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D6.2 – Dissemination, Communication, and Exploitation Plan

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Acronyms

Acronym	Description
BSC	Barcelona Supercomputing Center
C&D	Communication and Dissemination
D	Deliverable
ENG	Engineering - Ingegneria Informatica SPA
GAAD	Global Accessibility Awareness Day
ICT	Information and Communication Technologies
KER	Key Exploitable Results
KPIs	Key Performance Indicators
M	Month
SWOT	Strengths Weaknesses Opportunities, and Threats
UAB	Universitat Autònoma de Barcelona
UNINETT	Universita Telematica Internazionale Uninettuno
WCAG	Web Content Accessibility Guidelines
WP	Work Package
Y	Year



1. Executive Summary

In this document, we outline the project's main Communication, Dissemination, and Exploitation strategies, goals, tools, and messages within Work Package 6 (WP6). We also define the different stakeholders and target audiences we wish to engage throughout this project.

Although Communication and Dissemination are distinct categories, they share similarities in terms of target audiences, objectives, etc. In this document, these two separate categories will be reported together to avoid repetition.

UAB is the leader of WP6 (D6.2, D6.3), and all partners participate in it. In addition to this role, UAB also manages the GreenSCENT social media channel on Twitter, Facebook, LinkedIn and YouTube. New channels such as TikTok and Instagram may also be considered in the second year of the project (Year 2). UNINETTUNO delivered D6.1, which focused on the web design and maintenance, monitoring, and update of the project website. BSC will lead the clustering task, which will build synergies with other projects related to education, citizen engagement related to the topic of air quality. Sustainability and Exploitation will be led by Engineering (D6.4, D6.8), and finally the project impact will be assessed by VTT (D6.5, D6.6, D6.7). The overview of the WP6 and its deliverables is presented in Table below.

WP6 Impact and outreach			
TASK	Lead	Deliverable	Due date
Task 6.1 – Dissemination Activities	UAB, All Partners	D6.2; D6.8	M9; M18
A. Setting up communication channels:	UNINET	D6.1	M3
B. Supporting engagement activities	UAB, All partners	D6.2	M9
C. Dissemination of GreenSCENT results and outcomes	All partners	D6.3	M36
D. Policy link	All partners	D6.2	M9
Task 6.2 – GreenSCENT clustering and peer learning activities	BSC	D6.4	M36
Task 6.3 Sustainability and exploitation	ENG	D6.4	M36
Task 6.4 Impact assessment	VTT	D6.5; D6.7	M12

Table 1 Overview of WP6

2. Introduction

GreenSCENT's Communication, Dissemination and Exploitation activities began in M1 and will continue until the end of the project in M36. While Communication, Dissemination and Exploitation activities are closely linked, they cover different aspects and phases of the project. As such, each activity is guided by different objective. For the purposes of clarity, we define Communication as activities relative to all aspects of the project. In contrast, Dissemination concerns only results that facilitate Exploitation. Finally, Exploitation refers to the use of project results for further research, for example, in the commercialization of services or the drafting of new standards and policies. In Table 1, we have defined and outlined the different target audiences included in the GreenSCENT project's Communication, Dissemination and Exploitation strategies.



Target Audiences	Communication	Dissemination	Exploitation
People	Young people Children Parents and families Vulnerable groups	Young people Children Parents and families Vulnerable groups	
Educational sector	Teachers Educators Academia	Teachers Educators Academia	Academic and scientific communities
Industry	Environmental stakeholders	Environmental stakeholders	Environment stakeholders
Policy makers	Environmental activists Human right activists (migration, people with disabilities, etc.) Local government Regulators Standardisation	Environmental activists Human right activists (migration, people with disabilities, etc.) Local government Regulators Standardisation	Local government Regulators Standardisation
Green Deal partners	Sister projects	Sister projects	Sister projects

Table 2 Outline of target audiences included in Communication, Dissemination and Exploitation

2.1 Communication and Dissemination in GreenSCENT

Communication, under the Horizon 2020 Rules for Participation, is defined as: “taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange”.¹ GreenSCENT’s Communication plan builds on the above Horizon 2020 definition and also draws on the United Nations 2030 Social Affairs strategy of “leaving no one behind”² in its use of accessible Communications strategies.

¹ Dissemination and Exploitation in Horizon 2020”, 2015. <https://bit.ly/3l1DVBe>

² <https://www.un.org/en/desa/leaving-no-one-behind>



Drawing on international best practice in accessibility (such as the Web Content Accessibility Guidelines, WCAG³), we have devised a Communication plan that caters to the needs of diverse audiences. By avoiding the use of jargon, using visuals as a tool to simplify messages when possible, adding alternative text to images across all our social media posts and proposing content in online and offline channels, we can cater to the needs of a diverse range of potential audiences by providing accessible content to them (see Section 9 on “Accessibility”).

According to the Horizon 2020 Rules for Participation, **Dissemination** refers to “the public disclosure of the results by appropriate means, other than resulting from protecting or exploiting the results, including by scientific publications in any medium”.¹

The following table outlines the target audiences we hope to reach in our Communication and Dissemination (C&D) activities. In addition to this aim, we have also outlined the potential and goals of our C&D activities as well as the tools we will use to reach our target audiences.

³ <https://www.w3.org/TR/WCAG21/>



Target Audiences	Communication & Dissemination Potential	Goals	C&D tools
Young People, Students (+18 years old)	Presentation of the GreenSCENT project, including activities and results, to young people. Presentation of the nine demonstrators.	<p>Promote the project, objectives, and its relevance;</p> <p>Engage young people with the project;</p> <p>Engage young people with environmental issues;</p> <p>Encourage young people to realise that they have an important role in the project;</p> <p>Allowing young people to understand their potential as change makers.</p>	<p>Offline: networking activities, bilateral meetings, training, events, posters, flyers;</p> <p>Online: online events and training, social media content, short animated videos/GIFS/other infographics, Twitter, Facebook, and Instagram posts.</p>
Children (4-10)	Project presentation with simple words and engaging activities. Presentation of the selected demonstrators for children.	Promote the idea that children can be advocates of sustainability and change.	<p>Offline: A storytelling toolkit to create a personalised GreenSCENT story;</p> <p>A colouring book with the GreenSCENT characters. Activities in schools.</p>
Children (10 -18)	Project presentation with simple words and engaging activities. Presentation of the nine demonstrators.	Promote the idea that children have the skills, abilities, possibility to contribute to a greener and more sustainable future.	<p>Offline: a stop motion tutorial to create their personal GreenSCENT story;</p> <p>A storytelling toolkit with the GreenSCENTs characters;</p> <p>Activities in schools: for example, co-creating immersive narratives</p>
Parents, Families	Project presentation, including activities and results for parents and families. Presentation of the nine demonstrators.	<p>For those interested in environmental justice: Promote the feeling that they are not alone but there is a community of parents working for environmental justice;</p> <p>For those who are not interested in environmental justice/ not actively engaged: promote the idea that their educational</p>	<p>Offline: Events, pedagogical activities and festivals;</p> <p>A stop-motion tutorial to create children's personal GreenSCENT stories;</p> <p>A storytelling toolkit with the GreenSCENTs characters;</p> <p>A storytelling toolkit to create a personalised GreenSCENT story;</p>



		approach may influence the future and well-being of their children.	A colouring book with the GreenSCENT characters; Promotion of GreenSCENT tools.
Teachers and educators	Presentation of the project competence framework and the nine demonstrators.	Engage with schools and introduce them to the interactive tools developed by the GreenSCENT project. Support teachers and educators in engaging students with environmental challenges.	Offline: Events, pedagogical activities and festivals. A stop-motion tutorial to create children's personal GreenSCENT stories. A storytelling toolkit with the GreenSCENTs characters. A storytelling toolkit to create a personalised GreenSCENT story. A colouring book with the GreenSCENT characters. Promotion of GreenSCENT tools.
Academics	Presentation of the GreenSCENT scientific results.	Promote discussion and research in the field of Environmental Science, Pedagogy and Smart Education. Engage academics with the project.	Offline: Joining Events, Fairs and Festival. Organising Conferences, events, and workshops.
Vulnerable groups (migrants, refugees, people with disabilities)	Project presentation including activities and results in an accessible manner.	Promote content that is accessible to a diverse range of audiences with different access needs. Promote the idea that GreenSCENT is a project that seeks to foster inclusion of groups at risk of exclusion, through tailor made actions,	Offline: Invite representatives of vulnerable groups to events, fairs, festival and conference. Co-Create events with vulnerable groups. Online: Promote content that is accessible to people with different access needs on Twitter, Facebook, Youtube and LinkedIn. Promote content that is not Eurocentric, and which shows different socio-cultural perspectives (for example: climate refugees, indigenous communities representatives);



Industry	Presentation of GreenSCENT projects activities, goals, and results to a large number of specialists.	Show companies the value of environmental awareness. Show companies the value of ECCEL, the new environmental licence developed by GreenSCENT.	Offline: Events, Fairs and Festival. Online: Webinars
Environmental activists	Presentation of the potential of the GreenSCENT results and new educational models and methods.	Engage environmental activists with the GreenSCENT project.	Offline: Events, Fairs and Festival; Online: Webinars

Table 3 Outline of different target audiences, potential and goals relevant to Communication and Dissemination

It is anticipated that the above-mentioned groups will make use of our research results in the key areas of education, commercialisation and policy, but will be discussed in more detail in Section 10 of this document, which focuses on Exploitation. The Dissemination activities in GreenSCENT will start once project results are available. GreenSCENT Dissemination will consist of the following activities:

1. Scientific publications: in world-leading, open access publications related to, but not limited to, the fields of pedagogy, environmental science and universal access.
2. Events: exhibitions, end-user co-creation workshops, demo days, cluster events, hackathons, presentations in schools, and summer camps.
3. Participation in third-party events: fairs, scientific conferences, policy roundtables, and co-creation workshops.
4. Other Dissemination activities: policy papers, white papers, online tools and training for specific target audiences.
5. Participation in other Green Deal clusters.

The GreenSCENT Communication and Dissemination plan has been developed applying the following five main procedures:

1. A special working group was set up for C&D.
2. One representative from each partner was appointed to this working group.
3. Five monthly meetings for WP6 were organised towards drafting the first year roadmap and KPIs for C&D from M2 to M8.
4. The C&D team has decided to communicate in simple and jargon-free language that allows diverse audiences to access information about the GreenSCENT project.
5. The C&D team has developed the visual identity following best international practice in accessibility (WCAG).



2.2 Exploitation in GreenSCENT

According to the Horizon 2020 Rules for Participation, Exploitation refers to “the use of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities”¹.

Exploitation is a key component of the GreenSCENT Communication strategy. As with all aspects of the Communication portfolio, Exploitation activities will begin at the early stage of the project (M3), coinciding with Dissemination activities. Potential early adopters of the GreenSCENT solutions will be involved in the assessment and validation activities, and will participate in the impact assessment of the proposed services. They include young people, parents, educators, researchers, private sector, and policymakers who stand to benefit from our research activities. For example, our interactive documentary platform “GreenVerse” will allow users to upload information about their local area, drawing attention to particular environmental issues faced by local communities, such as air pollution.

The GreenSCENT consortium will gradually build a community committed to adopting and planning the Exploitation of results beyond the end of the project. The aim is to involve a critical mass of stakeholders in the various phases of Dissemination, Communication, and Exploitation of the project results. More specifically, GreenSCENT will organise events to share knowledge and innovation between different projects related to climate change, sustainable development, and civic engagement.

Table 4 Outline of different target audiences, potential and goals relevant to Exploitation

Target Group	Exploitation Potential	Goals
Academic and scientific communities	Presentation of GreenSCENT solutions to a large number of specialists.	Awareness of the GreenSCENT prevention/monitoring system.
Environment stakeholders	Presentation of the GreenSCENT model in terms of creating new policies to a maximum number of stakeholders.	Knowledge of new policies, methods and cost-effective prevention/monitoring solutions.
Industry and policy makers	Presentation of the potential of the GreenSCENT model in terms of creating new policies to a maximum number of stakeholders.	Extending the network of GreenSCENT knowledge and gathering feedback.
Sister projects	Presentation of the potential of the GreenSCENT prevention/monitoring system and new educational models and methods.	Understanding the GreenSCENT prevention/monitoring system and new methods of diagnosis



The Exploitation approach in GreenSCENT, starting with the Exploitation plan of each partner, will use ecosystem and business analysis to maximise the impact of the project. It will implement all necessary actions for the sustainable use of the results. We will also analyse the entire value chain of stakeholders. The final Exploitation plan of GreenSCENT and the related business models will be identified once the Key Exploitable Results (KERs) are finalised.

3. Communication and Dissemination Objectives

To define the C&D objectives of the GreenSCENT project, UAB has created a Strengths Weaknesses Opportunities, and Threats (SWOT) analysis focusing on the internal (Strengths and Weaknesses) and external (Opportunities and Threats) aspects that might influence the C&D workflow and impact of the project. As illustrated in Table 4, the purpose of the analysis is to identify the key opportunities and challenges of GreenSCENT's strategic approach.

SWOT (Strengths, Weaknesses, Opportunities, Threats)	
Internal factors	External factors
<p>Strengths: Why is our project relevant? What distinguishes our project from others? What are our strengths?</p> <ul style="list-style-type: none"> GreenSCENT has a clear objective that is fostering awareness and actions towards the environmental crisis through innovative, creative, and user-centric activities and tools. GreenSCENT wants to contribute to the objective of reaching climate neutrality by 2050. GreenSCENT is centred around young people. GreenSCENT comprises a multi-stakeholder team with different areas of expertise. 	<p>Opportunities: What are the external opportunities that can promote the visibility of our project and also generate action?</p> <ul style="list-style-type: none"> Networking with other projects. Use of different C&D tools, both traditional and new. Exchange of good partnership among the partners.
<p>Weaknesses: Where can we be more effective? What is missing in our project? What are we not good at?</p> <ul style="list-style-type: none"> We need to understand what platforms young people use to find information and news. We need to find a way to enter these spaces. We may have to approach non-traditional social media platforms to engage more directly with our target audiences (for example: Tik Tok). 	<p>Threats: What are the barriers and risks?</p> <ul style="list-style-type: none"> We risk being perceived as a project that does not fully and systemically want to promote change and actions. We may tend to use too scientific or complex jargon. We may be perceived as adult-centric even though young people are at the centre of our project.

Table 5 SWOT analysis of Communication and Dissemination of GreenSCENT project



As a multi-stakeholder, user-centric, and Green Deal-related project, GreenSCENT has the potential to create impact. As outlined in Table 4, we need to find innovative ways to reach young people, who are often excluded from H2020 projects due to their scientific or complex jargon and adult-centred approach.

By taking account the key challenges and opportunities at each stage in the project, we can work towards improving the overall impact of GreenSCENT related to target audiences' engagement, particularly young people.

3.1 GreenSCENT C&D Objectives

GreenSCENT's C&D goals are:

- to pique public interest in the project, and raise awareness on the EU Green Deal.
- to establish the project's visual identity.
- to promote the project's activities and developments, ensuring that the project's value is appreciated'
- to educate the public about environmental challenges and possible solutions.
- to engage the public in understanding the current environmental situation in Europe and beyond.
- to communicate GreenSCENT findings to the project's various stakeholders, which may include but are not limited to young people, parents, children, teachers, researchers, vulnerable groups, the private sector, and activists.

3.1.1 Potential risks in C&D

In each step of the project, the risks of; (a) lack of engagement with our target audiences; (b) user fatigue and (c) low project visibility will be taken into account with the following mitigation mechanisms in place:

- Lack of engagement with our target audiences:** different social media platforms will be used in order to target audiences with diverse interests. Regular monitoring and regular C&D meetings will provide us with the opportunity to identify any possible risks or deviations from the C&D objectives and performance indicators.
- User fatigue:** this risk will be addressed by reducing "intrusive" user engagement approaches, such as surveys. Instead, we will encourage interactive user participation, such as the use of blogs, newsletters, videos, social media posts, participation and organisation of workshops and webinars.
- Low project visibility:** all the partners will have an active role in promoting the project in relevant events and reaching different target audiences. These efforts will be organised in collaboration with other sister projects and initiatives.



4. Communication and Dissemination strategy

To structure the GreenSCENT Communication strategy, the UAB team has defined the following terms:

- Key messages: the project's unique value proposition and the key messages for each target audience.
- The target audiences: a list of diverse groups concerned by or potentially interested in the GreenSCENT project based on previously conducted stakeholder mapping.
- The workflow: a description of the division of the objectives for each part of the project.
- Partners involvement and internal tools to collect data: an overview of objectives, messages, and tools/channels and activities to be used by the consortium to contribute to the C&D plan.
- Performance monitoring: a table of evaluation criteria and KPIs to be attained by a certain date, e.g., M12 or end of project.

These different elements will be described and analysed in the following sections of the document.

4.1 GreenSCENT key messages

The goal of the GreenSCENT C&D plan is to communicate the overall vision and goals of the project to different target audiences. As such, we have defined six key pillars of the GreenSCENT project, which are as follows:

1. Citizen engagement is a driver for change. Citizens are co-researchers in our project.

The active involvement of citizens in policy definition is a tool to improve the effectiveness, quality and adoption of policies addressing relevant and complex challenges both locally and globally.

2. Active experimentation will lead to better understanding and adoption. Learning by doing is key.

Active involvement in the project is key to a success. The paradigm shifts from traditional education to active observation, data collection and processing as well as open innovation will perform two important functions:

- Firstly, we will aim to guide society in a positive direction with respect to environmental challenges.
- Secondly, it will disseminate concrete practices that individuals will be able to apply, thus fostering involvement and commitment in citizenship in addressing the challenges of environmental sustainability.

3. Young people are crucial for addressing climate and environmental challenges. Young people are the changemakers of the present and the future!

Young Europeans represent the future of Europe and the ambassadors of the Green Deal. Young people can involve their peers and families in environmental campaigns and activities. They have the potential to become the main drivers of environmental protection. For this reason, schools, universities and educational institutions play a key role in this process.

4. Vulnerable groups must be involved in this process. No one should be left behind!



Vulnerable groups, such as migrants, refugees, people with disabilities, the elderly and people in rural areas, must be included in any dialogue and concrete actions of the Green Deal. Europe cannot afford to exclude these people as one of the main European themes is “united in diversity”.

5. GreenComp must be both acceptable and adoptable. Co-creation is key.

In order to ensure GreenComp's widespread adoption even after the project is over, potential target audiences and stakeholders (such as students, activists, educational institutions, and the private sector) will be involved in the GreenSCENT project. GreenComp will be used as a tool to design and implement educational initiatives inside and outside of the classroom as well as to encourage the integration of skills related to the environment in corporate processes of managing human resources.

6. Competencies needed to go beyond climate and environment. Everything is interconnected.

The activities proposed by GreenSCENT will develop skills not only concerning climate or environment but which will embrace digital and transversal skills, such as creative thinking, problem solving, teamwork, planning and design. These transversal skills will help students develop the necessary professional skills needed to understand and address environmental challenges.

4.2 Workflow

In order to achieve our C&D objectives we will implement the following workflow throughout the course of the GreenSCENT project:

First Phase: M1-M12

In the first phase, the C&D plan will focus on raising public awareness of GreenSCENT and Green Deal topics more generally. In this phase, we will establish the project messaging and the visual identity, which is discussed in more detail in Section 5.1.

Second Phase: M13-M24

In the second phase, we will focus on Dissemination, sharing the results and activities developed during the first year of the project. Within the second phase, the C&D activities will seek to reach different target audiences (4.3). The strategy will focus on disseminating the knowledge produced in the project, and also on stakeholder and target audience interaction.

Third Phase: M25-M36

During the third phase of the project, the C&D activities will focus on promoting GreenSCENT Y2 results and increasing Communication with all target audiences through our identified Communication channels. We will continue to promote the GreenSCENT project to all target audiences, with the aim of fostering an active community of potential users, as well as collecting feedback and disseminating project results.

4.3 Target Audience

Mapping target audiences and their interests is central in the project to reaching the C&D objectives. Table 2 shows the stakeholder map that links target audiences with the Communications goals and messages, as well



as activities that will facilitate engagement. This mapping provides us with the opportunity to design our Communication plan around our different target audiences and their interests. GreenSCENT identifies nine specific target audiences for C&D as described in detail in Section 2.1.

4.4 Partners' involvement

Communication among partners is crucial to exchange relevant information on what is going on in the different WPs. It is also important to foster and optimise external C&D amongst partners. Internal Communication will be ensured through the regular exchange of information via e-mail and during our regular monthly meetings where partners can discuss achievements, upcoming activities, deadlines, recommendations and considerations within the different work packages. While some partners are directly involved in Communication activities in view of their role in the project, all partners are requested to regularly participate in the following C&D activities:

- Communicating their activities and disseminating their results to their respective networks, on social media and through the news on the project website;
- Contributing to the content of the monthly newsletter (articles, recommendations, events);
- Informing other partners of interesting, project-related initiatives and events they could participate in;
- Keeping track of their C&D activities through a dedicated reporting table available in the GreenSCENT Google Drive;
- Disseminating results and publications in open access publications.

The involvement of all partners in the C&D activities will ensure that the project is widely promoted, reaches a wider audience and ultimately, generates greater impact. The different nature of all partners is key in reaching wider audience as all partners cover areas from University departments to IT developers, from Research Institutes to small environmental SME.



4.5 Internal Communication tools to collect data

UAB is in charge of tracking all Communication activities carried out by GreenSCENT partners throughout the course of the project. To keep track of all the activities carried out by GreenSCENT partners, UAB has created an Excel document, available in the GreenSCENT Google Drive, which gathers the following information related to the different activities each partner is involved in and their monthly recommendations for the GreenSCENT newsletter:

- Legend KPIs;
- Data KPIs;
- Partner contributions;
- Events joined/ to join;
- Scientific academic publications;
- Recommendations;
- Impact (media coverage);
- Opportunities;
- Blog articles (themes and deadlines);
- GreenSCENT social media (all posts);
- GreenSCENT webpage;
- Representatives for C&D;
- Archive (emails, contacts, social media accounts);

All partners are requested to update the spreadsheet on a regular basis, based on the Communication or Dissemination activities in which they are involved. By tracking all Communication activities in the GreenSCENT project, we can measure the overall impact of our activities. In addition to this aim, the Excel file will allow UAB to elaborate a Communication impact analysis at the end of each reporting period (every 6 months) to understand the impact of the actions, the audience reach, and to check whether KPIs have been met.

4.6 Monitoring and KPIs

A Number of KPIs have been defined to assess the overall success of our C&D strategy. The KPIs will assist in measuring and monitoring the overall performance of the C&D activities throughout the project. Qualitative indicators of the actions carried out will also be taken into account. These include individual feedback obtained through questionnaires, feedback via email or online through our website or social media accounts. By regularly monitoring these activities, we can determine if we are meeting our targets. By using KPIs as a measure of impact, we can also identify which activities generate significant impact.

Below is the list of the specific KPIs that the GreenSCENT consortium has identified:

Platform	Indicator	Target M36
Website	Number of page visits	1000



	News posted on the webpage	50
LinkedIn	Followers	300
	Posts	350
	Impressions	30'000
	Reactions	3000
Facebook	Followers	300
	Posts	350
	Impressions	20'000
	Reactions	2500
Twitter	Followers	500
	Tweets	600
	Impressions	200'000
	Reactions	4000
Youtube	Followers	50
	Videos	20
Newsletter	Distribution (people reached)	300
Conferences	Joined by GreenSCENT partners	15
Trade shows, Fairs	Joined by GreenSCENT partners	15
Events	Organised by GreenSCENT consortium	6
Partner publications (press releases, social media)	Publications by partners	30
Scientific publications	Articles elaborated inside the project	6

Table 6 KPIs of the GreenSCENT project

5. Communication and branding

Creating a distinctive visual identity for GreenSCENT was considered crucial for all Communication, Dissemination, and Exploitation activities. In developing GreenSCENT's visual identity, different elements were used to establish an overall, consistent image that could be recognized immediately. Below, the different elements are presented.

5.1 Visual identity

A provisional visual identity was initially designed by the Barcelona Supercomputing Center (BSC) team during the project proposal stage. This includes an official logo, colour palette and typefaces, as well as a number of templates adapted to each type of support material (e.g. PowerPoint presentations, newsletter).

All Communication and project material (both, used within the consortium and those aimed at the different target audiences) will follow this visual identity to allow the creation of a coherent and recognisable image for the GreenSCENT project.

It is envisioned that the visual identity will be revised as needed by UAB with support from the BSC in order to meet the project needs and accessibility requirements.

The logo of the project on white and dark background is presented in Figure 1. The main colour palette designed for the GreenSCENT project includes tones of blue, green and yellow (Figure 2).

The colour palette and logo were inspired by sustainability (different shades of green) and boxes that resemble blocks used by children when learning the alphabet, while yellow is used as an accent colour.



Figure 1 GreenSCENT logo set against a white and dark background

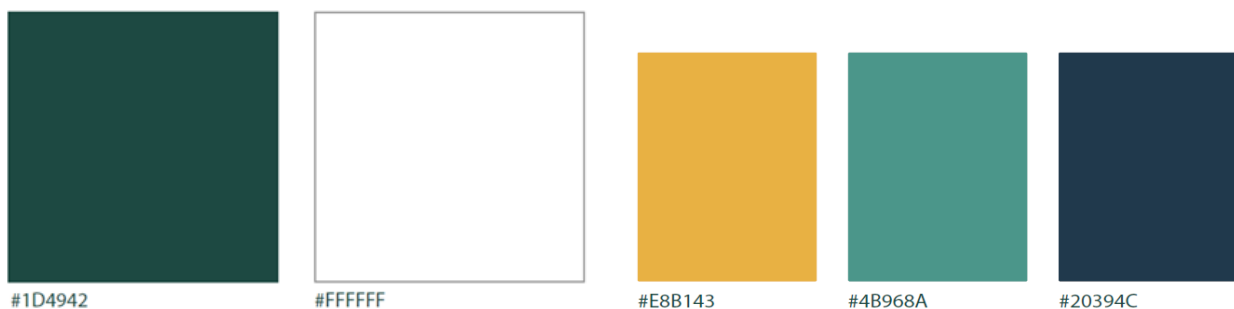


Figure 2 Main colour palette and codes



6. Communication and Dissemination channels

6.1 Website

The website was developed by UNINETTUNO and described in Deliverable D6.1. The website has a dynamic structure and is updated by UAB according to the needs of the project. For example, three new sections have been recently added:

- **Resources:** for all the materials produced during the GreenSCENT project (PowerPoint presentations, videos, public deliverables).
- **News:** a dedicated page for blog articles on project activities, partners' vision and announcements.
- **Events:** a dedicated page for upcoming and previous events organised by the consortium partners.
- **Youth Design Assemblies:** a section dedicated to Youth Design Assemblies, where young people can learn more about the initiative and register

6.2 Social media

To reach and engage a wide audience, information about GreenSCENT is provided on the project's social media and website, as well as on project partners' social media sites. Posts will be shared to support the flow of news and content, which will be added weekly.

Facebook, Twitter, LinkedIn, and YouTube are used by GreenSCENT to increase the project's visibility, share knowledge, promote the results, and interact with the public. Other channels, such as Tik Tok and Instagram, are also being considered for the next stage of the project.

The images and messages of the GreenSCENT project and its social media content aim to ensure the use of inclusive, non-discriminatory, and gender-neutral language. All partners will support UAB in selecting images and messages that do not convey any stereotypical portrayals and do not discriminate against a person, a collective, or a specific area.

In the GreenSCENT project, a calendar of publications has been established. From M9, after having collected information, data and material from all partners, the C&D team will post every Monday, Tuesday, Wednesday, Thursday, Friday and Sunday. Posts will be thematic and directed towards a specific audience while also aiming to create a sense of curiosity in the GreenSCENT project more generally.

Day	Theme(s)	Target Audience(s)
Monday	A book, a movie, a series related to environmental issues	Parents, Families, Educators, schools
Tuesday	News from partners, blog article	Sister projects, GreenSCENT community
Wednesday	An academic paper, a policy	Researchers, scholars, students



	paper.	
Thursday	News from partners	Sister projects, GreenSCENT community
Friday	Events about environmental or smart education	Students, parents, educators, researchers, schools
Saturday	-	-
Sunday	Inspiring stories of activists or activists that create something innovative to promote environmental awareness	Young people, activists, students

Table 7 Outline of social media posts for the GreenSCENT project

The hashtags selected and approved by all partners to be used when communicating about the project are:

- The GreenSCENT hashtag: #GreenScentProject
- Additional tags include:
 - #H2020
 - #Horizon2020
 - #GreenDeal
 - #GreenDealProjects
 - #TogetherForAGreenFuture

Consortium partners are required to include the following sentence “**This project has received funding from the European Union’s Horizon 2020 research and innovation program under grant agreement No 101036480**” every time they generate new content. They are also required to add the [European Union Flag](#).

- It has been agreed with all the partners to use the copyright licence CC BY-NC-ND 4.0 for all the content produced in the GreenSCENT project.



6.2.1 Facebook

Facebook is used to highlight project activities and progress, using a non-formal and more personal language. Aimed at engaging people in discussions about the environment, The [GreenSCENT Facebook page](#) targets the broader European audience (and worldwide), collecting and linking stories about the project and events. Partners will also use their own Facebook pages to create awareness about the project and highlight their specific roles within the project.

6.2.2 Twitter

GreenSCENT uses [Twitter](#) to connect to other projects, networks, initiatives and stakeholders involved in the fields of smart education, environmental education and social impact. As a result, our tweets contain specialist terms, known to these communities. Tweets are used to direct the audience's attention towards information about the project as well as invite collaboration through events, fairs, publications, and talks. GreenSCENT also uses Twitter to promote and comment webinars, applying different hashtags, which others can use in their tweets.

6.2.3 YouTube

[YouTube](#) is a far-reaching platform, which GreenSCENT plans to use for uploading and sharing its own content. This content will create awareness around sustainability among the general population. Other possibilities will also be explored; such as interviews with citizens/ students/ professors/ teachers or video diaries from events in which we will participate. GreenSCENT will also engage in more 'social' activities, following relevant YouTube channels and commenting on content.

All GreenSCENT videos will have subtitles in the eleven languages spoken in the project, which are:

- English
- Italian
- Spanish
- Catalan
- Serbian
- Finnish
- German
- Danish
- Greek
- French
- Romanian

6.2.4 LinkedIn

LinkedIn will be mostly used to address companies, researchers and university students, although other target audiences can also be included in some Communication. LinkedIn will allow us to fully exploit opportunities generated from the project's results. Internal and external events will also be disseminated through the [GreenSCENT LinkedIn account](#), as well as internal and external scientific research. In order to maintain a dynamic Dissemination process, we will release at least one post every 15 days.



7. Communication and Dissemination materials

In the following sections, we will outline the materials we will prepare as part of our C&D plan. All the content produced by the consortium related to GreenSCENT will be added to the Open source repository (Depósito Digital de Documentos or DDD) at UAB: an online open access repository that stores videos, PowerPoint presentations, articles and visuals.

7.1 Academic Articles

As part of the C&D plan for the GreenSCENT project, we will publish academic articles in world-leading publications related to, but not limited to, the fields of pedagogy, environmental science and universal access. As an output of our upcoming conference on [Green Digital Accessibility](#) (GDA) (see Point 8.1), speakers will have the opportunity to contribute towards a special edition in the journal [Universal Access in the Information Society](#) (UAIS). UAIS is an interdisciplinary open access refereed academic journal that solicits original research addressing the accessibility and usability of Information Technologies. Considering that one of the main tenets of the GreenSCENT project is to create accessible technologies that can be used by a wide range of people, UAIS is a natural fit for research generated from the GDA conference and the GreenSCENT project more generally.

Currently, we have two publications from the GreenSCENT project. The first is Pollini, A., Orero, P., Caforio, A. (2022) 'Intersectional design in practice: a critical perspective on sustainability for all. Disrupting Geographies in the Design World, 8th International Forum of Design as a Process.' The second is McDonagh & Orero a book chapter in Peter Lang. More articles are expected to be published as the project develops from a range of different areas of expertise including, but not limited to, the areas of Media Accessibility, User-Centric Design, Tourism, Research Methodologies and Environmental Science.

7.2 Newsletters

We have created a monthly newsletter that includes important information about project developments in simple and bite size forms. The newsletter is released monthly and is primarily aimed at those who are interested in finding out more about the GreenSCENT project. It is available on the GreenSCENT web page under "resources". People can subscribe to the newsletter through a [subscription form](#) on the webpage.

7.3 Videos

Videos publicise the project activities, vision, and results in an attractive and paperless way. They can be broadcasted at fairs, events, and conferences, on the website and through social media.

Videos are published on [GreenSCENT's YouTube channel](#) and shared across all our social media platforms and those of our project partners. These videos are available on the GreenSCENT website and presented at events.

We have created **three short video trailers** (< 3 min); [one at M3](#), [one at M4](#), and [another at M5](#). Each of these videos promotes the project's activities and objectives. The script, as well as the first draft of the



animation, were presented to all project partners for feedback and suggestions. All the videos have subtitles in all the eleven languages spoken in the partners' countries, which are:

- English
- Italian
- Spanish
- Catalan
- Serbian
- Finnish
- German
- Danish
- Greek
- French
- Romanian

More videos will be produced during the next months:

- **Seven video interviews will be produced** to promote the first GreenSCENT Conference “Green Digital Accessibility” ([M5-M6-M7](#)- [M8-M9-M10-M11](#)).
- [One video tutorial](#) on how to build a GreenSCENT story using the stop motion methodology was released in M6.
- [An example of a GreenSCENT story](#) created using stop motion was released in M6
- [A video presenting the Youth Design Assemblies](#) in GreenSCENT was released in M6
- **One video** (< 3 min) presenting all the partners and their role will be realised by M12.
- **A final video** towards the end of the project, will be created with inputs from partners. With a length of a maximum of three minutes, the final video will present testimonies of project partners and/or members of schools that have joined the activities of the project. The main focus will be on spreading the GreenSCENT experience as a best practice, pointing out the benefits of participatory methodological approaches through the personal experience of participants.
- **Co-created external videos.** As previously mentioned, we do not wish to reproduce an adult-centric perspective, therefore followers, participants, and students involved in the project will also produce their own videos using the GreenSCENT storytelling toolkit.

All the videos have as protagonists the “GreenSCENT characters' ', which are illustrations of a diverse set of people that were created by a graphic designer respecting the GreenSCENT colour palette.

7.4 Printed Promotional materials

The production of a number of brochures, posters and roll-ups in different languages will widen the public reach of GreenSCENT, allowing other potentially interested stakeholders and the general public to know more about the project.



UAB will elaborate a brochure that will focus on specific elements of the GreenSCENT project (consortium, target audience, events, funding calls, etc.), which will be available in both an electronic and physical form, online and offline.

The information shown in this brochure will be adapted to additional formats: posters and rollups. These elements will then be printed and available for partners to use for events, or workshops promoting the GreenSCENT project (booths, corners, etc.).

We will also create new promotional materials towards the end of GreenSCENT, which will focus on the final outcomes and results of the project.

To summarise, the promotional material will include:

- Page project description / information sheet (M12);
- Flyer and brochure to present the project (M12);
- Flyer and brochure to present the results of the project (M30);
- Poster and roll-up banner, which will be used for external conferences (M12);
- Specific brand/logo for the final event (M30);
- Customised event agenda layout for the final event (M30);
- New version of the GreenSCENT brochure (M30);

7.5 Press Releases

A press release including the most important information related to the project (scope, objectives, messages) was drafted in February 2022 to officially launch the project. The press release was subsequently translated into several languages by the partners and eventually distributed by the project partners to their contact networks. It was also widely published through partners' institutional websites and social networks. Another press release is planned for the end of the project. A final media press kit will be prepared at the end of the project for Dissemination of the project's final outcomes.

7.6 The GreenSCENT storytelling toolkit

All GreenSCENT partners embrace the idea that the project should provide a space for children and young people to have a say in how we address environmental challenges. To enable young people to tell their own GreenSCENT stories, the C&D team have developed a storytelling toolkit. The Toolkit includes:

- A PDF document with GreenSCENT characters that students, young people, children, and parents can download and use to create their own story.
- A tutorial on how to create a GreenSCENT story using the stop-motion methodology with GreenSCENT characters.
- One GreenSCENT story as an example.

The storytelling toolkit will be available in M10.



8. Events

In order to maximise the overall impact and ensure the longevity of the GreenSCENT project, we have led and participated in a series of external and internal events. The purpose of these events is to promote the project and foster awareness around the Green Deal topics with both general and specialist audiences of all abilities as well as promote the GreenSCENT project more generally. As part of our Dissemination, Communication and Exploitation strategy, sustainability and accessibility are considered from the beginning of event planning. GreenSCENT will continue to organise and participate in a range of different events throughout the course of the project, some examples of which are included in the following subsections.

8.1 High level events

High level events are those organised at EU or Worldwide institutions such as UN agencies or European Commission. In the first year of the project GreenSCENT participated in three high level events:

On the 12th of May, we organised a webinar as part of the [United Nations \(UN\) World Summit on the Information Society \(WSIS\)](#) where we presented the GreenSCENT project to an audience of experts in the field of Information and Communication Technologies (ICT). This event was held online and attended by 100 people.

As official partners in the EU Green Week, we led a participatory event on 30 May 2022 on [“Creative educational material towards Green Deal children engagement”](#). As part of this workshop, we discussed and developed educational tools and strategies to engage children and young people with the Green Deal topics. An output of this workshop was the educational toolkit as previously discussed in Section 7.5.

GreenSCENT has been chosen to participate in the [EU Research Science Night](#) at [CaixaForum in Barcelona in September 2022](#). Every year on the last Friday of September, the European Researchers' Night makes science accessible to all through activities which combine education with entertainment, such as exhibitions, hands-on experiments, science shows, games, competitions, quizzes and more.

8.2 External Events

Project presentation in the framework of an external event – national or international – such as conferences, seminars, workshops, or meetings, will be planned by each partner country. External events also include those organised by other EU funded projects. Partners must think about what they would like to communicate and also what their target audience would like to learn from the event. Each partner will report participation to external events to the C&D team. The following eight events were joined during the first six months of the project:

- [Webinar: Unlocking the Potential of XR for Persons with Disabilities](#), online, organised by Funka, 1st of March 2022
- [The Co-Production Forum](#), online, organised by the European Co-Production Forum, 10th - 11th of March 2022
- [The European Local Coalition](#), online, organised by Europa Nova Germany 29th of April 2022
- Green Digital Media, online, organised by [New European Media](#), 19th of May 2022



- [Institute of Applied Linguistic Class](#), online, organised by University of Warsaw, 24th of May 2022
- [The 8th International Conference of the Immersive Learning Research Network](#), online, organised by the Immersive learning Network, 3rd of June 2022
- Supporting the positive long-term impact of the Horizon2020 Green Deal Projects, online, organised by Ecorys, 15th of June 2022
- [Intersectional design in practice a critical perspective on sustainability for all](#), online organised by [Forum Design Process](#), 20th of May 2022
- As part of the Global Accessibility Awareness Day (GAAD), we presented the GreenSCENT project to students in UAB, 19th of May 2022
- Activitats pedagògiques Campus Ítaca (Pedagogical activities Campus Itaca), a summer camp using GreenSCENT's Interactive documentary platform, at Universitat Autònoma de Barcelona organised by [Fundació Autònoma Solidària](#), 30th of June 2022 and 11th of July 2022
- Sustainable because Accessible: Inclusion & Diversity workshop, online, 5th of July 2022
- We also presented the GreenSCENT project to UAB environmental science students on 23rd of April 2022.



8.3 Clustering

GreenSCENT will seek to build synergies with other relevant projects and initiatives that tackle related environmental, citizen engagement and Green Deal topics. Special attention will be given to the EU-funded projects under the same call (in particular ECF4CLIM), exploring potential synergies and cooperation in C&D activities, but also in other project activities, such as evaluation and monitoring, to maximise impact and foster peer learning. The main partners involved in clustering interactions are BSC, UNINETTUNO and UAB.

In order to build synergies with other projects and initiatives, GreenSCENT will carry out the following actions:

- Participate in bilateral meetings (at least 1-2 per year) to exchange knowledge and lessons learned;
- Prepare and host two online peer-learning workshops (M12-M36) to reach the broader community of practice;
- Participate and lead thematic clusters put together by the European Commission and Green Deal Project Support Office (see more information below);
- Establish relationships with related citizen engagement initiatives (e.g. Science for Change);
- Map activities taking place in other projects that are related to specific topics of GreenSCENT (e.g. air quality), in order to identify opportunities for collaboration;
- Share other projects' activities on the GreenSCENT social media pages and on the GreenSCENT webpage;
- Host a joint hybrid event with other projects and initiatives dealing with Green Deal, smart education, and environmental awareness.

In February 2022, GreenSCENT participated in a clustering workshop of seven projects granted through the same Green Deal call, and will be leading the air quality (BSC) and citizen engagement (UNINETTUNO) clusters. In addition, GreenSCENT will be participating in the Green Deal Project Support Office activities, which bring together 73 projects of the Green Deal call, and will form part of the knowledge and citizens cluster.

As part of these clusters, GreenSCENT will gather information on the nature, timings, and geographical distribution of activities planned in each project related to specific topics (e.g. air quality), which will help recognise opportunities for collaboration. During clustering activities, GreenSCENT will share the lessons learned, methodologies used and good practices in order to learn from each other and avoid repeating errors or duplicating work.

A non-exhaustive list of relevant projects and initiatives that GreenSCENT might potentially engage with is provided in the table below.

Project	Full name / brief description	Relevant topics (not exhaustive)
ECF4CLIM	A European competence framework for a low carbon economy and sustainability through education.	Competence framework, education, citizen journalism, AR app, air quality.



COMPAIR	COMPAIR empowers citizen scientists across the EU with digital sensors to easily measure, monitor and act on local air quality data.	Citizen science and engagement, air quality, user research.
SOCIO-BEE	Wearables and drones for city socio-environmental observations and behavioural change.	Citizen engagement, environmental monitoring.
iChange	Encouraging behavioural change through citizen science, using sensors and monitoring the impact of their environmental footprint.	Air quality, sensors, citizen science and engagement.
AURORA	Achieving new European energy awareness and a new generation of near zero-emission citizens.	Citizen engagement, sensors, green energy.
PSLifestyle	Co-creating positive and sustainable lifestyle tools with and for European citizens.	Citizen science and engagement.
RI-URBANS	Turning clean urban air into reality; innovative urban air quality monitoring.	Air quality, environmental monitoring.
PHOENIX	The rise of citizens voices for a Greener Europe.	Citizen engagement.
REAL DEAL	Reshaping European advances towards green leadership through deliberative approaches and learning.	Citizen engagement and participation.
ACCTING	Advancing behavioural change through an inclusive Green Deal.	Behavioural change, society, sustainable economy.
SHARED GREEN DEAL	Social sciences and humanities for achieving a responsible, equitable and desirable Green Deal.	Society, sustainable economy.
FRONTSHP1P	A front-runner approach for transition to a circular and resilient future.	Citizen engagement, circular economy.
PAUL (ICOS-Cities)	Pilot application in urban landscapes - Towards integrated city observatories for greenhouse gases.	Citizen engagement.
ILIAD	Integrated digital framework for comprehensive maritime data and information services.	Citizen science.
TRANSFORM	Territories as responsive and accountable networks of S3 through new forms of open and responsible decision-making.	Citizen science and engagement, society.
HOOP	Hub of circular cities boosting platform to foster investments for the valorisation of urban biowaste and wastewater.	Citizen science and engagement, behavioural change.

Table 8 List of relevant projects and initiatives with which GreenSCENT could engage

8.4 Organisation of GreenSCENT conferences

As previously mentioned in Section 7.1, we are organising a conference on [Green Digital Accessibility](#) which will be held on 2 December 2022 in Barcelona. Additionally, we have developed an accessibility and sustainability plan for the conference to ensure that the event is open to people with diverse needs while also minimising its environmental damage.



Two world leaders on media environment will deliver two key speeches: Tom Greenwood and Hemini Mehta from the European Broadcasting Union (EBU).

9. Accessibility

As part of our commitment to accessibility, we encourage all GreenSCENT partners to follow international best practice when disseminating their work or research online and in-person. All partners are advised to ensure that their content and events are accessible, some examples of which are included below:

9.1 Accessibility and social media

GreenSCENT partners were advised in the C&D monthly meetings on some accessibility issues such as: to use camel case hashtags when creating content on social media. CamelCase is the practice of capitalising the first letter of every word in the hashtags. This practice supports people who use screen readers by allowing the screen readers to recognize if in a long hashtag there are several distinct words, which facilitates the understanding of the context. For example, you would write #GreenDeal rather than #greendeal.

Partners are advised to use alternative text (alt-txt) when adding images to their posts on social media. Putting alt-txt for people who are blind or partially sighted is essential as it allows them to build up a mental picture of what someone who is sighted sees automatically.

Partners are advised to self-describe themselves in meetings/conferences. Self-description provides information about the individual that non-blind people take in visually, and when done by everyone at a meeting or conference, gives the blind or partially sighted person a sense of the diversity or lack of diversity of those speaking, on a panel or in the room more generally.

Partners are advised to use emojis at the end of the sentences when publishing social media content. Emojis have alt-txt built in. If they are used disproportionately or in the middle of the sentences, this may make the understanding of a post more difficult for a person using a screen reader. Partners are advised to check their content can be read by a screen reader using the [Chrome extension](#) or other screen reader applications.

Partners are advised to check that their imagery has the correct colour contrast using the platform [Contrast Checker](#) to help those who are partially sighted.



9.2 Video Accessibility

When producing visual content, partners are advised to follow the following eight steps:

1. Use clear language:

Avoid or explain jargon, acronyms, and idioms. For example, expressions such as “raising the bar” can be interpreted literally by some people who might find it confusing.

2. Provide redundancy for sensory characteristics:

Make your information work for people who cannot see and/or hear. For example, instead of saying ‘Attach this to the green end’, say ‘Attach the small ring to the green end, which is the larger end’.

3. Speak clearly and slowly during the production:

By speaking clearly and slowly, we can enable listeners to understand what we are communicating. By allowing enough time to deliver a message, we can also help language or access service providers (such as captioners, sign language interpreters) carry out their job more effectively.

4. Create a high-quality audio–recording setup:

Use high-quality microphone(s) and recording software. When feasible, record in a room that is isolated from all external sounds. Avoid rooms with hard surfaces, such as tile or wood floors. Specifically, ensure that the background sounds are at least 20 decibels lower than the foreground speech content (with the exception of occasional sounds that last for only one or two seconds). Avoid sounds that can be distracting or irritating, such as some high pitches and repeating patterns. Close your window, to avoid external sounds like traffic, sirens, building work, lorries or motorbikes passing etc.

5. In post-production: use low background audio – recording, post-production.

When the main audio is a person speaking and you have background music, set the levels so people can easily distinguish the speaker from the background.

6. Describe your appearance:

For example: “Hello, I am Jane Smith, I am a tall dark woman wearing glasses. I am sitting in my study with two plants and a bookshelf, and you may hear my dog who is in the other room.”

7. Subtitle the videos:

Subtitling videos will help Deaf and hard-of-hearing audiences and non-native speakers access your content. When creating subtitles, keep in mind general standards such as using a maximum of two lines per subtitle or segmenting correctly the lines. Each subtitle should last at least 1 second and 6 seconds maximum. Keep in



mind that the average reading speed is 150-180 words per minute (WPM), but it can vary depending on the language of the subtitle. Subtitles must have a good contrast with the background video to ensure its legibility.

8. Transcripts:

Provide a transcript of each video. If possible, the link to the transcript should be found next to the video it belongs to make it easy for audiences to find.

9.3 Event accessibility

All the events created by the GreenSCENT consortium will apply the FFZ principle, which stands for “Free Passage, Flat Floor and Zero Barriers”.

9.3.1 Before the event

1. During the registration process:

Participants will be asked if they have any access requirements, such as live subtitling or sign language interpretation. This will ensure that audiences' access needs are met in advance of the event.

2. Presentations:

Visuals should be big enough to be seen without problems, this includes font size.

3. Font type:

Simple fonts without serif should be used to make your presentation easy to read.

4. Motions and Animations:

Consider the use of motion and animations. Are they necessary? Do they add anything? This includes text or images flying in from the side.

9.3.2 During the event

1. Briefly audio describe yourself.

2. Speak slowly and clearly. Avoid jargon, acronyms, or idioms.

3. Pause between topics to give people time to process information.

4. Describe all the information that is on each slide:

This includes graphics and visuals. Don't forget to read out the title, author, etc., on the first slide.

9.3.3 After the event

1. Ask for feedback from participants on the accessibility services provided.



10. Exploitation strategy

This section of the document will describe the methodology and analytical tools used to achieve a detailed Exploitation plan for the results of the GreenSCENT project. The Exploitation plan is a key outcome of WP6-Impact and Outreach, whose main objectives is to plan and develop strategies as well as actions for the future adoption of GreenSCENT platform and tools following a sustainable model.

10.1 Methodology for Project Exploitation

A holistic study detailing the strategy and actions for the sustainability of GreenSCENT's results after the end of the project will be carried out. All consortium partners will also provide their individual Exploitation plans. The use of conceptual tools and defined methodologies are fundamental to draft a plan for the Sustainability and Exploitation of the results. Mid-term results of the Impact and Sustainability task will be published in D6.8 - Dissemination, Communication, and Exploitation (M 18). The final Business Model will be presented in D6.4 - GreenSCENT Exploitation Report. This deliverable will detail the more appropriate business models for all the stakeholders, the target market, and their relationships.

Therefore, in GreenSCENT, to define the Sustainability Business Model for the commercial Exploitation of the proposed solutions, we will adopt the methodological tools described below.

10.1.1 PEST Analysis

PEST analysis is a technique that considers the variables of the external environment that have the greatest impact on the future of a company/organisation/project in the field of Politics, Economy, Society, and Technology. It's necessary to understand how the main variables of the environment can act on the future of the business, how they change, and how they interact with each other. Variables should not be considered separate but rather interdependent entities.

Political factors

Political variables have consequences that vary from sector to sector and from one country to another. The intervention of public authorities is not always knowable in advance; therefore, it is not always possible to predict the impact of a decision on political factors. Among the main policy variables, it is possible to identify the following:

- Competition, labour market and capital regulation Tax Policy
- Political choices of Antitrust
- Government stability
- Special incentives
- Privatisations

Economic factors

Many economic variables affect the strategic choices, and the conditions of the economy, which can have a profound impact on the success of a company/organisation/project, in particular:

- Cost of money



- Interest rates
- Inflation rate
- Unemployment level
- Price controls
- Availability and cost of energy

Social factors

Social trends influence the demand for products. Variables such as cultural and conscience aspects, health, population growth rate, age distribution, careers, and safety attitudes all impact consumer choices. Some of the most important social variables are:

- Changes in lifestyle
- Career expectations
- Consumer self-defence
- Number of families
- Population growth rate
- Age groups in the population
- Birth rate

Technological factors

Technological progress can simultaneously generate new products and production processes while also making others obsolete. Technological progress can also create opportunities or threats by breaking down or raising barriers to the entry of new competitors in the sector. Some technological variables include:

- Total public expenditure on R&D
- Total sector spending on R&D
- New products/processes
- Increase of productivity through automation

10.1.2 Swot Analysis

The SWOT analysis (also known as the SWOT matrix) is a strategic planning tool (Figure 5) used to evaluate the Strengths, Weaknesses, Opportunities, and Threats of a project, business or any other situation where an organisation has to decide how to achieve a goal. Through the analysis of strengths and weaknesses, the organisation reflects on its distinctive competencies: what it does better than others and what are the activities that distinguish it on the market. Analysing the opportunities and threats, the organisation looks externally to the market, to understand the aspects it could take advantage of to improve its competitive position.



SWOT ANALYSIS

Internal		External	
Strengths	Weaknesses	Opportunities	Threats

Figure 5 SWOT Analysis Model

10.1.3 GreenSCENT Project Market Analysis and Market Overview

As part of the task to identify the best sustainability plan for the results of GreenSCENT, one of the main aspects to be considered is the market sectors, the system, and the developed components. For this reason, the following activities will be carried out in the next versions of this deliverable:

- An exhaustive **Market Analysis** with the presentation of the most recent market trends, the positioning of the GreenSCENT system, a first overview of the potential value chain and the potentially involved stakeholders. In addition, a preliminary analysis of the **potential customers** for the GreenSCENT results.
- A description of the **main outcomes** of GreenSCENT and its potential **value proposition**.

10.1.4 Business Model Canvas

The Business Model Canvas, developed by Alexander Osterwalder, is a visual representation of current or new business models that is generally used by strategic managers (Figure 6). It is presented as a diagram and is useful for developing new business models or improving existing ones. The Business Model is a set of organisational and strategic solutions that allow a company to create, distribute and acquire value. The Canvas provides a holistic view of the business as a whole, and it is useful to run a comparative analysis on the impact an increase in investment may have on any of the contributing factors.

Using the logic of "visual thinking", the Business Model Canvas allows the sharing and simplification of complex concepts related to the functioning of a company, making them comprehensible to all.

The Business Model consists of nine basic elements:

1. **Customer Segments**
2. **Value Proposition:** the value of the products or services offered for each segment
3. **Channels:** the channels through which to reach the customer
4. **Customer Relationships:** the relationships established with the customer
5. **Revenue Streams:** revenues generated

6. **Key Resources:** the organisation/company's key resources
7. **Key Activities:** the key activities to make the business model effective
8. **Key Partners:** the key partners with which the company intends to join itself in order to create value for the customer
9. **Cost Structure:** cost structure for resources, activities and key partners.

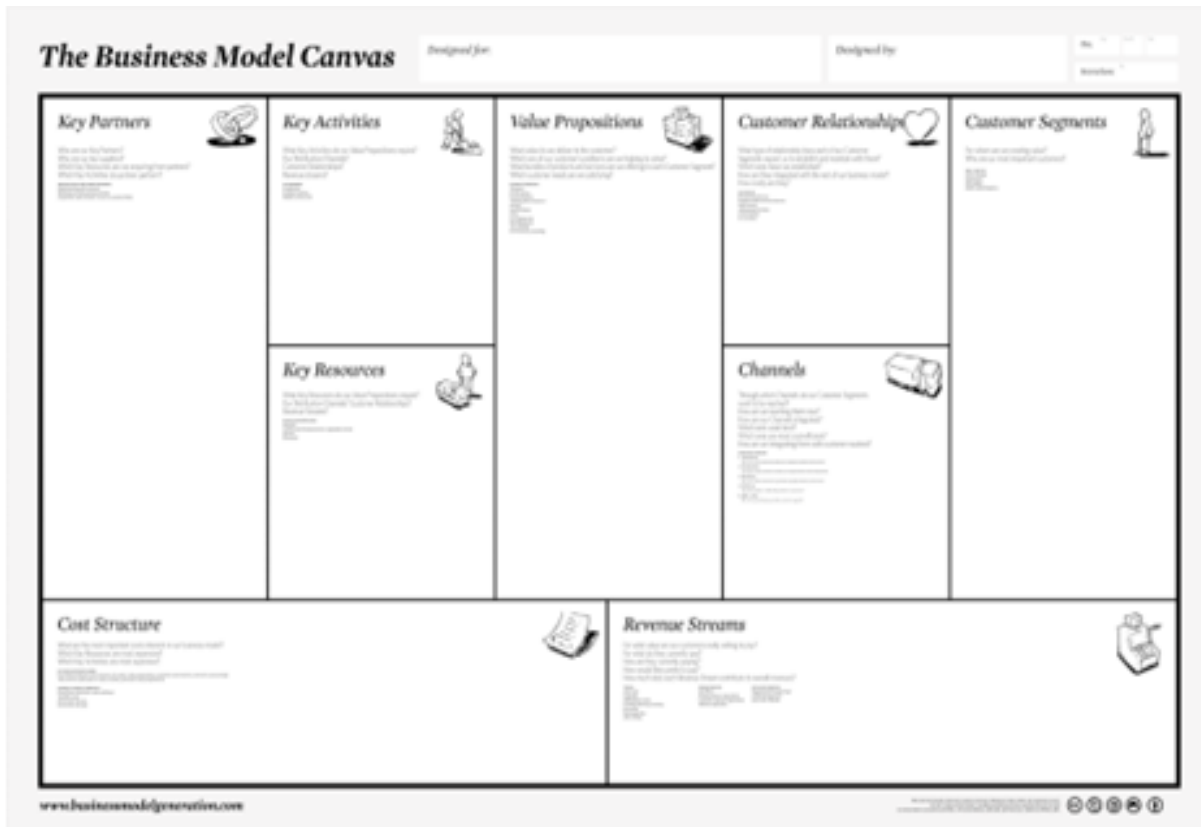


Figure 6 The Business Model Canvas (Source: Business Model Generation, <https://goo.gl/7xyKvM>)

10.2 Actions to promote the Exploitation of results

Firstly, the Consortium aims at involving target audiences and other stakeholders and organisations interested in our proposed solutions. In the involvement of these actors, it is important to clarify who stands to benefit from the new solutions, distinguishing between direct and indirect impacts.

During the project, a clear explanation of how these results could be applied, also in consideration of the fast evolution of the reference market, will be provided. It is for this reason that a complete study of the relevant market sectors, and an analysis of competing solutions will be produced in the next intermediate deliverable: D6.8 – Dissemination, Communication and Exploitation (M18).

GreenSCENT has an intrinsic sustainability value for the stakeholders involved at the level of pilot sites and case studies. Improving knowledge of how to promote environmental awareness is achieved through the involvement of local schools, local public institutions, non-profit organisations, and governments who are willing to take an active role in a new narrative towards respect and care for the environment. The business modelling activities will provide a comprehensive process to produce value profitably and sustainably from the



GreenSCENT solutions. The co-creation and science approach will be applied to define the various business models, identifying those that effectively address market gaps, generate the most value, and contribute to sustainability.

11. Conclusions

This document sets out the start of the Communication, Dissemination and Exploitation plan for the GreenSCENT Project, with its goals, guidelines, and specific activities to achieve. As such, this deliverable constitutes an important reference plan for partners to contribute to the GreenSCENT project Communication, Dissemination and Exploitation, with different degrees of effort foreseen by the GreenSCENT work plan, as stated in the Grant Agreement.

The Communication, Dissemination and Exploitation approach will be adjusted, if and where required, in order to increase and improve the project's impact to the targeted stakeholders and target audience and better convey the GreenSCENT vision to the European community.
