



DISSEMINATION AND COMMUNICATION PLAN

**D4.1 – DISSEMINATION & COMMUNICATION
PLAN – PROJECT ENVIRONMENT ANALYSIS**

DISSEMINATION AND COMMUNICATION PLAN

The present Dissemination and Communication Plan (DCP) introduces the DRAGON-STAR^{Plus} project dissemination and communication strategy and its implementation plan to be used by the consortium to ensure the high visibility, accessibility and promotion of the project and its results during the grant period. This DCP will be a reference framework for evaluating the impact of communication and dissemination activities and will be updated and adjusted as the project progresses.

In order to achieve the highest possible impact of its activities and best contribute to support and strengthen EU-China STI collaboration, DRAGON-STAR^{Plus} will use and focus on maximising the effectiveness and scope of its dissemination and communication activities. These specific activities will not only address the general public to raise awareness on the project and its achievements, but also target key stakeholders having a relevant role in the field of activities undertaken by the project.

The DRAGON-STAR^{Plus} project DCP has been structured in various sections presenting the communication and dissemination objectives, players, roadmap, target audiences, messages and implementation measures.

DRAGON- STAR^{PLUS}

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INTRODUCTION

The present DRAGON-STAR^{Plus} Dissemination and Communication Plan (DCP) drafted at M3, lists all planned dissemination and communication activities, tools and channels, and matches them with target stakeholders categories and key performance indicators. This Dissemination & Communication Plan will be a reference framework for evaluating the impact of dissemination activities (task 4.4) and will be updated and adjusted during the duration of the project whenever needed.

Work-Package 4 (WP4) “Stakeholder Engagement and Dissemination” as described in the DRAGON-STAR^{Plus} Description of Actions (DoA) aims to (i) set up a variety of targeted communication and dissemination products and activities addressing target stakeholders, (ii) interact with relevant audiences to exchange information and (iii) build synergies with important project environments.

The deliverable introduces the DRAGON-STAR^{Plus} project dissemination and communication strategy and its implementation plan that to be used by the consortium to ensure that the project results are made accessible to the appropriate target communities, at appropriate times, via appropriate methods, and that those who can contribute to the development, evaluation, uptake and exploitation of the DRAGON-STAR^{Plus} outcomes can be identified and encouraged to interact with the project on a regular basis. This DCP will be a reference framework for evaluating the impact of communication and dissemination activities and will be updated and adjusted as the project progresses.

1. DISSEMINATION STRATEGY

1.1 Objectives of the dissemination activities

Dissemination activities will support all 5 Work Packages (WPs) ensuring maximum visibility, accessibility and impact of the project activities. **Tailored dissemination activities** will be designed to make the project outcomes visible and accessible to the different target stakeholders.

The objectives of the dissemination activities will be to:

- **Promote** - Inform and educate all interested communities;
- **Inform** - Make the outcomes developed through the DRAGON-STAR^{Plus} project available to the different target audiences;
- **Engage** - Receive inputs and feedbacks from the various target groups;
- **Exploit** - Enhance DRAGON-STAR^{Plus} results exploitation potential;
- **Make sustainable** - Ensure that the outputs will be sustained after the end of the project lifetime.

DRAGON-STAR^{Plus} dissemination and communication actions will be intrinsically linked to the exploitation of the project's activities and results. Efficient publicity and wide exposure of DRAGON-STAR^{Plus} and its achievements will increase stakeholders' engagement with the DRAGON-STAR^{Plus} initiative, and the use of DRAGON-STAR^{Plus} results beyond the project's lifetime. Ultimately, communication and dissemination activities will maximise DRAGON-STAR^{Plus} impact on prompting dialogues, cooperation, coordination and establishing connections between EU and China STI players.

1.2 Dissemination players

SIGMA as WP5 leader will carry out the leadership of the project dissemination activities following the dissemination strategy defined in the present DCP. SIGMA will (i) set up the most appropriate mechanisms and tools for maximum visibility and impact, (ii) ensure that all partners contribute to dissemination activities, and (iii) assess the dissemination results. The following list presents in more details each partner's tasks and responsibilities for dissemination activities:

Dissemination activities	FORTH	SIGMA	BSEAC	FFG	SPI	UNNC	EUREL	KF	CSTEC	CICTA / CAU	SEZ	APRE	PHEMONOE	Ass. Partners
WEBSITE														
Upgrade and management of the project website (former DRAGON STAR website) (M1 – M36) (T4.2)	L	ALL PARTNERS COMMITTED TO DIRECTLY UPLOAD OR PROVIDE CONTENT FOR THE WEBSITE												
Upgrade and management of the Help Desk services (M1 – M36) (T1.5)					L	C			C					
Upgrade and management of the online database of Chinese funding programs (M1 – M36) (T1.5)					L	C			C					
An online mapping of current STI activities in China (T3.1)	C		C		C		L			C				
Showcase of good practice examples of innovation cooperation and private-public (T3.3)			C		L	C					C			
PUBLICATIONS														
Publication of a best practice guide, studies, reports and recommendation papers based on deliverables		D2.5 L	C	D2.3 L	C	D1.5 L D2.5 L	D1.4 L D2.5 L D3.1 L	D2.4 L	C	C		C		
Publication of short articles in topic specific journals, magazines or newsletters	ALL PARTNERS COMMITTED TO THE TASK													

EVENTS													
Planning and organisation of 3 annual H2020 events and smaller scale events around China (T1.3)			L			C	C		L	C			
Planning and organisation of 5 bi-annual Webinars on Chinese programs for Europeans (T1.5)					L	C			C				
Planning and organisation of 8 Workshops/trainings for RCPs/NCPs on H2020 (T1.1)						C	C		L	C		C	
Planning and organisation of 2 Workshops for Science Counsellors and STI Think Tanks (T3.2)				C	C	C	L			C	C		C
Planning and organisation of 2 Match making business tours (T3.3)			C		L	C					C		
Organisation of side events in major international conferences (small workshops/seminars on topics such as IPR, Innovation Management, Technology transfer) (T3.3)			C		L	C					C		
Planning and organisation of 2 Thematic conferences on joint research cooperation (T3.4)			L		C	C					C		
Planning and organisation of 3 major brokerage Events in Europe (T3.5)	C				C				C		L		
Planning and organisation of 2 Dialogue	C		L	L					C				C

roundtables (T2.1)															
Planning and organisation of 3 Policy discussion workshops (1 in Europe and 2 in China) (T2.1)	C		L	L					C					C	
Planning and organisation of periodic meetings between EU programs managers (T2.2)				L								C		C	
Planning and organisation of 2 Scenario planning workshops (T2.3)	C							L						C	
Planning and organisation of 3 Thematic workshops (T2.4)		L	C		C	L	L		C	C		C			
PARTICIPATIONS IN EXTERNAL EVENTS															
Presentations of project outcomes at external ICT events (M1-M36)	ALL PARTNERS COMMITTED TO THE TASK														
ASSESSMENT AND REORIENTATION OF DISSEMINATION ACTIVITIES															
Assessment of the project communication and dissemination activities (M12/M24)		L													
Re-organisation of the communication and dissemination strategy (M12 – M36)		L													
	<i>L = Leader</i> <i>C = Contributor</i>	FORTH	SIGMA	BSEAC	FFG	SPI	UNNC	EUREL	KF	CSTEC	CICTA / CAU	SEZ	APRE	PHEMONOE	Ass. Partners

TABLE 1 - PARTNER'S TASKS AND RESPONSIBILITIES FOR DISSEMINATION ACTIVITIES

1.3 Dissemination target audiences

At M3, partners have identified the following 4 main groups of stakeholders likely to be interested by the project outputs, and therefore targeted by the consortium for dissemination activities:

EU and Chinese Policy-makers & Funding agencies	European Commission Public Authorities at national, regional and local level involved in the development of STI policies Funding and Regulatory bodies Think Tanks Innovation Transfer Organisations Professional Associations
Chinese and Europeans Research communities	Research Institutes Independent researchers Students and universities involved in STI research topics European and Chinese Research and Technology organisations (RTOs)
Industry players	EU and Chinese Industrial companies and SMEs in particular EU and Chinese Clusters Private Corporations Innovation Agencies
Related EU or international initiatives	EU-China FP7 and H2020 projects Bilateral Initiatives between China and EU Member States

TABLE 2 – DRAGON STAR ^{PLUS} DISSEMINATION TARGET AUDIENCES

Their respective roles are defined in the table below

	Policy-makers & Funding agencies	Chinese and Europeans Research communities	Industry players	Related EU or international initiatives
Give feedback on project activities and results	X	X	X	X
Bring inputs on research findings, existing tools and best practices		X	X	X
Help actively support EU-China policy dialogues and their visibility	X	X	X	X
Enhance project's visibility		X	X	X

Help foster EU-China cooperation on STI R&D		X	X	X
Consider project outputs for defining new upcoming rules governing EU-China STI R&D cooperation	X			
Promote the project in their contact networks		X	X	X

TABLE 3 – ROLE OF DRAGON STAR ^{PLUS} TARGET AUDIENCES

1.4 Messages to be disseminated

DRAGON STAR ^{Plus} will produce a rich and diverse series of outputs. The following list summarizes the main outputs to be disseminated to the four identified target groups during the project lifetime:

WP1	<p>Outputs supporting the EU and Chinese Research community to be disseminated:</p> <ul style="list-style-type: none"> ▪ H2020 support and promotional mechanisms for Chinese researchers; ▪ Information about Chinese Funding opportunities for EU researchers; ▪ Analysis of qualitative Chinese participation in FP programmes.
WP2	<p>Outputs strengthening EU-China Policy cooperation on STI:</p> <ul style="list-style-type: none"> ▪ Recommendations for planning future bilateral/multilateral joint calls; ▪ Identification on Future scenarios for China’s research and innovation landscape up until 2030 in the light of current trends; ▪ Recommendations for future thematic priority (including Urbanization, FAB and ICT).
WP3	<p>Outputs improving STI Framework Conditions</p> <ul style="list-style-type: none"> ▪ Mapping of current European STI activities in China; ▪ Identification of main obstacles hindering EU-China cooperation; ▪ Recommendation to overcome identified obstacles and weaknesses; ▪ Good practice examples of innovation cooperation and private-public partnership between China and the EU and MS/AC.

TABLE 4 – MAIN OUTPUTS TO BE DISSEMINATED

1.5 Dissemination tools and channels

In order to successfully convey the above listed messages to the respective target audiences and reach the highest impact possible, the project consortium will refer to a tri level strategy involving (i) online and interactive tools and channels, (ii) non electronic tools and channels, and (iii) physical interactive tools and channels. By **dissemination tools** we mean all material supports used to present the content of the project to an external audience. By **dissemination channels** we mean all mediums through which the project results are transmitted and relayed to the target audiences.

Important - Some of the dissemination tools and channels will also be used for communication purposes.

1.5.1 ONLINE DISSEMINATION AND INTERACTION

Online presence will give the project vast exposure on the web, while providing the consortium with an additional channel to share project information and materials and exchange feedback with interested stakeholders.

1.5.1.1 Website and Help-Desk services

The **website** (T4.2) created and used by the DRAGON STAR project (www.dragon-star.eu) will be sustained and upgraded by FORTH to become more user-friendly and interactive. It will be used as a main repository of useful information and contacts for R&D S&T communities and industry players, including Horizon 2020 calls, Chinese research programs for European researchers and mapping of alternative funding sources. The platform will give key stakeholders public access to project resources and publications in addition to providing interested visitors with regular related news.

The **Help-Desk services available online** (T1.1) will be maintained and enriched, so that European and Chinese Research and Technology organisations (RTOs), just like private corporations, can continue to exchange with the DRAGON STAR^{Plus} experts.

The current **searchable online database of Chinese funding programmes** (T1.5), separated by thematic areas will be sustained, and will be updated constantly based on funding opportunities identified by the project team.

An **online mapping of current STI activities in China** (T3.1) will be undertaken by EUREL and made available onto the website. The information will be presented through an interactive European map, providing in a user-friendly easily accessible way, updated information on the main European activities in China. Stakeholders will be able to see in a compact and localized manner the on-going activities, their geographical distribution and focus and the key players involved. The final visualization will meet the most updated technological requirements for such interactive tools.

Good **practice examples of innovation cooperation and private-public partnership** from China and the EU and its member states and associated countries will be collected on the occasion of the matchmaking business tours and side event by SPI (T3.3) and made available onto the website

The website will be maintained beyond the end of the DRAGON STAR^{Plus} project in order to ensure the project's results sustainable dissemination and impact.

ACTION PLAN

- At M2 FORTH draft specifications for website updates
- At M3 FORTH takes over the previous DRAGON-STAR website;
- FORTH updates the website with useful information and contacts for R&D communities, and industry players at least every 6 months, based on inputs from partners;
- EUREL elaborates and updates the online multi-layer map depicting information on of EU research institutes, innovative SMEs and innovation funding agencies in China all along the project lifetime
- SPI upgrades the online Help-Desk services and searchable online database of Chinese funding programmes; In addition SPI gathers good practices examples following the organisation of the matchmaking business tours and send them to FORTH to update the website.
- Search Engine optimization (SEO) parameters and web statistics will be performed and analysed to drive more visit to the DRAGON STAR^{Plus} website;
- The project website is maintained beyond the end of the project lifetime.

1.5.2 NON-ELECTRONIC DISSEMINATION

1.5.2.1 Project public deliverables

A major expression of external dissemination is the production of deliverables. Over the entire project duration, the DRAGON STAR^{Plus} consortium will produce a wide range of official deliverables. All of them will be made publicly available onto the project website resources area in order to spread the project excellence and disseminate knowledge as widely as possible.

ACTION PLAN

- Project deliverables are drafted using the Word template designed at the beginning of the project and are systematically shared with FORTH when finalized;
- A list of key deliverables to be reviewed by the Advisory Board before final submission to the EC will be drafted by APRE at M3;
- The final compressed PDF version of deliverables is systematically given to FORTH so that it can be uploaded on the project website for general public to access.

1.5.2.2 **Project publications:**

Even though not properly detailed in the DoA, the DRAGON STAR^{Plus} consortium commits to release tailored publications showcasing project outputs. Those publications will be based from the results of the activities, including but not limited to **best practices guides, study reports and recommendation papers**, namely:

- A “Moving to China” Best Practice guide for EU researchers; (T1.5)
- A study report on qualitative Chinese Participation in FP programmes; (T1.4)
- A recommendation paper on future bilateral/multilateral joint calls; (T2.2)
- A study report on future scenarios for China’s research and innovation landscape up until 2030 in the light of current trends; (T2.3)
- Recommendation papers for future thematic priorities for EU-China STI cooperation; (T2.4)
- A strategic report to overcome identified obstacles and weaknesses hindering EU-China STI cooperation. (T3.2)

Project publications may also include **articles** in topic-specific journals, magazines and newsletters.

ACTION PLAN

- Over the project duration, project partners commit to release 5-10 publications.
- Each time they identify one interesting Call for papers/articles they wish to apply to, the partners are invited to complete the internal online table to provide information on.
- Before submitting a scientific publication, partners are invited to send a draft version to the consortium members According to Art. 29 of the Annotated Model Grant Agreement of the European Commission. (V2.0.1, May 2015) “Beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of - unless agreed otherwise — at least 45 days, together with sufficient information on the results it will disseminate.”
- Therefore, “Any other beneficiary may object within — unless agreed otherwise — 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests. »
- According to Art. 29 of the Annotated Model Grant Agreement of the European Commission. (V2.0.1, May 2015) « Each beneficiary must ensure open access (free of charge, online access for any user) to all peer-reviewed scientific publications relating to its results.”
- SIGMA transforms each publication into a slick looking eBook, that FORTH makes available through the project website;
- All partners contribute to the promotion and dissemination of the various publications.

1.5.3 PHYSICAL INTERACTIVE DISSEMINATION

1.5.3.1 *Project events*

Project events will come as a dissemination support to WP1, WP2 and WP3's objectives. They will help spreading the project outputs to the respective target audiences, facilitate valuable feedback from respective stakeholders, and provide ground for policy discussion and brainstorming.

(i) Events promoting H2020 in China and reciprocity

- **Events on H2020 (T1.3).** Three large annual events will be organised by CSTECH and BSEAC to promote H2020 in China, present the new calls (especially the topics with strong Chinese interest) and highlight alternative funding mechanisms for the Chinese participants. The project H2020 events will raise substantial media coverage, and will demonstrate the support and commitment of the Chinese Ministry of Science and Technology (MoST) to enhance bilateral cooperation.
- **Webinars on Chinese programs for Europeans (T1.5).** In complement to the Best Practice Guide for EU researches moving to China, **5 bi-annual webinars** be potentially organised by SPI at M4/5, M12, M16, M24 and M29 (see tentative schedule of events hereafter). These webinars will inform EU researchers about the open funding programmes in China.
- **Training/workshops for NCP's on H2020 (T1.1).** A total of eight training/workshops will be probably organised at M8 (x4) M9 (x5) as part of Tour of China, M15/16 and M27/28 (see tentative schedule of events hereafter) by partners CSTECH, CAU and UNNC. These trainings will inform the Regional Contact points (RCPs) in China about the H2020 collaboration opportunities with Europe and train them to provide direct support to researchers. It is to note that the already planned activities are already surpassing the obligations mentioned in the DoA.

(ii) Events enhancing EU-China STI

A wide range of project events will furthermore be organised by the DRAGON STAR ^{Plus} consortium to improve STI Framework Conditions including:

- **Workshops for Science Counsellors and STI Think Tanks (T3.2).** Two workshops focusing on Science Counsellors and on STI Think Tanks based in China that are active in analysis and foresight activities will be organised at M18 and M36 by EUREL to discuss and highlight specific challenges.
- **Matchmaking business tours and side events in major international conferences (T3.3).** Two business tours, bringing together European R&D managers from the universities, research

institutes and companies visiting important international events such as the annual ITTC - International Technology Transfer Congress in China that aims at generating concrete results of cooperation are expected to be organised by SPI at M14 and M26 (see tentative schedule of events hereafter). In addition, the project will organize side events in the major international conferences (in forms of small workshops/seminars on topics such as innovation management, intellectual property rights, and technology transfer between EU and China, contributing to the study of the innovation system in China.

- **Thematic conferences on joint research cooperation (T3.4).** Two thematic conferences will be hosted by BSEAC at M18 and M32 to further increase public awareness of the initiatives and ensure the extensive involvement of a wide array of stakeholders. In addition, special sessions of matchmaking for European and Chinese research communities will be organized to facilitate in-depth discussion for future collaboration based on their common interests.
- **Brokerage events in Europe (T3.5).** As discussed during the project kick-off meeting, the task has been slightly modified to better fit the identified needs. Therefore, three brokerage events (one per year) will be supported to promote research partnerships with European H2020 consortia and organisations. They will be organised by SEZ in cooperation either with Enterprise Europe Network or with European NCP networks. It is expected that the first one will take place within the International SPACE week in Rome on October 19-23 (M9), while the two other ones are expected to take place around M15-M17 and M26-M28 (see tentative schedule of events hereafter).

(iii) Policy discussion platforms

The dialogue events listed below will be generated by the DRAGON STAR ^{Plus} project to provide opportunity for policy dialogue on cooperation between Europe and China.

- **Dialogue roundtables (T2.1).** In cooperation with the EC two dialogue roundtables will be arranged by partner FFG and BSEAC so as to enhance direct dialogues among European and Chinese policymakers, research communities, funding agencies and industry leaders and collect the results of the face-to-face communications and brainstorming. This event will be organised in the framework of relevant conferences organised by the EC. The tentative schedule cannot be provided yet, as dates should be agreed in accordance with the EC.
- **Policy-discussion workshops (T2.1).** Three policy discussion workshops (two in China and one in Europe) will be organized by partners FFG and BSEAC. These workshops will focus on concrete topics of policy discussions and initiate feasible joint research cooperation and concrete projects funded by European and Chinese funding. A first workshop for Funding Agencies is discussed to take place in 15-16 October 2015 in conjunction with the EU-China Innovation Summit. The event will probably focus on ERA-NET like activities (e.g. smart cities) and involved funding agencies from Europe and China.

- **Periodic meetings between European program managers (T2.2).** Meetings will be organised periodically between European program managers to facilitate the exchange of experiences, the identification of common topics of interest, the exchange of best practices, define framework conditions and finally to support the planning of joint calls through a recommendation paper for policy makers (including EC, SFIC, national funding agencies and relevant stakeholders in Europe and China).
- **Scenario-planning workshops (T2.3).** Two one-day expert meetings will be organised by KF at M4 and M5 to explore possible future scenarios with regards to China’s research and innovation landscape 2030, in the light of current trends. At the time of writing, a first meeting is planned for May 22, 2015 in Shanghai, while the second one will take advantage of the 6th INCO conference to be held in June 15, 2015 in Beijing.
- **Thematic workshops (T2.4).** Three bi-regional consultation events on the three priority areas identified between the EC and China (Urbanisation led by UNNC, Bio Economy led by EUREL, and ICT lead by SIGMA) will be organised in the period between M18 to M23. The exact dates will be defined once more information of common priorities between the EC and China have been released around May or June 2015. These thematic events will help identify key thematic areas and priority topics, successful/recently established innovation measures and instruments, long term strategies, schemes supporting the commercialization of research in the two regions, and best practices examples. Possibilities for establishing new bi-regional joint initiatives will furthermore be discussed.

1.5.3.2 *Participation in external events*

This channel of dissemination will be used to facilitate knowledge sharing, personal interaction, and community building with targeted audiences from the EU and China during related S&T events, trade fairs and exhibitions.

DRAGON STAR ^{Plus} partners will use their **participation in external events** as an additional opportunity to establish synergies with other initiatives having similar scope (other projects focusing on China, institutions, agencies) in order to avoid duplication of effort and save resources.

All partners will look for major events in the field to contribute to and report their contributions to SIGMA.

ACTION PLAN

- Sigma drafts an indicative list of target events and circulate it among partners (see below);
- Project partners complete the table with inputs on additional interesting meetings they identified;

- Partners inform and provide details on their planned participation to future events to WP4 partners;
- After each external event they contributed to, partners send to WP4 partners a short news providing info on their actual participation, to be posted on the project website by FORTH.
- After each external event they participated in, partners are invited to answer the “external event contributions” survey elaborated to collected useful information and easing the reporting and evaluation process:
<https://surveyplanet.com/555f343d6325f2a709f27b84>
- By M24, consortium members commit to contribute to participate in 10-15 external events where they can showcase the project latest results; distribute project documentation; Network with other on-going related activities, in order to incorporate project’s efforts into a wider context of international cooperation;

A tentative list of external events is presented below:

Name	Place	Date
ITTC - International Technology Transfer Congress 2016	TBD	2016 (TBD)
CHOICE Final event	Lisbon (Portugal)	19/10/2015
ICITA 2016 China - International Conference on Information Technology and Applications	Shanghai	31/01 to 03/02/2016
SEMICON China 2016	Shanghai	15 to 17/03/2016
China Executive Tour 2016	TBD	2016 (TBD)
China High Tech fair 2015/2016	Shenzhen	
6 th INCO conference	Beijing	15/06/15
7 th INCO conference	TBD	2016 (TBD)
ASEAN-EU STI days	TBD	2016 (TBD)
EU-China Innovation Summit.	TBD	15-16 October 2015 (TBC)

TABLE 5 – TENTATIVE LIST OF EXTERNAL EVENTS

1.5.3.3 Data collection and protection regarding contacts made on the occasion of external events

Only the contacts of interested stakeholders, who have signed the consent form available in Annex 3 of this deliverable, can be reused by the consortium members to send appropriate information on the project (i.e through newsletters or email blasts). All other contacts gathered will not be added onto

project database, except if stakeholders send prior written consent to confirm their opt-in (i.e. email, etc.)

1.5.4 CHOOSING THE RIGHT TOOLS AND CHANNELS FOR THE RIGHT AUDIENCE

The figure below presents an overview of DRAGON STAR^{Plus} tools & channels to be used to disseminate the information to the relevant dissemination target groups.

Dissemination tools and channels	MAIN TARGET GROUPS			
	Policy-makers & Funding agencies	Chinese and Europeans Research communities	Industry players	Related EU or international initiatives
Project documentation				
Project flyer		X	X	X
Project brochure		X	X	X
Project poster		X	X	X
Reference PPT presentation		X	X	X
Project publications				
Press releases		X	X	X
Project newsletters		X	X	X
Project deliverables	X	X	X	X
Online presence				
Project website		X	X	X
Related websites	Depending on specific website			
LinkedIn		X	X	X
Twitter		X	X	X
YouTube		X	X	X
Weibo		X	X	X

Related social media		X	X	X
Events				
Events promoting H2020 in China and reciprocity	X	X	X	X
Events enhancing EU-China STI	X	X	X	X
Policy discussion platforms	X	X	X	X
Contributions to external events	Depending on specific event			

TABLE 6 – PROJECT TOOLS AND CHANNELS

1.6 Expected Impact of the dissemination activities

DRAGON STAR ^{Plus} aims at promoting a structured dialogue and create collaborations between European and Chinese R&T stakeholders with an outreach far beyond the consortium membership. The present DCP has been developed to help the consortium reach those stated objectives. Not only the best technologies and techniques will be used to disseminate project outputs, but constant monitoring and in depth evaluation will also be carried out to gauge the impact of the dissemination actions.

Monitoring involves a systematic collection of data and reporting of information from the on-going dissemination activities. This information against pre set key performance indicators (KPI's) will be analysed. Results will deliver final verdict on the impact and success of the dissemination process.

Project website	300-400 unique visitors expected per month.
Publication	Partners release 5-10 tailored publications showcasing project outputs; incl. best practices guides, study reports and recommendation papers, as well as articles in topic specific journals, magazines or newsletters.

Project events	<p>3 events on H2020 targeting 30-50 attendees.</p> <p>5 Webinars on Chinese programs for Europeans targeting 15-30 participants.</p> <p>8 Training/workshops for NCP's on H2020 targeting 15-30 participants.</p> <p>2 Workshops for Science Counsellors and STI Think Tanks targeting 15-30 participants.</p> <p>2 Matchmaking business tours involving 35-50 participants.</p> <p>2 Thematic conferences on joint research cooperation targeting 50-70 attendees.</p> <p>1 Event in Europe targeting 30-50 attendees.</p> <p>2 Dialogue roundtables targeting 15-30 participants.</p> <p>3 Policy-discussion workshops targeting 15-30 attendees.</p> <p>Periodic meetings between European program managers targeting 15-30 participants.</p> <p>2 Scenario-planning workshops targeting 15-30 participants.</p> <p>3 Thematic workshops targeting 30-50 participants.</p>
Participation in external events	<p>A contribution to 10-15 external events is recorded at M36.</p>

TABLE 7 – PROJECT DISSEMINATION KEY PERFORMANCE INDICATORS

2. COMMUNICATION STRATEGY AND MASTER PLAN

2.1 Objectives of the communication activities

In support to target dissemination activities, broad **communication actions** will be undertaken to promote project objectives, activities and findings in a clear and intelligible way to the EU and Chinese citizens and civil society at large. The DRAGON STAR ^{Plus} communication strategy will pursue the following objectives:

- **Raise public awareness and ensure maximum visibility** of the project key facts, objectives, activities and findings among EU and Chinese public at large;
- **Announce and promote** DRAGON STAR ^{Plus} events, contributing to upgrade its attendance and engagement potential;
- **Support** the dissemination objectives.

As explained already, SIGMA will carry out the leadership of the project communication activities following the dissemination strategy defined in the present DCP. SIGMA will set up the most appropriate mechanisms and tools for maximum visibility and impact ensuring that all partners

contribute to communication activities, and assess the communication results. The following list presents in more details each partner’s tasks and responsibilities regarding communication actions:

Communication activities	FORTH	SIGMA	BSEAC	FFG
LOGO AND GRAPHIC IDENTITY				
Creation of the project logo and visual identity (M1)	L	C		
Production of templates for deliverables and standard PowerPoint presentations etc. (M2)	L	C		
PRINTED MATERIALS				
Production and distribution of project communication materials: a project factsheet (M2), a brochure (M3), a 4-page project brochure (M9, revised M20) and a project poster (M9)	L	C		
Production and distribution of promotional material on H2020 in English and Chinese: first version of a brochure, standard PPT, poster (M8)		L	C	
INFOGRAPHICS				
Production of infographics (M1 – M36)	L	C		
VIDEOS				
Creation of a promotional video trailer presenting the project (M4)		L		
Creation of a video on H2020 (M10)	L		C	
PRESS RELEASES				
Production of press releases (M1 - M36)		L		
NEWSLETTERS				
Production of quarterly e-Newsletters (M1 - M36)		L		
WEBSITE				
Upgrade and management of the website (former DRAGON-STAR website) (M1 – M36)	L			
SOCIAL MEDIA				
Publication of the project social media strategy (M3)	L			

Update and management of the EU social networks, incl. project LinkedIn and Twitter accounts (M3 - M36)	L			
Creation and management of the Chinese social networks, incl. Web-chat and Sina Weibo (M3 - M36)	C		L	
ASSESSMENT AND REORIENTATION OF COMMUNICATION ACTIVITIES				
Assessment of the project communication and dissemination activities (M12)		L		C
Re-organisation of the communication and dissemination strategy (M12 – M36)		L		C
<i>L = Leader</i> <i>C = Contributor</i>	FORTH	SIGMA	BSEAC	FFG

TABLE 8 – PARTNER’S TASKS AND RESPONSIBILITIES FOR COMMUNICATION ACTIVITIES

2.3 Communication target audience

Besides disseminating project results among the S&T research community, policy-makers and funding agencies, and STI industry players in Europe and China, DRAGON STAR^{Plus} will make a particular effort towards communicating project information to a wider audience, including the **EU and Chinese citizens and civil society at large**.

2.4 Messages to be distributed

The information provided in an easy-to-understand, non-technical fashion through the various communication activities will include:

- DRAGON STAR^{Plus} **key facts, objectives and expected results;**
- DRAGON STAR^{Plus} **events;**
- DRAGON STAR^{Plus} **outputs and outcomes.**

2.5 Communication tools and activities

To reach the above listed goals, DRAGON STAR^{Plus} will produce and use a set of modern communication tools and channels described below. Please note that some of them will also be used for dissemination purposes.

2.5.1 LOGO AND GRAPHIC IDENTITY

The highly recognizable branding (**colours and general design**) of the previous DRAGON-STAR initiative will be re-used for the follow up project. The DRAGON-STAR **official logo** will be derived to include slight changes and be used as a new identifier for the DRAGON STAR ^{Plus} project.

Based on the same colour palette, fonts and logo, a **set of templates** will be designed by FORTH. The templates will ensure that the DRAGON STAR ^{Plus} visual identity is consistent through the duration of the project. This set of templates will include:

- A template for project deliverables;
- A template for general project documents;
- A template for project PowerPoint presentations;

ACTION PLAN

- FORTH designs a draft project logo and visual identity at M1, and designs the set of templates by M2;
- Project partners approve the project logo and visual identity before it is used for any project communication purpose, and approve the different templates;
- FORTH uploads the templates onto the restricted area of the project website so that they are accessible to all partners, and the project logo onto the public part of the website for public awareness.

2.5.2 MEDIA KIT

A pre-packaged set of promotional materials of the project will be developed and distributed through various mass media channels for publicity use. This media kit including a project fact sheet, a poster and a project brochure will allow the project consortium to reach large audiences in a short period of time.

The **project fact sheet** will be produced at M2 while a first version of a **4-page project brochure** will be published at M9. An updated version of the project brochure will be released at M20, when project outputs are substantial.

A **project poster**, designed by FORTH at M9, will work as a communication tool with great visual impact to illustrate key project concepts. The project poster will be displayed at the project events and, whenever possible, at exhibition events to which project partners will participate.

The project fact sheet, brochure and poster will be uploaded in electronic format onto the project website as from its production and it will be easy to download and share.

ACTION

- FORTH designs the project fact sheet at M2, as well as the project brochure at M3



PLAN

- and the poster at M9;
- Partners gives approval prior to any diffusion;
- FORTH uploads the electronic version of the media kit onto the website and its restricted area, so that it is accessible to both the general public and the partners/EC;
- Partners send electronic copies to relevant contacts in order to raise initial awareness on the project;
- An updated version of the project brochure is produced at M20 following the same procedure;
- At least 1000 copies of the fact sheet and 1000 copies of each version of the project brochure are printed and distributed by the end of the project.

2.5.3 INFOGRAPHICS

Infographics, and other novel techniques for the visual presentation of information, will be utilised to communicate important project outputs in non-technical language to the broad EU and Chinese civic society.

ACTION PLAN

- FORTH designs as many visually engaging infographics needed to simplify complex messages to viewers;
- Partners validate the content of the infographics;
- SIGMA disseminates the infographics among the DRAGON STAR^{Plus} network of contacts, and FORTH uploads it onto the project website so that they remains accessible to the general public;
- Partners send the infographics through their extended networks of contacts to maximize awareness.

2.5.4 WEBSITE

The **project website** is intended to serve as a main dissemination as well as communication tool. It will be used as a gateway to diffuse project information as widely as possible. This website will include multimedia content and informative pages presenting the DRAGON STAR^{Plus} partnership, concept, vision, objectives and activities. The dynamic website will benefit from an eye-catching design and will be easy to navigate on. It will be accessible by the EU and Chinese citizens at large with tablets and smartphones and will be linked to and from other tools and content developed by other EU-Chinese S&T related on-going initiatives.

Every effort will be made to make the project website active for several years after the end of DRAGON STAR^{Plus}.

See action plan in Section 1.

2.5.5 SOCIAL NETWORKS & SOCIAL MEDIA STRATEGY

The **project social media strategy** will be drafted at M3, focusing on strengthening the project presence in the European and Chinese Social Media, and attached to this deliverable.

Social media activities will help increase the project impact and relay information as widely as possible in Europe and China. Considered as powerful interactive media tool, they will serve as a platform to discuss, comment, consult and suggest research and policy topics with different stakeholders at different levels.

The DRAGON STAR^{Plus} social network will embrace:

- 1) **A LinkedIn group.** The current DRAGON-STAR LinkedIn group ([DRAGON-STAR¹](#)) will continue to serve as platform for discussion, interaction, collection of information, and communication of the project outputs, to experts (from research, industries, SMEs, NGOs, local authorities, etc).
- 2) **A Twitter account.** The current Twitter account ([@DRAGONSTAREU²](#)) will be used to inform the broader community about both technical and less technical information.
- 4) **A YouTube account.** An account ([DRAGONSTAR PROJECT³](#)) has been created to disseminate all promotional video on the web.
- 5) **We Chat, Sina Weibo, Youku and Emuch accounts.** The project partners will utilise, in parallel with the Western media, alternative platforms available in China like Sina Weibo, Youku and emuch, and provide information in both English and Chinese.

A Web Chat and Sina Weibo account, being the most popular social media platform in China, will be opened to release real-time tailored-made news to Chinese researchers.

For further detail on the DRAGON-STAR Plus project social media and action plan for the duration of the project, please refer to the project social media strategy documents in Annex 1 and 2 of this deliverable.

2.5.6 PRESS RELEASES

Press releases (PR) will be widely disseminated to outside media outlets to announce important news about the project.

¹ <http://www.linkedin.com/groups/DRAGONSTAR-4724980>

² <https://twitter.com/dragonstareu>

³ <https://www.youtube.com/channel/UCG6sEDqDkqfpMMKHi3VZMGQ>

**ACTION
PLAN**

- FORTH prepares a PR for the project launch at M1 and SIGMA prepares additional PR for any important announcement (milestones, major achievements, important publication etc.);
- Partners validates the content of the press releases prior to any diffusion;
- SIGMA disseminates the PRs among the DRAGON STAR ^{Plus} network of contacts, and FORTH uploads it onto the project website resources area so that they remains accessible to the general public;
- Partners send the press release through their extended networks of contacts to maximize awareness.

2.5.7 NEWSLETTERS

Project newsletters, released on a quarterly basis, will enable the consortium to update the project community with latest project activities and results.

**ACTION
PLAN**

- SIGMA designs a template of project newsletters at M2;
- Partners provide content for the newsletters and invite additional contacts to subscribe to the newsletter;
- SIGMA prepares an edition every 3 months based on partners' inputs;
- SIGMA releases the newsletters at M3, M6, M9, M12, M15, M18, M21, M24, M27, M30, M33 and M36 through an e-mail blast to registered community members;
- FORTH uploads each newsletter edition on the website, for the general public to access.

2.5.8 VIDEOS

A short **promotional video** introducing the project, its partnership and activities will be created at M4. An additional promotional video on H2020 opportunities will be produced at M10. Those attractive videos will be posted onto the project website and relayed through the YouTube and Youku platforms for maximum visibility.

**ACTION
PLAN**

- SIGMA creates a promotional video trailer to present the DRAGON STAR ^{Plus} project at M4;
- SIGMA creates a video on H2020 at M10;
- Partners create as many additional short videos as needed, including webinar recordings and event trailers during the project lifetime.
- FORTH posts the videos onto the project website and YouTube for maximum

- visibility. BSEAC posts the videos on the Youku channel.
- Partners promote these videos through their respective channels

2.6 EC Communication Guidelines

The consortium partners commit to follow the EC guidelines⁴ on communication and will therefore include in all dissemination and communication materials:

(i) The sentence: « The research leading to these results has received funding from the European Union's H2020 Programme under grant agreement n° 645775. » on any of the publications that will be elaborated under the scope of the project.

(ii) A disclaimer stating that any communication or publication related to the action, made by the beneficiaries jointly or individually in any form and using any means reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains.

2.7 Expected Impact of the communication activities

A series of Key Performance Indicators (KPIs) are detailed below. These KPIs, in addition to monitoring tools such as Google Analytics, Twitter Analytics, etc, will be used to evaluate the overall impact of the project communication activities.

Communication activities	TARGET STAKEHOLDERS				
	Policy-makers & Funding agencies	Chinese and Europeans Research communities	Industry players	Related EU or international initiatives	General Public
Visual identity	Used in all communication and dissemination tools (printed and online).				
Printed materials	At least 1000 copies of the fact sheet and 1000 copies of each version of the project brochure will be printed and distributed.				
Infographics	Each infographics is promoted on 5-10 external platforms.				
Videos	The project promotional video gets 100-300 views on YouTube and Youku. The promotional video on H2020 gets 300-500 views on YouTube and Youku.				
Press Releases	Each project press release is relayed via 5-10 external				

⁴ Article 29 of the Annotated Model Grant Agreement of the European Commission. V2.0.1, May 2018

	dissemination platforms.	
Newsletters	1000 – 1500 new subscribers have register to the project newsletters by M36.	
Website	500 - 600 unique visitors per month.	

TABLE 8 – PROJECT COMMUNICATION KEY PERFORMANCE INDICATORS

3. ROADMAP FOR THE DISSEMINATION AND COMMUNICATION ACTIVITIES

The following roadmap has been designed to reach the dissemination and communication objectives previously defined in a timely and adequate manner:

1. PLANNING OF ACTIVITIES (M1 – M3)

Identify the dissemination strategy and plan to ensure the best impact of DRAGON-STAR Plus outcomes;

2. IMPLEMENTATION PHASE (M3 – M36)

Produce a comprehensive set of tools (supports and channels) to diffuse key messages extracted from research results to the identified targeted groups in a way that encourages them to factor the research implications into their work;

3. MONITORING ACTIVITIES (M3 – M36)

Carefully analyse and assess the impact and success of dissemination activities against pre-established key performance indicators (KPI's);

4. SUSTAINABILITY (M24 – M36)

Identify and set up the mechanisms needed to ensure persistent and long-lasting visibility of DRAGON-STAR Plus outcomes.

4. SYNERGIES WITH ONGOING INITIATIVES

DRAGON STAR ^{Plus} will seek to enhance current links and synergies with other stakeholders or similar initiatives. The former Dragon-STAR's open networking policy will facilitate the creation of new stronger synergies with SFIC, Funding Agencies, Think Tanks, Projects, EC services and with the Scientific Advisors in embassies in China.

The main concept is to create synergies, share resources and avoid work duplication. DRAGON STAR Plus will maintain a synergetic culture focusing on the results and objectives. Under this vision, collaboration will be proposed to all the relevant stakeholders.

At the same time, the project team will take advantage of the already established links with ongoing or previous initiatives:

Projects

The consortium is involved or has established links and on-going collaboration with several projects focusing China. The cooperation will continue with the following EU funded projects by inviting current or former consortium members to take part in the project activities. In addition, H2020 funded projects will be added to the list once launched:

- **INCONTACT 2020 (FP7):** On-going project for the Coordination of the INCO NCPs – the 6th INCO Conference will take place in Beijing in June 2015 (www.inco-conference.eu).
- **STI China (FP7):** Science, Technology and Innovation Performance of China (on-going project).
- **CHOICE (FP7):** ICT project aiming to support cooperation with China in the ICT field (on-going project). (T2.3)
- **ECIAO (FP7):** ICT project aiming at facilitating coordination and support to EU-China cooperation on Future Internet Experimental Research (FIRE) and IPv6 (on going project)
- **OPEN CHINA ICT (FP7):** Concluded project aiming to support cooperation with China in the ICT field.
- **SPRING (FP7):** Concluded project aiming to support cooperation with China in the field of Environment.
- **ChinaAccess4EU (FP7):** Concluded project aiming to support the reciprocity with China.
- **URBAN China (FP7):** Concluded project focusing on Urbanizations aspects.

EU Initiatives

- **Enterprise Europe China (EEN):** The network of Technology Transfer Offices, is also running a network in China which is already associated with DRAGON-STAR. (T3.5)
- **IPR Help-Desk:** The IPR Help-Desk office in China is a dynamic initiative offering valuable services to European RTOs and Private Corporations. FORTH, APRE and SEZ are part of the EU's IPR Helpdesk Ambassadors Team2 and further cooperation will be proposed towards China.
- **EURAXESS LINKS:** EURAXESS Links and the former DRAGON STAR project were already cooperating on the mapping of Joint RTOs in China, in the joint organisation of promotion activities, and in the dissemination information.
- **NCP Networks:** APRE, FFG, FORTH and SEZ are NCPs for Horizon 2020. The current cooperation with the NCP networks will be maintained, mainly towards the dissemination of thematic info information to China.
- FFG has established working contacts with the **Joint Programming Initiative Urban Europe** and the related **ERA-NET COFUND Smart Cities and Communities** (ENSCC) in order to

support these two initiatives with respect to their outreach activities towards China (in the specific thematic area urbanization).

National Initiatives -Funding Agencies

- **SFIC:** The SFIC task force for China has been contacted and agreed to participate in the Advisory Board. The Austrian FFG will be the link with SFIC.
- **Finland:** The Academy of Finland is an Associated Partner of DRAGON-STARPLUS
- **Denmark:** The Danish Agency for Science and Technology is an Associated Partner of DRAGON- STARPLUS
- **Italy:** CNR and INVITALIA is an Associated Partner of DRAGON-STARPLUS .
- **Turkey:** TUBITAK, the Turkish responsible body is an Associated Partner of DRAGON-STARPLUS.
- **Greek –China bilateral program:** FORTH was nominated by the Greek Secretariat for Research and Technology to support the implementation of program.
- **CAS, CAAS, CASS:** The partners are already in cooperation with Chinese Academy of Science, the Chinese Academy of Agricultural Sciences, and the Chinese Academy of Social Sciences.

6. POTENTIAL REORIENTATION OF THE DISSEMINATION AND COMMUNICATION STRATEGY

Dissemination and communication activities are planned to help the consortium meet the project objectives including;

- Strengthening European and Chinese STI cooperation;
- Supporting EU-China policy dialogues;
- Improving EU-China Science Technology and Innovation (STI) Framework Conditions.

All the various stages of the project rely on professionals transferring appropriate and relevant information to implement the project's requirements. As the project unfolds and the plan is realized, information must be widely distributed to the appropriate target communities, at appropriate times, via appropriate methods.

An assessment of the project communication and dissemination activities (Task 4.4) will take place in M12 and M24. A short report will provide feedback on the project participants and will feed a re-organisation of the communication and dissemination strategy.

ACTION PLAN

- FORTH and SIGMA set up monitoring tools once all channels are created (Google analytics, Twitter analytics, etc.)
- The present DCP is carefully revised by the Advisory Board to provide guidance



- SIGMA releases a survey at M11 and M23 to receive feedback from the project participants and stakeholders
- SIGMA with the support of FFG assess the project results in comparison with the KPIs and provide an in-depth analysis and reorientation of the project communication and dissemination activities at M12 and M24.

ANNEX 1 – WESTERN SOCIAL MEDIA STRATEGY (T4.3)

1.1 Strategy Overview:

This strategy plan is designed to outline FORTH's actions and efforts for the implementation of Task 4.3 of the project.

The current document describes the current situation and the overall planning towards the utilization of Western Social Media for the dissemination of project activities, and the communication with different stakeholders.

The overall vision is to double the number followers in DRAGON-STAR^{Plus} social media. The strategy towards this goal is described in the following paragraphs.

1.2 Role of FORTH:

FORTH is the administrator of the Western Social Media (LinkedIn, Twitter, YouTube), while other partners, such as SIGMA are also significantly contributing on content production.

FORTH will use metric tools, such as Twitter Analytics, and to analyse the presence in the social media and measure the overall performance.

1.3 Western Social Media specifications and objectives

The Western Social Media campaign will be based upon the platforms already developed under the previous DRAGON-STAR project. The SM used and their characteristics are the following:

- **LinkedIn** (<https://www.linkedin.com/groups/DRAGONSTAR-4724980/about>)
LinkedIn is the primary social media platform utilized by Dragon-Star, acting as an interactive communication channel with different stakeholders in Europe and China. The group is private and accepts new members only after approval by the administrators.

The project's LinkedIn group at the beginning of DRAGON-STAR^{plus} had around 180 members of diverse profiles and ethnicity, while the overall objective is to double the Group members and to increase the interaction between the group members.

The current profile of the LinkedIn group is presented in the following picture.

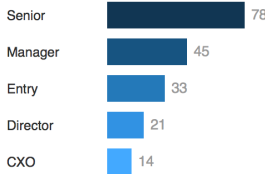


STARTED ON
November 20, 2012

MEMBERS

243

SENIORITY



COMMENTS LAST WEEK

2

LOCATION

9% Greece

FUNCTION

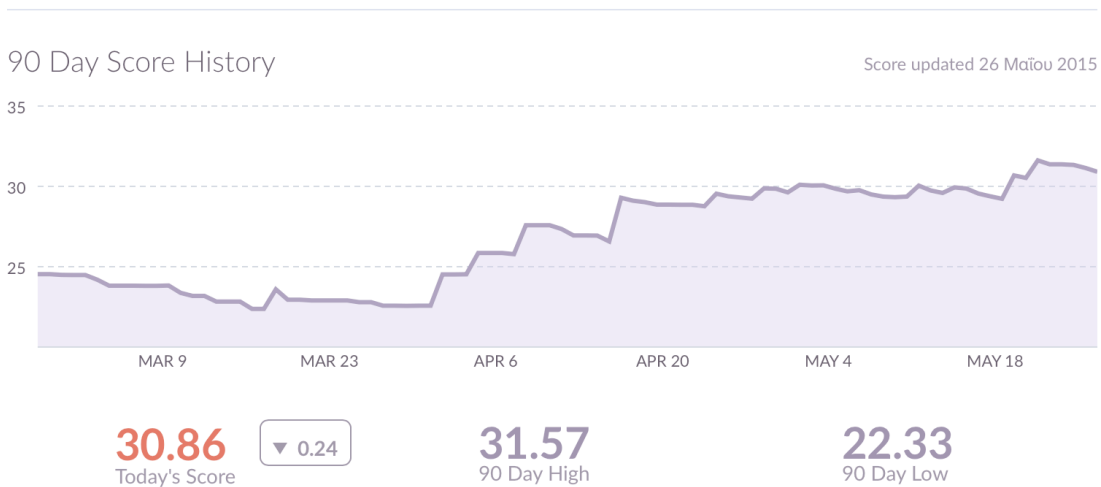
22% Research

▪ **Twitter** (<https://twitter.com/DragonStarEU>)

Twitter is used mainly to communicate and interact with the European community, as Twitter is available in China only through a VPN connection. The Dragon-Star twitter account had 510 tweets (until 31/1/2015, before the start of the DRAGON STAR ^{plus}) and 90 followers from Europe and China. The objective is to double the total number of followers and increase the impact.

The latest impact performance (as measured by Klout.com) is presented in the following picture.

Measure and track your impact



▪ **YouTube Channel** (<https://www.youtube.com/channel/UCG6sEDqDkqfpMMKHi3VZMGQ>)

Promotional videos will be edited and uploaded on the DRAGON STAR ^{plus} YouTube channel (as well as at the Chinese, Youku platform and emuch websites). The objective is to further utilize the video capabilities for effectively promoting project activities and outputs.

ANNEX 2 – CHINESE SOCIAL MEDIA STRATEGY (T4.3)

2.1 Strategy Overview:

This strategy plan is designed to outline BSEAC's actions and efforts for the implementation of Task 4.3 of the project.

Chinese Social Media Platforms will be utilised to reach both special stakeholder groups but also the broader society.

BSEAC will increase the presence, to attract candidates to interact with the project and to develop and promote all the actions during the whole period of the Dragon-Star Plus project.

2.2 Role of BSEAC:

Responsible of the Chinese Social Media (Sina Weibo, Wechat, Emuch and Youku): content production, metrics and evaluation of performance.

2.3 Chinese Social Media Specifications:

The Chinese Social Media campaign will be mainly developed through three specific tools:

- **WeChat:** Chinese most famous instant messaging and calling application. Apart from being the most used among the whole Chinese society, Wechat is also among the most functional and effective ones, as it combines the service of instant messaging and calling (which will allow to keep a real-time interaction with all the public), with the one of posting web-links, videos, pictures, news in an unlimited way and to all the people that joined our group. By now, Wechat is the most popular Social Media in China.
- **Sina Weibo:** similar to the well-known LinkedIn or Facebook, Sina Weibo has the same functions and the same use, but is more used among the Chinese society (which is still not totally accustomed to the "Western" Social Media, due to the restrictions that still affect many of those here in China).
- **Youku and emuch websites:** promotional videos will be edited and uploaded both on Youku platform and emuch websites, and then linked to the Wechat and Sina Weibo platforms, to reach the maximum audience.
- A promotional Video on Horizon 2020 will be also created and disseminated through the Youku and emuch websites.

2.4 Dissemination and Interaction – Chinese Social Media Strategy Plan:

BSEAC, as responsible for the project dissemination and interaction through the Chinese Social Media, and in order to attract candidates to interact with the Dragon-Star Plus Project and promote it among the European and Chinese community, will implement the following strategy plan.

2.4.1. M3 (APRIL 2015)- ALL SOCIAL MEDIA ACCOUNTS TO BE OPERATIONAL

- **Wechat:** BSEAC maintained the former DRAGON STAR private account, which is already operational. This account will be transformed, during the "one month-trial" of the campaign, into a subscription account (commercial profile, more suitable for dissemination and promotion purposes), and it will be used after the 1st evaluation on the Social Media performance (M5-June 2015).
- **Sina Weibo:** Account already operational and updated. It has been decided to keep the former Dragon-Star account, to maintain continuity and also not to lose the basis of followers we already had from the previous project.
- **Youku:** Channel already operational, immediate possibility of posting any video-material.

2.4.2. M4 (MAY 2015)- 1ST MONTH OF TRIAL WITH THE CHINESE SOCIAL MEDIA CAMPAIGN + TURN WECHAT PRIVATE ACCOUNT INTO A SUBSCRIPTION ONE

- The 1st month of trial will be implemented only on the Sina Weibo account, where we already have a solid basis of followers.
- CECO/CSTEC, as responsible for the account in the former Dragon-Star Project, will keep being in charge for the posting. BSEAC will be in charge to provide to CECO/CSTEC all the material to post.
- Content of the posts: promotion of the DRAGON STAR^{Plus} project and all its events, spread of the H2020 message, real-time tailored-made news for the research community.
- Double-posting: all the posts published in the Sina Weibo during this trial-campaign will be posted at the same time also on **LinkedIn**, in order to promote the new Chinese Social Media tools also among the European community and increase the basis of followers on the Sina Weibo.
- In the meanwhile, BSEAC will also start the procedure to transform our Wechat account into a subscription one, in order to have it renewed for the second phase of the campaign.

2.4.3. M5 (JUNE 2015)- 1ST EVALUATION OF SOCIAL MEDIA PERFORMANCE (AND CORRECTIVE ACTIONS)

- In June, the one-month trial of the Chinese Social Media campaign will be analysed and evaluated.
- Aspects of analysis: increase of number of followers, response of the followers to our posts, effectiveness of the posting-method etc.
- Elaboration of a corrected and improved campaign.

2.4.4. M6 (JULY 2015)- TRANSFER OF THE CORRECTED CAMPAIGN ON THE WECHAT

- In July, the corrected campaign will be transferred also on the Wechat (subscription account).
- The Wechat subscription account is an open-account that generally allows one post per day, where anybody can subscribe, follow and communicate real-time with the administrator.
- From this time on, all the news and info will be posted both on the Wechat and Sina Weibo.
- BSEAC will use the other Social Media (Sina Weibo, LinkedIn) to promote the Dragon-Star Plus new Wechat service account, in order to transfer all the subscribers/followers we already have.

2.4.5. M12 (JANUARY 2016)- 2ND EVALUATION OF SOCIAL MEDIA PERFORMANCE (AND CORRECTIVE ACTIONS)

- A second analysis and evaluation of the whole Chinese campaign will be done (Wechat, Sina Weibo, Youku and emuch). BSEAC will develop new corrective actions, which will be put into practice with a renewed campaign that will last for the whole remaining time of the project.

2.4.6 INCREASE THE PRESENCE OF THE EUROPEAN COMMUNITY IN THE CHINESE SOCIAL MEDIA

In order to involve also the European community, and avoid for the campaign to be limited only to a Chinese target, the following measures will be adopted:

- Both for Wechat and Sina Weibo, all the posts will be always in English and Chinese
- Especially at the beginning of the campaign, every post on the Chinese Social Media will be posted also on LinkedIn, with an invitation to follow our Chinese web-pages
- "Euraxess - Researchers in Motion (Links - China)", will be promoting, on a regular basis, all the events organised under the Dragon-Star Plus Project and all the tailor-made news released in order to spread our message.
- "Euraxess - Researchers in Motion (Links - China)" is an EC- networking tool, that aims to collate information on EU, European and Chinese funding programmes, for European researchers working outside Europe and non-European ones wishing to collaborate and/or pursue a research career in Europe. They publish/promote the main calls in their very comprehensive monthly newsletter, and through their mailing list.

- BSEAC will send to Euraxess all the material we wish to promote (including invitations to follow us on our Chinese Social Media or to take part into our events), and Euraxess will post it on its website and spread it to their mailing-list contacts.
- This will allow to considerably increase the presence of the European community into the Chinese Social Media, and to keep a straight contact with them.

ANNEX 3 - CONSENT FORM FOR EXTERNAL EVENTS (TO BE USED AND ADAPTED BY EACH PROJECT PARTNER)

By entering my email address below, I agree to its use for sending information on the DRAGON-STAR^{plus} project activities and key outcomes by the DRAGON-STAR^{plus} consortium

First Name	Last Name	Organisation	Position	Email address	Signature