



## SHORT SUPPLY CHAIN KNOWLEDGE AND INNOVATION NETWORK

# D6.1: Communication and Dissemination plan

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### WP6, Task 6.1

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#### Abstract

The SKIN Dissemination and Communication (D&C) Plan is the core document providing an overview of the strategy and the activities that will be implemented to disseminate, communicate and exploit the SKIN project achievements. The plan will clarify when and what actions will be undertaken by the project's consortium and will identify the target groups, the tools, media and distribution channels by the means of a wise balance of online and offline activities. It will also consider activities at two different levels: transnational and local, considering both the whole project's network and each of the partner countries and territories involved. In this sense, the strategy will be adapted to the local realities by the cooperation with other regional entities to enable a better exploitation and local dissemination of SKIN contents. To this extent, a content localisation methodology is described and relies on the strong collaboration between the SKIN project dissemination coordinator (YOURIS, WP6 leader), the WP5 leader managing the SKIN European Regional Nodes and WP4 leader in charge of stakeholders' engagement activities.

The objective of the SKIN Communication and Dissemination Plan is to increase awareness of the project achievements and innovation as well as to foster acceptance and uptake of the knowledge created, shared and disseminated throughout the project, supporting its



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continuity beyond the project duration by delivering effective and concise key messages to policy makers and social stakeholders, practitioners and citizens. The D&C plan also represents an operational guide for SKIN partners, designs the overall framework and identifies online and offline channels through which the project will disseminate its content-based formats and results.

The SKIN Dissemination and Communication plan (D6.1) will be updated at M<sub>12</sub> to fine-tune the tools activated and include potential new communication tools and strategies. The evidence of the actions taken by the consortium will be collected and showed in two reports at M<sub>24</sub> and M<sub>36</sub>. A final version of the report is foreseen at the end of the project (M<sub>36</sub>) to show the overall outreach of SKIN dissemination and communication activities.

The SKIN Dissemination and Communication Plan is structured as follows:

- Chapter 1 - Introduction
- Chapter 2 – Dissemination and communication plan
- Chapter 3 – Dissemination and communication strategy implementation
- Chapter 4 – Reporting
- Chapter 5 – References
- Chapter 6 – Logo Proposals
- Chapter 7 – SKIN Brandbook

