



Open Innovation Digital Platform and Fablabs for Collaborative Design and Production of personalised/customised FMCG

D11.2 ‘Report on Dissemination and Communication activities, Marketing Plan – Part 1’

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Executive Summary

The deliverable 11.2 is a public document of the Design & production of personalised powdered & liquid FMCG (Fast Moving Consumer Goods) (DIY4U) project, prepared as part of the Work Package (WP) 11 “Dissemination, communications and exploitation of results” and addresses Task 11.2 ‘Dissemination and Communication activities, Marketing Plan’.

DIY4U is fully committed with the main objective of fostering public engagement. General public awareness and acceptance of its active role in the FMCG market is crucial for the success of the detergents and surfactants.

The aim of the communication activities within the project is to inform as many people as possible about the existence, the activities, and the results of the project. For this purpose, various communication actions are undertaken to maximize the visibility of the project and therefore its impact. This greatly benefits the project as such but mostly the partners as the consequences can be a good exploitation or future research projects. Its needed to show the knowledge and the excellence in the field of detergents and the pioneering research projects for industrial application.

The launching of an official webpage for DIY4U project belongs, according to the GA, to the mass and general communication strategy that has been defined for promoting the project and its main results by establishing and keeping up to date the informational website of the project.

The current document provides a detailed description and analysis of the project’s dissemination and communication activities and includes general information and updates on the progress made by DIY4U and will continuously be updated until the completion of the project. In addition, the website structure and design implementation are described as well as the administration of the website and the targeted groups.

The first version of the website is ready and publicly available at <https://www.sintef.no/projectweb/diy4u/>. Access to the social media profiles of the project are also provided through this document. LinkedIn and Twitter accounts have already been setup as additional dissemination tools and are accessible via the following links:

<https://www.linkedin.com/company/diy4u/?viewAsMember=true> and @DIY4U_EU.

All the above-mentioned links to access the online Project’s presence, have already been provided to the Consortium.



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Glossary of terms and abbreviations

Acronyms

ADSC	Analysis Dynamic & Security Computations
DIY4U	Design and production of personalised powdered and liquid FMCG (Fast Moving Consumer Goods)
CMS	Content Management System
GA	Grant Agreement
GDPR	General Data Protection Regulation
GUI	Graphical User Interface
KPI	Key Performance Indicator
MST	Management Support Team
FMCG	Fast Moving Consumer Goods
SME	Small to Medium size Enterprise
URL	Uniform/Universal Resource Locator
WP	Work Package

1. Introduction

The deliverable “D11.2 – Dissemination and Communication activities, Marketing Plan” of DIY4U project is part of the Work Package (WP)11 ‘Dissemination, communications and exploitation of results’ and discusses the project’s requirements of online presence, the structure of the project’s official website itself as well as the setup of other social media channels. It addresses Task 11.2 ‘Communication Strategy Activities’, whereas per the project’s Grant Agreement (GA), a website uniquely dedicated to the DIY4U project, a LinkedIn and Facebook profile and a Twitter account creation is part of the communication strategy.

A website has been designed and launched by SINTEF acting as the central source for all project information, description, objectives, updates, latest developments as well as dissemination activities and other events valuable to the DIY4U project and its stakeholders. All partners are entitled to publish the project results in the usual scientific form and all concept publications must be put on the website and submitted to all Partners together.

In addition, the project’s social media profiles were created by CPI as additional dissemination tools and will all be frequently updated until the completion of the project.

As per the project’s GA, the target audience of the website is its Consortium, the Researchers, the related Industries, and the General public. An extremely imperative requirement so as to ensure augmented exploitation, high impact and increased interest of the project’s results, is to cautiously and effectively disseminate and communicate the appropriate information to the relevant audience, in a concise, well-articulated, understandable and attractively wrapped manner. Hence, communicating the right information and messages to the right people, using the right language and suitable means is the key to a successful dissemination strategy.¹

1.1. Deliverable Overview and Structure

Based on the objectives and the work supported under T11.1 and T11.2, an exclusive website was designed and developed for the DIY4U project as well as social media profiles.

This document starts with the Executive Summary, which provides an overview of the whole document, followed by the contents page that directs the reader to a preferred Chapter or Section. Next, the list of tables and figures along with the glossary of terms and abbreviations used within.

Chapter 1 is the introduction of the deliverable describing its objectives, the overall concept, and its structure. DIY4U outputs are also summarized.

Chapter 2 provides a description on how the chosen project logo was designed.

Chapter 3 provides an extensive description of the project’s website. In addition, the websites target audience and targets are outlined, besides the administration performed on the website (i.e. update content).

Chapter 4 includes the corresponding information about the project’s social media profiles, mainly LinkedIn and Twitter. We are using these media profiles to make the DIY4U project known and reach a big audience in a fast way, making possible to share comments and opinions and interact. There is the possibility of using some other social media profiles, like ResearchGate and even YouTube to share some special contents like trainings, as the project is further developed, we will evaluate to make use of those tools.

Chapter 5 offers the conclusion of the document.

2. DIY4U Logo

Prior to designing the website, the brand of the project had to be established. The final logo was based on the project's core subject which is personalised FMCG (Fast Moving Consumer Goods). IRIS has designed a complete DIY4U visual identity, that is centralised on a clear DIY4U logo concept and a colour pantone. DIY4U logo has been the result of a combination of essential concepts that surround the main elements of the project. The building blocks that conform the logo represent the innovative combination of different technologies and approaches used in the project and to accomplish the project aims and objectives, as well as the mixture of intermediate feedstocks to produce the final FMCG product.



Figure 1: DIY4U Logo

3. DIY4U website

3.1 Introduction

A project's website is a powerful tool for communication and a unique way to connect with the world, as well as a beneficial tool to develop an online reputation of the project.

Building an official project website and social media profiles, is one of the communications and marketing approaches to engage and educate the project's audience of the project's progress, news, and events as well as its results. It is also a GA requirement since the success of a project depends strongly on efficient communication and coordination, and the website will be an essential tool to achieve this goal.

A website uniquely dedicated to the DIY4U project has been designed and launched acting as the central source of all project information, description, objectives, updates, latest developments as well as, numerous dissemination activities and other events valuable to the DIY4U project and its stakeholders.¹

This chapter outlines all aspects of the DIY4U website, how it was structured and how it was developed, to serve as the main online presence of the project. SINTEF is going to update contents bimonthly and partners should give information to share in it regularly.

Enewsletters are created every six months and the access to them will be available in the web page. Subscribers will get them, after following a subscription process in their email accounts.

White Papers are going to be a useful dissemination tool, the partners who will participate should share the information in the web page and social media profiles.

The project's website uses an ultramodern technology to distribute targeted content to the visitor and it can be publicly accessed using the following url: <https://www.sintef.no/projectweb/diy4u/>.

3.2 Website structure and development

A website's structure refers to how the website is set up and how the content of the website is organised. A clear and strong website structure is important while it benefits the user's experience and supports the viewers in finding their way on the website easily, using internal linking structure to the most essential content. Internal links connect pages and posts, and it is something the site owner controls, that will guide the visitors to the most important pages and posts of the website. It helps the visitor to navigate through the website with ease and click on to the newest posts that are linked through the homepage in order to find them quicker under the several sub-tabs.

- **Aesthetically pleasing visual:** Provides visual appeal by following a few presentation and graphic design principles:
 - Provides meaningful contrast between screen elements.
 - Creation of groupings while align screen elements and groups.
 - Use colours and graphics effectively and simply.
- **Clarity:** The interface is visually, conceptually, and linguistically clear, including:
 - Visual elements.
 - Functions.
 - Metaphors, words and text.
- **Comprehensibility:** The interface is easily understood and flow effortlessly to be learned.
- **Consistency:** The interface looks, acts, and operates the same throughout.
 - The same action always yields the same result.

- The position of standard elements remains the same.
- **Control:** The user controls the interaction.
 - Actions results from explicit user requests.
 - Actions are performed quickly.
 - Actions are capable of interruption or termination.
 - The visitors never interrupted for errors.
- **Efficiency:**
 - Minimum user's eye and hand movements.
 - Transitions between various controls flow easily and freely.
 - Navigation paths are as short as possible.
- **Simplicity:**
 - Provides a simple interface and defaults.
 - Minimizes screen alignment points.
 - Simple common actions. Presents common and necessary functions first.
 - Provides uniformity and consistency.
 - Prominently features important functions.

3.3 DIY4U Website contents

The "Home" page of the DIY4U website has been designed to highlight the importance of the project and to appeal to visitors. A screenshot from the "Home" page of the website is shown in the Figure below.

News and Events should be updated and make available information about webinars and trainings, participation in fairs and exhibitions, virtual meetings of the consortium, etc.



Figure 3: DIY4U Website Homepage

3.4 Target Audience

The aim of the communication activities within the project is to inform as many people as possible about the existence, the activities, and the results of the project.

As per the GA, DIY4U's website target audience will be a mix of the following; project's Consortium, the European Commission, the Researchers, the several related Industries and the general public.

Academic audience will have the opportunity to benefit from the public reports and research data published within. In addition, journalists and the public will be able to find information sources in the 'News & Events' section.

3.4.1 Target group basis

- **Group 1: Detergent and soap end-users:** e.g. consumers, cleaning service providers and cleaning solution developers (e.g. Deb Ltd, Kiehl Group, Laboratoires Ceetal, Mareva)
- **Group 2: EU Innovators (SMEs and Entrepreneurs) of detergent and soaps and other soft matter FMCG products:** e.g. Reckitt Benckiser, People Against Dirty, AGMA, Wolf Formulations,
- **Group 3: EU Manufacturers of detergents and soaps and other soft matter FMCG:** e.g. Unilever, ReAgent, Amega Sciences, Autosmart, Christeyns, Ecochem Srl, Jabones Pardo S.A.,
- **Group 4: EU detergent and soap Ingredient Suppliers:** Grupo Industrial Crimidesa. BASF, AlindaVelco S.A., CP Kelco, Solvay, EVONIK, PQ Corporation, Kmira, INEOS, Dow Chemicals, Novozymes, GENeco, SMEs developing novel ingredients (e.g. Microcapture, Filda London)
- **Group 5: Distributors and Retailers of FMCG:** e.g. Lidl, Asda, Tesco, Aldi, Sainsbury, Auchan, Carrefour, Netto, Système U, SPAR, Coop Mega, Meny, Kesko
- **Group 6: EU ICT solution developers & other fablab developers:** e.g. Fablab Valencia, FabLab Pavia
- **Group 7: Primary influential bodies/industry associations:** e.g. FoodDrinkEurope, Independent Retail Europe, European Commission, European Environment Agency, United Nations Environment Programme (UNEP, The Intergovernmental Panel on Climate Change (IPCC) and policy makers etc.
- **Group 8: Regulatory/standardisation/legal counsel:** e.g. AISE, SGS, IP law firms, digital transformation and AI advisors, cybersecurity auditors, consultants for privacy, identity management and blockchain, etc.
- **Group 9: Investors:** Banks, venture capitalist, public and regional fund providers
- **Group 10: Other:** Academia and public

The dissemination and communication activities will be created with each individual target group in mind. The communication plan for promoting this project and its results include an efficient and effective mix of both interpersonal and mass communication tools which furthermore, it should be strongly emphasised, that for each targeted audience, a distinct strategy using targeted messages, means and language needs to be used.

4. DIY4U Social Media Channels

4.1 Introduction

We chose LinkedIn and Twitter as the main social media profiles to be developed, as they have the greater popularity nowadays around the world, and we will evaluate to expand our following on the Facebook account over the coming months.

LinkedIn is a free professional media network, with more than 675 million of members. It provides information about different companies and persons, mainly to make public their business activities and professional profiles.

This network:

- Initially became a perfect place to publish or look for a job opportunity, each member makes public his/her studies and information about professional experience. Whilst, companies publish job positions and make it possible to apply to their job openings.
- There is also a section, that provides you with some of the latest news around the world.
- If you are member of the network, it makes possible to you to connect with companies and persons, which you find of interest. Even become a member of certain groups interested in a certain theme, activity or sector.
- It is possible to share information, called posts, with all the participants of the network or just for a selected audience. The big number of members in it, makes it a great opportunity to reach a big audience in a fast way.

There are three ways to share the information:

- A) Make it public to all members,
- B) Make it available just for a certain group of persons, or
- C) Send contents in an email message to someone.

Twitter is a free microblogging service, with more than 300 million users. This social media profile lets you make public and share short messages (maximum 280 characters), called Tweets. It is defined as the network for SMS of internet. It is becoming more and more popular, but the big change arrived in 2009 when it changed the user's proposal, from what are you doing? to what is happening? It makes information public in a very fast way; it makes people with similar interests come together and be updated about certain contents.

We can accomplish with these two social media networks the wide range of audience we are able to communicate with very easily. Each partner should make available and publish information about their participation in the DIY4U project in their own social media profiles, so that we would be able to attract some of them for the DIY4U project. We will also name the partners in the web page and social media profiles to increase the partners popularity. The planned reach on these social media accounts is ambitious but we will work to meet the target.

4.2 DIY4U's LinkedIn profile

First, we have to explain to the audience the DIY4U project, its objectives, its partners and their roles accordingly. Once the partners become part of the project's LinkedIn web page, they are followers. Then, the contacts of the followers might have the opportunity to follow the project's LinkedIn web page as well. Once a follower is connected to the DIY4U's LinkedIn webpage, any



post/announcement/news or information published on the project's LinkedIn webpage will be visible to the followers as soon as they enter into their corresponding LinkedIn webpage.

Any worldwide LinkedIn member will be able to make different actions with respect to the news or information posted on the DIY4U LinkedIn webpage:

- support the content/post with 4 possible icons.
- publish or post a comment about it.
- share the content with others.

This means that the DIY4U followers are updated on any news related to the DIY4U.

We will search for LinkedIn pages from scientific and technical related European platforms such as CEFIC², European organizations such as SusChem ETP³, European Chemical Society, LinkedIn groups related to the energy sector such as Crowdhelix Network, that could be interested in our project's contents. We will invite them to be followers of our DIY4U LinkedIn page.

Additionally, we will publish attractive information about the project, the detergent events and so on for the audience. Those who find it interesting could become followers and interact with us, sharing comments and their opinions.

The DIY4U's LinkedIn demo web page has been created in the second month and all partners who agree, will be mentioned in one of the very first posts so they get the notification and they will be able to join us and become followers of the page. Similarly, we can suggest the DIY4U partners to include the project in their private profiles under '→achievements →projects' so that DIY4U would appear in their profile. Then, the "Achievement project" form will ask the member to include the following information:

Project Name: DIY4U design and production of personalised powdered and liquid FMCG (Fast Moving Consumer Goods)

Make a click on 'I am currently working at this project'

Start date: November 2019

Project URL: <https://www.sintef.no/projectweb/diy4u/>

Description: DIY4U focuses on digitalizing and transforming European industries and services involved in the formulation, production and supply of particulate and liquid based Fast-Moving Consumer Goods (FMCG), enhancing the innovation capacity and competitiveness through decentralized customer-centric production approaches, by promoting the adoption of Open Innovation (OI) digital platform for collaborative production engineering and Fablabs (digitally enabled small-scale manufacturing machines/factories).

² <https://cefic.org/>

³ <http://www.suschem.org/>

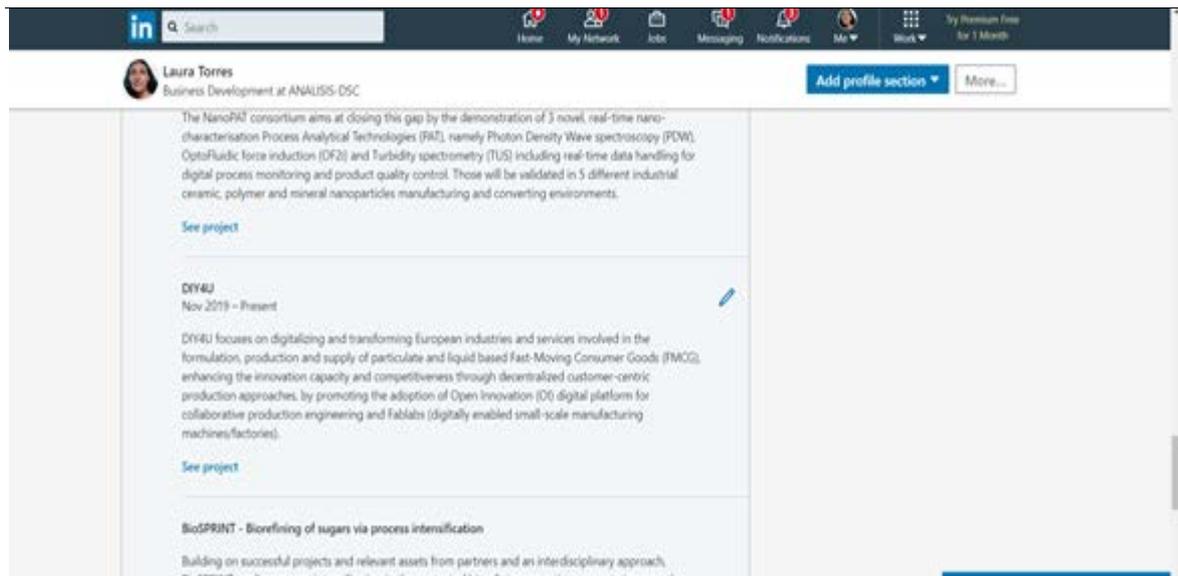


Figure 11: DIY4U's project information as Project in Private LinkedIn profile



Figure 12: DIY4U's LinkedIn web page

In order to have a successful LinkedIn page profile, we must make dynamic attractive posts and publish information in the profile so that partners and followers are keen to participate with comments, giving Likes, etc. We expect to reach 250 LinkedIn members during the project development.

The DIY4U LinkedIn webpage is available at:

<https://www.linkedin.com/company/diy4u/?viewAsMember=true>.

In the annex we have provided the DIY4U partners with a template so they can inform the team of the information that can be published in this LinkedIn profile. They should submit to WP 11 leader, CPI. Becky.fields@uk-cpi.com

4.3 DIY4U's Twitter web page

The Twitter web page will be created (defining an email and user's name). Then, the DIY4U partners will create a list of relevant organizations and members of the scientific and technical detergents producers, distributors, researchers in detergents and surfactants community. Then, the DIY4U twitter profile will become Followers of this community, "Twitter profiles" and we will share information with them. Additionally, we will invite our DIY4U partners to follow our Twitter webpage. Our Twitter webpage will obtain updated information of what it is published in the pages we follow and once we start to publish our information the public and Followers will be able to see our information as well.

The twitter account can support the content of the other Twitter members with:

- Click on the heart icon
- Share information from other Twitter members, this is called retweet
- Add a comment to the information published. Sometimes it is possible to send private messages to other users.

Twitter makes it possible to share information in a fast way as it enables to keep Twitter members updated and interacted with common interests and information.

The DIY4U Twitter web page is available at: @DIY4U_EU.



Figure 13: DIY4U's Twitter web page

The success in this social media profile requires DIY4U to be active in the network, to share interesting information publishing new one or retweeting from other Twitters, etc. The language to be used in the Tweets plays an important role, this makes this network different from others. We expect to reach 250 followers during the project development.

4.4 YouTube channel

In the future, we are going to create a YouTube account in order to host the videos online that are created via the project. It Will also highlight specific technical and externally interesting project training material, new products etc.

The full offer of free of charge trainings, webinars, lectures and workshops connected with the chemical sector will be claimed on the project's website (at least 2 per year). If there are companies interested, even if not involved in DIY4U, could get in touch with the project members and order such services.

Although the training should take place on a certain time and date, that we will publish in our web page and social network profiles. The video of the training will remain available to the public and using the YouTube channel, we will have the opportunity to have a wide number of persons as audience. YouTube is an extremely popular Channel as it is accessible to everyone, who has a computer with internet access.



Figure 14: YouTube appearance for DIY4U trainings

4.5 Facebook web page

Facebook is an **American** online **social media** and social networking service. The founders initially limited Facebook membership to Harvard students and after some time it has been extended worldwide. The name comes from the **face book** directories often given to American university students. Facebook can be accessed from devices with **Internet** connectivity, such as **personal computers, tablets** and **smartphones**. After registering, users can create a profile revealing information about themselves. They can post text, photos and multimedia which is shared with any other users that have agreed to be their "**friend**", or, with a different **privacy setting**, with any reader. Users can also use various embedded apps, join common-interest groups, buy and sell items or services on Marketplace, and receive notifications of their Facebook friends' activities and activities of Facebook pages they follow. Facebook claimed that it had more than 2.3 billion monthly active users as of December 2018.

This network can help us to reach the consumers of detergents and surfactants, maybe also laundries and chemical industries.

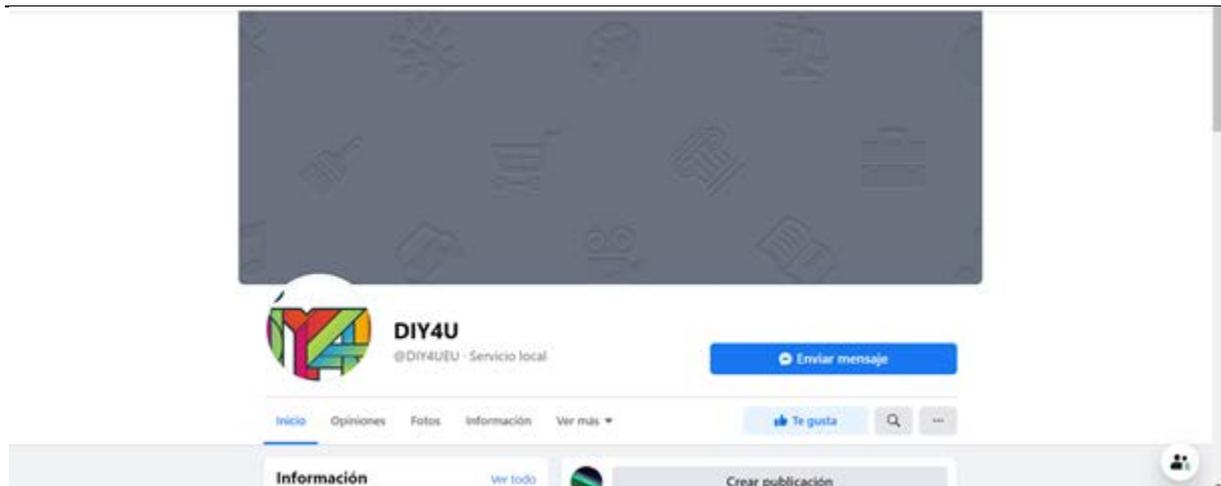


Figure 15: DIY4U's Facebook web page

With Facebook it is possible to share contents like photos, videos, other web pages, etc. It is possible to do different actions like:

- Make comments to publications.
- Give different emotion icons like: angry, happy, sad, surprised.
- Share contents with friends or other people.

The link to the DIY4U's web page in Facebook is: <https://www.facebook.com/DIY4UEU>. We expect to get 500 Facebook likes during the project development.

5. Marketing Materials

5.1 Flyer

We created a flyer, which has become a one stop shop for information about the project. The flyer can be used via all the project consortium. We have created the flyer so it can be used digitally and online.

We will create a series of flyers to explain the background of the project as it evolves. The flyers can be used on social media and will be housed on the website.



5.2 Press Release

Since the start of the project we have released one press release to the media outlet.

<https://www.uk-cpi.com/news/european-consortium-formed-to-enable-the-personalisation-of-fast-moving-consumer-goods>

5.3 Publications

A white paper was published , which we then publicised via our own marketing channels , including website and social media.

1. Tara A., Butean A., Zamfirescu C., Learney R. (2020) An Ontology Model for Interoperability and Multi-organization Data Exchange. In: Silhavy R. (eds) Artificial Intelligence and Bioinspired Computational Methods. CSOC 2020. Advances in Intelligent Systems and Computing, vol 1225. Springer, Cham. https://doi.org/10.1007/978-3-030-51971-1_23
Link: https://link.springer.com/chapter/10.1007/978-3-030-51971-1_23

6. Working comms group

An internal working group for communications and dissemination has been set up to share some goals and common practices across the partners when delivering dissemination for the project. The working group evaluate the latest marketing communications initiatives being applied to the project and challenge its KPI's, as well as sharing best practice and ideas across the group.

7. Conclusion

This deliverable is part of the Task 11.2 'Dissemination and Communication activities, Marketing Plan' under the WP11 'Dissemination, communications and exploitation of results', with the aim to regularly have the website and the social media accounts, accordingly updated to ensure coordination of activities and targeting of all appropriate audiences, thus maximising engagement and impact.

A project's website is considered as the primary online contact presence for external users that includes general information and updates on the progress made. It is the easiest way to ensure the visibility of the project for the European Union as well as its target audiences.

Links to access DIY4U's website but also the project's social media profiles (in the first months they are going to be LinkedIn, Facebook and Twitter accounts), are provided within this document. The social media profiles are created based on the DIY4U webpage structure and design, so they are easily identified and contents are coordinated.

The success of DIY4U project strongly depends on efficient communication and coordination, and the Website and the social media profiles are part of the essential tools to achieve this goal. All the partners will contribute to create visibility regarding the potential of fab labs and the new ways to reach the detergents' consumers. The website and the social media accounts will continuously be improved and updated with dissemination material and news & events during the lifetime of the project.

The intention is to serve as a central hub for all communication to the wider public.



A future goal is to additionally create a YouTube DIY4U account in order to host the free trainings/webinars, that the DIY4U website will offer to the general public and the target groups as described within this document.

Annex I: Template for DIY4U partners of information to be shared in media profiles

TEXT:	
To be shared	
IMAGE	
To be shared	
Share it in (Yes/No)	
a) Web page ¹	Y/N
b) LinkedIn ²	Y/N
c) Twitter ³	Y/N
d) YouTube ⁴	Y/N
e) Researchgate ⁵	Y/N
If it has to be published in a certain date: In which date?	

Please send this information to: becky.fields@uk-cpi.com (email address for webpage, LinkedIn, Twitter, Youtube updates)



Annex II: Template for social media rota & campaign plan.

		Aug	Sept	Oct	Nov	Dec	Jan	Feb
CPI			Preparation					
SINTEF								
IRIS								
Analysis DSC								

