

EDIH4IAE.LT

PROJECT

Project name:

European Digital Innovation Hub for Industry, Agrofood and Energy sectors in Lithuania

Project acronym:

EDIH4IAE.LT

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COMMUNICATION, DISSEMINATION AND EXPLOITATION PLAN

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Abstract	This Communication, Dissemination and Exploitation plan provides the guidance in communication with clients and other consortia for the implementation of the project "European Digital Innovation Hub for Industry, Agrofood and Energy sectors in Lithuania - EDIH4IAE.LT". EDIH4IAE.LT project is implemented by a consortium of 8 partners and funded by the European Commission through Digital Europe Program (Grant Agreement Number 101083746). The Communication, Dissemination and Exploitation aims to ensure the coherent and effective implementation of the project, outreaching clients for digital transformation, business communities and beyond to guarantee sustainability of actions during and after the end of the project.
Keywords	EDIH4IAE.LT, Communication, Dissemination, Exploitation plan

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**European Digital Innovation Hub for Industry, Agrofood, and Energy sectors in Lithuania
(EDIH4IAE.LT)
NETWORK OF MEMBERS**

Lithuanian Innovation Centre

Vytautas Magnus University

Lithuanian Energy Institute

Lithuanian Confederation of Industrialists

LLC "ART21"

AgriFood Lithuania DIH

Science and Technology Park of the Institute of Physics

Smart Energy DIH

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EXECUTIVE SUMMARY

The Communication and Dissemination Strategy is designed to provide EDIH4IAE.LT partners (Consortium) with the required support in approaching a unitary and consistent style of communication regarding the project and its related activities.

This deliverable defines the communication and community building strategy and describes the activities EDIH4IAE.LT partners will pursue to guarantee broad visibility and promotion.

This implies identifying the main target stakeholders, the activities that will be pursued to effectively reach them, the specific communication and dissemination measures, and a description of the communication and media tools.

Communication and dissemination activities are directed towards raising awareness among the target groups, engaging stakeholders and promoting the project together with related activities, achievements and potential exploitation perspectives.

The first section is dedicated to communication objectives and strategy for engaging the identified stakeholders relevant to the project expected outputs.

The second section is dedicated to the dissemination plan and strategy focused on results of the project activities.

The deliverable moreover explains how we intend to perform these activities and monitor their impact. The presented activities contribute not only to the external but also to the internal dissemination, among all the partners of the project.

Communication and Dissemination Strategy plays an essential role in networking and ecosystem building activities, therefore, it will be a 'living document', enriched and improved as the project unfolds and progresses. It will be necessary to review the strategy periodically (at least once a year) to see what has worked, and what did not, what should be done more of or less of. The strategy will address the communication needs of all the partners and facilitate the flow of information among them.

INTRODUCTION

Objectives and approaches

Given the urgent need of SMEs and public administrations to rapidly adapt to the digital era and to deploy advanced digital technologies to mitigate the negative consequences of the recent COVID19 crisis to their businesses, the role of globally connected EDIHs is more important than ever.

EDIH4IAE.LT project is not only going to contribute directly to the digital transformation of local SMEs, small mid-caps and/or public sector organisations but also will proactively participate in shaping the network of EDIHs towards Digital Europe Programme goals, developing capacities in High Performance Computing, Artificial Intelligence, Cybersecurity, Advanced Digital Skills and accelerating the best use of technologies.

EDIH4IAE.LT European Digital Innovation Hub (EDIH) will:

- contribute to the digital transformation of the service users across Western and Central Lithuania region;
- provide services under four service portfolios to address the service user needs (portfolios include: support to find investments, networking and access to innovation ecosystems, training and skills development, and testing before investing);
- contribute to the building of a pan-European network of EDIHs addressing the needs of the public and private sectors, including all economic sectors, offering a wide range of specialized digital transformation services;
- ensure 360° highly international EDIH4IAE.LT services (only partially available without the EDIHs network) leveraging active and structured participation in EDIHs network, as well as in European Enterprise Network, ensuring that every stakeholder gets the needed support wherever it is available in Europe.

EDIH4IAE.LT project will contribute to all expected impacts set-out in the Call for proposals and will upgrade EDIH4IAE.LT to provide the complete set of services of an EDIH, including the necessary infrastructure, in Central and Western Lithuania region, covering the needs of the local SMEs, small mid-caps and/or public sector organisations with respect to their digital transformation. All impact indicators are fully justified by use cases from previous experience (using the mean of target values achieved previously).

Subsequently the expected impacts of the EDIH4IAE.LT project are:

- To attract a significant number of businesses and public sector entities to become ready for digital transformation and to take full advantage of it for the benefit of business and regional competitiveness.
- The full spectrum of more than 5000 service packages (testing before investing, training and skills development, support to find investments, networking and access to innovation ecosystems) to be delivered through Central and Western Lithuania to more than 5000 local SMEs, small mid-caps and/or public sector organisations
- The creation of a sustainable network of DIHs.
- The ecosystem, involving a wide range of actors leveraging synergies between existing EU networks and regionally available SME support initiatives. EDIH4IAE.LT will connect existing EU business support networks and centres (i.e., the Enterprise Europe Network, the European industry clusters registered under the European Cluster Collaboration Platform etc.) and will provide high-quality wide range specialized digital transformation services. It is estimated that the project will have direct and indirect impact in supporting to full extent with guarantee for the businesses to find digital transformation support services and partners wherever it is available in Europe.

High level impact will be guaranteed by:

- easy-to-access client-centric approach. As the individual needs of each client spans across different service and digital technology areas, the offered methodology provides a new systemic and integrated approach, bringing together knowledge, excellence and competence to deal with the complex challenges the EDIH4IAE.LT clients face.
- applying the client journey concept. Following this concept, the emphasis is on active contribution to client's digital transformation and growth journey. It is delivered through a variety of quality services aimed at empowering of Clients with regard to digital transformation, innovation, enhancing the capacity of SMEs to adopt digital technologies, to internationalize successfully, and empowering SMEs to better face the challenges of the Digital era.

COMMUNICATION

Key strategic priorities & objectives

Communication during the lifetime of the project is dedicated to raising awareness, engaging stakeholders, promoting the project and its related results, achievements and knowledge generated, while also setting a solid basis for its future exploitation. Given the nature of the project, this activity will impact the overall success of the project.

At the beginning of the project and through all its life cycle, the communication activities intend to:

- **RAISE AWARENESS:** to increase understanding and inform about impact of digital transformation. The Consortium will put effort in making the project known for the entire duration of the project, illustrating its objectives, scope and the value it will bring to all the stakeholders.
- **PROVE VALUE & BENEFITS:** to provide information about EDIH4IAE.LT work, services and how to access them while engaging the target audience in the use of the project results and findings and in further interaction between stakeholders, showing the relevance of the work in their own practices and collecting feedback and comments.
- **BUILD REPUTATION:** to recognize, celebrate and promote successes; continuous communication about EDIH services through expertise: not only news, but also what's in it, what's the context, summaries, insights, tips, etc.

Communication objectives are:

to communicate actual impact of EDIH4IAE.LT with emphasis on the **importance of advanced digital technologies**:

- *To engage potential clients (in energy, Agro-food and energy sectors)*
- *To channel project outcomes*
- To **build a supportive environment** for SME's and the public sector to start a digital transformation journey.

Target groups

Different target groups have been identified to support the development of specific messages and channels. There are three main categories:

- **Participants:** these are the direct beneficiaries of the EDIH4IAE.LT services and includes SMEs and small-midcaps (especially in Agro-food, energy and industry sectors) and public sector organisations conducting non-economic activities.
- **Partners:** these are stakeholders such as other EDIHs, experts, researchers and integrators who will provide support to the companies.
- **Ecosystem:** these stakeholders are indirectly linked to the project’s outcomes and will provide visibility, access to other stakeholders and support the project consortium in reaching the global objectives of the project.

Category	Target groups	How can we benefit from EDIH4IAE.LT	Objectives and expected feedback
Participants	SMEs and small-midcaps (especially in Agro-food, energy and industry sectors); public sector organisations	We show that we are trustworthy digital innovation partner that can help an organization to build new capabilities that could enhance it	Raise awareness, generate understanding, engage and ensure the impact.
Partners	Projects and initiatives, other EDIHs, projects and initiatives, research community	We seek to engage to share information about EDIH services with their audiences; We multiply the potential outreach through mutual support and synergetic actions	Raise awareness, generate understanding, engage, community building.
Ecosystem	Other	We highlight benefits for society and fight misconceptions and prove that digital transformation improves the efficiency of the companies and that, in a sense, helps the company grow and hire more employees.	Raise awareness, generate understanding.

Key message

Main rationale behind the dissemination strategy is the acknowledgement that to grasp the complexity of different actions, objectives, and target groups exhaustively, different channels and tools should be deployed. Identifying the key stakeholders and making a list for specific and tailored messages and actions is the first important task.

EDIH4IAE.LT key message will be tailored to the specific needs of the target groups listed in the table above. An important step to increase the impact of this project, is the identification of a comprehensible key message, directed towards the right target audience and personalised based on the target group's needs. Table below summarizes the key messages relevant to EDIH4IAE.LT and its target groups.

Target group	Message
SMEs and small-midcaps (especially in Agro-food, energy and industry sectors)	We can help you! 360° support for your digital transformation at your doorstep! (free support, success stories, benefits linked to digital transformation)
Public sector organisations conducting non-economic activities	Digital era starts now! Learn how to take full advantage of digital technologies! Digital solutions for higher productivity.
Projects and initiatives	Creating a win-win situation and multiplying the potential outreach through mutual support and synergetic actions.
Other EDIHs	Creating a win-win situation and multiplying the potential outreach through mutual support and synergetic actions.
Media/Press: journalists, business magazines, mass media	Digital transformation cases and success stories as well as influencers to convince media to share the stories to a wider audience. Business magazines would be targeted to make interviews with successful CEOs
Research community	Advocating the importance and potential impacts of High Performance Computing, Artificial Intelligence, Cybersecurity, Advanced Digital Skills
General public	Understanding the importance of digital technologies and the benefits it brings to citizens. Share of inspiring stories how

	digital transformation affects everyday life (from successful SMEs, to digital employment opportunities)
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Key topics

- Digitalization, Advanced Digital Skill
- Innovation, Innovation Ecosystems
- Artificial Intelligence
- Robotics
- Financial resources to uptake digital technologies
- High Performance Computing
- Cybersecurity

Communication channels

Based on the identification of the relevant objectives and target stakeholders, several means have been selected to be used for the project communication. As the project unfolds and starts to develop its first results, the means employed for the communication activities will be used also to disseminate the EDIH4IAE.LT results and findings, making them available for others to use.

The most appropriate means to use will be identified for the event and the maturity of the project results. As the project unfolds and starts to develop its first results, the means employed for the communication activities will be used also to disseminate the EDIH4IAE.LT impact, making it available for others to use.

PESO media model strategy for EDIH4IAE.LT

Owned	Earned
Website	Media
Events	Business opinion leaders
Social networks (FB, LinkedIn, Youtube)	Government representatives (central, local)
One-pagers, posters, activity reports	Customers
	Employees

Paid	Shared
Advertising (media, social media)	+ Extensive network of EDIH4AE.LT consortium members‘
Content marketing	Business associations
	Other institutions, ministries, organizations

Communication channels of EDIH4IAE.LT

Tool	Channel/link	Information to be shared
Website	esic.lt	<ul style="list-style-type: none"> • EDIH4IAE.LT description • Services and Deliverables • News & Events • Communication tools, e.g., brochures, flyers, videos • Contacts • Consortium • Ect.
Social media	EDIH4IAE.LT Youtube and LinkedIn profiles; + SM profiles of EDIH4IAE.LT partners	<ul style="list-style-type: none"> • EDIH4IAE.LT description • Updates and announcements • Services and Deliverable • Photographs and other visuals • Success stories • Brochures/flyers • Graphical Identity
Press releases and articles	Media outlets; each partner of EDIH4IAE.LT will distribute the press releases via their own channels	<ul style="list-style-type: none"> • Project description • Project goals • Expected results • Project updates • Success stories

Project ‘at a glance’ leaflets and factsheets	Downloadable from EDIH4IAE.LT website; distributed at events	<ul style="list-style-type: none"> • Project goals • Services • Contacts
Presentations and posters	Downloadable from EDIH4IAE.LT website; presented/distributed at events	<ul style="list-style-type: none"> • Project’s goals • Methodology • Expected results • Graphical identity • Link to the EDIH4IAE.LT website • Contacts

Website

Objectives: inform and raise awareness.

The EDIH4IAE.LT website is one of the main elements within the communication plan of the project. It displays general information about the project, its objectives, services and results. It also offers a range of functionalities, including document download, information on news and events, and relevant external links. The website will have an essential role in helping the EDIH4IAE.LT project to achieve its purpose to engage with key stakeholders and media and the general public. Moreover, it will facilitate communication and interaction within the EDIH4IAE.LT consortium.

The website descriptions and project abstracts will be developed by Lithuanian Confederation of Industrialists with the support of Lithuanian Innovation centre and „Art21“ will develop the website descriptions, project abstracts, media kit and press releases. Project abstract, project ‘at a glance’ leaflets and factsheets will be made available in Lithuanian and English languages and downloadable from the website.

The website will follow the visual identity of EDIH4IAE.LT. The domain name was registered as www.esic.lt and a homepage is already made available. The website will have a user and SEO friendly layout and different sections to exhibit the activities carried out throughout the project’s existence. The website will be arranged in the following sections:

- **About** – the project tab will contain a description of the project, its main objectives and expected impacts. This section will also present the EDIH4IAE.LT consortium, linking to the website of each of the project partners, and providing contact details for the project co-ordinator and communications leads.
- **Explore** – this section will provide information about open calls, webinars and workshops.
- **News and Events** – This page will provide project updates and news of relevance to the project, promoting the EDIH4IAE.LT latest results and the project’s participation in external events. The event section will list both events organized by EDIH4IAE.LT and its partners that might be of interest to the project’s community. In the same line, the news section will feature news related to partners’ activities and the progress of the project, as well as other general news of interest relating to EDIH, digitalisation, AI, robotics and so on. This section will be updated frequently, to ensure that the website content does not remain static.
- **Resources** – this tab will serve as an access to Dissemination Material; Public Reports, and Deliverables.

Lithuanian Confederation of Industrialists will be in charge of updating the content of the website on a regular basis (with the help of all other partners who will provide regular updates for the website content). Nonetheless, all partners are required to contribute to the website by sending news stories about project results, updates on activities, public deliverables, publications, etc. Each partner will be responsible for updating their organizational websites with the new content.

Social media

Objectives: inform and raise awareness.

Social networks are going to be used in order to enlarge a group of followers and ensure a broader dissemination of its announcements and results. EDIH4IAE.LT selected two social channels: Youtube and LinkedIn. Both channels allow people to stay in touch with the project; however, they differ: LinkedIn will mostly allow communication towards a specialised audience and institutional bodies, while Youtube will target the general public.

EDIH4IAE.LT will use these channels to disseminate news published on the website, to promote events, disseminate project results (case stories), and to ensure constant connection with the related projects.

Social networks will be used to inform and stay connected with the professionals, policy makers, general public, and other stakeholders. Lithuanian Confederation of Industrialists will be responsible for most of the social media activities which involve creating relevant content, sharing the news, posting on social media and monitoring outreach. A contribution will be asked from the partners in order to maximize the multiplying effect on the dissemination. Posting and reposting from the partner's channels is needed to foster the communication efforts.

Social media will be used to ensure that all public project outputs and content published on the website can reach its online dissemination potential. An active presence on social media channels helps informing and forging connections with relevant professionals, local authorities, policy makers and scientific/technical communities as well as reaching out to interested general public and media.

Post featuring upcoming events, news, showcasing success stories will be generated (at least once a week).

LinkedIn

LinkedIn will be used to host a EDIH4IAE.LT profile with project news and developments and targets invited to follow. Individuals from the Consortium will be encouraged to post updates and articles about their activities related to EDIH4IAE.LT from their own point of view. Such peer-to-peer insights delivered to business contacts on LinkedIn can be very effective in creating awareness and impact.

Youtube

YouTube profile will be established to host the EDIH4IAE.LT videos. The channel will also include links to relevant content drawn from the DIH networks. Lithuanian Confederation of Industrialists will maintain and update a dedicated YouTube channel with videos.

Press releases

Objectives: inform and raise awareness.

Press releases are official statements that are sent to targeted members of the news media to announce something newsworthy, so that it can be publicised. A press release is a short, compelling news story,

whose goal is to catch the interest of a journalist or publication. Media is an influential source which can increase results, raise awareness and offer information to the rest of the society about the project.

Lithuanian Confederation of Industrialists, Art21 and Lithuanian Innovation Centre will prepare press releases and articles in the online media. The main strategy is to embrace the storytelling approach instead of general press releases, sharing success stories. Success stories and story lead in order to highlight impact on individual SMEs to promote the EDIH services and impact will be used.

Project ‘at a glance’ leaflets and factsheets

Objectives: inform and raise awareness.

Project ‘at a glance’ leaflets and factsheets will be produced during the entire duration of the project to present EDIH4IAE.LT goals and services. The textual content will be agreed with the partners. The factsheets will be designed to provide a generic and comprehensible overview of the project. It is designed for wide reach at fairs, conferences, and further events for all partners so that they can distribute them individually to potential stakeholders and other interested parties. Moreover, the brochure is disseminated within national press contacts to reach local areas. The EDIH4IAE.LT brochures and flyers will always be up to date and available for download on the website.

Presentation and posters

Objectives: inform and raise awareness.

Presentations and posters will be prepared for the participation in conferences, workshops and facilitation events. The presentations for external events will have a preeminent graphical aspect to attract the target audience. Also, they will contain the main project references such as the link to the project website and the contacts.

For static display and visual support, printable posters will be developed to illustrate the general key information about the project with a call to action to later interact on social media and on the website. The public presentations and posters will be available on the project website and can be distributed to the people asking for them.

EVENTS

Objectives: inform, raise awareness, engage, and ensure impact.

Lithuanian Confederation of Industrialists will be in charge of organizing the awareness raising events during the lifetime of the project, focusing on the first year of the project and creating an active presence among the business community. It will also collect and create a networking and events calendar to complement the SME interaction, in alignment with complementary projects to increase synergies.

Two types of events can occur within the EDIH4IAE.LT: events organised by other entities or institutions (conferences, EU events, workshops, etc.) or events organised by the Consortium (alone or together with other partners).

External events

These include conferences, other workshops and invited speeches. National and international conferences and other dissemination events are an important opportunity for the partners to both disseminate and refine the project work. The sector events are monitored so that the partners have an opportunity to participate, network and promote the EDIH4IAE.LT initiative.

International conferences, congresses, workshops, exhibitions and fairs serve as effective dissemination and communication actions and all the EDIH4IAE.LT partners are encouraged to participate. The partners' participation in such events generates more visibility for the brand and boosts the connection with stakeholders and other European projects.

The purpose of participating in the external events is to:

- disseminate the EDIH4IAE.LT activities,
- reinforce the stakeholders network and connect to the additional ones,
- guarantee the impact by promoting EDIH4IAE.LT objectives and opportunities,
- collect knowledge and information relevant to EDIH4IAE.LT for its subsequent dissemination.

Each partner's participation in the external events relevant to EDIH4IAE.LT will be announced on the EDIH4IAE.LT website and social media. For some key events organized by the European Commission and other important agents of the sector, the partners will promote joint presentations of the project. The dissemination activities will be executed through the participation in relevant cluster/networking and thematic events and conferences organised by partner and related projects or networks. The list of potential external events will be updated on a regular basis.

EDIH4IAE.LT events

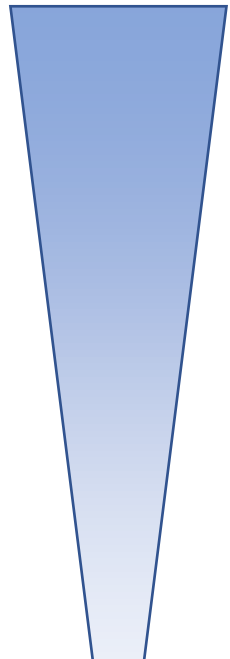
EDIH4IAE.LT will organise networking and expansion events. The first event will take place around month 5. It will aim for raising awareness and will give room for networking and identification of future cooperation activities.

EDIH4IAE.LT will be active in participation in the Digital transformation accelerator activities at European level – participation in the "train the trainer" online workshops. From 2 to 4 online or physical events per year will be organized for sharing best practices within sub-networks;

One annual EDIH event per year will be dedicated to producing success stories and good practice examples. It is foreseen to take part in these activities with the aim to collaborate in dissemination of information on digital transformation based on AI, HPD, cybersecurity, to share the common knowledge and to integrate it to the EDIH daily life. All these activities will generate the higher value of provided services for companies. All partners will be involved in this activity according to what is relevant to them.

Based on the experiences of service delivery and the needs expressed by the clients EDIH4IAE.LT will look for the partners for the sub-network building, which will provide the channel to transfer EDIH's knowledge, ideas, best practices, success stories to other EDIHs and to introduce the best ideas from other EDIH partners. Subnetworks will be formed based on geographical proximity or thematic focus. Building subnetworks will include:

- Participation in roundtables, events, discussions.
- Sharing good practices and looking for the solutions for the specific needs of customers
- Creation of common service portfolio.

Organizer	Role in the event	Branding (logo etc.)	Adding to the guest list	Guest speaker/panellist as a representative of EDIH4IAE.LT	Quotes and mentions in media	Social media	Networking	Added value
EDIH4IAE.LT	Organizer	yes	yes	yes	yes	yes	yes	
Third party	Co-organizer	yes	yes	maybe	maybe	yes (at least in EDIH4IAE.L T owned channels)	yes	
	'Powered by EDIH4IAE.LT' section of the event	yes	yes	yes	maybe	yes (at least in EDIH4IAE.L T owned channels)	yes	

	Attendee, participant	no	no	no	no	maybe (in EDIH4IAE.L T owned channels)	yes	
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ROLES AND RESPONSIBILITIES OF THE PARTNERS

Lithuanian Confederation of Industrialists is coordinating all communication and dissemination activities.

To ensure timely and accurate publication of project information on the project website and social media channels other partners of EDIH4IAE.LT are required to keep Lithuanian Confederation of Industrialists informed of newsworthy developments within their work packages.

Whereby at least one member of each partner is responsible for providing the Communication Team leader with:

- updated information on project activities;
- support in identifying appropriate dissemination opportunities and exploit their networks to make the project's results as visible as possible
- reviewing and validating the communication materials produced;
- ensuring smooth communication within their organization about the project and its promotional activities;
- Integrate banners/links to EDIH4IAE.LT landing page
- Share EDIH4IAE.LT news (press releases, articles, event announcements) on their owned platforms and social media platforms.
- Proactively help building EDIH4IAE.LT content.
- Regularly share information (data, commentary, visuals) produced by its experts on relevant topics, such as digitalization, digital transformation, artificial intelligence etc.
- Any other ad hoc communication actions agreed amongst the consortium EDIH4IAE.LT.

COMMUNICATION AND DISSEMINATION STRATEGY

Communication covers all actions that help to disseminate the results achieved beyond the EDIH4IAE.LT consortium and the stakeholders involved. This maximizes the contribution of the project by attracting a wide number of stakeholders invited to embrace and benefit from the project results. EDIH4IAE.LT consortium members actively use all available communication channels to promote the project and make. The communication approach is grounded in the following approach:

- Develop a communication and dissemination strategy
- Implement attractive identity and communication tools
- Establish impactful and visible communication and marketing activities
- to support the general goals of the project
- Disseminate the successful stories
- Foster the cooperation and interaction with EDIHs and other relevant initiatives

The digital marketing strategy is based on an Inbound marketing technique that uses a number of ways to attract visitors to the web such as: search engine optimisation, regular content updates, social media and mailings.

Content marketing

Relevant and up to date information linked to digital transformation and funding opportunities act as the main pull for drawing visitors to the website. To achieve this purpose, the News section of the website will be updated on a weekly basis. The generation of visual content for the web: photographs, videos, infographics will be used to capture the user's attention and encourage users to stay on the website. All these materials will be also shared on social media profiles to attract new users. Examples of regular content to be produced includes:

- News and press releases in the field of digitalisation,
- News related to European policies in the context of SMEs drawn from associated organisations,
- Best practices and case studies of the organizations involved in the EDIH4IAE.LT.

Mailing

To simplify the issue of General Data Protection Regulation (GDPR), EDIH4IAE.LT will not have its own newsletter. The key news items will be distributed via EDIH4IAE.LT partnership networks as well as relevant associations and platforms.

Add-hoc mailings with invitations to events, consultations and other information will be sent out regularly via the same networks of Consortium.

Search Engine Optimisation

Search Engine Optimisation, is a process of improving the visibility of a website in the organic results (non-paid) of different search engines. Regular and relevant website content and an active social media presence are the cornerstones for better search results when corresponding keywords are applied. The EDIH4IAE.LT website will use techniques to obtain a good positioning on Google. Keywords related to the project will be analysed, improved and updated as the project progresses.

Media

Relationships with the media will be established with a coordinator and the close collaboration with the rest of the partners. The press conferences and press releases will be launched at the key moments. The content of the press releases will be mainly focusing on the project updates and milestones. Participation in the events will be documented and the created articles will be shared to the media.

Structure

Linking identified target groups and messages with timeline is the next important tool supporting EDIH4IAE.LT’s continuous monitoring efforts of Dissemination and Communication activities. Plan for the dissemination and exploitation of the project’s results will have following phases:

Phase		Target groups	Channels and tools
M12)	BUILDING (M1-)	SMEs and small-midcaps (especially in Agro-food, energy and industry sectors), Projects and initiatives, Public sector/municipalities, Other EDIHs.	Awareness raising events, social media, website, local business gatherings, promotional campaigns in media, Participation in the exhibitions and trade fairs, direct e-mails.

<p>PILOTING (M8-M24)</p>	<p>First results are expected already during the first year of the project. of SMEs in their digital transformation activities based on their specific transformation challenge. The information and presentation of SMEs that successfully benefited from EDIH4IAE.LT digital support services in their endeavour in transforming their organization and increasing their digital maturity for sustainable competitiveness will be showcased. On one hand the goal is to communicate the actual impact of received services on individual SMEs with emphasis on the importance of advanced digital technologies. On other hand, the goal is to build a supportive environment for SMEs, engage the stakeholders to specific actions and campaigns, continue communication and storytelling on and for SMEs, follow the digital transformation journey with tailored and regularly updated communication tools – stories in social networks, videos, infographics, business articles, etc.</p>	<p>SMEs and small-midcaps (especially in Agro-food, energy and industry sectors), Projects and initiatives, Other EDIHs, Media/Press, Research community.</p>	<p>Spread information about the success stories through website, social media; partners’ communication channels (websites, newsletters, emailing lists), relevant electronic business media and printed press, trade shows and other industrial events, joint campaigns EENs.</p>
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<p>USING (M24-36)</p>	<p>Using phase in dissemination already puts a specific focus on spreading the results within and outside the group of organisations already reached. The main aim is to support evidence-based decision-making; encourage SMEs and the public sector to start the digital transformation journey based on the success stories of others.</p>	<p>SMEs and small-midcaps (especially in Agro-food, energy and industry sectors), Projects and initiatives, Other EDIHs, Media/Press, Research community, General public.</p>	<p>Channels and tools: social media; partners' communication channels (websites, newsletters, emailing lists), joint campaigns with other projects. EDIH4IAE.LT will multiply its communication outreach through joint dissemination efforts with other projects and initiatives resulting in joint social media campaigns, joint events, participation at each other's events.</p>
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Dissemination & Engagement plan & Implementation Activities

EDIH4IAE.LT will multiply its outreach through joint dissemination efforts with other projects and initiatives resulting in joint social media campaigns, joint events, participation at each other's events, other joint actions such as joint publications or using the resources and support of the Dissemination/Exploitation jointly. Emphasis will be put on joint activities with other (E)DIHs/ in Lithuania, EDIHS all over EU and other networks:

- participation in events targeting (E)DIHs: establish contact with the (E)DIH participating in these events and organize side events or face to face meetings, to share experiences, best practices and know-how and explore possibilities of further collaboration on a local and international level.
- communication and dissemination activities: (E)DIHs will be invited to join the community to cross-promote content and share experiences and success stories as a way to inspire and provide know-how.
- brokerage and matchmaking: contribute to the creation of cross-border links by informing end-users of existing opportunities within a (E)DIH covering a specific sector/focus.

Joint activities with ongoing projects under topics related to Digital transformation and needs of SMEs and small-midcaps (especially in Agro-food, energy and industry sectors):

- participation in international and local events of common interest (e.g. European Factories of the Future, EIT Digital, Enterprise Europe network, European AI Alliance annual events etc.) and organize side events and face to face meetings whenever possible to share experiences, best practices and know how to strengthen the collaboration and synergies.
- communication and dissemination activities:
 - website: cross- promote each other's ongoing activities, highlight info on open calls, contributing with content about their projects, news.
 - EDIH4IAE.LT community/network: projects invited to join the community and provide their own content, under editorial guidelines provided by EDIH4IAE.LT.
 - social networks: cross-tweets, likes, mentions to reach wider audiences, cross-sharing success stories.
- brokerage and matchmaking to channel project outcomes towards our target business communities and beyond to guarantee sustainability of actions after the end of the project.

- self-sustainability plan: promote use of other funding sources, national or regional, to further finance and develop sustainable digital transformation support for SMEs and small-midcaps and public sector organisations.

The outreach and contribution of EDIH4IAE.LT consortium and regional/national networks and initiatives will be crucial in engaging all stakeholders for the proper dissemination, communication and further uptake of learnings and best practices.

Communication key performance indicators (KPIs) and success criteria

Several indicators have been identified to keep track of the progress of the communication activities. Based on the periodic assessment of the success on these criteria, the project will update the Communication and Dissemination plan, including also a refined list of concrete actions to communicate the project results and the assessment of the impact of these results on the target users. Among the criteria to evaluate communication success, the following can be mentioned:

- Media coverage and press publications. EDIH4IAE.LT will record the number of press releases and articles published online or through traditional media. The partners will be also requested to track and document the reached audience, and to point out the evidence of debates in the media about the project and its topics.
- Number count of publicity material. As for the press publication, this measure consists of a count of the number of news, brochures, posters and other communication means during the course of the project.
- Record of contacts. The EDIH4IAE.LT will keep track of contacts at the events, record the website access, track the contacts on the social network and the people involved in the project discussions.
- Website statistics & Search Engine performance. The consortium will use Google Analytics to monitor the website number of visitors.

The following Communication and outreach measures are tailored to the needs of target audiences as well as specific Key Performance Indicators that based on experience generate high impact:

Action	KPI	Target
Website	National one-stop-shop for digital transformation unique visits	60 000
Events	Knowledge brokerage events	7000 attendees
	Promotional campaigns on digital tech with stakeholders	6
	Communication through EDIH ambassadors	6 (campaigns)

	Communicating through stakeholders	90 (no of community building events)
	Community building events for Digital savvy press	3
Social media: <i>Youtube</i> and <i>Linkedin</i>	Followers	3000
Articles and press releases	Media/press visibility	18 (frequency 1-2/month)
	Communicating through advertising media	18 articles/per year initiated