

## D5.2

### Dissemination Plan, Branding, Community Building

Version

V4.0

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## Versions

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## Report Review

Version	Date	Reviewer(s)	Statement



## List of Acronyms and Abbreviations

Acronym/ Abbreviation	
AAL	Active & Assisted Living
CA	Consortium Agreement
CMU	Central Management Unit
DoW	Document of Work
Lol	Letter of Intent
WP	Work package



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## 1. About this document

### 1.1. Scope of this document

This deliverable is an output of WP5 – Dissemination & Exploitation, that will span from M3 to M30. It defines and establishes the implementation of Dissemination, Branding and Community Building activities, and their respective coordination amongst consortium members.

Its aim is to outline the overall BeauCoup project’s strategy for communication, to present what has already been done and to point out what will be done in the future, and to show how it will contribute to BeauCoup’s central objective, namely its solutions to let older adults explore and interact with cultural heritage outside institutional contexts.

This document contains the explanation of the several phases of the dissemination plan, as well as different types of target groups and their respective examples. It also elaborates about different dissemination channels, both digital and physical, and about scientific and non-scientific dissemination.

Another very important role that this deliverable aims to fulfil is to guarantee the accomplishment of a series of standards by consortium members, namely in what concerns responsibilities, principles for publications and authorship guidelines, internal communication procedures and branding identity norms.

Lastly it defines how dissemination will be evaluated.

### Relation to other deliverables and tasks in BeauCoup

*Table 1: The work and the document build on results from the following deliverables*

No.	Title	Information on which to build
D1.1	Consortium agreement	Point 8.3 - Dissemination
D1.2	Project Handbook, Technical Risk Analysis and Management Plan	Point 6 - Procedures for external communication, dissemination, and exploitation.



Table 2: The results of this work will be incorporated into following work and developments

No.	Title	Basis for
D5.3	Business plan	Business-oriented dissemination.
D5.4	Market entry report	Dissemination aiming to establish market presence.

## 2. Dissemination plan

SCM is responsible for the overall management of communication activities, in coordination with the project coordinator and the remaining consortium members. The dissemination plan will involve three main phases, each one comprising different tasks and goals:

### PHASE 1 - M0 > M6

- Visual identity definition.
- Creation of templates for Word and PowerPoint documents.
- Communication channels selection and creation, namely:
  - Website creation.
  - Social media selection.
  - Newsletter provider selection.
  - Conception of paper-based communication pieces.
- Target-group definition.
- Divulge the project debut and intended goals.

### PHASE 2 – M4 > M24

- On-going management and application of the measures implemented in phase 1, aiming:
  - Reach the target groups.
  - Divulge the project evolution and its main developments and events.

### PHASE 3 – Start of business activities > M30

- On-going management and application of the measures implemented in phase 1, aiming:
  - Keep in touch with target groups.
  - Promote the projects results.
  - Establish market presence.



The development of dissemination activities will have the following questions in mind:

*What* – What is the BeauCoup about, *i.e.* what are the messages that we want to communicate?

*When* – When will we communicate, *i.e.* what are the timeframes for our communication activities?

*Why* – Why do we want to communicate, *i.e.* what are the goals we want to achieve with our communication?

*To whom* – With whom do we want to communicate, *i.e.* what are our target groups?

*How* – How are we going to communicate, *i.e.* which communication channels are we going to use?

## 2.1. Project name

Communication starts with the projects name. BeauCoup – *Building Active User Experiences to Bring Culture to the People* says, in a short sentence, what the project is about. Being a project that intends to bring heritage to the people, namely senior citizens, the projects name evokes the idea of a democratized access to cultural fruition, by circumventing the barriers that often drive elderly people away from museums and monuments.

## 2.2. Objectives

The main communication objective is to spread awareness about this project and what it proposes amongst stakeholders. However, if we are to divide it into several sub-objectives, we can point out the following:

1. Organize the consortiums action in what communication is concerned, by coordinating efforts and defining strategies.
2. Establish methodologies, key messages and ideas.
3. Publicize the projects evolution and development during its main moments.
4. Identify and reach the different target groups of interest by means of specific methodologies.
5. Define the projects visual identity.
6. Establish internal and external communication guidelines.

## 2.3. Target groups

### Group 1 – End-users

We perceive as end-users all stakeholders that can put the BeauCoup solutions, namely *The Box*, *The Bag* and *The Screen*, to their final use. This means not only senior citizens and their families, but also





nursing homes and day care centres for the elderly. We aim to reach institutions such as União das Misericórdias Portuguesas, RUTIS - Associação Rede de Universidades da Terceira Idade, or Eurag - European Federation of Older Persons.

## Group 2 – Industry

By industry we perceive all professionals who have an interest in conceiving technological solutions that in some way compete against or are complementary of our project. We also include in the industry group institutions that do not work with elderly citizens as their core activity, but nonetheless have a professional contact with them as a part of the activity they develop, such as museums, monuments and their respective managing institutions, and professionals in cultural and tourism sectors. Examples are the Kunsthistorisches Museum in Vienna, the Museo Archeologico di Siena, or travel agencies that specialize in accessible tourism, such as Accessible Portugal.

## Group 3 – Scientific community

As the scientific community we understand the professionals that are involved in R&D activities that can be enriched by our project or can enrich it, both inside and outside the AAL community. The AAL community is of particular importance, due to the connection with the funding programme and with a vast community of professionals potentially interested in the BeauCoup project, which means that participation in the annual AAL forum is of the utmost importance.

Within this target group we include the national research councils (e.g. Austrian Council for Research and Technology Development; Austrian Federal Minister for Science and Research), as well as networks of research professionals (e.g. ICOM - International Council of Museums) or networks of research and innovation laboratories (e.g. ENOLL European Network of Living Labs, U-FAB Italian Network of University Fab Labs and makerspaces) and associations of academic professionals (e.g. EACE European Association of Cognitive Ergonomics, ASLERD Association for Smart Learning Ecosystem and Regional Development). Furthermore, we intend to reach organizations like as UNECE or Fraunhofer.

## 3. Branding and visual identity

The first communication-wise thing that our consortium did was to define a visual identity to be used in all of project's communication activities, starting by choosing the logo. The services of an external Portugal-based designer were requested – Luís Chimeno – that, following the consortium's input, created several alternative logos. The logo selected unanimously by consortium members can be seen below. All the dissemination materials used in activities related with this project should follow the templates created, as well as the guidelines mentioned.



Using the same templates and colour schemes is a guarantee that relevant stakeholders recognize BeauCoup outputs as coming from the same source, which is the consortium itself.

### 3.1. Project logo

The logo is the image that constitutes the project's and the consortium's brand. It is the base of the consortium's identity and, therefore, it is from it that stems the design of the remainder visual identity. This logo was chosen out of a total of 7 logos proposed by the designer, and it was selected for having a clear and simple image, with a contemporary look. Its typography was derived from the FUTURA font, which is timeless, with two open letters, as if indicating that a given work process is never fully complete.

It will be used in all of the project's communication, namely PowerPoint presentations, Word documents, newsletters, website, deliverables, leaflets, etc. Every one of these documents will also include the AAL and the EU logos, used in accordance with applicable norms, namely the AAL brand guide.

As it is standard practice, a graphic standards manual was conceived by the designer, with the necessary specifications for logo usage, namely typography, colour palette and black or white background.



*Fig. 1 – BeauCoup official logo*



*Fig. 2 – BeauCoup official logo with black background*



# BEAUCOUP

Building Active User Experience  
to Bring Culture to the People

Fig. 3 – BeauCoup official logo in black and white



Fig. 4 – BeauCoup official logo in black and white with black background

## 3.2. Document templates

Two templates are already done and were made available for the consortium members: one for PowerPoint presentations and another for Deliverable Word documents. This assures that all these types of documents will have a standard appearance. A general Word document template, for uses other than Deliverables (e.g. letters), will also be conceived and uploaded on the cloud. All these templates will guarantee that required acknowledgments are met, namely that the project was developed under the AAL Programme with funding by the European Union and involved the respective National Funding Agencies, displaying the EU logo. They also assure that there is a set of coherent models for the different types of documents issued by the consortium.

## 3.3. Key messages

The project's key message is expressed in its acronym: BeauCoup – *Building Active User Experiences to Bring Culture to the People*. This means that, despite being a project that makes use of advanced accessibility technology, which plays a fundamental role in the proposed solutions, it is not technology that the project is about. The key message is that this is a project about people and about the democratization of cultural access, mostly to the ones who are more susceptible to be excluded from cultural fruition, in this case senior citizens.



## 4. Dissemination channels and actions

### 4.1. Project website and social media

#### 4.1.1. Website structure

As the AAL Programme Guide for Coordinators guidelines specify, the site is the “*basic tool to disseminate project results*” (V3, 2018; p. 11). It will be, therefore, a tool of paramount importance, as it will centralize and store everything linked to the project. It will be the go-to source for everything about the BeauCoup project.

The website will contain not only the information required by the AAL Programme, namely project description, partners involved in the project, contact details, acknowledgment to National Funding agencies and European Community, public deliverables, link to the AAL Programme site and logos of the AAL Programme and European Community. Besides this information, the BeauCoup project website will also show the project’s objectives, its expected impact and several example usage scenarios. It will have a news section, to divulge key moments about the project’s development in the form of news content, such as events or milestones reached, as well as a timeline to present the project’s evolution in its 30 months of duration. If what partner information is concerned, we will add a consortium map, to show where all the partners are located in Europe.

This website is being conceived in-house by the SCM, with its own resources, following the design and graphic standards established before. For coherence sake, the consortium chose to purchase two different domains – [www.beaucoupproject.eu](http://www.beaucoupproject.eu) and [www.beaucoup-project.eu](http://www.beaucoup-project.eu). Both these domains will lead to the same homepage.

It is our understanding that this is a site about the project itself, and not about the accessibility solutions that will stem as an outcome of it. This means that, as mentioned before, the site will be used to centralize all the information about the BeauCoup project and, thus, its main goals will be: to assure a transparent access to the project’s public information; to make available relevant information to the project’s stakeholders, specifically other professionals and the scientific community (i.e. this means that this site will not intend to reach senior citizens with information about the BeauCoup’s service delivery models); to divulge the project’s evolution. For this reason, we chose to have the site available only in English. As it was mentioned in the project’s application, the website will, however, emphasize end users’ experiences with the proposed solutions.

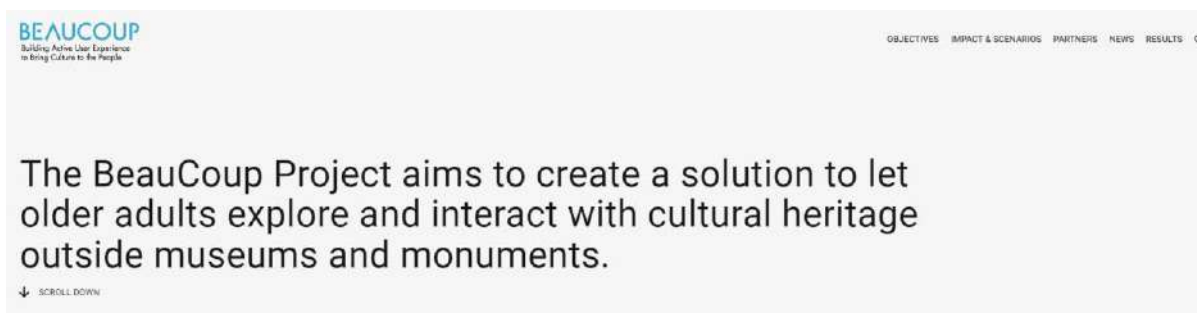
The information that will stand out in the website, namely on the landing page, will change according with the projects development and evolution, aiming to highlight the phase or phases of work where the project is at a given point in time. Updates will be managed in order to guarantee an up-to-date communication of the project’s activities, as well as that the site is lively and is fed with new information in a timely fashion.

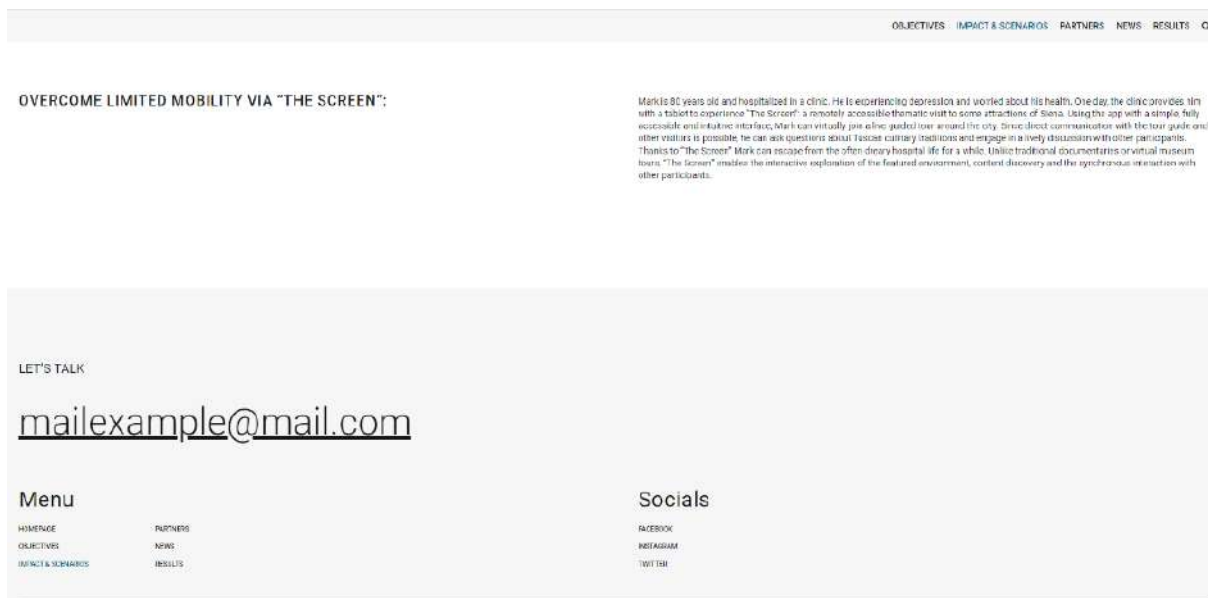
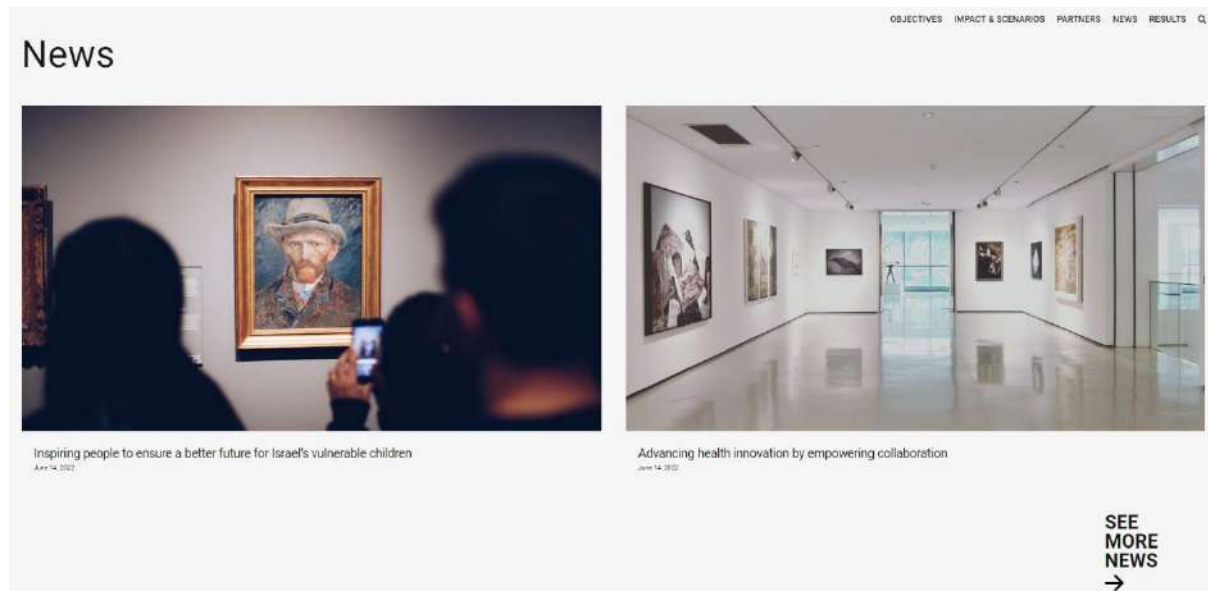
The site’s back office and updating will be managed by the communication-managing partner – the SCM – and the project’s coordinator – AIT – will also have access to the back office.



Every BeauCoup partner will be invited to divulge this site in their own communication platforms (sites, social media, newsletters, etc.) and its address will be shown in all of the project's communication channels, in order to have it known and used.

The website will have a form to subscribe the consortium's newsletter. In accordance with GDPR recommendations, users should have access to the consortium's privacy policy before subscribing. The following screenshots show the site as it is in the present moment. Several elements, such as pictures, are temporary, as they are still being worked on.





*Figs. 5 to 7 – The BeauCoup Project's website, currently under development, as it is at the present moment.*

#### 4.1.2. Social media

The BeauCoup project will have two different social media accounts, on different platforms. Facebook, due to its popularity, diversity of types of content and variety of segments of users will be the most suitable to reach the overall public. For a social media presence aimed more specifically at professionals and the scientific community, we will open a Linked In account, which will focus more the technological and scientific developments reached by the project. Both pages will be in English.



Subscriber procurement will be an important issue, particularly in the initial stages of the project, when awareness and the number of followers are low. The address for the BeauCoup's social media accounts will be on all the project's means of communication and partners will be invited to share posts on their own social media pages.

Social media presence will be launched on Year 2 of the BeauCoup project, because it will only be by that time that we will have enough related content to share and keep feeding the pages.

## 4.2. Audiovisual communication

Audiovisual communication, namely videos, will be used as need arises. This means that there will not be an audiovisual communication strategy *per se*, but that communication videos about the BeauCoup project will be conceived and used as need calls for it. The dissemination managing partner – SCM – has the capability of conceiving these videos in-house. Videos will be used on the project's communication channels (social media, website and newsletter) and also to present the BeauCoup project on venues such as conferences or events.

One video has already been conceived – by partner Moritz Neumuller (ArteConTacto) – for presentation at Europeana and can be seen below.

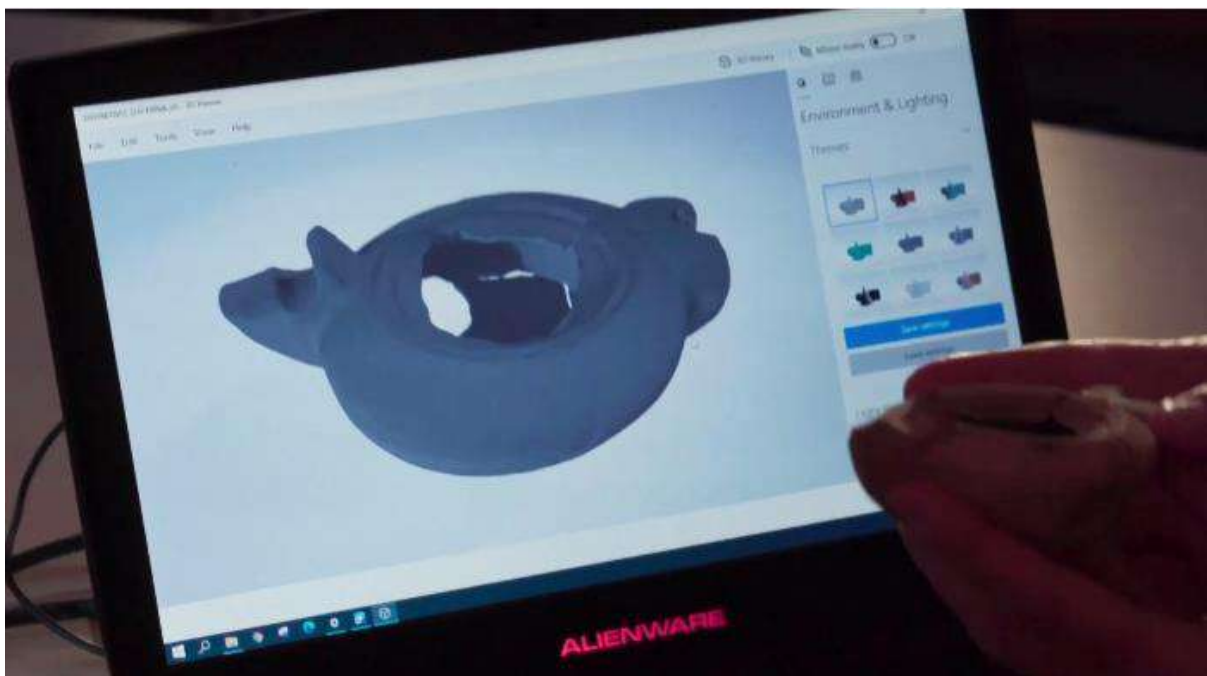


Fig. 8 – Screen shot of BeauCoup projet presentation video made by partner Moritz Neumuller (ArteConTacto) for presentation at Europeana ([https://www.youtube.com/watch?v=BnLOaD\\_F5Ow](https://www.youtube.com/watch?v=BnLOaD_F5Ow))



### 4.3. Paper-based dissemination

Paper-based and other types of physical dissemination resources are fundamental when consortium members are also physically present in a given venue with the purpose of promoting the project. The following resources will be conceived, by the same designer in charge with the BeauCoup logo.

#### 4.3.1. Rollups and posters

These two are characterized for being fixed supports, in the sense that they are not made for distribution amongst the audiences, as opposed to the leaflets. Made in accordance with the BeauCoup graphic standards and the AAL Programme guidelines, they will show illustrative photos of the project, the start and end dates, webpage links, as well as the logos belonging to the project, to all the partners, to the AAL Programme and to the EU and the National Funding agencies.

#### 4.3.2. Leaflets

The leaflets will have the same information, but, as they are intended for people that want to know more and take something about the BeauCoup project with them, they will also have brief texts describing the project and the consortium. They will invite people to subscribe our newsletter and follow our social media and show general contact information.

Our goal is to have all the paper-based dissemination materials ready by time the consortium meeting in Lisbon takes place, which is scheduled for 10 a 11 Nov 2022.

### 4.4. Written dissemination

#### 4.4.1. Scientific publications

The BeauCoup consortium will actively seek specialized scientific publications were to publish about the project, specifically in the fields of museology, heritage studies, active aging, design and IT. All the consortium members will be actively involved in this task, not only to be watchful about potential calls for papers that might appear in their own countries, but also due to the writing of papers themselves.

Open Access scientific international journals are the preferred venues for scientific publication. Indeed, as opposed to the traditional subscription model, the Open Access allows us to make the papers available to a wide international audience at no cost for the readers. In this way, we can increase the discoverability and exploitation of the project, and reach possible stakeholders within and beyond the academic community (e.g. policy makers, practitioners).

Despite the fact that papers in English are preferred, partners are welcome to submit papers in their national languages to be published in national journals.

Possible journals are:

ACM Journal on Computing and Cultural Heritage (JOCCH)





Website of the journal: <https://dl.acm.org/journal/jocch>

The journal publishes papers about the use of information and communication technologies in support of Cultural Heritage, demonstrating innovative use of technology for the discovery, analysis, interpretation and presentation of cultural material.

#### The Design Journal

Website of the journal:

<https://www.tandfonline.com/action/journalInformation?show=aimsScope&journalCode=rfdj20>

It is a well-established, leading international peer-reviewed journal covering many aspects of design, providing a lively forum for a broad audience of design scholars, researchers, practitioners, educators and managers worldwide.

#### PAD. Pages on Arts and Design

Website of the journal: <https://www.padjournal.net/new/>

It is an international peer-reviewed open-access journal publishing papers about all areas of design and arts research.

#### Disegno Industriale - Industrial Design

Website of the journal: <https://www.diid.it/>

It is focused on the design sector to investigate design disciplines and practices, recording their development thanks to the contribution of Italian and international scientific communities.

#### Interaction Design & Architecture(s) Journal (IxD&A)

Website of the journal:

<http://interfacce.mifav.uniroma2.it/inevent/events/idea2010/?s=9>

The journal offers an interdisciplinary arena to present top level research on future technologies with cross-disciplinary contributions.

#### 4.4.2. Articles in non-academic journals and magazines

Written presence in other types of publications, namely generalist newspapers or specialized but non-scientific magazines, is also paramount, and the consortium will intend to reach them by means of press releases. Similarly to scientific publications, it will be up to each individual partner to make the effort to reach editors in their own country, mostly due to the language issue. This will also enable each partner to better adapt themselves to the reality of their own countries. In order to reach a dissemination effect as efficient as possible, we will start to reach the media after the website and social media pages are online, so that interested people have a place where to find out more. A good example of a non-academic journal where to publish would be the Bohinjske News.

#### 4.4.3. Press releases

Press release strategy and conception should be mostly developed by each national partner, in coordination with the communication team members and the consortium leader. This has to do with the fact that press formalities differ a lot from country to country, which calls for the need of less centralization. The source of each press release will be each individual national partner, and not the consortium itself, because this will benefit the acceptability of the press releases. Press releases should



also be divulged sparingly and only in specific key-moments, as an excessive use of press releases will do more harm than good.

At the end of the BeauCoup project there will be a final press release throughout all participant partner countries.

#### 4.4.4. Newsletter

The newsletter will be one of the most important means of communication used by the BeauCoup project, as it will be able to reach interested stakeholders, who have previously subscribed it, directly in their own inboxes, with updated information.

There will be one newsletter, managed by one partner, exclusively in English. It will be mostly targeted to professionals, be it the industry or the scientific community. However, all partners will participate in deciding the content of each newsletter, which will be discussed during the consortium's bi-weekly meetings, while the overall newsletter creation and sending will be managed by SCM.

The e-mail marketing service has not been selected yet, but Mail Chimp is a good option. There will be one periodic newsletter every 3 months, updating on the project's current status and informing about latest developments, and there will be special issues when an important moment was reached.

As usual, subscriber procurement will be an important issue. There will be a form to subscribe the consortium's newsletter in the website, and website visitors will be invited to do so. Encouragements to subscribe the newsletter and follow social media will also be added on the other communication options used by the project. Each consortium member will also be asked to promote the existence of the newsletter in their own communication channels.

Upon subscribing to the newsletter, each individual user should receive an automated e-mail, confirming that the newsletter was subscribed and informing about the frequency of the consortiums newsletters. This way, given the estimated frequency for the periodic newsletters, users will not find it odd if some time passes without receiving any e-mail communication.

The newsletter's design templates will be made in accordance with the project's visual identity and newsletter sending criteria mentioned before. There will be two main templates: one to divulge several segments of information and another to divulge a single segment of information. The first will be used mostly for the periodic newsletters, in order to communicate the project's status and everything that was accomplished in the months prior (e.g. milestones reached, developments achieved, deliverables concluded, co-creation workshops done, etc.). The second template will be used to communicate a single piece of information that the consortium understands is important enough to be emphasized (e.g. the BeauCoup consortium was present in a given event).

## 4.5. Meetings and events

Similarly to papers in specialized or generalist publications, an active participation in conferences, exhibitions and such types of events will depend on the partners present in the respective country,



which will apply for participation and actually represent the consortium in the given event. However, as this type of participation (like the submission of papers) depends on the prior communication and approval of the consortium, each participation will be addressed as an individual situation, depending on the type of venue and its specific situation and needs. The annual AAL Forum is of particular importance, not only due to the connection with the funding programme but also because it is an opportunity to participate in its community and reach a vast number of professionals potentially interested in the solutions offered by the BeauCoup project. National as well as international conferences on AAL are a great opportunity to make contact other professionals and bring the project outside the cities where the consortium partners are based.

Regarding the scientific conferences, the preferred venues are international conferences, both on specific topics and on multidisciplinary areas, where the project can reach a high visibility and engage the audience in a dialogue about the project vision and impact. The project can be presented through oral presentations and abstract/papers published in the conference proceedings. The organisation of workshops and panels during the conferences is encouraged in order to demonstrate the project results in the form of prototypes, and engage the audience in hands-on and discussion activities.

We aim to participate in national and international conferences, and good possibilities where to participate could be: ACM SIGACCESS Conference on Computers and Accessibility (ASSETS); ACM CHI Conference on Human Factors in Computing Systems (CHI); NordiCHI; Joint International Conference on Digital Inclusion, Assistive Technology & Accessibility (ICHP-AAATE); or European Conference on Cognitive Ergonomics (ECCE).

#### 4.6. Other activities for scientific dissemination

In addition to journals and conferences, scientific dissemination of the project can benefit from other activities, such as presentations during seminars and lectures addressed to university students and young researchers, in order to present the project as a best practice to the future academic community. Synergies with other projects and networks to co-organise dissemination events (e.g. Bright Night) are also an effective idea that may be exploited by the consortium.

### 5. Internal communication

Internal direct communication between the consortium members is guaranteed through an internal mailing list. Work management and sharing is done by means of Microsoft Sharepoint and there are consortium work meetings every 15 days, through Microsoft Teams. The project manager – AIT – is responsible for making the respective meeting minutes, which are made available on Sharepoint. Immediately after these meetings, there are two separate work meetings, one with the tech work group and another with the end-user work group, which are managed by NOUS and by the University of Siena, respectively. As need arises, there are also teleconferences between consortium members in between aforementioned 15 days.



In what internal procedures for external communication, dissemination, and exploitation are concerned, please see D1.2 Project Handbook, Technical Risk Analysis and Management Plan, point 6.

### 5.1. Consortium meetings

Physical consortium meetings will also be carried out every 6 months, alternately in the headquarters of each project member, where all partners will be present. The consortium decided to have the project kick-off meeting online, which took place on 4 and 5 April 2022, due to Covid pandemic, but the next meeting, scheduled for 10 and 11 November 2022 will be physical, if the pandemic doesn't worsen to a degree that forces it to be online again. It will take place in Lisbon, at the headquarters of the Santa Casa da Misericórdia de Lisboa – SCM.



## 6. Timeline

Y	2022										2023										2024									
	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9
M	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
<b>DISSEMINATION ACTIVITY</b>	Project start   Dissemination phase 1 start		D5.2 Ready	Site online   Dissemination phase 2 start		Newsletter launching		Project meeting in Lisbon   Paper materials ready				Project meeting in Sienna   Social media online		D5.2 Update   D5.3							MS5   Predicted dissemination phase 3 start					D5.4			D5.2 Update   D5.3	



The BeauCoup project has received funding from AAL Joint Programme under grant agreement No AAL-2021-8-156-CP

## 7. Responsibilities

SCM is responsible, in conjunction with the project coordinator – AIT –, for the overall management of communication activities, namely the website, the newsletter, the visual identity and physical means of communication. However, every partner is welcome to play a part in deciding on communication options. In what media contact is concerned, each partner will manage contacts with the media in its own country.

Each WP leader is responsible for managing dissemination in each respective WP. All communication activities must be informed to Task Lead 5.2 and to the project coordinator.

## 8. General principles for publications

In order to guarantee coherence and quality standards, as well as to respect the participation of everyone working on this project, when developing dissemination activities, all partners should follow these general principles:

- Preserve the Intellectual Property Rights (IPR) of all partners involved.
- Respect the work of all partners and stakeholders.
- Acknowledge the contribution of partners and their members who collaborate in writing of the paper, or contribute to the work presented in the paper.
- To properly quote all relevant parties whose work is directly or indirectly mentioned in the proposed publication
- Adopt transparent procedures.
- Respect the secrecy of confidential results or results where commercial issues arise.
- Avoid duplication of publications.
- Clearly distinguish between results suitable for dissemination and exploitable results.
- Target the right audience.
- EC / AAL JP financial support should always be mentioned.
- Always follow the procedures described within this document.



## Authorship Guidelines

In what authorship is concerned, authors must follow the common usual authorship academic standards, namely:

- All persons designated as authors should qualify for authorship, and all those who qualify should be listed.
- Each author should have participated sufficiently in the work to take public responsibility for appropriate portions of the content.
- One or more authors should take responsibility for the integrity of the work as a whole, from inception to published article.
- Authorship credit should be based only on substantial contributions to conception and design, or acquisition of data, or analysis and interpretation of data; drafting the article or revising it critically for important intellectual content; and final approval of the version to be published.
- All others who contributed to the work who are not authors should be named, with their permission, in the Acknowledgments.
- The order of authorship on the by-line should be a joint decision of the co-authors.

## 9. Evaluation

Evaluation of communication impact will be done by analysing the data provided by each service provider, namely Facebook, Linked In and E-mail marketing metrics. The BeauCoup project’s website will have a Google Analytics plug-in, in order to know and analyse site traffic.

Each partner will also be asked to timely write down their own dissemination activities on two separate Excel spreadsheets (made available on Sharepoint), one for planned dissemination activities, which have not taken place yet, and another for dissemination activities that have indeed taken place. Below there is a screenshot example of the former.

PLANNED DISSEMINATION ACTIVITIES						
PARTNER	ACTIVITY	LOCATION	EXPECTED DATE	TARGET AUDIENCE	LINKS	ESTIMATED AUDIENCE
SCM	Website online and working	Online format	Deadline: 31-07-2022 (M4)	Industry and scientific community	<a href="http://www.beaucoupproject.eu">www.beaucoupproject.eu</a>   <a href="http://www.beaucoup-project.eu">www.beaucoup-project.eu</a>	
SCM	Launching of the 1st newsletter	Online format	Deadline: 30-09-2022 (M6)	Industry and scientific community		

Fig. 9 – Screenshot of the Planned Dissemination Activities report spreadsheet.



These will basically be very short reports on envisioned and fulfilled dissemination activities, performed in the country of each partner or outside of it, enabling to register the type of activity, date, target, where it took place, hyperlinks and clipping (if applicable).

Evaluation will also be measured by the degree of achieving of the KPIs mentioned in the BeauCoup Document of Work, namely:

Dissemination		
Conference Publications and Presentations	Scientific publications and presentations in/at different journals and conferences	≥ 10
Demonstrations in educational & touristic contexts and exhibitions	Participation in public conferences, exhibitions, and demonstrations related to tourism and education	≥ 5
Host session at AAL Forum	Organize and host AAL sessions at least at 2 AAL Forums to disseminate project results	≥ 2

*Fig. 10 – BeauCoup project Key Performance Indicators.*

