



EDIH4UrbanSAVE

Communication Package

Deliverable D1.2, Version 1.6, 27.02.2023



This project has received funding from the European Union's Digital 2021 research and innovation program under grant agreement No 101083713.

DIGITAL-2021-EDIH-01-101083713

EDIH

For urban interconnected supply and value Ecosystems



www.edih-hamburg.de

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Communication Package

Work package	WP1
Task	T1.1, T1.2, T1.6, T1.8
Document number	D1.2
Deliverable type	DEC
Title	Communication Package
Author(s) and Contributor(s)	HITeC: Stephanie von Riegen, Kai Himstedt
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Location	Teams Collaboration Platform: WP1 EDIH_Deliverable_1_2_Communication_Package
Version	1.8
Status	Final version
Dissemination Level	Public

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27.02.2023

History of changes

Date	Ver.	Author(s)	Change description
16.01.2023	1.1	HITeC eV St. v. Riegen	Document creation
02.02.2023	1.2	HITeC eV K. Himstedt	Document revision, hashtag info revised, layout adjusted, dissemination strategy and exploitation plan enhanced
08.02.2023	1.3	HITeC eV St. v. Riegen	Document revision, logo description added, short subsections for scope and structure added, aims and objectives enhanced, dissemination channels added
13.02.2023	1.4	HITeC eV K. Himstedt	Document revision, glossary items added, layout improved
14.02.2023	1.5	HITeC eV St. v. Riegen	Document revision, exploitation plan revised
15.02.2023	1.6	HITeC eV St. v. Riegen	Communication matrix and disclaimer of EU added
22.02.2023	1.7	ARIC, F. Vogt	Minor revisions and review
24.02.2023	1.8	HITeC eV, K. Himstedt	Minor merge of revisions

Executive summary

This deliverable describes the action plan for the dissemination and exploitation of the European Digital Innovation Hub for urban interconnected supply and value Ecosystems¹ (EDIH4UrbanSAVE) results, innovations and concepts, together with progress on communications activities.

The dissemination and exploitation strategy is largely based on what was described in the proposal and Grant Agreement (GA), but with some refinements arising from our project work. Here, a clear distinction is made between dissemination, exploitation, and communication.

There have been extensive communication activities in the project, including the establishment of an active website with sections targeting different groups, the use of social media, and join forces with other EDIHs. This deliverable provides information for the way in which the activities have been planned to foster communication in the early project phase.

¹ In the following text, EDIH4UrbanSAVE is also referred to as EDIH Hamburg.

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1. Introduction

The project consortium will use different communication, dissemination and exploitation activities via various channels, including the website and social media, scientific publications, and publicity, business sector, and technology events, to achieve high visibility and impact of the hub and to transfer the knowledge and results of the project to the public, target stakeholders, and other European Digital Innovation Hubs (EDIHs).

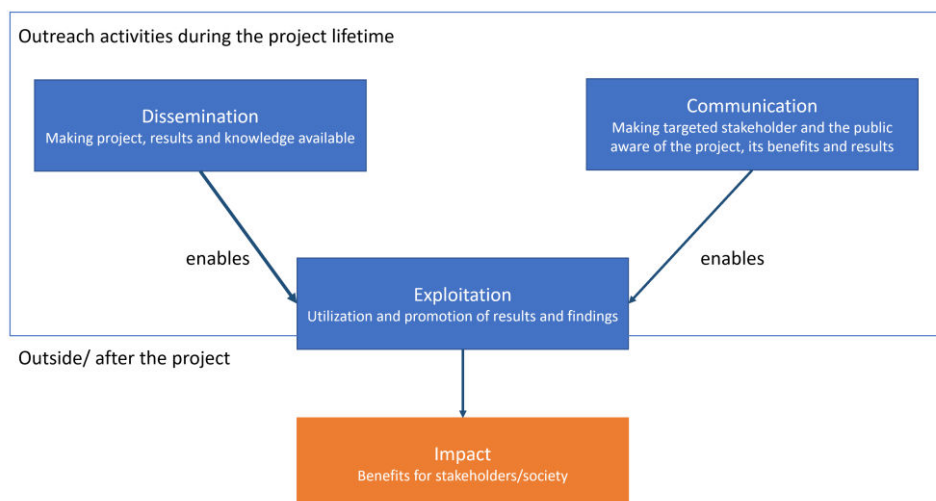


Figure 1: Approach to achieving coverage

Communication resp. marketing covers the activities to create awareness for target stakeholders and public awareness of the EDIH, its benefits and results, for example via social media channels to cover best practices and events, see Figure 1.

The dissemination discloses the project, results and knowledge, examples are periodic reports or a project website. Both enable the exploitation.

The exploitation or utilization of project results begins during project execution and continues after its completion. The exploitation will generate new findings, workshop formats in the partner portfolio and new projects and contacts and all aimed to lead to investments in innovation by the target groups.

Table 2 (in Appendix A) summarises the activities described in this document linking EDIH internal communication (responsibilities and task divisions) to EDIH external communication (audience, focus and resources) in a matrix.

1.1 Scope and Objectives of this Deliverable

As the project is in its start-up phase, the aim of this document is to outline the communication strategies known and planned so far for the project duration. Our plans outlined will be honed and revised by learning and benchmarks at regular intervals during the project duration.

1.2 Structure of this Deliverable

After a brief target audience description in this document, the EDIH4UrbanSAVE project communication plan is described in Section 2. This section consists of the communication

strategy presented in Section 2.4, the dissemination strategy in 2.5 and finally the exploitation plan is outlined in Section 2.6.

1.3 Intended Audience

This deliverable is aimed at three main audiences: 1) Consortium members, 2) the commission services and independent reviewers of the project, and 3) external organisations and participants of external projects, especially those with an interest in EDIHs. The primary audience are the first two groups, but as a public deliverable, its content is intended to be made available to other interested parties.

2. Communication Plan

2.1 Aims and Objectives

According to the dissemination and exploitation plan that has been presented in the project proposal, dissemination and exploitation will take place on three levels: local or regional, national and EU-wide activities.

The dissemination and communication strategy will ensure that appropriate activities are envisaged in order to inform, engage, create awareness and promote information about the project, including its aims, its funding source, its results and impacts, as well as the wider societal implications of the EDIH4UrbanSAVE project. The objectives for all communication actions are consistent with the relevant EU policy and are as follows:

- Create awareness, understanding, and interests about the scope, objectives and results of the project.
- Bridging the gap with EDIH4UrbanSAVE for SME and Public sector to reduce risks to make an investment in innovation.
- Promote the innovative character and unique part of this project.
- Foster the Europe-wide EDIH initiative.

Finally, Table 2 (in Appendix A) summarizes the activities described in this document in a matrix that links EDIH internal communications (responsibilities and terms of reference) with EDIH external communications (audience, focus, and resources).

2.2 Message

In order to create a high impact, the following project information will be communicated to the relevant audience:

- Vision (objectives, strategic relevance) and key facts: Messages will follow an evolution from the start of the project to the aftermath and therefore, they will be reviewed periodically in the course of the project.
- News (achievements and results): Latest services, personalized experiences will illustrate the impact of the project and will give a human dimension that can catalyse end-users' acceptance; for example, partners will exhibit how EDIH4UrbanSAVE services deliver real value to its target groups and how it improves people's lives.
- Exchange: Participation in conferences and workshops, cooperation with other EDIHs.

2.3 Target Groups

Hamburg's EDIH will contribute to the twin transition (green & digital) of local SMEs, small mid-caps, and public sector organisations (PSOs) with a portfolio based on existing local competencies, covering the key digital technologies of Artificial Intelligence (AI), High-Performance Computing (HPC), cybersecurity, distributed infrastructure, and digital skills, including their environmental impact. A large-scale digital transformation of the metropolitan region of Hamburg will be facilitated by providing infrastructure and services in the four areas 'test before invest', 'skills and training', 'support to find investments' and 'networking and access to innovation ecosystems'. The EDIH Hamburg services are tailored to address the needs of a broad range of economic sectors, including logistics, transportation-, aviation-, maritime-

industry, services, crafts, and food. Seeing as the region is characterised by the diversity of local industries, this approach is key to guaranteeing that digital transformation will be widespread rather than isolated in selected industries. Given that a diverse mix of economic sectors contributes to making a region more competitive as well as resilient to industry-specific economic shocks, we expect a positive effect on the Hamburg metropolitan region’s competitiveness and resilience.

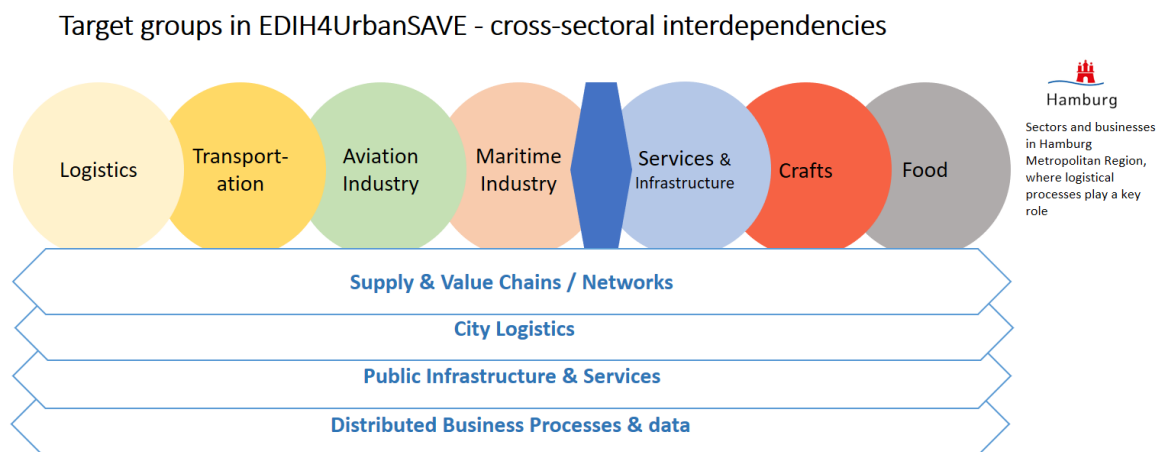


Figure 2: Target groups in EDIH4UrbanSAVE²

2.4 Communication Strategy

To reach our target groups, the EDIH Hamburg will communicate via classic media (e.g., *Hamburger Wirtschaft*, 40,000 regional SMEs subscribe), in more than 30 events/year, in a large European network and with the support of more than 20 media partnerships as well as social media (*Twitter*, *TikTok*, *Linked-In*, *XING*, *Instagram*, *META*, etc.).

For the uniform and traceable distribution of EDIH content, the consortium has agreed on the use of a uniform hashtag #edihhamburg. Hashtags play an important role in social media, as they are a user-generated way to cross-reference content by topics. We expect this to further improve content dissemination. First social media posts have already been made with the goal of networking to stakeholders with the use of our specific hashtag #edihhamburg.

All partners already have a large reach in both online and offline channels, which can be used for communication and promotion of the hub immediately after kick-off. They are all members of the *InnovationsAllianz Hamburg*, which also developed the local innovation strategy and will implement it with measures over the next years. The EDIH Hamburg has full backing from the local government, as can be seen from the cover letter in the GA regarding co-financing and support. This allows the consortium to also access the authorities’ communication channels (such as *Hamburg Innovativ*, *Startup City Hamburg*, *BeYourPilot*, *Aufbruch.Hamburg* and the senate press offices). Helping to reach broad populations and engaging them in twin transition activities, as well as demonstrating the positive impacts of EDIH outcomes. This is also important to create acceptance for the urgent changes. One example of reaching the broader

² Adapted from figure appearing in GA

community is ARIC's public lunchtime "AI Brown Bags" format, which has hosted over 200 short talks and attracted more than 4,000 interested citizens.

In addition, the Hamburg Chamber of Commerce is connected to more than 160,000 companies (mainly SMEs), the Chamber of Crafts to more than 15,000 SMEs, ARIC has more than 30,000 followers, Digital Hub Logistics has a Germany-wide community of more than 50,000 participants, and HITEC a university network established for more than 20 years. Media companies, such as *Ströer Group*, *Yourstruly* and *Pilot Group*, will also contribute their media and out-of-home infrastructures as part of ARIC to accelerate awareness of the hub. Industry associations, such as *Nordmetall*, *AGV Nord* and *die Familienunternehmer e.V.*, as well as Hamburg's eight official business clusters, have excellent communication and dissemination interfaces with the target groups and are included in the Hamburg Hub's innovation ecosystem. The reach out is supported via an EDIH Ambassador Programme that increases awareness, scales decentral and increases the identification of entrepreneurs within the EDIH.

It is planned to organise numerous events and roadshows (also with other regional and EU EDIHs) in order to build up a target-group specific presence.

Initial planning work on this has taken place. At the end of March 2023, a kick-off event is planned with the Senator for Science and other experts from the city of Hamburg. In parallel, the annual EDIH meeting in Brussels on May 30, 2023, initiated by the EU, will be used for a lively exchange with sister projects. The consortium plans an EU-wide meeting with European partners and other EDIHs, as well as EU representatives for the fall of 2023.

Initial networking activities with other EDIHs have been undertaken. Hamburg, as part of the Alliance of North German EDIHs (together with Schleswig-Holstein and Niedersachsen), has agreed on first steps towards closer cooperation at a meeting in early February 2023. This meeting has fostered a constructive, lively exchange between the projects. In the current start-up phase of the projects, a monthly exchange is planned.

There are longstanding contacts to local TV stations such as *Hamburg 1*, *NDR* and *RTL Nord*, which have reported several times about the consortium partners and have already been approached for possible TV contributions and there are numerous media partnerships with the entire metropolitan region. Last but not least, the local authorities, in particular the financial, economic and research authorities, will also multiply the EDIH's offering with their communication channels and especially the new web and social media portals *Hamburg Innovativ* and *Startup City Hamburg*.

It will be ensured that the EU Funding will be pointed out on all created communication media. For this purpose, the appropriate Corporate Identity (CI) and a (EU) guideline of use will be obligatory.

Figure 3 presents the project logo. An EU flag should highlight the reference to the funding framework and immediately visually distinguish it from local funding programs. In addition, the regional reference to Hamburg is to be established, which is not immediately apparent from the project acronym. The maritime nature of the region and the consortium, as well as the potential new direction for the target group enabled by EDIH services, are indicated by a compass. The logo is integrated in the document templates and on the web site. The use of the logo, which has been designed for EDIH4UrbanSAVE, is an important element of the corporate identity.



Figure 3: EDIH4UrbanSAVE-Logo

2.5 Dissemination Strategy

More specifically, in projects developed use cases as well as their lessons learned are described for online and workshop use. In this way, a collection of best practices can be created over time, the lessons and findings of which can be offered to other partners and interested parties providing considerable added value. On the local and regional level, a wide variety of multipliers in the bodies of internal EDIH partners and external supporters (for example, the Innovation Committee of the Hamburg Chamber of Commerce) are used to exploit such results and others. In addition, written publications (print and digital) in the form of statements and white papers will be used to make the findings of the EDIH’s work available to a wide audience in a comprehensible way. An important element is also the constant and close exchange with other EDIH initiatives in accordance to the Digital Transformation Accelerator (DTA) activities. We plan to build bridges to other EDIHs, where results of focus-specific activities are exchanged and lessons learned are shared in a regularly meeting committee consisting of various EDIH initiatives.

In addition to the local and regional portals and dissemination channels, which have a large reach into the local target groups, the portals of the EU, such as The EU Innovation Radar Platform <https://www.innoradar.eu/>, are also used to show best practices, use cases and projects from the EDIH4UrbanSAVE also EU-wide.

Dissemination channels address in particular the target groups of companies but also public administration. In addition to the channels already mentioned, these include association magazines, municipal newsletters, community publications, websites and digital as well as physical forums (e.g., *Innovation Forum Hamburg*, *InnovationsManager Stammtisch*, *Venture Capital Stammtisch*, *12min.me Events and Summits*, *Board for Innovation and Technology of the Hamburg Chamber of Commerce*).

In addition, all public deliverables of the project will be published on the project website. These are the deliverables from Table 1.

Table 1: Public deliverables

Deliverable No. and Name	Deliverable Date
D 1.2 Communication Package	M3
D 2.2 Workshop Formats	M6
D 2.3 & D 2.4 Research Computing Infrastructure Platform for Experiments	M11 & M20

D 4.1 Skills & Training Description & Curriculum	M6
D 4.2 & D 4.3 Course Content & methodology	M12 & M24
D 5.2 Jumpboard programme	M12
D 6.1 Report on service evaluation	M18
D 6.2 Final Report on service evaluation	M36

The EDIH4UrbanSAVE website (www.edih-hamburg.de) will serve as a major dissemination platform in terms of the project's partners, concepts, services, upcoming events, objectives, outcomes, and reports. For the first contact in the sense of a user support service, a corresponding contact page has been set up. If users are interested in EDIH4UrbanSAVE details that are not included on the web pages, or need assistance in any other way they can fill in a corresponding contact form or write an email to info@edih-hamburg.de. Within the "News" section on the website, all partners can publish articles about intermediate results, events etc. In addition, the public deliverables will be made available on our website. This represents good opportunities for further dissemination. For the deliverables, it seems appropriate to offer an addressee-oriented version of the content for the SMEs and the public administration, if necessary. The continuous upload of reports, deliverables, handouts, presentation slides, workshop material, success stories, use and show cases, best practices, etc. will allow a comfortable access to the most recent results in the project. The website appearance will be coherent with the brand and the general communication strategy. Moreover, in order to assure a good visibility in search engines, on page and off page search engine optimization (SEO) actions will be taken. At the time of this deliverable, work is in progress on the first version of the web site, which is scheduled to go live at the end of February. A first layout is shown in Figure 4. The project partner ARIC maintains the web site. Additionally, some project members have access to the administration pages for the website.

2.6 Exploitation Plan

As described in the proposal exploitation takes place in three stages: local or regional, national and EU-wide activities. All partners involved have contacts to companies, authorities, institutions, start-ups etc. from these three spreads through networking, teaching or research activities and will use and disseminate the findings from the project there.

As a technology transfer institution of the Department of Computer Science at the University of Hamburg, HITeC is connected with numerous industrial partners and promotes start-ups and innovative projects at a local and regional level. In this role, HITeC will actively contribute to the scientific and technical exploitation of the results even after the end of the project. HITeC can leverage the experience gained in the fundamental areas of knowledge transfer, AI prototyping and platform design to new research areas. HITeC has already successfully implemented several EU projects and has EU-wide contacts; here, findings from EDIH will be further disseminated. HITeC plans to generate further project proposals based on the new contacts from the SMEs, the public sector but also other EDIHs. First meetings have been held in the first project month for this purpose.

ARIC was founded in 2019, and has since then been the primary contact point for AI in the Hamburg metropolitan region. As a non-profit organisation, they are the official AI centre of the city of Hamburg, and are establishing an application-oriented know-how centre - by connecting stakeholders from business, science, politics and society. ARIC leads and initiates a number of AI expert groups, organises more than 150 events per year, and is part of various

projects – from digitization projects for SMEs, an accelerator program for AI start-ups, to the establishment of an ecosystem for quantum technology. They also conduct their own research on relevant topics such as Responsible AI. ARIC will continue to use the findings and contacts from the project even after its completion.

The Research and Transfer Centre “Business Innovation Lab” (BIL), an organisational unit of University of Applied Science (HAW) Hamburg, is dealing with the challenges of digitisation and Industry 4.0 in theory and practice with regard to business models. Over five years, BIL has run dozens of talks, workshops and demonstrations to showcase the potential of adaptive order management, AI, distributed-ledger technologies, augmented and virtual reality and digital business model transformation for SME. As a well-connected research institution, the project’s findings and established contacts will be used for subsequent projects.

The Institute of Business Logistics and General Management (LogU) at the Hamburg University of Technology (TUHH) researches in the field of the interface of engineering and business and conducts application-oriented research and teaching in the fields of logistics, supply chain management, supply chain risk management, risk management, sustainability, data analytics, AI, digitalisation of SMEs, and applied management methods. As a very active research unit at TUHH, project findings will be incorporated into research and teaching in the years following project completion.

The partner Digital Hub Logistics Hamburg connects companies, investors, start-ups, research and education through the Digital Hub Initiative an international network for the logistics of tomorrow. As part of this innovative network funded by the Federal Ministry for Economic Affairs and Climate Action (BMWK), with twelve competence sites in Germany, the project partner is intensively integrated into local and regional networks. Thus, EDIH findings will be further disseminated via this network after project completion.

The Hamburg Chamber of Crafts (HWK) represents 15,000 small and medium-sized enterprises and 120,000 employees in these companies. It plays an active role in national networks of chambers and associations of skilled crafts and SMEs. The Chamber of Crafts will be able to become active at the regional and national stages of exploitation in the follow-up to this project.

Often it turns out to be difficult to consider sustainability aspects for projects with a limited duration. Therefore, we will also look for further ways to continue operating the website after the project duration. In this manner, we aim to achieve a sustained use and long-term preservation of project results.

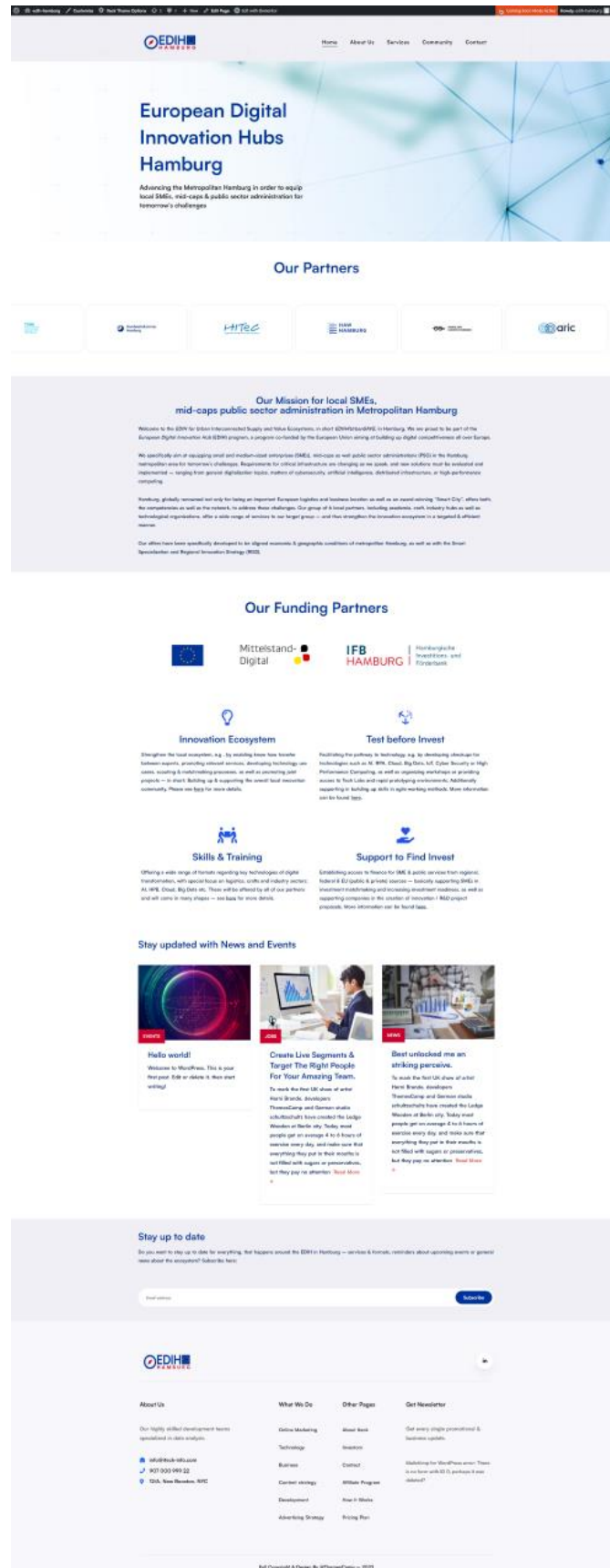


Figure 4: First version of the EDIH Hamburg website

Appendix A

Table 2: Matrix linking EDIH internal communication (responsibilities and task divisions) to EDIH external communication (audience, focus and resources).

Target Group	Focus	Communication Channel	Responsibility & Task division	
			Partner in charge ³	Partner
SME & public sector	Raise awareness	EDIH community mailing list	Centralize the recipients list	All partners: <ul style="list-style-type: none"> Promote subscription in own networks
	Engage & Interact	Newsletter	Suggest & write content	All partners: <ul style="list-style-type: none"> Suggest & write content Disseminate in own network Promote subscription in own networks
	Diffuse & Promote		Design and edit	
	Make Technology Accessible and Present Best Practices	Website	Lead coordination, collect contribution & lead dissemination	Maintain dedicated webpage
		Workshops, training, and other services	Promote partners initiatives via relevant channels (main EDIH websites, newsletter, social media etc.)	All partners: <ul style="list-style-type: none"> Notify partner in charge about activities Use EDIH outreach material and visual identity (logo, motto, roll-ups, brochures etc.)
General Public	Raise awareness	Press releases	Writes general press releases	All partners: <ul style="list-style-type: none"> contribute content if relevant translate and adapt to own target groups disseminate in own community
	Public relations		Disseminate at EU level	

³ According to Grant Agreement

			Collect all press appearances		
		Website	Create appropriate content	All partners: <ul style="list-style-type: none"> present the EDIH and the results also in the sense of public relations 	
		Social media	Regular posts	All partners are encouraged to engage with EDIH social media profiles (follows, re-tweets, tags, etc.) and use the unified #edihhamburg tag	
Decision-makers, Politics, Administration, EU representatives, other EDIHs	Raise awareness	Ad-hoc dissemination	Coordinate the activity	All partners: <ul style="list-style-type: none"> Contribute as relevant 	
	Attract		Targeted mailing of networks/key people		
	Engage & Interact	DTA	Coordinate the maintenance of the EDIHHamburg entry of the online EDIH catalog		All partners: <ul style="list-style-type: none"> Contribute relevant content to the catalogue Participation in relevant country and working groups
	Diffuse & Promote		Participate in DTA formats		
	Create clientele	Liaisons	Coordinate the activity		All partners: <ul style="list-style-type: none"> notify EDIH consortium about relevant connections with stakeholders
Share use cases and Best practices	Stakeholder events	Seeks and initiates high-profile events organized at regional and EU level Ensure and promote EDIH participation & representation in key events Support and coordinate partners initiatives	All partners: <ul style="list-style-type: none"> Inform EDIH partner in charge about key event organized at national/regional level Support the implementation of EDIH Hamburg formats Notify consortium about any contributions for EDIH 		

Glossary

Notions defined in this glossary are specific for this document only.

Notion	Meaning
ARIC	Artificial Intelligence Center Hamburg
BIL	Business Innovation Lab
BMWK	Bundesministerium für Wirtschaft und Klimaschutz / Federal Ministry for Economic Affairs and Climate Action
DEC	DEC = Websites, patents filing, press & media actions, videos, etc.
DigiHub	Digital Hub Logistics GmbH
DTA	Digital Transformation Accelerator
EDIH	European Digital Innovation Hub
EDIH4UrbanSAVE	European Digital Innovation Hub for urban interconnected supply and value Ecosystems
EU	European Union
GA	Grant Agreement
HAW	Hochschule fuer Angewandte Wissenschaften Hamburg / University of Applied Science Hamburg
HITeC	Hamburger Informatik Technologie-Center
HWK	Handwerkskammer Hamburg / Chamber of Crafts Hamburg
LogU	Institute of Business Logistics and General Management
PSO	Public Sector Organisations
SEO	Search Engine Optimization
SME	Small and Medium Enterprise
TUHH	Technische Universitaet Hamburg / Hamburg University of Technology