

D6.2 Communication Strategy and Plan – Executive Summary

The overall objective of Work Package 6 ‘Impacts, Exploitation and Dissemination’ is to achieve a high level of impact for the project and its results. Its role is to inform, engage, create awareness and promote the project. This deliverable *D6.2 Communication Strategy and Plan* outlines the communication strategy we have designed for Factory2Fit, along with the action plan that will be implemented to ensure significant engagement with key stakeholders – during the project and beyond.

Communication (with Dissemination and Exploitation) is vital to turn the project’s work into impact. When a project such as Factory2Fit achieves research results, the people who need to know about them have to be reached with messages that are of relevance and benefit to them.

In the project proposal, we set ambitious targets for the communications plan and activities. We listed preliminary audiences and channels that would be explored, and measurements of communications success. This report sets out the strategy and plan we have designed in order to achieve these targets. Each of the nine project partners has been allocated time for dissemination and has an important role to play in the successful communication of the Factory2Fit project. Partners have already demonstrated their commitment in the six months following the kick-off of the project.

D6.2 begins by defining the Factory2Fit approach to communications. It describes our communication objectives, the target audiences we want to reach, the key messages we want them to receive (tailored by audience), and the most appropriate channels to use. Importantly, it includes clear targets and measurements to evaluate communication success. These targets and measurements will be reviewed regularly as the project evolves.

