DISSEMINATION PLAN

SABER
SAtellite Broadband for European Regions

Versioning and Contribution History

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BRIEF BACKGROUND

1.1   Summary of the project

The **purpose** of the SABER Thematic Network is to create a long term, sustainable environment in which stakeholders interested in **tackling the Digital Divide** by contributing to the roll out and take-up of broadband for all, at increasing speeds, and in particular through satellite-based services, can proactively collaborate.

The scope of the SABER Thematic Network is **to create the conditions for the most efficient and effective contribution of satellite systems to support the achievement of the objectives set in Europe 2020 and subsequently in the Digital Agenda for Europe (DAE)**. The main objective of the SABER Thematic Network is to address the requirements as set out in Objective 5.3 of the ICT PSP Work Programme 2012. The SABER Thematic Network is fully aligned with the specific objectives of the ICT PSP Work Programme.

The SABER Thematic Network intends **to bring together national and regional authorities**, and **analyse the experience of those which have used satellite solutions for broadband access**, in order to develop guidelines for deployment and share best practices and disseminate information to regions across Europe in need using a common, easy to access, information repository which offers access to relevant information including cost benefit analysis of broadband access by satellite, satellite offers and technical capabilities, state aid, business models, funding options including demand aggregation and recommended solutions to non-technological roadblocks.

The SABER Thematic Network intends **to explore the possible use of regional funds** in relation to demand aggregation schemes and assistance, and to propose plausible adaptations in call specifications to incorporate satellite communication solutions in such calls.

The activities of the SABER Thematic Network includes the development of a **dissemination plan and working protocols and the launch of a knowledge management platform** to facilitate the creation and promotion of an information repository.

Members will participate in extensive intelligence gathering and a series of **workshops** and expert round table discussions will be undertaken to iteratively review, and validate the network's findings and good practice case studies. These activities will be used to share knowledge and experience.

SABER works with **regions** in 3 streams:
1.   an **early stream** for regions ready to plan deployments in the short term
2.   a **main stream** to support regions in achieving the 2013 DAE objectives
3.   a **future stream** supporting regions to achieve the 2020 DAE objectives.
Tools, methodologies and guidelines will be developed **to assist regions in their own satellite broadband deployment planning**. SABER seeks to build consensus among stakeholders on solutions to address broadband gaps across European regions.

A **final conference** will be held to ensure that the results and outcomes of the network are disseminated as widely as possible. Finally the activities of the network will be mainstreamed into all other partners' organisations to ensure the on-going sustainability of the activities.

The **outcomes** foreseen in the SABER Thematic Network will include:
- A critical assessment of actual satellite broadband service deployment and associated case studies
- The identification of regional requirements for planning satellite deployment
- The creation of a White Paper on use of satellite solutions to achieve 100% broadband coverage
- A future roadmap for satellite technology
- A toolkit and set of guidelines for regions to support the deployment of appropriate satellite broadband solutions.

1.1 The SABER Thematic Network

The SABER Thematic Network has assembled **an extensive partnership of 26 regional and industry organisations** to ensure a wide range of expertise and experience within the network.

The partnership comprises a triple helix of **stakeholders** including:
a) **regional organisations** responsible for economic and social development at a regional level
b) **intermediaries** that provide support at the regional level
c) **private sector companies**, in particular companies that manufacture, deploy and operate satellite broadband infrastructure and services across Europe, and have extensive experience in publicly funded deployments.

Partners can be classified into **3 broad categories**:
1. **regional partners with experience** of deploying satellite broadband solutions
2. **regional partners with an interest** in exploring satellite broadband solutions
3. **satellite industry partners with experience** of addressing broadband deficits in regions across Europe and the globe.

Table 1 – List of participants

Participant no.	Participant organisation name	Participant short name	Country
1 (Co-ordinator)	Consorzio per il Sistema Informativo (CSI PIEMONTE)	CSI	IT
2 (Participant)	Consiglio Nazionale delle Ricerche	CNR-IREA	IT
3 (Participant)	FUNDECYT Parque Científico y Tecnológico de Extremadura	FUNDECYT-PCTEX	ES
4 (Participant)	Lepida spa	LEPIDA	IT
5 (Participant)	Regione Abruzzo - Struttura Speciale di Supporto Sistema Informativo Regionale	SIR	IT
6 (Participant)	Western Norway Research Institute	WNRI	NO
7 (Participant)	Bykle og Hovden Vekst as	BHV	NO
8 (Participant)	Commission for the New Economy Manchester	NEM	UK
9 (Participant)	Syndicat Mixte Ouvert Nièvre Numérique	NIVERLAN	FR
10 (Participant)	Acreo Ab.	ACREO	SE
11 (Participant)	South West Regional Authority	SWRA	IE
12 (Participant)	Mid West Regional Authority	MWRA	IE
13 (Participant)	Stowarzyszenie "Miasta w Internecie" – "Cities on the Internet" Association	COI	PL
14 (Participant)	RD Horizon, Raziskave in razvoj, Davorin Rogina s.p.	RDHOR	SI
15 (Participant)	Mira Telecom srl	MIT	RO
16 (Participant)	Eta-2u srl	ETA2U	RO
17 (Participant)	Anaptyxiaki etaireia dimou trikkaion anaptyxiaki anonymi etaireia ota - eTrikala	eTRIKALA	EL
18 (Participant	Associazione ToscanaSpazio	TOSP	IT
19 (Participant)	Informatika a Tarsadalomert egyesulet - IT Pro Society Association	INFOTER	HU

20 (Participant)	Devon County Council	DEVONCC	UK
21 (Participant)	Swietokrzyskie Centrum Innowacji i Transferu Technologii Spolka z Ograniczona Odpowiedzialnoscia - Regional Centre for Innovation and Technology Transfer	RCITT	PL
22 (Participant)	Slí Nua Development Limited	SLINUA	IE
23 (Participant)	Eutelsat s.a.	EUTELSAT	FR
24 (Participant)	Astrium sas	ASTRIUM	FR
25 (Participant)	Skylogic spa	SKYLOGIC	IT
26 (Participant)	SES Broadband Services	SBBS	LU

1.2   Partners' role

CSI Piemonte coordinates the network and leads on dissemination activities drawing. CSI Piemonte will be supported by Eutelsat, Skylogic, Astrium and SES Broadband Services in gathering intelligence, producing early guidelines and carrying out an in-depth analysis of the intelligence. The market and deployment knowledge of the pan European industry partners, each leading players across the entire satellite broadband value chain, will be fully utilised to source international case studies and to sketch out a future roadmap for satellite technologies.

CSI Piemonte will be supported by Slí Nua Development to produce regional guidelines and toolkits to support regions in planning satellite broadband deployments. The five regional partners (TOSP, BHV, Niverlan, eTrikala, Devon CC) with experience of satellite deployment will share their experience through presentation of case studies. All other regional partners (CNR-IREA, FUNDECYT-PCTEX, Lepida, WNRI, NEM, Acreo, SWRA, MWRA, COI, RDHOR, MIT, ETA2U, INFOTER and RCITT) will use and validate the guidelines, case studies and toolkits to consider satellite as an option in their regions.

All partners will actively participate in network round-tables, workshops and the conference. All partners will also disseminate the SABER findings to other regions and networks across Europe. All partners will validate the guidelines and toolkits to help fine tune them.

So as to have a more effective communication and to optimize the resources on the project, it is necessary for all the project partners to undertake :
-   to co-operate with the lead partner to guarantee internal and external communication of the project objectives, progress and results;
-   to promptly provide the project materials, contacts, information for the web site, the publication, information on conferences, meetings and documents, as requested by the lead partner;
-   to disseminate information on the project at local level, involving the interested communities.

The active and prompt collaboration of the partners with the project coordinator will be the main success prerequisite of the communication activity aimed at external parties.
The coordinator prepares and makes available to the other partners the main communication tools at international level, that are required to inform and ease the exchange of experiences between the single communities, but one of the autonomous tasks and responsibilities of each partner (including CSI-Piemonte for its own local activities) is the use and dissemination of the tools and products provided, as well as the communication activities within their own national and regional communities.

1.3 Partners and their visual identity

Table 2 – Partners visual identity

Participant short name	Logo
CSI	
CNR-IREA	
FUNDECYT-PCTEX	
LEPIDA	
SIR	
WNRI	
BHV	
NEM	

NIVERLAN	
ACREO	
SWRA	
MWRA	
COI	
RDHOR	
MIT	
ETA2U	
eTRIKALA	
TOSP	

INFOTER	
DEVONCC	
RCITT	
SLINUA	
EUTELSAT	
ASTRIUM	
SKYLOGIC	
SBBS	

2. COMMUNICATION AND DISSEMINATION

2.1 Overall Communication Strategy

Communication and dissemination of the SABER project activities and results are one of the important actions and responsibilities of all partners.

By realizing a strong dissemination effort to communicate the results of activities to all EU national and regional authorities, the project aims to facilitate exchange of experience and best practice between regions interested in satellite solutions for broadband access and facilitate as far as possible the unlocking and use of valuable information on innovative solutions or best practice.

A **coordinated dissemination strategy** is required in order to maximise the impact of the project, whilst maintaining the overall costs of the dissemination effort at reasonable levels and avoid overburdening the development effort. The SABER Thematic Network aims at **maximising the existing dissemination channels of all partners** and at introducing innovations, in its dissemination plans as well as in its technical work.

The SABER Thematic Network intends to develop a **two-years general dissemination strategy**, from the early beginning of the project. This dissemination plan is a part of the overall project plan to explain how the network will share project outcomes among partners and learn more on strategies with stakeholders (regional organisations; intermediaries; private sector companies) and the community.

Participation to meetings of other EU projects and major conferences as well as invited talks given at international conferences or participation in conference panels are but a few examples of dissemination related activities for which opportunities may arise at any moment during the life-time of the network. Consequently, the SABER Network is developing the ability to provide a rapid response to arising opportunities through internal sharing of dissemination materials.

Considering the complexity, the involvement of the **partners from thirteen countries** different European countries and the strategic approach aimed at involving the largest number of potentially interested parties, the decision was taken when elaborating the project proposal to assign a significant importance to communication, allocating a considerable amount of the overall budget to these activities .

The present initial dissemination plan is drawn up so as to guarantee the best possible planning and correct implementation of the identified activities. The Dissemination plan is part of Work Package 1, titled "Coordination and Dissemination". Accordingly, the dissemination plan will have to be adapted and updated several times to reflect the development of the project and adjusted to the opportunities and requirements arising out.

2.2   Dissemination plan and availability of common results

Dissemination Plan aims to coordinate and harmonize all communication strategy of the project. It is required to ensure that the project's results and activities are spread effectively among all stakeholders, with simultaneous optimization of the communication and dissemination costs spent reasonably and in proportion to possible achieved effects.

SABER dissemination plan serves to provide the right communication methods and media employed to deliver the project's message to the **target audience**: it identifies the target groups to be addressed, the relevant **message** to be communicated and ensures the **measurement of dissemination impact**. The plan also defines all the dissemination outputs to be delivered by the end of the project, providing **relevant guidelines** to all the partners involved in the dissemination.

SABER dissemination plan is provided for the whole life time of the project (24 months). It will describe and explain **usage of all relevant channels of communication** to disseminate information on the project. Specific emphasis will lie in the opportunities offered by **electronic media**: a website, social media, electronic mailing lists, etc. will form integral part of the overall strategy. The Network will also exploit all Project Partners' communication possibilities, complying with their individual character and requirements.

The SABER Thematic Network will have an important impact on regional development manifested through its regional partners, its industry partners and through national and European **events**, including workshops held in and at the regional level. Major visibility will be given, by means of **a high level conference**, to the development of broadband initiatives utilising satellite systems to contribute to 100% broadband coverage.

On-going dialogue and debate between users, policy makers, investment decision makers and the satellite industry regarding the appropriateness of satellite services will be fostered by means of a **web site**, suitably

animated and supported. The SABER Thematic Network will produce concrete outputs in the form of good practice toolkits, case studies and other relevant resources, all of which will be made available freely through electronic means.

The focus of the network will be on opening, developing and operating channels of communication between the SABER and other external stakeholders, regions and networks.

The deliverables produced by the SABER network will be classified for **public dissemination** and will be **made available through the SABER knowledge platform/information repository**. Full use will be made of dissemination tools such as partner newsletters, blogs, social media tools and multimedia channels to raise awareness of the network, its activities and the outputs it produces.

As dissemination activities start with dissemination plan writing up, the plan has to be implemented and developed to ensure that all activities are fully integrated.
3 main dissemination channels:
- On line: SABER and partners website, blogs, social media tools and multimedia channels
- Non-electronic: Brochure, Logo, Visual Identity
- Interactive: Network Launch, 7 Round Tables & Workshops, Final Conference

2.3 Key Target Groups

The aim of the project dissemination is to reach all possible stakeholders involved in the design of innovation strategy of their territories. This means that a very wide spectrum of groups must be reached, including groups that may be able to influence the actions taken in their territories.

These stakeholder groups can be divided in two main broad categories:
- **Internal stakeholders**: all parties directly and formally involved in the project development. These are mainly the 26 Partners constituting the SABER Thematic Network and their respective cooperators defined and involved in the project's activities. Communication activities for this group serve to enable effective management and fulfillment of operating activities of B3 Regions project.
  These entities will be influenced primarily by experience and know-how exchange during the project lifetime and will generate, support and disseminate the projects deliverables. The ensuing information flow will benefit both advanced and less advanced partners as the internal dissemination is meant to be a two-way process, taking the form of constant information and feedback exchange.

- **External Stakeholders:** all external targets potentially interested in the project's activities and results:
  - Other thematic networks (ESOA, ISI, Eurisy, Nereus, ESA…)
  - Representatives and decision makers of national and regional authorities
  - Representatives and decision makers of public administration institutions at regional, national and European level
  - Institutions implementing broadband infrastructure on the given territory
  - University units and academic circles related to ICT
  - Business support institutions (e.g. development agencies)
  - European citizens and business (end users)
  - Local, national and international media

Communication tools and actions designed to reach the above targets are described later in detailed form.
All communication and dissemination instruments destined for these addressees are organized in full compliance with EU regulations, assuring full transparency and proportionality between funds spent and awaited potential added value of designed tools and activities.

2.4   WP1 Goals and Description

With reference to the SABER "Description of Work" approved by the European Commission and in particular to Work package 1 "Coordination and Dissemination", the aim of the present plan is that of defining some guidelines and operating directions for the communication activities that must be developed during the course of the project.

The aim of these activities is to continuously disseminate the findings, results and outcomes of the network's activities throughout the course of the project to member regions and to a wider audience across the Member States. Each partner has committed to disseminating the network's outputs to their own network of partner regions and associations.
To better understand if the planned dissemination activities are successful, CSI-Piemonte, as WP1 leader, suggests to adopt some criteria that will help every SABER partner to better understand whether the communication reached the defined audiences correctly.

When every SABER partner has to present the whole project (e.g. in a national conference, speech, drawing up of promotional materials and official documents…), CSI-Piemonte suggests to take into consideration the following criteria:
- Relevance, is the message appropriate and its purpose clear?
- Clarity, is the message coherent and easily understandable?
- Credibility, is the message believable and trustworthy?
- Response, what is the registered impact of the message?
- Satisfaction, is the audience satisfied with the communication?

The planned work is the following:
- Organization of the kick-off meeting of the network
- One-to-one correspondence with members of the network
- Technical build of knowledge sharing platform using appropriate tools
- Use of the knowledge sharing platform to make findings and results available to a wide audience of regions across Europe
- Planning and organization of workshops, panels of experts, round tables and of the final conference to share the results of the project as widely as possible
- Development of a sustainability plan for the network beyond the lifetime of the project both within the partnership and with external stakeholders

3. KEY MESSAGES

A critical part of a consistent branding is to agree on key messages for SABER project target audiences which will help to design dissemination material that is not confusing or contradictory from one channel to another. Although these messages will be defined (and possibly redefined) throughout the project by CSI-Piemonte, below is a list of a few basic ones that shall be the starting point.

Key messages are the following:
1. ICT is a development and innovation driver. The capacity to plan, assess and manage investments in the field of ICT represents a crucial aspect of Innovation policy.
2. SABER project will create the conditions for the most efficient and effective contribution of satellite systems to support the achievement of the objectives set in Europe 2020 and subsequently in the Digital Agenda for Europe (DAE).
3. The SABER Thematic Network intends to bring together national and regional authorities, and analyse the experience of those which have used satellite solutions for broadband access, in order to develop guidelines for deployment and share best practices and disseminate information to regions across Europe
4. Structural funds can be a valuable resource, when launching the process towards innovative utilization of ICT / satellite technologies. The SABER Thematic Network intends to explore the possible use of public

funds in relation to demand aggregation schemes and assistance, and to propose plausible adaptations in call specifications to incorporate satellite communication solutions in such calls.

4. COMMUNICATION TOOLS

Experience shows that a **strong visual identity** is essential when there is a need for wide dissemination of the project results. Consequently, SABER has developed a consistent and recognizable visual identity that will be used across all products to ensure a common look and feel.

The SABER Visual Identity Manual is available and will be used by all project partners to build and maintain a brand identity. It includes:

- Logo
- Templates: Slide, Reports and Presentations Layouts
- Project website
- Other visual identity manual: poster
- General Obligations

4.1 Logo

The logo, which was designed in the early stage of the project and accepted by all the partners, is representative of the SABER concept and vision. It is simple but memorable. Its colors and design will determine the look of all the upcoming visual materials in order to keep the consistency of the visual identity of the project.

Figure 1 – SABER Logo

The Visual Identity Manual specifies:
- the lettering of the acronym and of the and pay-off
- the colours to be used for typographic printing in quadrichromy and in two colours
- the RGB and hexadecimal references for web and video applications
- the possible variations to be used to reproduce the logo with one colour or in negative
- the areas of respect and the minimum size for printing and the web.

4.2   Templates: Slide, Reports and Presentations Layouts

The Visual Identity Manual includes:
- a slide template
- a basic report template
- a presentations general layout

All these materials will be used by project partners during all their presentations that touch upon the project will be created, so that the visual identity of the project is sustained throughout all events, internal or external to the project.

Figure 2 – Slide and Report Layouts

4.3   SABER website

The SABER website was one of the first communication tools created by the SABER Thematic Network.
The project web site is an important and versatile dissemination tool. It informs the community about project, findings, and resources created, and about what has been learned. As a dissemination vehicle, it will include any coverage dedicated to the project, as well as any newspaper articles or interviews.

The general objective of the SABER website is to present the project in a clear and detailed way to other national and regional authorities, to the media and the private sector. This is not only a showcase on the Web, but it aims at sharing knowledge on these topics, promoting the project as a whole, disseminating the project achievements, outputs and final results.

The official projects website http://www.project-saber.eu/ was officially published on December 2012, that is the domain promoted by all Consortium partners.
CSI Piemonte hosts the website.

The SABER Network has created its own project site with the aim of:
- making it attractive and easy to use, with intuitive navigation;
- keeping the web site up to date;
- making sure it follows the best practice in accessibility for disabled users;
- mentioning that the project is co-funded by the European Commission under ICT PSP Programme.

Basic functions of the website were suggested by CSI Piemonte at the kick-off meeting held in November 2012 in Brussels.

The SABER website is organized as a Content Management System (CMS) and it is structured into 4 sections as follows and it is open to other project driven developments:
- **Homepage**: short description of the project, events calendar, news (the 2 most recent news are visualized, the older ones are available on the repository), contacts (this link is displaying an e-mail address, managed by CSI Piemonte which is the dissemination activities leader);
- **Documents**: a public area containing all the officially released documents divided by Work Package and a restricted access area only for project partners containing working documents and private project information;
- **About**: a public area aimed at presenting the project and structured into the following under-sections: objectives, activities and outcomes, consortium, role, impact, press (a multi-language area presenting media coverage of the project);
- **Partners**: a list of the project partners and a list of the stakeholders, presenting their general activities and their role in the project.

The website will also be user friendly and fulfil the basic eAccessibility guidelines.

All these measures shall ensure the requirement of attracting an average of 3500 visits per year.

Figure 3 – Website homepage

4.4 Other visual elements: poster

Even if not specified in the official proposal approved by the EU Commission, CSI Piemonte as dissemination leader considers that other essential elements are crucial for a successful dissemination of the objectives and results of the project.

Creating posters, offers a visually-appealing way to disseminate information to broad audiences. It requires extensive simplification of information due to limited space; however, this format is graphically in accordance with all other dissemination material and shall attract audience attention.

A **poster** has been created. It contains the main messages of the project and is designed to bolster the visual identity of the project at all events, especially those where the project will be disseminated mainly based on face to face networking and dissemination.

Figure 4 – SABER poster

4.5   Media Presence

An important part of reaching such wide audiences as SABER sets out to reach, presence in media – traditional and electronic – is also necessary. This presence will be ensured firstly through the other channels highlighted in this chapter (primarily through press releases) as well as through papers submitted at events, printed media etc. on local, regional and EU level. All partners will actively participate in this task.

The SABER Network plans to pay particular attention to media contacts. Media must be considered crucial as "go-between" with mass audience and users. Their role is very important not only to explain the services benefits to common people, but also to stir up the interest of potential end users.

Press releases offer one of the most efficient and effective ways to disseminate information, particularly to the media and other organizations. Media coverage is a cheap and easy way to get results out to as many people as possible.
Press Releases will be delivered to generate press coverage in general and in specialized media in order to keep target audiences up to date. Their content will be mainly related to the project events but also to main achievements of the project. It will be supplied by all partners and organized and selected by CSI Piemonte. The dissemination will be done through partners networks, mailing lists, website and where applicable also locally in local languages.

All SABER press releases will be available on the project website; all documents can be freely consulted by Web users.

4.6   Events: Round Tables and Workshops

There are a number of events planned to take place during the lifetime of the project. They can be divided into three categories:
a)   Internal events: workshops and Final Conference
b)   External events

a)   Internal events: workshops and Final Conference
Seven Round Tables and/or workshops will be organized mostly in Brussels during project lifetime, involving EU project officer in the development of the project.
Round Tables and Workshops are connected to Work Packages (WP) as follows:
- WP1 "Coordination & dissemination": Kick-off meeting of the network
- WP2 "Early analysis & guidelines": 2 sets of Round Tables and/or Workshops
- WP3 "In-depth analysis & good practice review": 2 sets of Round Tables and/or Workshops
- WP4 "Develop guidelines & recommendations": 2 sets of Round Tables and/or Workshops
- WP5 "Consensus building & validation": 1 Workshop and a Final Conference

Each workshop will be attended by partners, external stakeholders and additional Regions identified by the partners.

b) External events
As mentioned before, the SABER Network considers taking part to events, such as exhibitions, events, fairs, trade shows, conferences, relevant workshops and seminars pivotal in the dissemination strategy. On these occasions partners will have the chance of presenting papers or lectures, slide shows or, simply, printed materials, press releases, and the like.

A flexible approach to events, that respects the publication rules in the Consortium Agreement, will enable the Consortium to take advantage of most dissemination opportunities. The aim is for the partners to take advantage of as many chances as possible to present the project, on an international, national and local level.

Partners will attend events depending on the focus of the event itself (academic, technical, general....) trying not

to overlap their presence and to coordinate their participation. In this effort a report of upcoming events is published on the on line collaboration platform, so an official representative of the SABER project is appointed and responsible of delivering published materials during the event.

Should a presentation of the SABER project be required, a coordination between the partners would be welcome in order to make sure that the presentation is consistent with the event.

4.7   Social media

SABER partners have agreed on a set of social media and groups, which are the most useful for the purposes of this project and at the same time can reach the most varied audiences. These include:

- **Facebook** page – an informal and faster paced addition to the project website to be set up and maintained by CSI Piemonte and other partners;
- **LinkedIn** group – a group to bring together experts to discuss issues around the project with a deeper insight to be moderated by CSI Piemonte;
- **epractice.eu** group – another meeting point for experts from this and related fields, which would sustain the project results into the future, to be set up by CSI Piemonte.

Each partner can contribute to the different social media following the project structure regarding subjects, discussion, etc….

4.8   Final Conference

The Network considers it very important to organize one main specific event, the final conference due in M24 and to take part to other more general events in order to present the project, both as attendee or speaker.

A more detailed programme for the Final Conference will be presented in a later stage of the project as activities progress.

4.9   General Obligations: Acknowledgement of EU funds

As SABER project is funded by the European Community any communication or publication material (including e.g. reports, presentations, promotional material, publications) must clearly acknowledge receipt of Community funding through the display of a respective statement and the EU flag.
The acknowledgement of funding and the EU flag is added prominently on all relevant documents and on the website.

5. MONITORING AND EVALUATION

The application form, which was submitted for approval to the European Commission, contains clear objectives that the Consortium must reach in WP1- Communication Component. These objectives are repeated in the following table.

The Network will fulfil the output and result indicators during the lifetime of the project. These indicators shall also serve for quantitative evaluation of the communication success.

In order to effectively organize the reporting and evaluate the progress towards these indicators, CSI Piemonte will provide the Network with a detailed plan of communication activities in the beginning of each semester, which will be regularly updated throughout the semester. Partners would then be able to plan and execute their

activities according to this plan.

As qualitative evaluation of results is a subjective task, the Network will gather feedback to the project at events, through electronic resources, social media etc. on both the local as well as international level. This feedback will be included in reports that will be put together by CSI Piemonte. Some relevant lessons learned, best practices and such gathered through all channels will also be published through the several publication channels the Network will use. This feedback will be gathered from partners through their dissemination activity reports.

In order to evaluate the dissemination activities, all partners will be required to fill in templates for each activity related to dissemination they plan to report in their regular semester reports. These reports will be collected twice a semester for more regular monitoring by CSI Piemonte. Based on these reports CSI Piemonte will create an overall dissemination report per semester that will show in detail the activities done. When combined, the biannual detailed plan of communication activities and the biannual report will provide a clear picture about the progress in the communication activities of the project. In case applicable it will also show room for improvement, which CSI Piemonte will incorporate into the Communication Plan for future reference and use.

Table 3 – Indicators

INDICATOR NAME	METHODS OF MEASURMENT	EXPECTED RESULTS			
		sem 1	sem 2	sem 3	sem 4
Target number of attendees at Network launch event	Registrations	50			
Launch of information repository/web portal		1			
Target number of attendees at each workshop (7 workshops in total)	Registrations	100	100	100	50
Target number of attendees at final conference	Registrations				100
Total number of additional regions contacted by members of the SABER Thematic Network	Receipt of contact reports	25	25	35	40
No. of additional dissemination networks through which the results and outcome will be disseminated				20	
No. of users on website per year	Analytics reports	2000	2500	3000	3500
Sustainability plan				1	
Report on likely future developments in satellite solutions and services				1	
Number of future events including NEREUS events, where the subject matter is included on the agenda	Collection of event programmes	1	1	1	2

Table 4 – Dissemination activity report template

Dissemination activity report template	
Date:	
Rapporteur (partner reporting):	
Other partners present:	
Type of Activity:	*E.g Workshop, seminar, conference, article*
Level of activity:	*Local, regional, national, EU, etc*
Date of Activity:	
Place of Activity:	
Performer:	*Who was performing the dissemination*
Audience:	*Number of people attending the event / activity, Number of people receiving a material etc. Who was represented in the audience (characteristics of target group).*
Comments/feedback/questions of the audience:	*Include feedback that was the most common or interesting on the activity, on the project as a whole or on possible improvements*
Dissemination Activity Summary:	*A short text describing the activity overall*
Material or attachments:	*Photos, agendas of events, links to articles etc.*

6. RESOURCES AND BUDGET

The SABER Thematic Network partnership is highly committed to ensuring the success of the network and the partners perceive a value in contributing their own resources to supplement the EC contribution.
In particular, the resources required to CSI Piemonte for Events and Dissemination are calculated based on previous experience as follows: the cost of running the planned events is estimated at €114,000 and the cost of developing and maintaining the information repository/knowledge platform is estimated at €60,000.

7. CONCLUSIONS

The present plan is intended to make the project very visible to all the communities identified. For a better result, CSI Piemonte suggests to update this dissemination plan according to the development of the project.
Dissemination to the general public is hard to achieve, hopefully the visibility generated in the technical arena can be leveraged to create some interest from the general press.