

MARILIA deliverable: *Communication and dissemination plan* **Deliverable number: D5.4**

MARILIA

MARA-BASED INDUSTRIAL LOW-COST IDENTIFICATION ASSAYS

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1. Executive Summary

The present Deliverable D5.4 “Communication and dissemination plan”, was developed within the framework of WP5 – Economic Evaluation, Exploitation and Replication. The aim of the deliverable is to consolidate the overall dissemination, exploitation and communication (DEC) strategy of MARILIA, and to define the DEC activities.

This “Communication and dissemination plan” summarises the consortium’s concrete actions to disseminate project contents and results and should serve as a guideline to the Consortium for the communication and dissemination activities to be carried out in the context of the MARILIA project.

Communication and dissemination of the project contents and outcomes are crucial for achieving the expected impact. The main focus of the MARILIA communication and dissemination plan (and framework) is to ensure that the project outcomes reach the target communities - via the relevant channels and with clear messages - also becoming the cornerstone for the successful commercialization and market uptake of MARILIA solutions.

This document is closely related to other documents produced within the WP5, in particular to deliverables D5.1 “MARILIA project website” and D5.2 “Communication toolkit”. This deliverable aims also to outline the communication activities that were implemented during the first 12 months of the MARILIA project and the first results obtained in terms of SEO (Search Engine Optimization) of the project website, the implementation of the blogging activity, the design of social media accounts and the criteria chosen to select the past and future events attended by the MARILIA consortium.

The plan will be continuously monitored and updated. During the process of establishing the communication and dissemination plan, the main target audiences of the communication and dissemination activities were defined, following the “Horizon 2020 Communication and Dissemination Guidelines”. Subsequently, dissemination objectives and levels were defined to ensure effective promotion and communication of project results. Finally, the main dissemination channels to be used were identified and some performance indicators were developed.