

smartbuy[®]

Information and Communication Technologies (H2020- ICT-12-2015)

Integrating experiments and facilities in FIRE+*Innovation actions*

Deliverable 6.2.1 – Plan for the dissemination and communication of results

Work Package 6 – Dissemination and Exploitation

Involved Partners: Planet Media, City Passenger, LTU, CTI

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Executive Summary

This report constitutes Deliverable 6.2.1 of the SMARTBUY project. The report has been prepared by the Work Package 6 (WP6) partners. This deliverable contains the strategy and plan for all the activities to be carried out for communication and dissemination during the project lifetime.

The first chapter outlines the purpose of this deliverable, and provides a short account of what is expected when it comes to communication and dissemination in the different phases of the SMARTBUY project. Chapter 2 provides an account of the strategy for how the SMARTBUY communication and dissemination will be implemented. It is followed by Chapter 3, which reports on activities to be carried out, in order to attract retailers, consumers and also various stakeholder groups.

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1 Setting the scene (WHAT and WHY)

SMARTBUY is a Horizon 2020 Innovation Action (IA) aiming at innovating in the area of eCommerce, and relates to the Topic ICT-12-2015 Integrating experiments and facilities in FIRE+. The present deliverable presents the strategy of the SMARTBUY consortium to communicate and disseminate the projects' expected outcome(s).

SMARTBUY's main objective is to provide the technological infrastructure for small and medium sized (SME) retailers to become *The Place* to purchase for people that do not want to lose the advantages of in-store purchasing while at the same time wanting to experiment the advantages of eCommerce; comparison of prices, choice of providers, reviews and specification awareness, etc. SMARTBUY converts Smart Cities' physical stores in a smart geographically distributed mall by providing the logical consistency needed for conducting centralized searches in heterogeneous and geographically distributed physical stores.

SMARTBUY will be based on mature components provided by the partners of the consortium and FIRE infrastructure. The project will be validated on top of the infrastructures provided by the ICT-11-2014 "OrganiCity" Project in the framework of the FIRE initiative.

The SMARTBUY project pursues the following main scientific, technical and business objectives:

- Analyse and take advantage of the available infrastructures provided by ORGANICITY Project in the framework of the FIRE initiative as well as the IoT Innovation Lab for the validation of the Smart Buying platform.
- Customization of a Cloud secure platform for the provision of services supporting the process of ubiquitous smart buying and geo-located services.
- Services provision to SME retailers and potential consumers.
- Provision of customized multichannel systems for the interaction of potential consumers with the platform. Web portal and Mobile Apps (for Android and IOs) with geo-location capabilities.
- Enhance and improve Smart Cities ecosystem by the incorporation of a smart and highly replicable system
- Guarantee the access of SME retailers to the digital ecosystem in an affordable way.

More specifically, SMARTBUY aims at services provision to potential consumers allowing them to:

- Conduct geo-located, centralized and ubiquitous searches on the distributed databases of services and products of the stores.
- Be aware of the availability, characteristics, price and reviews by third-parties of the products and services of their interest.
- Acquire the selected products and/or services online if the store had previously enabled this option.
- Review and share the acquired product and/or service online.
- Receive personalized information and offers about geo-located products and services of their interest depending on their location.

Services provision to retail SME stores allowing:

- The integration of their services and products databases to an integrated geo-localized sales platform.
- Keep track of their inventory online.
- A marketing channel for retailers, where they can promote the content in the physical shop and attract customers to the physical shop.
- Offer personalized and geo-located information and promotions to potential consumers.
- Provide customized information about their products and services.
- Provide real-time information about the availability of their products and services.

The project has structured its communication and dissemination activities as illustrated in Figure 1 below:

- The communication and dissemination activities (led by the task T6.1 and T6.2)
- The exploitation planning and IPR management (led by the task T6.3)

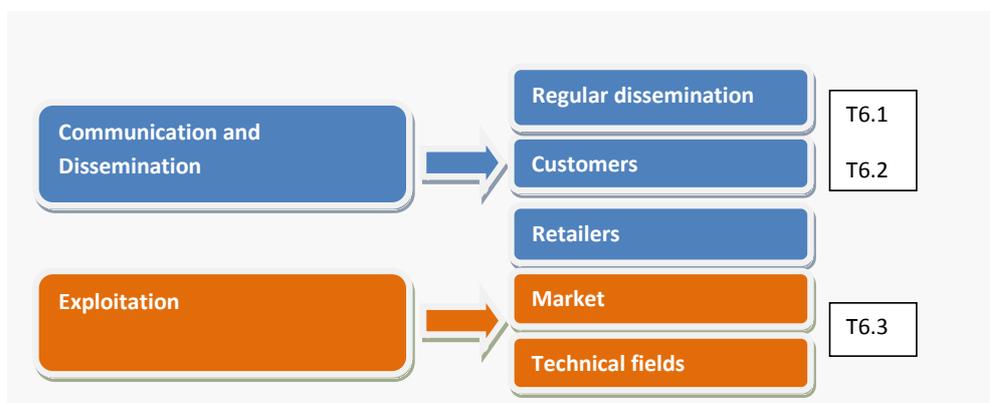


Figure 1: SMARTBUY Strategy Segmentation

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WP6 also has responsibility for the tasks below, however these tasks are outside the scope of this deliverable;

- The validation of the business and exploitation plan (led by the task T6.4)
- The Innovation management (Led by the task T6,5)

The communication and dissemination effort will encompass the whole project, but with differentiated target groups according to the results. Similarly, the exploitation will be differentiated.

WHAT to first and foremost will be communicated is;

- Project specific activities with consumers and SME retailers.
- Product specific information with consumers and SME retailers.
- Marketing Campaigns, targeting consumers and SME retailers.
- Scientific, technological and innovation-related issues and H2020, addressing the general public.

Additionally, the SMARTBUY project also includes the dissemination of;

- Research results in contributions to peer-reviewed scientific journals, conference proceedings, white papers and book chapters.
- Research results at scientific international conferences and workshops.

1.1 Communication and Dissemination Plan

The purpose of this document is to outline the initial dissemination and communication strategy (WHY) for the SMARTBUY project. Hence, it outlines the plan and strategy on “how to communicate and market SMARTBUY services and products to identified target groups in the best ways”.

As illustrated above, in Figure 1, the communication and dissemination strategy comprises several important issues; therefore this report is designed in such a way so that all these important tasks are addressed accurately. In this chapter we will give an overview, thereafter, parts will be elaborated on in more detail(s), in the following chapters.

These communication activities concern:

- Communication activities towards the involvement of consumers
- Communication activities towards the involvement of SME retailers.

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- Training activities targeted to the SME retailers on how to use the Retailers Web portal for the configuration and operation of the service.

In SMARTBUY, this work is part of WP6 which has as its objectives to;

- Gather all the activities related to ensuring an adequate protection of the Intellectual Property generated in the project,
- Dissemination of the results, and
- Development of an exploitation strategy

This includes producing and managing all the material dedicated to advertise the project: flyers, widgets, gadgets, press releases, with special focus on the creation and management of the SMARTBUY public website. Also, this task is dedicated to all the activities related to the dissemination of the project results in order to ensure its visibility. This includes: publications in specialized as well as industrial conferences; publications in reputed international journals with a large audience (typically ACM, IEEE, Springer, Elsevier); and organization of workshops and special sessions in international conferences.

The partners involved in this task will identify suitable venues to disseminate the results obtained from the technical WPs by means of contributions in relevant conferences with the objective to establish collaborations with the intended user groups and through the publication of articles in international journals.

Specifically, this task will fulfil the following objectives:

- Communication in social media with the general public with the aim to foster dialogue and debate on scientific, technological and innovation-related issues and H2020.
- Participation in events organized by the EC to promote H2020, concerning supported projects (upon request of the EC).
- Providing a coherent overview of all the dissemination activities undertaken in the project
- Reporting on dissemination activities to the Project Coordinator
- Dissemination of research results in contributions to peer-reviewed scientific journals, conference proceedings, white papers and book chapters
- Preparation of articles to be published in the general media, raising awareness of the SMARTBUY project and the Horizon 2020 Programme.

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- Dissemination of research results at scientific international conferences and workshops (Connected Smart Cities Conference, Smart City Expo World Congress, International Workshop on Pervasive Internet of Things and Smart Cities, IEEE International Smart Cities Conference, Smart City Start-ups, Smart Cities Congress (Congreso de Ciudades Inteligentes)). Participation in relevant European trade fairs in the sector (such as IoT Week, Future Internet Week, Future Internet Assembly, Mobile World Congress, Future Network & Mobile Summit, Wireless Innovation Forum, IoT Global Innovation Forum, Internet of Things World).
- Using methodologies such as the Innovator Toolkit to collaborate in building new innovative ideas from the SMARTBUY generated outputs, which may work as seed for new R&D projects or seed for new services/products.

2 Communication and Dissemination Strategy for SMARTBUY

2.1 The Six W's for Communication and Dissemination

In SMARTBUY we will work with the six W's as a formula for getting the complete picture before deciding on communication and dissemination. According to the principle of the Five W's, the answers to these questions will be the foundation of your planning process and they should be a starting point. This can also be related to a business model framework, which is primarily related to understanding the value creation of a business (Osterwalder & Pigneur, 2005; Zott et al., 2011) by understanding the key components; value offering, target groups, channels, relations, key activities, key resources, key actors, and the cost/revenue streams (Osterwalder & Pigneur, 2005). By analysis the SMARTBUY project with a business model framework, adjusted communication channels can be identified and developed to specific target groups relevant for the SMARTBUY project.

Every journalist quickly learns about the "5 W's": Who, What, When, Where, and Why (Hart, 1996), hence they are often used by journalists. These questions need to be answered in every story, or otherwise the story is somehow inadequate. The same questions are essential to us in SMARTBUY, when realizing communication and dissemination to, e.g., general public, SME retailers and consumers, and research communities. To this a sixth W, that is hoW, will be included and outlined.

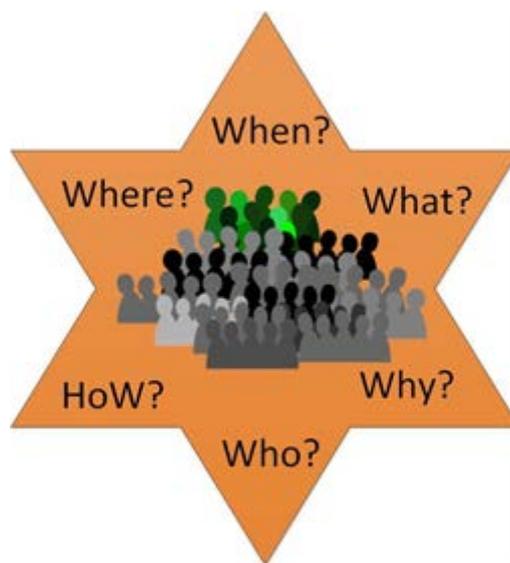


Figure 2: The six W's

Each question should have a factual answer — facts necessary to include for a strategy to be considered complete. Importantly, none of these questions can be answered with a simple "yes" or "no".

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What: What are we disseminating? What makes SMARTBUY unique? To people who might be interested in contributing and learning from us, or to businesses interested in connecting with us, we need to stand out from the crowd of alternatives. The more SMARTBUY seem like just another eCommerce initiative, the less time, and attention and engagement will SMARTBUY command.

Why: We will also need to be able to explain why someone would use our service and why a business would use what we offer. Why are people going to attend? What will the attendee's take-away be?

Who: We need to understand our community – our SME retailers and consumers – to succeed. Know their demographics, their interests, their business needs and life circumstances. The better we know who they are, the better we can deliver value for them. Who are the target audiences in SMARTBUY? What special needs might these target audiences have? In addition, we need to clarify how to communicate the project activities and progress internally, among the stakeholders in SMARTBUY.

How: How we deliver SMARTBUY matters. Our visual identity is important, but also the tools we choose to use. Which digital platforms we choose is important – especially and increasingly mobile – since they are important in people's daily lives.

Where: Location is going to be increasingly important: What is helpful to people right where they are at this moment? People's mobile device knows where they are, and we need to deliver relevant services to their location in a welcome and useful way. What location will be most conducive for our stakeholders?

When: Timeliness has value. When is our event being held? Are there reoccurring dates? Is this an annual event? Is it necessary to have a back-up date? Are there holidays to consider when reaching out?

2.2 SMARTBUY Visual Identity (HOW)

The visual identity is very important in SMARTBUY. We will reach out to different stakeholder groups and also using different media. Communicating in a coherent style will therefore be essential, and as the first step we have defined the visual identity.

2.2.1 Logo and Graphical Profile

The work with defining the graphical profile has been accomplished and it has been taken into use in our communication with different stakeholders. Our principal logo is used in blue and orange with white backgrounds. On black or coloured backgrounds it can be used in a negative format.

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Figure 3: The SMARTBUY principal logo



Figure 4: The SMARTBUY negative logo



Figure 5: The SMARTBUY black logo



Figure 6: The SMARTBUY monochrome logo

A template for PowerPoint presentations and for reports has been developed. Below you see an example of a PowerPoint presentation, illustrating the concept of SMARTBUY following the suggested colouring.

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Figure 7: The SMARTBUY PowerPoint template

2.3 Media and Channels (WHERE)

When applying a communication and dissemination strategy to our different target groups it is of utmost importance to consider where they can find us. The target groups will become aware of the added value of SMARTBUY solutions, via a broad communication and several different channels (with the pure aim of creating awareness). At meetings and events we can “tie stakeholders firmer to us” by giving more detailed information. The strategy is to establish SMARTBUY as *the* smart buying provider with the whole Europe as its market.

The project will exploit different communication channels to maximize its communication impacts to different audiences. All below proposed tools and channels will be used as a communication platform which will enable receiving feedback from the audience. The main dissemination channels are:

2.3.1 SMARTBUY Website

SMARTBUY website is a key element of the dissemination and communication strategy. It will contain all relevant information about the project and the consortium, as well as an easy access to the resources and enablers of the project. It will also provide a centralized access to the various publicly available deliverables, publications and articles related to the project. The site will be regularly updated over the lifetime of the project with the

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project publications and public materials, such as flyers, posters and public deliverables, organized workshops, available services, etc.

In parallel, the website provides useful resources and documents for stakeholders (useful links, white papers, slides, selection of videos, etc.).

We will actively keep an attractive and easily available web, where stakeholders in an easy way can utilize and have an overview of our services and who to contact.

The project website has been designed, developed and published under the URL: <http://smartbuy.tech/>. As an initial contact point for the general public and target users, the project Website presents an overview of the solution being developed by the project.

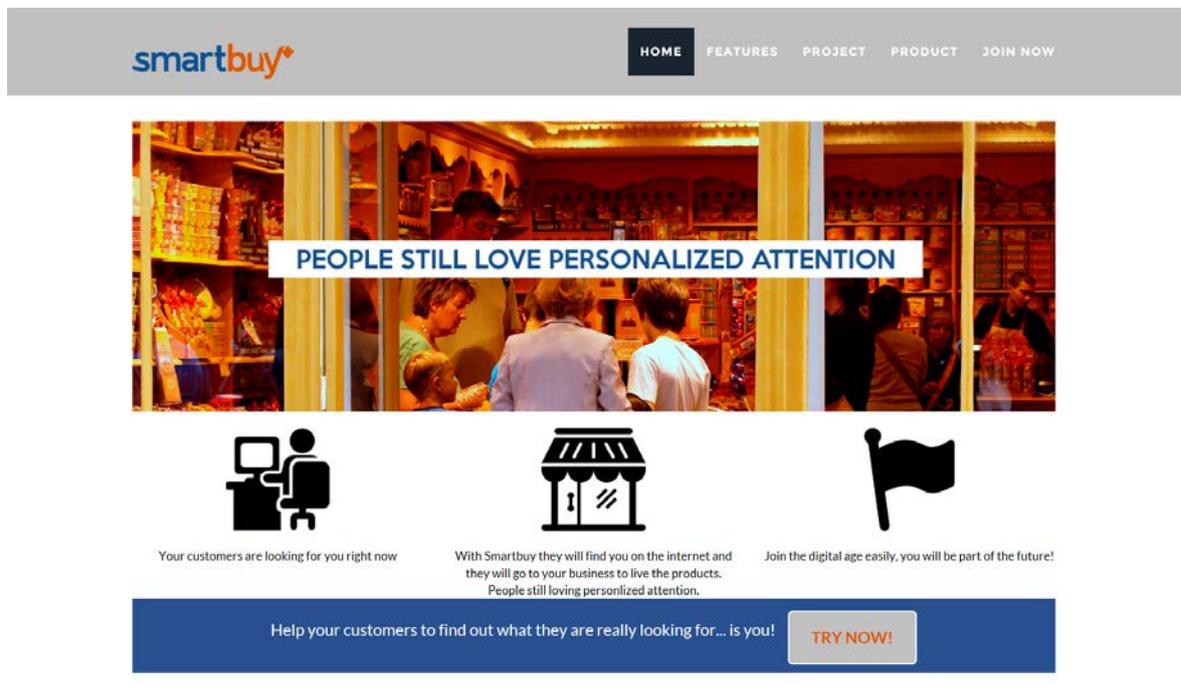


Figure 8: The SMARTBUY Web Page

The content of the Web pages will be dynamically updated to reflect project progress, as well as other information relevant to the project. The website will be used to communicate mainly three aspects;

- information on the SMARTBUY project
- information about the SMARTBUY product, and
- campaigns about the SMARTBUY technological infrastructure.

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The first is the more traditional way of project dissemination, through journals, conferences and so forth, while the other two are more customer oriented, aiming at end-users, SME retailers and consumers. Campaigns will be communicated for marketing reasons. Also social networks, such as Twitter, LinkedIn and Facebook will be used to disseminate the latest project goals for the purpose of involving as many users as possible using these channels.

The web site structure will evolve to reflect the aims of the project and the SMARTBUY solution. Hence, end-users will easily access the SMARTBUY product, as well as information on the same. The sections will be incrementally implemented leading to sections for public and tools used, and sections for project dissemination and other tasks that should be delivered by the project. The plan and activities for the website communication is found below in chapter 3. In sum, the overall strategy for the website is to keep it active, through sharing news via social networks and increase visibility.

2.3.2 Social Media

The project intends to develop its presence on social networks, such as Twitter, Facebook, and LinkedIn. The latter will be used for interaction with a more professional community (e.g., researchers, SMEs, other projects' members), while the two first channels will be used for interaction with consumers and SME retailers.



Figure 9: The SMARTBUY Swedish Facebook account.

In this project we will act as a cross-functional team and all partners contribute to the important online buzz in their respective contexts. This is done at the same time as we try to act personal and human, not as an anonymous brand. In SMARTBUY the aim is to be social, meaning that we are listening and communicating in an interactive manner, i.e.,

not only communicating one way blindly our project results and project progress. To succeed with our endeavour to create an on-line buzz, we also need to analyse our audience on social media and our web to publish the proper content to the right receiver. It is important to follow and like the right people and organizations on-line to be able to tap into the most relevant information in the most efficient way.

The basis for social media impact is to identify relevant groups, and build a solid network and to create posts that are valuable for the receiver. To build long-term relationships in SMARTBUY, we need to spread information that is attractive, easily accessible and easy to share. Hence, funny pictures, videos and audio clips are an important part, not only text-based messages. Besides, too much irrelevant information is perceived as spam, and no one wants to follow a spamming account. Therefore, it is important to remember to keep a predictable rate of publications. To measure our progress we need to set goals and sub goals. We can also use e.g. Facebook analytics, Google analytics, and hootsuite. While the whole organization is contributing to the content, we thereby make sure that there is a good balance of information from different parts of the project activities.

Moreover, by following the right organizations and individuals in social media, this can ensure a strong base of content that can be re-tweeted or liked and shared among our followers. Our post will not be about the SMARTBUY project *per se*, this would not only narrow the target group that might follow us, and it would also mean too few posts posted per week for us to attract enough followers and likes. The plan and activities describing how to manage social media are found in chapter 3.

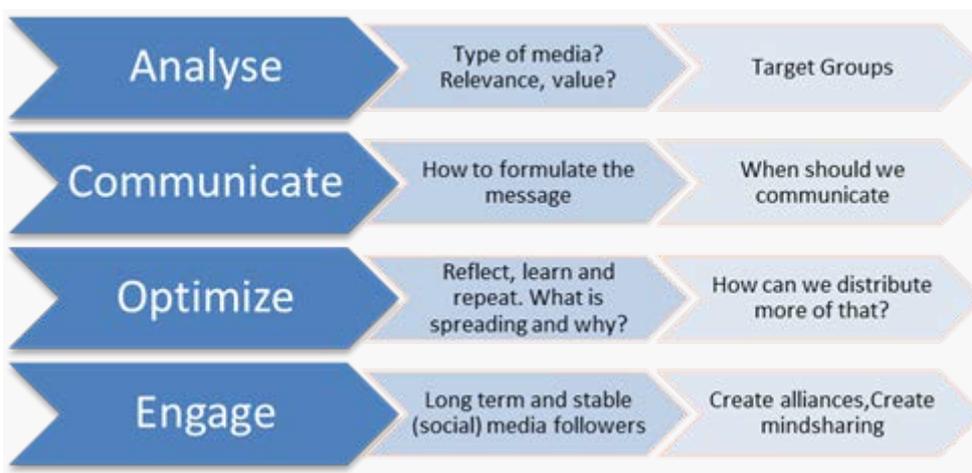


Figure 10: SMARTBUY Media Communication Strategy

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As can be seen in Figure 10 above, our communication and dissemination strategy consists of four parts; Analyse; Communicate; Optimize and Engage. Below we describe each part.

Analyse

The first part is to analyse our needs. Which platforms should be used and why? Which relevance and values and target group(s) does(do) the media have? We are active in social media and try to steer the content and the followings to the right people for us at the moment. Understanding and choosing the right channel is crucial to engage the visitors and to use the media to its best effect.

- **Twitter** is the best choice if we want to spread our information/message fast. Twitter is a strategic choice to reach out quickly and to the right people who can help us to spread our information. With many followers, you can get help to spread the SMARTBUY content to our own and to others network.
- **LinkedIn** can be the best tool to use to find professionals.
- **Facebook** is a great tool when aiming at building trust, cooperation and relationships. Facebook is due to its size, hard to beat when visitors want to help spread information and the impact can be explosive. For us, Facebook can be great to attract citizens, to disseminate content and to share different types of media.

Communicate

After choosing the media platform, we need to think about how to formulate the message and when to send it.

- **Twitter** feeds are quick and it is great for disseminating project content and also to get tips and feedback, quick crowdsourcing, start niche SMARTBUY and on-line discussions and to find people in conferences, events, gatherings for communication and news. Communication via Twitter will be used for social engagement, most intensively in the second half of the project.
- **Facebook** can also be good to find cases to use in our work, to start dialogues and get feedback, and to get input from visitors like feelings and opinions and to tap into the buzz.
- On **LinkedIn**, we can communicate to find potential candidates for researchers, company owners etc.
- **SMARTBUY project public website**: The project website is also part of the communication and dissemination, and contains updated information on the

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project progress, public deliverables, relevant news, etc. Reference to the SMARTBUY project will be included in the corporate website of all the partners.

Optimize

The work with reaching out to our different audiences must also be reflected upon iteratively, in order to optimize our activities. Which activities brought us success and which did not? What was shared and why was that shared? How do we become better at bringing value to our network and followers? How can we become more relevant? The foundation of getting spread in social media is to build a solid network and to create contents that are valuable. To build long-term relationships we need to provide attractive and suitable information that is easily accessible and easy to share. Pictures, videos and audio clips allow us to reach digital native users that are used to a mixture of traditional text-based messages with media content.

Engage

All our posts cannot be about the SMARTBUY project merely; this would narrow the target group of followers. Too few posts posted per week will make it hard for us to attract enough followers. We need to act as a cross-functional team during the entire project and everyone is expected to contribute. We will also act personal and human, not as an anonymous brand. By mainly sticking to our field and area of expertise, we stay not only relevant and add value, but we are making sure that we are engaged as well. To engage, you have to be engaged. Therefore, we will at least once per week post on Facebook relevant content about new digital technologies for retailers and innovative applications that they can introduce to their business in addition to SMARTBUY. All activities with interesting news and which brings value and empowers the image of SMARTBUY will be posted on Facebook, Twitter and LinkedIn. All partners are expected to contribute to the activity of spreading information, while the main responsible will rest with LTU, who will follow up and ensure that attractive content is generated.

2.4 Target Audiences and Stakeholder Groups (WHO)

A communication and dissemination strategy must also identify key stakeholders and target groups, since the message needs to be different depending on who is your audience. Hence, SMARTBUY will develop a communication strategy for each of the following target audiences, as described above.

2.4.1 Target Audiences

We have identified the following target audiences

SME retailers: with digital stock systems allowing the access to real-time information about the availability of products will be involved from different sectors. SME retailers:

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SME retailers characterized in the row before will be mainly considered as potential buyers of our system. In a further stage of the exploitation of the system SME retailers without real-time stock systems could be also considered and a consultancy service offered for the digitalization of the inventory process.

Potential consumers (Buyers – end-users): Potential consumers from different ages owning smartphones. Groups used to eCommerce and groups that are not use to it will be involved.

2.4.2 Stakeholder Groups

For now we have identified the following stakeholders in relation to the SMARTBUY project;

Internal partners:

Product as well as services providers that are guaranteeing the access to the FIRE infrastructures are;

- FIRE Infrastructure providers
- OrganiCity partners
- IoT Innovation Lab: Managers of the Lab

External partners

Identified stakeholder groups that might have an interest in the SMARTBUY project and product are;

- Technology Developers
- Experts on mobile solutions
- Experts on Cloud Infrastructures
- Experts on IT infrastructure
- Experts on location based services

Related R&I initiatives

Identified research and innovation initiatives that have an interest in the SMARTBUY project and product are;

- SmartSantander
- TEFIS
- ELLOT

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- SME/E-COMPASS
- GPRIX

In addition, the SMARTBUY team will also disseminate project results to the scientific community by writing papers to various conferences.

2.5 Implementation Plan (WHEN)

The SMARTBUY project can be described as two main phases that together serve as the “baseline” for the communication and dissemination strategy and implementation. The overall duration of the project will be 24 months. Due to non-overlapping task planning, some specific Work Package tasks must be executed in parallel.

The phases are outlined as follows:

Phase 1 (M1 – M10)

The first phase will cover the following tasks:

- Analysis of available infrastructures
- Design, customization and deployment of cloud, mobile app and other modules.
- Integration of Components

The integration of Components involves the participation of stakeholders as specified in T5.1 and T5.2.

Phase 2 (M11 – M22)

From the deployment point of view, the most important milestone is expected to start at M11 when the modules developed will be ready for integration in the Smart City platform along with deployment activities for large scale validation. This iterative period includes:

- User-centric customization
- Deployment
- Integration and Lab testing
- Large scale experimentation

Phase 3 (M23 – M24)

During this phase the SMARTBUY project will finalize and demonstrate the SMARTBUY technological infrastructure.

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The detailed timeline for different activities and when progress should be reported is found in chapter 3.

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3 The SMARTBUY Communication and Dissemination Plan

The more detailed plan for how to reach out with the SMARTBUY communication and dissemination also stems from the 6 W's.

What to communicate and disseminate is divided into three themes; Product (concerns the development of the technological infrastructure), Promotion (concerns the spreading of the SMARTBUY technological infrastructure towards identified target audiences) and Project (concerns dissemination to scientific communities). Each of these three themes should be communicated and disseminated through the media or channel (**where**) most suitable depending on **who** the receiver of our message is. Moreover, for each time we communicate and disseminate, we should know **why**, that is, what is the important message, the added value or the offer for each communication and dissemination, and we should also ensure that we communicate and disseminate in a coherent manner (**how**). **When**, is related to the SMARTBUY project phases, since different milestones in the project generates different things to communicate or disseminate.

Of equal importance to ensure that the communication and dissemination activities actually are carried out. Hence, we have allocated responsibility for each part. The plans are summarized in the Tables 3.1-3.3.

SMARTBUY communicate via the website, Facebook, Twitter and LinkedIn:

SMARTBUY public website: The project website contains updated information on the project progress, public deliverables, relevant news, updates regarding the SMARTBUY product etc. Reference to the SMARTBUY project will be included in the corporate website of all the partners.

Facebook: The project will via Facebook highlight issues of interest regarding the product and creates awareness. For the Facebook accounts we have allocated the following partners as responsible;

- English Facebook: LTU
- Greek Facebook: CTI
- Swedish Facebook: LTU

Twitter: Communication via Twitter will be used for social engagement, most intensively in the second half of the project. PMS and LTU will be responsible for this activity.

LinkedIn: is to be used for communication with professionals from the eCommerce sector, researchers and scientific communities.

The consortium will generate dissemination material on the impact of the SMARTBUY system on the increase of sales, profit and clients of the SME retailers using the service so these organizations can act as “word of mouth” disseminators of the success cases and flagship of our service.

3.1 Dissemination and communication – the SMARTBUY product

Local efforts will start in the cities involved in the pilots in addition to the cities where the partners of the project are located.

Four dissemination and demonstration events will be organized in each of these 8 cities during the last year of the project, reaching 100 SME retailers or SME associations representatives at each event.

Table 1. Dissemination of the SMARTBUY product.

PRODUCT	Message	Media /Channel	Main Target Group
Phase 1 (M1-10)	Ideas and requirements for the SMARTBUY technological infrastructure	Personal contact E-mail Meetings	Internal and external stakeholders
	Gathering important feedback for further development	Google forms Interviews Focus groups Workshops Website	SME Retailers
Phase 2 (M11-22)	The progress of the SMARTBUY technological infrastructure and feedback	Website Facebook LinkedIn	Internal and external stakeholders
	Training activities Gathering important feedback for further development	Focus groups Interviews Workshops Website	Consumers
Phase 3 (M23-24)	Demonstration of final SMARTBUY technological infrastructure	Workshops Website	SME Retailers

PMS is responsible for developing SMARTBUY technological infrastructure. When the product is ready, the technical requirements will be communicated to all target groups. Besides, functionalities and benefits for retailers adopting SMARTBUY will also be published.

The communication and dissemination about the SMARTBUY product aims first and foremost to target the stakeholders (see Chapter 2). In parallel the project internal communication will take place, as described in the SMARTBUY proposal (Proposal number 687960, Call H2020-ICT-2015, Topic ICT-12-2015).

3.2 Dissemination and communication – the SMARTBUY promotion

The main target groups for the promotion activities are SME retailers and retailers' communities, as well as consumers. The communication and dissemination effort will encompass the whole project, but with differentiated target groups according to the results.

Table 2. Promoting the SMARTBUY product.

PROMOTION	Message	Media /Channel	Main Target group
Phase 1 (M1-10)	Creating awareness of SMARTBUY	Personal contact Website Facebook	SME Retailers Consumers – general public
	Pricing strategy	Personal contact Website Facebook	SME Retailers
	Creating awareness of the SMARTBUY technological infrastructure	Website Facebook LinkedIn	Policy makers
Phase 2 (M11-22)	Market the SMARTBUY technological infrastructure and its advantages	Online Retail Conference European SME Week Retail Week Supply Chain Summit	SME Retailers

		Annual Retail Lecture International Retailing Retail Symposium	
Phase 3 (M23-24)	Establish the final SMARTBUY solution	Website Facebook Twitter	SME Retailers and consumers

3.3 Dissemination and communication – the SMARTBUY project

Project related issues and progress are communicated according to the schedule in the project plan between task leaders and their technical team; researchers and task leaders; monthly reports by task leaders; and different scheduled meetings, in accordance with the SMARTBUY proposal (Proposal number 687960, Call H2020-ICT-2015, Topic ICT-12-2015). Thus it is important that the project progress is continuously communicated on the website.

All partners are expected to contribute to disseminate the project results through different channels.

Table 3. Dissemination and communication on the SMARTBUY project

PROJECT	Message	Media /Channel	Main Target Group
Phase 1 (M1-10)	Updated information on the project progress, public deliverables, relevant news, etc.	Website Facebook Twitter LinkedIn	Internal and external partners
Phase 2 (M11-22)	Updated information on the project progress, public deliverables, relevant news, etc.	Website Facebook Twitter	Internal and external partners
	Research results	<ul style="list-style-type: none"> - Peer-reviewed scientific journals - Conference proceedings, - White papers 	Scientific and eCommerce communities Policy makers

		<ul style="list-style-type: none"> - Book chapters - Scientific international conferences and workshops 	
Phase 2 & 3 (M11-24)	Sharing the results	<ul style="list-style-type: none"> - FIRE Forum - IoT Week - Future Internet Week - Future Internet Assembly - Mobile World Congress - Future Network & Mobile Summit - Wireless Innovation Forum - IoT Global Innovation Forum - Internet of Things World 	FIRE COMMUNITY
	The results of the deployment and validation services for a Smart Cities ecosystem	<ul style="list-style-type: none"> - Connected Smart Cities Conference - Smart City Expo World Congress - International Workshop on Pervasive Internet of Things and Smart Cities - IEEE International Smart Cities Conference - Smart City Start-ups - Congreso de Ciudades 	Smart cities communities

		Inteligentes	
Phase 3 (M23-24)	Demonstration of final SMARTBUY solution	Website Facebook Twitter	Internal and external partners FIRE COMMUNITY

Examples of congresses suitable for project results are:

Innovation in Services, Networks and Clouds (Connecting People, Things and Machines)
<http://www.icin.co.uk/>

SC2 2016 & 2017 : The 6th & 7th International Symposium on Cloud and Service Computing <http://umc.uestc.edu.cn/conference/SC22015/>

ICT2016 & ICT2017 - Innovate, Connect, Transform <https://ec.europa.eu/digital-agenda/en/news/ict-2015-innovate-connect-transform-20-22-october-lisbon-save-date>
 The Internet of Things Week 2016 & 2017 <http://www.iot-week.eu/>

TridentCom 2016 and 2017 <http://tridentcom.org/2015/show/home>

EuCNC'2016 and 2017 CfP (European Conference on Networks and Communications)
<http://www.eucnc.eu/>

KMWSM 2016 and 2017 : The 2016 and 2017 International Workshop on Knowledge Management of Web Social Media. <http://glxy.hbut.edu.cn/2015KMWSM/home.html>

FiCloud 2016 and 2017 : The 3rd International Conference on Future Internet of Things and Cloud <http://www.ficloud.org/2015/>

FOIOT 2016 and 2017 : The Second International Workshop on the Future of the Internet of Things <https://sites.google.com/site/workshoponfutureofinternet/>

FSN 2016 and 2017 : International Workshop on Big Data and Cloud Computing for Future Sensor Networks. <http://www.gutech.edu.om/fsn/fsn.htm>

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