



D4.1

**IO4-Guide for scaling up and market uptake of Classy
Dissemination, Clustering
and EU-Wide activities**

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Remote Class System



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Abstract	This document outlines the project's dissemination and communication plan which includes a variety of activities (e.g., participation in conferences / exhibitions, publications in scientific journals/ magazines, press releases and newsletters), active presence of the project in social networks (e.g., Facebook, Twitter, YouTube), presentations to potential customers etc. As part of the task a more detailed dissemination and communication plan will be established as part of the first six months of the project and the website will be developed as well.



THE CONSORTIUM

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ABBREVIATIONS

EU	European Union
GA	Grant Agreement
IO	Intellectual Output
NGO	Non-Governmental Organization



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EXECUTIVE SUMMARY

1. INTRODUCTION

The objective of the Dissemination Plan is to identify and organize the activities to be performed in order to promote maximum dissemination and commercial exploitation of the project's results. The plan is expanded in two directions: towards the marketing activities in order to enhance the commercial potential of the system and towards the notification of project's results in the sectors involved. Dissemination is a horizontal activity and concentrates on disseminating the results of CLASSY project itself to a wide range of existing or potential stakeholders.

This plan attempts to introduce the foreseen CLASSY project dissemination activities, included the publication of papers, conference presentations, demonstrations, meetings with potential stakeholders, and publication of newsletters, website and other dissemination material.

Clear channels of communications between the project partners themselves as well as with the wider community will play a crucial role in the success of the project.

2. STRATEGY

We aim at the increase of general dissemination activities for the project. All key commercial CLASSY partners, as well as end-users partners, will focus their actions on this objective while all partners in general nature will make an effort to participate in events and to publish specialized articles with more scientific content. Accordingly, a wide range of diffusion, which reaches the diverse audiences interested in knowing the different aspects of CLASSY project's results, will be carried out.

The dissemination events will be selected taking into consideration the inclusion of activities of the different disciplines involved in the project. The participation in international events will increase the dissemination of results in European countries that are not present in the consortium as well as in other parts of the world. In this sense, the multiplication of the project's impact needs to be especially relevant.

The following materials can be considered the main dissemination activities for the project:



- Development of the project website. The consortium has registered the domain www.classy-project.eu in order to facilitate the access to project information using the internet.
- One of the dissemination mechanisms will be the publication of a Newsletter that will be sent to project interest group (research institutions, universities, public institutions, NGOs, administrations and other organizations with potential interest in CLASSY). Contact by means of the Newsletter will facilitate the detection of some of the members of the Interest Group. All the partners will participate in the distribution of this document in their countries of origin and to other international contacts.
- Other dissemination mechanisms will be periodic press releases to the media from each country that will make the punctual diffusion of the project's progress.
- Presentation of the project in different events and forums by all partners.

The dissemination strategy will run in parallel to the exploitation strategy and, therefore, the Consortium will work on:

- The consolidation of the project's Interest Group, which encompasses, public bodies, research institutions, universities, companies and people/professionals potentially interested in the CLASSY project or forming part of it.
- The creation of product's description for CLASSY Project's results to allow the intensification of exploitation tasks.

CLASSY project is a user oriented project and for dissemination and exploitation purposes we will pay special attention to:

Identify potential target groups:

- Characteristics of the target users/ communities
- How the different target groups of people might be affected by this product/project
- Particular perspectives and interests
- Whose practical knowledge or experience is relevant to this research or design project



3. COMMUNICATION METHODS

The communication methods that can be identified are diverse in nature. Some general principles can be mentioned before going into further detail of the different communication methods:

- CLASSY's website will be the core tool for diffusion of information.
- Social Media (i.e. Facebook, Twitter, LinkedIn) and YouTube will advertise CLASSY and greatly increase the website's visits, as they have bigger traffic
- Promotional material edited for the project (poster, leaflet, presentations, etc.)
- The major international and European conferences in the coming year could be targeted as well as national conferences but using the national member in a country to play this role. Those necessities need a good analysis of potential conferences at national, European and international level.

The communication methods that have been identified are displayed below.

Nr	Methods of approaching / Communication methods
1	CLASSY website
2	Development of promotional material.
3	Websites partners/organisations
4	Newsletters partners/organisations
5	Presentation at conferences
6	Direct mailing
7	Direct personal contact
8	Press release
9	Interview by journalists
10	Organisation of meeting / hearing
11	Social networks (Twitter, Facebook, LinkedIn,...)

4. LOGO



Figure 1 Logo of CLASSY Project

The logo of the Classy project was designed with simplicity with a little twist on the first letter, making it easily distinguishable from distance. A simple font was used with the blue colour which is very familiar to everybody but also shows calmness and trust.

5. WEBSITE

The website of CLASSY project is available on the following URL address: www.CLASSY-project.eu. It provides public access to general information of the project such as the project objectives, scope and publications and will have information in English. Using a simple menu, the visitor can access news, newsletter and the contact information of partners.

5.1 Home Page

It provides general information for the CLASSY project (e.g. project mission, full project title, news, funding organisms, etc.) There are also links for the project's Social Media.



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Figure 2 Website's Homepage Screenshot - Description

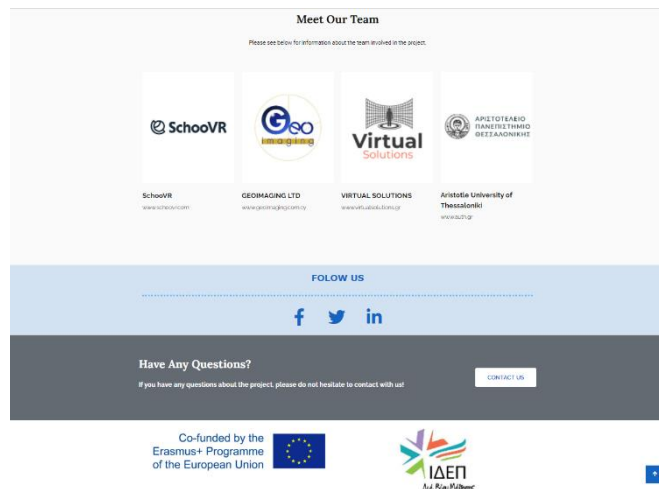


Figure 3 Website's Homepage Screenshot - Logos and Funding

5.2 News

Here all the news about the development of the project will be posted. On the right panel a simple menu will help visitors navigate through the recent posts.



Category: NEWS



Classy's first consortium meeting 25-6-2021

Posted on May 25, 2021 No Comments

Classy's first consortium meeting took place today and it was full of ideas and possibility of the New project's beginning! Partners presented the tasks they will be working on and how they plan to implement them. The website is ready, our social media pages are up, you can find us in Facebook, Twitter and LinkedIn LJ

[Read More](#)

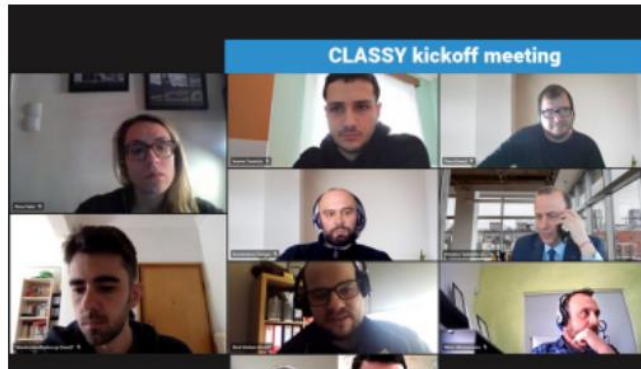


Figure 4 Website's News page

5.3 Contact us

This section offers the possibility to contact the project partners for business, scientific or communication purposes.

Recent Posts

- Newsletter - February 2022
- Classy information sheet
- Classy's first consortium meeting 25-6-2021
- Classy's kick-off meeting



6. SOCIAL MEDIA

For the purposes of Dissemination, three Social Media accounts were created, Facebook and Twitter to reach the general audience but also Linked-In to reach possible stakeholders and Business. All news and promotional material will be posted in all of the Social Medias. Posts must be published regularly to show the active development of the project. In the following images the three profiles can be seen.

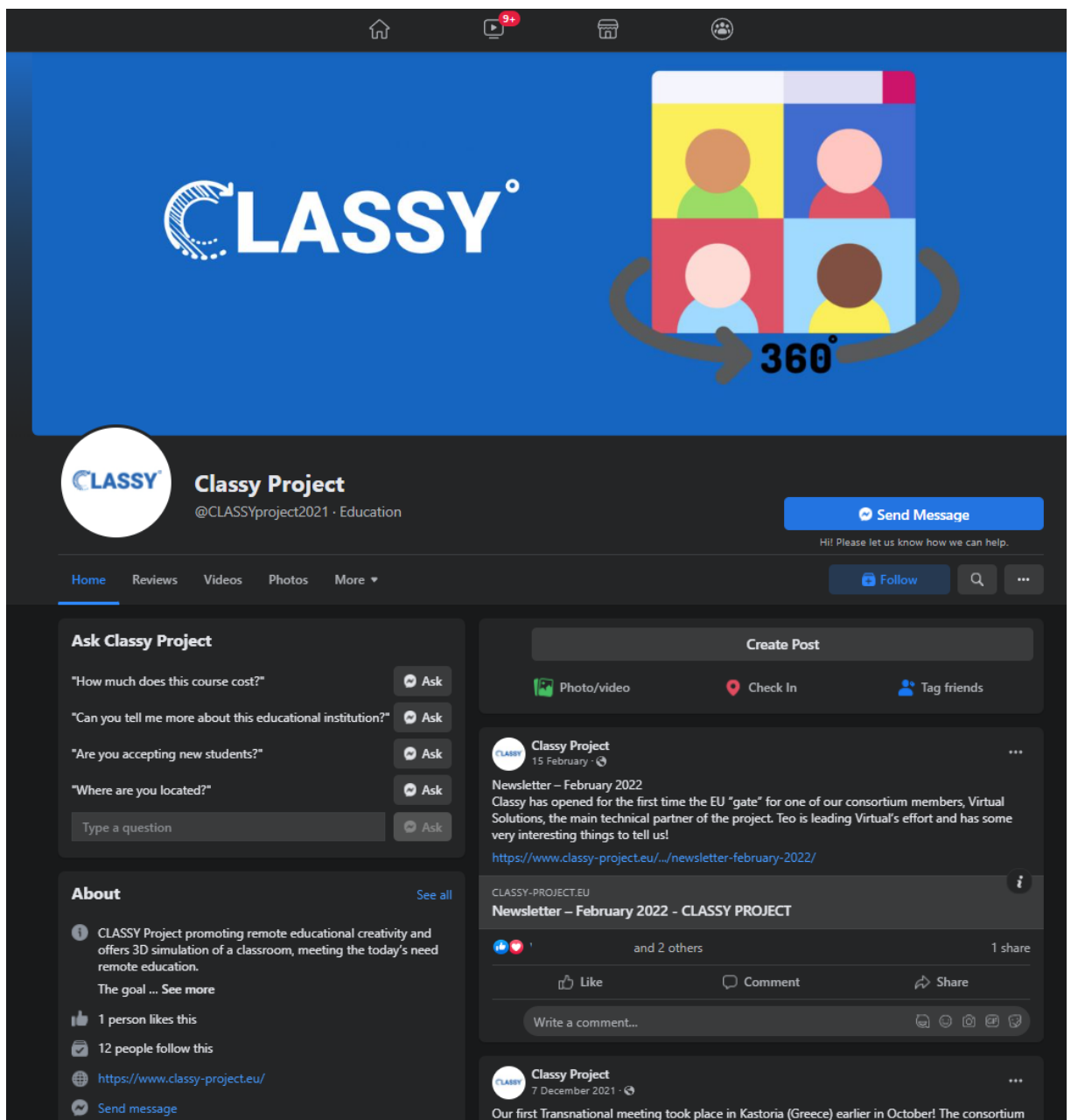




Figure 5 Classy Social Media - Facebook

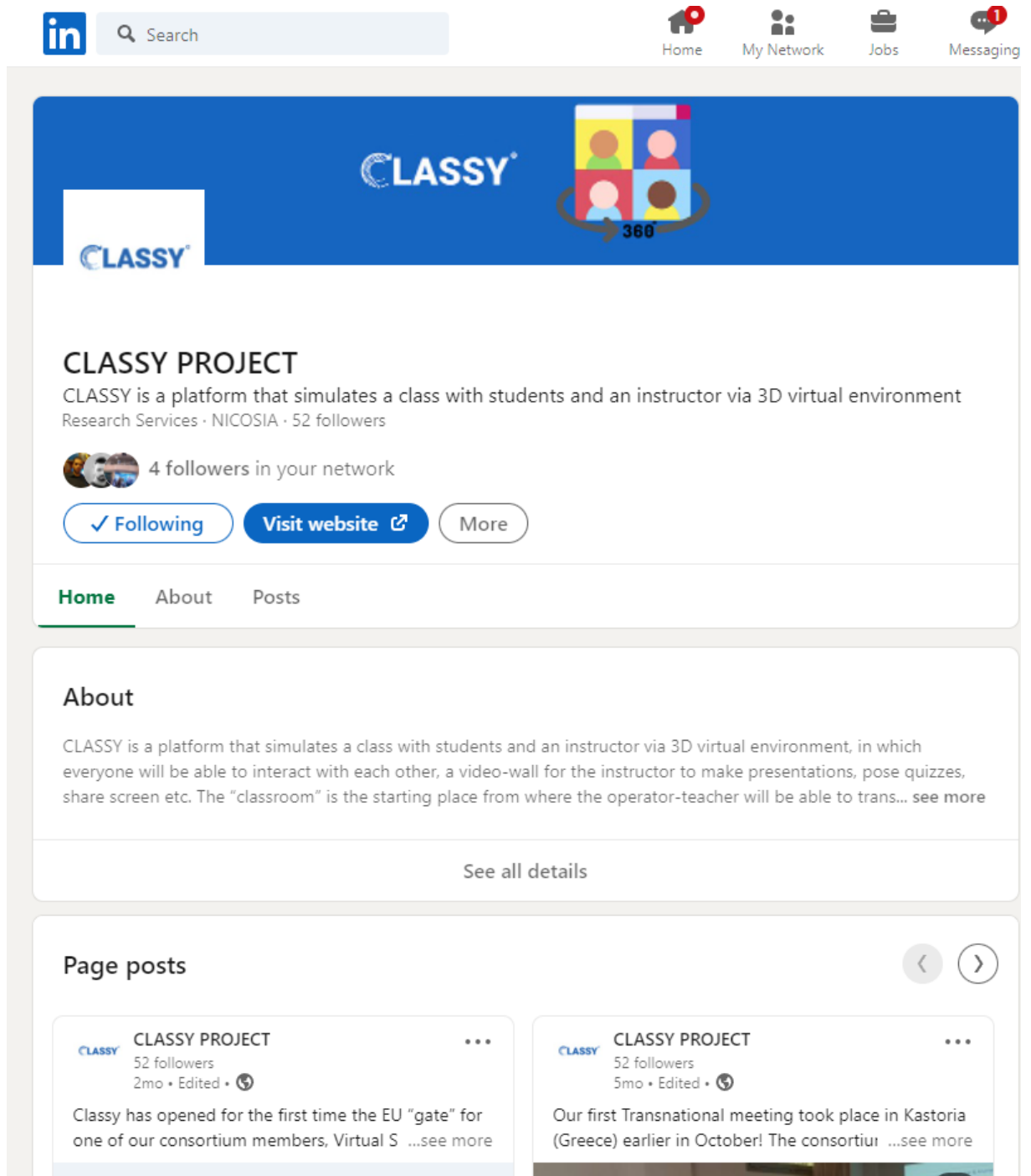


Figure 6 Classy Social Media – Linked-In



Explore

⚙ Settings



CLASSY PROJECT

4 Tweets

Follow



CLASSY PROJECT @project_classy · 16 Feb

Newsletter – February 2022

Classy has opened for the first time the EU “gate” for one of our consortium members, Virtual Solutions, the main technical partner of the project. Teo is leading Virtual’s effort and has some very interesting things to tell us!

classy-project.eu/.../newsletter...



CLASSY PROJECT @project_classy · 16 Feb

Our first Transnational meeting took place in Kastoria (GR) earlier in October!

The consortium presented the progress made during the first six months of Classy and planned the next steps of the project.

Mock-ups are currently being tested by end-users!



Figure 7 Classy Social Media - Twitter

7. NEWSLETTERS AND PRESS RELEASES

All partners will participate in the preparation of newsletters (with news and activities) and in the press releases.

The newsletters will be distributed among all entities interested in the project's results and a press release will be distributed in both the general and specialized press directed at the general public.

Next table shows the indicative publication schedule:

Newsletter/Press release	Date	Status	Project months covered
Newsletter 1	September 2021	TO BE DONE	1- 6
Press release 1	September 2021	TO BE DONE	Last results
Newsletter 2	April 2022	TO BE DONE	7 – 12
Press release 2	April 2022	TO BE DONE	Last results
Newsletter 3	September 2022	TO BE DONE	13 – 18
Press release 3	September 2022	TO BE DONE	Last results
Newsletter 4	February 2023	TO BE DONE	19 -24
Press release 4	February 2023	TO BE DONE	Last Results

8. SCIENTIFIC PAPERS AND CONFERENCES

Each partner or partners will have to periodically report the different scientific papers and publications done in the framework of CLASSY project. This table will help the consortium keep track of the above.

PAPERS AND PUBLICATIONS											
Nº	Title	Author(s)	Proceedings	Publication Date	Start Date of Conference	End Date of Conference	Publisher	Publisher location	Relevant Pages	Open Access	Status
1											
2											
3											

Figure 8 Publications & Conferences Table



9. DISSEMINATION PLANS PER PARTNER

CLASSY partners will also report periodically their individual dissemination activities and actions overtaken. This indicative table will be used to compile all the dissemination actions.

Press media	Date of publication	Type of media*	Partners involved

* Newspaper, TV, radio, web, etc.

Figure 9 Table of Dissemination Activities per partner

10. CONCLUSION

This document attempts to collect the information related to the awareness and dissemination activity for the work developed in CLASSY project. Guidelines were given for all partners to help disseminate the project.

All the consortium members involved in the IO and different tasks will report periodically the results carried out for the update of this document.