

REBUILD

ICT-enabled integration facilitator
and life rebuilding guidance



Deliverable D.8.2 Communication Plan



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ICT-enabled integration facilitator and life rebuilding guidance

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2. EXECUTIVE SUMMARY

The **REBUILD Communication Plan** is an internal document of the REBUILD project, delivered in the context of work package 8 – Project Communication-dissemination and exploitation of its results. The aim of REBUILD Communication and Dissemination activities is to achieve the broadest possible impact, giving high visibility of the REBUILD outcomes and work done under all the WPs. This plan aims at effectively disseminate information of the activities of the project and to communicate with specific audiences including relevant stakeholders, PA, NGOs, governmental institutions and organisations, end users and the Local communities and project partners. The objectives of the current Plan are:

- ✓ To develop an effective dissemination and communication common strategy
- ✓ To communicate and disseminate the REBUILD results/outcomes and solutions during and after the lifetime of the project
- ✓ To ensure widespread use and awareness raising of the developed project's technologies
- ✓ To identify the main stakeholder types/categories with emphasis to identify and prioritize dissemination tools to specific audiences
- ✓ To specify important exploitation of project results to attract users of REBUILD ICT solutions

The current plan also provides the overall guidelines to the communication and dissemination activities for all Project Partners by presenting the relevant reporting templates of communication and dissemination activities, the tools and necessary material for the above-mentioned purposes. This CDP aims at being an easy user-friendly manual for use for all REBUILD project partners, by providing all needed information to efficiently report and promote the project work in a more concrete way and to observe the progress of these activities during the project lifetime.

The objective of the Communication and Dissemination Plan is to identify and organize the activities to be performed in order to communicate the importance and the objectives of the REBUILD project, promote the exploitation of the project's results and the widest dissemination of knowledge from the project. Dissemination is a horizontal activity and concentrates on disseminating the results of the REBUILD project itself to a wide range of existing or potential stakeholders. Communication and dissemination activities play an integral part in transferring both scientific research outcomes as well as sharing general knowledge to a wider audience. For the REBUILD project successful communication and dissemination is a main prerequisite for fulfilling its mission, i.e. for achieving world-class results on a state-of-the-art level including public administration and local and national stakeholders and as a means of safeguarding its application.

The overall objective of dissemination is to communicate the project's results, possible benefits of the technological interface with the end users, outputs and impacts in an understandable and field-specific way to the end users (as well as public administration) in order to guarantee the use and exploitation of these results beyond the life of the project. Associated with document Ref. Ares (2018)5279354 - 15/10/2018 822215 REBUILD – Part B – 47



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4. ABSTRACT

The **REBUILD Communication Plan** – Deliverable D.8.2 is an internal document delivered in the context of work package 8 – Project Communication-dissemination and exploitation of its results. The aim of REBUILD Communication and Dissemination activities is to achieve the broadest possible impact, giving high visibility of the REBUILD outcomes and work done under all the wps. This plan aims at effectively disseminate information of the activities of the project and to communicate with specific audiences including relevant stakeholders, PA, NGOs, governmental institutions and organisations, end users and the Local communities and project partners.

The Rebuild Communication Plan provides the overall guidelines to the communication and dissemination activities for all Project Partners by presenting the relevant reporting templates of communication and dissemination activities, the tools and necessary material for the above-mentioned purposes. This CDP aims at being an easy user-friendly manual for use for all REBUILD project partners, by providing all needed information to efficiently report and promote the project work in a more concrete way and to observe the progress of these activities during the project lifetime.

The objective of this Deliverable is to identify and organize the activities to be performed in order to communicate the importance and the objectives of the REBUILD project, promote the exploitation of the project's results and the widest dissemination of knowledge from the project. Dissemination is a horizontal activity and concentrates on disseminating the results of the REBUILD project itself to a wide range of existing or potential stakeholders. Communication and dissemination activities play an integral part in transferring both scientific research outcomes as well as sharing general knowledge to a wider audience. For the REBUILD project successful communication and dissemination is a main prerequisite for fulfilling its mission, i.e. for achieving world-class results on a state-of-the-art level including public administration and local and national stakeholders and as a means of safeguarding its application.

5. INTRODUCTION

The project REBUILD aims at improving migrants and refugees' inclusion through the provision of a toolbox of ICT-based solutions aimed to enhance both the effectiveness of the services provided by local public administration and organizations, and the life quality of the migrants.

This project follows a user-centered and participated design approach, aiming at addressing properly real target users' needs, ethical and cross-cultural dimensions, and at monitoring and validating the socio-economic impact of the proposed solution. Both target groups (immigrants/refugees and local public services providers) will be part of a continuous design process; users and stakeholders' engagement is a key success factor addressed both in the Consortium composition and in its capacity to engage relevant stakeholders external to the project. Users will be engaged since the beginning of the project through interviews and focus groups; then will be part of the application design, participating in three Co-Creation Workshops organized in the three main piloting countries: Italy, Spain and Greece, chosen for their being the "access gates" to Europe for main immigration routes. Then again, in the 2nd and 3rd years of the project, users' engagement in Test and Piloting events in the three target countries, will help the Consortium fine-tuning the REBUILD ICT toolbox before the end of the project.

The key technology solutions proposed are:

- GDPR-compliant migrants' integration related background information gathering with user consent and anonymization of personal information;
- AI-based profile analysis to enable both personalized support and policy making on migration-related issues;
- AI-based needs matching tool, to match migrant needs and skills with services provided by local authorities in EU countries and labour market needs at local and regional level;
- a Digital Companion for migrants enabling personalized two-way communication using chatbots to provide them smart support for easy access to local services (training, health, employment, welfare, etc.) and assessment of the level of integration and understanding of the new society, while providing to local authorities data-driven, easy to use decision supporting tools for enhancing capacities and effectiveness in service provision.

The **REBUILD Communication Plan** is an internal document of the REBUILD project, delivered in the context of work package 8 – Project Communication-dissemination and exploitation of its results. The aim of REBUILD Communication and Dissemination activities is to achieve the broadest possible impact, giving high visibility of the REBUILD outcomes and work done under all the wps. This plan aims at effectively disseminate information of the activities of the project and to communicate with specific audiences including relevant stakeholders, PA, NGOs, governmental institutions and organisations, end users and the Local communities and project partners. The objectives of the current Plan are:

- ✓ To develop an effective dissemination and communication common strategy
- ✓ To communicate and disseminate the REBUILD results/outcomes and solutions during and after the lifetime of the project
- ✓ To ensure widespread use and awareness raising of the developed project's technologies
- ✓ To identify the main stakeholder types/categories with emphasis to identify and prioritize dissemination tools to specific audiences
- ✓ To specify important exploitation of project results to attract users of REBUILD ICT solutions

The current plan also provides the overall guidelines to the communication and dissemination activities for all Project Partners by presenting the relevant reporting templates of communication and dissemination activities, the tools and necessary material for the above-mentioned purposes. This CDP aims at being an easy user-friendly



manual for use for all REBUILD project partners, by providing all needed information to efficiently report and promote the project work in a more concrete way and to observe the progress of these activities during the project lifetime.

The objective of the Communication and Dissemination Plan is to identify and organize the activities to be performed in order to communicate the importance and the objectives of the REBUILD project, promote the exploitation of the project's results and the widest dissemination of knowledge from the project. Dissemination is a horizontal activity and concentrates on disseminating the results of the REBUILD project itself to a wide range of existing or potential stakeholders. Communication and dissemination activities play an integral part in transferring both scientific research outcomes as well as sharing general knowledge to a wider audience. For the REBUILD project successful communication and dissemination is a main prerequisite for fulfilling its mission, i.e. for achieving world-class results on a state-of-the-art level including public administration and local and national stakeholders and as a means of safeguarding its application.

The overall objective of dissemination is to communicate the project's results, possible benefits of the technological interface with the end users, outputs and impacts in an understandable and field-specific way to the end users (as well as public administration) in order to guarantee the use and exploitation of these results beyond the life of the project. Associated with document Ref. Ares (2018)5279354 - 15/10/2018 822215 REBUILD – Part B – 47



6. REBUILD COMMUNICATION & DISSEMINATION STRATEGY

6.1 H2020 GUIDELINES & PROJECT PROPOSAL REQUIREMENTS

According to the H2020 Guidelines, communication about European research projects should aim at demonstrating the ways in which research and innovation is contributing to a European 'Innovation Union' and account for public spending by providing tangible proof that collaborative research adds value by:

- showing how European collaboration has achieved more than would have otherwise been possible, notably in achieving scientific excellence, contributing to competitiveness and solving societal challenges;
- showing how the outcomes are relevant to our everyday lives, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways;
- making better use of the results, by making sure they are taken up by decision-makers to influence policy-making and by industry and the scientific community to ensure follow-up.

According to the H2020 Guidelines and the Grant Agreement, **communication** should brief multiple audiences beyond the project's own community (including the media and the public), about the projects, its activities and their results. It should inform and reach out to society, showing the benefits of research.

On the other hand, **dissemination** focuses on results only, and targeted to audiences that are in the position to make use of the results in their own work, such as scientific peers, industry, other commercial actors, professional organisations and policy makers. It should enable the use and update of project results. This information is summarised in the following table.

Table 1 - REBUILD communication and dissemination different focuses

Communication	Dissemination
Information about the project activities & results	Information about the REBUILD results
Inform and reach out to society for the benefits of REBUILD efforts	Enable users to uptake the REBUILD results
Target multiple audiences	Target audiences that may use the results

For the REBUILD project workplan, Dissemination and Communication activities fall under WP8. This work package includes the dissemination activities associated with the REBUILD project, including the creation of a project website and several awareness-raising communication activities.

The goal is to achieve the broadest possible impact, giving a high visibility of the REBUILD outcomes. Hereafter a first planning and description of dissemination goals and channels, target groups and partner's approach is included as a draft of the goals of the Consortium as a whole.

The objectives of WP8 are to ensure that: news and services providers and users have a clear conception of the service provision; there is general on-going awareness of the project amongst those (public administration, NGO dealing with immigrants and refugees and society) who could exploit its results; the project engages directly the relevant communities and acts on their feedback to increase the relevance and effectiveness of the provided services to the relevant stakeholders, such as Public Administration, Refugees and immigrant and civil society. The goal is to attract a critical to the REBUILD technologies/techniques so that the project can have an actual impact and continues to have it after it is completed.



In practice, Dissemination and Communication in REBUILD includes:

Task 8.1. Dissemination Activities. Ongoing dissemination activities based on a concrete dissemination plan defining and addressing the various recipients of communication activities, identifying suitable dissemination opportunities and specifying a strategy to make best use of potential dissemination activities and then appropriately targeting the different audiences. The activities will be distributed across all consortium members to be executed. In the context of the dissemination activities, a dedicated project website will be established, Social Media accounts will be set up to disseminate project results and receive feedback from the public, and journalistic articles will be produced and disseminated to media outlets.

Task 8.2. Community Building. This refers to managing documents, articles, materials and databases and making them available to others. Open standards and open licenses will be used to distribute the publicly available results, the tools' source code and the gathered data sets. Furthermore, the project documentation will contain textual and graphical description like the REBUILD methodology and the technology choices, frameworks, use cases and especially specification of data sources and datasets. Through regular reports to the European Commission, the work progress will be made public. Beyond individual publications, REBUILD will organise platform promotion and engagement workshop and focus groups. REBUILD will also leverage existing networks and communities whenever possible, in order to quickly reach relevant stakeholders and potential users. Additionally, REBUILD will reach out to organisers and participants of international public challenges in the fields of PA services for the integration of immigrants and refugees.

In addition, Dissemination and Communication in REBUILD will result in the following deliverables:

- ✓ D8.1 Development of project website (M4)
- ✓ D8.2 Dissemination Plan (M9)
- ✓ D8.3 Dissemination and Communication Report (M36)

6.2 REBUILD OVERALL COMMUNICATION STRATEGY

The REBUILD communication strategy aims at:

- ✓ ensuring that the vision, objectives, activities and results of the project become widely known and understood from a scientific, social and a technical point of view,
- ✓ delivering clear, comprehensive and concrete message to stakeholders, decision-makers, and end-users, and
- ✓ developing an effective channel for the exploitation of the project's findings and solutions.

It is important to communicate the activities of the project from day one, in order to deliver effectively the messages to the targeted audience. Printed and online tools are important to satisfy the above-mentioned objectives.

In the interest of cover the above goals, several specific communication and dissemination tools have been set. Furthermore, the process of these tools will be continuously revised and fine-tuned, in order to maximize project's communication and dissemination impact.

The messages conveyed through the dissemination activities will explain what will **change** with the REBUILD project and what **solutions** and **benefits** will be offered after the project implementation. The core message of the dissemination strategy will highlight the main overall target of the project, which is to promote **ICT solutions that will enable the integration of immigrants and refugees, work as facilitators and provide a life rebuilding guidance, ICT-enabled integration facilitator and life rebuilding guidance**. Nevertheless, this message will be properly adjusted to meet the specific needs and characteristics of each target group. Messages will be positive, persuasive, clear, easy and focused, and will be expressed in scientific, technical, non-



technical, political, or explanatory language, depending on the type of audience to which it is addressed.

The objectives of WP8 are the followings:

- to ensure that news and services providers and users have a clear conception of the service provision;
- to guarantee a general on-going awareness of the project amongst those (public administration, NGO dealing with immigrants and refugees and society) who could exploit its results;
- to provide that the project engages directly the relevant communities and acts on their feedback to increase the relevance and effectiveness of the provided services to the relevant stakeholders, such as Public Administration, Refugees and immigrant and civil society. The goal is to attract critical focus on technologies/techniques to the REBUILD project, so that the project can have an actual impact and continues to have it after it is completed.

The main challenge will be to keep local, regional, national and European audiences informed and at the same time engaged to REBUILD project without losing their interest. Hence, informing local, regional, national and European audiences is a significant communication goal for the project. To this end, all partners are encouraged to disseminate the relevance of the project to their local, regional and national contacts and to contribute in the creation of dissemination and communication lists of REBUILD project. In addition, local traditional media channels, such as local newspapers or radios, would be in service. All project partners are welcomed to include in their own website a column / tab including information about the REBUILD project, partnership, objectives etc. In any communication or dissemination activity or paper/document is compulsory to add the following more details (the number of Grant), and to put the following sentence next to the EU logo: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 822215".

The interaction with other initiatives/projects/networks is another essential part for REBUILD project, all project partners will contribute to the creation of a list for this reason. Local communities play a crucial role in our project, for this reason, specific off-line events have been characterized to ensure that they will be engaged with the same aim and path in all the project partner cities.

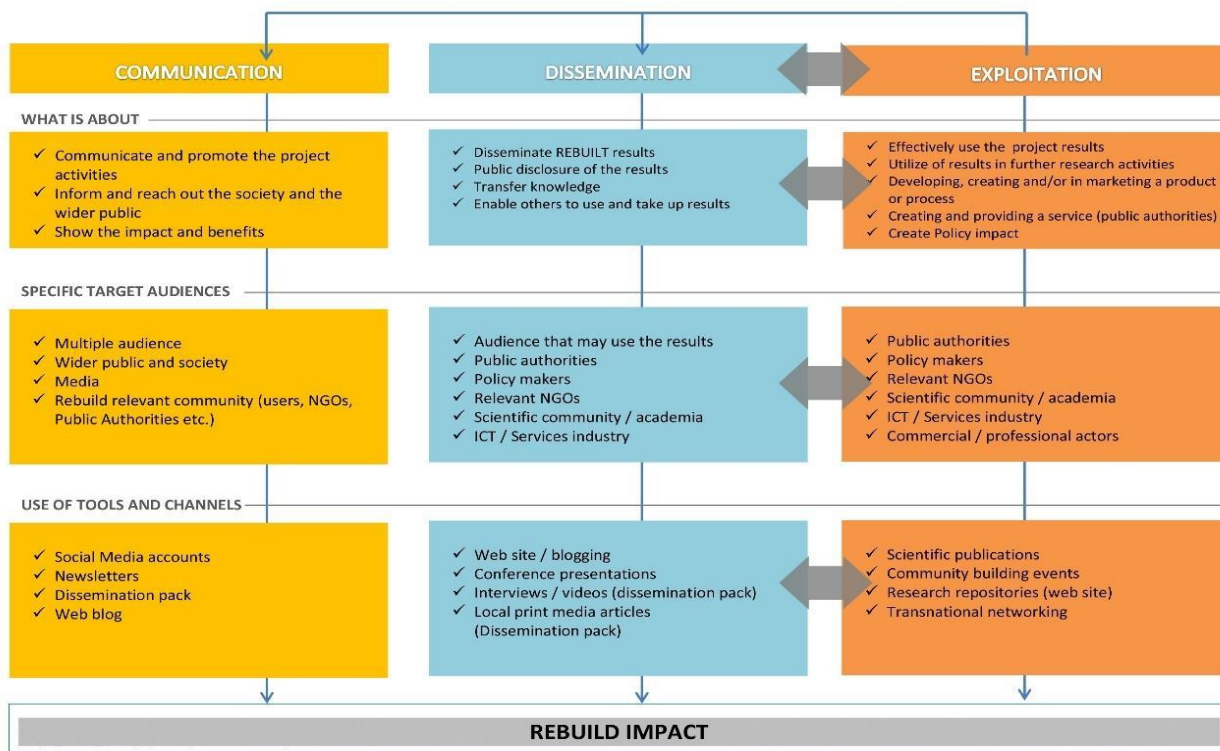


Figure 1 - Communication and Dissemination Strategy Overview diagram



6.3 KEY MESSAGES AND REBUILD VISUAL IDENTITY

REBUILD Communication Plan formulate a brand messaging by building a cohesive visual identity. Brand message contain all key messages around which other REBUILD ideas, actions and products will be implemented. All communication and dissemination tools (logo and other imagery and icons, social media posts, newsletters, press releases, logos, slogans, taglines, etc), are going to be connected to the brand messages that REBUILD project wants to stage to the audience.

The REBUILD brand message that formulates the whole visual identity of the project (logo and other visual material) must be human-centred. The key messages and key words may include the followings:

Reconstruction / Integration / Communication / Interaction / Solution / Technology / Facilitator
Guidance / Life rebuilding / Life Quality

Inclusion / cooperation / self-reliance / self-esteem / confidence / technology / autonomy / integration / independence / choice / support / trust / teamwork.

These themes are to be reflected in the visual identity of the project, and consist of the key messaging be used by all Partners when communicating with target audience about the REBUILD project. The messages will be refined based upon feedback from users over the lifecycle of the project.

The visual identity of the project is devised on two basic components:

- ✓ people – faces (presenting the multiculturalism and diversity)
- ✓ symbols (presenting the various levels of technological support in life, living, education, health, employment etc)

From the very beginning of the project implementation, based on the above framework, project partnership discussed and decided for the project logo, chosen among various alternative versions.



Figure 2 - Logo

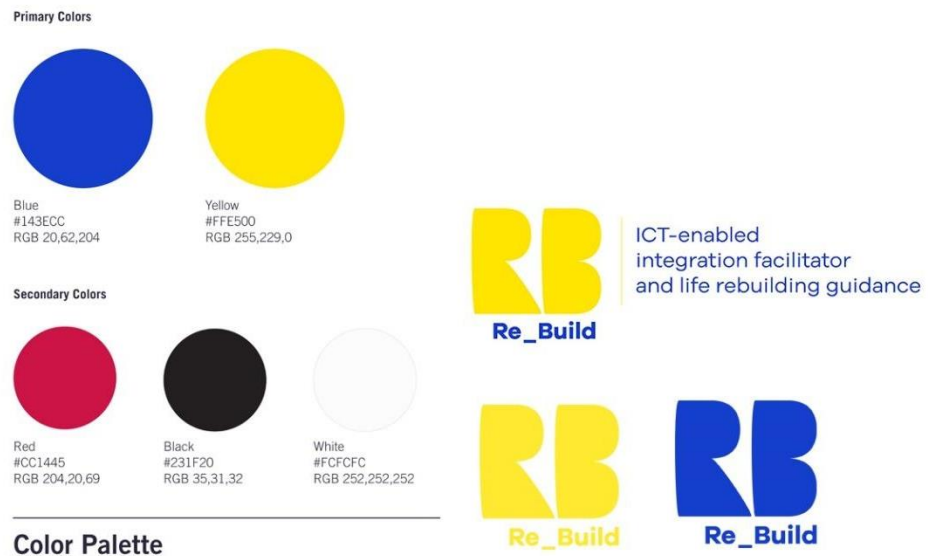


Figure 3 - SEQ Figure |* ARABIC 3 – REBUILD logo colour palette. Primary and secondary colours chosen for the brand and the logo



Figure 4 - SEQ Figure |* ARABIC 4 – REBUILD logo indicative colour uses

The REBUILD logo's isotype takes letters R and B curved and bold features to visualize symbolic blocks that can be reconstructed and easily interpreted by migrants and refugees, eliminating language barriers. The typographic logo can be placed in different places, while the project title "ICT-enabled integration facilitator and life rebuilding guidance" could be added or not depending on the visual context and the use. The REBUILD logo's typeface is Galyon, an easy-to-read Sans Serif that can be adapted to different languages.



The chosen colours encourage communication, interaction, and trust, qualities needed to rebuild a new life beyond origin, religion, gender or any. The colours are also related to the sense of technology and innovation and the European Union visual identity. Blue represents trust, professionalism and loyalty; and Yellow is associated with optimism, cordiality and courage, qualities of both local authorities and migrants/refugees.

6.4 COMMUNICATING AND PROMOTING THE PROJECT ACTIVITIES

Communication Strategy aims and objectives

The project Communication Strategy is based on the identification of suitable target groups at different geographical levels, including the European, national and regional level, to achieve a coherent and effective communication according to the REBUILD project's overall approach and requirements, outlined above. The **main objectives** of the Communication Strategy are:

- ✓ Communicating and promoting the project activities
- ✓ Informing and reaching out to society and the wider public
- ✓ Showing the impact and benefits of the project results

The communication of the project activities and their results to the interested and relevant stakeholders and citizens is based on the following **purposes**:

- ✓ Identifying crucial target groups and bodies that are potentially interested in the project (outlined below)
- ✓ Identifying the communication needs of each target group in order to address them correctly
- ✓ Establishing core project messages to be communicated to the specific target groups
- ✓ Communicating the results, solutions and knowledge collected within the project to the general public in a simple and understandable manner.
- ✓ Identifying dissemination methods, tools and channels (these are described below)
- ✓ Defining the timing of the communication and different partners' responsibilities (also described below)

Target Audience

The Communication Strategy of the REBUILD project is focused on the following target audiences:

- ✓ The wider public and civic society
- ✓ The immigrants and refugees themselves, who are directly concerned
- ✓ Media
- ✓ Public Authorities and Governmental institutions
- ✓ NGOs dealing with refugees and immigrants

Tools and channels

Tools and channels to be used for Communication by the REBUILD project are:

- ✓ Project Web Site and Blog
- ✓ Social Media accounts
- ✓ Media outlets (using the communication pack)
- ✓ Community Building Events
- ✓ Newsletters

Impact and results

- ✓ The following metrics can be used to measure the project impact and results in relation to the tools and channels specified in the table below.

Table 2 - Overall communication tools, partners efforts and impact indicators

Tool / Channel	Specific Means	REBUILD Partner Effort	Indicators / Metrics (Project life)
Project Web Site and newsfeed	Newsfeed in REBUILD web site	Web site development UNINETTUNO Web site content update: MDAT Input by all partners	10.000 visitors
Social Media accounts	Facebook page Twitter LinkedIN Instagram YouTube Channel	Responsible partner (account holder and content update): MDAT Input by all partners	5 social media accounts 1.000 followers in total
Media outlets (communication pack)	Posters Conference banner Leaflet Local media (TV/radio) YouTube Channel Visual material	Responsible partner: MDAT (create the templates for Project Poster and Conference Banner) MDAT create and publish the Project's Leaflet Input by all partners Setting a flexible communication pack that each partner can use	Productions: 1 general poster 2 event posters templates 1 conference banner 1 leaflet in English 2-3 YouTube Channel spots Local TV/RADIO spots (accordingly per partner) 10.000 viewers/listeners (in total)
Community Building events	Open events Round tables with experts on various topics City working groups Discussion panels Workshops with PA and NGOs	Responsible partner: MDAT (specifications for community building events/activity) Participation: all partners Each partner should implement at least 1 community building event, choosing the most relevant for them and their local audiences	1 community building event / action per partner
Newsletters	Newsletter subscription through project web site	Newsletter creation: MDAT Input all partners	6 Newsletters in total 500 relevant stakeholders (in total)
Scientific dissemination	Conferences Research Scientific Journals Research communities	All partners	5 papers and conferences presentations (in total - at least)
Other dissemination activities	Transnational networks Participation in relevant EU events Networking with similar EU projects	All partners	5 participations (in total - at least)



6.5 DISSEMINATION AND EXPLOITATION OF THE PROJECT RESULTS

Dissemination and Exploitation Strategy aims and objectives

The **main aims** of the Dissemination and Exploitation Strategy for REBUILD project results are:

- ✓ To transfer knowledge & results with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.
- ✓ To describe and ensure results available for others to use
- ✓ Effectively use project results through scientific, economic, political or societal exploitation routes aiming to turn R&I actions into concrete value and impact for society.

Target Audience

The Dissemination and Exploitation Strategy of the REBUILD project is focused on the following target audiences:

- ✓ Audiences that may take an interest in the potential USE of the results (e.g. scientific community, industrial partner, policymakers).
- ✓ People or organisations including that make concrete use of the project results, as well as user groups outside the project.
- ✓ Media
- ✓ Public Authorities and Governmental institutions
- ✓ NGOs dealing with refugees and immigrants

Tools and channels

Tools and channels to be used for Communication by the REBUILD project are:

- ✓ Scientific publications / announcement in conferences / open source data
- ✓ Social Media accounts
- ✓ Local thematic Media outlets
- ✓ Newsletters

6.6 COMMUNITY BUILDING AND TRANSNATIONAL SYNERGIES

Synergies and clustering with other H2020 projects, EU initiatives and Networking with key associations

REBUILD will create impact not only through dissemination and communication activities, but also by linking with other Migration initiatives. All partners will support close cooperation and joint dissemination activities with other EU projects and initiatives on migrants' inclusion. Clustering activities will increase the outreach of the project results; raise awareness among wider stakeholders' groups and foster replication at EU level. Wherever possible communication activities should seek to cross-promote and multiply the reach. Opportunities for synergies with similar projects in the H2020 Migration call will be identified within the first months of the project implementation period.

Indicative list of networking activities with other projects and initiatives:

1. NADINE project (digital iNtegrAted system for the socIal support of migraNts and refugEes) which aims is to develop a novel way of integrating migrants and refugees through ICT-enabled solutions that will



- automatically adapt to the specificities of each person.
2. MIICT project (ICT Enabled Public Services for Migration) with the goal of designing, developing and deploying tools that address the challenge of migrant integration through the co-creation of improved ICT-enabled services with migrants, public sector services and NGOs.
 3. MICADO project (Migrant Integration Cockpits and Dashboards), where experts from public administration, migration research, and IT will create an EU-wide applicable business intelligence solution in support of migrant integration, and pilot it in Antwerp, Bologna, Hamburg, and Madrid.

Participation in dedicated conferences/workshops

Partner representatives will also participate in meetings and scientific conferences related to the REBUILD objectives. REBUILD will target high-profile conferences and workshops organised by national, European and international organisations that involve and/or represent integration of migrants, mainly refugees. Participation will be at different levels, including presentations, workshops and panels to conferences, events.

Partners' presentations should focus on promoting project outcomes and activities. Where of interest, presentations should include results on the activities undertaken within the pilots in the three countries.

Partners should research conferences/workshops amongst their peers in order to pre-schedule participation throughout the duration of the project. In these conferences, REBUILD will meet several partners from research and academic community, local authorities, civil society and governmental organisations.

For the academic audience, an initial list of conferences identified, and other events will be added to the calendar on the REBUILD cloud by all project partners (e.g. the IMISCOE Annual Conference-17th Annual Conference will be held in Luxembourg: 30 June - 2 July 2020).

Furthermore, these conferences and events will be promoted on the REBUILD website. On the subpage of events, all upcoming and former events relevant for the Consortium will be displayed. The complete list of relevant scientific and non-scientific conferences, events and journals will be available in the REBUILD shared repository.

Furthermore, for dissemination purposes, REBUILD will use pre-existing networks and associations. These networks will serve as effective amplifiers and multipliers of the REBUILD messages.

Utilising the pre-existing communication pathways of established networks of the partnership is an effective way to achieve the level of impact required to ensure the REBUILD results at EU-level.

The list of networks and associations of the partners will be inserted in a directory that will be updated regularly as the project evolves and more contacts become available. It will include European-wide networks first, then national networks and finally regional/local networks in the pilot areas. The directory is uploaded on REBUILD cloud and all project partners are encouraged to update the list over time.

In addition, there is a wealth of valuable European Commission (EC) resources that can serve as amplifiers and multipliers of the REBUILD.



7. COMMUNICATION & DISSEMINATION CHANNELS

7.1 PROJECT WEBSITE

Description and specifications

The REBUILD website (www.rebuildeurope.eu) is designed and hosted by Uninettuno, and it will be the main interface for communication to the public. It contains information on the REBUILD objectives, the partnership, the proposed activities and the foreseen/achieved results.

The website layout is the following:

- Home Page
- Project Activities, hosting also sections including a description of the project activities, the work packages and deliverables
- Digital Companion, illustrating the project's main development ambitions: the design and development of the "Digital Companion" aimed at immigrants and refugees;
- News & Media, a section supplying a press reviews, press releases, news and events management;
- Contacts, allowing the website users (also anonymous users) to get in touch with the REBUILD project team.

Specific objectives

The website is the main tool for the dissemination of project objectives and results to the target groups and the general public. In more detail, the REBUILD website will provide updated information on the following issues: news, press review, media releases and project events.

All content sections will be open to the public: project and consortium information, databases, articles, news and events, educational materials, a library to download all public REBUILD deliverables and project's documentation (articles, relevant links, etc.). A blog (fed by MDAT team) will be integrated in the website for livelier and more interesting news outreach.

Target audience and expected results

The project website is addressed mainly to:

- ✓ Public Administration - for providing information of services of interest to the end users.
- ✓ NGOs dealing with refugees and immigrants will gain access to information on available services and access to them
- ✓ Governmental institutions and organisations will be capable of offering their services to end users
- ✓ Civil society - All content sections will be open to the public: project and consortium information, databases, articles, news and events, educational materials, a library to download all public REBUILD deliverables and project's documentation (articles, relevant links, etc.).
- ✓ Project partners - Ensuring that all partners in the project provide relevant website content, including regular contributions, e.g. articles, blog posts; and that the content available on the website is kept up to date.

Partners are committed to add a link to the REBUILD website in their organisation's websites, social networks, blogs, fora, and portals or even their personal networks in order to promote on a regular basis the REBUILD project. It will also be requested to include the project's link on the relevant public authorities' websites of the countries where the pilots are located, on websites of NGOs and other stakeholder organisations.

Throughout the duration of the project, the website will be constantly updated while additional sections would be



added. The website traffic will be monitored using Google analytics, a tool that helps to analyse visitor traffic and give a complete picture of the website audience and their needs. Google analytics will be used in order to improve the website quality and to evaluate the website use as a dissemination tool.

Metrics watch: The project website will be targeting at least 10,000 users, analytics about the project website will be kept for reporting reasons, it is important to reach a variety of audiences for different ages, countries all genders etc

7.2 SOCIAL MEDIA

Social media allows us to directly communicate news and messages to members, subscribers, the general public and even other media outlets. Visual content, such as images, video clips, and infographics are powerful conversation starters. Frequency of posts is important to keep the followers engaged, with regular posts according to the character of each social media platform. While there are a number of social media tools, four of the most common include Facebook, Twitter, LinkedIn and Instagram.

Social media platforms will be used to allow stakeholders to be kept informed on project's news, events and findings. By establishing a posting routine, through monthly blog posts, target audiences are faced with a routine and might be more compelled to follow dissemination activities. On another note, social media endorsement by citizens, social groups and public authorities is constantly increasing, therefore representing a mandatory tool to generate quick access to information. Additionally, due to syndication with the website, the social accounts might increase traffic on that particular channel which is a main dissemination tool.

The REBUILD project will set up social media accounts on Facebook, Twitter, LinkedIn and Instagram. There is also YouTube that can be used for interviews, clips and videos promotion. The lead partner of this WP8 (MDAT) will create a visual identity for social media activity.

Facebook: REBUILD Facebook page will contain information relating to the project including summary, content and connections to the website and portal. Because of the characteristics of this social media platform, Facebook project's profile will be useful for communicating the project's day-to-day activities to the wider public and as an awareness raising instrument on project's topics. The Account has been created and will be managed by MDAT.



Figure 5 - REBUILD Facebook Account @Rebuild.eu: <https://www.facebook.com/Rebuild.eu/>

Twitter is a micro-blogging service that allows registered members to broadcast short posts of 140 characters or less, as well as images or links to videos. REBUILD Twitter channel follows a different approach, as Twitter social platform is a channel that prefers users that are related to ICT research, academics and EU projects' experts. This might be due to the easy interface and simple way of sharing other user's "tweets". It therefore represents an important tool in sharing news and events as well as a shared knowledge platform between similar projects.

Twitter account is useful also to reach public authorities, ONGs and policy makers, show the link of the project with the local, national, European and international policies, promote in real-time project's activities (meetings, conferences, exhibitions etc). It is also used as a catalyst for websites and other Social Media. The Account has been created and will be managed by MDAT.

Hashtags are very important for Twitter, so the communication strategy for REBUILD Twitter account will follow this approach by creating specific hashtag threads according each post content i.e.: #rebuildnews, #rebuildresults, #rebuildtools, #rebuildwatch, etc.

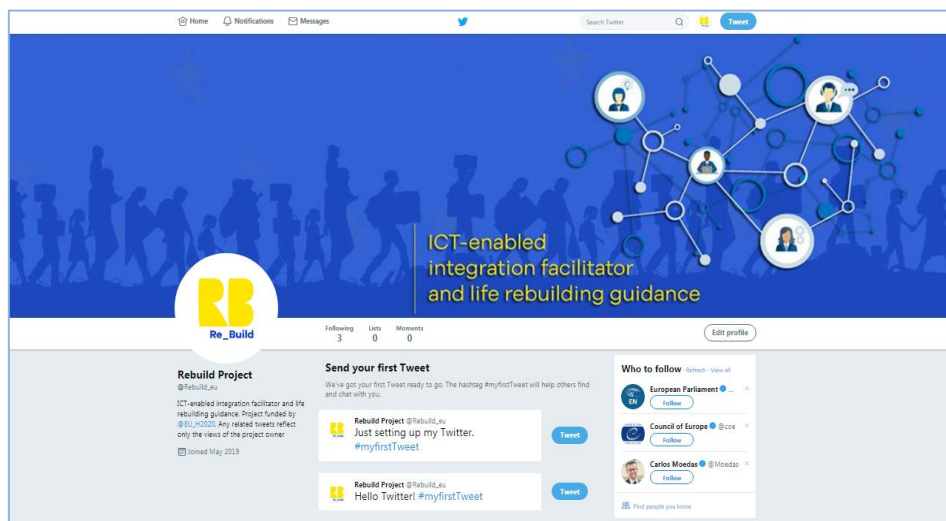


Figure 6 - REBUILD project Twitter account @Rebuild_eu: https://twitter.com/Rebuild_eu

Twitter REBUILD Description (160 characters): ICT-enabled integration facilitator and life rebuilding guidance. Project funded by @EU_H2020. Any related tweets reflect only the views of the project owner

LinkedIn is a business – oriented social media platform. REBUILD'S LinkedIn account will be used for communication and dissemination issues and especially for the exploitation of project results connected to reaching specific users' accounts. The Account has been created and will be managed by MDAT.

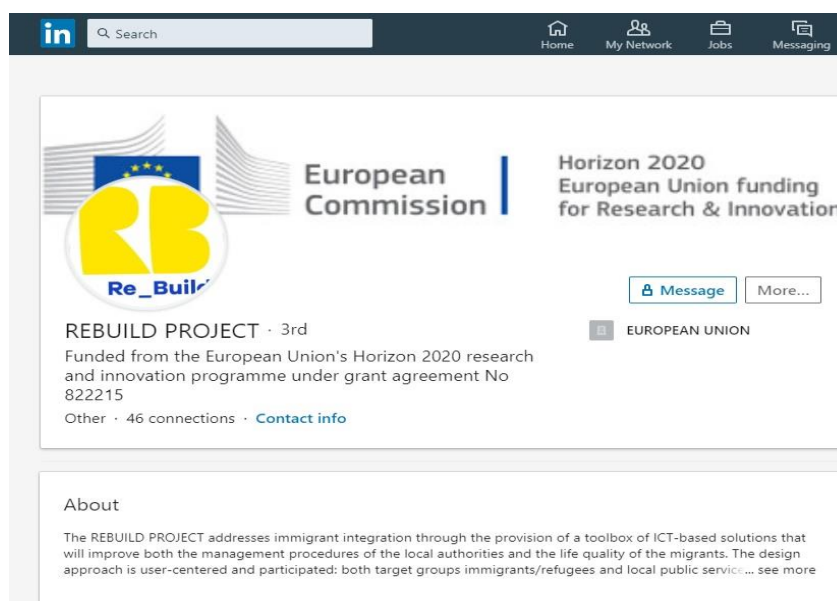


Figure 7 - REBUILD LinkedIn account: <https://www.linkedin.com/in/rebuild-project>



Instagram is a photo and video-sharing social networking service owned by Facebook, Inc. launched in October 2010 and nowadays. The app is one of the most popular social networks worldwide. REBUILD will create an Instagram account able to reach the wider public telling the story and the achievements of the project and showing the activities, the people involved, the events organised, the goals reached up through images. REBUILD'S Instagram account will be activated later on project's implementation life (figure 6 - social media campaign timeplan), in order to support community building events and activities. In the second year of the project implementation, MDAT will create and manage the Instagram account (see figure 6 - social media campaign timeplan).

YouTube is a video-hosting website that allows registered users to store and share video content. It is the most popular video sharing platform and the second largest search engine behind Google Search. REBUILD project will create a YouTube Channel for sharing video and/or other multimedia content. YouTube is useful as communication tool because is the only way to share multimedia content through other social media platform, to storage and share big files of media content. In the second year of the project implementation, UNINETTUNO will create the channel and will give the management to MDAT (see figure 6 - social media campaign time plan).

Metrics: at least 1.000 users connected

All the Social Media Accounts will be linked to Rebuild website.

	M2	M4	M6	M8	M10	M12	M14	M16	M18	M20	M22	M24	M26	M28	M30	M32	M34	M36	M38
Twitter																			
Linkedin																			
Facebook																			
Instagram																			
Youtube Channel																			

Figure 8 - Timeline of development social media dissemination and communication activities

7.3 MEDIA OUTLETS

Description and specifications

Before sharing REBUILD Project's news, it is important to specify which types of media outlets are being targeted before creating the message using the various tools available for this purpose within the public relations realm.

Media outlets include newspapers, magazines, radio, television (also satellite and web-based tv, you-tube). Below is some insight as to the relevant media outlets proposed in this plan.

a. Local/National Newspaper articles

Weekly or daily local newspapers are an excellent means to communicate an event, activity or issue. Experience shows that while daily newspapers usually follow regional and national news items, there is also strong emphasis on writing stories from a local viewpoint. It is imperative to know which newspaper and if possible, a specific journalist to target based on the type of news to be spread. So, for the REBUILD Project, press releases covering the initial activities of the Project locally; such as publicizing the "Co-Creation Workshops" – after the fact - and as the project proceeds, more results arising from the Project may be covered. All partners are encouraged to share the information on articles, press releases sent to newspapers in their countries and report back to the lead partner of wp8 via the template specifically provided for this activity.

b. Project Conference banner/spots/posters



The lead partner of the wp8 (Communication and Dissemination) will create a draft template of the project banner and one template of a project poster which will be shared to all partners for delivering the project message and outputs. These are envisaged to be used for the Co-Creation Workshops in each country. This material can be translated to the mother language of the project partners or to be used in English, which will be the language of its original draft to be shared among the entire partnership.

c. Local media Project broadcasting in (TV/RADIO also through the REBUILD Project website and "you tube" channel tv spots).

Local TV news stations follow national and regional news but will often try to "localize" their news stories. Television as a means is a medium of feeling, with communication presented in short, compelling sound bites – "to the point" information that can be shared quickly. Generally, tv viewers react to the presentation, voice and even approach of the interviewee. When an informational topic is being discussed, such as the results or process in the REBUILD Project and you are the "expert," as the interviewee you convey a sense of comfort and knowledge about the subject matter being discussed, and avoid using industry vocabulary or technical terms. Try to present a compelling story and offer interesting visuals. If an event is of interest to a large number of viewers, a reporter may be sent to do a live broadcast during the event. For events, sending a news release or media alert to TV stations a few days prior to the event and depending on the country. In Greece for example, no need to send a press release too many days in advance – one week ahead is the time enough.

d. Scientific Journals

Local, national and regional magazines may also be a good channel for communicating the process and results of the REBUILD Projects. The Scientific Journals will be touched upon in the upcoming specific section "Scientific Community Dissemination".

For longer, in-depth, feature-more human stories, magazines are an ideal target media outlet. When sending a press release to a magazine reporter or editor, offer interview sources and especially photographic material. Many cities and local areas have social, lifestyle or business magazines that focus on local stories of interest, local and hot or current topics, in this case the new sudden increase in the Refugee/Migrant influx. As magazine issues are often planned at least two to three months in advance and magazine writers need time to write the story, so news releases and media alerts must be distributed accordingly. A number of journalistic articles will be produced and will be used to address some of the most relevant scenarios in these particular areas, providing context on e.g. how and why they were created or how they take advantage of preexisting prejudices. In the REBUILD Project, all partners are encouraged to share their articles and use the template provided by the lead partner in wp8 so that the reporting of these activities takes place.

Specific aims and objectives

The approach of this action is that partners are seen as a multi-disciplinary mixture that will select from a pool of options that best fit their backgrounds & profiles in order to communicate and disseminate project activities & results/outcomes. In this way, each partner may use the tools that suit them for an optimal effect.

Target audience and expected results

The main recipient of this action is the general audience; it includes tv and radio spots, press releases and articles in short, all the means that will render the Rebuild project most visible.

Metrics watch

Metrics: 10.000 viewers/listeners of any information on this project will be kept for reporting reasons, it is important to reach a variety of audiences of different ages, in the countries of the Project consortium partners, all genders etc. This includes: 1 tv spot per country, reaching over 10.000 viewers, 1 radio spot per country reaching over 10.000 listeners, 1 banner per city, posters for 5 thematic events (per event)

7.4 COMMUNITY BUILDING LOCAL EVENTS

What does Community Building entail? Community building is a field of practices directed toward the creation or enhancement of community among individuals within a regional area (such as a neighbourhood) or with a common interest. It is sometimes encompassed under the field of community development. A wide variety of practices can be utilized for community building, ranging from simple events to larger-scale efforts such as mass festivals, forums on specific topics and building construction projects that involve local participants rather than outside contractors. Activists engaged in community building efforts in industrialized nations see the apparent loss of community in these societies as a key cause of social disintegration and the emergence of many harmful behaviours. They may see building community as a means to increase social justice, individual well-being and reduce negative impacts of otherwise disconnected individuals.

Staying relevant at an international level requires keeping local audiences well informed regarding the project. Hence, informing local, regional and national audiences is a significant communication goal for the project. To this end, all partners are encouraged to disseminate the relevance of the project to their contacts. All partners should implement few offline activities under wp8 (Communication and dissemination), they can select from a tank of option the most relevant for them and their local audiences, they will inform the lead partner of the wp8 (MDAT) what they have selected to implement from the following options, mentioning the quantity of these options:

- ✓ open events for community building round tables with experts in various fields (education, health care etc)
- ✓ city working groups
- ✓ discussion panels
- ✓ workshops with PA and NGOs active in the field of refugees and immigrants' integration

Metrics: 500 people per country

7.5 NEWSLETTERS

Description and specifications

The REBUILD 6 monthly newsletter will contain relevant, up-to-date project news in an attractive newsletter that will circulate amongst stakeholders and partners. It will be carried out from M18, in order to communicate project news and inform stakeholders of the project's development trajectory. The intended outcome of the newsletter is to create regular, engaging and informative publications that may reach a large subscriber base and readers.

Project's newsletter needs to be used properly, avoiding spam messages, and setting a clear and readable message with efficient call-to-actions, as well as mandatory un-subscription buttons. It is evident that due to the enormous volume of messages audiences receive on a daily basis, in order to not be regarded as spam or trash emails. The newsletter will therefore be prepared by MDAT, using an external and intuitive software called MailChimp. Evidence will put upon the message to be transmitted and careful attention will be given to small details such as the unsubscribe button in order to avoid blacklists or penalties.

It will focus on current project developments, giving special attention to certain milestones. The Newsletter should only contain the most relevant information to capture the reader's full attention and enabling grasping core concepts quickly. It should also be linked to REBUILD website and social media for readers to follow-up on more detailed information if desired. Sharing buttons for several social media accounts, such as Facebook, Twitter and LinkedIn have added at the footer of the Newsletter, which makes it easier to share and increase the message



reached. Of vital importance is the fact that reading emails in mobile devices is facing an upwards trend, thus REBUILD Newsletter should be readable and compatible with all mobile devices, without significant loss of quality. Figure below represents a newsletter mock-up and template, to be followed throughout the project's life cycle.

- ✓ A newsletter template has been developed through MailChimp
- ✓ A multi-coloured magazine type format to diffuse the project activities and results
- ✓ Contents: project activities and news, reports and publications, ICT tools, ICT relevant to project news, "A story worth telling" (a story telling column)

Metrics watch: 4 Newsletter within project life cycle.

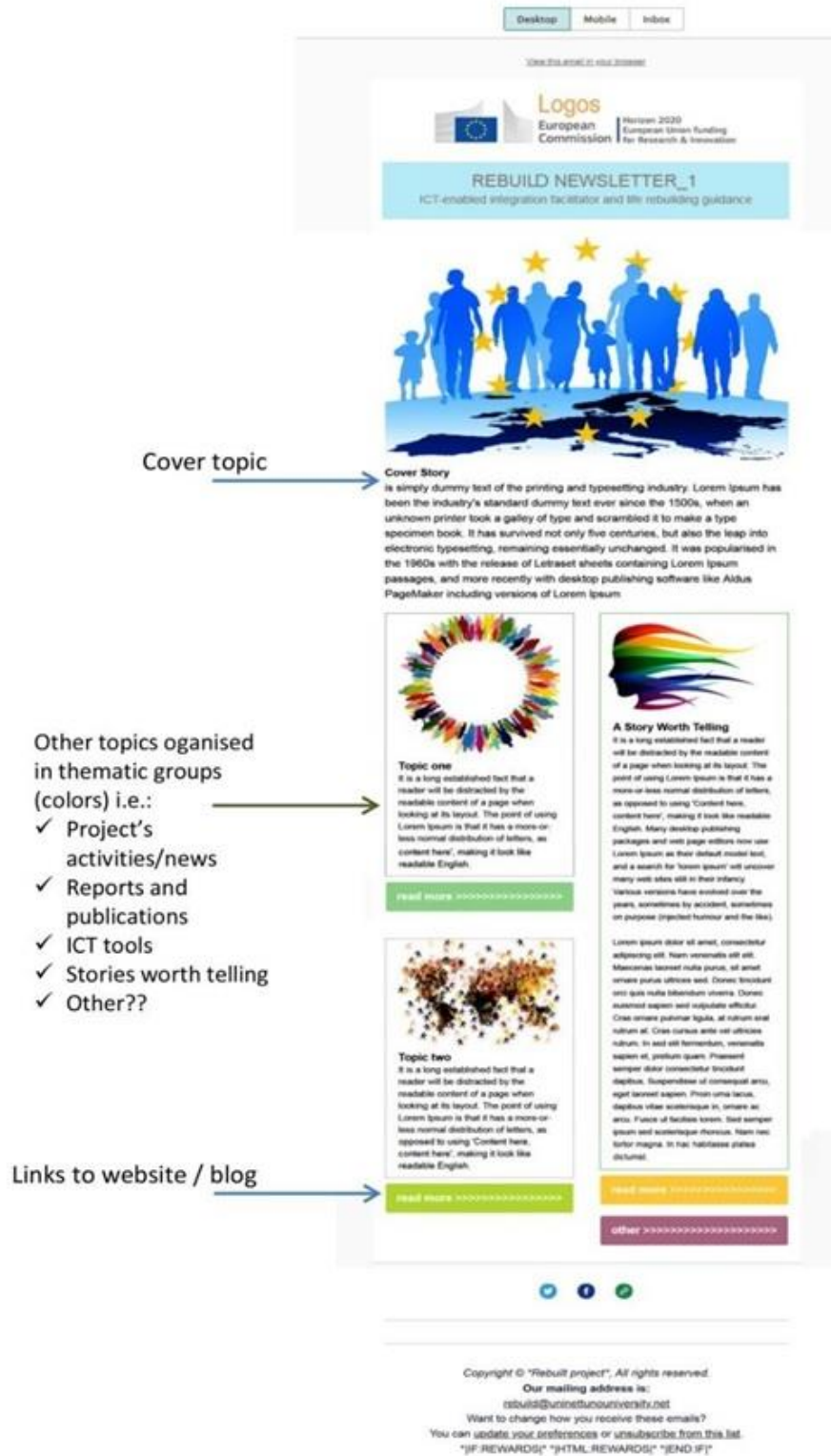


Figure 9 - Newsletter template



7.6 SCIENTIFIC COMMUNITY DISSEMINATION

Publications

The designated dissemination plan of REBUILD is expected to give rise: i) to publication in specialized journals, in related blogs, newsletters, magazines and other social media, and ii) scientific papers in research and technical fields in scientific journals.

Scientific publications will allow the dissemination of project results and the use for further research. Project partners are encouraged to use research results for authoring academic journals. All academic partners have the dedicated interest in publishing project results in high-ranked academic journals. Each project phase will produce new knowledge and empirical results that may be used for submitting academic articles to journals (at least 5 papers will be presented to journals and conferences).


The Open Access publications will be made available on the project website. Each publication will be subject to the Dissemination rules.

Among the journals to be targeted are:

- Journal of Ethnic and Migration Studies,
- Journal of Immigrant and Refugee Studies,
- Journal of International Migration and Integration,
- International Migration,
- Journal of Identity and Migration Studies,
- Journal of Technologies and Human Usability
- MIS Quarterly

Additionally, REBUILD promotes project presentations at scientific conferences targeting relevant domains for the project that represent a high visibility and impact opportunities to share both the concrete project results and the technical novelties developed.

Table 3 - Indicative list of relevant scientific journals

Journal		Info
	Journal of Ethnic and Migration Studies	The Journal of Ethnic and Migration Studies is an academic journal published by Routledge. According to the Journal Citation Reports, the journal had a 2014 impact factor of 1.228, ranking it 4th out of 15 journals in the category "Ethnic Studies" and 12th out of 25 journals in the category "Demography"
	Journal of Immigrant and Refugee Studies	The Journal of Immigrant & Refugee Studies is a double-blind, peer-reviewed publication, interdisciplinary and international in scope. The journal publishes full-length theoretical and empirical research discussing migration governance, migrant/refugee integration, and related policies and

		practices
	Journal of International Migration and Integration	The Journal of International Migration and Integration (JIMI) is a multidisciplinary peer-reviewed scholarly journal that publishes original research papers and policy discussions that enhance the understanding of immigration, settlement and integration and that contribute to policy development.
	International Migration	The International Migration Journal is a refereed bimonthly review of the International Organization for Migration (IOM) on current migration issues as analysed by demographers, economists, and sociologists all over the world. The journal is edited by Carleton University and published online by Wiley. The editor at Carleton University, Dr. Howard Duncan, is responsible for the direction and content of the journal.
	Journal of Identity and Migration Studies Open Access	The Journal of Identity and Migration Studies (JIMS) is a semi-annual online review that promotes high-quality academic work in the field of migration and identity, as well as in other related fields in the social sciences. JIMS is designed to host scientific contributions on the suggested topics: migration and identity.
	Journal of Technologies and Human Usability	Journal of Technologies and Human Usability is peer-reviewed, supported by rigorous processes of criterion- referenced article ranking and qualitative commentary, ensuring that only intellectual work of the greatest substance and highest significance is published.
	MIS Quarterly	The editorial objective of the MIS Quarterly is the enhancement and communication of knowledge concerning the development of IT-based services, the management of IT resources, and the use, impact, and economics of IT with managerial, organizational, and societal implications.



Open Access Journals

Central and Eastern European Migration Review



LCC Subject Category: Political science: Colonies and colonization. Emigration and immigration. International migration | Social Sciences: Communities. Classes. Races: Urban groups. The city. Urban sociology: City population. Including children in cities, immigration

Publisher: Centre of Migration Research, University of Warsaw, and Polish Academy of Sciences

Country of publisher: Poland

Forced Migration Review

Publisher: University of Oxford

Society/Institution: Refugee Studies Centre

Country of publisher: United Kingdom

Forced Migration Review (FMR) is the most widely read publication on forced migration – available in English, French, Spanish and Arabic, and free of charge in print and online. It is published by the Refugee Studies Centre in the Oxford Department of International Development, University of Oxford. Through FMR, authors from around the world analyse the causes and impacts of displacement; debate policies and programmes; share research findings; reflect the lived experience of displacement; and present examples of good practice and recommendations for policy and action.

Open Journal for Information Technology

Publisher: Center for Open Access in Science, Belgrade, Serbia

Country of publisher: Serbia

An Online Open Access Academic Journal

Other Magazines

Horizon Magazine: Project stories of HORIZON 2020

(<https://ec.europa.eu/programmes/horizon2020/en/newsroom/551/>)

7.7 OTHER DISSEMINATION ACTIVITIES

Other dissemination activities may include synergies with other initiatives, projects and events you have participated in for disseminating the Rebuild Project achievements and its results; (for example, on January 18th, 2019, CERTH participated with partners from NADINE and MiiCT migration projects where the Rebuild project was presented). Please remember to include: Venue, date and name of organizer.



8. COMMUNICATION AND DISSEMINATION TEMPLATES

8.1 WHAT IS ABOUT

It is important to promote a familiar and recognizable graphic identity to be used among the various communication and dissemination tools for the Rebuild Project. The MDAT Team will provide all partners with fixed templates to be used covering the communication and dissemination activities. The template as a tool aims at collecting information from all the partners in order to create and maintain a regular and good communication and dissemination flow through social media and project's website and blog. These tools include basic templates, such as: poster, banner, and leaflet templates. All partners are invited to fill out the fixed templates described below and regularly deliver them to the MDAT Team (lead partner of WP8) in order for the MDAT Team to filter them and then funnel them through to the relevant channels according to the topic and form of information. These tools will be provided in editable files, in the English language, so each partner may translate and use them for local communication and dissemination reasons. Social media cards will also be created by the MDAT Team forming the project "vision identity". This information will also be collected for reporting reasons! The toolkit will assist the project partner to implement this task as provided below with specific guidelines for each type. All the above-mentioned material will be sent electronically to the email address created for this purpose share-rebuild@mdat.gr. This is a team effort whereby we kindly request for you to cooperate closely to achieve success!

8.2 DISSEMINATION WORKING TEMPLATES

DISSEMINATION MATERIAL TEMPLATES

In order to achieve our goal of spreading the news and any information as well as raising awareness and visibility of the on-going project from the various activities, both technological and social; we have compiled three different categories of Templates to share with all Project Partners. These templates are to be used for better coordination and uniformity in format on the project basis. Each template will be used in a straightforward and friendly user manner for a specific activity. Namely, below are the descriptions of the three templates (please see the appendix with the samples). The information fed from the Project Partners are requested to be in the English language, in each case, any links available may revert to the original language.

The REBUILD DISSEMINATION TEMPLATE is used for feeding the news and information flow promoting awareness and dissemination of the various activities throughout the whole projects' work packages (excluding wp8). Each Project Partner will be sent this template to use and will submit it to the MDAT Team. The template describes the differentiated specific items which will be sent using only this template whereby MDAT will sort the information – news or other and place into the various respective communication dissemination channels (i.e. for website, for Facebook, twitter etc.)

The topics of the Communication & Dissemination Working Templates are as follow:

Topic 1: Events that are organized from other Rebuild WPs (excluding WP8). These maybe workshops, seminars, roundtable discussions, Focus Groups etc.) An example may be that the MDAT team organized a Focus Group with Thessaloniki Public Administrators on January 21st, 2019 under WP2) with a link, to the original language.


Topic 2: The items in this category may be the sharing of publications or articles regarding the Rebuild Project in the local/national media with a link to the original language.


Topic 3: Any general information on ICT solutions and migrants and refugees' inclusion. For example, these may include national or European strategies, good practices, examples, local strategies, etc. for news feeding into

Rebuild social media outlets.

Topic 4: Any events that are a result of synergies, projects you have participated in for disseminating the Rebuild Project achievements and its results.

Topic 5: Specifically, the types or topic of events include participation in Scientific Conferences where a paper has been presented or any scientific papers which have been published in technologically oriented publication referring to the Rebuild Project.

1. COMMUNICATION AND DISSEMINATION MATERIAL TEMPLATE	
 <i>"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 822215"</i>	Partner name:
	Date of submission: (DD/MM/YY)
	Select topic: (see Guidelines on next page)
Title of topic:	
Short summary (max. 200 characters for Social Media)	
More extended text: (approx. 500 words)	
Relevant links, if possible	
Attachments to the present dissemination template (photos, graphic material)	

3. COMMUNITY BUILDING EVENT REPORT		
 <i>"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 822215"</i>	Title of the event:	
	Date of event: (DD/MM/YY)	
	Location	
GEOGRAPHIC COVERAGE OF EVENT	Local	<input type="checkbox"/>
	Regional	<input type="checkbox"/>
	National	<input type="checkbox"/>
NUMBER OF PARTICIPANTS		
TARGET AUDIENCE	Type of stakeholder	Number
	Local Community / Citizens	
	Local NGOs and relevant initiatives	
	End users	
	Local Policymakers	
	Facility operators	
	Public services	
R&D centers / universities		
Others (specify)		
SHORT SUMMARY OF THE ACTIVITY (PLEASE WRITE A READY-TO-PUBLISH NEWS TEXT FOR THE WEBSITE) approx. 500 words		
ATTACHMENTS TO THE PRESENT REPORT	Possible attachments	Tick
	Agenda	<input type="checkbox"/>
	Photos	<input type="checkbox"/>
	Press releases	<input type="checkbox"/>
	Articles published on local media	<input type="checkbox"/>
	Graphic dissemination material	<input type="checkbox"/>
Video	<input type="checkbox"/>	
		compulsory
		compulsory
		recommended
		recommended
		free choice
		when relevant

REBUILD NEWSLETTER TEMPLATE (see figure 6- newsletter template). For the 6-month project newsletter we don't need extra information, we will include the most important news of the activities of the project's 6-month activity.

Aiming to make the project's newsletter more interesting, we suggest having a column under the title: *stories worth telling* (or "a story worth telling"). Each partner will provide info for "a story worth telling" in each newsletter. We are going to send you more info and guidance soon about this ("storytelling" template).

COMMUNITY BUILDING EVENT TEMPLATE is used informing a good practice directed towards the creation or enhancement of the project community within each partner's local area. Community building events/activities will be "light" and with a low budget and may be related to other WPs events and activities. Please see below the "Community building events template". We are going to finalize its form and provide more ideas and guidance on these events. The Community Building events TEMPLATE will be used for any events taking place on a local or a regional /international level predominantly concerning WP8.

These include the organization of events such as: Round table discussions, Workshops, Local Community building etc. The template is available in a clear format requiring minimal bureaucratic process to encourage a participatory approach within the project. Each partner will be asked to always fill in and submit their Event dissemination report on activities held within the WP8 to the MDAT team. The information will serve twofold firstly, for compilation of the deliverable for the WP8 and secondly it will also be used to enhance and feed the website with the articles, social media, news etc. The Events' target audience is made up of: EU Policymakers, National Policymakers, Regional Policymakers, Facility Operators, Public Services, R&DCentres/Universities, End users – Refugees and Migrants, Local Community/citizens and others.

DISSEMINATION PACK

This pack is compiled of all the tools that will support project dissemination (poster, banner, brochures/leaflets, radio spots, gifs/videos, social media cards etc). As already mentioned, the MDAT team will provide all partners with various templates for dissemination tools mainly the basic ones: poster, banner, and leaflet. These tools will be provided in editable files, in English language, so each partner may adapt them by translating the text and using the available graphics design for local dissemination activities.

It is important to have a uniform communication graphic format on all levels. The MDAT Team will provide all the graphics for the templates, the printing activities are up to each local partner – as there is no overall budget provided for printing costs of communication material, in this way each partner may decide to print the quality and number of the material at their own discretion (by using their own indirect costs category).

Posters – templates to be sent in A3 and A4 format for use in informing the local target audience of events (i.e. co-creation workshop, focus group or other). The graphics will be provided and the local partner can translate the information for better awareness, visibility and print the material.

Brochures, flyers, leaflets (format A5/A4) to be made available for use in informing target groups of the REBUILD Project. These may entail folded into three overlapping sides. This may be just a flyer A5 format.

Banner (light structure) External Communication

Communication and dissemination working templates aim:

- ✓ to collect information from all the partners in order to have a regular and good communication and dissemination flow through social media, newsletter and project's website and blog.
- ✓ to collect info for monitoring and reporting reasons

Communication pack → **Developing a common visual identity to communicate the Project's Key Messages**

- ✓ It will include all the communication tools that will support project communication and dissemination (poster, banner, leaflet, social media cards etc) under a common visual identity
- ✓ MDAT team is going to provide all partners with various basic templates, such as: poster, banner, and leaflet template
- ✓ These tools will be provided in editable files, in English language, so each partner may translate and use them for local communication and dissemination reasons

- 
- Poster
 - Conference banner
 - Leaflet
 - Social media common visual identity (covers / promo banners)
 - A library of copyrighted graphic icons for any use



9. EXPECTED IMPACT AND RESULTS

9.1 COMMUNICATION AND DISSEMINATION EXPECTED IMPACT

The project REBUILD aims at improving migrants and refugees' inclusion through the provision of a toolbox of ICT-based solutions targeted to enhance both the effectiveness of the services provided by local public administration and organizations, and the life quality of the migrants.

Impact of the communication and dissemination Strategy will be measured according to feedback received by public administrations and local authorities from the adoption of ICT solutions on the current procedures for migrants and refugee's integration and management, thus will depend on the interest and involvement of those stakeholders in the project activities.

To be able to map the achievement of the expected impacts mentioned by the call and all additional identified impacts, REBUILD has planned a Work Package dedicated to the impact assessment. The Work Package will be devoted to the definition and running of the Impact Assessment methodology in order to evaluate the current and future impacts of the project. The scope of the Impact Assessment exercise is twofold: (i) to monitor the socio-economic results achieved through the services and activities developed within REBUILD for both local authorities and migrants; (ii) to assess the impact of the project as a whole, with a strong focus on the technology developed during the project lifetime.

Expected impacts

REBUILD aims at applying technology in an efficient and effective manner by co-designing an ICT-based toolkit that support the migrant's inclusion process. The platform will act as the main data collection mechanism to support the proposed evidence-based policy towards innovative and successful migrant's inclusion.

REBUILD'S dissemination activities are expected to have the highest impact on key stakeholders, beyond the project partnership, to ensure that:

- a) project outputs can be fully exploited or replicated;
- b) the knowledge generated and gathered by the project will be made available to all interested stakeholders including end-users and citizens;
- c) elements of excellence and outcomes can be reused;
- d) communication and replication-oriented dissemination activities will go even beyond the planned project duration and engage a wider community.

Social impact

- Impact on access to local services for migrants
- Impact on participation to services and trainings
- Impact on migrants' basic communication skills
- Impact on the access to social and health services offered by the host-country
- Impact on work-life balance
- Impact on perceived quality of life (sense of loneliness, social capital, leisure interactions, etc.)

Economic impact

- Impact on employment rate
- Impact on low skills employment rate
- Impact on high skills employment rate



- Impact on migrant's economic empowerment

Political impact

- Sense of belonging to the arrival country
- Migrants civic and political participation
- Communication rate between local authorities and migrants

Technological impact

- Use of technology to access public services
- Use of technology for communication purposes
- Technology aligned to migrants' needs
- Technology supporting local authorities

Table 4 - REBUILD Impact according to each WP's Outcomes

IMPACT	MEASUREMENT
Development ad- hoc ICT solutions replying to migrants' needs	Number of migrants involved in co-design processes
Mapping current challenges faced by local authorities to better provide technological solutions responding to their needs	Number of representatives from public/local authorities/services involved in the background information gathering to map current procedures
Enlarge the stakeholders targeted outside the consortium members	Report on external stakeholder participation in the three 2-days Co-creation workshops
Providing personalised services for migrants	social data analysis based on more than 5 different background information (ethnicity, age, origin, family status, skills, etc)
Increase the satisfaction of migrants while using the services	Survey to verify satisfaction degree regarding the personalisation of the interaction
Having an impact at regional level	3 main project countries represented both as target users and local/public authorities
Provide access to services and tools to migrants and refugees	Number of stakeholders involved in testing the solutions
Improvement of migrant access to services	Survey to verify satisfaction degree in relation to services provided by the digital companion
Provide services and tools to local authorities	Number of local authorities involved in testing the solutions
Provide guidance to access public services	Access to at least 10 public services through the digital companion will be reflected in deliverables
Improvement of migrants' communication skills	Survey to verify satisfaction degree in relation to communication skills provided by the digital companion
Development of a sustainable technology for migration flows	Deliverable containing sustainability strategy – REBUILD Exploitation Plan
Improvement matching skills and	Approval rate from the user



needs of migrants and refugees with needs of and opportunities provided by each member state (Machine learning model for matching skills)	
Increase awareness on issues related to migrants inclusion	Public conferences
Concretely map the areas where the project produces impacts – Impact Assessment	Documented at least three impact area in the deliverable
Produce legal and ethical knowledge on the use of technologies for migration flows	- 1 academic paper - 1 guidelines document - 1 good practice report

9.2 IMPACT METHODOLOGY

REBUILD impact assessment methodology development

The impact assessment will run looking at a double perspective. On one side, it will quantify the impact received by public administrations and local authorities from the adoption of ICT solutions on the current procedures for migrants and refugee's integration and management.

On the other side, it will map the impact of the REBUILD activities on migrants and refugees involved to quantify and analyse how the solutions and activities developed by the project empower users' conditions during the project development and afterwards.

The final impact assessment will consider impacts on a larger scale and will take in consideration the potential upscaling of the project. Both the preliminary and the final assessment will provide input to the dissemination activities by highlighting the project added value, its transformative capability and the most interesting results.

In order to sustain project results in a long run, REBUILD will explore its sustainability plan providing a method to support its activities after the founding period.

The REBUILD exploitation plan (M36), at the end of the project, will present a detailed exploitation strategy in order to show how research results will be sustained at the end of the funding for the three years after the project ends with the objective of ensuring continued activities. Also, individual exploitation plans from all partners involved will be provide in addition to an extensive exploitation strategy that will also investigate public private partnership opportunities and public tenders to exploit project's outcomes.

9.3 MONITORING AND EVALUATION ONGOING PROCESS (INDICATORS WATCH)

The reach and impact of REBUILD communication activities will be assessed qualitatively and quantitatively and closely monitored using participation statistics, search metrics and other indicators used by media.

The impact of the communication activities is strongly tied to the success of the stakeholder engagement and dissemination activities. Thus, the tools which are developed as part of the communication strategy will be leveraged in a holistic approach. Appropriate indicators to assess the impact of dissemination and communication include: a) Visits/views and engagement of website and social media using tools such as "Google Analytics"; b)



Downloads of documents publicly available online, especially papers, released software and datasets; c) Followers/connections, social media outreach, a popular indicator due to their widespread adoption; d) Impact factor/acceptance, a typical indicator for scientific publications, academic citations, views in platforms like ResearchGate; e) Participation/attendance in workshops, public conferences, through REBUILD presentations or demonstrations.

The detailed analysis of the impact of the individual activities of the project will be carried out in the course of the project as its activities develop. As an input to that end the following table summarises potential indicators.

Table 5 - Impact value data analysis per communication and dissemination activity

Indicator	Target Value	Source/methodology
Number of visits to the project website	Over 10,000	Google analytics
Number of followers in the social media accounts that will be opened	At least 1,000 users connected	Accounts' data
Number of migrant/refugees' followers in the social media accounts that will be opened	At least 200	Accounts' data
Number of non-project events where REBUILD project will be presented	6	Partners' regular reporting on dissemination activities within the project
Number of entries (articles/press releases) in local, regional and national press (printed and online)	1 tv spot per country, reaching over 10.000 viewers, 1 radio spot per country reaching over 10.000 listeners,	Copies of the entries
Number of e-newsletters promoted	6	Partners' regular reporting on dissemination activities within the project
Number of newsletters recipients	Reach at least 500 relevant stakeholders	Mailing list record
Number of distributed printed material	1 banner per city, posters for 5 thematics (per events)	Partners' regular reporting on dissemination activities within the project
Number of scientific papers published	5	Partners' regular reporting on dissemination activities within the project

REBUILD will engage project partners and beneficiaries in the methodology development in order to assure that all expected impacts will be mapped and described/measured as much as possible during project implementation.

The project activities will be constantly monitored to refine the methodology with proper indicators and variables.



The results of monitoring and impact assessment activities will be used as input for supporting the dissemination and exploitation activities of the project.

Each partner has the responsibility to record the details regarding their dissemination and communication efforts and the impact registered along the project. Communication of this information should be pass on to the WP Leader on regular basis.

The WP responsible (MDAT) will constantly monitor the progress towards identified targets and indicators listed below. In case of deviations, parameters will be adjusted along project implementation in coordination with consortium members. The present Communication Strategy will be adjusted on an annual basis.

9.4 COMMUNICATION AND DISSEMINATION REPORTING

Reporting Methodology

MDAT will manage the project's communications plan and its implementation; however, all partners will contribute to elaboration of the plan and its implementation. Partners will be responsible for the translation of materials from English into their country's principal language, e.g., press releases and the flyer.

Each partner will make available a partner representative responsible for developing and implementing the project's communications plan and reporting and help responsible partner (MDAT) to evaluate the communication activities, keep records and data measuring the communication and dissemination impact.

A milestone for for partners will evaluate their communications activities is the project's interim review (month 18) and again before the end of the project (month 36, in line with the KPIs indicated).

- ✓ MDAT will keep **close contact with partners' communication managers** during all project period
- ✓ MDAT will keep close contact with **WP Leaders** during reporting period in order to gathering data and match KPIs for all project WPs (especially for dissemination and exploitation impact and results)

Partners Responsibilities

To facilitate an accurate monitoring and assessment of the communication activities, and to understand the impact of the actions carried out, it is necessary for all partners to register the activities that they implement. Therefore:

- ✓ All partners must take into account the communication procedures and working methodology settle in this document.
- ✓ Each WP lead partner should have a person responsible for communication and dissemination reporting. This person, in close collaboration with MDAT (WP8 leader) will register the communication and dissemination activities for each work package

By performing regular monitoring of the activities, it is possible to assess if the action plan is being carried out properly and if it is on time. It will also be possible to see which activities had the biggest impact on the stakeholders (both in quantitative and qualitative terms). The conclusions from these reporting will be considered for the communication plan annual updates.

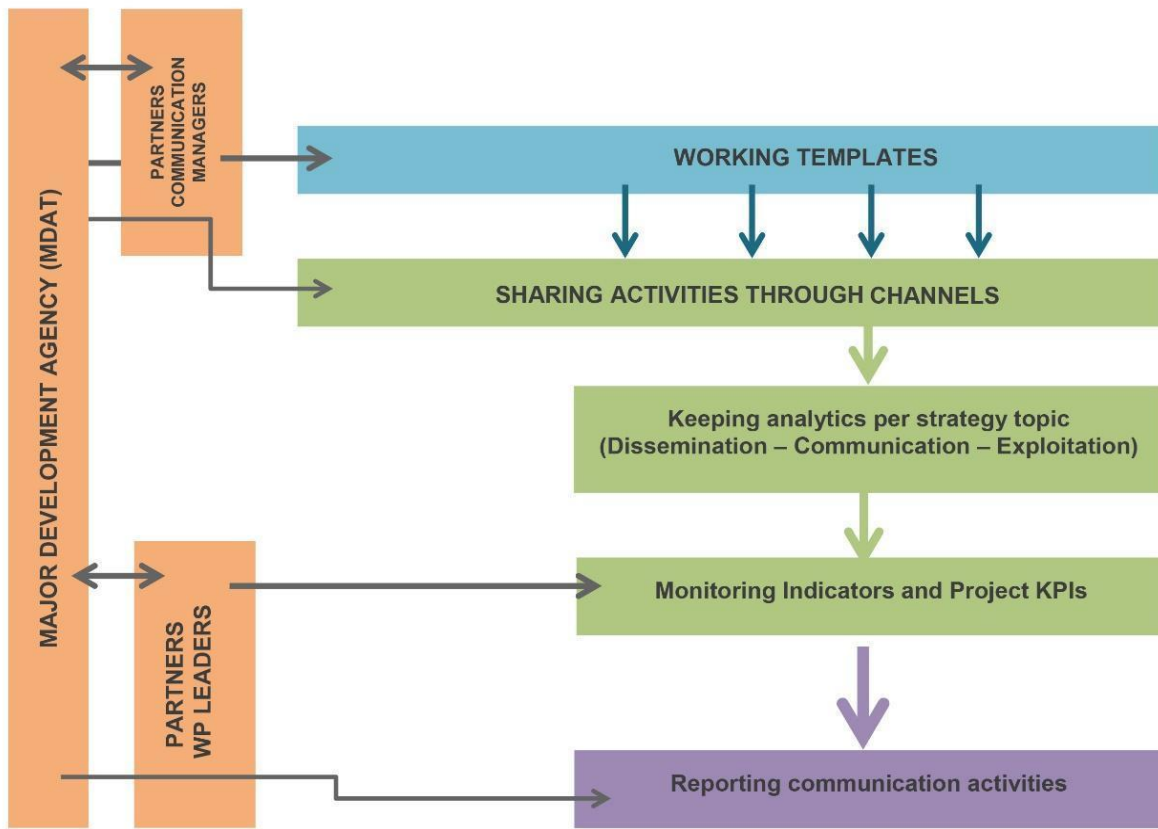


Figure 10 - Reporting methodology and partners responsibilities



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REBUILD

ICT-enabled integration facilitator and life rebuilding guidance

Deliverable: D8.2 - Communication Plan



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