



D6.2 Dissemination Plan



Project no. 644367

Project acronym: MY-WAY

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*PMB – Project Management Board

Partnership



Europa Media Non-profit Ltd. (EM)



The London Association of Enterprise Agencies Ltd. (trading as Capital Enterprise) (CE)



Bar-Ilan University (BIU)



Sabancı University (SABU)



AEGEE European Students' Forum
(Association des États Généraux des Étudiants de l'Europe) (AEGEE)



EU-Startups.com (EU-S)



National Association of College and University Entrepreneurs (NACUE)



European Confederation of Young Entrepreneurs (YES)

EUROPEAN CONFEDERATION
of
YOUNG ENTREPRENEURS



EUCLID Network (EUCLID)



H-FARM Italia SRL (H-Farm)

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1. Introduction

1.1 PURPOSE

This document was developed as part of the **MY-WAY project** – Strengthening the web entrepreneurship ecosystem and the services offered across the chain of actors by actively engaging student networks and student entrepreneurship centres project funded by the European Union’s Horizon 2020 Programme (H2020/2014-2020) under grant agreement no. 644367. This document is the Dissemination Plan of the project, which forms Deliverable 6.2 belonging to Work Package 6 (WP6) – Dissemination and Exploitation.

The main purpose of the Dissemination Plan is to provide guidelines the project’s partners throughout Work Package 6:

- > To help partners better understand WP6 goals and their individual responsibilities;
- > To serve as an Action Plan for the consortium, establishing individual responsibilities and time-frame for implementation, reporting and update of performed activities;
- > To give consortium members a clear idea of how to communicate the project’s goals, progress and results through the most appropriate tool to selected audience targets, in a timely manner;
- > To help partners better understand the importance of their coordination and timely dissemination;
- > To help partners better understand how to leverage their own existing networks and knowledge for the benefit of the project.

In addition to the Dissemination Plan, partners should also consider the DoW, as well as relevant European Commission documents, including:

- > “Communicating EU Research & Innovation - A guide for project participants”, 2012.
- > “Communicating research for evidence-based policymaking”, 2010.

1.2 COMMUNICATION IN THE PROJECT CONTEXT

MY-WAY project addresses the challenge of fragmentation in access to information, support services, training and networks in the web entrepreneurship ecosystem. MY-WAY aims at enhancing and improving the collaboration and efforts of web entrepreneurship initiatives, web/business experts, educational actors and the young adults as the final beneficiaries.

The overall goal of MY-WAY is two-fold: on one hand, to help Targeted Young Adults (TYAs) in accessing and using the relevant information, services and materials, in order to increase their entrepreneurial spirit and help them become more knowledgeable and skilled to start their own web business.

On the other hand, MY-WAY aims at making the representatives of the students – student networks and student entrepreneurship centres – actively engaged and better integrated into the web entrepreneurial ecosystem.

Specific objectives of MY-WAY are:

- > To enhance coordination and collaboration between key actors in web entrepreneurship and develop methods of embedding and transferring good practices in different student support centres;
- > To develop and activate a network of student support centres in web entrepreneurship;
- > To structure information on support services and initiatives on web entrepreneurship, identify and disseminate good practices in student support and web entrepreneurship services;
- > To promote existing web entrepreneurship initiatives, create synergies across these communities by engaging students and their social network resulting in improved services;
- > To provide tailored information and guidance to TYAs and the student support centres on the web entrepreneurship ecosystem;
- > To open up possibilities for using an open innovation model by partnering with existing start-ups and SMEs looking for talent and discovering new lines for their business;
- > To change the mindset of the TYAs on web entrepreneurship by boosting their confidence, offering tailored information on web entrepreneurship.

The project expects to achieve these objectives through the implementation of six interconnected WPs.

WP6 - Dissemination and Exploitation runs in parallel with the other WPs over the project lifetime, and focuses on defining a comprehensive and consistent project dissemination and exploitation strategy, which will ensure maximum project visibility and the sustainability of its results beyond the lifetime of the project.

Project visibility will be achieved by:

- > Utilizing as varied tools as possible (including, but not limited to: website, online social networks, dissemination material, organisation of startup events and student enterprise conferences, collaboration with other projects funded under ICT-13);
- > Accurately strategising the use of each tool to target a specific audience segment, in order to maximize the tool's potential;
- > Creating a distinctive visual, graphic identity which partners will use to ensure a consistent image of the project across its dissemination material, thus allowing the wider public to better recognize and understand the project.

Gender aware actions will also be described in detail.

The Dissemination Plan is structured in four sections. **Section 1** has introduced the purpose and motives of this document. **Section 2** will describe in details the chosen Dissemination Tools and Means, meticulously indicating methodology to be used, appropriateness of communication activities, target groups, selected channels, timeframe, monitoring and evaluation tools which will be utilised and resources to be allocated. **Section 3** will focus on IPR implications of communication activities, and **Section 4** includes all relevant Annexes.

2. Dissemination Tools and Means

2.1 METHODOLOGY

MY-WAY's Dissemination Plan is a practical handbook to be consulted by all partners to develop their individual and collective activities efficiently and contribute to WP6 and to the global objective of the project.

In the development of this Dissemination Plan, attention has been paid to the expertise and strengths of the project partners. Each partner is integrated into a specific geographic and social reality and has a deep understanding of the individuals and institutions that are part of their existing network and that should be targeted in the project and of the best way to do it.

Hence, each partner will be responsible for particular tasks within WP6. Although a meeting exclusively dedicated to Dissemination activities is not foreseen, partners will report on their performed actions every six months, following a pre-established template (see Annex 4.2, Section 4).

Table 1. shows the distribution of work among consortium members regarding dissemination activities.

Table 1. Distribution of Tasks

Task	Partner in Charge	Description of Task
6.1 Dissemination Plan and Visual Identity	Led by EM, contributions from EU-S	Establishment of a Dissemination Plan; Creation of a distinctive, original visual identity for the project; Creation of a website; management of internal communication tools.
6.2 Dissemination Actions	Led by EM, contributions from all partners	Dissemination of the series of Student Enterprise Conferences in Europe; Publishing and disseminating a step-by-step guideline for members of student networks and student centres; Organising face-to-face meetings with major multinational companies and investors; Presenting the project at minimum ten events at the European or international level, where at least five conference papers will be presented; Publishing articles in high-ranking journals; Publishing articles in newsletters and popular press; Promoting information on the project outcomes through individual partners' web sites; Linking the platform directly to external social communities; Networking and cooperation with female entrepreneurship support networks for dissemination; Producing promotion material and disseminating it both in hardcopy and electronically.
6.3 Online Media	Led by EU-S, contributions from EM	Collaborating with tech web related online media blogs, news portals and so forth. Promoting and working with conferences and contests, startup programmes information portals from all over Europe.
6.4 Recommendations and Guidelines	Led by YES, contributions from NACUE and EUCLID	Identifying avenues of help and support to young web entrepreneurs and consequently providing policy recommendations.
6.5 Exploitation Model for the Platform	Led by EM	Setting up an exploitation model for the platform; this tool will continue to exist beyond the lifecycle of the project, with content updates, and inputs from the student network members.

The methodology utilized to develop this Dissemination Plan has followed the order of Work Packages, defining the key messages needed for each one of them. The Action Plan also follows this structure.

2.1.1 Visual Identity Guide

MY-WAY's Visual Identity Guide is a key strategic document for the consortium members, who can find here guidelines on how to communicate the project's goals, progress and results.

The rationale of this guide is given by the need of an immediate identification and understanding of the project on part of the wider public. Having a clear, distinctive and original graphic identity is in fact the first requirement to convey a familiar and consistent image of the project towards the audience.

Partners are invited to accurately follow these guidelines whenever they are representing the project through various types of dissemination materials.

Six main elements are explained:

- > The Logotype
- > The Colour Palette
- > The Typography
- > Sizes and Proportions
- > Examples of good and bad practices
- > Web usage

For more information, please see Annex 4.1 – Visual Identity Guide.

As MY-WAY is part of the Startup Europe initiative, partners are also invited to use the Startup Europe logo whenever a context is found, in which it is preferable to harmonise the activities within this initiative.

Further read on dissemination activities under the Startup Europe initiative in section 2.4.8.

2.1.2 Dissemination Templates

Dissemination Templates are the templates that consortium partners will use to:

- > Disseminate the project's goals, progress and results at events, conferences, on-line, to publish conference papers or articles and through other means
- > Communicate own progress to the other consortium partners

It is important to always maintain a clear, distinctive identity, so for all dissemination materials and internal documents, specific guidelines will have to be followed in terms of logotype, colour palette, typography, sizes and proportions.

For more information, please see Annex 4.2 – Dissemination Templates

2.2. WHAT AND WHEN TO COMMUNICATE

This section of the plan aims to identify:

- > The communication objectives of the MY-WAY project
- > Levels of communication activities
- > The activities and outputs that are provided in the project as part of the various WPs that are considered to be relevant to disseminate to the outside world
- > Specific attention on confidence-boosting activities
- > Specific attention on gender-related activities
- > Tools to improve communication among partners

The following are the project's main communication and dissemination goals:

- > Raise awareness on web entrepreneurship and the need for collaboration, services and initiatives acting across Europe
- > Encourage targeted young adults to become web entrepreneurs
- > Raise awareness on the need for social entrepreneurship and their implementation in web startups
- > Engage female targeted young adults and mentors to encourage the initiation of more female web businesses
- > Influence accelerators, mentors, their networks; higher educational organizations and policy actors to strengthen the collaboration with the student networks

Dissemination will focus on four levels of activities

- > General publicity
- > Focused awareness raising actions related to events, training, workshops
- > Formation and strengthening of alliances and collaboration with other initiatives, networks, projects
- > Interaction with key stakeholders affecting future collaboration between the educational and commercial sectors regarding game development in non-leisure context

The project includes six work packages; WP1 – Coordination and Management is not expected to generate relevant outputs within the dissemination framework.

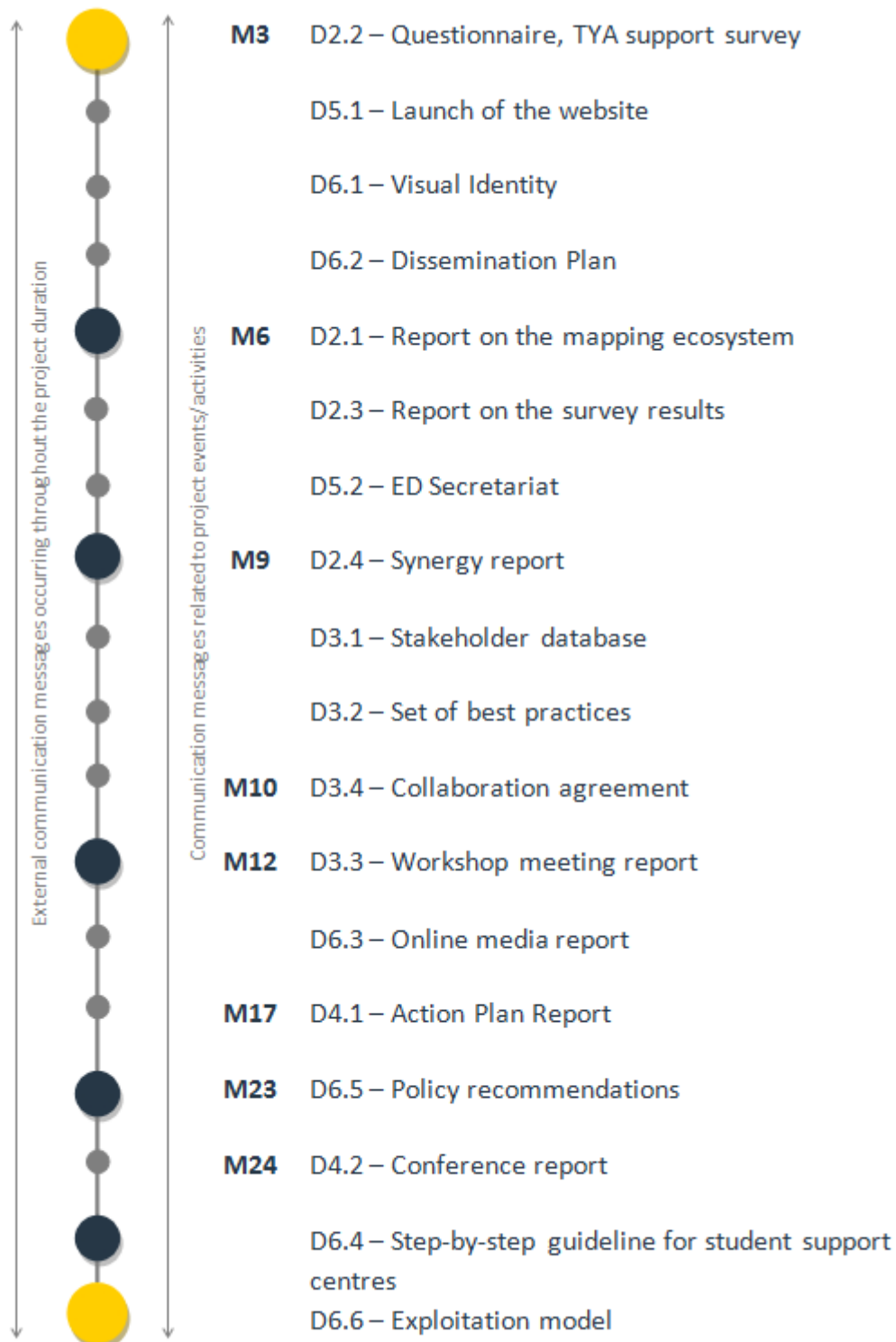
Table 2 presents outcomes throughout the project's Work Packages that are judged to be relevant from this point of view, including the publication of reports, surveys, databases, the website and other online tools, announcement of project events and their outcomes, among other activities.

Table 2 – Key messages to communicate in each Work Package

WP	Key message to communicate
WP2. Ecosystem	D2.1 – Report on mapping the ecosystem D2.2 – Questionnaire, TYA support survey D2.3 – Report on the survey results D2.4 – Synergy Report
WP3. Stakeholder Engagement	D3.1 – Stakeholder database D3.2 – Set of best practices D3.3 – Workshop meeting report D3.4 – Collaboration agreement
WP4. Support Scheme	D4.1 – Action Plan Report D4.2 – Conference report
WP5. Startup Europe Disruptor's Network	D5.1 – Launch of the website D5.2 – Disruptor's Secretariat
WP6. Communication and Exploitation	D6.1 – Visual Identity D6.2 – Dissemination Action Plan D6.3 – Online media report D6.4 – Ste-by-step Guideline for student support centres D6.5 – Policy recommendations D6.6 – Exploitation Model

Figure 1 below is linked to Table 2 and shows the timeline of the key moments of communication with the target groups. When such a dialogue is related to the organization of events, the timing indicated on the below timeline precedes the provision of the actual events since respective dissemination will need to be initiated beforehand.

Figure 1 – Timeline of communication activities



Specific attention should be paid to **confidence boosting activities**. TYA will be able to increase confidence in their skills through learning from presentations given by mentors and web entrepreneurs during the Student Enterprise conferences; videos posted on MY-WAY website and file sharing sites, showing success start up stories and failures. In addition, confidence boosting messages will be spread by the student networks and student support centres via the social networks. Selection of best practices of web entrepreneurship initiatives, offering support to students will serve as a valuable contribution of MY-WAY to Startup Manifesto suggestion on “best practice repository”.

MY-WAY’s Dissemination Plan includes the performance of a set of communication activities targeted at **women entrepreneurs**. These include:

- > Sharing gender aware web tools helping aspiring female entrepreneurs understand the infrastructure and establish connections
- > Inviting female mentors and successful women entrepreneurs to the project events, trying to reach at least 30% female representation
- > Awareness-raising on existing opportunities for female entrepreneurs in terms of trainings, support from other start-ups, incubators and accelerators as well as professional services
- > Providing links and information about trainings, workshops and other instruments aimed at enhancing professional skills of female entrepreneurs
- > Encouraging communication and networking with relevant stakeholders and networks for female entrepreneurs through the established website
- > Exploiting potential synergies with other relevant initiatives
- > Providing policy recommendations with a specific focus on female entrepreneurship
- > Encouraging female participation in the events organized in cooperation with universities and student networks

In order that the dissemination and exploitation actions are carried out in a systematic way in the right time, to the right target group, through the right channels transmitting correct messages, regular contact between project partners will be necessary through email and teleconference calls.

Also, to achieve effective communication and dissemination of knowledge within the MY-WAY consortium, an **internal communication system** with password will be set up within the project website. Documents will be uploaded, and a discussion forum for the beneficiaries made available. Online progress meetings will take place in between physical meetings to monitor progress. EM developed a project toolbox, which provides a set of user-friendly guidelines and support structures for Partners with regards to consortium meetings and workshops, internal communication mechanisms (including the use of web services), H2020 rules for implementing projects (reporting, financial, etc.), as well as IPR issues.

All partners will provide information, reporting internally on a 6-monthly basis and participate on consortium management meetings where they report on their activities and follow-up the project.

The activities and results of the indicated WPs will be a basis for the information that will be disseminated to third parties through various communication channels. On the other hand Europa Media team, responsible for communication, will support all interaction of the WPs other than WP6 with the project stakeholders. In other words, the activities and results of these WPs will be announced through press releases, newsletters, articles, project website and any other channels.

It is expected that all WP leaders will also contribute to the content of dissemination and exploitation tools, by providing technical inputs to them (e.g. contribution to texts of press releases, newsletters, articles, update of project website, feeding of social network account, among others) and revision of these outputs. Strong interaction is expected, therefore, especially between WP and task leaders and WP6.

On the other hand, W6 will also provide inputs into other WPs in several ways, including for example WP6 multimedia team producing appealing flyers and documents for events (e.g. graphic outline for agenda, information package, etc.) and support instruments (e.g. design for name badges, etc.) used for the organization of the workshops/seminars, and others.

In addition to internal project activities, project partners will also participate in **external events** relevant to the thematic area covered by the project. These include seminars, workshops, conferences and any other networking events. It is important that such activities are planned ahead so that MY-WAY can be disseminated at these events. Project members will inform the partnership about this issue, so that WP6 can fully support their participation in terms of provision of any relevant materials to be handed-out/transmitted (brochures, flyers, posters, any other materials) about the project.

2.3 TARGET GROUPS

It is of strong interest to the project and its partners to disseminate its ideas and results to a community as wide as possible – although being focussed on the identified main target groups in order to reach the objectives of dissemination and exploitation.

Table 3 shows the list of the most relevant target groups, how they will be approached and what type of message will be delivered.

Table 3 – Target Groups

Target Audience	WHAT; HOW
All	Press; Website; Brochure; Web blog; Social networks; Conferences Communicating ‘Popular’ information
Scientific Officer, European Commission	Official reports and deliverables through the Participants Portal Communicating all major results and milestones
Student Networks, their members, their alumni Student entrepreneurship centres at universities and other educational organisations	Direct contact (e-mail, phone, bilateral meetings) Participation on their events MY-WAY workshops in Brussels, Student Enterprise Conferences in four cities Using Intermediary organisations/channels (internal mailing lists, newsletters, contact database, closed social sites) e.g. AEGEE mailing list and blog, European University Association’s support, etc. Composing different messages focusing on specific elements: student support, training, access to information, financing, easy web-tool, etc.
Business support actors (hubs, accelerators, incubators, etc.) Political lobbying groups, e.g. Coadec	Links to specific networks and initiatives – Accelerator Assembly, Links to other European Projects (Erasmus+ and H2020) – e.g. ATALANTA, FutureEnterprise LinkedIn (web) entrepreneurship business groups Publishing articles in business newspapers Web entrepreneurship blogs MY-WAY workshops in Brussels, Student Enterprise Conferences in four cities Bilateral meetings with mentors, business experts online and offline Communicating them the access to talents, information and the benefits of collaboration
Educational networks; organisations	MY-WAY events – Student Enterprise Conferences Links to specific networks and initiatives – Open Education Europa, Links to other European Projects (Erasmus+ and H2020) – e.g. EMMA, Coneect LinkedIn (web) entrepreneurship education groups Web entrepreneurship blogs Focus on communicating the website, educational use of sources collected by MY-WAY
Industry (Internet, IT, creative industries, telecommunication) SME associations and multinational organisations	Bilateral events and meeting them at conferences and network meetings where they are present Publishing articles in business newspapers (informing decisionmakers) Links to the platforms, e.g. companies contributing to Startup Europe platforms Focus on communicating the potential of further developing MYWAY
Engaging with the general public and media	MY-WAY website; Social media; Other media appearance with modified messages; Local media (using own language), Web campaign, blog Through EU-Startups MY-WAY will promote its activities and will get press coverage in European tech media outlets., e.g. ArcticStartup.com, tech.eu, TheNextWeb.com, etc Focus on communicating the benefits, positive scenarios, videos, etc. of MY-WAY

In addition, Table 4 presents the networks and projects MY-WAY will build on:

Table 4 – Existing Networks and Programmes

Programme	How MY-WAY will build on these; is linked to them
Accelerator programmes Startup Europe Accelerators (Seedcamp, Techstars, HowToWeb, etc.11)	Accelerator Assembly aims to strengthen the support environment for web entrepreneurs in Europe – MY-WAY can bring the student networks’ contribution; Capital Enterprise through Nesta and H-Farm Italy are all actively involved in the activities and discussions of the Assembly.
Hubs, clusters of startups	The successful web entrepreneurs involved into the consortium as key personnel; expert advisors and advisory board members will share the best practices of hubs in London, Berlin, Israel or even Budapest. Even if hubs in Hungary are not the leading ones, Budapest is a fast developing environment for web startups that resulted in Prezi or LogMeIn. The first European accelerator program was the European Entrepreneurship Foundation course from 2005 and the expert advisor at EM, David Trayford is an EIR.
Innovation programmes (App Campus, EIT ICT Labs, etc.)	MY-WAY has contacted Microsoft and EIT Foundation to become Advisory Board members for the project. These innovation programmes will be considered as potential exploitation routes for the project.
Skills and knowledge	MY-WAY has CE, NACUE and BIU on board, representing UK (London) and Israel as the most successful startup hubs and web entrepreneurship environments besides the US. These organisations can offer direct and indirect access to best practices, events, educational and training programmes enhancing and developing new web entrepreneurial talent. Additional successful entrepreneurship centres at universities will be also contacted, such as IE, SKEMA Business School, etc.
Investment opportunities	MY-WAY has established contact with EBAN and EVCA who confirmed their interest in supporting the project activities with expertise, information, etc.
Award winning, competitions Tech All Starts, The Next Web HowToWeb, Pioneers Festival, Founders Forum	MY-WAY will support the promotion of these events and will add an own series of Student Enterprise conferences focusing on the targeted young adults and discussing local solutions for student support centres.
Startup initiatives Startup Europe (SE) European Startup Initiative (esi)	MY-WAY will support the objectives with all planned actions.
Information portals Crunchbase, Seed-DB, Gate2Growth, Angellist, F6S, Help2Startup.com, etc.	MY-WAY will promote these platforms, establish connection and collaboration with them and structure their services for TYA in web entrepreneurship on the MYWAY website.
Startup Europe Partnership online platform	The Startup Europe Partnership (SEP) when finalized online, will provide communities all around Europe with resources, connections, expertise, services and information to help them grow. MY-WAY will provide useful contribution by identifying the needs of student support centres and targeted young adults related to web entrepreneurship support.
LinkedIn and Facebook Groups	Strong collaboration and promotion is planned in MY-WAY



Female entrepreneurship Support	MY-WAY will build up a cooperation with these networks and platforms and will build on their activities, disseminate their knowledge base MY-WAY will invite the female mentors into the project and engage them within our activities (Network of Women Innovators for Europe, Young Women Entrepreneurs Association, Women Entrepreneurship Platform, Women entrepreneurship Portal, European Network to Promote Women's Entrepreneurship (WES) European Network of Mentors for Women Entrepreneurs)
Erasmus for YoungEntrepreneurship (EYE)	EYE also involves a lot of students who are new entrepreneurs and already have to have a well developed business idea and the approach is to engage them with a foreign host entrepreneur. EUCLID network by running four cycles in the programme can successfully integrate the good practices into the action plans of MY-WAY.
Social Entrepreneurship Europe (SIE)	SIE is focused on social innovation, and it serves as an example of the benefits than can be felt through online collaboration and networking. MY WAY will build on that project and connect with it.

2.4 COMMUNICATION TOOLS AND CHANNELS

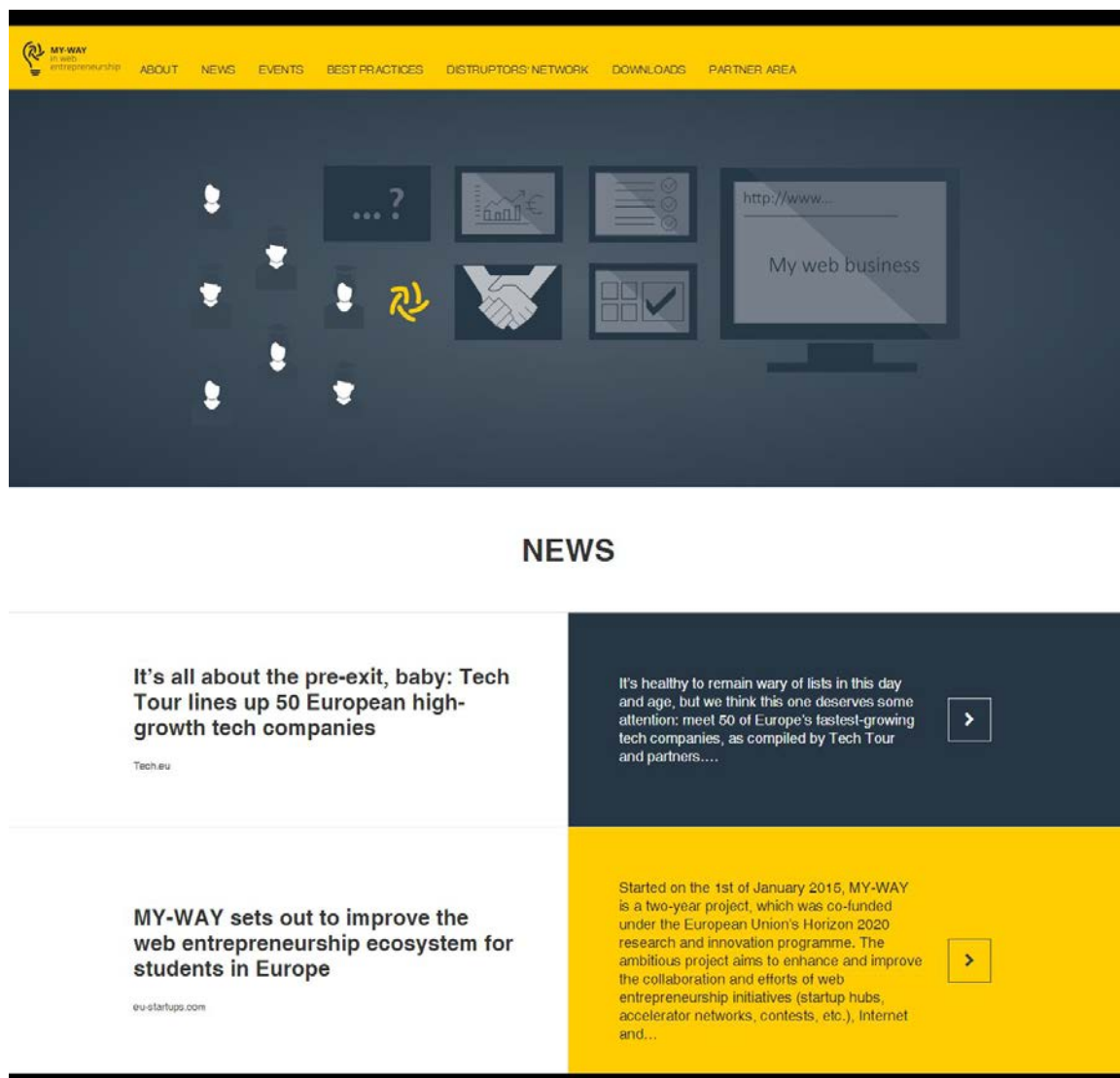
2.4.1 Project Website

The entry point to the project communication activities will be a website acting as a virtual dissemination vehicle, providing to the public and the specific target groups access to valuable information.

Information on the project's objectives and results will be widely disseminated also in web campaigns as to have maximum sectoral and cross-sectoral impact. Focus will be given to the main contexts described previously in the work packages.

Access to the website and the continuously updated information will be ensured by Europa Media.

Figure 2 – Project Website Screenshot



2.4.2 Project Dissemination Material

Partners are invited to follow Annex 4.2 for all dissemination activity to be made in the occasion of events that showcase the MY-WAY project. Examples of dissemination material include brochures, posters, business cards, registration sheets, name labels.

Please also make sure Startup Europe logo is also well visible in every event, workshop or conference you organise, as we are looking at a harmonisation of identities, besides from activities.

2.4.3 Online Media

Online tech news websites

The table below provides an overview of the European tech media landscape publishing in English.

Table 5 – Tech Media

Media Property	Content Type	Main contact person
EU-Startups.com	News, Interviews with/about European start-ups	Thomas Ohr
Techcrunch Europe	Breaking news about European start-ups	Mike Butcher
Venturevillage.eu	News about European (mainly German) start-ups	Felicitas Hackmann
Tech.eu	Research and reports about European start-ups	Robin Wauters
TheNextWeb.com/eu	News about European start-ups/tech companies	Martin Bryant
GigaOm Europe	News about European tech companies	David Meyer
Arctic Startup	Startup news out of the Nordic and Baltic countries	Dimitri Sarle
Rude Baguette	News about French (sometimes EU) start-ups	Liam Bogar
Inventures.eu	Startup news out of the CEE Region	Christina Forster

Other English speaking tech media in Europe are:

- > TechCityNews
- > NordicStartupbits
- > Startupjuncture
- > Silicon Allee
- > Portugalstartup.com
- > Novobrief.com
- > Siliconrepublic.com
- > Swedishstartupspace.com
- > Siliconprairienews.com
- > Webrazzi.com

Further tech media, more country specific and using different languages, are:

Language	Media
Czech	Tyinternety.cz
German	Deutsche-Startups.de, VC-Magazin.de, Gruenderszene.de
French	Frenchweb.com, journaldunet.com, ecommercemag.fr
Italian	Startupper.it
Spanish	Todostartups.com...
Turkish	Webrazzi.com

In order to maximise the efficacy and efficiency of project dissemination through online media, some tips should be remembered:

- > The best types of content for **tech.eu** are **interviews** (for e.g. with Dimitris Tsigos, President of YES) or research input (interesting conclusions from MY WAYS efforts to map the web entrepreneurial ecosystem in Europe)
- > **Breaking news** should be sent to **Techcrunch Europe** first. If they don't report about it, or after they reported, the press release can be send right away to TNW Europe, GigaOm Europe and others
- > Press releases with a German angle should be sent to Venturevillage, with a French angle to Rudebaguette, Spanish angle to Novobrief, Nordic/Baltic angle to Arcticstartup.com

Online Press Releases

EU-Startups will be regularly publishing articles about MY WAY but also play an active role in the distribution of press releases.

Keys to good press releases and dissemination success:

- > Great content/news spreads automatically around the web. The distributed content and press releases in regards to MY WAY should be a good read and as interesting and as possible
- > Readers/humans like: Big numbers, interesting facts they didn't know yet, successful people/stars, nice pictures, emotions...
- > We should have clear and easy to understand press releases which are relevant to the audience of the contacted news outlet or distribution channel
- > When contacting editors, pick the subject line of your email carefully. Writers at Techcrunch (etc.) get several hundred emails a day
- > Keep your emails to each of the contacted editors short and interesting and don't send to too many releases (not in quick succession) to the same editor
- > Individually send out with a personal note. In the best case, the press release will be sent by someone the editor already knows
- > Send press releases as pdf and attach nice pictures (with advance notice). Example: If you'd like to see your news/topic covered on Wednesday, send out the press release on Monday
- > Editors don't like old news! On the same day the first press coverage about a specific topic goes online, all other media outlets should have received the corresponding press release.

Although the MY-WAY press releases will be distributed in English, the project partners can cover translation costs from their WP6 other cost - if a clear benefit of the translation exists. Reaching out to country specific tech media outlets with press releases in their native language could help us widen the success of our dissemination efforts.


Every partner can write articles and press release but this has to be sent to Coordinator for a review. Menlo Media will support the Coordinator in revising the articles.

2.4.4 Online Social Networking

Online Social Networking is the major tool that Young Adults today utilize to communicate with each other and to be informed on current issues. For this reason, Social Media will be utilized to access and engage Targeted Young Adults into MY-WAY activities.

The project is active on Facebook, Twitter, LinkedIn and Google Plus. These social networks have different aims, tools and targets, so it is worth highlighting how partners should use them.

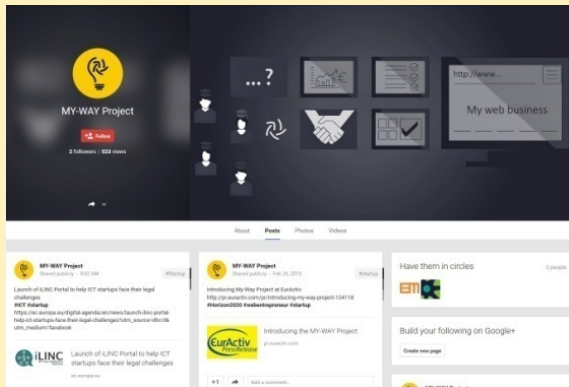
Table 6 – Social Media

Social Media	How to communicate
<p data-bbox="97 792 228 826">Facebook</p> <p data-bbox="97 831 651 900">https://www.facebook.com/pages/My-Way-Project/363875190467326?fref=ts</p> <p data-bbox="97 902 414 931">Figure 3 – Facebook Screenshot</p> 	<p data-bbox="794 792 1473 1003">Facebook is the most widely utilized social network in the world. Through the MY-WAY Facebook page, information, events, pictures and links can be shared, and the public can react by “liking” the page, giving “likes” to single elements and writing directly to the Project account.</p> <p data-bbox="794 1043 1473 1182">The typical user is a young adult, who wants to keep in touch with friends and relatives. Therefore, a conversational, informal communication style is to be preferred.</p>

Google Plus

<https://plus.google.com/109948596449153149896/posts>

Figure 4 – Google Plus screenshot



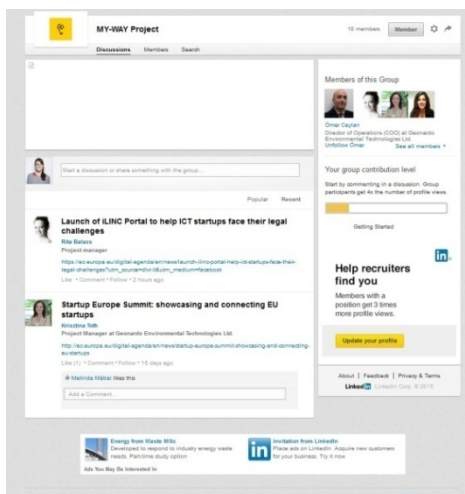
Google Plus is the social network preferred by students, tech-oriented professionals and people in the creative industry.

It is possible to share messages, links and pictures. One of the key features is that of Communities, groups of individuals who share similar interests.

LinkedIn

<https://www.linkedin.com/groups?home=&gid=6941581>

Figure 5 – LinkedIn screenshot



LinkedIn is the social network for professionals who want to search for job positions and network with similar minded professionals.

The target group here is predominantly older and well-educated. A more formal, business style of communication is therefore to be preferred.

In the MY-WAY project group, it is possible to share contents, links, pictures, to create connections and engage in discussions.

Twitter

https://twitter.com/My_WayProject

Figure 6 – Twitter screenshot



Twitter is best described by its feature of allowing only a 140-character “tweet”, or message. Text-based posts are dominant, often including links to external websites. Given the short, clear nature of tweets, Twitter users are more likely to be connected on mobile devices than on PCs. Also, frequent and timely sharing is crucial: the average lifespan of a tweet is extremely short.

The most powerful tools on Twitter are the “hashtag” and the “mentions”. By inserting # in front of a word (or group of words), it is possible to turn that word into a searchable link, thus showing all contents available at that moment on Twitter that include that specific word. By inserting @ in front of a word, it is possible to directly link the account relative to that word (typically individuals or organisations) and notify it has been mentioned.

The following existing Twitter accounts may spread news for MY-WAY: @EU-Startups, @Thestartupeu, @tsigos (Dimitris Tsigos), @msrsan (Marko Srsan), @Thomas_Ohr (Thomas Ohr), @pavelcurda (Pavel Curda), @kowaxisee (Peter Kovacs), @Mevish_A (Mevish Aslam); @kutluka (Kutlu Kazanci) @EU_funds (Europa Media)

2.4.5 Stakeholder Meetings

MY-WAY will engage all relevant stakeholders (business experts, industry representatives, trainers, actors managing web entrepreneurship initiatives, programmes and platforms as well as student support centres) and initiate discussions.

In order to ensure stakeholder engagement for discussions, MY-WAY will organize two stakeholder meetings to be held in Brussels. The meeting will be held in the form of workshops encouraging active discussions between participants on effective ways of providing support to TYA and establishing further cooperation. MY-WAY will ensure well-balanced stakeholder participation, inviting successful web entrepreneurs, business teachers, trainers, members of student networks, student enterprise centres, and actors managing initiatives and programs on web entrepreneurship. Industry representatives from large Internet and telecommunication companies will also be invited.

Stakeholder discussions will result on one hand in conclusions for the action plans in WP4, and on the other hand in cooperation agreements on information exchange and joint actions. Stakeholder events will be web-streamed with Twitter real-time discussions. The aim of stakeholder meetings is to identify opportunities for cooperation and common service provision and short listing good practices across the web entrepreneurial ecosystem focusing on student support. Stakeholder discussions will also enable student support centres to discuss additional topics in terms of web startup support.

To ensure that the impact of such workshops is measurable, the consortium has established as a target that one stakeholder workshop will be attended by at least 25 people face-to-face in Brussels and an additional 25 people online all over Europe. Moreover, as a result of the stakeholder engagement at least 20 business experts will participate actively in the discussions, work on the action plans, participate on events as speakers and link the web startup initiatives to MY-WAY.

2.4.6 Student Enterprise Conferences

Student Enterprise Conferences will be organised in four different cities with the aim of disseminating the project's relevant information to a wider target audience, especially with regards to the results developed in the action plans for Spain, Hungary, Turkey and UK.

The introduction of successful startups, failure stories and confidence boosting will be major elements at the events. Through these conferences, partners will benefit from easy networking, shared resources, investment opportunities and increasing interest to web start ups in the four cities.

Europa Media will take the lead to disseminate the series of conferences for awareness raising and attitude changing objectives.

2.4.7 Startup Events

An excel sheet was created to collect relevant events where the MY-WAY project may display its progress and results and create powerful connections. A preliminary list of events contains already 40 startup events that will be held throughout 2015, but partners are invited to continue to update the database – available on the common Dropbox folder, exploiting their existing networks.

Figure 7 – Events Screenshot

Proposed by	Interested Partners	Name	Date	Place	Type of Event	Link	Deadlines	Fees	Notes

2.4.8 Collaboration with other projects funded under ICT-13

2.4.8.1 The Startup Europe Initiative

As agreed with the Commission, MY-WAY will collaborate together with the other nine projects funded under the same call ICT-13. MY-WAY as one of the selected ICT-13 Startup Europe project will actively use and contribute to the selected common platform - www.startupeuropeclub.eu - of these projects. Full cooperation and regular communication will be ensured with the maintainer of the common online platform.

MY-WAY will provide access to all valuable datasets on web entrepreneurs and startups ecosystem's stakeholders in the areas the project is organizing (eg. activities such data mapping, analysis and visualisation regarding the leading startups, accelerators, co-working spaces, investors, influencers, event organizers, tech bloggers). The datasets will be shared with the other projects from ICT13 Web Entrepreneurship H2020 Call within the limits of the relevant data protection and privacy rules. The project will actively seek an integration of the datasets generated by the project with the Dynamic Mapping (startupdata.eu) study owned by the Net Innovation Unit of the Commission Services.

The media cooperation with the other nine projects funded under the ICT-13 call is also extremely important in terms of dissemination. Identifying synergies, possibilities for joint press releases, articles would bring a great benefit to the project.

Potential channels of synergies under the Startup Europe umbrella:

- > Common platform shared by the ten projects, to which MY-WAY partners also contribute www.startupeuropeclub.eu. This platform will enhance the visibility of all projects under the Startup Europe umbrella
- > Joint dissemination material
- > Joint press releases
- > Joint activities

Moreover, cooperation with the programmes running under the Startup Europe umbrella will take place:

- > In WP2, during the ecosystem mapping, when creating a full list of possible resources and factors for each component specific to web entrepreneurship

2.4.8.2 Startup Europe Disrupters' Network

MY-WAY will support the continuation and maintenance of the Startup Europe Disruptors' Network.

The network of Young European Disrupters (EDs) is a European community of entrepreneurs who will meet at summits, regional events, leadership development programmes and community-organized gatherings around Europe.

The scope of the network is to catalyse the next generation of disrupters through personal experiences that enable EDs to build knowledge and engender a better understanding of European challenges and trends, as well as to further enhance their unique role as disrupters within their organizations and the broader community. Insights come from dedicated educational modules; informal, interactive, off-the-record sessions with high-profile world disrupters; and peer-to-peer coaching opportunities. In order to be able to positively impact the European agenda by engaging the ED community in initiatives and task forces related to specific European challenges, the network will need a centre of contact that is directly linked to EDs, the European Commission and the Startup Europe initiatives.

This centre should act as a secretariat collecting relevant information from the EDs, the Commission and the Startup Europe initiatives and ensure that all information and data are reaching the interested parties. The Network will be extended with new members, under the supervision of the European Commission. The task of MY-WAY will be to set up a virtual secretariat. It will be reachable primarily online by any interested stakeholder, but also a phone-line will be dedicated to the members of the Disruptors' Network.

Its main task will be:

- > set-up and maintain a mailing list for the members
- > convey messages and information to the members from the European Commission via an online tool
- > inform the members on activities of the Startup Europe initiatives and projects
- > be available for the EDs for information support via phone as well

The online activities will be set-up and maintained by Europa Media. The appointed person running the secretariat will be an expert from H-Farm.

2.4.8.3 One Stop Press Office (OSPO)

The European Commission has been created a **Startup Europe Press Office** for rebranding Startup Europe Initiative and supporting the communication and dissemination activities of the Horizon 2020 ICT-13 Web Entrepreneurship Projects (Startup Europe Initiative). The Press Office will provide support for the projects in the next 24 month (01/01/2015-31/12/2016).

Main activities of the One Stop Press Office:

- > Joint visual identity for the 10 projects.
- > Internal communication platform for the projects (Base Camp).
- > Provides Startup Europe booth at the major tech events for the 10 projects.
- > Write articles about the implementation of the Startup Europe Initiative.
- > Provide professional support for the projects in their dissemination activities.

2.4.9 Other types of communication activities

Networking: partners should establish contacts with relevant stakeholders, and create synergies with other initiatives. Efforts should be made to participate in the activities of formal and informal clusters/networks, projects such as Startup Europe Partnership, Open Education Europe, EMMA, ATALANTA, Future Enterprise, SME Assembly, etc., of which partners are members and also through partners' networks, conferences, etc. One way to interact with the consortium members of other projects in order to promote MY-WAY would be that Menlo Media attends the EU tech journalism forum (hosted by the LIFE-project) or the #EUTechWriters meetup. This would be a great opportunity to inform the attending journalists about MY-WAY.

Press: Online publication of press releases will be linked to major project milestones and results. Locals and European level media will be informed.

Also, media cooperation with other European media outlets could be established. An example of arrangement could be that the selected publication will write at least one article about the event. In return, the travel costs of the editor will be covered and his/her publication will be named as an official media partner.

2.5 ACTION PLAN

After all the information provided regarding the different components of dissemination and exploitation within MY-WAY (objectives, messages to communicate, target groups, channels, tools and activities), this section provides a set of tasks for the implementation of communication activities, according to the compiled information. The Dissemination Plan (and especially the Action Plan) is to be updated by the partnership during the project implementation.

MY-WAYS's Action Plan includes:

Global Action Plan (for the whole partnership);
Individual Action Plans (for each partner).

The Action Plan is a key element of WP6 – Dissemination and Exploitation, and aims to serve as the main guideline for the whole consortium and each partner to organise and implement dissemination and exploitation activities according to the objectives established and the resources available. It is crucial that all partners keep a close watch on both plans, implement the tasks foreseen and make a realistic update of the activities included there.

Global Action Plan

The Global Action Plan includes the main activities and events to be carried out during the project. Many of the activities and actions included in the Global Action Plan were already defined in the MY-WAY DoW and therefore the allocation of responsibilities among partners and the respective budget are already partially defined.

Figure 2 provides the first version of the Global Action Plan, describing the contribution of each partner to the general dissemination activities of the project and the implementation of the activities and actions agreed. This Action Plan will be updated regularly by the partnership.



Figure 8 – Global Action Plan

Action	Responsible	Month																								
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
<i>Event; Publication; On-line action; Other</i>																										
Website launch	EM	█																								
Website updates	All		█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Social media accounts launch	EM	█																								
Social media updates	All		█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
First announcement	EM	█	█																							
Article / Press release distribution	EU-S/ All			█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Promotion of the web-entrepreneurship eco-system map (report)	BIU/All							█	█	█	█															
Launch of the dynamic map of the web-entrepreneurship eco-system	EM/All																									
Launch of the Disruptors Network Secretariat	H-FARM/All																									
Stakeholder meetings	AEGEE/All																									
Student Enterprise Conferences	All																									
Introduction of the Action Plans	All																									
Promotion of the Step-by-step guideline for student support centres	NACUE/All																									
Dissemination of the MY-WAY policy recommendations	YES/All																									



Table 7 - Individual Action Plan

Partner	Action	Month																							
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
EM	Website launch	█																							
	Website updating	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
	Produce and make available dissemination material	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
	Internal communication system set	█																							
	Stakeholder meetings: web-stream and Twitter discussions										█		█												
	Social media accounts launch	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
	Social media accounts update		█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
	Startup Europe Disruptors' Network Website launch	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
	Common Disruptors' platform contribution						█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
	Publish and disseminate a step-by-step guideline, training programme												█	█	█	█	█	█	█	█	█	█	█	█	█
	Organise F2F meetings with multinational companies												█				█				█				█
	Present the project at conferences/fairs/exhibitions																								
Publish articles in newsletters and the popular press																									
Networking and cooperating with female entrepreneurship support networks																									
BIU	Organise F2F meetings with multinational companies												█				█				█				█
	Present conference papers																								
	Publish articles in high-ranking journals																								
	Dissemination of information through the project and individual website																								
	Networking and cooperating with female entrepreneurship support networks																								
CE	Organise Student Enterprise conferences												█				█				█				█
	Show-case MY-WAY in two leading tech conferences														█			█							
	Organise F2F meetings with multinational companies													█			█				█				█
	Present conference papers																								
	Dissemination of information through the project and individual website																								
Networking and cooperating with female entrepreneurship support networks																									
SABANCI	Dissemination of information through the project and individual website																								
	Networking and cooperating with female entrepreneurship support networks																								
AEGEE	Organise Stakeholder meetings												█		█										
	Dissemination of information through the project and individual website																								



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	Networking and cooperating with female entrepreneurship support networks	
EU-S	Dissemination of information through the project and individual website	
	Networking and cooperating with female entrepreneurship support networks	
NACUE	Organise F2F meetings with multinational companies	
	Present conference papers	
	Publish articles in high-ranking journals	
	Dissemination of information through the project and individual website	
	Networking and cooperating with female entrepreneurship support networks	
YES	Cooperation with initiatives and projects	
	Organise F2F meetings with multinational companies	
	Dissemination of information through the project and individual website	
	Networking and cooperating with female entrepreneurship support networks	
EUCLID	Dissemination of information through the project and individual website	
	Networking and cooperating with female entrepreneurship support networks	
H-FARM	Organise Student Enterprise conferences	
	Disruptors' secretariat	
	Organise F2F meetings with multinational companies	
	Dissemination of information through the project and individual website	
	Networking and cooperating with female entrepreneurship support networks	



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2.6 MONITORING AND EVALUATION

The project has an overall evaluation strategy to ensure the above mentioned quality, however a separate monitoring for dissemination and exploitation is vital, since the impact of those activities contributes to the successful implementation of the project.

It is important that this evaluation is carried out on a continuous basis, to ensure:

- > An effective impact assessment and update or redefinition of dissemination and exploitation activities
- > The quality of the dissemination and exploitation carried out

The following Monitoring and Evaluation tools will be set up:

1. Statistics on the usage, reach and engagement of the website and the social networks
-

Europa Media will be in charge of analyzing trends, statistics, and the impact of each activity performed on the website and on social networks. This will allow partners to better understand the most appropriate timing, communication style and target audience of each message.

2. Monitoring of Stakeholder Workshops, Student Enterprise Conferences and other relevant events
-

Communication and dissemination activities within this framework will be carefully evaluated ex ante, in fieri and ex post, in order to maximize the visibility of the project. Examples of impact monitoring in this framework are: photos taken from events, registration sheets and presentations.

3. Dissemination activities reports by all partners, to be delivered every six months
-

Every six months, all partners will deliver a report on communication and dissemination activities they have performed, using the appropriate template (See Annex 4.2)

4. Statistics on the database of stakeholders
-

The contacts database will also be carefully and continuously analysed, in connection with the activities performed, in order to better understand the impact of each one of them and thus improve our capacities.



Evaluation criteria: impact measurement indicators

Impact is one tool used to ensure that the project objectives are being accomplished through a selection of tailored activities. In order to measure the impact and thus conduct the most accurate assessment of the dissemination and exploitation activities, both quantitative and qualitative indicators should be considered for this activity/action. Indicators are described below.

Quantitative indicators:

- > At least 20 business experts will participate actively in the discussions, work on the action plans, participate on events as speakers and link the web startup initiatives to MY-WAY
- > MY-WAY will sign an agreement with at least 10 different web entrepreneurship initiatives and platforms to implement automatic information exchanges
- > By the end of MY-WAY at least 2 European student networks will be involved and 10 student entrepreneurship centres from different countries to form the basis for the network of student support centres in web entrepreneurship
- > As a result of collecting best practices and finding synergies between the services, initiatives across Europe, four action plans will be developed for four student support centres in Spain, Hungary, Turkey and the UK
- > Two stakeholder workshops will be organised in Brussels that will be web-streamed. One stakeholder workshop will be attended by at least 25 people face-to-face in Brussels and an additional 25 people online all over Europe
- > Four Student Enterprise conferences will be organized, where we expect 150 participants/event
- > At least four agreements will be signed, forming the basis for organising joint actions on a regular basis
- > MY-WAY will cover at least 10 events related to web entrepreneurship, out of which 5 will introduce MY-WAY in details
- > At least 15 press articles will be published in the popular and business media covering national and European levels
- > The Stakeholder Database will target 30-35% female representation

Qualitative indicators are perhaps slightly more difficult to define than quantitative indicators, but nevertheless equally or more important. A qualitative indicator is an untailed phenomenon as it is people's judgments and perceptions on a given subject, compared to quantitative that are mainly reflected in numbers and statistics.

Qualitative indicators can be:

- > Individual feedback by all partners
- > Feedback by student enterprise networks and centres and student support centres
- > To give a general feeling of responses
- > To offer specific ideas about what has been successful, how to do things differently next time or new ideas for future projects

Qualitative indicators can be obtained through the implementation of the following tools:

- > Satisfaction questionnaires distributed to participants at a conference, seminar, workshop or webinar
- > Direct feedback obtained in face-to-face or telephone contact with the participants in events or other relevant stakeholders of the project
- > Activities conducted within WP1 regarding quality assurance

Monitoring procedures: reporting and feedback

To facilitate an accurate monitoring and assessment of the dissemination and exploitation 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:

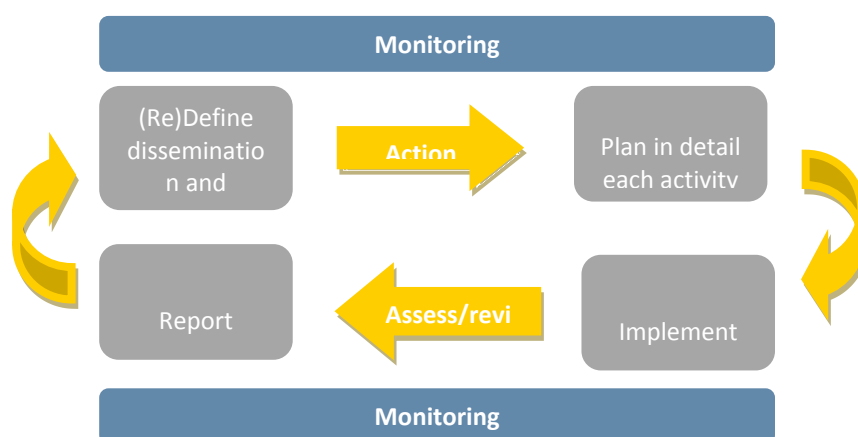
- > All partners should prepare their dissemination and exploitation activities accordingly to the action plan
- > All partners should report all dissemination and exploitation activities, at least every 6 months
- > All partners should register the activities in the dissemination and exploitation reporting document
- > All partners should save evidence of the activities conducted

By performing regular monitoring of the activities it is possible to assess if the action plan is being carried out properly and on time. It will also be possible to see which activities had the biggest impact on the stakeholders (both in quantitative and qualitative terms) and to improve communication actions if necessary.

After each reporting period, each partner will also be requested an update of the Individual Action Plan (list of communication activities).

The process of monitoring of dissemination and exploitation activities can be outlined as presented in Figure 9.

Figure 9 – Monitoring Process





As the figure shows, the monitoring is a continuing process that will assess the overall WP6 activities/results, but also evaluate each individual activity and its impact on the project as a whole. It is most likely that the Dissemination Plan will be updated according to the results of such evaluations.

Based on the half yearly reporting documents received from the partners, Europa Media will provide recommendations for the future dissemination and exploitation activities and actions.

To facilitate the process of collecting information on dissemination activities, a common Dropbox folder has been created, which contains all most relevant documents to be shared among partners.

Partners will report the dissemination and communication activities every six months, as part of the project's overall reports.





2.7 RESOURCES

Existing resources will be exploited at their highest potential, in order to maximise the project's visibility while keeping within the foreseen budget limits. The following Table shows the existing resources of each partner.

Partners	Resources						
	Website	Social Media	Blog	Newsletter	Memberships to associations, initiatives and alike	Existing network	Other
EM	http://www.europamedia.org	Facebook, Google+, LinkedIn, Twitter	http://www.eutrainingsite.com/blog.php	Yes	-	EM experts were involved in SME Consulting, SME Environment and ICT Venture Gate projects. EM continuously organises training courses	-
BIU	http://www1.biu.ac.il	Facebook, Flickr, Google+, LinkedIn, YouTube	-	-	Startup Weekend (Israel), EBAN	-	-
CE	http://www.capitalenterprise.org	LinkedIn, Twitter	-	Yes	Startup Europe's Accelerator Assembly; NESTA; Seedcamp; Enterprise Europe Network; EU Tech Eco-System	UCL; Geek Girl Meet up network	-
SABANCI	http://sabanciuniv.edu http://sugk.sabanciuniv.edu/en-EN	Facebook, Twitter Facebook, Flickr, Foursquare, Instagram, LinkedIn, YouTube,	-	-	Enterprise Europe Network	-	-
AEGEE	http://www.aegEE.org	Facebook, LinkedIn, Twitter	-	Yes	European Young Innovators Forum	-	-
EU-S	http://www.eu-startups.com	Facebook, Twitter	Yes	-	-	Startups on the European territory	-
NACUE	http://www.nacue.com	Facebook, Flickr, LinkedIn, Tumblr, Twitter, YouTube	Yes	Yes	The G20 Young Entrepreneurs Alliance Summit, International Youth Job Creation Summit	University Alliance, All Party Parliamentary Groups, Enterprise alliance, The Innovation Fund, The Varsity Pitch Competition, The Startup Career Launchpad, TATA Social Enterprise Conference, the Student Enterprise Conference, Leaders Summit	-





YES	http://www.yes.be	Twitter,	Yes		The G20 Young Entrepreneurs Alliance Summit, Confindustria, Italian Association of Young Entrepreneurs, HAYE, CEAJE, TUGIAD	European Youth Entrepreneurship Conference, StartUp Europe, Future Enterprise Project, Enterprise Europe Network, European Business Angels, Enterprise Europe Network
EUCLID	http://www.euclidnetwork.k.eu	Facebook, Google+, LinkedIn, Twitter	Yes	Yes	Young Foundation, Civil Society Working Group	Social Investment Task Force, Social Business Initiative, Erasmus for Young Entrepreneurs, Social Innovation Europe, European Social Innovation Competition
H-FARM	http://www.h-farmventures.com/en	Facebook, Instagram, LinkedIn, Twitter, YouTube	-	-	Italia Startup, Global Accelerator Network,	Alliance, Accelerator Assembly, Bethnal Green Ventures, Seedcamp, Seed-DB, Startup Weekend

Furthermore, Menlo Media has a budget of € 3.000 for media ads and conference fees. AEGEE also has an advertising budget of € 1.000. Plus all partners (except BIU) have € 1.200 for dissemination travels for the period between M12 – M24, meaning that we all can participate in different events where we can promote the project (presentation, poster session, exhibition etc).

Participation to any event requires prior approval from the Coordinator.



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3. IPR Issues

As stated in the Consortium Agreement, results are owned by the Party that generates them.

As far as dissemination of own results is concerned, the Parties have agreed that During the Project and for a period of 1 year after the end of the Project, the dissemination of own Results by one or several Parties including but not restricted to publications and presentations, shall be governed by the procedure of Article 29.1 of the Grant Agreement subject to the following provisions.

Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

An objection is justified if (a) the protection of the objecting Party's Results or Background would be adversely affected (b) the objecting Party's legitimate academic or commercial interests in relation to the Results or Background would be significantly harmed.

The objection has to include a precise request for necessary modifications.

If an objection has been raised the involved Parties shall discuss how to overcome the justified grounds for the objection on a timely basis (for example by amendment to the planned publication and/or by protecting information before publication) and the objecting Party shall not unreasonably continue the opposition if appropriate measures are taken following the discussion.

The objecting Party can request a publication delay of not more than 90 calendar days from the time it raises such an objection. After 90 calendar days the publication is permitted, provided that Confidential Information of the objecting Party has been removed from the Publication as indicated by the objecting Party.

A Party shall not include in any dissemination activity another Party's Results or Background without obtaining the owning Party's prior written approval, unless they are already published. The Parties undertake to cooperate to allow the timely submission, examination, publication and defence of any dissertation or thesis for a degree which includes their Results or Background subject to the confidentiality and publication provisions agreed in this Consortium Agreement.

It is forbidden to use in advertising, publicity or otherwise the name of the Parties or any of their logos or trademarks without their prior written approval.





Where a Party wishes to grant an exclusive licence to its Results and seeks the written waiver of the other Parties pursuant to Grant Agreement Article 30.2, the other Parties shall respond to the requesting Party within 45 calendar days of the request. Any Party's failure to respond (whether in the negative or the positive) to the request within such 45 calendar days shall be deemed to constitute written approval of the waiver by the non-responding Party.

Europa Media has created an Innovation Notification Table (IP NOTE), which is available in the private section of the project website, open to partners. Each piece of material notified through this IP NOTE table will be initially assessed by EM, who will make recommendations to the Project Management Board (PMB) concerning the need for protection of each output. The PMB will decide on the appropriate protection strategy.





4. Annexes

4.1 VISUAL IDENTITY GUIDE

4.2 TEMPLATE FOR PARTNERS ON DISSEMINATION ACTIVITIES



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D6.1 Visual Identity



Project no. 644367

Project acronym: MY-WAY

Project title: Strengthening the web entrepreneurship ecosystem and the services offered across the chain of actors by actively engaging student networks and student entrepreneurship centres

Instrument: Horizon 2020 ICT-13-2014

Start date of project: 01.01.2015

Duration: 24 month

Deliverable title: D6.1 Visual Identity

Due date of deliverable: Month 3

Organisation name of lead contractor for this deliverable: Europa Media (P1)

Author list:

Name	Organisation
Gabriella Lovasz	Europa Media
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Dissemination Level

PU	Public	X
CO	Confidential, restricted under conditions set out in Model Grant Agreement	
CI	Classified, information as referred to in Commission Decision 2001/844/EC	

History

Version	Date	Reason	Revised by
First Version	17/03/2015	Sent to partners	PMB
Final Version	27/03/2014	Sent to PMB for approval	Approved by PMB

* PMB – Project Management Board



Partnership



Europa Media Non-profit Ltd. (EM)



The London Association of Enterprise Agencies Ltd. (trading as Capital Enterprise) (CE)



Bar-Ilan University (BIU)



Sabanci University (SABU)



AEGEE European Students' Forum (Association des États Généraux des Étudiants de l'Europe) (AEGEE)



EU-Startups.com (EU-S)



National Association of College and University Entrepreneurs (NACUE)



European Confederation of Young Entrepreneurs (YES)

EUROPEAN CONFEDERATION
OF
YOUNG ENTREPRENEURS



EUCLID Network (EUCLID)



H-FARM Italia SRL (H-Farm)



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Overview

A clear visual identity is key to convey a strong, consistent and unique image of the MY-WAY project, increasing partners' ability to communicate our mission, objectives and achievements. Such a visual identity connects all of the project's partners together and makes the project more recognizable and understandable by the wider public.

A proper use of the MY-WAY logo, wordmark typefaces and colour palette contributes to create a familiar look for the project on all means of communication, reinforcing its quality image at the same time.

This manual provides partners with guidelines for using the MY-WAY visual identity system easily and accurately. The following pages explain more about our visual elements and how to use them consistently across all media and communications.

Your attention in following these guidelines is crucial for ensuring a good reputation of the MY-WAY in web entrepreneurship project.

The MY-WAY visual identity is built upon the core values of the project:

ENTREPRENEURSHIP

INNOVATION

NETWORKS

STUDENT SUPPORT CENTRES

STUDENTS

WEB





Logotype

The logo is the cornerstone of the visual identity. It is the signature of our partnership and of the MY-WAY in web entrepreneurship project as a whole. It must appear on all official communications and may not be modified in any way. Please also keep in mind that no other marks or symbols may be used or recreated to represent the MY-WAY in web entrepreneurship project or a part thereof.



The simplicity of this logo makes it adaptable to any kinds of media, and flexible to be used well in all communication materials. It consists of a graphic part and a wordmark, which is the name of the project. The graphic part is formed by a bulb and multiple arrows in a circular movement, to suggest the dynamic process of entrepreneurial mindset creation and growth in young adults. The bulb and the arrows are tightly interconnected: just like the novel idea needs a network of people that nurtures it.

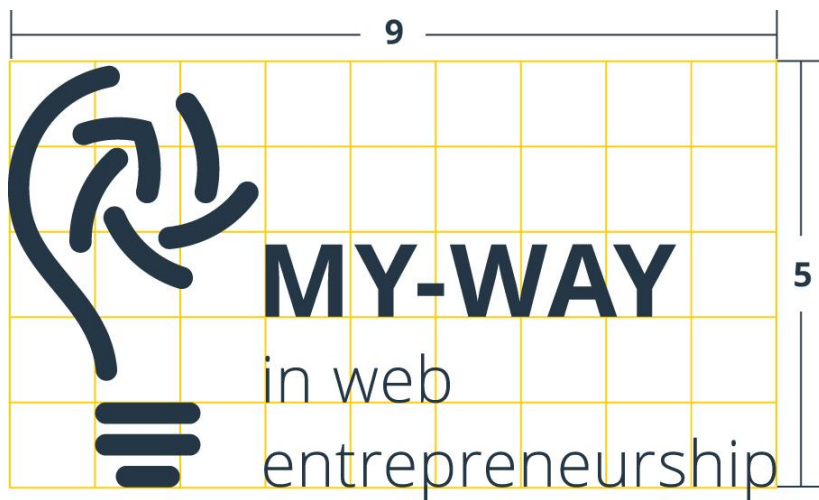




Proportions

The MY-WAY logo has specific proportions that should always be kept whenever resizing is necessary. Please follow these guidelines and do not alter the proportions in any way, to avoid distorting the image.

Width: height = 9 : 5





Colour Palette

YELLOW

- > the lightest hue of the spectrum
- > associated with intellect and innovation
- > very energetic colour that attracts attention

Pantone Solic Coated 116

C:	0	R:	255	#FFCD00
M:	18	G:	205	
Y:	100	B:	0	
K:	0			

GREY

- > the colour most connected to IT devices
- > it emphasizes the brightness of yellow

Pantone Solic Coated 7546

C:	85	R:	38	#263645
M:	69	G:	54	
Y:	51	B:	69	
K:	46			



HIGHLIGHT COLOR

- > young, dynamic and energetic identity
- > it emphasizes highlighted words and attracts attention

C:	70	R:	0	#0099FF
M:	34	G:	153	
Y:	0	B:	255	
K:	0			

BACKGROUND COLOR

- > it will not attract the reader's attention, rather serve as a neutral background
- > it does not fatigue the eye

Pantone Solid Coated 7546 10%

C:	0	R:	236	#E8E8EA
M:	0	G:	236	
Y:	0	B:	236	
K:	9			

Please note that

- > RGB colours are preferably used on digital media;
- > CMYK colours are to be used for print communications;
- > while # codes are indicated for web uses.





Typography

OPEN SANS

It is the font of the logotype.

- > It was designed by Steve Matteson
- > It is a sans serif typeface
- > It has a neutral and friendly appearance
- > It was optimized for print, web, and mobile interfaces

Downloadable from Google:

<http://www.google.com/fonts#UsePlace:use/Collection:Open+Sans>

CALIBRI

When the Open Sans typeface is not available, you can use Calibri:

- > Word files
- > PPT files

ICONS



Web usage

When developing web communication of the MY-WAY project, please use defined colours in the Colour Palette section of this guide.

Please bear in mind this hierarchy:

- > Heading One (h1),
- > Heading Two (h2),
- > Heading Three (h3)
- > Plain text (p).

This hierarchy makes it easier for the readers to follow the content.

- > In order to emphasize the important points of your text, you may try to use lists.
- > To articulate the text into smaller parts, try to use subtitles and lines.





PowerPoint template

Please use the colour palette and font of the template.

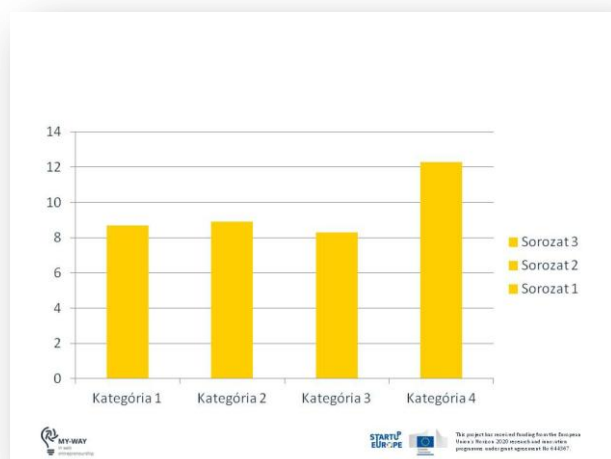
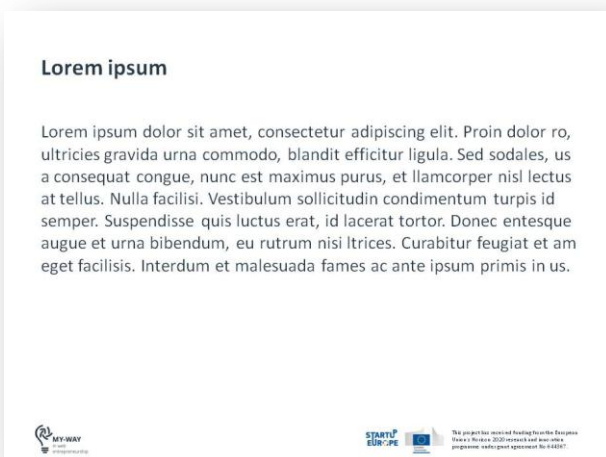
COVER PAGE



CHAPTER DIVIDER



PLAIN PAGES

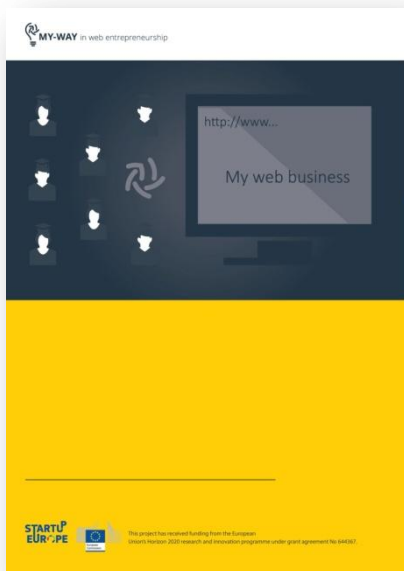




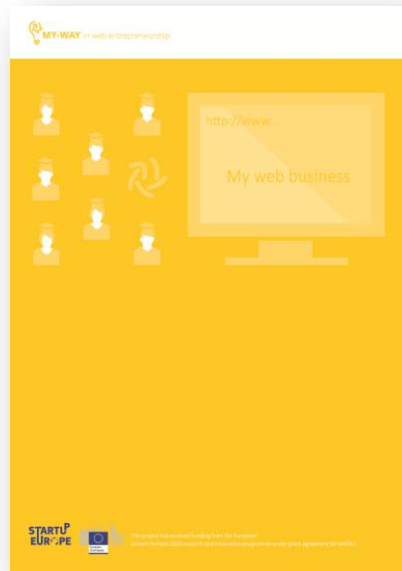
Word template

Please use this template for all project-related documents such as Deliverables, Reports, Studies, Minutes of Workshops and Meetings.

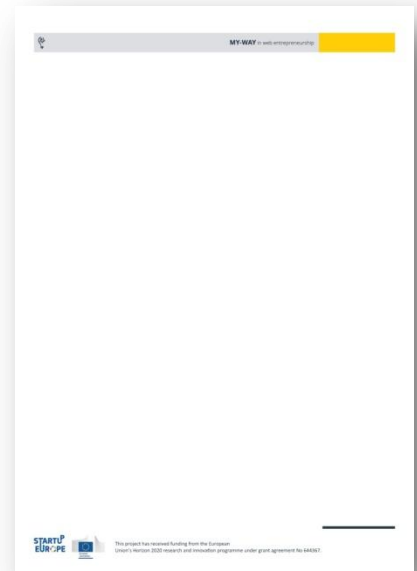
COVER PAGE



CHAPTER DIVIDER



INSIDE PAGES



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Powerpoint poster template

If you follow this Power Point poster template, you will obtain an 841 x 1189 mm, A/0 presentation poster. When you are working on your poster, zoom in and out up to the level that is most comfortable for you. You can do this by going to VIEW > ZOOM. Before printing, you may check the quality of your images: zoom in and look at them at 100% magnification. If they look good, they will be well printed.



This Power Point template already features a number of pre-formatted placeholders for headers and text blocks. You may add more blocks by copying and pasting the existing ones or by adding a text box from the HOME menu.

ADD A TITLE

Start designing your poster by adding the title, the names of the authors and the affiliated institutions. You can type or even paste text into the provided boxes. The template will automatically adjust the size of your text to fit the title box. However, you can manually change the size of your text as preferred.

ADD LOGOS

You can add images by dragging and dropping them from your desktop, by copying and pasting, or by going to INSERT > PICTURES. Resize images proportionally by holding down the SHIFT key and dragging one of the corner handles. For a professional-looking poster, do not distort your images by enlarging them disproportionately (see Rates section of this guide).



ADD TABLES

To add a table, go to the INSERT menu and click on TABLE. A drop-down box will help you select the preferred number of rows and columns.

You can also copy and paste a table from Word or another PowerPoint document. A pasted table may need to be re-formatted: RIGHT-CLICK > FORMAT SHAPE, TEXT BOX, Margins.

ADD GRAPHS / CHARTS

You can simply copy and paste charts and graphs from Excel or Word. Again, some reformatting may be required.

HOW TO CHANGE THE COLUMN CONFIGURATION

RIGHT-CLICK on the poster background, select LAYOUT and see the column options available for this template. The poster columns can also be customized on VIEW > MASTER.

HOW TO REMOVE THE INFO BARS

If you are working in PowerPoint for Windows and have finished your poster, save the document as a PDF: the bars will not be included. You can also delete them by going to VIEW > MASTER. If you are working on a Mac computer, adjust the Page-Setup to match the Page-Setup in PowerPoint before you create a PDF. Another way of deleting them is from the Slide Master.

SAVE YOUR WORK

Save your template as a PowerPoint document. To print the poster, save it as "Print-quality" PDF.

PRINT YOUR POSTER

Save your poster as a PDF document and send it to a printing house or to your in-house printer.



Startup Europe Initiative

Since MY-WAY is part of the Startup Europe Initiative, partners are also invited to use the Startup Europe logo whenever a context is found, in which it is preferable to harmonise the activities within this initiative.



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Other Dissemination Material

Partners are encouraged to contact the Coordinator for any further type of Dissemination Material that is needed (e.g. brochures, leaflets and alike). Europa Media will provide any new template, ad hoc for the occasion.



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