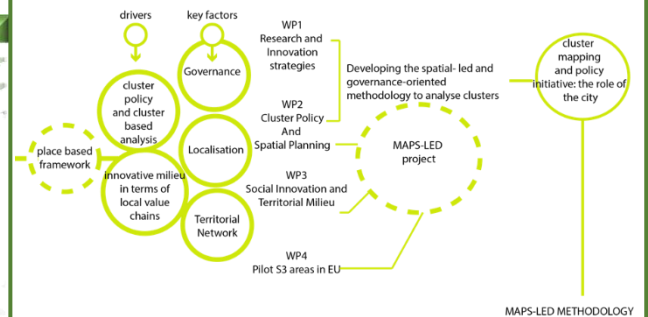
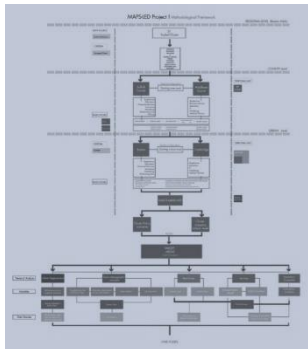




# COMMUNICATION PLAN

## MAPS-LED PROJECT DISSEMINATION



## DISSEMINATION AND COMMUNICATION ACTIVITES

MAPS-LED PROJECT WAS FOUNDED BY HORIZON 2020 MARCH 2017



This Communication Plan is part of a project that has received funding from the **European Union's Horizon 2020 research and innovation programme** under grant agreement N°645651

## MAPS-LED Project

Multidisciplinary Approach to Plan Smart specialisation strategies for Local Economic Development

Work Package no.2

## COMMUNICATION PLAN

Deliverable 2.1

MAPS-LED PROJECT DISSEMINATION

Coordinator Unit

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# The MAPS-LED Network



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# Introduction

The Deliverable D2.1, Communication plan, defines the communication strategy for the MAPS-LED Project and the methodology and tools that all the involved partners have to apply for the dissemination and communication of their activities. It establishes the objectives of the communication and dissemination strategies, defines common guidelines for the communication and activities already undertaken since the beginning of the Project, and those planned for the Project lifecycle.

## 1. Scope and purpose of the Document

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This Document describes the Communication and Dissemination Plan of the MAPS-LED Project funded by the Horizon 2020 Program within the Marie Curie Actions – RISE.

The Communication plan is produced to better address the dissemination of the research activities throughout the larger academic and stakeholder community.

Further stakeholders, once engaged in the MAPS-LED concept through the dissemination and communication activities, could also support the MAPS-LED network after the end of the RISE funding because of the growing importance of the S3 role within the forthcoming 2014-2020 programming period.

## 2. Communication and Dissemination Strategy

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### 2.1. Communication Strategy

Communication strategy, outreach plan and the activities envisaged to engage the public. The communication strategy is aimed both to enhance the competitiveness of the researchers in view of new career perspectives and to boost the wider impact of the research on the potential users.

To ensure that the MAPS-LED research would support the career development of the research staff involved, the communication strategy includes not only the production of papers addressed individually to peer review international journals, but also foreseen that the international symposium will be related to the publication of a special issue of a peer-reviewed journal, as happened with the CLUDs (Commercial Local Urban Districts – 7FP – Marie Curie RISE) symposium ([http://www.cluds-7fp.unirc.it/international\\_symposiumLAB.php](http://www.cluds-7fp.unirc.it/international_symposiumLAB.php)). Priority will be given to open-access journals, in order to allow the research results spreading internationally and the researchers' quotation increasing.

However, for disciplines like applied economics and spatial planning that represent the conceptual background for the MAPS-LED project, great importance is given to communication and engagement with practitioners and policy-makers, as these latter might become potential funders for further research developments, thus allowing financial self-sustainability to the future research in a long term perspective. Therefore, the communication strategy gives equal importance to speedy dissemination to the desired audience of non-specialists, wider public of potential users, by foreseeing a

broad range of communication means and tools including op-eds or advertisements in local newspapers. In order to set up an operational outreach plan, the above defined communication strategy will be produced as specific deliverable in the second WP by preparing target-oriented tools and identifying related communication means.

## 2.2. Dissemination Strategy

Dissemination plays a pivotal role in the research process, as it is not only aimed at ensuring the wider impact of the project on the research and innovation community, but also at gathering useful insights from the experts and potential users' larger community.

The goals of the dissemination strategy are:

- 1) Disseminating research findings as widely as possible;
- 2) Developing messages which might work in different contexts: press releases, reports, newspaper articles, website page, etc., in order to achieve the higher impact on the broader community;
- 3) Influencing decision makers and policymakers around the novel concepts developed under the MAP-LED research;
- 4) Fostering knowledge sharing among international researchers;
- 5) Integrating the dissemination strategy into the self-assessment of the research findings;
- 6) Gathering evidences on the dissemination strategies effectiveness since the first step of the research process delivery.

In order to support the dissemination activities, the MAPS-LED website will be used as the main tool for presenting the project to the outside community. All the researchers will be committed to present papers on international conferences and peer review journals.

## 2.3. Expected impact of Communication and Dissemination Activities

The expected impact of the proposed measure is related to the above mentioned main goals of the dissemination and communication strategies, more in details:

1. Impact on career development. All researchers will participate at least in the international Symposium by having the opportunity to publish at least one paper in the peer reviewed special issue. Furthermore, researchers are expected to send collaborative papers drawing from the research activities at least once a year;
2. Impact on the context awareness of the research. Dissemination activities are expected to produce feedbacks to be implemented in the adjustment process of the research process. Impact on the users' community.

Communication and dissemination strategies are expected to reach the interested potential users both at a local level and at a European level, by eliciting outsiders' interest

on possible novel application of S3 in the Cohesion Policy through the website and other communication means. It is expected that the current MAPS-LED proposal would capture the interest of new stakeholders in all the European countries involved, as this time the additional resources allowed to the networking activities will make possible an effective local activation strategy in all the involved institutions

## 2.4. Targeted Internal Audience (academic)

The main targeted internal audience is related to the academic and research areas related to the MAPS-LED Research Project. The multidisciplinary nature of the project helps in the spreading of the results to a wide community potentially interested, especially in terms of possible research focuses to develop further. For the internal audience the planned communication and dissemination have the following objectives:

- Increase the Involvement of the academic and research community in the MAPS-LED internal (partners) and external (public) meetings through the proactive participation to the project events;
- Involvement of the academic and research community in the research activities in order to boost the exchange of ideas on the research topics and cooperate for the implementation of the results;
- Empower the research network in order to favour new collaborations on future researches.

## 2.5. Targeted External Audience (non-academic)

The main targeted external audience is related to the stakeholder community potentially interested to the MAPS-LED Research Project results. This audience represents the key in the knowledge transfer process. The audience group together public and private stakeholders. In this sense, the communication plan has the following objectives:

- spread the results of the research activity to a wide audience external to the academic and research sectors;
- Involvement of public and private stakeholders in the implementation phase of the research results;

# 3. Communication/Dissemination Tools

---

## 3.1. Project Logo

For ease of identification, the project has adopted a logo. The MAPS-LED project logo has been developed by the leading Unit of the Project. It includes the acronym of the project and logos of the European Union, the Horizon 2020 Program and Marie Curie Actions.

The logo has been used and must be used for any internal and external activity of the project. It is used on the Project website, in all the brochures and press material related

to the project and in the format for presentation (.ppt) of any researcher (experienced and early stage) involved in the project.

Figure 1. MAPS-LED logo



The MAPS-LED logo is used in all the internal documents, included the research-related documents. The logo is inserted in the heading of internal documents as reported in the following figure (2).

Figure 2. MAPS-LED Project internal documents heading



The heading also includes the logo of the European Union and the logo of the Horizon 2020 Program.

The same heading is used in the presentation template provided to the researchers that shall use it in the MAPS-LED Project communication/dissemination activity.

Figure 3. MAPS-LED Project Presentation Template





### 3.2. MAPS-LED Project Brochure

Within the Project activities, the electronic communications have been privileged with the main aim to reduce the use of paper. The essential printed materials (the minimum amount possible) has been set in order to synthesise the information to provide and disseminate in the larger community. This material includes events-related brochures (internal and external project meetings) and a general brochure that describes the MAPS-LED Project, its objectives, research activities and timeline.

In order to maximise the project activities impacts, the Project brochure (figure 2) has been produced for the International Open Panel Discussion event that represents the launch-event of the MAPS-LED Project. The brochure is organised as follows:

- 1- An introductory info-graphic on Smart Specialisation Strategies (and RIS3) and the Territorial Dimension in order to highlight the need to integrate EU Cohesion Policy and Territorial Dimension;
- 2- The detailed description of the MAPS-LED Project objectives and research activities;
- 3- The timeline of the the MAPS-LED Project activities

The MAPS-LED Project brochure have been prepared in both English and Italian languages and has been distributed both for related and non-related Project events (CLUDsLab research activities, International Doctorate Program in Urban Regeneration and Economic Development activities).

Figure 4. MAPS-LED Project Brochure



## 4. Communication/Dissemination Activities

### 4.1. Events and Meetings timeline

According with the Grant Agreement The MAPS-LED Project events are reported in the following table.

*Table 1. MAPS-LED Project scheduled internal and public events*

<b>Month</b>	<b>Event</b>	<b>Typology</b>	<b>Targeted Audience</b>
1 <sup>st</sup>	International Open Panel Discussion (Reggio Calabria)	Public	Academics; local stakeholders(Southern Italy)
6 <sup>th</sup>	MAPS-LED Kick Off Meeting (Boston)	MAPS-Led partners	Academics
12 <sup>th</sup>	MAPS-LED 1 <sup>st</sup> Mid-Term Meeting (Boston)	MAPS-Led partners	Academics
18 <sup>th</sup>	MAPS-LED 1 <sup>st</sup> International Workshop (Rome)	Public	Academics; local stakeholders (Central Italy)
24 <sup>th</sup>	MAPS-LED 2 <sup>nd</sup> Mid-Term Meeting	MAPS-Led partners	Academics
30 <sup>th</sup>	MAPS-LED 2 <sup>nd</sup> International Workshop	Public	Academics; local stakeholders(Manchester Area)
36 <sup>th</sup>	MAPS-LED 3 <sup>rd</sup> Mid-Term Meeting (San Diego)	MAPS-Led partners	Academics
42 <sup>nd</sup>	MAPS-LED International Workshop (Aalto)	Public	Academics; local stakeholders (Helsinki Area)
48 <sup>th</sup>	MAPS-LED Symposium (Reggio Calabria)	Public	Academics; local stakeholders(Southern Italy)

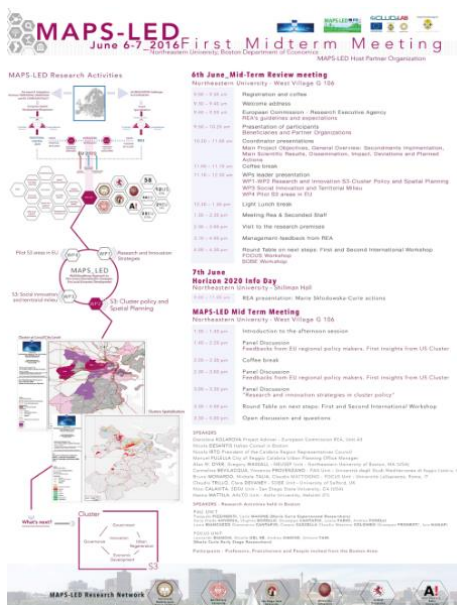
## 4.2. Internal Meetings

### Kick-off Meeting



The Kick off meeting of MAPS-LED PROJECT took place on 26th and 27th of August, hosted by the Department of Economics Northeastern University of Boston, MA, USA. The Kick-off Meeting of MAPS-LED project allowed the knowledge transfer among partners on cluster policy, research and innovation and spatial planning. The meeting pursued the objective to organize the operational timetable of the research and to discuss the theoretical framework for the research activities of WP1 (Research and Innovation strategies in Cluster policy).

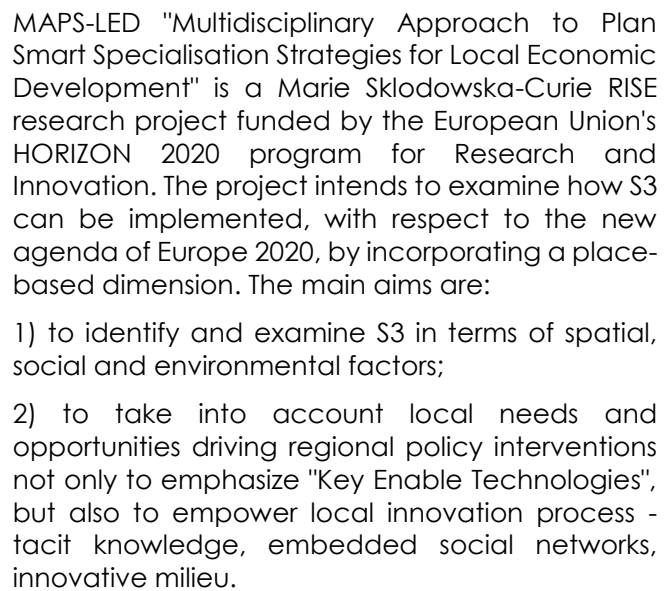
### First Midterm meeting




The MAPS-LED First Mid Term Meeting took place in Boston at Northeastern University - Department of Economics on the 6th and 7th of June 2016. The meeting was developed in coherence with the planned activities of the MAPS-LED Research Project - Horizon 2020 Marie Skłodowska-Curie RISE 2014. The event saw the participation of the European Commission represented by Ms. Desislava Kolarova Project adviser for the European Commission REA, Unit A3. Experienced and Early Stage Researchers belonging to the International Research Network of the Project reported about the research activities conducted on the Working Package No. 1 (S3: Research and Innovation Strategy) and No. 2 (S3: Cluster Policy and Spatial Planning).

The meeting has been crucial in exchange ideas and gather new insights about the Smart


## International Open Panel Discussion



## First International Workshop (Rome)



Marie Skłodowska-Curie Actions (MSCA)  
Research and Innovation Staff Exchange (RISE)  
W3020-MSCA-RISE-2014  
MAPS-LED Research Project (GA 645651)



*First International Workshop in Rome, 5-6 December 2016*  
Innovation & Knowledge for Implementing 'Smart Strategies' in the European Union  
The Lesson of the 'Boston Area'

**Primo Workshop Internazionale a Roma, 5-6 Dicembre 2016**  
Innovazione & Conoscenza per l'Attuazione delle Smart Strategies nell'Unione Europea  
La lezione della Boston Area

The goal of the Rome Workshop is to step forward reflecting on the major challenge for an effective Smart Strategy style interpretation, highlighting the importance of 'territorialising' the urban region redevelopment vision. The 'conscience of places' with their local cultures can become a key- driver for embedded innovation. The 'place-based' approach allows to build virtuous regeneration projects including the potential of territorial 'dna' related to the local communities for identifying, recovering and increasing the values of local cultural specificities.

#### 4.4. Publications

All the researchers will be committed to present papers on international conferences and peer review journals giving priority to open access options.

Joint papers and other publications on comparative innovative research issues, written together with US colleagues will allow EU researchers to better disseminate their work internationally, thus enhancing the esteem of the partnership, particularly for the early-stage researchers.

To ensure that the MAPS-LED research would support the career development of the research staff involved, the communication strategy includes not only the production of papers addressed individually to peer review international journals, but also foreseen that the international symposium will be related to the publication of a special issue of a peer-reviewed journal.

Priority will be given to open-access journals, in order to allow the research results spreading internationally and the researchers' quotation increasing

#### 4.5. Targeted Journals

Considered the topic of the MAPS-LED Project, the targeted Peer-Reviewed and Open Access Journals are reported in the following table. The following list can be updated following the project evolution and the Project requirements.

<i><b>Journal Title</b></i>	<i><b>Editor</b></i>	<i><b>Open Access</b></i>	<i><b>Impact Factor (2015)</b></i>
Journal of Planning Education and Research	SAGE	Yes	1.051
European Urban and Regional Studies	SAGE	Yes	2.078
Regional Studies	Taylor and Francis	Yes	1.987
International Journal of Urban And Regional Research	Wiley	Yes	1.868
Cities	Elsevier	Yes	2,051
Urban Studies	SAGE	Yes	1,236
European Planning Studies	Taylor and Francis	Yes	1,056

## 5. Communication/Dissemination Channels

### 5.1. Website

In order to support the dissemination activities, the MAPS-LED website has been developed as the main tool for presenting the project and its results to the community.

With respect to the research activities, a "MAPS-LED web platform" has been designed and implemented at the beginning of the first year, in order to allow all partners to constantly interact by posting on-line documents, ideas and drafts. The platform will allow the construction of a step-by-step GIS- oriented tool aimed at visualizing the successful clusters in Europe.

### 5.2. Website's Structure

The MAPS-LED website is incorporated in the CLUDS Lab website (<http://www.cluds-7fp.unirc.it>) in order to boost the dissemination of research activities and exploit the integration with the International Doctorate Program in Urban Regeneration and Economic Development (URED-DP).

Figure 5. CLUDsLab Website



The Homepage of the CLUDsLab website group together the research and higher education activities handled by the Laboratory. The aim is to increase the visibility of the research capabilities of the lab for the internal (academic) and external (non-academic) audience.

The MAPS-LED website aims to communicate and disseminate the results achieved and works as platform for the internal research network in order to facilitate the exchange of documents and materials related to the research activities.

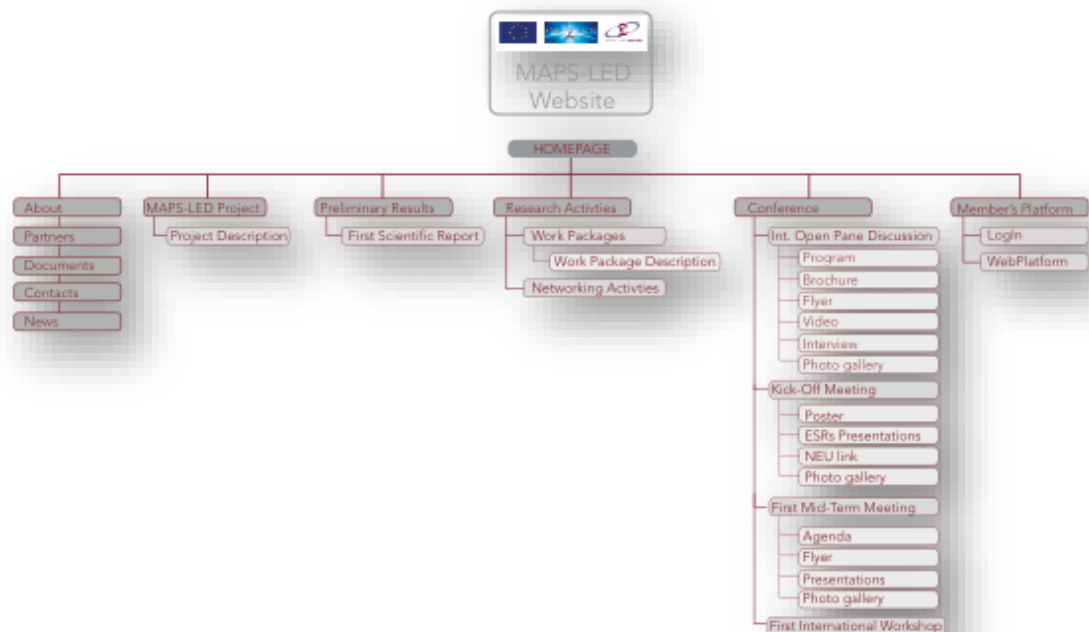


Figure 6. MAPS-LED Project Home Page



The structure of the MAPS-LED Website is the organized in the fig. 7

Figure 7 MAPS-LED website structure





### 5.3. Social Media strategy

The MAPS-LED Research Activities are disseminated on social network platforms (e.g. Facebook, Twitter, Youtube) using the CLUDsLab social Channels. Through Social Medias several information about the Project can be communicated reaching a wider community. Social media allow to communicate the updated information about the project as well as upcoming internal and external meetings.

Here are reported some of events posted on Facebook and Twitter

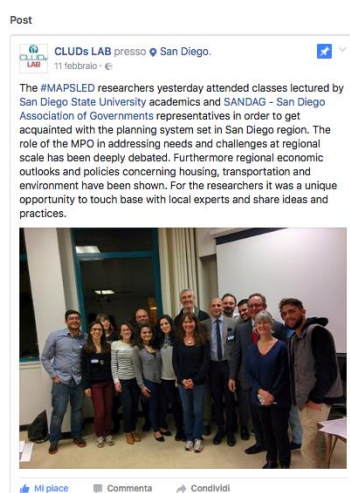


Figure 8. MAPS-LED Research Activity in San Diego



Figure 9. MAPS-LED Research Activities in Boston - Italian Consulate Meeting

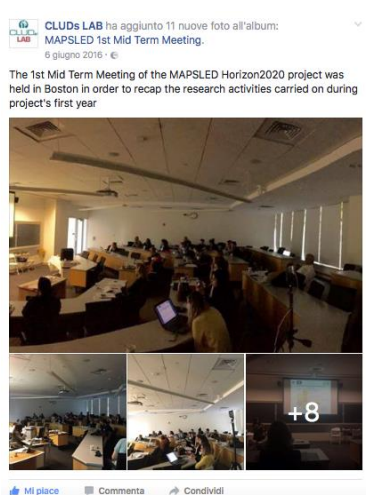


Figure 10. MAPS-LED Research Activities First Mid-Term Meeting, Boston

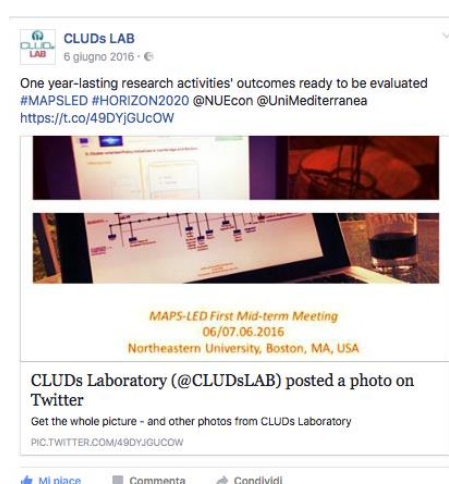


Figure 11. MAPS-LED Research Activities, Preparation of the First Mid-Term Meeting

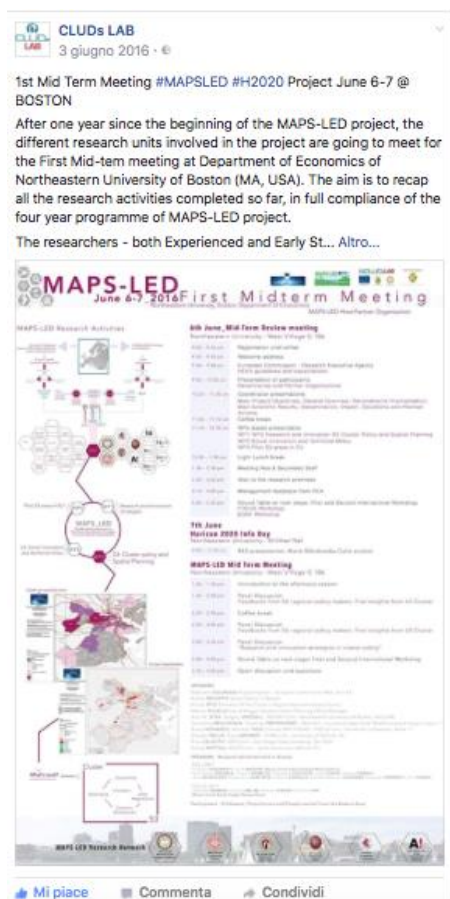


Figure 12. MAPS-LED First Mid-Term Meeting, Boston

#### 5.4. Youtube Channel

The MAPS-LED project exploits the youtube channel realised for the CLUDsLab. Within this channel all the videos about the MAPS-LED are available. Videos relate to the organised public and private events and include all the interviews of academic and non-academic stakeholders. Furthermore, the youtube channel has been used for the streaming of internal and external events such as the Open Panel discussion and the First International Mid-Term Meeting.

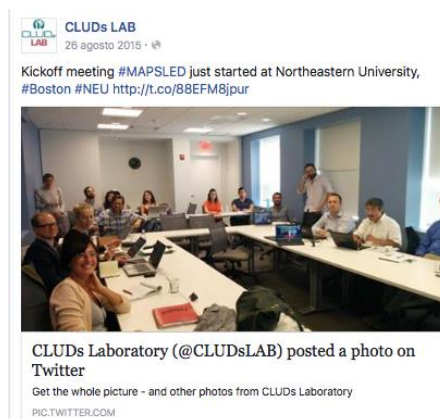
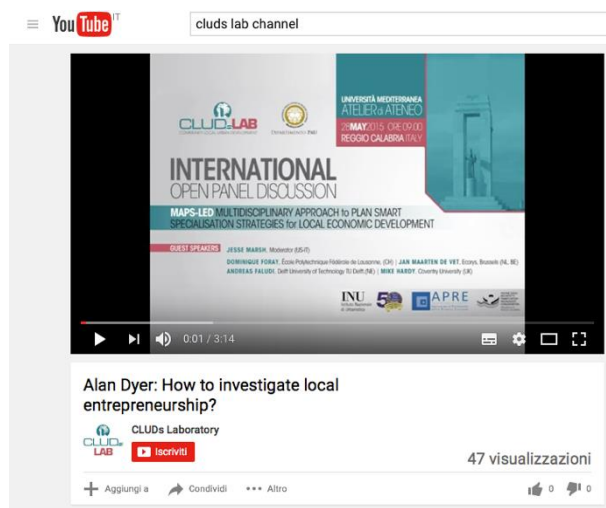


Figure 13. MAPS-LED Kick-off Meeting, Boston (2015)

Figure 14. MAPS-LED youtube videos whitin the CLUDsLab Channel



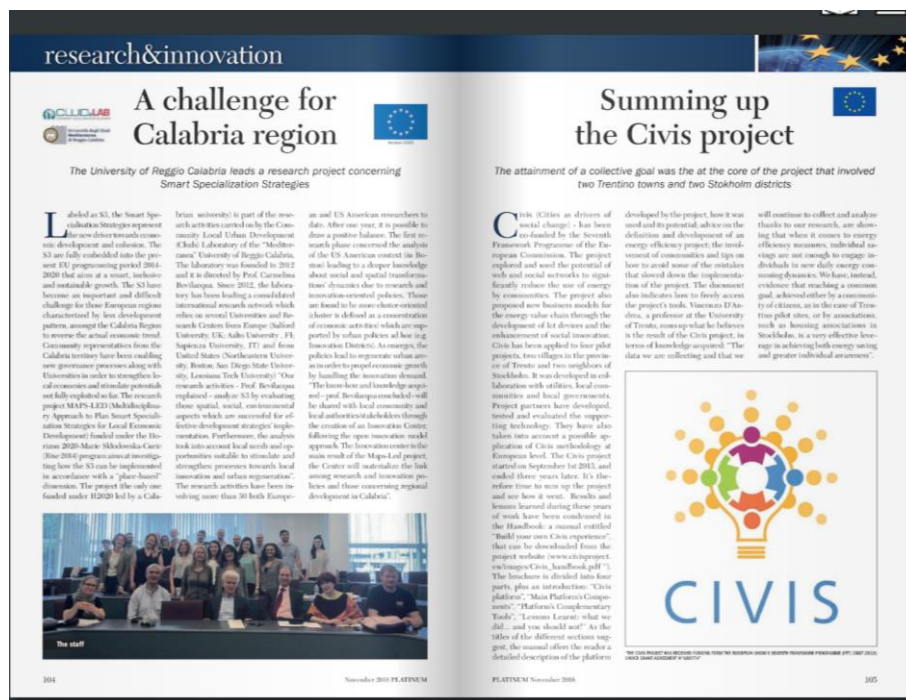
## 5.5. Magazine on line

The MAPS-LED project and the team have been publicized within the online magazine PLATINUM – ilsole24ore. The Edition dedicated to Research and Innovation allows at disseminating all information concerning the research project. In particular, Maps-led project was included in the edition of November 2016 (fig. 15-16).

Figure 15 Magazine on line – PLATINUM November 2016 - <http://www.platinum-online.com/novembre-2016-oscar-farinetti-ing/>



Figure 16 Extract from Magazine on line – PLATINUM November 2016 - <http://www.platinum-online.com/novembre-2016-oscar-farinetti-ing/>



## 6. Acknowledgement of EU funding

According to the European Commission Rules on Acknowledgement of EU funding, the communication plan provided the Acknowledgement of EU funding" stickers depending the kind of deliverables and milestones.



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This Symposium is part of a project that has received funding from the **European Union's Horizon 2020 research and innovation programme under grant agreement N°645651**



This Int'l Workshop is part of a project that has received funding from the **European Union's Horizon 2020 research and innovation programme under grant agreement N°645651**



This Mid Term Meeting is part of a project that has received funding from the **European Union's Horizon 2020 research and innovation programme under grant agreement N°645651**



This Brochure is part of a project that has received funding from the **European Union's Horizon 2020 research and innovation programme under grant agreement N°645651**



This Poster is part of a project that has received funding from the **European Union's Horizon 2020 research and innovation programme under grant agreement N°645651**