



D5.1 Dissemination and Communication Plan



Communities for Sciences

Towards Promoting an Inclusive Approach in Science Education

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1. About Communities for Sciences (C4S)

1.1 General description

C4S is an H2020 project with the aim of promoting an inclusive practice of science education. It will carry out different programmes aimed both at fostering science directly among different vulnerable communities as well as seeking and promoting reflection among the scientific community, the media and political and administrative authorities on the importance of overcoming stereotypes and prejudices concerning the dissemination, promotion and in scientific practice itself, which can limit the access of certain groups to science and its benefits due to gender, ethnicity, ability, etc. It is driven by a Consortium with institutions from different European countries, meaning that the different programmes will also be carried out in this context of geographical diversity within the European framework.

The FUNDACIO UNIVERSITARIA DEL BAGES (UVic-UCC Manresa Campus) is the coordinating institution of the Communities for Sciences (C4S) project). The other participating institutions are:

- IB University of Applied Health and Social Science (Germany)
- Galileo Progetti Nonprofit KFT (Hungary)
- University of Milano-Bicocca (Italy)
- Board of Education for Vienna, European Office (Austria)
- Municipality of Sesto San Giovanni- Socio Educational Sector- GiocheriaLaboratori Service (Italy)
- Erasmus Brussel University of Applied Sciences and Arts (Belgium)
- Fundació Universitària Balmes (UVic-UCC Vic Campus) (Spain)
- Vienna University of Business and Economics (Austria)
- Lunds Universitet (Sweden)
- New Bulgarian University (Bulgaria)

1.2 Objectives, final products and calendar

The general objectives of the project are:

1. To foster science education among children and young people between the ages of 0 and 16 from communities in vulnerability risk (immigrants, the Roma community and disabled people) together with their families through formal and non-formal pedagogical institutions.
2. To increase the institutional awareness amongst policymakers, representatives of museums, schools and associations, etc. regarding potentially connoted practices (with gender, socioeconomic, or racial bias) in science education and provide them with tools to redirect these activities in an inclusive manner.



3. To encourage a general commitment to inclusive science education through the creation of working groups with scientists or people from communities in vulnerability risk who are linked to science.

The foreseen final products and impacts of the project are:

1. To produce better basic knowledge about inherently inclusive science education.
2. To generate transformative learning between educators and researchers.
3. To foster change among the children and young people participating in the project, increasing their scientific skills.
4. To make the contribution of people from communities in vulnerability risk situation visible to the scientific community so that they can become role models for other community members (especially children and young people).

The project will last three years, from October 2020 to September 2023.

2.Communication levels and responsibilities

The project communication will be carried out on two levels:

- General: at a project level. It will focus on the overall development of the project: meetings, joint programmes, results (partial and final), knowledge dissemination.
- Local: at a hub level. It will focus on the activities that each participating institution carries out in its local / national context: programmes with local groups, meetings with local agents, results linked to local initiatives.

Each participating institution will designate an interlocutor for the coordination of the project communication.

The Fundació Universitària del Bages (UVic-UCC Manresa Campus) will be in charge of the general coordination of the project communication, which includes:

- Coordination of the group of people responsible for project communication of the different participating institutions and chairing of their meetings (face-to-face or online).
- Creation of the project communication style manual.
- Creation of the project Communication Plan.
- Preparation and dissemination of informative literature (calls, press releases, dossiers) regarding the general communication of the project. An English version will be provided to the other participating institutions so that they can strengthen the dissemination in their geographical area of influence.
- Management of the project social networks.
- Maintenance of the project website.
- Coordination of the creation of a guide on Inclusive Scientific Education for scientific communicators.
- Centralization of the tasks of monitoring the impacts on the media.



- Support to the communication managers of the different participating institutions in the search for information.
- Coordination of the White Paper publication on Inclusive Science Education.
- Creation of the website for the dissemination of the observatory contents on inclusive science education.
- Creation of a unified slide presentation format for use in meetings, seminars, webinars, etc.
- Coordination of video editing of interviews with scientists from different origins, sociocultural contexts, or from communities in vulnerability risk, with the aim to approach diversity in science.
- Coordination of the creation of videos presenting the project and its results.
- Publication of monthly newsletters:
 - Internal communication
 - External communication

All the institutions that make up the C4S project consortium, including the Fundació Universitària del Bages, will assume the following functions in relation to the communication of the project:

- Participation in the coordination activities of the group of people responsible for the project communication in the different collaborating institutions.
- Preparation of informative literature (calls, press releases, dossiers) regarding the development of the project in its geographical area of influence.
- Dissemination, in its geographical area of influence, of the informative documents on the general development of the project (translating them from English into the local language, if necessary).
- Collaboration in the production of content to foster the project's presence on social networks.
- Providing information to boost content on the project website.
- Participation in the creation of a Guide to Inclusive Science Education for science communicators.
- Providing monthly information to the coordinating institution on the impacts generated on the media by the project in their area of influence.
- Dealing with the organization of events (face-to-face or online) in their geographical area of influence for the dissemination of the project results (partial or final).
- Identification of scientists from different origins, sociocultural contexts, or from communities at vulnerability risk, to be interviewed and coordination of the recording of these interviews when they are to be conducted in the participating institution's area of geographic influence.
- Collaboration in the creation of videos presenting the project and its results: by facilitating information, raw image files, people to be interviewed, etc.



2.1 Internal communication channels

The project will have a Communication Commission consisting of the people responsible for dissemination in the different institutions integrated into the consortium. Different tools will be used to work in a coordinated way:

- E-mail
- Virtual meetings through MS Teams / Zoom
- There will possibly also be the opportunity to take advantage of face-to-face project meetings to work separately on aspects related to communication.

2.2 People responsible for communication

The people responsible for the C4S project communication will be:

Institution	Contact
Manresa Campus – UVic-UCC (FUBages)	Àngels Fusté
Manresa Campus – UVic-UCC (FUBages)	Annabel Saavedra
Fundació Universitària Balmes (UVic-UCC Vic Campus)	Eva Funoll
IB-Hochschule Berlin, IB Gesellschaft für interdisziplinäre Studien gGmbH	Moritz Riedel
Galileo Progetti Nonprofit KFT	Ádám Fekete
Università degli Studi di Milano-Bicocca	Valeria Cotza
	Luisa Zecca
Bildungsdirektion für Wien	Wilfried Swoboda
Comune di Sesto San Giovanni	Simona Vimercati
Erasmushogeschool Brussel	Nele Verhaevert
Vienna University of Economics and Business	Julia Rusin and Laura Hohoff
Lunds Universitet	Kristina Orban
New Bulgarian University	Nadia Koltcheva

2.3 Partnership internal communication

An internal communication newsletter will provide a regular channel to keep the members of the consortium aware of the global development of the project. It is going to be delivered every two months and will include the following sections:

- *C4S news*. Different pieces of news linked with the website news section to keep updated about the activities, results and events related to the project.



- *We are C4S.* Interviews with different people involved in the project. The aim is getting to know both the individuals and their relationship with the different institutions. The interviews will go deep in making visible the experience and knowledge of each person/institution in fostering equal opportunities for all, inclusive science education and/or responsible research and innovation.
- *Don't miss it.* Agenda of upcoming events and some proposals of articles, books and other literature about the main subjects of the project.

The first issue will be published in November 2020.

3. Communication objectives and outputs

3.1 Communication objectives

The main objectives related with C4S Communication are:

1. Maximise the impact of the project results, especially in terms of:
 - a. Making available new knowledge
 - b. Making available new tools
 - c. Creating awareness through successful outputs from pilot programmes
2. Contribute to the aims of the project in terms of promoting awareness about stereotypes and discriminatory practices and beliefs in sciences and visualization of inclusive practices in science education.
3. Make visible the communities in vulnerability risk as agents of change in an inclusive science context.
4. Report the project progress in its different stages.

A set of activities will be organized to:

- Make accessible the project results to different targeted groups
- Foster the social visibility of the project's development.
- Ensure its transparency (both in terms of management and achievements)
- Strengthen the awareness of unequal access to science education

3.2 Communication outputs

Beyond managing the dissemination of the activities and the results of the project, WP5 will have its own outputs. Some of the aims of C4S involve a change in terms of attitudes and pre-thoughts about the access to science career. That is the reason why communication becomes a key element of the project. So, part of the communication work will deal with



the development of contents, criteria and materials useful not only for the project but, in general, for other people and institutions concerned with inclusive science education.

The foreseen results related to WP5 are:

- Image data base. Pictures and drawings used throughout the project development to illustrate different contents, either printed or online, will be available for other future projects or initiatives.
- Image criteria. People in charge of communication in each institution will reach a consensus on the criteria that should apply when using images. These criteria will take into consideration gender and intersectionality inclusiveness, respect for diversity and plurality and provision of positive science models for people from communities in vulnerability risk, among others.

3.3 Target audiences

The project will impact on different audiences, with specific messages.

- *Media.* Both general and specialized media will receive information regularly about the different activities and achievements of the projects. The project will impact on them through press releases and press conferences, articles and communication events. Media will help the project to reach a wide audience and give it some social notoriety.
- *The European Commission.* The EC is an essential partner of the project not only because it funds it but also because it can help to broaden the platform of dissemination of the activities and results. We will provide information about the development of the project through reports and deliverables.
- *Policymakers and public administration staff at the different levels* (local and national). Making them aware of the outputs of the project in its different stages of development is essential to generate a real and lasting change because their decisions can modify social structures causing most of the prejudices and attitudes related to non-inclusive science education.
- *Teachers and educational professionals.* Teachers and educators have an essential role in the transmission and adoption of social models, including science teachers/educators. Giving them the chance to take part in some of the project activities and encourage them to reflect and share their thoughts will be the central aims of the communication for this audience.
- *Vulnerable communities and their leaders and public opinion-makers.* Communication will focus on getting them involved in the project since the mainstream of the project is working with people with vulnerability risk and not just for them. The communication aim for this audience is to involve it in the activities and invite their members to reflect on the C4S subjects and share their points of view to incorporate them into the project's results. The project will think about which are the vulnerability elements altogether with these leaders and opinion-makers and share these reflections through different communication channels.



- *Scientific community.* Changing the role models in science to make them more inclusive cannot be achieved without scientists. The communication will focus on raising their awareness on the unequal conditions that vulnerable communities have to face to become scientists. Besides, the complicity of scientists that are part of vulnerable communities will allow the project to create alternative models for future scientists' generations. Last but not least, being a research project, its results will be communicated to the science community in order to share and widen the generated knowledge.
- *Civil society and NGOs.* Formal and informal groups, especially those who work in the field of children and young people education, should be involved in the project activities as well as in the dissemination of the generated knowledge.
- *Other interested citizens.* Activities and events will have a significant role in getting to know the project and its aims to the general population.
- *Related industries.* The industry has a central role in the process of providing positive role models of scientists to the members of the vulnerable communities. Professionals and managers will share their point of view in the project events and, eventually, in other project communication channels like the newsletter.

4. Communication style

4.1 Key messages

The communication of the project will not only focus on the dissemination of its activities and results but will also incorporate messages that reinforce its goal of changing perspectives regarding science education in terms of greater inclusiveness. Similarly, the language and communication resources used will be consistent with the project's objectives concerning inclusiveness.

The key messages that the project aims to transmit to society are:

1. As a social practice, science can sometimes be used to consolidate stereotypes, beliefs, and discriminatory practices.
2. Disabled people, immigrants, LGBTQ+ people, Roma community members and women are relevant agents of positive change.
3. Having a scientific understanding of the world as well as post-industrial knowledge and skills has become essential for people in a situation of risk of vulnerability both in terms of their future employability and in making informed decisions about their personal and social future.
4. A social practice of science based on diversity and socially inclusive promotes social cohesion and the advancement of science from the diversity of experts and points of view.



5. Having the point of view of minorities is valuable and necessary for science as well as in other fields and an essential prerequisite for the social and intersectionality practice of science.

These messages will be incorporated within the different communication products and events.

4.2 Languages

In general, the different content communicating the project will be produced in:

- The usual language(s) of the media in the area of influence of each institution.
- Bilingual / trilingual, with English as the common language, in cases where communication transcends the local context.

The following will be exclusively in English:

- The website (except the C4S news and the hubs sections)
- The internal communication newsletter

The following will always be bilingual (local language + English):

- Publications on social networks
- Scientific communication formats
- C4S news web section (the pieces of news in local language can be shown in the hub section as well).

In order to ensure that the communication of the project and its activities and products are consistent with its objectives, the following will be taken into account:

- The opportunity to use minority languages of some groups participating in the project (Romani, Braille, Arabic, people's first language, etc.).
- The importance of identifying stakeholders within the different communities for the communication / dissemination of the project.

4.3 Communication glossary

The project will use different dissemination tools. We provide a brief description of each one to have a clear and shared idea about what we understand in each case.

- Video: Two types of video will be edited during the development of the project:
 - Testimonials of scientists from vulnerable communities willing to share their biographical experiences and/or scientific knowledge.



- Abstract of the project with the main results.
- Presentation: Slides to be used in conferences and to be shared in social media.
- Press release: Report especially written both for general media and specialist publications (science, education)
- Social posts: Brief messages adapted to the specific style of each social network (combining images, text and links)
- Article: Piece of writing for blog and/or media that focusses on a specific result/key message.
- Infographics: Graphics that will help us to present data visually.
- Practical guide: Document with indications and tips to achieve a specific aim
- Poster: Content presented in an A1 format that includes images and text in order to present research work.
- Webinar: Live web-based video conference.
- Brochure: Document that presents in a single sheet of paper a subject highlight.
- Threat on twitter: series of linked short messages published on twitter.

5. Branding

5.1 Visual identity

The programme has its own graphic logo with different applications:



Communities
for Sciences



Communities for Sciences

The corporate colours are detailed as follows:



Colour	RGB	HEX	CMYK
Green	158 – 255 – 0	#9EFF00	38 – 0 – 100 – 0
Blue	1 – 122 – 255	#017AFF	100 – 52 – 0 – 0
Purple	112 – 0 – 207	#7000CF	46 – 100 – 0 - 19

The programme logo will be used in all associated documentation and in the different communication channels.

5.2 Other logos

All products associated with the project dissemination, whether they are physical or digital, must bear the European Union emblem in addition to the project logo. Depending on the programme, they can also include the logo of the institution or institutions undertaking the activity in question.

The European Union emblem is as follows:



It must always be accompanied by this text:

“This project has received funding from the European Union’s Horizon 2020 research and Innovation programme under grant agreement No. 872104”.

In its use, it is important to respect the following rules:

- The minimum height of the EU emblem shall be 1 cm.
- The name of the European Union shall always be spelled out in full without any abbreviations or acronyms.
- The typeface to be used in conjunction with the EU emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana. Italic and underlined variations and the use of font effects are not allowed.
- The text should not interfere with the emblem in any way.
- The font size used should be proportionate to the size of the emblem.
- The colour of the font should be the same blue colour as the EU flag, or black or white depending on the background.



6. Dissemination tools

The project will use different dissemination tools to make its results (both in terms of generated knowledge and induced changes) available to the different target audiences.

6.1 Website

The project website is at: www.communities-for-sciences.eu.

It has different sections:

- Home with a brief description of the context in which the project development makes sense and the Twitter timeline.
- About C4S: the main project objectives in brief.
- Partnership members presentation, management structure and work packages description
- Hubs: description of what a hub is within the C4S project and links to different pages, one for each local hub (Manresa, Milan, Brussels, Vienna, Budapest and Sofia).
- Relevant links to interesting websites
- Documents: repository of documents related to the project
- C4S news: pieces of news and press releases will be publish in this section.

6.2 Social media

The presence of the Communities for Sciences project on social networks will be channelled through the following:

- A Twitter account: @C4SH2020
- A Facebook company page: @C4SH02020
- A LinkedIn group on inclusive science education: Communities for Sciences (C4S) – Towards promoting an inclusive approach in Science Education

The management of these accounts will be the responsibility of the project coordinator, the Fundació Universitària del Bages (UVic-UCC Manresa Campus).

The hashtags for the dissemination of the project on social networks will be:

Hashtag	Occasions when this is appropriate
#H2020	Recommended in all publications related to the C4S project.
#inclusivescience	When the topic is inclusion in science.
#scienceeducation	When the topic is science education.



#SwafS	Science with and for Society It can accompany the hashtag # H2020 in the description of the specific area of the project's progress.
#SDG	Sustainable development goals. It can accompany content related to the quality of education (SDG 4), gender equality (SDG 5), or the fight against inequality (SDG 10).
#RRI	Responsible Research and Innovation. It can accompany content related to RRI topics concerning ethics, gender equality, governance, open access, science education.
#MORRI	RRI monitoring (responsible research and innovation).
#openaccess	It can be used when disseminating open publications.
#inclusion	It can be used when talking about inclusion programmes.
#STEM	For activities concerning Science, Technology, Engineering and Maths (STEM)
#STEAM	To disseminate scientific activities which incorporate art.
#GirlsInScience #GirlsInSTEM #WomenInScience #WomenInSTEM	It can be used when talking about girls/women involved in science.
#communitydevelopment	It can be used when talking about community programmes (vulnerable neighbourhoods and communities).

When sharing content on social networks, it is advisable to mention the profile of the European Horizon 2020 programme (@ EU_H2020), as well as the other institutions participating in the project.

Institution	Twitter profile	Facebook profile	LinkedIn profile
FUB (UVic-UCC Manresa Campus)	@umanresa	@umanresa @umanresalab06	www.linkedin.com/school/1202268/admin/



IB-Hochschule Berlin, IB Gesellschaft für interdisziplinäre StudiengmbH	---	https://www.facebook.com/IB-Hochschule-267026554184284	---
Galileo Progetti Nonprofit KFT	---	https://www.facebook.com/galileoprogettinonprofit	---
Università degli Studi di Milano-Bicocca	https://twitter.com/unimib	https://www.facebook.com/bicocca	www.linkedin.com/school/university-degli-studi-di-milano-bicocca/
Bildungsdirektion für Wien	---	---	---
Comune di Sesto San Giovanni	---	https://www.facebook.com/GiocheriaLaboratori-954485907959162	---
Erasmushogeschool Brussel	www.twitter.com/ehbrussel	www.facebook.com/erasmushogeschool	https://www.linkedin.com/school/erasmushogeschool-brussel/
Fundació Universitària Balmes (Campus Vic – UVic-UCC)	https://twitter.com/uvic_ucc	https://www.facebook.com/UniversitatdeVic	https://www.linkedin.com/school/universitat-de-vic/
Vienna University of Economics and Business	---	https://www.facebook.com/wu.starcenter/	---
Lunds Universitet	https://twitter.com/medfak_LU	https://www.facebook.com/medicinskafakulteten	---
New Bulgarian University	https://twitter.com/NBUSofia	https://www.facebook.com/officialNBU/	---

7. Dissemination materials and events

7.1 Brochure

A brochure will be the printed communication tool of the C4S project. Its contents will be the product of a general agreement of all partners. It will be focussed on explaining the project aims and the way people (with different interests) can get involved in it.

7.2 External newsletter

We will publish the newsletter every two months to raise awareness of the C4S project and communicate its outcomes and learnings. It has different sections:



- Interview with scientists talking about their careers, their professional aims, challenges and outcomes. We will choose scientist from communities in vulnerability risk to make them visible and to provide plural science model to other people from their groups.
- A world in images. Pictures/drawings that show inclusive science situations with a brief explanation and/or comment by some of the project researchers. These images will be part of the images data base about inclusive science that it is a project foreseen product.
- C4S news. A selection of different pieces of news published in the website.

The first issue will be sent in December 2020.

7.3 Press release

Press releases are going to be the communication channel with journalists and communication media, both for general and specialist audiences. They will be used to inform about activities, milestones, meetings, results, etc.

FUB-UManresa will write the press release related to general aspects of the project. Afterwards, it will send them to the partners so as they could translate its content to their local languages before resending them to the communication media of their influence area.

All the partners will write press releases for specific activities organized in their countries.

7.4 Communication events

Online and offline communication events will be organized all along the development of the project to spread ideas, outputs and learnings:

- Online events: webinars, Instagram Live talks
- Offline events: visits, conferences and/or exhibitions

Depending on the contents, some could be addressed to local audiences and some other to a broad audience including the different countries of the project partners or even the whole European Union.

8. Monitoring

The Fundació Universitària del Bages (UVic-UCC Manresa Campus) will coordinate the monitoring of the impact of communication activities on both the media as well as social networks.



The members of the Communication Commission will provide the following information on a monthly basis to the Fundació Universitària del Bages (UVic-UCC Manresa Campus) regarding the impacts of their activities on their geographical area of influence:

- Impacts on print media (pdf copy of published information)
- Impacts on online media (link to published information)
- Impacts on other media (audio-visual information file)
- Impacts on Social networks (link to published information)

The Fundació Universitària del Bages (UVic-UCC Manresa Campus) will also monitor other indicators:

- Website: monthly visits, unique users and average session length
- Social networks: followers and activity
- Newsletter: subscribers

Using the information collected, the Fundació Universitària del Bages (UVic-UCC Campus Manresa) will update on a monthly basis the following table containing the impact indicators concerning the dissemination of the project.

8.1 KPIs

The impact of the project communication will be calculated based on the following indicators:

	Year 1	Year 2	Year 3
Web	300 monthly visits 100 users Average session length:> 1:30 minutes	300 monthly visits 1,500 users Average session length: > 1:30 minutes	300 monthly visits 3,000 users Average session length: > 1:30 minutes
Social Networks	Twitter: 300 followers 40 tweets Facebook: 200 followers 25 posts LinkedIn: 30 members in the group	Twitter: 500 followers 200 tweets Facebook: 300 followers 75 posts LinkedIn: 40 members in the group	Twitter: 700 followers 500 tweets Facebook: 500 followers 125 posts LinkedIn: 50 members in the group
Media	Impacts on the media: 10	Impacts on the media: 30	Impacts on the media: 50



	Year 1	Year 2	Year 3
Newsletter	Number of subscribers: 50	Number of subscribers: 150	Number of subscribers: 300

8.2 Press Clipping

Press Clipping is a useful leading indicator of brand awareness improvement through Public Relations efforts. Through clipping the Fundació Universitària del Bages (UVic-UCC Manresa Campus) will calculate the volume of mentions or publications of the project, whether in the press or on social networks, radio podcasts or TV broadcasts.

Based on the information provided by the members of the Consortium, the Fundació Universitària del Bages (UVic-UCC Campus Manresa) will update and send a report every month, which contains the mentions related to the project.

The Press Clipping will allow us to achieve the following goals:

- Image reputation: the reputation is fragile and through clipping we can measure how the C4S project is seen by public opinion
- Strategies in the Communication Plan: by analysing the results, the Fundació Universitària del Bages (UVic-UCC Manresa Campus) can identify failures in the communication process, evaluate achieved goals and even possible financial returns.
- Future decisions: identifying needs and priorities in this area helps the communication team to anticipate crisis and see or even find new opportunities.

9. Action plan

Communication activity	Calendar	Partner
Newsletter	Every two months starting in December 2020	FUB – UManresa
Social media	Weekly updates of all social media C4S accounts	FUB - UManresa
Press-release	Depending on the project development and activities. At least once every three months.	All partners
Online or offline events (depending on the pandemic evolution)	Once a semester	All partners
Press Clipping	Monthly	All partners will report the mentions of the project in the media. FUB will elaborate the press clipping document.