



TRANS-SAFE

Transforming Road Safety in Africa

HORIZON-CL5-2021-D6-01-11:

Radical improvement of road safety in low- and medium-income countries
in Africa

DELIVERABLE 7.1: COMMUNICATION & DISSEMINATION STRATEGY

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Summary Sheet

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Abstract	This strategy is a layout for the communication and dissemination activities of the Trans-safe project.

Legal Disclaimer

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List of Abbreviations

Acronyms	Full meaning
WP	Work Package
JAES	Joint EU-Africa Strategy
SDGs	Sustainable Development Goals
UN-H	UN Habitat
SEO	Search Engine Optimization

Executive Summary

This deliverable lays out the Trans-safe project's communication and dissemination strategy in order to reach the project's target audience and support the project's objectives. The strategy includes a variety of communication and dissemination activities and tools to be used throughout the project time. The activities are set in accordance with the Horizon 2020 standards and the European Commission guidelines.

The strategy identifies and expands on opportunities for each partner to assist disseminate the project in their respective countries, as well as the ways in which WP7 and the other work packages can collaborate.

1. Overview

1.1. Introduction

About TRANS-SAFE

The TRANS-SAFE project involves national, regional, and city level demonstrations to test different types of innovative and integrated Safe System solutions, complemented by a comprehensive toolbox, capacity development, policy support and replication activities. To maximize impact, the project brings together in a consortium, highly committed cities, road safety agencies and experts from both Europe and Africa. Building on numerous synergistic projects, networks, and a strong technical experience among partners, the consortium will deliver on project objectives through highly effective and innovative approaches to sustainable road safety development, thereby ensuring that road safety systems and interventions from this project deliver on the recommendations of the Road Safety Cluster of the African-EU Transport Task Force, adopted in 2020. The consortium members have experience and expertise in Africa-related research as well as development-related research in collaboration with local actors in various countries of Africa at many levels. Ultimately, the project will help deliver on the Joint EU-Africa Strategy (JAES) and advance countries' progress towards the 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs). TRANS-SAFE leverages on existing partnerships to collaboratively design sustainable interventions that aim to radically transform road safety systems in Africa.

This document layouts the communication and dissemination strategy to reach the target audience of the Trans-safe project and to support the realization of the project objectives. A range of communication and dissemination actions are therefore, planned as part of Work Package 7 (WP7). The activities and communication actions will all be in line with the framework of Horizon 2020 rules and in compliance with the European Commission guidelines.

The strategy identifies and builds on the opportunities of action for each partner to help in disseminating the project in their own countries and details the ways of collaboration between WP7 and the 6 other work packages.

The project's visibility and communication will dictate the projects' ability to deliver impact, scale-up and replication. Therefore, the strategy targets the dissemination of the project through the dialogues and partnerships of the national and international road safety networks.

The strategy will be applied throughout the project period. The document is subject to revision and modifications when adjustments are needed through the project lifecycle.

1.2. Basis of communication, dissemination, and exploitation

The three terms are defined by Horizon 2020 guidelines as follows:

Communication: *is to inform, promote and communicate the project's activities and results to engage the relevant stakeholders, create market demand and attract the right experts.*

Dissemination: *is to make the project results public through open Science, knowledge and results (free of charge) for others to use; not only in the academic sphere, but also for policy makers, civil society and governments.*

Exploitation: is to make concrete use of the results by the partners, governments, businesses and SMEs, civil society, etc.

To maximize the effectiveness and reach of the dissemination activities and the exploitation of the project results, it is important for the project partners to engage with the key target groups throughout the project. The key considerations for dissemination by the project partners are:

- Identify priority local target groups in each country covered by the project.
- Develop and implement an ongoing program of engagements for the local target groups by the project partners in their respective countries or countries of work.
- Identify existing networks and create a database of key contacts by country (public authorities, civil society organizations, entrepreneurs, and media platforms).
- Prepare communication materials and other results and processes dissemination materials.
- Presentations at national and international conferences and participation in ongoing relevant events.
- Publish papers in open access journals to communicate the projects' innovations and results.

1.3. Objectives

The strategy has a set of primary and secondary objectives as follows:

1. Impact the global, national, and local policies regarding road safety	<ul style="list-style-type: none"> • Generate policy and political support for implementation actions backed by strategies
2. Advance and promote road safety innovations	<ul style="list-style-type: none"> • Providing opportunities for business, initiating collaboration partnerships, support competitiveness of European industry • Improve operations, better integration of sustainable road safety into operations • Enhance capacity to design complete streets and implement evidence-based safety retrofits
3. Inform road safety development strategies in Africa	<ul style="list-style-type: none"> • De-risking investment decisions, generating bankable projects • Support replication and further research and development
4. Boost the visibility of demonstrations in international partnerships and national Road Safety Agencies	<ul style="list-style-type: none"> • Raising awareness, providing information on the project and its benefits the local and international communities

The communication and dissemination of this project will use the vast network brought together by the project consortium and will include cooperation with local media, featuring project actions and partners, research and innovation channels, incl. journals (open access), and innovation highlights shared in relevant platforms and fora. All results will be disseminated as soon as

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possible and will adequately acknowledge the EU funding. Following the focus on the impact and exploitation of the innovations generated by this project, the team will work closely with key actors to foster policy and implementation action:

1.4. Performance indicators

Table 1: Performance indicators for the different communication tools

Performance indicator	Channel	Target	Plan
Promoting the project, free access to all project results	Website	100 visitors per month	<ul style="list-style-type: none"> ○ Include basic information about the project, its objectives, and activities to be available in English and French at least, preferably in Arabic as well. ○ Communicate the project visuals (infographics, flyers, etc.) ○ Website works as a container of project materials (toolkits, handbooks, publications, pilot results, etc.) ○ Updated content through blog pages and resources and knowledge materials (provided by all WP leads) ○ Publish regular media releases
Outreach and linkages to relates activities	Newsletter	8 newsletters – total target 800 at least	<ul style="list-style-type: none"> ○ Release at least one newsletter bi-annually ○ WP deliverables, events and news to be gathered at least one month before the release of each newsletter ○ Linkage strategy to the content and resources on the website ○ Two-ways communication (feedback links, surveys, etc.) ○ Call for subscription via the website and social media
Outreach	Flyers and brochures	Distributing 10 00 flyer, 1000 brochures	<ul style="list-style-type: none"> ○ Distribution through events and conferences ○ Use of local languages of the events + English and French ○ Compact and visual information about the project and its objectives ○ Illustrated infographics
Project promotion, network extension and knowledge provision	Events, conferences, trainings and workshops (Digitally or face-to-face)	Outreach and visibility in selected communities (numbers vary depending on the event type and size)	<ul style="list-style-type: none"> ○ Creating an events calendar including each of the partners relevant events (internal call for contributions), external third parties' events (apply with relevant project results, case studies and knowledge products) ○ Distribution of knowledge products through exhibitions and conference entries (papers, posters, etc.)
Efficient communication and community building	Social media	At least 3000 followers	<ul style="list-style-type: none"> ○ 1 tweet & 1 LinkedIn announcement a week ○ Linkage to the project website and blog updates

Performance indicator	Channel	Target	Plan
			<ul style="list-style-type: none"> ○ Interacting with the relevant organizations on social media ○ Gathering feedback through polls, comments, and direct messaging.
(Subject to budget availability) Visual and multimedia material to increase outreach and promote key messages	2 promotional videos + 6 video interviews with stakeholders	At least 200 views for each promotional video and 50 views for each interview	<ul style="list-style-type: none"> ○ Visual display of ideas, information and know-how ○ Availability in English, and French with subtitles ○ Social-media ready format and integration on the website homepage ○ One video aims at engagement in activities and the other at informing and building awareness.
Outreach to the local public (civil society)	Local media	Number of readers vary by media provider	<ul style="list-style-type: none"> ○ Creating a database of local media contacts available for communication of events or results ○ Creating of a tailored local content in local language ○ Press releases using the media database and the website to secure press coverage for the project ○ Opening a communication channel and engaging with the local communities through linkages and event promotion ○ Sharing the results of the relevant WP with the local communities ○ Sharing the press coverage via the website and social media
Visual product conveys the key messages in an easy and appealing format	Infographic	4 infographics	<ul style="list-style-type: none"> ○ Identifying complex information to communicate through the graphics via printed materials (flyers, brochures and knowledge products) or digitally via the website and social media

2. Target groups and key message

2.1. Primary and secondary target groups

Table 2: Communication and dissemination target groups

Primary target groups	
National and local governments	The governments of the project countries and potential replication countries
Business	Industry, SMEs, start-ups in the field of vehicle design and manufacturing, vehicle importing, transport engineering, transport operations, and consultation
Road safety providers and authorities	the public authorities in the participating cities and the potential replication cities as well as their respective private partners
Road building authorities	In the participating cities and the potential replication cities
Financing institutions	Institutions involved in financing transportation and mobility projects
Research and innovation community	In the field of vehicle development, urban design, urban mobility planning, public health and transport safety
Secondary target group	
End users	Residents especially vulnerable road users (Including children, women, people with disabilities, elderly, bike users and pedestrians)
Local advocacy groups	That focus on road safety, sustainable mobility and public health
Local media	Especially media platform with interest to cover road safety
Professional associations	Engineers, urban designers, public health practitioners etc.

2.2. key project messages

- Sustainable road safety can make vital contributions to achieve local, national, and international goals and targets (Recommendations of the Road Safety Cluster of the African-EU Transport Task Force, New Urban Agenda, SDGs,).
- Systems approach is the most effective way to approach road safety.
- Putting vulnerable groups in the heart of planning for road safety
- Gathering data and analyzing the risks are the key to making informed decision regarding safety.

3. Dissemination and communication tools and channels

The communications and dissemination strategy for the TRANS-SAFE project will work through multiple channels under the unified vision of the project.

3.1. Communication channels

Table 3: Possible communication channels and target audience matrix

	website	New sletter	Infographic	video	Brochure & flyer	Toolkits & manuals	Physical events	Scientific journals	Press release
National & local governments	✓	✓	✓	✓	✓	✓	✓	✓	✓
Business	✓	✓	✓	✓	✓	✓	✓	✓	✓
Road safety providers & authorities	✓	✓	✓	✓	✓	✓	✓	✓	
Road building authorities	✓	✓	✓	✓	✓	✓	✓	✓	
Financing institutions	✓	✓	✓	✓	✓				
Research & innovation community	✓	✓	✓	✓	✓	✓	✓	✓	
Local advocacy groups	✓	✓	✓	✓	✓		✓		✓
Local media	✓	✓	✓	✓					✓
Professional associations	✓	✓	✓	✓				✓	

3.2. Dissemination channels

Table 4: Dissemination tools in relation to the target groups

Target group	Dissemination tools
National and local governments	Peer-learning and review, policy dialogue, project partnership, intergovernmental fora
Industry, SMEs, start-ups	Business, research and innovation dialogue fora, hackathons and start-up events, social media, trainings, and peer-learning
Road safety providers and authorities	Peer-learning, demo actions, trainings, dialogue, project partnership
Road building authorities	Peer-learning, demo actions, trainings, dialogue, project partnership
Financing institutions	Regional demonstration actions, joint development of feasibility assessments, regional investment platforms
Research and innovation community	Regional demonstration actions, joint development of feasibility assessments, regional investment platforms, open access journals

4. Communication tactics

4.1. Project identity

The project will have a visual identity kit developed internally following the colour palette of the project logo, to reflect the safe systems wheel, and to give a consistent look and feel across all communication outputs. To support this work, a set of branding guidelines or style guide will be produced by WP7 partners and made available in Project.



Figure 1: Initial logo for Trans-Safe project

- Visual identity (logo, Horizon2020 statement, color palette, typography, key visuals)
- Terminology (Sustainable, safety system approach, project descriptions)
- Key messages (as above)

4.2. Using existing networks

To reach the main target groups, it will be essential for the project to tap into existing networks and events with established mechanisms for dissemination of information and best practice, including discussion groups (LinkedIn), websites, newsletters, conferences, and journals. The TRANS-SAFE project partners are key asset in participating in this tactic:

The project will work with local (via UN-H, ICLEI) and national governments (via NARSA and UNEP), operators and user groups (via UITP, UATP, Walk21, AFC) to integrate innovations into policies and processes. The international advocacy organizations like the Global Alliance of NGOs for Road Safety, African Cycling Foundation, and society for road safety ambassadors will be key to deliver the project results to the local advocacy groups and accessing the relevant contact points in media and civil society in Africa. The participating universities and academic institutions can cover the scientific publishing in coordination with the work groups to achieve the dissemination to the research and innovation community.

4.3. Promotional materials

A portfolio of promotional materials will be produced to support the visibility of the project. All communication materials will display the EU emblem, the Horizon2020 funding source and were appropriate a disclaimer.

- Brochure - will provide an overview of the project with links for readers to find out more, will be written in an accessible language and produced with an eye-catching design. The structure and content will be drawn up by ICLEI and be confirmed by the project steering group. This will be available on the project website, shared through direct mailings and events to ensure wide dissemination. An InDesign template for a local version will be prepared by the project designer under the supervision of ICLEI for the dissemination activities.
- Word & PowerPoint templates - to ensure a consistent 'look and feel' across the project, Word document and PowerPoint templates have been designed. The Word.doc and PPT will be used to present deliverables at internal and external events. Both templates will be available to access by the project consortium members
- Roll-up banners - will be developed to ensure a good level of visibility of TRANS-SAFE at events and communicate the key elements of the project at a glance.
- Supporting graphical elements – derived from the brochure and website development will be made available on the Project Place for partners to use.
- Promotion pack - is designed to support the team in to promote the launch of the project by providing a supporting document containing news items, social media hooks, text and graphics.
- General PowerPoint presentation about the project - a standard presentation about the project will be produced for use at local, national, and international meetings and conferences. It will be structured in the following way:
 - Main objective
 - Specific objectives
 - Target groups
 - Approach
 - Implementations by application partners
 - Partners logos
 - Contact details and web URL

Each partner has the option of translating this for their local context. If they choose to do so, then this will also be made available on the project website.

4.4. Online engagement

4.4.1. Website

The project website is planned to start at early stage of the project and continue for at least two years after the project has ended. The website is user-friendly and cover the project database and dissemination materials. As the main communication channel of TRANS-SAFE, the project website should be updated regularly and used as the knowledge repository. | _____

The current website has the main information about the project, available via the following link: [About | Trans Safe \(trans-safe.org\)](http://trans-safe.org)

The website will include:

1. Core content: description of the project idea, objectives, activities and results, as well as contact details. (done)

2. The knowledge content includes the assessment of the available data sources, the best practice guide, the launching of the demonstration projects and their evaluations, the capacity building program launching and curriculum, the toolbox, and announcements like the 8 PHD scholarships. (Under development)

Much of this content will need to be reviewed by partners and will be done so before the website goes live. To keep visitors returning to the website the website will be updated including the blog posts, described below. To raise the profile of the project, increase outreach and boost the SEO levels, a web linking strategy with partner organizations, projects (particularly related to road safety) will take place. The website will be available in English only, though there will be links for any translated knowledge products or pages in the local language.

4.4.2. Blog updates

Blog-style updates documenting the project progress will be the responsibility of WP7 partners as part of the communication work in coordination with the project partners in other WPs which leaders are responsible to provide updates about. Content will be focused on the implementation of the living labs, the produced knowledge products and the lessons learnt. A dedicated section of the website will be made available to display these updates. A minimum of three annual updates will be delivered by the partners and communicated on the website will be needed to keep the interest on visiting the website. Posts should be between 400-600 words in length with supporting visuals like photos or images.

4.4.3. Project newsletter

The project updates will be disseminated electronically every six months starting from month 12. All issues will be accessible through an updated archive on the project website. Content will be derived from the blog updates and a roundup of the latest events and news from the project partners. Interested stakeholders may subscribe to the website and project partners should encourage their networks from the elaborated list of contacts to subscribe to receive the bi-annual newsletter. All leaders of the WPs should be in communication with WP7 leads regarding the progress and updates of their WPs and UN-H will reach out to all WP leaders at least a month before issuing the newsletters for updates.

4.4.4. Social media

A mix of social media tools will be used to broaden outreach and to create efficient communication about the project starting from month 6.

Twitter - a dedicated Twitter account will be set up with TRANS-SAFE updates, with at least 4 tweets a month as a micro-blogging media service to disseminate information on a regular basis and engage with the target groups. Twitter gives users the possibility to interact with each other based on topics and themes they are interested in and as such can become a very powerful tool for creating impact of the project:

Support in reaching out to the media, policy makers and scientific experts in the field of security impact assessment.

- Generally, promote knowledge and awareness of project results by tweeting specific content and topics.
- Announce and advertise specific events like the living labs launching or workshops.

- Target journalists and bloggers as multipliers to spread the word about project results, conclusions, next steps, and updates from the TRANS-SAFE website.

YouTube - a dedicated channel to host the promotional videos as well as any video updates will be set up to support cross-linking and SEO ranking of the project on the web.

LinkedIn – a slide show summarizing the project in brief will be disseminated to partners to share with direct contacts and groups related to road safety as well as at least one weekly update.

4.4.5. Video conferences and webinars

Webinars has been increasing in importance and reach during the COVID19 pandemic and after for their ease of access across borders and saving time and resources that are required for physical events. The project updates can be publicized through the industries' webinars (organized by third parties) or when relevant to organize a project webinar for a specific topic. The invitees of the project webinars can be derived from the elaborated contact list and registration links on the website, social media and newsletters.

4.5. Media activities

Implementing an active program of news updates and releases and other communications tools helps increase awareness about the project's key activities.

- Communication channels - a database of media contacts and available communication channels will be kept regularly updated by WP7 partners will indicate the channels they have available to them through filling in the spreadsheet – see Annex 1.
- Press releases - will be limited to significant developments or events. There will be a minimum of five press releases during the project. Press coverage of the project will be shared on the website in the press corner.
- Live chats via news channels may also be considered as an additional way to approach the traditional media channels, which are moving more and more online. Spokespeople from the consortium who are available to speak on behalf of the project will be indicated in the press corner online.
- Press corner – to be housed on the website, will showcase all press coverage, a press kit (with relevant information about the project), speakers from each of the countries and the contact details of the media coordinator, who is responsible for managing requests. Media materials like photos and infographics will be available to download.

4.6. Face-to-face events

4.6.1. Project events

During the lifecycle of TRANS-SAFE project, a set of events will take place as part of the body of the engagement activities. These events include peer-to-peer exchanges, workshops, and capacity building programs. The time plan and formats for the engagement events is included in each WP plan as per final update.

4.6.2. Third party events

Members of the project consortium will attend events that are relevant to the topic and through which target groups can be reached. Each partner will participate in at least one event each over

the lifespan of the project. For partners travelling to attend events, an active role at those events is requested (i.e., info stand, presentation, meetings with key stakeholders, etc). A list of the main events related to road safety and sustainable mobility will be updated on an annual basis with input from project partners.

4.6.3. Final conference

A final conference shall be organized near the end of the TRANS-SAFE project period to present the project results to a wider audience. The evaluation of the living labs and results of the project research will be presented to demonstrate the value of data collected and information built. Preferably, the final conference shall take place in a decently accessible city in Africa.

4.7. Replication and up-take materials

4.7.1. Technical report and knowledge products

Each WP will produce a set of deliverables that will be available on the website and toolkit, and the relevant publications will be available on 'TU Berlin's Deposit Once Repository for Research Data and Publications'. The list of deliverables is mentioned in the proposal (p.40). **A summarized version (3-4 pages) of technical reports should be developed by WPs leads to facilitate the communication of the results.**

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5. Timeline

Attached [TRANS-SAFE communication timeline.xlsx](#)

6. Evaluation and monitoring

Regular monitoring and evaluation help to assess whether channels and tools are effective. This kind of assessment can help to shape the revision, if necessary, of the project's communication activities. For this reason, conducting evaluations and impact assessments is a cost-effective and efficient way to improve the overall performance of a communication strategy. It can help to highlight the areas of a strategy that are working well and areas which are not doing so well under-performing, which in turn can help to refine the communication actions. The key performance indicators outlined above form the basis of the evaluation outcomes. As WP 7 leader, ICLEI will manage the evaluation and monitoring of communications and dissemination.

ICLEI has prepared a communication and dissemination monitoring tool (see Annex 2) in the form of an excel spreadsheet. Partners are responsible for completing this form as fully as possible and returning it as part of the reporting.

7. Roles and responsibilities

Effective communication comes from a joint effort across the board; all partners are therefore expected to be actively involved in contributing to communication activities. All project partners will contribute to this WP by:

- Contributing to the contact and stakeholders list based on their relevant networks (annex 1).
- Using their own systems and communication channels (own websites, e-newsletters, etc.). As far as possible, the target groups should be reached out to in their own languages.
- Presenting the project and results at conferences, in magazines and industry publications, as opportunities arise.
- Using their press contacts to strategically place project outcomes on local, regional, national, and international levels.
- Providing completed technical reports to WP7 lead for wider dissemination.
- Keeping a record of their dissemination activities and press coverage

8. Annexes

Annex 1: Mapping communication channels

Partner n°												
Partner short name												
Mailing lists	B1	B2	B3	B4								
Name of list												
Number of recipients (if known)												
Websites	B1	B2	B3	B4								
url												
Number of monthly unique visitors												
Social Media	B1	B2	B3	B4								
Type of social media												
Facebook, Twitter, LinkedIn, etc.												
url												
Number of subscribers												
Newsletters	B1	B2	B3	B4								
Name of newsletter												
Print and/or online?												
url (if applicable)												
Number of subscribers												
Language/country												
Type of recipients												
Target audience												
Other (e.g. TV, radio, magazine)	B1	B2	B3	B4								
Name of newsletter												
Print and/or online?												
url (if applicable)												
Number of subscribers												
Language/country												
Type of recipients												
- Language/country												
- Target group (procureurs, local governments, etc?)												
Planned participation in upcoming events e.g. conferences/meetings/webinars	B1	B2	B3	B4	B5	B6	B7	B8	B9	B10		
Name of event												
Date of event												
url												
Number of participants (approx)												
Type of presentation												
Type of recipients												
- Language/country												
- Target group (procureurs, local governments, etc?)												

Annex 2: Dissemination and communication tracking tool

	A	B	C	D	E	F	G
	Partner and number						
	<i>have you produced a link to the project on your website?</i> <i>have you promoted the project on other website?</i>						
	Subject	Date	Title	Number of visitors	Url	Language	Country
1							
2							
3							
4							
5							
6							
7							
8							
9							
0							
1							
2							
3							
4							
5							
6							
7							
8							
	Website and crosslinks Your social media events media relations your newsletter +						