the various levels. Ways in which mAkE is contributing to policy development	Web and social media; Newsletters; Press releases	J
Journalists, bloggers, media, Press	Influencers. Raise awareness on public opinion.	Case studies, 'good-news' and impact cases, project findings and best-practice tools and outputs.	Web and social media; Newsletters; Press releases. Local workshops and events	K

Table 01: Target groups, CDO aims and channels

2.2 Key Channels and Actions

mAkE will make use of online and offline channels to implement the CDO strategy. Each channel is specifically designed to reach the target audiences. Below is a summary.



Online Channels		
Project website and positioning	An advanced website, providing information about the project and the results, showcasing project's news, blog and events and acting as a hub for all platforms, MOOCs and open repositories used by the WPs	ALL
Social Media Channels	Instagram: sharing project updates, multimedia and connecting with the community; Facebook to broadcast updates; Twitter to broadcast updates and connect with the community. LinkedIn to share outputs and updates.	ALL
Videos and Multimedia	1 video presenting the project profile and general concept; 1 video presenting the project results and their application. Additional videos sharing key outputs or learnings from the project.	ALL
Quarterly Newsletters	Electronic newsletters broadcasting project's status, developments and other news.	ALL
Offline Channels		
Project Logo and Identity	Logo, visual guide, and project presentation templates (Word for deliverables, power point, press releases, etc.).	ALL
Communication Support Material	Posters/Banners/Rollups which will present the project; Flyers/Leaflets with general project information, best practices and how-to information for events	ALL
Press releases	To share key project milestones to local, regional and or National media. Project partners will assist in diffusion and translation of key press released for local context.	K
Academic articles & conferences.	Submissions will be made by any consortium member to appropriate conferences in particular in the fields of social innovation, design, digital innovation.	I,K
Events, workshops, round tables at Local, Regional and international events	3x year- events organised/co-organised by the project, within larger existing festivals such as DOTS or Fab City Summit. All events will have a presence on the website and the most important will be communicated via social media	B,C,D,E,F,G,H,K
Community Meetups, Knowledge Exchange Webinars, Peer-to-Peer Support Calls	Key to the Community Building and Sustainability of the project these key events are fed by project learnings and outputs to engage with existing DI efforts in Africa and EU to boost social impact.	B,C,D,E
Matchmaking Events, Co-creation Sprints,	Bringing audiences C,D,E and F,G,H closer together through dedicated events aimed at disseminating project findings that boost economic impact.	F,G,H
Minister meet Maker	Hosted within larger regional and international events these events will aim to engage policymakers with the DIH	E,J



Dialogue events, Policy workshops	ecosystems, with practical outputs emerging such as policy recommendations and policy papers for dissemination through Fab City global network.	
Interaction with other EU projects	Clustering activities with projects funded under the same call to strengthen and enrich the EU/Africa innovation ecosystem	E,J

Table 02: Key online and offline channels and actions to implement the CDO strategy.

3. Key Dissemination Channels and Activities

3.1 Key project channels and activities

3.1.1 Website

The website is designed as a hub for project communication and a portal for dissemination of project results and public deliverables. It will connect stakeholders to information based on need and provide a pathway for stakeholders and project participants to access project benefits in order to increase the reach of project dissemination and lasting impact of outputs and results. IAAC is responsible for the management and monitoring of its content. IAAC will update the website regularly with news, events and project outputs. Project partners will be requested to offer information to create posts on the website blog, add events to the event calendar and provide deliverables and other outputs to be uploaded onto the website in a timely manner. Partners will in turn follow the sharing and embedding strategy as outlined by WP6.

The website will also link to the other platforms developed by the project, providing support to Task 5.3 which will test and demonstrate possible solutions for digitally integrating partner portfolios.

The website design can be seen in D5.3

3.1.2 Social Media

mAkE will have Twitter, LinkedIn, Instagram and Facebook accounts. Social media channels will be branded with the project look and feel. The platforms will be managed by IAAC on a strategic basis. Partners will be requested to share, retweet and interact with the mAkE social media accounts and to always tag the mAkE project accounts across all platforms accompanying the mandatory #H2020 hashtag.

Horizon2020 Programme requires all posts about the project to use the #H2020 hashtag and has published a [Social media guide for EU funded R&I projects](#) with further recommendations for social media use.



3.1.3 Communication Materials

IAAC will develop a package of communication materials for promotion of the mAKE project following the brand guidelines. Partners must inform IAAC with enough time in advance if they require assistance to develop specific additional materials for participation, requests will be assessed and approached by IAAC on a case by case basis. Partners are responsible for the preparation of their own deliverables and academic dissemination actions, using templates provided by IAAC.

3.1.4 Event attendance and reporting

Partners of the consortium will attend relevant events, conferences, workshops and fairs of the sector. They should be actively involved seeking opportunities to present and showcase the project in their own countries and at both local and European levels. Any partner can present the project in events. Attendance at events in which mAKE is communicated must be reported to IAAC by the partner responsible and the correct use of the logo and project naming is obligatory.

3.2 Responsibilities

IAAC is the leader of WP5 Communication, Dissemination and Outreach. The actions and processes will be coordinated with the wider consortium to ensure maximum efficiency and effectiveness. One representative from each partner organisation will be nominated as communication representative to join regular meetings and act as an interlocutor between the project and the Communication/Marketing responsible of each organisation. Local partners will be responsible to translate project communications (which will all be in English) into local language where necessary.

IAAC will nominate a representative to coordinate all CDO actions in mAKE. Procedures for internal processes will be organised to effectively:

- Generate content for the website
- Share and make connections between partners and the project on social media
- Review communication and dissemination content and materials
- Ensure correct representation of the project locally and at events
- Ensure correct promotion and reporting of events

As well as complete all other CDO tasks effectively and efficiently, inclusive of all partners and project actions. This will include a review process for all local CDO materials or actions.

To become a meaningful strategy that meets local, regional, European, African and international dissemination aims, collaboration with the partners is needed. Given the nature of the consortium, each partner has specific sectors in which they will have impact.



Partner	Dissemination Target
GIG, FR, APSOHA, AOSH, AMN, IAAC	Identify and strengthen mAKE connections with existing DI networks, particularly in EU and Africa. Engage individuals, spaces and networks in community building and training events in order to disseminate and diffuse results, whilst also gaining feedback to enrich project tasks.
GT, FR	Identify and engage investors and potential investors in digital social innovation. Through matchmaking and networking activities industry, SME and private investors will be engaged as part of building DI pipelines for DSI and open hardware.
AMN, IAAC	Strengthen links between European and African makerspaces, governments and international networks and innovation frameworks and develop key dissemination actions such as dedicated events and policy recommendations. Engage with the Fab City Global Initiative.
UCT, ZSI	Ensure the impact potential of project dissemination for academic purposes. Follow and facilitate opportunities for dissemination within the academic field.

Table 03: partner dissemination targets.

3.3 Dissemination and Communication Policy and Rules

The European support to the mAKE project must be clearly recognised on all CDO materials, tools and channels. This is done through the inclusion of the following disclaimer:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under the grant agreement No 101016858

The EU logo will be included on all project materials.

In addition, Scientific and research publications must include this paragraph:

"The dissemination of results herein reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains".

The mAKE logo must also be visible on all CDO materials as well as project outputs. It can be found with the application guide below.

Project partners will provide their logo to be included on the project website and appropriate CDO outputs and will add their engagement in mAKE to their own organisation's website by means of including the logo, a link to the main mAKE website and a description of the project.



3.4 Barrier Free and Inclusive Communication

The mAkE project will prioritise barrier free and inclusive communication. This extends to:

- The prioritisation of gender-inclusive language
- Images that are culturally and gender inclusive
- Accessible communication design – including the structure and design of content such as font size, alternative text, subtitles where possible.
- Language and formulation – including the use of clear and jargon-free language.

4. Key Dissemination and Communication Tools and Actions

4.1 Visual Guidelines

D5.2. Project identity, website and social media includes the development of a clear and recognisable visual identity for the project. It aims to reflect the main aims of mAkE and offer a clear identification of our values and messages to the target audience and stakeholders.

4.1.1 Project title

The project name is mAkE. It stands for African European Maker Innovation Ecosystem in which the A and E are capitalised in order to show the connection between Africa and Europe.

mAkE is the project name and brand. When written in-text, it is advisable that the full name is used in brackets after the first mention of the project name, ie: mAkE (African European Maker Innovation Ecosystem). When the project is mentioned in CDO materials, simply mAkE can be used.

4.1.2 Project logo and visual elements

The project logo and visual elements aim to capture the vibrancy of relationships between innovators across Europe and Africa. It has been designed by IAAC through a co-design process which included all project partners. An overview of the process can be seen in D5.2.

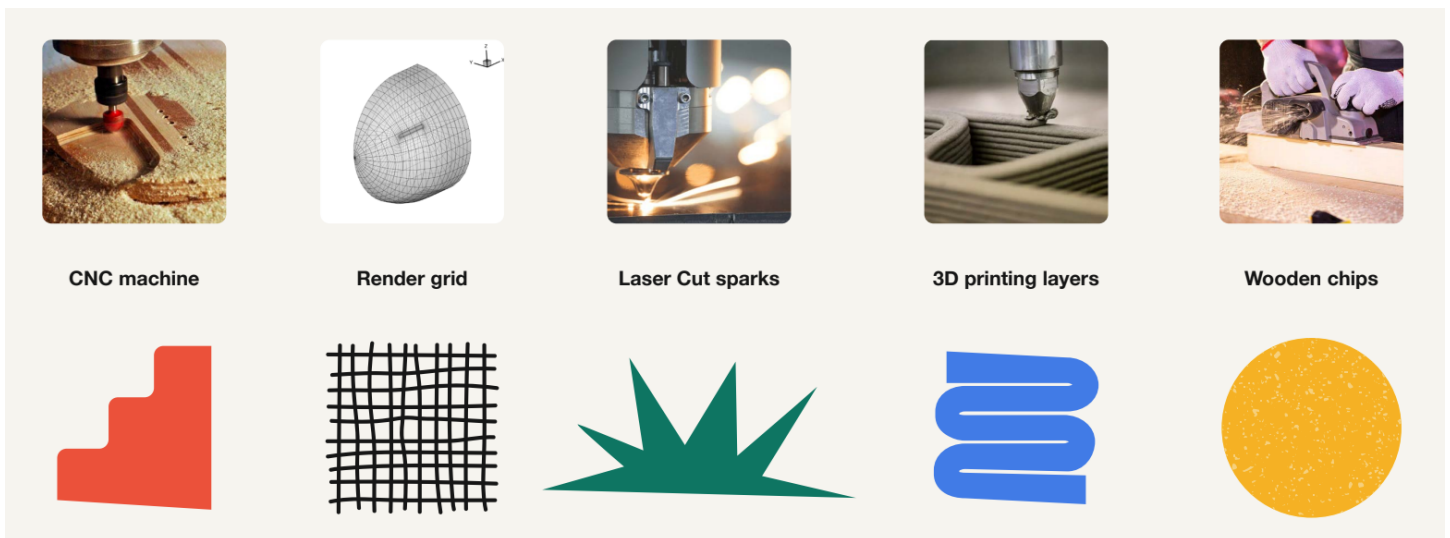
The logo is designed to represent connectivity and flow: between the two continents, between ideas and between past and future. It is a logotype and the treatment of the m letter (which is reflected in the other letters) uses the 'flow' represented by the 3D printing layers shape as a basis to form a font that reflects this concept of flow. Smooth edges, continuous lines and curved shapes. The A and the E are both emphasised as in the text treatment of the project name: mAkE.





Picture 01: The mAKE logo

The visual elements are inspired by the shapes made by machines found in makerspaces – CNC, render grid, laser cutting sparks, 3D printing layers and wood chips.



Picture 02: visual elements of the mAKE identity

A selection of colours has been made which aims to convey the vibrant maker and DHI scenes of Europe and Africa.





Picture 03: colours of the mAKE identity

DM Sans has been chosen as the project font. It is an openly accessible font and reflects the look and feel of the project.

<p>H1 Title 1:1</p> <hr style="width: 100%;"/>	<h1 style="margin: 0;">Africa Europe Maker Innovation Ecosystem</h1>
<p>H2 Subtitle 1:2</p> <hr style="width: 100%;"/>	<h2 style="margin: 0; color: #ED5D34;">Makerspaces as Digital Innovation Hubs for local smart production in Africa</h2>
<p>H3 Bodytext 1:4</p> <hr style="width: 100%;"/>	<p>mAKE focuses on makerspaces as community enabled Digital Innovation Hubs. Building the capacity of existing makerspaces and their international networks, it addresses key issues from local smart production.</p> <p>A transdisciplinary approach to connect European and African Digital Innovation Hubs to maximise their potential as spaces for digital innovation, skill building, job creation and contact points for global collaboration networks.</p>



Picture 04: DM Sans

The overall effect of the brand is aimed to be modern, fresh, youthful and creative. The colours and shapes will combine to give the overall look and feel to the project.



Picture 05: The combined look and feel of the project identity

5. Communication tools and actions

5.1 Digital strategy

5.1.1 Website

The project website is the main online tool of mAKE and therefore its design, management, maintenance and generation of content is a key project action.

Following guidelines and recommendations of the EC, the website is designed to include the following:

- General information about the project
- Overview of all the organisations partners in the consortium
- Project information, objectives
- Open source tools and repositories developed during the project: Blueprints, Toolkits and Open Source Business Models such as the MOOC and Open Makespace Toolkit
- Calendar of events organised within the framework of the project
- Press releases and a project press kit
- Information about the results as Public deliverables and Scientific Papers
- Newsletter sign-up



- Latest news
- Links to global innovation communities (eg. Fab Foundation, Open Hardware, Fab City Global Initiative, Distributed Design Platform)
- White label integrations with partner websites and databases (in month 34, T5.3)
- Addressing and contact information
- Appropriate acknowledgment and reference to the European Union's Horizon 2020 Framework Programme and disclaimer excluding European Commission responsibility

The design of the website and content is important to ensure maximum traction online, in particular with target stakeholders. For this reason IAAC has designed the website with the following in mind:

- High-quality UX/UI design to ensure user experience across the full website
- The use of back-links, embedded links and sub-domains to ensure seamless navigation between the mAKE main website and the various platforms being developed as part of the project
- Cross-platform content promotion to ensure content from the mAKE site can be found linked to other platforms such as social media and is also searchable on project partners' websites and socials
- Responsive Web Design ensures that the website functions to a high standard on any device (mobile, tablet, PC) and that images and text respond to different screen formats
- Using keyword optimization to ensure that the website appears when relevant topics or concepts are searched in Google. Words include: makerspace, digital innovation hub, social innovation, green tech and open hardware ecosystems
- Clear content organisation to ensure Search Engine Optimization and a high-quality user experience. This includes the use of clear page titles and succinct copy

The website has a legal warning that fulfils GDPR, as does the e-newsletter signup strategy.

5.1.2 E-Newsletter

IAAC will set-up and manage an e-newsletter using the third-party software Mailchimp, which manages personal data in compliance with GDPR. The e-newsletter will be sent on a quarterly basis by IAAC and will include updates, events and progress reports about the project.

mAKE will also communicate project updates through engaging with existing newsletter databases managed by project members and associates. A full list of partner newsletter databases will be made available on Google Drive.

5.1.3 Social Media

mAKE project will use social media to create an online community around the project and drive traffic to the project website. The social media platforms will be used by IAAC to establish meaningful and dynamic connections with relevant stakeholders. The content will be designed to peak audience interest and move their attention to the project website. In order to do this and to heighten the awareness of the project online, recognisable project handle and hashtag will be used across all platforms: #makeafricaeu



IAAC will moderate the social media channels, engaging with the project partners and will expect the same in return. They will tag the project using the project handle and hashtag in every post made about the project across social channels. List of project partner social media accounts is stored in a shared file in Google Drive.

- **5.1.3.1 Instagram** @makeafricaeu is the project name on Instagram

Instagram posts will share updates and events about the project in a visually appealing manner. Working with WP6 to generate content from the members, IAAC will use media such as images, videos and gifs in order to engage stakeholders on Instagram.

- **5.1.3.2 Twitter** @makeafricaeu is the project name on Twitter

Twitter will be used by mAKE to engage with existing DIH actors, policy makers and other stakeholders who contribute to online discourse around digital social innovation, DI community and Africa/Europe partnerships.

IAAC will ensure to retweet interesting tweets and engage with the project partners who tag the project.

- **5.1.3.3 LinkedIn** @makeafricaeu is the project name on LinkedIn

LinkedIn will be used to present a professional side of the project, specifically to engage with industry, policy and academic audiences. The mAKE LinkedIn page will share project events, updates and outputs.

IAAC will make 'connections' with the project partners as well as experts in the fields of the mAKE project.

- **5.1.3.4 Facebook** @makeafricaeu is the project name on Facebook

A Facebook page will be created for visibility on the platform. The Facebook page will share project events, updates and outputs.

5.2 Offline Strategy and Communication Materials

5.2.1 Digital and print posters and templates

Applying the Visual Guidelines of the project, IAAC has prepared informative print and digital materials about the project. Available on Google Drive, these include:

- Banners for social media announcing new newsletters or blog posts
- Event banners and posters
- Printed flyers

IAAC will also prepare a UX/UI guide for online outputs of the project as well as apply the brand to D5.4 Guidelines for capacity building tools for social innovation.



5.2.2 Project presentation

An overview of the project and its expected impact to be used by the project partners for presentations about the project, events and conferences.

Available on Google Drive.

5.2.3 Roll up banner

A design for a roll up banner has been created. It can be printed for events on a needs basis and reused.

5.3 Events and Public Relations

5.3.1 Events

mAkE will place a great focus on events at the local, regional and national scale in order to implement the CDO plan successfully. Events are an opportunity to engage directly with the existing DIH and other stakeholders of the project. Three types of events are foreseen.

1. Events designed and delivered by mAkE consortium members
2. Events of interest attended by mAkE consortium members
3. Events in which consortium members mAkE is invited to participate/present the project

mAkE will be present at various scales of event including: Community Meetups, Knowledge Exchange Webinars, Matchmaking Events, Cocreation Sprints, Peer-to-Peer Support Calls as well as International conferences, congresses, workshops, exhibitions and fairs. Supported by WP5 and WP6, mAkE will be present at a minimum of 3 events per year. Online alternatives will be sought in case physically attendance can't be possible.. All project partners will be involved in attending events that are relevant to their stake in the sector. IAAC will provide partners with a mAkE events kit including roll-up, project presentation and printed material, it is available in Google Drive.

When project partners have an upcoming event, they must communicate their participation with all necessary details to IAAC in order to publish this on the project website and/or social media. When attending events, partners must use the events kit, predominantly showing the mAkE logo and H2020 funding citation. The participation of partners in events will be made visible through the website and social media.

A list of events that the project foresees involvement in can be seen in the annex, this list will be added to during the project.

5.3.2 Public Relations

The project will benefit from visibility in media, including online blogs, magazines and the websites of projects funded under the same call, or by other major funds. In order to reach maximum exposure, IAAC will prepare press releases to be sent to relevant media contacts. These will communicate on a need basis, notable events, deliverables or outputs of a public or industry interest.



IAAC will prepare press releases based on project milestones. Project partners (and any interested media) will diffuse these through their own channels including translating them to local language where necessary. These processes will be managed by the communication responsible from each organisation. Impact will be monitored and clippings kept from all publications of the project in the media. IAAC will build a list of media and press contacts over the course of the project which will be accessible on Google Drive.

The European platforms will be harnessed to disseminate the project at the EU level and beyond.

- <https://open-research-europe.ec.europa.eu/>
- <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform>
- https://ec.europa.eu/info/research-and-innovation/funding/funding-opportunities/prizes/horizon-impact-award_en
- <https://www.innoradar.eu/>
- <https://ec.europa.eu/research-and-innovation/en/horizon-magazine>
- <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/d-e-booster>
- <https://ec.europa.eu/research-and-innovation/en/projects/success-stories>
- <https://cordis.europa.eu/en>
- <https://www.horizonresultsbooster.eu/>

5.4 Scientific Publications

It is expected that mAKE contribute to academic discourse and will aim to publish results in-keeping with open research standards laid out by project coordinator ZSI in T8.5 Open Data Management, Ethics, and Responsible Research and Innovation (RRI).

6. Monitoring and Evaluation

The CDO tasks will be delivered by the whole project consortium, and monitored on a regular basis by IAAC. A qualitative and quantitative approach to monitoring will be taken. Specific metrics will be logged in a spreadsheet in Google Drive in order to monitor how well the project is reaching stakeholders and audiences. In order to ensure an up-to-date monitoring of the actions, IAAC will closely follow partner actions through regular meetings. IAAC will follow up directly with partners in case of special events or activities. Monitoring the strategy means that IAAC can assess the success of the tools and actions on an ongoing basis and this document may be updated to reflect changes that may be needed to ensure continued success over the course of the project.

6.1 Monitoring

IAAC will use specific metrics to monitor the success of the channels and activities.

Website Analytics

- Number of unique visitors, Number of page views



- Monitored using an analytics plugin on Wordpress

Social Media Analytics

- Average post impressions, number of account followers
- Monitored using app-based analytics tool

Publications

- Forthcoming submission and publication opportunities
- Compliance to open access obligations will be monitored
- Where and when mAkE is published

Events

- Forthcoming submission and application opportunities
- Event programming consortium wide to ensure regular local events and cohesive Europe-wide programming of workshops
- The event location, type and amount of attendees



6.2 Evaluation

IAAC will be responsible for evaluating the communication and dissemination strategy on an ongoing basis. The following targets will be used to evaluate Communication, Dissemination and Outreach progress.

Project Website & Positioning	40,000 visits during the whole project
Videos & Multimedia	1 video presenting the overall project 1 final video to close the project
Social Media Channels	500 Instagram followers by the end of the project 500 Twitter followers by the end of the project 500 LinkedIn connections by the end of the project
Public Relations	3 press campaigns made through local, regional and national media in coordination with communication actions in social media during the whole project.
Joint events, workshops, round tables & networking with other projects	Average of attendees: 100 participants

Table 04: Communication, Dissemination and Outreach targets

The results will contribute to the overall project evaluation

7. Summary

To ensure the wide reaching visibility and impact of the mAKE project beyond the consortium this Communication, Dissemination and Outreach plan has been designed to enable efficient and effective processes. It will be used by the consortium, led by IAAC on a regular basis and be available on Google Drive as an iterative document that may be updated on a needs basis.



Annex

List of foreseen events

TITLE	Description	Details
AfricaOSH 2022, 2023, 2024	AfricaOSH is an annual summit taking place on a rotating basis across the regions of Africa.	The aim of the summit is to discuss all the opportunities for Africa, offered by Open Science and its various trends and topics (Citizen sciences, open access, DIY, climate change, artificial intelligence, biotechnology, 4th industrial revolution, ethical issues, intellectual property, etc.). For this purpose, we bring together researchers, technologists, start-up innovators, entrepreneurs, educators, policy makers, government officials, and hacker hobbyists, around the world. During the summit, participants are engaged with the processes of design, co-creation, problem solving through workshops, discussions and unconferences on making, hacking and DIYBio.
Re:publica 2022, 2023, 2024	One of the largest events on digital transformation of society and digital culture in the world.	re:publica has been a connection point for makers and DIHs around the world ever since the launch of the Global Innovation Gathering at re:publica 2013. With a pop-up Makerspace, dedicated networking sessions and stage sessions as well as space to showcase the work of makers from around the world, re:publica is a key event for bringing together mAkE target groups from Africa and Europe. The event gathers a wide range of participants from policy makers to citizens.
DOTS 2022, 2023, 2024	The Impact Summit is the annual network gathering of the Global Innovation Gathering members and the members of the makerspace network hosted by rOg Agency for Open Culture and Critical Transformation (rOg).	The objective of the summit is to link various hubs, activists, entrepreneurs and innovators across the Global North and South that use technology to address such systemic challenges as conflict and migration, civic engagement, healthcare, data protection & digital privacy, and the sustainability of makerspaces and co-create solutions. DOTS is a key event convening makerspace representatives and makers from Europe and Africa.
Fab City Summit Bali 2022, 2023, Mexico 2024	Fab City Summit is organised by the Fab City Foundation. This is a working opportunity for mayors, city leaders, policy makers, representatives of FabLabs and maker spaces, and citizens to come together and	The event is linked to the annual event of the FabLab Network, which brings together the global community of 2000+ FabLabs. This is a key event for bringing together mAkE target groups from Africa and Europe, with specific focus on the opportunity for the dissemination and exploitation of project outputs. It is also the annual opportunity for new cities to join the Fab City Network.



	develop actions towards citizen-led self-sufficient cities.	
#Entrepreneurs OnTheMove 2022, 2023, 2024	#Entrepreneurs OnTheMove25: Investing in Africa's Future. An annual event organised by the GreenTec Capital Africa Foundation.	The goal of this event is to bring together key African enablers and ecosystem representatives in order to catalyse actions towards supporting and investing in African entrepreneurs so that they can grow and scale their businesses. The 2019 edition brought together 400 stakeholders from entrepreneurship ecosystems in Abidjan, Côte d'Ivoire including government representatives, investors from Europe and Africa, entrepreneurs and organisations such as the World Bank and the African Development Bank to foster entrepreneurship and investment in Africa.
Fab Conference Bali 2022, Bhutan 2023, Mexico 2024	The annual conference of the Fab Lab Network	Each year members of the more than 2,000 worldwide Fab Labs gather to share, discuss, collaborate and create communities around the different local and global interests regarding digital manufacturing, innovation and technology.

