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Project acronym: **¡VAMOS!**

Project title: ¡Viable Alternative Mine Operating System!

Funding Scheme: Collaborative project



## **D1.6: Dissemination Plan, web portal and publication material**

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Dissemination Level		
PU	Public	<input checked="" type="checkbox"/>
PP	Restricted to other programme participants (including the Commission Services)	<input type="checkbox"/>
RE	Restricted to a group specified by the consortium (including the Commission Services)	<input type="checkbox"/>
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## List of Abbreviations

GA	Grant Agreement	Generally referring to Grant Agreement 642477 of the jVAMOS! project
KPI	Key Performance Indicator	Measure focusing on aspects of organizational performance
SEO	Search Engine Optimization	Method to enhance online retrievability
WP	Work Package	Sub-stage and/or sub-plan of Project

## 1 Executive Summary

This Dissemination (or Communication) Plan provides a framework to leverage the aims of ¡VAMOS! project. The consortium will use this initial plan as a baseline that will be further reviewed, revised and updated during implementation, in line with stakeholders' perceptions and lessons learned. Specific channels will be evaluated for their reach, effectiveness in targeting particular groups. This plan will be revised yearly (in M12 and M24) in light of experience and necessary actions will be taken to ensure the effectiveness of communication and dissemination actions.

With this document the project partners aim to comply with Grant Agreement, Art. 38.1 Communication activities by beneficiaries, which states: *“The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.”*[...]

## 2 Introduction

### 2.1 The ¡VAMOS! Project

Estimates indicate that the value of unexploited European mineral resources at a depth of 500-1,000 meters is ca €100 billion, however, a number of physical, economic, social, environmental and human constraints have as yet limited their exploitation. ¡VAMOS! will provide a new Safe, Clean and Low Visibility Mining Technique and will prove its Economic Viability for extracting currently unreachable mineral deposits, thus encouraging investment and helping to put the EU back on a level playing field in terms of access to strategically important minerals. Deriving from successful deep-sea mining techniques, the ¡VAMOS! mining solution aspires to lead to: Re-opening abandoned mines; Extensions of open cut mines which are limited by stripping ratio, hydrological or geotechnical problems; and opening of new mines in the EU. ¡VAMOS! will design and manufacture innovative automated excavation equipment and environmental impact monitoring tools that will be used to perform field tests in four mine sites across Europe with a range of rock hardness and pit morphology. VAMOS will:

1. Develop a prototype underwater, remotely controlled, mining machine with associated launch and recovery equipment
2. Enhance currently available underwater sensing, spatial awareness, navigational and positioning technology
3. Provide an integrated solution for efficient Real-time Monitoring of Environmental Impact
4. Conduct field trials with the prototype equipment in abandoned and inactive mine sites with a range of rock types and at a range of submerged depths
5. Evaluate the productivity and cost of operation to enable mine-ability and economic reassessment of the EU's mineral resources.
6. Maximize impact and enable the Market Up-Take of the proposed solutions by defining and overcoming the practicalities of the concept, proving the operational feasibility and the economic viability.
7. Contribute to the social acceptance of the new extraction technique via public demonstrations in EU regions.

## 2.2 Deliverable D1.6

### 2.2.1 Objectives

The overall objectives of this Work Package (WP1) are (ref. Grant Agreement):

*“This work package aims to set the background for this research, to ensure that research and development is user-driven throughout the project, that the innovation agenda is aligned to the mine sites’ conditions and market needs and to valorise the results and findings to the wider community of stakeholders to ensure maximum impact.*

*Specific objectives include:*

- a. Provide a review and library of mining regulations, policies and reference projects to establish a usable project baseline*
- b. Specify inland mining market requirements consolidating requirements from the Sustainable Mining Forum, the Advisory Board, mine sites included in ¡VAMOS! and focused stakeholder roundtables and workshops*
- c. Produce detailed Innovation Agenda in line with the requirements of Inland Mining Stakeholders and specify technological, industrial and environmental KPIs*
- d. Develop a public web portal and an Information Observatory on alternative inland mining and associated PR material*
- e. Disseminate results and findings to the wider community of stakeholders via the publication of articles and the participation to relevant conferences.”*

For this deliverable’s objectives “d” and “e” are applicable.

The description of D1.6 in the GA is broken down into the following sub-deliverables:

1. Web portal and initial content
2. Maintaining the web portal with updated content
3. Project Publication material
4. Information Observatory
5. Dissemination Plan
6. Yearly update of the dissemination plan

The tasks (ref. GA ST 1.4.3) associated with Dissemination are described as follows:

*“(…) describe the strategy for different stakeholders to create maximum impact and (…) provide a yearly update of the intended applied and scientific dissemination activities.”*

Sub deliverables D1.6.1, D1.6.3, D1.6.4 will all be addressed in this first version of D1.6.5, further to be called the Dissemination Plan. In next versions reporting on web portal and dissemination activities are to be done, thus complying with D1.6.2 and D1.6.6.

This document is therefore actually THE Dissemination Plan for the ¡VAMOS! project.

And according to the GA D.1.6.5 should be a...

*“Dissemination plan with a strategy targeting the different relevant stakeholders in an effective way, generally describing the intended applied and scientific dissemination activities”*

This document describes the dissemination plan for ¡VAMOS!, defines and prioritises the key objectives of Dissemination and details the steps to be taken during the project’s lifetime in order to reach the target

audiences. It provides a concise overview on the planned dissemination activities and describes related actions during the project lifetime. Specific tasks and goals:

- Elaborate the consortium's strategy for dissemination activities (ensure the coherency of the 'core messages' across the various channels used, etc.);
- Identify communication targets and correspondent communication channels;
- Enhance stakeholder involvement throughout the course of the project (provides a basis for engaging with stakeholders);
- Develop the project's identity and communication pathways: a project website, the project branding, etc.;
- Bridging with other European projects addressing mining in the ocean floor and joint leverage of dissemination efforts;
- Undertake communication and outreach activities to raise public awareness, and translate results and scientific deliverables into publications and materials for dissemination in the media and for a wider, non-specialised, audience.

Additionally, activities will also include *classic public relation tools* such as presentation at external conferences and workshops to reach specific audiences such as policy makers, technology investors and financiers.

### 2.2.2 Approach

It is acknowledged from the GA that the ¡VAMOS! Project, and specifically the present Work Package 1:

- must define a "comprehensive communication plan"
- need to address the "public policy perspective" with their communication activities
- need to keep their communication measures proportionate to the scale of the action.
- may freely choose the type of communication activities

Good communication:

- starts at the outset of the action and continues throughout its entire lifetime
- is strategically planned
- identifies and sets clear communication objectives
- is targeted and adapted to audiences that go beyond the project's own community
- chooses pertinent messages
- uses the right medium and means
- is proportionate to the scale of the action

These rules of thumb will be applied throughout the development of this plan, and during the course of the project.

In this document the target audiences will be addressed firstly (Chapter 3: Targeted Audiences). Next, the tools used for communicating and disseminating will be described (Chapter 4: Dissemination Tools & Planning). Finally resulting in a practical workplan (Chapter 5:

Dissemination workplan).

### 2.2.3 Timetable

Release month	Scope in deliverable
M2	An intermediate of this deliverable was submitted on 03/09/2015
M6– this version	A specification of the intended dissemination activities for the next year
M12	Yearly update with specification of the intended dissemination activities for the next year
M24	Yearly update with specification of the intended dissemination activities for the next year
M36	Yearly update with specification of the intended dissemination activities for the next year
M42	Final version including evaluation

### 2.3 ¡VAMOS! dissemination team

Writing and reviewing of this plan is done by various experts in communication and PR from a subset of participants of WP1, as indicated on the front sheet. However, when it come down to exposure and disseminating every participant has something useful to say, and we will go by allowing everyone giving their feedback.

### 2.4 Key aspects of the ¡VAMOS! identity

The ¡VAMOS! identity consist of a package of tools, as elaborated in Chapter 4; Dissemination Tools & Planning.

All of these should have a uniform appearance, and -in addition- comply with GA Art.38.1.2. Information on EU funding.

In all dissemination activities the ¡VAMOS! logo should be used:



The VAMOS! logo is available for participants on the projects' Sharepoint site. The obligations and rights to use the EU emblem are to be met when performing any communication activity:

- display the EU emblem and
- include the following text:

*“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 642477”.*

When displayed together with another logo, the EU emblem must have appropriate prominence.

The EU logo is available for participants on the projects' Sharepoint site.

### 3 Targeted Audiences

This chapter identifies and compiles stakeholders into categories that will provide an initial point of reference for project dissemination and communication throughout the project lifetime. At this stage, the project consortium has identified the following groups of potential stakeholders:

1. Mining and mining exploration companies;
2. Investors and R&D funding organizations;
3. Regulators and policy makers;
4. Research centers and academic staff
5. Environmental NGOs;
6. Associations representing the mining community;
7. The European Commission and it's relevant agencies;
8. General public

Alongside this we predefined the motives and interests associated with each group (Table 1; Target groups involvement in ¡VAMOS!).

ID	Target group	Communication objectives	Main communicational messages	Level of involvement	
				EU	National
1	Mining companies	Define and quantify key benefits and disadvantage	t.b.d.	X	X
2	Investors	Quantify investments and ROI for a full scale system	Position prototype as economically feasible in a clear and entire way	X	X
3	Regulators and policy makers	t.b.d.	t.b.d.	X	X
4	Research and academics	Demonstrate scientific and technical aspects	t.b.d.	X	X
5	Environmental NGOs	Demonstrate environmental aspects and enhance support	Position prototype as more sustainable than conventional inland mining	X	
6	Mining associations	Create awareness	t.b.d.	X	
7	European Commission	Provide information on submerged mining as a solution for EU Raw Material policy	t.b.d.	X	
8	General Public	Create awareness	t.b.d.	X	

**Table 1; Target groups involvement in ¡VAMOS!**

These categories are provisional and will be accessed and updated in line with the development of the project.

### 4 Dissemination Tools & Planning

This Chapter describes the applicability and assessment of tools to ¡VAMOS! project activities.

The dissemination of project results will take various forms and will use different media. Dissemination activities are not meant as a one-time distribution of a relevant research results. Dissemination will be used to build awareness and interest, *showing (and sharing)* relevant information in the course of the project. In the following relevant communication tools and/or channels will be discussed, of which most of them are at “public dissemination level”. For every publication however, the desired level of sharing the information is to be observed, and checked off:

Dissemination Level	
PU	Public
PP	Restricted to other programme participants (including the Commission Services)
RE	Restricted to a group specified by the consortium (including the Commission Services)
CO	Confidential, only for members of the consortium (including the Commission Services)

**Table 2; Dissemination levels**

#### 4.1 Communication tools and channels

The WP will decide before M9 which ‘dissemination-products’ are most relevant. Budget might be a restricting factor. Also the frequency of using channels is yet to be determined. Once we have established the items, we can move onto defining the success indicators for each of these channels. This will be used by us (but also by the Reviewers) to evaluate the success of the actions. The target figures will need to be estimated very carefully.

For this moment the following communication tools and/or channels are deemed relevant:

##### 4.1.1 News

- a) 1x/3 months a press release (max. 500-750 words to be sent to relevant media in relevant regions).
- b) 1x/month webnews (max. 300 words to be published on the website and perhaps to be shared on social)

##### 4.1.2 Print

- a) Articles
  - Printed articles to be published in magazines or journals:
    - Based on press releases
    - Separate articles with relevant journalists
    - Examples of relevant periodicals are: DPC (Dredging and Port Construction)
- b) ¡VAMOS! Journal
 

As a give-away at events newsletter or journal could be published regularly. Tone and style will be “outside-in + inside-out”; stories about ¡VAMOS! results/events, and stories from (possible) clients/stakeholders and partners. Obviously a newsletter needs to be available/distributed in an online version too. The need and feasibility of this channel will be decided upon later.
- c) Brochure (D.1.6.3)
 

A brochure needs to provide relevant info to relevant readers). The brochure will be designed as a flyer that provides key facts of the project and directs the reader to the website. It will be designed as a triptych type of folder, when expanded on A4 landscape size approx. Initially an amount approx.1500 copies will be printed, and distributed in 50pcs per participant, and 100pcs for main partners. There will be an update around Month 18-20 and then around Month 36-38, as interim results are becoming available.

d) Poster (D1.6.3)

A poster in the similar style as the brochure, but with less text and strong visuals instead, will be designed. This is to be used at communication boards or entrances of event venues for example, to be able to attract audience to a stand. The poster will be approx. 50x70cm in size. Initially an amount 50 copies will be printed, and kept at Damen's headquarters.

The due date for the brochure and poster was project month 2. The dissemination team decided to wait with publication until good pictures of the ¡VAMOS! prototype system are available. These 3D CAD rendered images will be ready when the first stage of engineering has taken place (WP2), which is end of July. The brochure and poster will be published before end of August

e) Roll-out banner

A roll-out banner will designed according to the style of the poster. It will be about 2 metres high by 70 centimetres wide (see example below), and it can be utilised for press conferences, workshops and other similar events. The original one is at Damen's headquarters – it will be printed on canvas –, all the partners have access to the high definition image through the Sharepoint project site, so it can be reproduced at any local printing house when necessary.



**Figure 1; Example of roll-out banner**

### 4.1.3 Online

A website was created, and launched per 19 April 2015, which was within the time limit set by the GA, for this specific sub deliverable (D1.6.1): project month 3. The News section was updated several times since then. The address is: <http://vamos-project.eu/>

The website contains the Objectives and Approach of the ¡VAMOS! project. Background on the subject of Raw Materials and aspects of inland mining is given. The consortium is introduced, and means of contacting or supporting the project team are mentioned. A News section is added. SEO techniques and keywords are still to be defined. A substantial amount of (fresh) content is advised. The website will be updated regularly; 1x/2 months.

A section of the website that needs to be added before month 12 of the project is the Information Observatory. In the GA this is referred to as deliverable D1.6.4.

This will serve as an inventory, of relevant information of the project in a structured and practical way, so that it becomes useful knowledge

The landing page of the iVAMOS! website is shown below:



Figure 2; Screenshot of iVAMOS! home page

#### 4.1.4 Social media

The following media channels will be investigated

- VAMOS Facebook
- VAMOS Twitter
- VAMOS LinkedIn
- VAMOS YouTube Channel

#### 4.1.5 Audio/Video

- Photos & artist impressions
- Presentation

The project summary presentation consists of approx.20 slides that are shared through the Sharepoint project site and website, therefore, anyone can download it. It describes the

objectives, work plan, consortium and roles with the purpose of explaining the whole process from the initial to the last phase and how the partners will be involved in the development.

In below figure the first slide is shown:



This project has received funding from the European Union's Horizon 2020 research and innovation [programme](#) under grant agreement No 642477".

**Figure 3; Front slide of Powerpoint presentation**

#### c) Films

Every time a seriously relevant milestone has been reached in the project and/or every time an interesting product/research result has come about, a short (max. 1-2 min.) film/documentary may be produced and disseminated.

Aspects of filmed products which are important with respect to ¡VAMOS!:

- Show physical products
- Make 'scientific documentaries' with real people involved, and show activity.
- Make 'low threshold' technical animations of future products and methods of the ¡VAMOS! concept.

### 4.1.6 Events

The ¡VAMOS! project may be promoted at events, as follows:

- a) Give presentations or workshops at relevant exhibitions (events organised by 3<sup>rd</sup> parties)
- b) Organise stakeholder workshops (events organised by VAMOS)
- c) Visit relevant exhibitions (needs to be planned carefully, especially with regards to the expected impact)
- d) Final year dissemination. final presentation of public deliverables, synopsis, articles, video?

### 4.1.7 Sustainable Mining Forum

The Vamos project team is supported by the Sustainable Mining Forum, of which the Advisory Board is a subset. The Sustainable Mining Forum (SMF) is formulated as an on-line community, sharing information and views on sustainable mining. The online LinkedIn platform is utilised to provide a virtual meeting place of experts, industry and academic stakeholders. As per release date of this deliverable there are 55 members in this group, which can also be used to disseminate news and results.

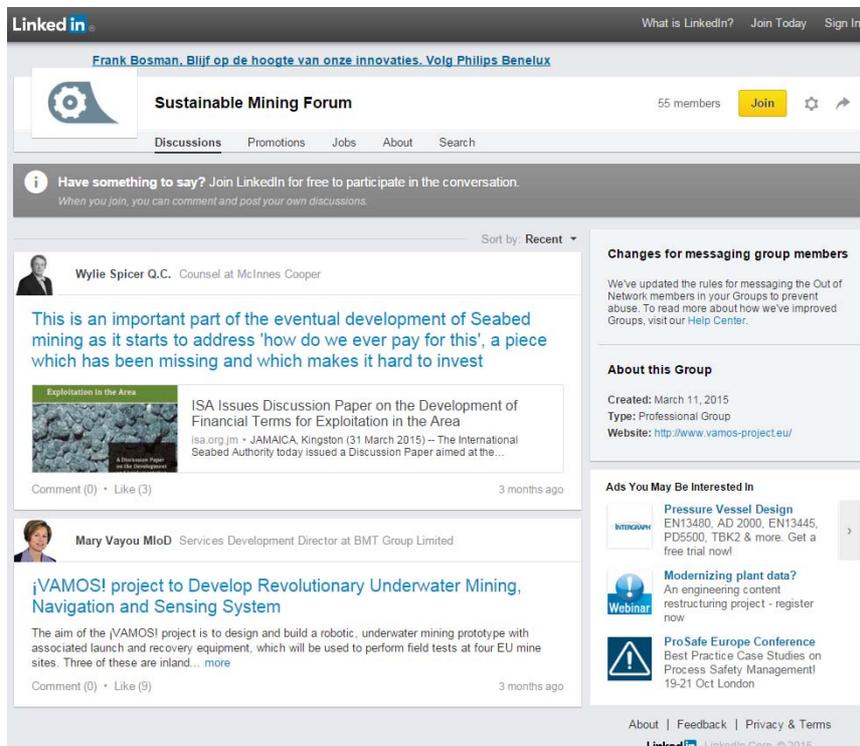


Figure 4 ; Screenshot of LinkedIn group "Sustainable Mining Forum"

### 4.1.8 Advisory board

The Advisory Board serves as the Forum's meeting place. The Advisory Board (AB), chaired by the Project Manager, supports the Project Forum and promotes the project. The AB will comprise

a well balanced group of experts representing Institutions, research and business interests, drawn from across Europe and international policy making organisations and embracing the whole range of interests and knowledge of the Minerals extraction issues in the broader context of the EU and the international extraction sector. The membership will be finalised in the first Partners' Forum, which is foreseen to be held end of 2015. Members of the AB

#### **4.1.9 Partners' channels**

Existing partners' cooperative channels will be investigated by a periodical survey, and reported in each next version of this plan.

#### **4.1.10 Cooperation with other projects**

Sharing resources with other EC projects for joint dissemination actions and/or joint appearances (to be determined). These will be reported in each next version of this plan.

## 5 Dissemination workplan

### 5.1 Assets to disseminate

The table below summarises the key (tailored) project outputs (information about) to be disseminated to the specific target groups identified before. This is a provisional list and it will be adjusted during the course of the project.

	Internal	Target group 1	Target group 2	...	...
<b>Project deliverables</b>					
D1.1					
D1.2					
...					

**Table 3; Summary of key project outputs per target group (to be completed)**

### 5.2 Mapping of channels – Tailored strategies to specific stakeholder groups

The table below summaries the main tailored communication channels that the project consortium plans to use to reach the specific stakeholder categories:

Target group	Main communication tools/channels
Researchers and & academic staff	Scientific papers E-newsletters Open source journal articles Technical seminars and workshops Project website LinkedIn Facebook
Associations representing Industry	Sectoral conferences, Specific journals Direct emails Project website Through personal contacts

**Table 4; Mapping of dissemination channels to target groups (to be completed)**

### 5.3 Dissemination timetable

The tailored Gantt chart in Annex A; Gantt chart of dissemination activitiesAnnex A; Gantt chart of dissemination activities summarises VAMOS’s dissemination activities based on a monthly delivery schedule. The scheduling of the activities is aligned with key project deliverables (marked inred). Many activities (such as social networking or personal communication) will leverage the impact of pre and post key project outputs. These timeframes should be regarded as indicative.

### 5.4 Execution of the Plan

Dissemination and communication activities will be led by Damen. However, all consortium members will make significant contributions to fulfil its effective implementation. The table below lists WP1 deliverables and action + who does what + delivery date (3 columns)

Deliverable / WP1 action	Who does what	Date

**Table 5; Action List (to be completed)**

### 5.5 Event calendar

A calendar of relevant external conferences and events will be made, and included here as well as on the website and Sharepoint project site.

### 5.6 Individual partners’ dissemination

The ;VAMOS! partners may initiate their own communication activities, provided that thy are in line with the strategy of this plan. They should then report it to the WP1 leader, and upload attached form (Annex B; Dissemination activity report) on the projects’ Sharepoint site.

## 5.7 Key Performance Indicators

For this moment the following KPI's are determined:

Dissemination channel	KPI	Success indicator(s)
Project website	Number of unique visitors and website hits, page views, average time spent, deliverable/document downloads	More than 3000 visits, and 350 document downloads per year will be considered a positive result.
Social media if relevant: VAMOS Facebook VAMOS Twitter VAMOS LinkedIn	Number of members/followers, and number of likes and shares related to project news, network page views, page comments, re-tweets.	More than 500 regular followers by year 2, with more than 1000 likes on Facebook and more than 500 re-tweets/tweets.
Cooperation with other EC projects and platforms	Number of joint actions implemented with organisations that don't participate in the Vamos consortium	VAMOS will exchange information with at least 5 other EC projects and platforms and will implement more than 4 joint actions (e.g. joint events) throughout its lifetime.
Project presentations at external events	Number of conference papers and presentations, type and size of events, number of attendees.	It is foreseen that VAMOS will be presented at least 4 major events, with an average number of 200-350 attendees.
...		

**Table 6; Key Performance Indicators**

### Annex A; Gantt chart of dissemination activities

month / dissemination activity	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42								
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## Annex B; Dissemination activity report

<b>Dissemination Activities</b>						
Date	Event <sup>1</sup>	Partner attended	Event details/ Place	Type of audience <sup>2</sup>	Size of audience	Countries addressed

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<sup>1</sup> State the type of the dissemination activity: publications, conferences, workshops, web, press releases, flyers, articles published in the popular press, videos, media briefings, presentations, exhibitions, thesis, interviews, films, TV clips, posters, Other.

<sup>2</sup> Choosing the type of public: Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, Medias, Other ('multiple choices' is possible).