

Long-term data for Europe

# EURHIS FIRM

Annual report on activities within Working Package 2  
– Dissemination and communication

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## The following tasks were designed within WP2:

- ▶ **Task 2.1:** Developing the project's identity and brand. Start date: M1; Duration: 3 months (task leader: WUE; partners: EEP-PSE, UA, GU, EUR, QUB, KNAW, UC3M, UR, INSA)
- ▶ **Task 2.2:** Development of a dissemination and communication plan. Start date: M1; Duration: 3 months (task leader: WUE; partners: EEP-PSE, UA, GU, EUR, QUB, KNAW, UC3M, UR, INSA)
- ▶ **Task 2.3:** Inventory of European and national distribution networks. Start date: M1; Duration: 6 months (task leader: WUE; partners: EEP-PSE, UA, GU, EUR, QUB, KNAW, UC3M, UR, INSA)



The following tasks were designed within WP2:

- ▶ **Task 2.4:** Building the project's community. Start date: M1; Duration: 36 months (task leader: WUE; partners: EEPSE, UA, GU, EUR, QUB, KNAW, UC3M, UR, INSA)
- ▶ **Task 2.5:** Project promotion and dissemination. Start date: M1; Duration: 36 months (task leader: WUE; partners: EEPSE, UA, GU, EUR, QUB, KNAW, UC3M, UR, INSA)

The first three tasks were completed during the first year of the project.



# Description of particular activities.

## ► **Task 2.1:** Developing the project's identity and brand.

This task was aimed to create a unique identity for the project, including the project website and identity material.

The following activities were conducted in the first year:

### **1.** Creation of recognizable Project Identity materials (logo, templates):

- development of a unique brand for the project, taking into account its characteristic features;
- adaptation to both substantive requirements and project guidelines;
- setting guidelines and consistency for the Project;
- elaboration of the identity of Eurhisfirm;
- graphic design;
- indication of guidelines for a coherent brand image (fonts, colors, backgrounds);
- development of ready-to-use templates, (word, ppt).



# Description of particular activities.

- 2.** Creation of website for external communication of the Project:
  - creation of Create website layout;
  - creation of subpages dedicated to relevant project requirements and subjects;
  - regular implementation of information connected with the Project.
  
- 3.** Creation of Facebook page – tool for social networking in the Project
  - profile creating,
  - implementing information connected with the Project.



# Description of particular activities.

## ► **Task 2.2:** Development of a dissemination and communication plan.

This plan was designed to outline the dissemination and communication activities and to raise awareness amongst the different target audiences.

This plan was prepared in the first months of the Project.

The following elements were specified:

- all the key messages as well as the target audiences;
- appropriate tools;
- appropriate platforms and channels;
- participations in conferences and workshops, to meet the information needs of the target audiences and the project's communication objectives;
- ensuring maximum outreach of all news and project results.



# Here is the description of particular activities.

## ► **Task 2.3:** Inventory of European and national distribution networks.

The task aims to complete, with the support of the members and of identified stakeholders, an overview of the stakeholders in the project.

The task was completed by the following activities:

- The task aims to complete, with the support of the members and of identified stakeholders, an overview of the stakeholders in the project. The task was completed by the following activities;
- overview of the communities with a stake or interest in the Project, stakeholder groups from different domains: policy makers, academia, business, society;
- contacts to key/strategic from Project point of view institutions in Poland.



Here is the description of particular activities.

- ▶ **Task 2.4:** Building the project's community;
- ▶ **Task 2.5:** Project promotion and dissemination; The most important activity within Task 2.5 has been the organization of General Assembly Meeting (March 15-16 in Wroclaw).

Both above points were conducted on continuing bases.





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## Thank you for your attention

