



D6.1 Dissemination, Communication and Exploitation Plan (Document, Report)

Lead Beneficiary: BayHfoD

Dissemination Level: SEN - Sensitive

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The TRACY project has received funding from the DIGITAL 2022 programme under grant agreement No 101102641.

Executive Summary

The Dissemination, Communication and Exploitation Plan, developed under the Dissemination, Exploitation and EU Impact Work Package (WP6), presents the TRACY Project's comprehensive strategy for dissemination, communication, and exploitation. This plan encompasses various key aspects, including:

- Dissemination and communication objectives and channels
- Identification of target audiences, stakeholders, key messages, and activity types
- Establishment of the project's visual identity and online presence
- Definition of key performance indicators (KPIs)
- A detailed activity roadmap outlining partners' responsibilities
- Thorough risk assessment considerations
- Exploitation and impact sustainability planning

This plan serves as a vital reference and guide for consortium partners, directing their individual and collective endeavours towards disseminating, communicating and exploiting project outcomes with the aim of achieving high visibility, accessibility, and effective promotion of TRACY. Moreover, it acts as a facilitation tool, fostering consistency, message discipline, and coordination within the consortium. Furthermore, the plan establishes a framework for evaluating the impact of the TRACY project's communication and dissemination activities as well as for fostering the exploitation and sustainability of the project outcomes.

As the project progresses, the Dissemination, Communication and Exploitation Plan will be regularly updated and adjusted, particularly the activity implementation roadmap, to ensure that its objectives are successfully met and any potential environmental changes are adequately accommodated.

All dissemination, communication, and exploitation activities are outlined in Article 17 of the Grant Agreement (GA). All beneficiaries commit to adhering to and actively pursuing the stipulations of Article 17 and all annexes throughout the project, with special attention to ensuring the visibility of EU funding when communicating and disseminating project-related information.