

[WP6]

Communication & Dissemination

all

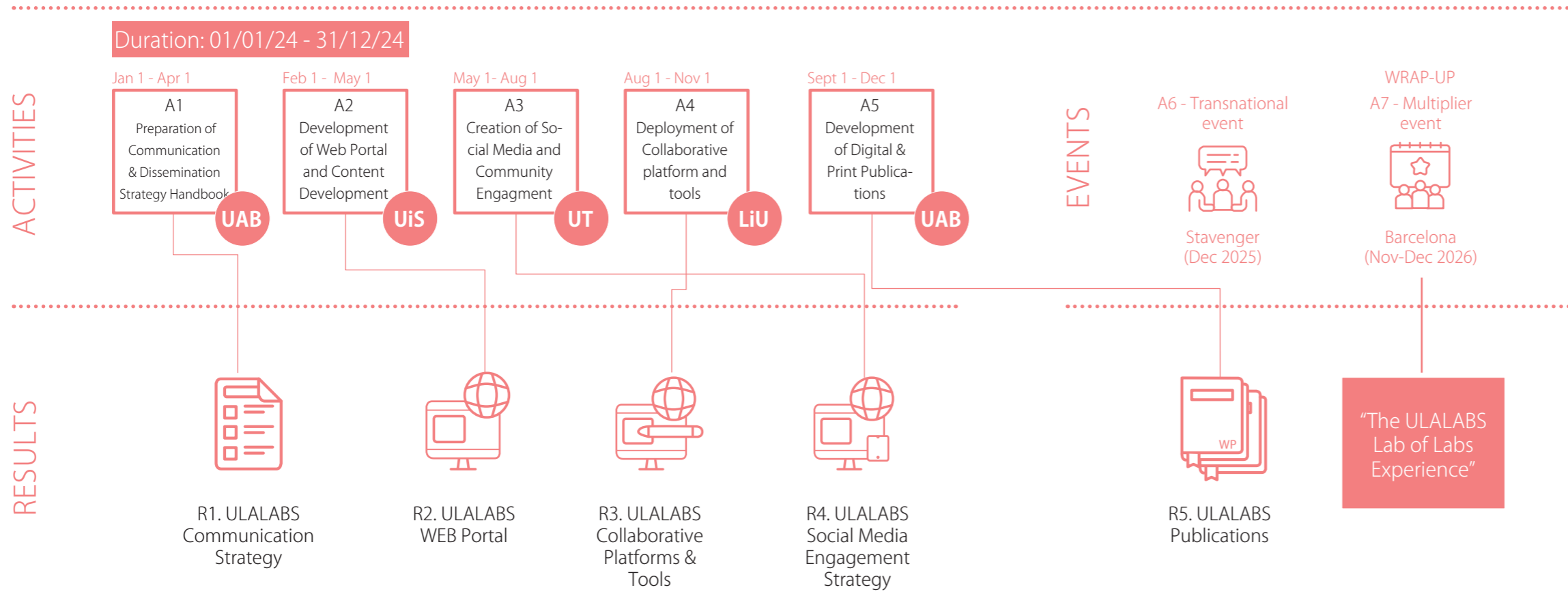
OBJECTIVES

**O1** The WP aims to synthesise the different communication tools and actions into a coherent Communication and Dissemination Strategy that can be implemented and monitored during the whole duration of the project. Given the distributed nature of the proposed Living Lab structure and its Learning Community the ULALABS web portal will play a key role serving as a virtual hub to present information about the project and its progress (and the respective outputs) and at the same time connect and relate the different components of the distributed Lab in a logical and operational way. Thus the portal is aimed both at the general public to get informed and potentially engaged with the project but also at the Learning Community members to access the collaborative platform and tools as well as relevant documents and data. This latter function will be done through a limited-access section open only to participants and registered members, where the chosen platform and tools will be embedded.

**O2** Complementary to the portal and as part of the communication strategy a series of social media platforms will be chosen by the partners and respective profiles will be created to augment the reach but also to help the with the community engagement in general. So logically, WP6 is connected with the other WPs, feeding from their outputs and at the same time aiding them with the communication needs and enhancing their potential impact.

**O3** Provide Collaborative tools for the execution of the project and the activities of the different WPs. Given the distributed and collaborative nature of the proposal the selection and the implementation of these tools will be key for the execution of the whole project.

**O4** Thus the role of the WP6 is key to the overall success of the project and is aimed at providing vital support during the whole project to the other WPs and the overall Learning Community's engagement.



Qualitative and quantitative indicators

- # of unique visits on the web portal
- # total visits per year / total
- # of downloads of project outputs
- # users on collaborative platform & tools
- # interactions on collaborative platform & tools
- # followers on social media
- # post on social media about project outputs
- # interactions on social media & reach

Qualitative feedback from participants

"The ULALABS Lab of Labs Experience"

Expected number is **120 - 250 participants**, at the beginning and end of the WP respectively. The profiles of the participants in the WP will be the following:

**30% Academic** (Researchers, Professors, Technicians, PhD, Students, Staff) **70% Stakeholders** (Public Administration, Innovation Labs, Hubs, Technological Centers, SMEs, other HEIs & other key societal stake-