

Beacon Südtirol - Alto Adige

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D2.1

Communication and Community Building Communication Guideline

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1 - Introduction

The main goal of the WP 2 “Beacon Network” is the creation of a **South Tyrolean IoT community** that involves companies, institutions, research centres, experts and talents. The IoT community will foster the creation of an environment that promotes the conception of new innovative ideas, the start of new cooperation projects and the creation of new products and services.

Another goal of this work package is the dissemination of:

- the technologies and solutions introduced and/or developed within the Beacon South Tyrol project;
- the dataset offered as open data through the API developed within the project (e.g. beacon position, data collected through the IoT Network, etc.);
- the new innovative products and/or services developed within the project or using the project outputs.

The goal of this dissemination activities are the maximization of the use of the project results and the reuse of the software components developed within the project.

The 2th work package includes the following activities:

- the definition of the communication guideline;
- the participation to at least two events;
- the organization of at least two dissemination events;
- the development of a project website;
- the realization of a project flyer;
- the realization of a project poster;
- the realization of a final brochure.

This document includes the communication guidelines defined with the external consultant (Press Way) that has been chosen at the beginning of the project through a market research.

2 - The communication target

Considering the goal mentioned in the introduction of the present document the project team defined and prioritized the target groups of the communication activities. The main target groups are:

- potential IoT community members;
- public administrations;
- citizens.

In the next paragraphs of this chapter are described the single target mentioned in this introduction.

2.1 - The IoT Community members

The main target of the communication activities are the IoT community members and the potential IoT community members. This target includes:

- **local companies** that are active in the IoT sector or that can benefit by the introduction of IoT in their products/services;
- **research centres** that can develop new innovative ideas or contribute with the result of their research activities in the field of IoT;
- **institutions** like
 - **universities** that can benefit from the result of the project and use it also in their learning processes;
 - **trade associations** (e.g. HDS, LVH, etc.) that can share the project result with their associated which will benefit from the introduction of IoT technologies;
 - **tourism association** that can improve the services provided to the tourists through the use of IoT solutions.
- **experts** that can share with the community their high level knowledge through cooperation in innovative projects;
- **talents** that can use the technologies and the solution provided by the project to develop new innovative ideas.

2.2 - The public administrations

Another target of the project communication are the public administrations (e.g. municipalities, hospitals, etc.) that can optimize their services by using the IoT technologies. The optimization of the services could lead to an improvement of the services provided to the citizens and to the reduction of the costs.

2.3 - The citizens

The last, but not less important, target of the project communication are the citizens. It is important to share the project result with all citizens in order to increase the knowledge about the possibilities offered by IoT in South Tyrol and stimulate the born of new innovative project ideas also from the citizens.

3 - The communication tools

Considering the goals and the target of the communication activities the project team developed a communication strategy that includes the tools described in the present chapter.

3.1 - Project design

The Project Design includes the realization of a project logo and the guidelines for the design of all the communication instruments. This activity is important in order to provide to the project a precise identity that can be easily recognized by the project targets.

3.2 The webpage

During the project also a project website will be designed and implemented. The project website will be the most important channel for the dissemination of the project results to all project targets. On the project website there will be the possibility to get in touch with the community, access to the project results and consume the solutions implemented within the project. The project website will be continuously updated during and after the project.

3.3 - The study case

The study case is an important instrument for the involvement of new stakeholders in the project. During the project it will be described one study case of a company that uses IoT solutions in their business.

3.4 - The scientific papers

In order to get in touch with the researchers and the academic world the result of the project will be disseminated also through scientific papers and conferences.

3.5 - The media relations

The media relations includes all tools and instruments that will be used during the project in order to reach the journalists to disseminate the project also through the press. This activity includes the realization of:

- the Project Description: a short document that summarizes the main important informations about the project that can be used to present the project;

- a Q&A document that collects the most frequently asked questions about the project, the methodologies and the technologies used within the project;
- a media pitch with a group of journalists of the most interesting newspaper (the generic one as well as the scientific one).

3.6 - The flyer

The flyer is a useful instrument that collects all the main information about the project and the primary contacts. The target of the flyer is a generic target since all detailed information for the most specific targets are available on the project website mentioned on the flyer itself.

3.7 - The poster

Since the technologies (beacons and LoRaWAN) introduced within the project aren't visible, it has been decided to create a poster that can be used in the areas covered by the services offered by the Beacon Project. The goal of the poster is to make aware the visitors of the areas about the project and its results.

3.8 - The IoT community meetings

In order to create a local IoT community that will continue also after the project end, it is important to organize periodic meetings.

3.9 - The participation to events

In order to let all citizens be aware about the project it is important to disseminate the project results also through specific events (e.g. Barcamp südtirol, SFScon, etc.)

3.10 - The press tour

In order to be present on the national and local newspapers a press tour with local and national journalists will be organized. The content of this event should be targeted to the journalists but the participation to it will be open in order to reach the most number of people and target.

4 - After project communication

In order to maintain the local IoT community also after the project ends, it is important to continue some communication activities also after the project ends. The most important activities to continue also after the end of the project are:

- the IoT community meetings
- the webpage maintenance.

4.1 - The IoT community meetings

The IoT community meetings were really important during the project in order to foster the cooperation between the partners and the stakeholder and create a trust feeling between all community members. After the project end the IoT community meeting will be as much important as during the project since:

- it will foster the creation of new innovative project ideas;
- increase the knowledge on IoT in South Tyrol;
- be the first contact point for all those stakeholders who need support in the IoT field.

For these reasons it is important to keep at least 4 IoT meetings also after the Beacon South Tyrol project.

4.2 - The webpage maintenance

The website is the first access point of all project information and also of all IoT community developments. For this reason, since the IoT community will last also after the project ends, it is important to maintain and continuously update the project website also after the end of the project.