WP 4 – Dissemination and Sustainability

DEV 4.2 – Dissemination of project results-

COMMUNICATION PLAN

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# 1. Introduction

The main motivation for dissemination, from the point of view of a **Cloud4sme@MNE** project, is increasing the awareness about cloud computing potentials, benefits and concerns among various stakeholders in Montenegro (ME) and to increase awareness of SMEs, ministries and other governmental institutions about possible impacts to national productivity that could be reached by developing public-private partnership in implementation of cloud based solutions at national level.

We plan to develop sustainable final project outputs by having appropriate dissemination activities. These activities should lead to innovated cloud computing model at national level in ME, which should also help in further establishing of cloud capacities and standards at national level. To this end, different means are planned to be used for dissemination of project results, including promotional materials, buffets, promotions at TV stations, newspapers, etc. Also, different events are planned to be organized for different target groups, such as promotion to Ministries and Governmental institutions, visits to telecommunication providers, etc.

In order to make effective and focused dissemination and communication activities focused on wide range of target groups and audience, this document defines dissemination and communication plan, together with the methodology that shall be applied by all the partners through project lifecycle. However, the Documents defines:

* some “multidirectional” or “general purpose” tools and procedures, and guidelines to use them, to give and maintain maximum visibility (as well as transparency) to the Project;
* what are the target groups and stakeholders relevant for the CM4CII@ME Project, how to establish initial contacts with as many of them as possible, and how to make them fruitful.

Implementation of all activities will be described and documented by reports Dev 4.1. - Planning and implementation of dissemination, exploitation and outreach; Dev 4.2. - Dissemination of project results; and Dev 4.3.-Development of cloud-based strategy for sustainable improved business performance.

If any significant changes occur, Project Management Board (PMB) will analyze it with defining potential supporting measures.

# 2. Cloud4sme@MNE communication target groups

Having in mind that **Cloud4sme@MNE** is focused on raising awareness about cloud computing in general, as well as about potentials of cloud based services, and promoting created model at national level and developed cloud services, communication activities should be focused on different target audience.

In the following table we identify key target groups, for which different communication strategies are defined and described in the Section 3.

Table 1. **Cloud4sme@MNE** communication target groups

|  |  |
| --- | --- |
| **TARGET GROUP** | **DESCRIPTION** |
| 1. SMEs in Montenegro | SMEs at national level should be reached in order to: (i) raise their awareness about cloud computing and cloud based solutions, (ii) present innovative cloud computing model which can reduce costs (from the initial investment and operating costs, to IT costs and even energy costs), increase productivity etc., (iii) offer and present strategic support in addressing issues in moving business on clouds, (iv) present and promote developed cloud based service which benefits could be evaluated during project implementation. |
| 2. ICT community in Montenegro | ICT community should be reached in order to: (i) share experience and findings about SMEs’ attitudes about cloud computing and cloud based solutions, during and after raising awareness campaigns, (ii) present innovative cloud computing model which can reduce costs (from the initial investment and operating costs, to IT costs and even energy costs), increase productivity etc., (iii) offer and present strategic support in addressing issues in moving business on clouds, (iv) present and promote developed cloud based service which benefits could be evaluated during project implementation. |
| 3. Scientific community in Montenegro | Universities and research institutions should be reached in order to ensure their support in analyzing open issues about cloud based solutions |
| 4. ICT university students | Having in mind that university students in ICT represent new forces at national level in ICTs, it is very important to enhance their knowledge about cloud computing and its potentials, even some study programs may address this issue. |
| 5. Authorities at institutional and national levels | Innovation at national level shall be supported by authorities, such as: relevant Ministries (e.g. Ministry of Economy, Ministry of information society and telecommunications, Directorate for Development of Small and Medium Enterprises, etc.), governmental institutions, etc. |
| 6. General audience | New solutions and new ideas that could be implemented at national level, shall be presented to general audience as final users and beneficial of implemented cloud based services. |
| 7. International cloud community | By establishing links with international cloud community, it will significantly contribute to planning and implementing future activities (including period after project duration) related to cloud computing and cloud services. |

Different communication tools shall be developed for each identified target group and they shall be used in different phases of project lifecycle.

# 3. Cloud4sme@MNE Communication tools

Key tools that will be used for communication with identified target groups re the following:

* project web site
* **Cloud4sme@MNE** brochures and promotional materials
* **Cloud4sme@MNE** online contents
* Social network channels
* General media and/or general public
* Scientific papers
* Organization of events, workshops and conferences
* Existing links (e.g. with Chamber of Economy, universities, etc.)

## 3.1. Description of communication tools and reachable target groups

The following Table describes each communication tool and gives overview of reachable target groups among identified.

**Table 2.** Cloud4sme@MNE Communication tools and reachable target groups

|  |  |  |
| --- | --- | --- |
| **Communication tool** | **Description** | **Target groups** |
| Project web site | **Cloud4sme@MNE** will have:   * Visual identity (project logo, common colors/graphic design for the website and office document templates, brochure, etc) * Project web site (currently available at:  [http://cikom-dev01.info/)](%20http://cikom-dev01.info/)) * Visibility at project partners’ web sites | all |
| **Cloud4sme@MNE** brochures and promotional materials | Different brochures and promotional materials will be created targeting different target groups. Firstly, they will be focused on promoting cloud computing concepts, and then, will promote new cloud based solutions, etc.  The materials shall be made available on the website, and distributed in hardcopies. | all |
| **Cloud4sme@MNE** online contents | All project partners will contribute to creation and sharing different online contents aimed on sharing knowledge, promotion and dissemination of project results (banners, online visibility, etc.). | all |
| Social network channels | Accounts at social networks shall be opened, all linked in the footer and/or the “Follow **Cloud4sme@MNE** online” page of the website.  All project partners shall be responsible for active promotion, spreading the networks, improving visibility of shared posts/contents, etc. | all |
| General media and/or general public | Key findings and key project results will be promote to general public by using general media tools, such as: articles in newspapers, articles in relevant online and print magazines and blogs, personal interviews about the project, TV shows, etc.  Links to all articles and other media coverage about the Project or/by its members and partners will be published at Project web site, to make easier for journalists, editors, etc to write about the Project. | General audience,  ICT university students,  SMEs |
| Scientific papers | Research analyses among studies that will be conducted among SME community in Montenegro will provide solid bases for publishing papers at research conferences and journals.  Having in mind the inter-disciplinary nature of the cloud computing challenges, it is realistically to expect different fields through scientific community to be interested for publishing papers (i.e. technical, legal, economical, etc.) | Scientific community at national and international level |
| Organization of events, workshops and conferences | Different events: informal meetings, workshops, etc. could be organized aimed on reaching specific target groups (e.g. open cloud computing day for university students, etc.). Also, special session will be organized as a part of well-known regional ICT conference InfoFest in Budva, Montenegro, with the topics of cloud computing, ensuring presentations of ICT trends in ME to wider audience, presentation of recent EU trends in clouds, etc. | ICT university students,  SME community,  ICT community |
| Existing links (e.g. with Chamber of Economy, universities, etc.) | Project partners will use existing well established links with key actors at national level, e.g. Montenegrin Association of Small and Medium-sized Enterprises; Montenegrin Chamber of Commerce; ME universities; ICT cluster, etc. The links will be used as a channel for promotion of the project and medium for sending key messages to authorities at institutional and national levels. | Authorities at national levels,  ICT community,  SME community |

## 3.2. Timeframe for implementation of communication tools

Implementation of all communication tools will be in line with realization of project activities, and some of them will be updated accordingly. The following table gives overview of expected dynamics in realization.

Table 3. Timeframe for implementation of communication tools

|  |  |
| --- | --- |
| **Communication tool** | **Expected implementation** |
| Project web site | Continually during the project. All information available at project website shall be up-to-date. |
| **Cloud4sme@MNE** brochures and promotional materials | Created at M3. Updated at M12. |
| **Cloud4sme@MNE** online contents | Continually during the project. |
| Social network channels | Continually during the project. All information about project implementation will be shared and promoted visa social networks. |
| General media and/or general public | General media tools will be periodically:  M1-M5- project promotion;  M9-M12- promotion of market oriented research results;  M12-M15- cloud computing model promotion, etc. |
| Scientific papers | Results which have potentials for scientific publications are:  M11- Market oriented research: Results analyses and discussions  M12-M15- Model of Cloud Computing Services for SMEs in Montenegro |
| Organization of events, workshops and conferences | September 2017 - special session as a part of well-known regional ICT conference InfoFest in Budva  May 2017 – workshops for students at University Donja Gorica  Other events could be organized for promotion of:  M3-M4 – raising awareness  M9-12- market oriented research  M12-M15- cloud computing model at national level |
| Existing links (e.g. with Chamber of Economy, universities, etc.) | Continually during the project.  Participation at usual meetings/events of these bodies will be used for project promotion sending key messages to the audience |

# 4. Indicators to measure the success

The use o each specified communication tool/channel as well as its impact on raising awareness and project promotion will be measure continually during the project. To this end, the following Table specified different quantitative indicators which will be measure and analyzed.

Table 4. Indicators to measure the success of each communication tool

|  |  |
| --- | --- |
| **Communication tool** | **Indicators to measure the success** |
| Project web site | * traffic on the website;   + number of incoming links to the website; |
| **Cloud4sme@MNE** brochures and promotional materials | * number of promotional materials printed and distributed; * number of promotional materials prepared per each different target group |
| **Cloud4sme@MNE** online contents | * + participation of non-project members to the online contents;   + number of online contents prepare and published; |
| Social network channels | * + number of followers on social networks;   + level of interest raised on social networks, e.g. number of “likes” to posts on the project Facebook page, number of retweets or favorites for the official Twitter account, etc; |
| General media and/or general public | * + number of project mentions on general media, divided by media category (TV, magazines, daily newspapers, online-only media portals...) and type (mentions, interviews to Project members...); |
| Scientific papers | * + number of accepted talks at conferences and similar events;   + number of papers accepted for published at Conference Proceedings and scientific journals |
| Organization of events, workshops and conferences | * + number of events organized targeting different target groups;   + number of participants per each event; |
| Existing links (e.g. with Chamber of Economy, universities, etc.) | * + number of other activities (e.g. surveys) organized/used via existing links;   + number of participants. |

# 5. Conclusion

The Communication plan is prepared in accordance with all planned activities and reflects how Project consortium is willing to communicate with identified target groups. Having in mind that during the Project implementation, new findings and circumstances may occur, the Project Board led by Project Coordinator will be responsible for continual monitoring, updating and approving all communication strategies that will be used, all aimed on achieving all defined Project objectives and promotion of project results.

Project participants will prepare reports about implementation of all activities and use of communication tools defined in the Document, and make available at project website (Section: <http://cikom-dev01.info/activities/outputs-and-outcomes>) (Note: the link is generated based on current location of project web-site).