A European Community of SMEs built on Environmental Digital Content and Languages

D4.1.5: Dissemination Plan

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1 Document change log

Version	Date	Changed by	Changed Sections	Changes made
1.0	20.12.2012	Author	All	First version
1.1	31.01.2013	Giacomo Martirano (EPSIT)	All	Formatting revision and minor changes

2 Abstract

Even though the smeSpire dissemination mechanisms had been already identified during the proposal stage and reflected in the Document of Work, this deliverable contains a more detailed dissemination plan, including the definition of the rules and of the corresponding procedures for its application by all consortium members, together with the description of all dissemination activities and tools, as well as a more detailed definition of performance indicators for the dissemination.

SmeSpire's purpose is to encourage and enable the participation of SMEs in the fulfilment of the ISNPIRE Directive, creating new market opportunities. This goal requires a great effort of communication and high visibility to reach the maximum number of stakeholders.

This document describes in detail the dissemination activities and communication strategy of the smeSpire project.

Task 4.1 aims at providing information about the project to the broadest possible public. However, the key target groups (all of them being end-users at the same time) of the dissemination are:

- already established SMEs active in the geo-ICT domain
- new entrant SMEs in the geo-ICT domain, consisting of:
  - already established ICT SMEs, looking for new business opportunities
  - start-up SMEs.

The smeSpire dissemination strategy takes into account that the target group is not a niche but an entire productive subsector. Thus, smeSpire aims to disseminate its message beyond GeoIT Small and medium Enterprises to ensure that the impact turns in a concrete benefit for the whole Geo-ICT European sector. Therefore, Public Authorities, Agencies, large companies, stakeholders involved in activities already funded by INSPIRE-related EU projects, the INSPIRE community, universities & research centers and even individuals are also addressed and invited to be part of the smeSpire Network.

3 Dissemination toolkit and activities within the previous period

3.1 smeSpire brand and visual identity

For the support of a consistent appearance of the smeSpire project and the different activities of the project, a smeSpire corporate identity book has been created and made available to all partners including:

- smeSpire brand logos in different colors and positions
- A basic color palette for all graphical material
- A specific type font for all graphical material
- Power-Point Template for presentations
- Template for Reports.
- Template for Deliverables.
- A business card
- A poster and display panel design
- Complete editorial project
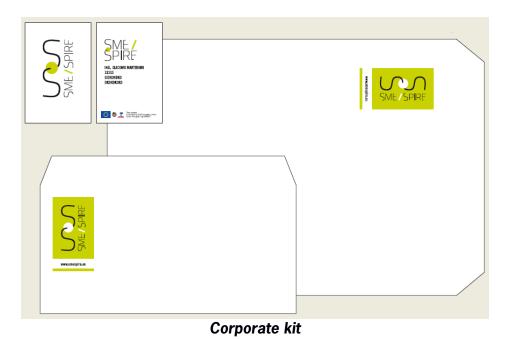- Corporate envelopes and material

smeSpire official logo

In all produced dissemination material (e.g. web site, leaflet, posters, newsletters), the EU co-funding has to been acknowledged. The reference is usually placed at the top of the document, in the left or in the right.

EU Acknowledgment

Corporate kit

Editorial project

Poster and display panels

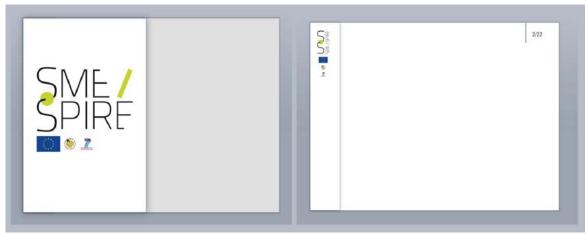When delivering their Power Point presentations, smeSpire partners are invited to use a common project template to respect the corporate image of the project and disseminate its logo. The template, shown in the following figure, is expected to be used for each presentation of smeSpire, both for internal and external events.

This project
is funded by the European Union
under the grant n. 296307

smeSpire official template for Power Point presentations

3.2   Smespire website

The smespire website (www.smespire.eu) is the prime online access point to the project and it is the project public showcase.

This portal is being used as a main public dissemination tool, making available general information and publications and also provides updated news on the project progress and actions.

The website is also the point of access to the web-based applications and services developed throughout the project. Thus, the scope of the website is not only informational as it gives much importance to products resulting from the project and has a clear objective to become a community website and a meeting point for geo-ICT SME's all across Europe.

In this sense the project site wants to go beyond a conventional European project site and aims to be useful and supports stakeholders. For this:

- The site wants to go "to the point" and is not overloaded with information related to the internal organization of the project
- The site wants to get closer as possible to the user and "speak" the SMEs language
- The project outputs are "sold" from a marketing perspective.
- Focus on the benefits of the project resources
- Stimulates discussion and feedback
- Emphasizes openness and usability

www.smespire.eu I build using the Open Source WordPress CMS

GISIG has maintained and updated the website of smeSpire which has been enjoying a rising success. With a consistent number of visits each month, averaging about 500, the site is continuously monitored and different kind of reports can be extracted to analyze user interaction.

The website is currently articulated into eleven public sections:

- Home: with overall information on the project, news and focused on the available resources for SMEs.
- Project overview: where in-depth description of the various aims and outputs is provided.
- Partners: where a description of the whole consortium is included, including a map (made with opensource tools) with the address and contact details of all Partners.
- Publications & Media: with an updated and searchable list of public dissemination material. The section also includes all available public multimedia material such as videos published in the YouTube channel and the presentations hosted in SlideShare.
- News: constantly updated with relevant information within and beyond the project. News are RSS-enabled to allow a more agile track of the updates.
- Events: listing all the events organised by the partners, where smeSpire is presented and of interest for the smeSpire audience.
- Join us: It is the most strategic section of the website since represents the main gateway to participate in the project. It offers the possibility to a vast range of users to be part of the smeSpire network and therefore benefit from the project results. For the SME's this section gives access to the smeSpire survey as the main instrument to become member of the network. For non SMEs, the section provides access to an online adhesion form.
- Contact us: A contact form open to all visitors
- Training: Providing access information and metainformation for the training modules already developed and experienced in previous INSPIRE related initiatives. This section will be enriched in the future including new training modules.
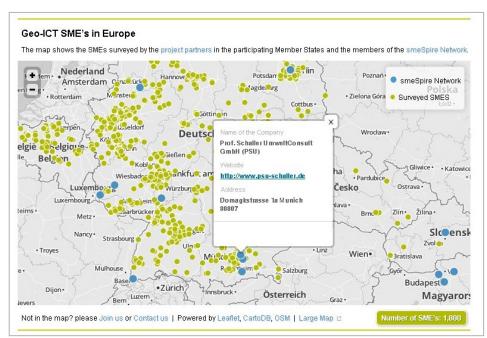
- Best practices: Provides information about the currently available Best Practices catalogues. In the future this section will be the main gateway for accessing the smeSpire Best Practices catalogue web-application.
- SMEs database: This section will host the future smeSpire Geo-ICT SME'S database, offering a public, searchable and structured repository of information on the characteristics, activities and competencies of Geo-ICT SMEs in Europe.
- Discussion Forum: Direct access to the smeSpire open forum aiming to stimulate discussions supporting European geo-ICT SMEs.

The website also includes other subsections related in particular to the interaction with the user:
- SME's Map: It is an important focal point to catch the attention of our visitors. This map is continuously updated and is made using only open-source tools. It is important as a graphic representation of the Geo-ICT SMES distribution across Europe and has a clear willingness to encourage adhesion to the network.
- Legal information: this page (accessible from the website footer) gives to the user all the information related to the legal terms and in particular for the handling of personal data.
- Multilingual: Country flags in the upper left corner of the site indicate the availability of the site in different languages.
- Social links: direct access to LinkedIn, YouTube, Twitter and Inspire Forum profiles
- Newsletter form: The form is visible on all pages of the site to encourage as much as possible the subscription to the visitor
- Latest News and tweets: To strengthen the vision of a dynamic and updated site.

The SMEs map in the website homepage

Restricted access is currently "hidden" and available just for to project partners for publishing news and upload documents in the Publications & Media section.

A Network members section and the related access mechanisms will be also included in the future to permit the interaction with the different smeSpire resources.

3.3   General Publications

The aim of the smeSpire publications is to maximize the awareness of the general public on the project topics.

3.3.1   smeSpire Factsheet

Is a brief document suitable for Web publishing that outlines the project's rationale and objectives, specifies its technical baseline and intended target groups and application domains, as well as the expected outputs.

It represents an efficient instrument for promotion of our project, its vision and concept as it is clear, direct and understandable. The Fact Sheet has been used by the Commission for its own dissemination and awareness activities and will be maintained and updated until the end of the project.

The factsheet is currently available in English and Spanish. It have been made available through the website and largely distributed in occasion of the INSPIRE Conference 2012.

the two pages project factsheet (available from the website)

Additionally the consortium will edit other key dissemination material including posters, leaflets and proceedings.

3.3.2   Newsletters

The consortium will publish Email-based newsletters (every six months) targeted to a large public of stakeholders. The first issue has been sent the 14-12-2012 to 1.898 subscribers (including Partners, subscribers via the website and contacts from the surveyed SMES) and is also available to download from the project website. This issue had a strong focus on the explanation of the main benefits of the adhesion to the smeSpire network.
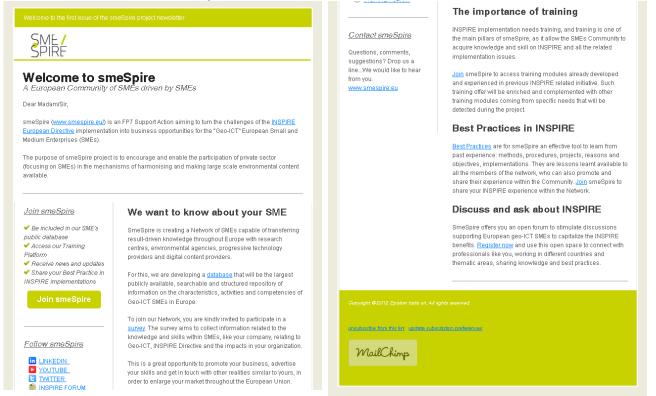
The newsletter Email campaign and subscribers are managed by the MailChimp tool and detailed reports and monitoring are available for analysis.

Future issues of the newsletter will highlight the progress of smeSpire, providing insight into the growth of the network and the development and availability of the project outcomes. The past editions of the Newsletter are archived in the website Publications repository.

A printed version will be eventually provided for promotion during dissemination events.

Newsletter issue #1

3.4   Social Networks

The smeSpire project is also promoted through social networks like LinkedIn, Twitter and YouTube. Our Partners are also promoting smeSpire through their websites, different Communities and Networks, social profiles and mailing lists.

These channels are actively gathering a significant community of followers. The LinkedIn group now has 16 registered users. Since this is still a reduced number, new discussions will be published and mass invitations to join will be sent.

Our YouTube will be a major dissemination tool in the coming months. Soon will feature the smeSpire project videos (that are currently being developed) and a set of interviews with SMEs representatives all across Europe. The channel will also feature footage of smeSpire presentations in events.

The smeSpire Twitter profile is now followed by 13 users and tweets are published on a regular Basis.

It is noteworthy also that the project has a group profile on the ISPIRE official Forum featuring an overview of the project, two open discussions, news, events and videos

a screenshot of the smeSpire profile in the INSPIRE Forum

a screenshot of the GISIG website featuring the smeSpire project
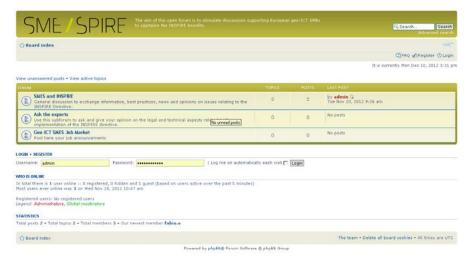
3.5   smeSpire Forum

This newly created forum represents a great opportunity for the project to reach out and have real contact with your potential audience.

The forum is an open space in which it is expected that members of the network and all interested stakeholders will find a place to meet and discuss. In this sense, the project partners will encourage discussions in relation to the opportunities offered by INSPIRE and various technological trends.

The Forum is also a place for questions and answers about specific aspects and we hope will become a reference space for promotion and contact between European Geo-ICT SMES.

a screenshot of the smeSpire Forum

3.6 Workshops and Conferences

Each partner is invited and encouraged, along the project duration, to present smeSpire on the occasion of events such as conferences, workshops, seminars and meetings, both at EU and national/regional level.

The different consortium members of smeSpire have organized and will organise workshops to disseminate their results to a wider targeted audience.

In the last semester of the project it is foreseen the organization of the so called "smeSpire-day(s)" intended to disseminate project results, facilities and opportunities towards the national entrepreneurial structure, with particular attention being given to ICT SMEs.

The events will also allow the opportunity to gain feedback from the users' group, which will be collected through ad-hoc interviews and questionnaires distributed during the events. The results will then be summarised in a report of each event, giving ideas for further tuning of project activities to better match users' needs and expectations.

3.6.1 Past dissemination events to technical/scientific community

smespire at European Data Forum 2012, June 6-7, 2012 in Copenhagen (Denmark) smeSpire project overview presentation
smeSpire at the INSPIRE Conference 2012. 23rd –27th June 2012, Istanbul, Turkey Workshop: Are SMEs ready to capitalize the INSPIRE benefits?
smeSpire at the INSPIRE workshop at JRC, 15-10-2012. Ispra, Italy Workshop for INSPIRE Member States Contact Points, to share experiences in assessing the costs and benefits of implementing the INSPIRE Directive.
smeSpire in the JIIDE 2012, 17-19 October 2012, Madrid, Spain smeSpire workshop in the 3rd Iberian Conference on Spatial Data Infrastructures.
smeSpire at the Eurogi workshop 2012, 16th of November 2012 Lisbon. Portugal smeSpire presentation at the workshop "The future of the Data-Economy: Business strategies and models for spatial data"

3.7   Networking and community building

Networking and community support is definitely a smeSpire key issue and is extremely connected to the dissemination/communication strategy. Project's results will be transferred towards a huge number of stakeholders. In order to make the smeSpire network stronger and more committed to achieve the project objectives, it has been decided that all the SMEs who will respond to the survey launched in the frame of WP1 will automatically become members of the network (upon notice of such a condition at the beginning of the questionnaire).

3.8   Performance Indicators for Dissemination

The following set of indicators have been selected to monitor the success and progress of the dissemination actions along all the project duration and will be carefully monitored.

- N. of workshops organized by smeSpire
- Number of newsletters released
- Number of newsletter opened and website traffic generated
- Number of visits of the website
- Number of users and posts in the smeSpire Forum
- User feedback via website contact form

It is noteworthy that the website is currently monitored thanks to an advanced web analytics & reporting system to collect detailed information about traffic and user interaction.

4   Activities planned for next period

4.1   Website and social networks

GISIG will ensure continuous update of the project website and social networks. It is expected that these will act as the most representative amplifiers of the activities planned for the next period.

With particular regard to the project website, all the project partners will consider a proper integration of the various resources that are being developed at this time, such as the SME's Database, the Best Practices catalogue and the Training Platform.

Furthermore, it will be important for the project website to be cross-linked from/to other relevant EC and EC sponsored sites.

Translation of the website is considered a key piece of work. The website is currently available in Spanish but will be translated into the 12 languages represented in the project, allowing better awareness raising at national level.

4.2   Publications

In the next period smeSpire plans to publish new issues of the newsletter and new presentations and public deliverables will be available on the website.

smeSpire Newsletters are intended to be widely distributed, with the help and the support of all the partners. To reach more visibility, the dissemination of the newsletter will be extended to public mailing lists commonly used in the European GIS industry.

Press releases are also foreseen in the next period. These will target the local or national press in the participating countries. Radio and TV appearances will be pursued as well, if suitable.

The whole website content and all presentation materials for which this is appropriate will be published under a Creative Commons licence (Creative Commons Attribution 3.0 Unported License)
A Web enabled (or DVD based) public Showcase will be provided at the date of submission of the final report, and the Commission will be granted the right to use the Showcase for its own dissemination and awareness activities.

4.3   smeSpire video

A professional video is currently in it's final phase of production. The video will represent an excellent tool for dissemination and will have a central place on the website of the project. Of course the video will be shared on our YouTube channel and announced on all the dissemination channels.
We believe that this format will be very suitable in order to send a clear and easy to share message to our target audience.

4.4   Smespire Blog

One of the ideas that the project is currently assessing is the possibility to open a new discussion channel in the shape of a blog. It could consist of a series of articles written by the project partners or relevant players on the ICT sector addressed to an interested but not specialised public; to comment on how societal or technology developments demonstrate the importance of the technologies and legal frameworks addressed under the project for new market opportunities.

4.5   Network activities

smeSPire Network plans to expand also beyond the 12 Member States represented in the consortium. In regard to this, a liaison has been already established with HUNAGI, the Hungarian Association for Geo-Information. Thanks to the effort of the Secretary General of the Association, Dr. Remetey Gábor, the project has been widely disseminated within HUNAGI, involving also Hungarian geo-ICT SMEs.

4.6   Linking with Exploitation/Business strategy

The dissemination activity has clear links with the exploitation and business strategy of smeSpire. The implications are beyond the scope of this document, however it is worth noting that all the instruments and channels of communication developed within the project will play a major role supporting the exploitation phase.

4.7   Website and Applications Sustainability Actions

Communication activities should not stop once the project is finished. Consortium partners will keep up communication channels for at least 2 years following the natural contractual end of the project. The minimum option would be to maintain and update project website, the discussion space and the smeSpire resources, but the consortium should decide to be also more pro-active.
Further communication activities can be envisaged, like website enhancement, new publications and follow-up activities. Not only to give visibility to the great work, but also to generate follow-up interest and continue in the creation of business opportunities for the European SME's.