



DEVELOPING
INCLUSIVE
AND SUSTAINABLE
CREATIVE ECONOMIES

FINAL COMMUNICATION AND DISSEMINATION PLAN - UPDATED

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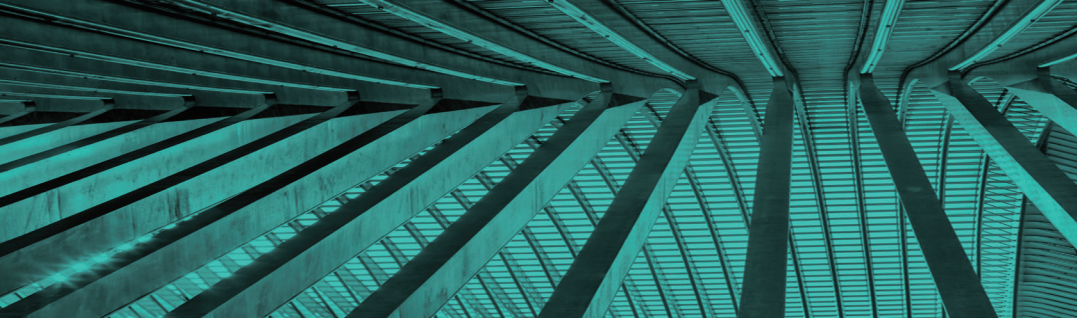
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EXECUTIVE SUMMARY

As part of its work package, CUMEDIAE developed a Communication & Dissemination Strategy and Plan, that is fundamental for the objectives, processes and outputs of the project to be successfully communicated and well disseminated to target audiences. This was first submitted as deliverable D6.1¹ in M06, then updated as deliverable D6.2 in M15. The present document represents the updated version D6.3 Updating and Reporting Communication and Dissemination Plan.

DISCE aims to reach out and to involve a very broad range of stakeholders, including researchers and academics, policy makers, umbrella organizations, and CCIs professionals. The Communication and Dissemination Strategy and Plan is structured to tackle this need, and to outline methods and tools through which we plan to achieve this. It is also designed to be responsive to developing trends and situations that impact the project's activities. The Project's and WP6's objectives are presented, as defined in Annex 1 of the Grant Agreement.

Target audience is analysed in terms of key stakeholders and related information pathways, outlining influence, interests, needs, communication opportunities and approach for each segment.

The different tools and channels are described in their rationale, specific use and scope. This includes general communication instruments (visual identity and graphic material), online activities (website and newsletter), social media (Facebook, Twitter, Instagram, LinkedIn, YouTube, Culture Agora) and events (Co-Creation Labs, P2P Recovery Programme and support to partners' events).

In order to be able to evaluate the activities of WP6, performance indicators have been developed to measure outputs such as communication reach, dissemination reach and stakeholders engagement.

Annex 1 gives a deeper outlook into the management and use of the External Common Dissemination Database.

¹ Task 1 Communication and Dissemination Strategy and Plan of Annex 1 of the Grant Agreement (seep. 45)

1. INTRODUCTION

DISCE Developing Inclusive and Sustainable Creative Economies project is set to improve the growth, inclusivity and sustainability of the CCEs in the EU. This document presents the foundation for a comprehensive communication and dissemination strategy. A robust and well-designed communication strategy is fundamental for the objectives, processes and outputs of the project to be successfully communicated and well disseminated to target audiences.

As outlined in task 1 of Annex 1, “DISCE Communication and Dissemination strategy and Plan fosters collaboration and contributes to the objectives of DISCE. This involves developing general and specific communication and dissemination strategies and plans, defining and designing the scope with consideration to function and geography as well as identifying target groups and individuals within scope to be adapted to internal country dynamics.”

The purpose of the Deliverable D6.3 Communication and Dissemination Strategy and plan is to refine, and revise when necessary, the dissemination and communication strategy to follow, as well as to elaborate on the project’s dissemination and communication activities to be executed throughout the duration of the project.

The strategy outlined and being developed in this document contemplates adaptation of data and information processed, to the complexity and diversity of the project itself and the challenges that arise throughout its implementation, working on different levels such as advocating to policy makers, raising awareness among the general public, supporting academics for future research and spreading best practices among CCEs professionals.

The adaptability of the communications strategy involves processes that allow for continuous revision and refinement of the dissemination and communication plan and actions, allocating significant effort, ensuring the effective dissemination and communication of the project. The updates/ revisions of the current document are based on the experience gained during the 1st year of the project’s life cycle, especially through the consortium involvement with the targeted user groups and related stakeholders.

The full communication and dissemination strategy was conceived and prepared before the COVID-19 and without taking into account its impact. Fully assuming that its consequences would reverberate in our initial proposals, in the first semester of 2020, the consortium worked accordingly in order to adapt to the circumstances.

The first phases of the project focused on raising awareness and sharing the project progress both online and in external events. It supported other aspects of the project, like the Kick-off event, Co-Creation Labs and the Community Forums through different communication tools. Actions have also been implemented throughout the year for the development of visual and graphic content.

The first half of 2020 was impacted by the COVID-19 pandemic, and the strategic direction of the communication and dissemination had to be fundamentally adjusted to offer greater support for the overall Consortium's activities. All the project's activities, previously conceived as offline events, had to be adapted to online and/or hybrid formats, leading to the need of a stronger online presence and a more extended volume of digital content produced for the DISCE project to remain relevant in the new realities and to keep the project's stakeholders' involvement. Timely guidelines, presentations and visual materials to support the project's partners and stakeholders in the transition towards online-format were produced.

With the extension of the project's calendar by six months, the Communications and Dissemination timelines deliverables and activities were increased to ensure there was no break in the external communication with the stakeholder communities that had been developed. A very important adjustment in scope and topic surrounded the emergence of the stakeholder engagement co-creation DISCE P2P Recovery Programme. Online national workshops (Cyprus, Spain, Italy) were implemented in December 2020, and in 2021 a broadcast event for The Day of Creative Economies in the EU was developed. The event aimed to provide an online discussion space to assess the impact of Covid-19. Another occasion to discuss the many challenges that the pandemic brought for the CCEs was a webinar series titled "Possible Future(s) of Creative Economies in post-COVID-19 Europe".

In March 2022, the hybrid format Final Event "A call for more inclusive Creative Economies" was held in Brussels, and live streamed, engaging in discussions with the main stakeholders about the possibly far reaching implications including policy implications of the emerging results of the DISCE project.



DISCE PROJECT

DISCE is an interdisciplinary, mixed-methods project that builds on three pillars:

- Robust statistical analyses, mapping and development of new statistical indices for a better understanding of the inclusive and sustainable development of CCI in Europe;
- In-depth case studies developing rich findings and nuanced understanding of the Creative Economies and their Creative and Cultural Ecologies (CCE);
- Active co-creation and interaction with stakeholders to validate the policy relevance of the project, as well as the policy outcomes and achieve long-term impact and sustainability.

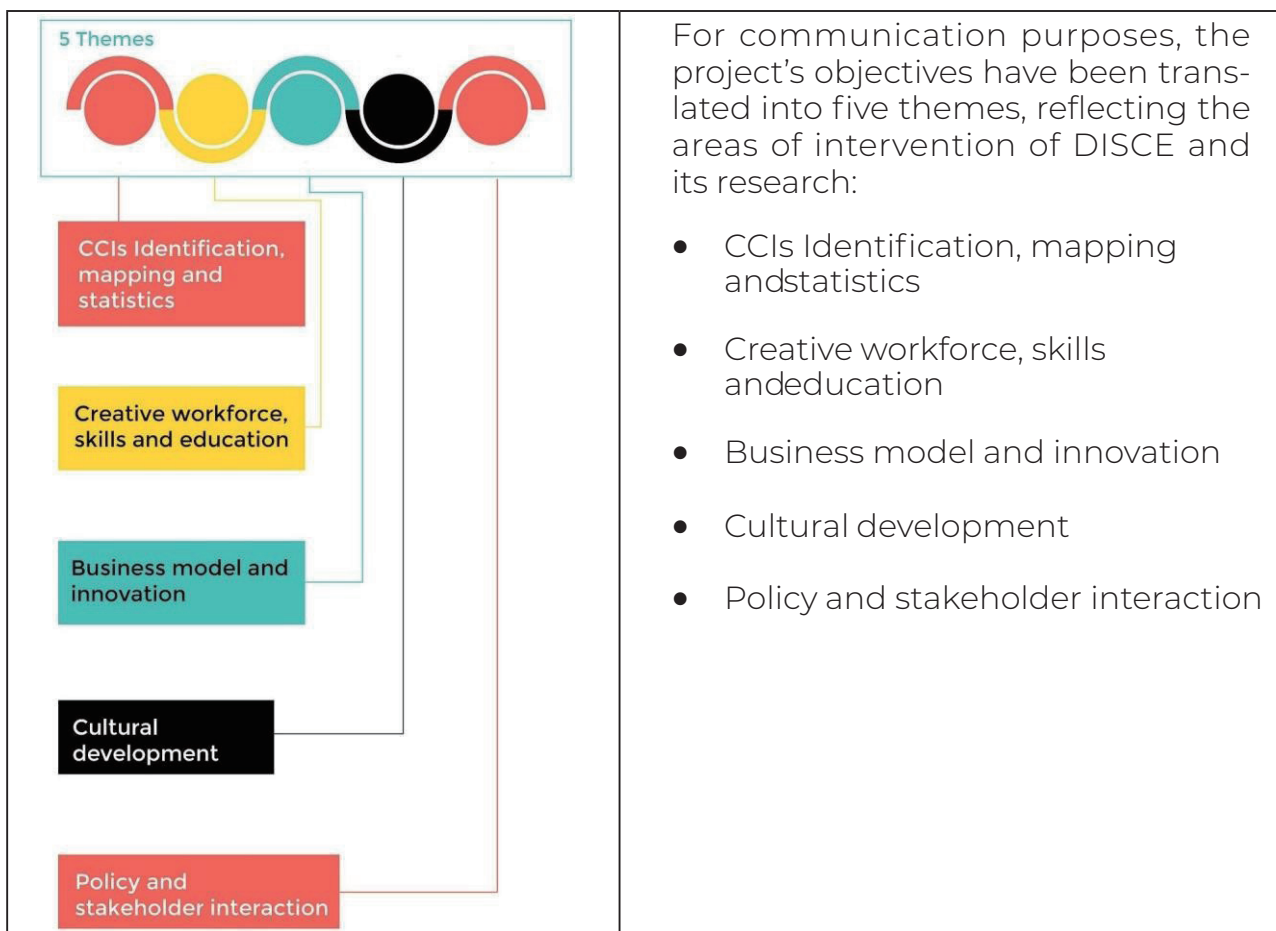
The DISCE Developing Inclusive & Sustainable Creative Economies project is set to improve and enhance the growth, inclusivity and sustainability of the CCIs in the EU. Overall, the ambitious objectives of DISCE are:

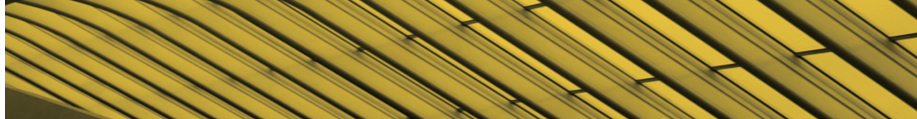
- To support the development patterns of the CCIs within the EU through improved indicators on their performance;
- To contribute to the economy through research on career perspectives, skills development, new business models and inclusive growth;
- To re-shape understanding of what 'inclusive and sustainable growth' consists of in this context, shifting the CCIs (and CCIs policy) towards strategic goals of 'cultural development' that encompass both GDP and human flourishing.

More specifically DISCE work packages are designed to address the overall aims with more specific objectives. These objectives of DISCE include:

- Developing a comprehensive understanding of CCIs and their performance and contribution to economy and society through improved indicators and characterizations at national and at EU level;
- Understanding career perspectives, challenges and training needs of creative workers across CCIs sectors in EU;
- Mapping the creative HE and the training provided to future creative workers in EU;
- Exploring issues of inequality and exclusion in the CCIs and how they could be addressed through training;
- Gaining deeper insights in barriers to and enablers of new business models, innovations, employment, and growth

- at the firm/individual level in the CCI sectors across EU;
- Understanding earning logics between labour markets and entrepreneurship and the role of independent agents as a new disruptive force in renewing the CCIs in EU;
- Providing a new and encompassing framework through which to examine and support the role of the CCIs within processes of 'inclusive and sustainable growth'—addressing 'growth' not only as GDP, but also as cultural development (understood in terms of human flourishing).





COMMUNICATION AND DISSEMINATION

To maximise the impact of the technical and research-based components of DISCE, WP6 has been designed to be cross-cutting, interactive and innovative. It benefits from a communication strategy, which integrates actions at a fundamental level and is built around the interactions with internal and external stakeholders throughout the duration of DISCE. The successful implementation of WP6 objectives and tasks is highly dependent on the coherent, effective and fruitful collaboration of Project's partners as well as on their individual active roles.

Communication and dissemination activities are planned to help DISCE to reach its objectives and to achieve the expected impacts. DISCE uses relevant communication tools, to raise awareness on the project's objectives and activities, and to disseminate related results throughout the project. These tools, like website, social media, newsletters, and co-creation labs reinforce internal mechanisms of stakeholder interaction, and multiply the impact of the project. All the communication and dissemination activities are run parallel and well-coordinated with other WPs.

WP6 TEAM ROLES



CUMEDIAE, as work package leader coordinates the overall efforts of the work package related to communication and dissemination. For efficient stakeholder engagement and for wider communication purposes, CUMEDIAE involves the integration of its own networks, including policy stakeholders, key CCI individuals and organisations, as well as actively promoting network development at a regional, national and Pan-European level.

CUMEDIAE is responsible for coordinating the definition and implementation of tools and methodologies, including the definition and management of the communications database, and reporting the overall activities of the work package. Trans Europe Halles, as work package co-leader, offers its strong commitment and support along these activities.

CUMEDIAE

Trans Europe Halles works closely with CUMEDIAE to support the general objectives of the work package. Being a key partner of WP6, it enhances the activities of communication, dissemination and stakeholder engagement, coordinating an innovative methodology of co-creation which adds a field-level component to the project, along with case studies and research of the other work packages. TEH members represent a hub for dissemination to CCI stakeholders as they involve their local and neighbourhood communities and reach out to a broader audience from various geographic regions.

Trans Europe Halles is directly responsible for the coordination of the co-creation labs, and for sharing related communication and dissemination materials as agreed. TEH is responsible for reporting on activities they manage in coordination with CUMEDIAE.

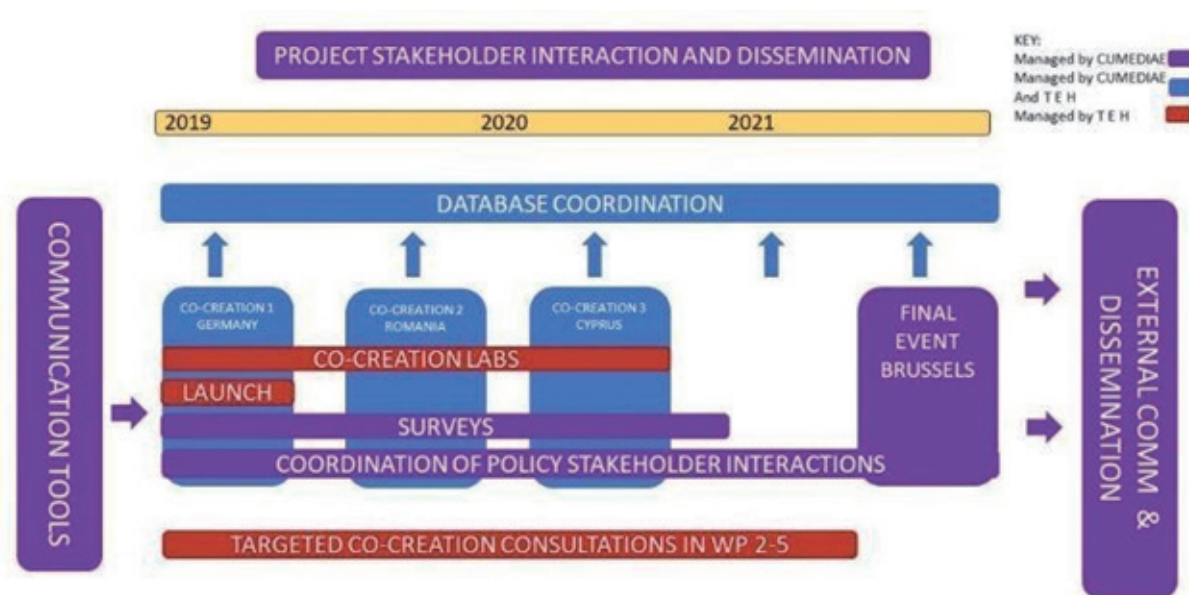
The networks of the research partners of DISCE are extremely extensive and are active participants in academic communities that support the objectives of the research. The partner's dissemination activities include presenting the results of co-creative actions and research findings externally, to policy stakeholders and beyond them. Partners are encouraged to actively seek opportunities to share project's developments, and at the most basic level, to actively participate in the information flow alongside WP6 coordinators and to implement the communication and dissemination recommendations discussed. Each WP leader is advised to choose a communication contact person, who will act as liaison for the project's communication and dissemination needs.



2. COMMUNICATION AND DISSEMINATION STRATEGY AND PLAN

WP6 OBJECTIVES

Communication and dissemination activities support the realisation of the ambitious objectives and the expected impacts of DISCE.



The following diagram represents an overview of WP6:

The scope of DISCE dissemination and communication takes into consideration understanding the characteristics of dissemination and stakeholder engagement with respect to North/South and large/small country dynamics

within Europe as well as a clarification between creative industries that are heavily capitalized as opposed to other less capitalized industries. In broad lines, there are two different objectives of the communication and dissemination effort:

- 1)** to engage and communicate with the largest possible amount of stakeholders in the intended purpose of the DISCE, with the declared intention of involving them (directly or through their structured representations, organizations and networks) in the research, including when applicable their participation in co-creation activities, workshops, surveys, identification of case studies, etc. The audience for engagement and communication is defined by the effort to reach a large number of people in the “creative workforce” or with any relevant role in the “creative and cultural ecology”.
- 2)** to disseminate the DISCE results among those who can benefit from them in terms of research, policy action or cultural management strategy and decision making. The audience for dissemination is better defined and reduced. At the same time, this audience demands deeper and more sophisticated messages, which require both specific channels and supports.

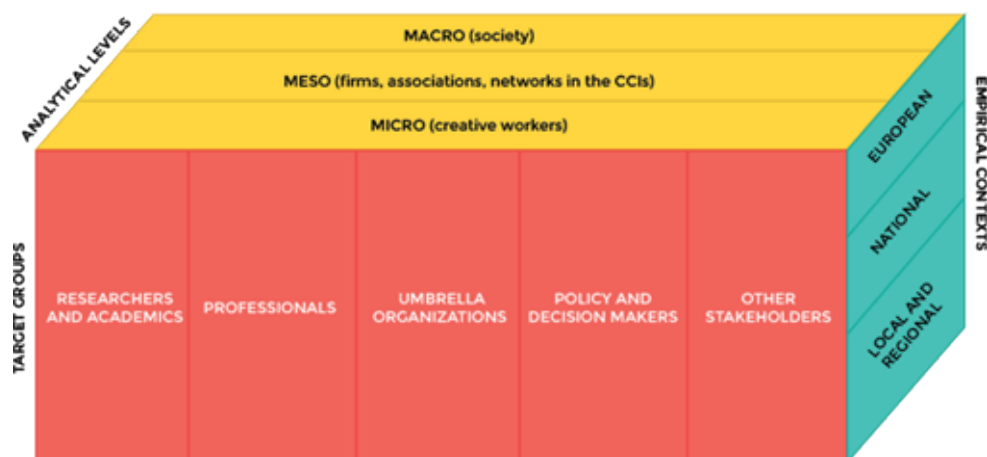
More specifically:

- To enhance the visibility of DISCE’s activities and outputs, including efforts towards the development of a comprehensive sectoral policy scheme to support the CCIs.
- To raise awareness of the role of the CCIs in promoting inclusive growth, quality jobs and contribute to competitiveness, attractiveness, and social cohesion of cities and regions.
- Facilitating the application of innovative communication strategies including co-creation methodologies to boost stakeholder participation and interaction.
- Facilitating an easier flow of information in the CCIs through strategic communication specific database management and network development at regional, national and Pan-European level, contributing to a short- and long-term impact of the project.



TARGET AUDIENCE & KEY STAKEHOLDERS

The Key Stakeholders and the criteria defining them are agreed upon in accordance with their role in the CCIs, including their disciplines; the input expected from them; as well as with geographic limits combined with a proper balance (big and small countries, North & South, more or less developed or active in the matter, etc.).



Information pathways involve interactions with:

- existing contacts of the consortium members' networks
- "umbrella organisations" such as European and international structures representing national associations, with the capacity of interacting with their own national membership, which in turn may represent individual membership in one or several creative industries;
- specific organizations and eventually individuals of identified relevance in the cultural and creative industries' space;
- policy and decision makers, in accordance with the scope defined for the action with the partnership, and when applicable adapting to internal power allocation existing in the target regions across Europe.

Communication pathways with the EC as an important stakeholder is also considered in the effective implementation of the project's communication, dissemination and stakeholder interaction activities.

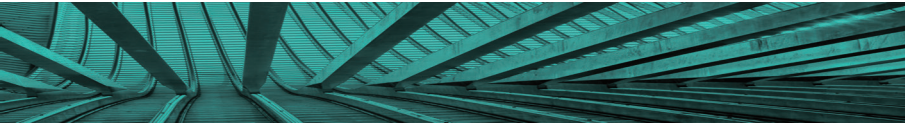
	INTEREST	COMMUNICATION NEEDS	COMMUNICATION OPPORTUNITIES	TOPE OF VOICE
NATIONAL POLICY AND DECISION MAKERS	Understanding how they can use research results in their decision-making procedures at a local/national level	Results of the project; infographics, impact insights, recommendations; survey results; acknowledgment of opportunities for interaction with project partners and for co-creation activities.	Conferences and events; workshops; publications; word of mouth and personal contacts; social media; newsletter and website.	Formal and technical; advocacy oriented on role of policies and impact on citizens.
INTERNATIONAL AND EU POLICY MAKERS	Understanding how they can use research results in their decision-making procedures at an international/EU level	Results of the project; infographics, impact insights, recommendations; survey results; acknowledgment of opportunities for interaction with project partners and for co-creation activities.	Conferences and events; workshops; publications; word of mouth and personal contacts; social media; newsletter and website.	Formal and technical; advocacy oriented on role of policies and impact on citizens.
	Knowing about the project	Results of the project;	Conferences and events;	Advocacy oriented.

UMBRELLA ORGANIZATIONS REPRESENTING CCIs	and its goals, and how they could be involved.	acknowledgment of opportunities for interaction with project partners and	workshops; publications; word of mouth and personal contacts; social media;	
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		for co-creation activities.	newsletter and website.	
RELEVANT STAKEHOLDERS IN THE CULTURAL AND CREATIVE SECTOR	Knowing about the project and its goals, and how they could be involved.	Results of the project; acknowledgment of opportunities for interaction with project partners and for co-creation activities.	conferences and events; workshops; publications; word of mouth and personal contacts; on-line and personal surveys; social media; newsletter and website.	Advocacy oriented; storytelling approach.
CAPITAL PROVIDERS AND INSTITUTIONAL SUPPORTERS OF CCIs (FOUNDATIONS)	Knowing about the project and its goals, and how it can contribute to society.	Results of the project; acknowledgment of opportunities for interaction with project partners and for co-creation activities.	conferences and events; workshops; publications; word of mouth and personal contacts; social media; newsletter and website.	Advocacy oriented; storytelling approach.
	Knowing about the project, its specific work packages and deliverables,	Reports and academic temporary findings, conference	Conferences and events; workshops; publications; word of mouth	Academic.

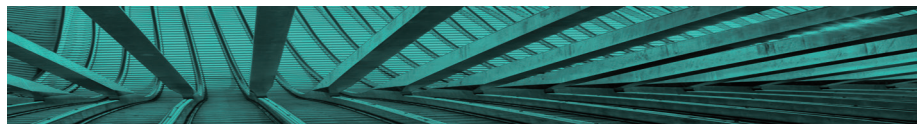
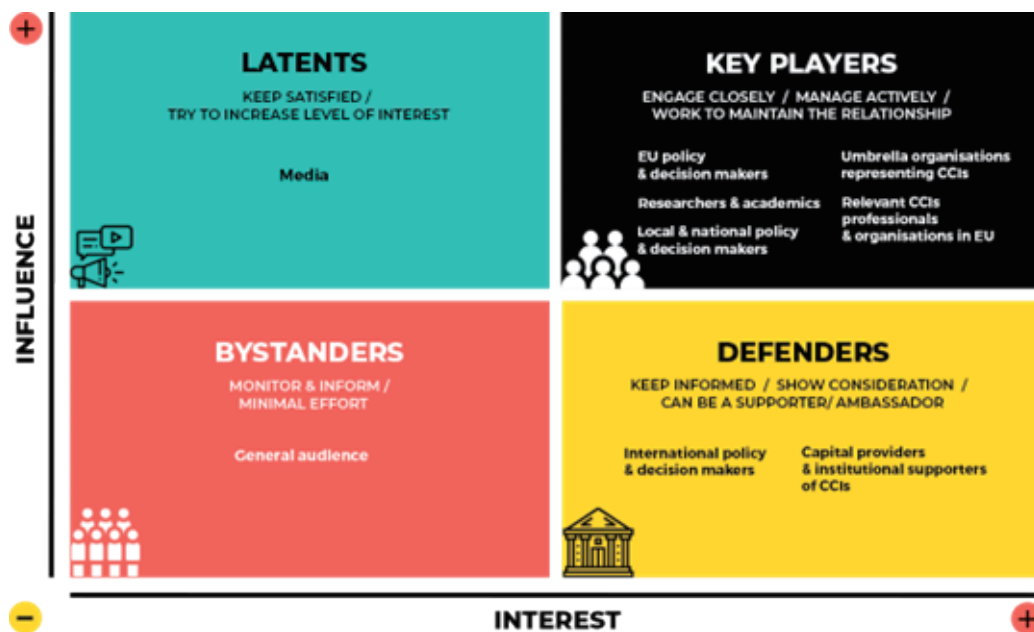
RESEARCH-ERS AND ACADEMICS	and how they can be useful to them.	speeches and quotes and other strictly academic materials (data-set, working papers, survey and focus groups' results...)	and personal contacts; online and personal surveys; social media; newsletter and website	
CCIs PROFESSIONALS AND ORGANIZATIONS IN EUROPE	Knowing about the project; knowing how it can help them and how they can be involved.	Results of the project; acknowledgment of opportunities for interaction with project partners and for co-creation activities.	Conferences and events; workshops; publications; word of mouth and personal contacts; online and personal surveys; social media; newsletter and website.	More informal; storytelling approach.
GENERAL AUDIENCE /CITIZENS	Knowing about the project and its goals; knowing how it is beneficial to them.	Information on upcoming activities, opportunities for interaction for engaged citizens.	Website and social media; newsletter; press releases and media publications.	Informal; storytelling approach.
MEDIA	Knowing about the project and its goals	Information on upcoming activities for media who may wish to report about them and results of the project.	Conferences and events; publications and press releases; social media; newsletter and website.	Varies depending on the media and its target





The above table has been translated in the following Stakeholder Interest/InfluenceMatrix (SIIM) to

highlight the relevance each of them has in the project. The interestaxe indicates the degree of enthusiasm displayed by the stakeholders in supporting the project; the influence axe indicates the power the stakeholder has over the planning and implementation of project activities. The communication and dissemination strategy aims at identifying stakeholders' role and at increasing their level of interest. The above table helps us in understanding the best channels and strategies to increase their involvement and engagement level



SWOT ANALYSIS

This strategy contemplates internal and external considerations that can be assessed as strengths, weaknesses, opportunities and threats and acknowledges that mitigating measures will need to be put in place to deal with considerations highlighted as weaknesses and threats.

STRENGTHS

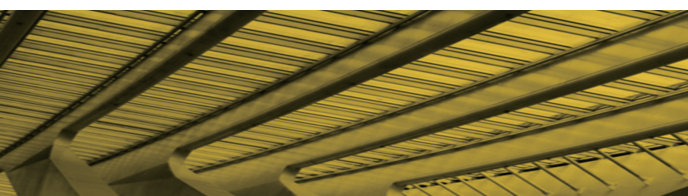
- DISCE partners and their network have good geographic coverage of Europe, and this strengthens the ability to have widespread and representative communication and dissemination.
- Behind the management of the work package are two organisations that are experienced, dynamic and young, with a strong understanding of communication tools, methodologies of communication, stakeholder engagement and co-creation and dissemination. The two organisations work well together and have well defined roles in the project.
- Researchers have an amazing ability to process data and understand the wider more philosophical dynamics, providing reliable and sound information.

Complementary to this, the WP6 partners have field and specific practical knowledge, experience and influence in the CCI world.

WEAKNESSES

The partners of this project have never worked together, and this produces certain challenges which can be seen as internal weaknesses:

- Interoperability, or the ability of computer systems or software to exchange and make use of information. Each organisation has different cloud storage systems and ways of sharing data.
- Differing working methodologies: communication and research methodologies can be very different in how partners process information and employ strategy to meet objectives and goals.



- To mitigate this, partners agree on having constant discussions and open communication about the best methodology to apply in each specific case.
- The impact of the research, its data collection and dissemination activities also depend on the engagement reach obtained through the use of the database.

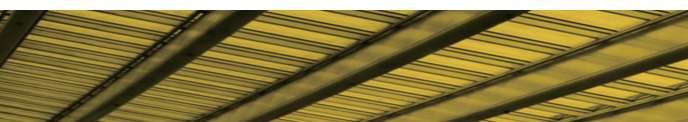
We mitigate this by constantly monitoring and updating the database to make sure it fits the research purposes.

OPPORTUNITIES

- The subject matter of DISCE is the hot topic of the moment. Many stakeholders care about the work that will be done within the scope of DISCE and so communication and dissemination will be able to engage a more willing audience to be involved as thought leaders in the area for the duration of the project.
- Potential synergies with wider networks working towards strengthening the CCIs can appear and develop.

THREATS

- Sudden and unexpected changes that impact on Data Management.
- The effect of Brexit on the partnership, including specifically data sharing, attending co-creation events, and how to communicate any impact externally.
- Policy changes relating to CCIs.
- Issues with freedom of movement of partners and stakeholders, including states' health and visa regulations.
- Fatigue and stress among stakeholders due to the impact in their activities and personal lives of the measures adopted in the context of the COVID-19.



- Impact of the COVID-19 restrictions in the celebration of some of the inperson activities, including travel restrictions.

The SWOT is also assessed on an ongoing basis and partners closely collaborate to make necessary updates and adaptations to the project and develop effective measures to reduce the impact of external threats.



PARTNERS' ROLE AND INTERNAL COMMUNICATION

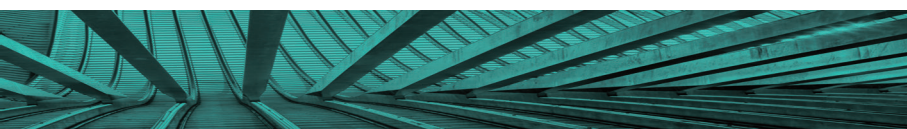
In order to keep track of activities of the whole consortium, CUMEDIAE prepared a template form to be filled periodically by the partners, made available on cloud and by email to each of them. The template form is divided in the following topics:

- T1 General info
- T2 Events and conferences
- T3 Publications
- T4 Deliverables
- T5 Workshops
- T6 Surveys/Case studies

The template form collects details of different activities implemented by the partners. This is developed to collect necessary information for different objectives. Firstly, this is necessary for communications and dissemination purposes: detailed information gives the possibility to share informative and clear content to the audience. This is also needed for reporting reasons, as WP6 is the result of a collective effort. Secondly, this material is useful in case of audit to demonstrate and prove activities and related numbers.

CUMEDIAE developed a Google Form survey to collect even in more detail and with more ease for the partners information about events. This tool focuses on events - both organised by DISCE and attended by its members. In particular, it supports the planning and schedule of communication and dissemination activities on the DISCE side by regularly providing updates, partners' needs, feedback and material on events.

Other internal communication activities are linked to support to partners' activities, as in the context of events, as outlined later.



It is important to highlight the role that each partner plays in Communication & Dissemination activities. The overall outcome results from

a collective effort, in which each of the partners is conscious of the relevance and importance of disseminating and sharing its activities. Each partner can contribute to communication and dissemination activities through their own channels, or by sharing with CUMEDIAE relevant information and material.

It is worth noting that on occasions, CUMEDIAE depends on the communication of partners' activities and deliverables to fully proceed and complete its own activities. As an example, online publication of material developed by partners, or material about workshops and events where CUMEDIAE is not physically present depends on the shared information.

CUMEDIAE facilitates the flow of information from the partners by providing them with tools, guidelines, material etc.

Partners are strongly invited to interact and engage with general DISCE communication activities, as for example social media.



3. COMMUNICATION AND DISSEMINATION TOOLS

PROJECT'S VISUAL IDENTITY

Having an appealing and coherent visual identity is important to be able to convey the project and its activities in the most efficient way. This allows for brand recognition and credibility, reinforcing trust and interest in the project.

CUMEDIAE is in charge of developing the full visual identity of the project, including logo, templates, style of images and graphic elements, according to Task 3.1 of Annex 1 of the Grant Agreement².

VISUAL IDENTITY AND LOGO

The full visual identity takes into account the needs, meaning and objectives of DISCE, aiming at a well-defined image that could encompass and represent properly such a project.

One of the most important and representative parts of the visual identity is the DISCE logo.



Considering the objectives and tensions that define the project the logo is developed to encompass the essence that is DISCE: structure, innovation and creativity.

Structure

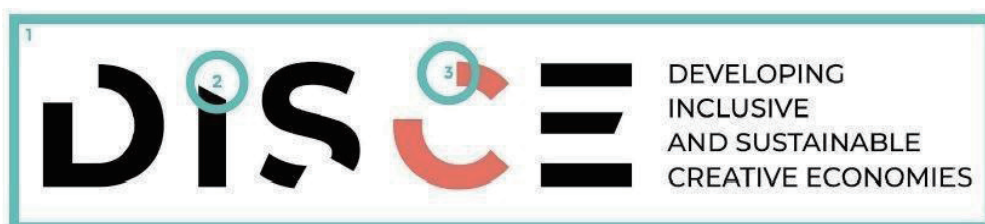
The choice of typeface as well as the choice of spacing present in the logo means to bring the element of structure, defined as an essential part of DISCE's identity.

Innovation

The cut-out of each letter represents the developing aspect of the project's identity. It also introduces the element of innovation and ties together with the structure of the logo.

Creativity

The reasoning behind giving the C a different colour was not only to bring in the creative element into the logo but also the specific choice of colour was intentional. The 'living coral' present in the logo is the Pantone Colour of the Year 2019.



² Task 3 External dissemination supported by the creation and implementation of visual identity and communication tools, and in particular Task 3.1 Visual Identity of Annex 1 of the Grant Agreement.



The DISCE logo is designed to be as strong in colour as in grayscale, with predetermined outputs being: monochrome, inverted in monochrome and the choice of inverted colours with the C in coral.

The logo is present on every official communication and dissemination material, online and offline.

The visual identity is defined also by the colour palette, as indicated below:



The font Montserrat has been chosen for most of the texts, in order to keep consistency through the different material, online and offline.

VISUAL AND GRAPHIC MATERIAL

CUMEDIAE develops, and puts at the disposal of partners, different useful templates reflecting the project's visual identity. Communication material is provided to each partner and put online on shared Google Drive folders.

This includes templates for:

- Letterhead
- PowerPoint
- Deliverables
- Roll-up banner


Visibility guidelines, logos, fonts and editable files are also provided.

CUMEDIAE supports all the needs for visual and graphic material, putting at the project's disposal its graphic tools and skills, developing different kinds of

material for different needs³. This includes:

- Posters
- Invitations
- Flyers
- Folders
- Post its
- Stickers
- Roll-ups
- Digital banners

Every communication material is developed taking into consideration the visual identity, including the DISCE logo, EU logo and partners' logo when needed.



³ According to Task 3.5 Design and development of other communication materials of Annex 1 of the Grant Agreement (p.46).

WEBSITE

A specific new website has been developed as the main hub for communication and dissemination of the project. The website has been conceived as a tool of communication and guidance for understanding the basic concepts and phenomena covered by the project, fostering thus a larger assimilation of its scope and ambitions among the wider audience⁴.

The website provides deeper information on the project's objectives, activities and consortium. A specific section is dedicated to publications and outputs, as academic publications, presentations, policy briefs and reports. The News & views section collects and makes available to the public all the latest updates on the project, featuring also events reports, interviews, insights and researchers' contributions. Moreover, the website features a video that has been developed to give a clear and quick overview of the project to the audience⁴.

The website wants to provide relevant information to all stakeholders and target audiences: researchers, institutions, umbrella organizations, policymakers, Creative Industry and business representatives and the general public interested in the project. Because of this, it is designed as a platform through which to convey the project's general information, as well as developments, events, project's publications, press releases, newsletter issues etc. Language has been

revised and adapted to be accessible to the wide general audience.



It is constantly updated with the latest news and information to maintain a sustained interest in project activities. Every partner regularly contributes to its content.

The website is divided in the main pages Homepage; Project; Who we are; Publications; News & views; Contact, The Final Event. The Homepage - accessible through the main disce.eu address and through the DISCE logo on the top left - embeds an introductory video on the project. It also provides a short text introduction to DISCE, features latest tweets on DISCE and latest published news on the website. The Project page provides information about DISCE's aims and objectives, the main research themes and research approach, and features a timeline showing the main DISCE events. The Who we are page presents the consortium, presenting the partners and the team members. The Publication page acts as a repository for every report, policy brief or DISCE produced document, available to the users as a pdf.

The News & Views page provides blog articles and latest updates about DISCE's activities, press releases and links to the past newsletters sent. It also provides the form to subscribe to the newsletter. The Contact page provides the contact form that sends messages to CUMEDIAE.

Produced material with a public dissemination level is published on the DISCE website, in the dedicated Publications section. Documents are prepared by researchers and shared with CUMEDIAE, who assumes the task of publishing them online. CUMEDIAE also takes charge of developing an appealing document layout that presents the content in a clear and easily readable structure.

During 2020, the page Research Ethics was added to the website, in order to provide research interviewees with research ethics' documents and the consent form in 7 different languages (English, Italian, Finnish, Latvian, Swedish, Hungarian and Dutch) to cover the languages for all case study regions. This was implemented to provide needed tools to the interviews process, which in part moved online due to Covid-19 restrictions.

The Final Event page was added to the website during the project's last stage in order to boost the communication impact of the event and make the livestream available to a broad audience.



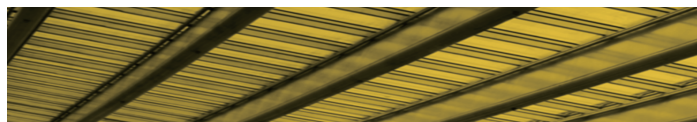
⁴ As indicated by Task 3.2 Development of the action's website i.e. openDISCE platform of Annex 1 of the Grant Agreement (p. 45).

⁵ According to Task 3.3. Strategic Use of Social Media of Annex 1 of the Grant Agreement (see p. 46).

SOCIAL MEDIA

Different social media are in use to amplify the resonance of the project and promote its visibility to a wide range of audiences⁵. Social media provide an easy and quick access to information and are effective online dissemination tools. The following online channels were created:

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)
- [LinkedIn](#)
- [YouTube](#)



CUMEDIAE uses an internal social media strategy to guide specific social media activities. This includes structure of posts, target of post frequency, official hashtags, partners/researchers' accounts handles, overview of main topics and campaigns. This is associated with a social media plan that is constantly monitored and updated, used to draft, schedule and keep track of online activities.

Different activities are implemented through social media. In addition to communication and dissemination purposes, social media have also been used to enhance stakeholders' engagement. These tools are also used to target specific individuals and organisations.

Facebook

HANDLE	@disceeu
URL	https://www.facebook.com/disceeu/
Why use it?	Facebook represents the chance to catch the general public and to communicate at a simple and direct level. It gives the possibility to create targeted sponsored campaigns.
What can you post?	Text (no character limit), photos, GIFs, videos, links, etc.
How can you use it?	To showcase the project and its results in an informal, highly accessible way.

Aims	<ul style="list-style-type: none"> • Get the project known • Engage general public and stakeholders
Target relevance	Facebook aims at a broad audience, but with the possibility to target a specific public for ads and in specific groups.
Content structure	<p>Facebook's approach needs to be 'easily shareable' and immediately understandable. It usually leads to more in-depth content.</p> <p>It focuses on engaging visual material/infographics, pictures, quotes and storytelling.</p>

LinkedIn

HANDLE	DISCE EU
URL	https://www.linkedin.com/company/disce-eu/

Why use it?	LinkedIn is increasingly becoming relevant for professional networking but also sharing latest insights. It can be used for groups that allow for specific professional target communication and engagement and has established networks on specific topics.
What can you post?	Text (no character limit), photos, GIFs, videos, links, etc.
How can you use it?	To showcase project updates in a formal way to a targeted audience; to expand network and stakeholders' involvement.
Aims	<p>Get the project known as a good practice in the European management field</p> <p>Share research temporary findings</p>
Target relevance	More relevant for CCIs professionals



Content structure	LinkedIn posts include text and an image; the first sentences need to be clear and explain the content as they are being shown as a preview. It can link to more in-depth content.
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Twitter

HANDLE	@DISCE_EU
URL	https://twitter.com/DISCE_EU

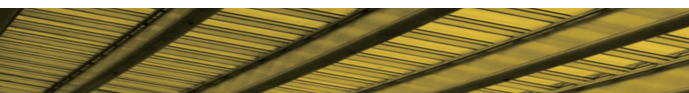
Why use it?	Reach out to professionals and organizations in a quick and direct way.
What can you post?	Text of up to 280 characters. This excludes media attachments (photos, images, videos, etc.) and quoted tweets (displaying someone else's tweet within your own) but includes links (a URL is always altered to 23 characters).
How can you use it?	To share short comments, announcements or retweet relevant content. Is possible to insert links that redirect to more in-depth content.
Aims	<ul style="list-style-type: none"> • Collect a wide number of influencers tweeting on specific EU topics and engage with them • Engage with professionals and decision makers • Keep track of project-relevant current issues
Target relevance	<ul style="list-style-type: none"> • Communication mainly dedicated to CCIs professionals • Highlights and project steps also dedicated to decisionmakers and institutional representatives
Content structure	<p>Short, direct and engaging format; highlights from research and temporary findings.</p> <ul style="list-style-type: none"> • Share content from other channels relevant to the project's topics.

YouTube

HAN- DLE URL	DISCE_EU
	https://www.youtube.com/channel/UCSP0-1KVOCFVnEQndUjWJTtw
Why use it?	To store an easily browsable collection of project videos.
What can you post?	Video material, together with description and useful links.
How can you use it?	Videos from YouTube can be easily shared on any social media platform. Content can be organized in playlists, i.e. for each project's topic.
Aims	<ul style="list-style-type: none"> • Make video content available • Consolidate the visual identity of the project
Target relevance	<ul style="list-style-type: none"> • More relevant for EU citizens and general public • Specific videos will be addressed to target-ed professionals
Content structure	<p>Video could range from short and easy videos describing the project, to interviews and events reports.</p> <p>Text description summarize the content, and links directing to in-depth information and to the site should be present.</p>

Instagram

HANDLE	@disce_eu
URL	https://www.instagram.com/disce_eu/
Why use it?	To reach out to a broad and mainly young audience.
What can you post?	Images and short videos, together with a text description. It is possible to tag other accounts and to use hashtags. The Stories feature gives the possibility of posting content that will be online for 24 hours. It is possible to broadcast live videos. IGTV gives the possibility to upload long video content.
How can you use it?	To share visually engaging material and to share live updates on Stories.
Aims	To share visual material and updates on the project.
Target relevance	Mainly young people.
Content structure	<p>The posts include pictures, graphic elements and quotes, and descriptions will join the visual material. Templates structure and split images will be used. All or some of the partners are tagged when relevant; geotags are used when relevant.</p> <p>Official Hashtags are used, plus other hashtags that are appropriate. Stories are used for live updates on events and in addition when relevant; reshares of other posts are used in stories when relevant.</p>



Others: Culture Agora

Why use it?	One of the most content-rich sources of content for CCIs professionals in Europe. Has a pan-European and well-targeted audience.
What can you post?	Content that has already been published on an external on-line public source, concerning the CCIs.
How can you use it?	To multiply visibility of actions, events, publications, video material etc. of the project. Specific categories can be selected to address a specific public.
Aims	Enhance the visibility of the project towards a specific targeted audience.
Target relevance	Cultural and Creative Industries professionals.
Content structure	Introduction text, plus selection of specific categories of the content and location if applicable. The post will link to the original online source.



NEWSLETTER

Why use it?	The newsletter tool manages the main mailing list, with the possibility of selecting specific tagged targets according to the database structure.
Aims	To share updates on the project on a regular basis, to keep stakeholders engaged; to specifically target segmented audiences.
Target relevance	The main newsletter covers every target; specific emails can be sent to specific audiences.
Content structure	Variable depending on the specific newsletter.

The newsletter tool is used to share updates on the project on a regular basis⁶. It contains information on the project, including the latest developments, events, interviews and articles, etc. The aim is to raise awareness about DISCE, and to inform and engage stakeholders. The mailout is managed through the platform MailChimp.

The newsletter covers a wide audience, but specific emails can be sent to specific targets. The mailing list database of contacts, including different stakeholders and interested parties, has been created with the following main segmentations:

- CCI's Stakeholder
- EU Officials
- European Media Contacts
- European Umbrella Organization
- Policy Stakeholders
- Academia related stakeholders
- Partners
- People who request to follow the project
- Advisory Board
- Partners

Segmentation on MailChimp is implemented through tags. Tags are labels that help organise and categorise contacts. Tags also allow, if necessary, to send campaigns directly to specific tags in the audience or use tag data to build segments and further target contacts.



A newsletter is sent out every month, with an increased frequency compared to what was defined in Annex 1 of the Grant Agreement⁷:

People interested in the project can subscribe to the newsletter online on the DISCE website. The newsletter is sent to the Mailing List contacts. Moreover, all newsletters are available via the DISCE website under the section News & Views.

The newsletter also reinforces traffic on other online channels, as articles always redirect to the full posts published on the DISCE website, and links to social media are always present and promoted.

The newsletter is designed to follow the DISCE visual identity, and therefore its layout includes the main recurrent graphic elements and colours.



⁶ As indicated by Task 3.4. Design and Development of Quarterly Newsletter of Annex 1 of the Grant Agreement (see p. 46).

⁷ Task 3.4 Design and Development of a Quarterly Newsletter.

DISCE EVENTS

Interactive workshops attended by scholars, advisors in the field, policymakers, creative professionals, industries, businesses and investors are organised in the context of WP2-5. The workshops include both traditional presentation sessions, and different forms of focus group methodology and harvesting sessions.



These events contribute to the overall DISCE dissemination and stakeholders interaction, by engaging with different actors in the CCI field and involving the in project's activities and research.

WP6 collaborates with and supports these activities in different ways, in close coordination with the workshop responsables.

For their promotion and dissemination, WP6 puts in place several instruments and strategies. WP6 also contributed to the participants invitation phase. This involved co-management and update of targeted contacts; collection of contacts; organizing specific Mailchimp tags and sending targeted newsletters; sending personal invitations to organisations.

Other activities that are put in place for the support of the workshops:

- Coordination with workshop responsables to collect material from the events (pictures, videos, discussion extracts...) to be shared online, live and post event
- Edit of website by adding a focus box in the home page
- Created Eventbrite events to collect and monitor event registrations
- Social media promotion, including creation of Facebook event
- Sharing blog posts on website pre and post event
- Support with visual material - creation of graphics, flyers & invitations...
- Coordination for collection of material (pictures, videos, extracts...) to be shared online, live and post event



Social media guidelines for promotion of events have been specifically created and shared with responsible partners, to support them in communication and dissemination.

Support is given also to other DISCE organised events, as seminars and conferences. WP 6 promotes and disseminates the events on DISCE's social media, coordinates with responsible partners for content sharing, and provides when necessary visual material.

PARTICIPATION IN EVENTS

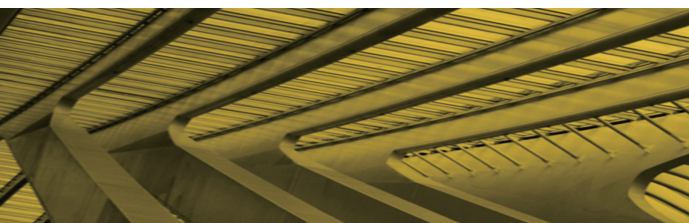
The DISCE project is presented on various occasions by different partners. These events are an effective tool to contribute to the overall DISCE dissemination and stakeholders interaction, by engaging with different actors in the CCIs field and involving them in project's activities and research.

WP6 supports many of these events, in which researchers and DISCE consortium members participate, including partners of WP6. These are communicated and disseminated through different online channels by including social media posts and interaction (Facebook, Twitter, LinkedIn, Instagram), blog posts and newsletters.

During the mid-term evaluation and with the Covid-19-related challenges, we found out that the DISCE project presentations in the framework of other events and platforms proved to be one of the most efficient dissemination strategy components. Therefore, this tool was largely used in the second half of the project, resulting in 88 presentations by different partners at conferences, discussions, academic events etc.

SCIENTIFIC PUBLICATIONS

All research partners of the DISCE consortium contribute to disseminating the results via publications in peer-reviewed scientific journals. Following the European Commission's strategy to implement open access to research results, the project chooses a "green" or a "gold" open access model for scientific publications.



The open access to scientific peer-reviewed publications is beneficial to science by improving quality and efficiency of the research, allowing scientists to build on previous research results and avoiding unnecessary duplication of effort. As well, it benefits the economy by speeding up

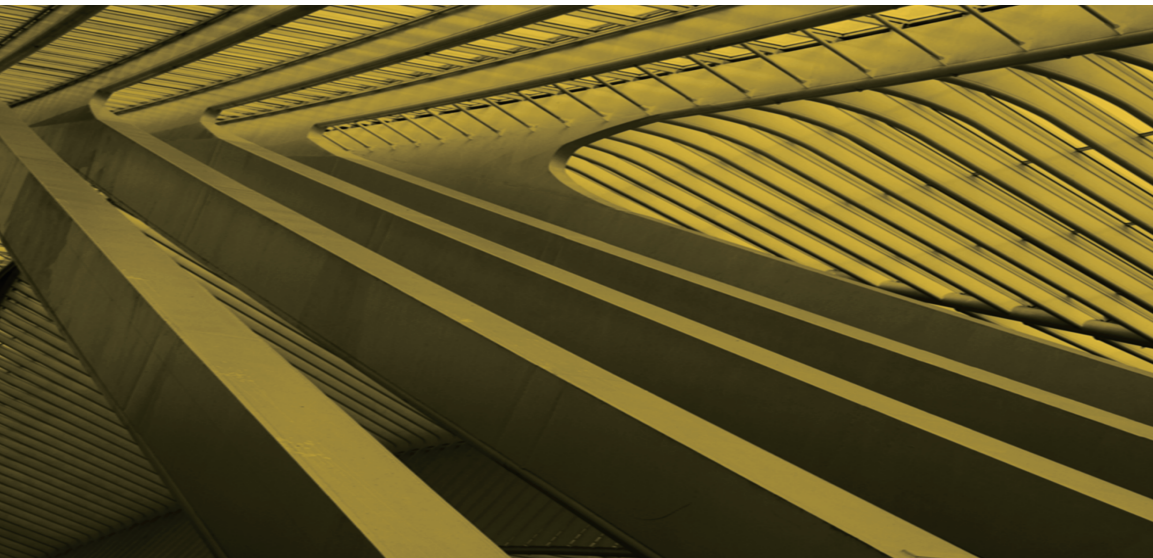
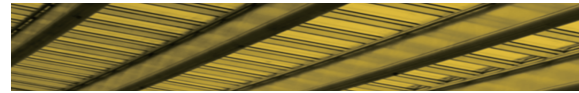
the innovation and is good for the society by making the research available to individual citizens and to non-profit organizations, resulting in greater transparency.

Being fully aware of these benefits and in order to comply with the H2020 mandate for publications, the research team produced several working papers which are the earlier versions of the papers to be submitted to scientific peer reviewed journals. Towards the end of the project when the data and results were ready, the researchers conveyed their findings through several tailored and audience targeted papers. Because of the multidisciplinary nature of the project, publications are deliberately aimed at different journals in order to access different audiences.

Submissions of peer reviewed articles and book chapters related to the DISCE research are set to be at least 15⁸. Papers and research activities aim to be presented at at least 20 conferences⁹.

Similar to all communication & dissemination activities, all publications follow the DISCE branding rules and guidelines to reference the EC funding.

⁸ Outlets can include (indicative only): Journal of Cultural Economics; Papers in Regional Sciences; Regional Studies; Socio-economic Planning Sciences; Journal of Economic Behavior & Organization; International Journal of Cultural Policy; International Journal of Cultural Studies; Entrepreneurship and Regional Development; Journal of Small Business Management; International Journal of Entrepreneurial Behaviour; Nordic journal of working life studies; Journal of Education and Work; Creative Industries Journal; book chapters to books published by Routledge and/or Edward Elgar; European Urban and Regional Studies;



Arts & Humanities in Higher Education; Tijdschrift voor Economische en Sociale Geografie (TESG); Environment and Planning C; The Sociological Review; Gender, Work and Organisation; European Journal of Cultural Studies or Cultural Trends; Geoforum; Poetics.

⁹ Conferences can include (indicative only): Academy of Management; Babson College Entrepreneurship Research Conference; RENT (Research in Entrepreneurship and Small Business); NCSB (Nordic Conference on Small Business and Entrepreneurship); NFF (Nordic Academy of Management); ACEI Regional Workshops; Geography of Innovation Conference; RGS-IBG Annual International Conference; European Regional Science Association; Western Regional Science Association; Royal Geographical Society; EURA (European Urban Research Association) Conference; Regional Studies Association Conference; International Conference on Cultural Policy Research; The Social Effects of Art - The 11th Midterm Conference of the European Sociological Association Research Network Sociology of the Arts Conference; Association of Culture Economics; Human Development & Capability Association; CAMEo; International Association of Critical Realism (IACR); Crossroads in Cultural Studies.



4. CO-CREATION LABS

Co-creation labs are three participatory workshops taking place in the Trans EuropeHalles (TEH) meetings from May 2019 to October 2021. The goal of the co-creation labs is to provide a platform for exchanging practical and theoretical knowledge between the cultural and creative practitioners and DISCE researchers. They directly engage with stakeholders of cultural and creative economies to validate and to test the DISCE approach in order to understand the research's theoretical and conceptual discourse, assumptions and claims through empirical and practical methods. The co-creation labs intend to be co-creational with their cross-sectoral and trans-disciplinary setting. Outcome the labs, which will be documented via audio, feedback and interviews, can be used for developing co-creation strategies in the future.

For reaching the co-creation labs' goal and intention, co-creation creation labs aim to enable interaction and exchange between the DISCE researchers and TEH members and local policymakers participating the labs. For reaching this aim, the labs originally had three specific objectives:

- Introducing the DISCE project to the workshop participants (TEH members and local policymakers)
- Collecting feedback from the various stakeholders on the DISCE research topics and field within the scope of research conducted by the DISCE project
- Contributing to host organisation's strategic plan



However, as the first year of the DISCE research concluded, one of the Co-Creation labs' objectives, "Contributing to host organisation's strategic plan", needed revising

towards supporting a more inclusive and participatory DISCE approach. Also, as the DISCE project's iterative research design process evolved into a tangible research methodology, there was a need for the labs to move beyond the interaction towards the exchange whilst aligning the labs closer to DISCE research's aims and objectives. Therefore, the following specific objective was added instead of the aforementioned third objective:

- Having an inclusive approach by designating workshop participants roles as "contributors" for the research topics

around the DISCE research question “How can the creative economies be supported/developed?”

Also, following process step is added to ensure lab-2's and lab-3's the connectivity between Work Packages, research and stakeholders:

- Having two parallel processes for the co-creation labs, one consulting with the host organisations for practical and organisational preparations for the lab and one with TEH and researchers to solely focus on the co-creation lab content development

The co-creation labs originally planned to explore the themes business models, resilient strategies, and innovative solutions. The first lab explored the topic of “Learning as a

Sustainability Strategy”. The second lab explored the topics of “Business Model Innovation” and “Working Conditions in the Cultural and Creative Sectors”. Overall, originally planned themes were discussed in the two co-creation labs and provided feedback to ongoing research with WP 2-5. The role of the host organisation originally was being the case study in the co-creation labs. This approach of the co-creation labs added an extra layer to the labs making them a multi-focus event while challenging the boundaries between theoretical and practical knowledge. However, the challenge that was taken up by the labs reflected upon the practicalities of organising the labs, and it has become challenging to put this idea into action. Therefore, it has become challenging to align the labs with the overall DISCE aims and objectives. Despite the multi-focus nature of the labs the participants were generally happy with the outcomes of the labs whilst seeking a closer collaboration with the researchers for future. Thus, this approach was revised after the first lab in order to support the DISCE research and outputs better. The host organisation was planned to be supported by the expert consultancies during this process. They were planned to take place prior and after the co-creation labs to ensure connectivity with the activities of WP 2-5 and to support the host organisations for identifying and addressing their challenges on a strategic level.

Co-creation labs and consultancies expanded the limits of both theoretical and practical knowledge that fed into the DISCE project. From the second year on, co-creation labs focused on narrowing down the explored field of knowledge by taking a more collaborative and issue/topic-focused approach.



Following steps were taken for applying this approach in future co-creation labs:

- DISCE researchers and TEH to collectively define what the topic of the labs will be
- Experts consultancies focusing on the issues/topics identified in the first year instead of host organisations
- Experts consultancies to support host organisation to ensure practical and organisational aspect of the labs.
- DISCE Researchers and TEH to develop a new selection methodology for the labs.

Due to the Covid-19-related challenges and the project being expended, the Co- Creation Lab 3 “The public Space: Trust & Relationships” was postponed and was held in Bratislava in October 2021. After the partners consultation the topic of Trust was chosen and the Lab has revealed how, especially throughout pandemic, trust has significantly lowered amongst European citizens, at the expenses of societal cohesion and economic growth. DISCE’s main objective in participating to the conference was to discover new solutions to build civilian trust in Cultural and Creative Sectors by co-working, for example through the innovative idea of Public Space, well presented by Jonathan Gross from King’s College London.



5. P2P RECOVERY PROGRAMME AND RESPONSE TO THE COVID-19

P2P RECOVERY PROGRAMME

To mitigate the impacts of Covid-19, the initiative DISCE P2P Recovery Programme (PRP) has been developed and launched. This activity aims to support the European cultural and creative sectors in this time of unprecedented challenge due to Covid-19. The initiative is managed by Trans Europe Halles and Olivearte Cultural Agency - a prominent cultural consulting agency with profound knowledge of the sector. The programme is based on collaboration and innovation practices to help participants address their challenges and get back on track. CUMEDIAE supports the communication and dissemination efforts amplifying the activities and impact. All partners were involved in promoting and dissemination efforts. Researchers were actively involved in the activities that the programme presented and the outputs supported overall research efforts.

An open call was circulated to CCI's in Spain, Italy, Greece and Cyprus for participation in the PRP on December 10th, 2020 and in February 2021, 23 organisations were selected to participate in the programme. The programme was launched with a questionnaire to all participating organisations, asking about their situation and what they hoped to both receive and give to the P2P programme. Once the responses were analysed, the next step was to interview all 23 organisations individually. These roughly hour-long interviews went into some detail with each of the participants on their circumstances and provided information for the peer-to-peer matching. It was also an opportunity for immediate feedback and possible insights and suggestions during the interview itself, where appropriate. All of these interviews were completed by the end of March 2021. From the questionnaire and the interviews, it was then possible to make the peer-to-peer matches, resulting in seven groups, each appointed an experienced facilitator from the Olivearte team. To get the ball rolling, a Kick-off meeting was held on April 23rd, which offered the occasion for all of the participants to meet each other and to begin the process of exchanging



information and support. The next steps were: an initial, facilitated, peer-to-peer groups meeting, followed by self-managed meetings by each group. These meetings were completed by the end of May, at which time a second full group meeting took place to share the insights and knowledge learned along the way.

The intermediate results of the PRP and the insights received during the process were presented at The Day of Creative Economies in the EU: Value, care and capabilities for a sustainable and inclusive future on June 2nd, 2021 by the programme leader Sandy Fitzgerald. Participating organisations took place in the event as well. This event aimed at providing an online discussion space to assess the impact of Covid-19 on the cultural sector in Europe and practitioners' vision, hopes and plans for the future. The event featured different activities, including two keynote interventions, a panel discussion, futuring workshops, breakout room discussions and presentations.

A final facilitated full-group meeting took place on August 31st 2021, with three main aims: to share the experiences of the group to date, highlighting challenges and possibilities; responses to the shared experiences, looking at insights, learning and networking; next steps. The PRP beneficiaries were also invited to take part in DISCE's final Co-creation Lab. The participants in the P2P programme were encouraged to take their own initiative in building relationships that can exist and develop independently of the official programme.



OTHER EVENTS

A webinar series (2 episodes) titled “Possible Future(s) of Creative Economies in post-COVID-19 Europe” was also organized. The COVID-19 pandemic raised many challenges and interesting questions for the CCIs, and DISCE decided to explore these topics creating an opportunity of engagement through the realisation of webinars. This provided a tool to keep the audience involved in the project development, attract new stakeholders, disseminate the DISCE’s research process and first results and make use of digital tools to reach out to the interested public.

Furthermore, in December 2020, 3 national workshops focused on CCI were held. The first workshop under the title “A way forward: Cultural Policies for shifting gear or shifting ground?” was hosted by NiMAC, supported by Trans Europe Halles on December 10th, 2020. The workshop focused on the shifting ground on which culture is set. The second workshop took place on December 15th, 2020 under the title “Institutionalizing culture-led urban regeneration: risks and potentials for policy-makers and cultural practitioners”. The third workshop was organised by CUMEDIAE and took place on December 17th, 2020 in online mode. The event provided an opportunity to exchange views and discuss policy implications of major projects and initiatives in the CCI landscape in Europe.

At the start of 2022 the DISCE team ran a series of online workshops in different Regional Case Studies cities. We invited residents from each city to meet with us and discuss how they could re-imagine the future of creative and cultural policy making in their city. In each workshop, we outlined the DISCE approach to understanding inclusive and sustainable creative economies and provided participants with the headline findings from the research that had been

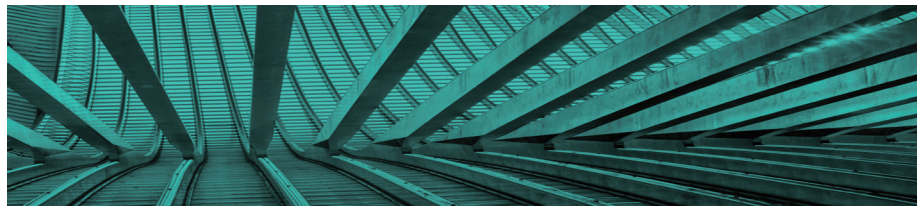
conducted in their city. This included a summary of our review of pre-existing policy documents and academic studies on their city, and some headline findings from the interviews and focus groups.

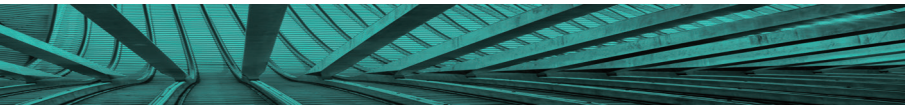


The preparation and implementation of the webinars and events directly managed under WP5 involved different planning and stakeholder engagement activities before, during and after the webinars: support to the research process was provided; speakers coordination; defining the webinar structure, timing and organisation; creation of audio-visual material, coordination of dissemination through pathways and on appropriate channels and technical management of resources.

The Communication and Dissemination strategy was actively engaged in the considerations of all partners, including research partners who implemented co-creation workshops within their own research thematic areas, using materials and templates designed and prepared within WP6.

The Consortium partners also sought to actively participate in external events to promote the output of the DISCE research and ensure increased impact and exploitation potential.





6. FINAL EVENT

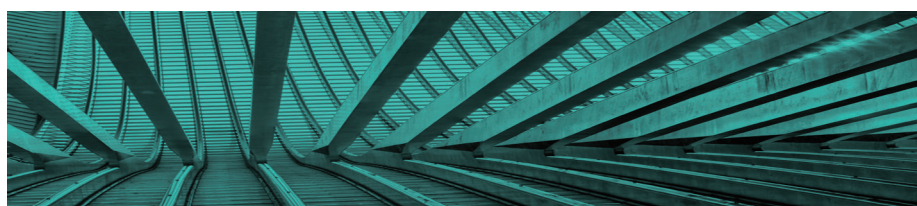
The DISCE FINAL EVENT, a deliverable (D6.7) on its own, aims to present the DISCE's results, and to ensure the project's sustainability by inviting relevant institutions, and policy stakeholders. The Final Event has been designed to be the closing activity within the previously mentioned context, in which the dissemination of results will take place. It will convey the space for the stakeholders, members and target audiences to share their experience as well as new knowledge and discussion topics with each other.

Due to the Covid-related challenges and in order to maximize the dissemination effort, this event was designed as a hybrid - hosting a number of stakeholders offline in Brussels and broadcasting all the panels for the wider Creative Economies stakeholders to engage with.

The event logistics, technical considerations and engagement with stakeholders who participated in person as well as those who participated online were strategically managed within WP5 to ensure that the above mentioned results were achievable.

In addition a set of communications tools have been developed used to disseminate the Final Event:

- A separate page on the DISCE website was created in order to centralize all the information and content related to the event;
- CUMEDIAE has updated and customised the DISCE visual identity for the Final Event. The official colour palette of DISCE has been used to ensure continuity, but the Final Event has been given its own branding.
- Two newsletters have been designed and sent out with content relating to the DISCE Final Event. In addition to the two newsletters, targeted mailouts are used too in order to engage the specific groups of the stakeholders.
- DISCE's social media channels were used regularly to share information about the event.
- Culture Agora platform was used to share content related to the DISCE Final Event.



7. MEASURING PERFORMANCE

This communication and dissemination strategy contemplates both quantitative and qualitative measures of performance and metrics are defined with this in mind. Starting from the overall WP6 objectives, the main indicators identified can be grouped and initially developed based on:

Output type	Performance questions	Performance metrics
Communication reach	<p>Have targeted audiences been engaged at appropriate times for maximum impact?</p> <p>Have the communication tools been properly developed?</p> <p>Are communication tools working appropriately to meet communication needs?</p>	<ul style="list-style-type: none"> • Analytics data from platforms' channels • Number of mentions and references • Participation to seminars and conferences • Presence in press and publications (online and offline) • Effectiveness of message conveyed • Width and balance of geographical coverage • Level of engagement on website • Level of engagement on Social Media

Dissemination reach	<p>Has DISCE output been disseminated to the right targets?</p> <p>What is the reach and engagement resulting from DISCE dissemination?</p>	<ul style="list-style-type: none"> • Feedbacks and contact requests • References in scientific publications • Width and balance of geographical coverage • Quality and type of feedback and comments
Stakeholders engagement	<p>How effectively are we facilitating stakeholder interaction and participation?</p> <p>Are suitable stakeholders being engaged?</p>	<ul style="list-style-type: none"> • Participation of stakeholders in co-creation events and workshops • Level of contribution • Quality of feedback and comment • Responsiveness to surveys

Relevant analytical tools are to be used to measure performance. For what concern online tools, the DISCE website should be analysed through the related Google Analytics account. Social media use their related integrated systems. Feedbacks, online and offline, has to be tracked and collected. In cases where WP6 team members cannot collect direct information, inputs from responsible partners are required.

FINAL REMARKS

From the drafting of D6.1 Communication and Dissemination Strategy and Plan up to the present time, the mentioned document was properly followed and served well its purpose. The data collected for the intermediate and final report also showed satisfactory results, proving that the outlined strategy and tools were appropriate to their objectives. In the current version, updates have been made to deepen information, provide more complete analysis and adapt to the additional activities that have been implemented as a response to the Covid-19 challenges among others. The structure of the document was expanded to provide more clarity.

WP6 is committed to constantly monitor the activities' progression and update the strategy and plan on the basis of the project's evolving needs. On this ground, activities could be adapted, and new ones implemented to face the challenges emerging from the Covid-19 new situation. This can include increasing the use of online tools and supporting implementation of new ones, both for internal and external communications purposes, as deemed necessary. Creation of webinars and/or online/hybrid events was also implemented, to increase engagement with stakeholders and make the project visible outside of live gatherings. Archive relevant video material was made available to the public to share conversations that took place in past events.

The first year of the project focused on communicating the project's objectives and activities, and to expand the audience pool. Results, in the form of deliverables/reports, have been published and made available. The dissemination reach increased during the next period through feedback and contact requests for produced material, and publication of peer-review articles in scientific journals. Throughout the project, the focus was kept on keeping strong communication reach, with an increased attention to the dissemination of project's actions and outputs, to maximise the research's impact.



The first half of 2020 was impacted by the COVID-19 pandemic, and various actions have been taken to deal with the situation. As research interviews were developed online, research ethics documents and forms have been made available online on the DISCE website. Activities on social media have also increased. The most notable achievement of the first half of 2020 is the realisation and dissemination of two webinars discussing the impact of the pandemic on CCIs. This strongly increased the project reach and put DISCE in the spotlight, creating connections with the sector's stakeholders. Moreover, recordings were shared online for maximum dissemination.

The second half of 2020 and the first part of 2021 proceeded in a similar direction, with the planning and implementation of new activities to mitigate Covid-19 effects and to maximise the reach. Three online national workshops were developed, focusing on the countries of Cyprus, Italy and Spain. The DISCE P2P Recovery Programme was launched in December 2020, and its follow up activities continued throughout the first half of 2021 with selection of the beneficiaries and matchmaking and peer-to-peer sessions. The programme culminated with The Day of Creative Economies in the EU: Value, care and capabilities for a sustainable and inclusive future and it provided an online discussion space to assess the impact of Covid-19 on the cultural sector in Europe and practitioners' vision, hopes and plans for the future. The results and the video materials from the event were disseminated through all communication channels of the project.

The second half of 2021 was marked by a series of six Policy Workshops across Europe. The project closure, the DISCE Final Event, was held two months after the last Policy Workshop, in March 2022. This hybrid event allowed the partners to gather in Brussels with the key stakeholders and discuss the project's outcomes and exploitation of its results. A separate communication campaign was conceived and implemented on this occasion, thus increasing the DISCE project's visibility.

Beyond the project's official dates, the communication and dissemination plan, understanding of the need for exploitability, envisages continued resources allocated to maintaining the main dissemination channels, and in continuing to campaign to strengthen the reach and visibility of DISCE's research results. Publications, reports, surveys, video material and surveys will remain in public domain on the DISCE's website. Partners remain committed to using their available pathways to ensure that the widest dissemination of research output is possible.



ANNEX 1: EXTERNAL COMMON DISSEMINATION DATABASE

The DISCE project requires the use of several databases, for different purposes, with different content, and under the final control of different partners. This reality is challenging and requires the best coordination effort along the project lifecycle.

Any database is a flexible structure, acting as a living body. Full records or part of them (names, positions, emails...) can be added and removed according to the project's needs. An efficient and flexible methodology is necessary to apply to reality and adapt to it when needed. In order to implement this in the best way, a precise and logical structure and procedure are used, and the general framework is kept.

For the purposes of work package 6 we focus on External Common Dissemination Database.

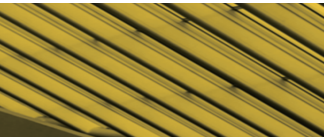


PURPOSE AND CONTENT SUMMARY

CUMEDIAE was in charge, with the collaboration of the partners, of the External Common Dissemination Database¹⁰. This database is hosted under the responsibility of CUMEDIAE in its own cloud servers. A copy of it may be updated on MailChimp.

The content includes mainly information from existing media and stakeholder databases of TEH and CUMEDIAE. Other Partners could freely send any contacts they believe should be included in the database. TEH collaborated with CUMEDIAE in keeping the information updated.

The External Common Dissemination Database includes the target contacts for the dissemination activities, in particular the dissemination of newsletters, to be



made on behalf of the DISCE Project at a pan-European or transnational level.

The content for this database is divided as follows:

CATEGORIES
Public Policy Stakeholders - EU
Public Policy Stakeholders - National
Public Policy Stakeholders - Local
CCIs Stakeholders - EU
CCIs Stakeholders - National/Local
Academia Stakeholders
European Media Contacts
Individual DISCE project followers

The total amount of contacts collected is 1729. Contacts info in each category are organised in the following structure:

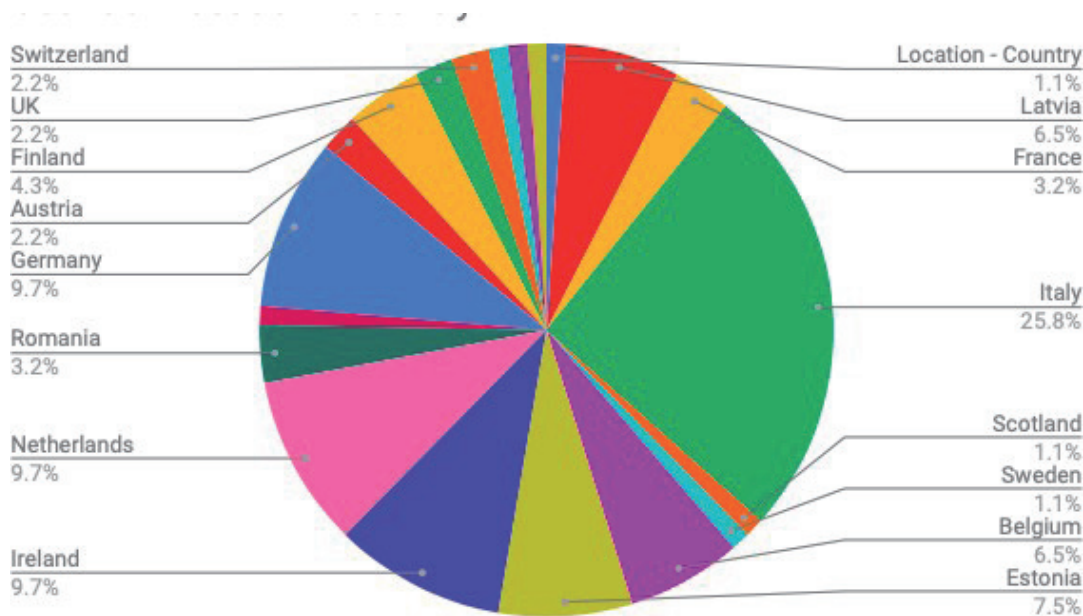
- Organization/Entity
- Last name
- First name
- Job
- Institutional Email
- Individual Email
- URL
- Facebook
- Twitter
- Instagram
- LinkedIn
- Discipline(s)
- Location - Country
- Location - City
- Data Source
- Notes

¹⁰ According to Task 2 Coordination of Communications and Disseminations Database of Annex 1 of the Grant Agreement (see p. 45).



PUBLIC POLICY STAKEHOLDERS - LOCAL													
1	2	3	4	5	6	7	8	9	10	11	12	13	14
Organization/Entity	Last Name	First Name	Job	Institutional Email	Individual Email	URL	Facebook	Twitter	Instagram	Youtube	Discipline(s)	Location - Country	Location - City
1	Italy	...
2	Italy	...
3	Italy	...
4	Italy	...
5	Italy	...
6	Italy	...
7	Italy	...
8	Italy	...
9	Italy	...
10	Italy	...
11	Italy	...
12	Italy	...
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35	Italy	...
36	Italy	...
37	Italy	...
38	Italy	...
39	Italy	...
40	Italy	...
41	Italy	...
42	Italy	...
43	Italy	...
44	Italy	...
45	Italy	...
46	Italy	...
47	Italy	...
48	Italy	...

The contacts from Italy, the Netherlands, Ireland, Germany are the most numerous:



#NOTE: Each Partner has its own National Dissemination Database with the contacts it freely wants to include in it and is responsible for it.

The National Dissemination Database includes the targets for external dissemination as decided by each partner in accordance with its own communication agenda. Essentially, it includes dissemination targets to be contacted separately from the communication made on behalf of the Project due to one of these reasons or all:

Dissemination is to be made in the local/national language of the Partner other than English (even if it is just the translation of common materials);

Communication is to be presented/drafted/designed in a formatting that puts the national Partner in a more relevant/visible position than the other DISCE partners; Consent for receiving communications has been given only to the Partner through the Partner's channels.

