Deliverable 2.3

Communication and dissemination plan

D2.3 Communication and dissemination plan

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Version history

The list of contributors to this deliverable are presented in the following table:

Revision	Date	Editor	Comments
0.1	20/09/2023	Alessio Di Pofi	First draft
0.2	25/09/2023	Fruzsina Kóder	OKFŐ
0.3	28/09/2023	Melinda Szögi	OKFŐ

Disclaimer

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Table of abbreviations

Acronym	Description
GA	Grant Agreement
WP	Work Package
KPI	Key Performance Indicator
SEO	Search Engine Optimization

Applicable and reference documents

The following documents contain requirements applicable to the generation of this document.

Reference	Document title	Document reference	Date
[GA]	Grant Agreement	Grant Agreement - GAP-101101139	31/03/2023
[D1.1]	Project Handbook	H-Pass_D1.1_Project_Handbook	31/08/2023
[MS2.1]	Project logo and visual Identity	H-PASS_M2.1_Brand_book	30/06/2023
[MS2.2]	Draft content of the website	H-PASS_M2.2_UCSC	30/06/2023
[MS2.3]	Analysis of stakeholders and target audiences	H-PASS_M2.3	31/08/2023
[MS2.4]	Identifying tools and channels	H-PASS_M2.4	31/08/2023
[MS2.5]	Measurement of performance and tracking information uptake	H-PASS_M2.5	31/08/2023
[D2.1]	Project Leaflet	H-PASS_D2.1_UCSC	31/07/2023
[D2.2]	Project Website	H-PASS_D2.2_UCSC	31/08/2023

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Executive Summary

The Communication and dissemination plan (D2.3) outlines the initial framework for internal and external communication and dissemination efforts within the H-PASS project. This document provides an overview of the objectives of the H-PASS dissemination and communication activities, as well as guidelines on the principles and procedural aspects of internal project partner involvement. It specifies when, by whom, to whom, how and what information project partners should disseminate. These efforts will be supervised, coordinated and regulated by Work Package 2 (WP2).

The overall objective of the dissemination plan is to ensure that, by the end of the three-year project period, relevant stakeholders at European and Member State level are well informed about the results of the project, fully supportive in upscaling and making project outcomes sustainable in the Member States. As a result, the dissemination activities will be dynamic, fostering a multi-stakeholder dialogue and establishing H-PASS as a central figure in the field of upscaling healthcare workers' skills.

The detailed plan will be then translated into actions such as campaigns, events, workshops, webinars, all scheduled and designed to maximise the project's visibility and impact. The activities outlined in this plan focus primarily on the organisation, implementation and coordination of communication and dissemination activities aimed at making H-PASS information accessible to its target audiences. The overall objective is to ensure that stakeholders are provided with the most relevant information in a consistent and timely manner throughout the different phases of the project lifecycle.

The H-PASS Communication Policy outlines the key operational bodies responsible for managing the project's communication and dissemination processes.

1. Introduction

1.1 Context

Deliverable 2.3 presents the extensively planned and organised strategy for communication and dissemination activities within the H-PASS project. It is crucial to distinguish between communication and dissemination within this strategy: communication aims to engage the public and target groups, while dissemination primarily aims to promote and disseminate the results of the project. The following figure illustrates the distinction between communication and dissemination activities.

COMMUNICATION	DISSEMINATION
Covers the **whole project** (including results)	Covers project **results only**
Starts at the **outset** of the project	Happens only once **results are available**
Multiple audiences Beyond the project's own community, including the media and general public. Multiplier effect.	**Specialist audiences** Groups that may use the results in their own work, including peer groups, industry, professional organisations, policymakers
Informing and **engaging with society**, to show how it can benefit from research	Enabling the **take-up** and **use** of results

Table 1. - Communication vs. Dissemination[1]

1.2. Relationship with other work in the project

The Communication and dissemination plan is closely linked to all tasks and work packages in the H-PASS project, including WP1 Project Management & Evaluation, which oversees project-wide communication management as described in the Project Handbook (D1.1). It also manages internal stakeholder communication, primarily involving consortium members.

Overall, the Communication and dissemination plan will serve as a supporting document for all H-PASS partners to ensure that the results of the project are recognised extensively and adopted throughout the life of the project and beyond.

To achieve this objective, this deliverable will be closely coordinated with other key deliverables from WP2 and documents from WP1:

- D1.1 Project Handbook;
- MS2.1 Visual Identity;
- MS2.2 Draft content of the website;
- MS2.3 Analysis of stakeholders and target audiences;
- MS2.4 Identifying tools and channels;
- MS2.5 Measurement of performance and tracking information uptake;
- D2.1 Project Leaflet;
- D2.2 Project Website.

On a broader scale, the dissemination strategy relies on the active contribution of the content WP partners in disseminating their results and outputs to specific stakeholders. This includes the identification of key audiences for their results.

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[1] Source:
https://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf

2. Aims and objectives

This section outlines the overall objectives of the H-PASS dissemination and communication strategy, emphasising the importance of clear guidelines for internal project partners on when, who, to whom, how and what to disseminate. These guidelines will be led, coordinated and regulated by WP2.

2.1 Aim of the Communication Plan

The main objective of the Communication Plan is to ensure coordinated communication of the H-PASS initiative, providing appropriate visibility to all stakeholders and describing all global marketing activities that support stakeholder engagement in a practical way. This includes active presence on social media, organisation and promotion of events and management of the project website.

The specific objectives of the communication include to:

- Ensure coordinated and regular communication of the H-PASS network, providing appropriate visibility to all stakeholders with a coherent narrative.
- Demonstrate the benefits of the H-PASS network to key stakeholders.
- Engage all target audiences and build strong synergies to maximise visibility of project outcomes and impact.
- Identify and attribute outputs to stakeholders.
- Maintain a regular and ongoing social media presence.
- Produce communication materials.
- Support the organisation of and participation in H-PASS related events and conferences.

2.2 Aims of the Dissemination Strategy

The primary and general objectives of the H-PASS dissemination activities can be summarised as follows:

- To establish an efficient communication workflow for both internal and external stakeholders;
- Foster active participation in international and national events, conferences and meetings essential for the presentation of H-PASS results and delivery of project outputs, according to the internal and external events calendar maintained by WP2 on the official H-PASS SharePoint platform;
- Create transparency and increase visibility of the project results.

The aim of this document is to outline the dissemination strategy for the project deliverables and the underlying research results generated by the H-PASS project. This strategy is designed to reach a wide range of audiences, including the relevant scientific communities, policy makers, health experts, health professionals, care providers, communities, local health authorities, patients, carers and other social agencies working in this field, as well as the general population. Messages and content will be continuously tailored to these target groups, as the success of H-PASS depends on raising awareness among those who can benefit from the project's outcomes. In addition, as the project covers different sectors, dissemination efforts will focus on promoting the results in a professional and informative manner, delivered at the right time through appropriate channels. Consequently, H-PASS outputs and

results will be translated into communication materials that will support both internal and external communication efforts to raise awareness of the project among relevant stakeholders.

The overall objective of the communication and dissemination plan is to ensure that, by the end of the three-year timeframe of the H-PASS project, relevant European and Member State stakeholders are fully informed about the results achieved, aligned with and supportive of the project's objectives, and engaged in its activities on a sustainable basis. Therefore, dissemination should be an active and engaging activity that promotes multi-stakeholder dialogue on good practice and positions H-PASS at the forefront of digitally enabled integrated person-centred care.

The main objectives of the dissemination plan, to be pursued throughout the life of the project, revolve around the following key elements:

- Ensure coordinated communication of the H-PASS initiative to provide appropriate visibility to different stakeholder groups through optimised use of all available channels;
- Implement and maintain the communication plan, which includes all the dissemination activities to support stakeholder engagement, including frequent social media presence;
- Organise and deliver H-PASS events.

H-PASS, in pursuit of its objectives, guides its target audiences through a sequence of important sub-objectives as follows:

Awareness: The initial goal is to ensure that audiences are well-informed about the prevailing health-related challenges across various sectors and understand how strategic upskilling of the healthcare workforce can address these challenges. H-PASS seeks to build upon existing awareness by collaborating with stakeholders and affiliated organizations who are already engaged in this domain.

Alignment: It's essential that audiences not only comprehend the value of H-PASS but also align with its proposed solutions. This alignment will be reinforced by garnering support from reputable institutions and by providing accessible information about the H-PASS approach and its ongoing developments.

Engagement: The next step is to foster a sense of motivation among audiences to actively participate and engage with H-PASS. This involves cultivating enthusiasm and interest in the initiative.

Action: Ultimately, H-PASS aims to incentivize key stakeholders in various sectors to take concrete actions. This will be achieved by directly enhancing their competencies and capabilities, thereby offering tangible benefits that encourage them to actively contribute to the initiative.

In summary, H-PASS follows a structured path, beginning with creating awareness, progressing to alignment and engagement, and culminating in motivating stakeholders to take meaningful actions by improving their skills and abilities.

3. Strategic Communication and Dissemination Methodology

The H-PASS project uses a systematic and well-structured communication and dissemination methodology to effectively reach its various stakeholders and achieve its overall objectives. This methodology includes the following key elements:

3.1 Audience identification and segmentation

- The methodology for stakeholder and target audience analysis in the H-PASS project involves five key steps (as described in-depth in the Milestone 2.3 document). This systematic approach ensures effective engagement with diverse stakeholders and audiences in the H-PASS project.
  1. Stakeholder Identification: Identify key stakeholders by drawing up a comprehensive list of all individuals and groups who may impact – or be impacted by – H-PASS project. The stakeholder list will be shared with all the partners in Sharepoint and will be improved throughout the lifetime of the project.
  2. Stakeholder Categorization: Group stakeholders by influence and involvement.
  3. Stakeholder Analysis: Understand their needs and willingness to engage.
  4. Target Group Definition: Define specific target audiences and create personas.
  5. Ongoing Monitoring: Continuously adapt efforts based on feedback and project changes.
- Audience profiling: A thorough understanding of the characteristics, interests and information needs of each stakeholder group is essential. Profiling ensures tailored communication strategies and messages.
- Segmentation: Stakeholders are segmented based on their roles, interests and relevance to the project. This segmentation guides the selection of communication channels and the tailoring of messages.

3.2 Message clarity and content development

- Message clarity: It is essential to develop clear, concise and engaging messages that resonate with each stakeholder group. Messages should articulate the project's objectives, achievements and value proposition.
- Content development: Content, including reports, articles and visuals, is designed to be informative, engaging and visually appealing. It is tailored to the preferences and information needs of the target audiences.

3.3 Multi-channel approach

- This strategic approach recognizes that different categories of people prefer to consume information through various means, and it aims to maximize the effectiveness of communication efforts by utilizing a combination of these channels. The goal is to ensure that the message reaches as many relevant individuals as possible and resonates with them effectively. Therefore, the chosen channels for the H-PASS project are hereby presented:
  - Website: The project website serves as a central hub for comprehensive project information and is regularly updated to reflect project progress, news, publications and resources.
  - Social media: H-PASS project will use LinkedIn, Twitter/X and YouTube as the main social media platforms used to share project updates, engage with stakeholders and disseminate key messages. Content is adapted to each platform for maximum impact.
  - Newsletters: Regular newsletters are distributed to provide in-depth project updates, highlight achievements and share key findings with stakeholders.

- o Collaterals: Brochures, leaflets, posters and flyers are produced to communicate key project information in visually appealing formats. The collaterals are basically will be created in digital format; printed materials are also prepared as an option.
  - o Other materials: Additional communication materials, such as presentations, press releases and information kits, are developed to address specific communication needs and opportunities.
  - o Webinars and events: These platforms facilitate direct engagement with stakeholders, enabling in-depth discussions, knowledge sharing and networking opportunities.

3.4 Continuous monitoring and evaluation

- Performance metrics: Metrics and Key Performance Indicators (KPIs) will be established to assess the effectiveness of communication and dissemination efforts (Section 6: Evaluation). These may include website traffic, social media engagement, newsletter open rates, event attendance, etc.
- Feedback loops: Feedback mechanisms are put in place to gather insights from stakeholders, allowing for adjustments and improvements to communication strategies and content.

3.5 Adaptive strategy

- Dynamic approach: The communication and dissemination strategy remains flexible and adaptable to evolving project needs, changing stakeholder expectations and emerging opportunities. This includes a regular evaluation and update of the plan whenever required.

4. Project visual identity

Visual identity plays a pivotal role in conveying the essence and professionalism of the H-PASS project. It serves as a visual representation of the project's values, objectives, and achievements. A strong and consistent visual identity is essential as it fosters recognition and trust among stakeholders, making project materials instantly identifiable and memorable. Work Package 2 (WP2) takes the lead in directing the creation process of H-PASS's visual identity, ensuring that it aligns with the project's goals and resonates with the target audiences. This approach not only enhances the project's brand but also contributes to the effectiveness of its communication and dissemination efforts, ultimately facilitating greater engagement and impact within the integrated care domain.

4.1 H-PASS mark

a) Pictogram

b) Complete mark

Figure 1. – The H-PASS logo

This page shows the logotype broken down into its constituent parts.

4.2 Positive/Negative

a) Single colour: black

b) Single colour: white

Figure 2. – The H-PASS logo (positive/negative)

Both versions may be adopted where it is not possible to use the institutional version. This may occur due to the absence of colour in the design or where the overall colour layout requires the use of black or white monochrome due to conformity with the other elements.
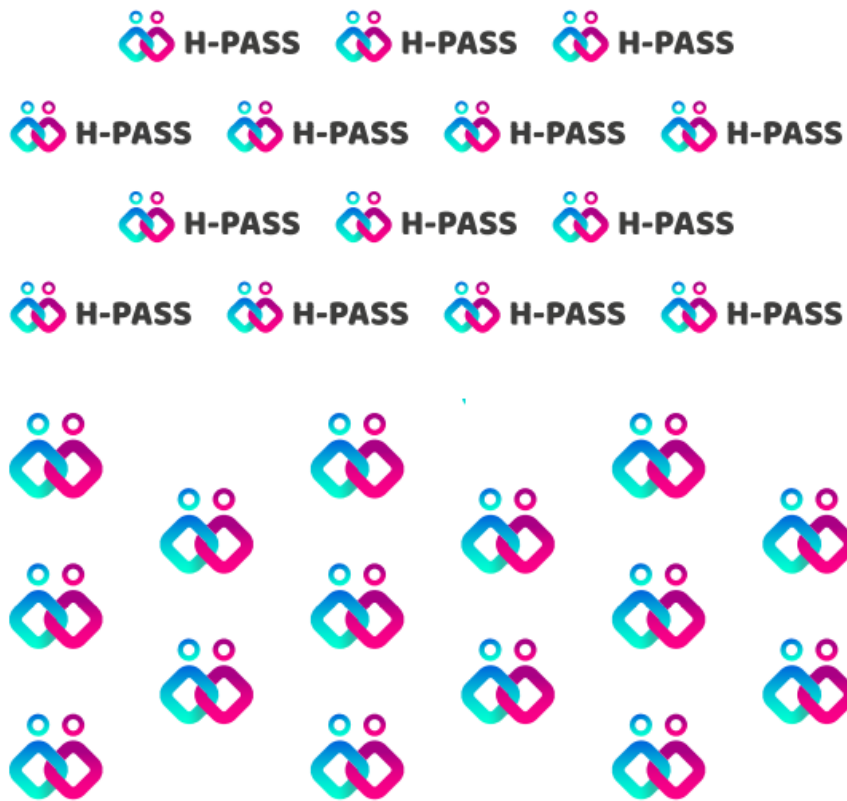
4.3 Pattern

Figure 3. – H-PASS patterns

To accompany the corporate image, two types of patterns were designed. One consists of the complete logo and the other of the pictogram alone.
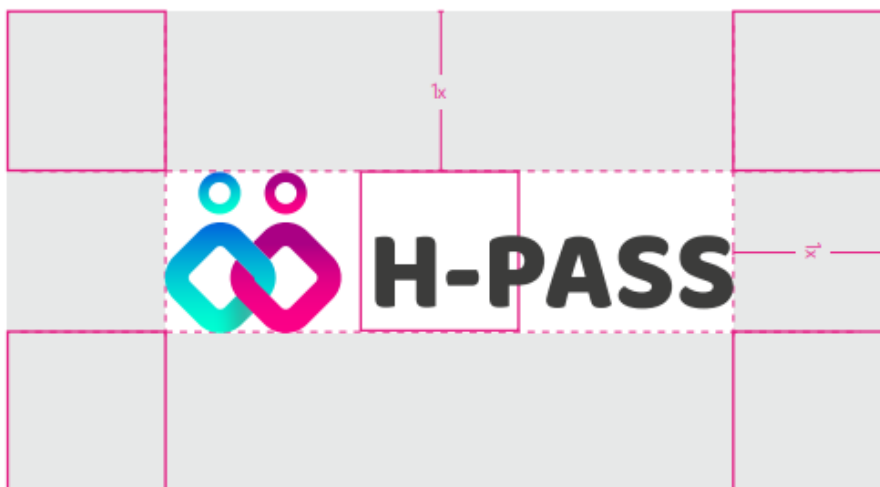
4.4 Respect area

Figure 4. - The size and the placement of the H-PASS logo

Ensure that there is sufficient space between the logo and surrounding elements. The free space around it must always be greater than or equal to 1x.
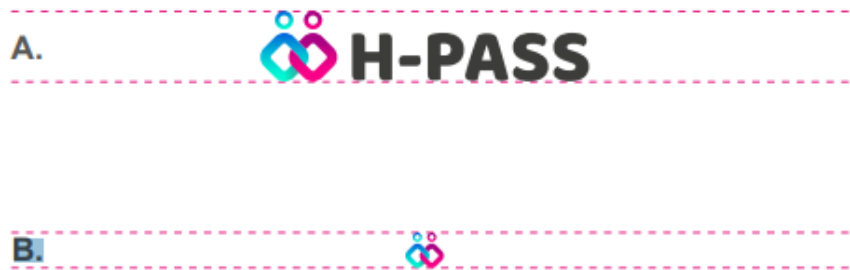
4.5 Minimum size

Figure 5. – Minimum size of the H-PASS logo

The H-PASS logo must work well at all sizes. Use the guidelines below for correct and legible use of logos in small sizes. A. Use the logo in full size for dimensions equal to or greater than 10 mm in height. B. Use the logo in a compact version for dimensions equal to or greater in height than 5mm.

4.6 Font

Figure 6. – Fonts used in the H-PASS project

The type chosen for the logo is Baloo 2.

4.7 Main colors

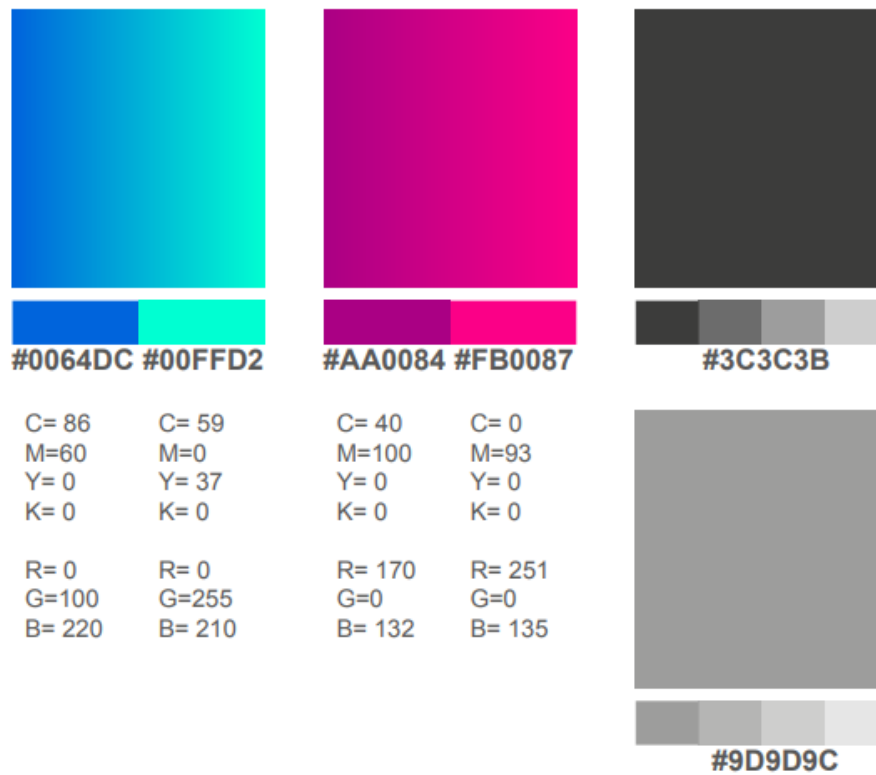| #0064DC	#00FFD2	#AA0084	#FB0087	#3C3C3B
C= 86	C= 59	C= 40	C= 0	
M=60	M=0	M=100	M=93	
Y= 0	Y= 37	Y= 0	Y= 0	
K= 0	K= 0	K= 0	K= 0	
R= 0	R= 0	R= 170	R= 251	
G=100	G=255	G=0	G=0	
B= 220	B= 210	B= 132	B= 135	

#9D9D9C

Figure 7. – Colour codes of the H-PASS project

The colour palette used enriches and distinguishes the brand, helping to reinforce the brand image.

D2.3 v. 0.3

4.8 Permitted uses

Below are the permitted uses of the logo.

Figure 8. – Permitted uses of the H-PASS logo

4.9 Prohibited uses
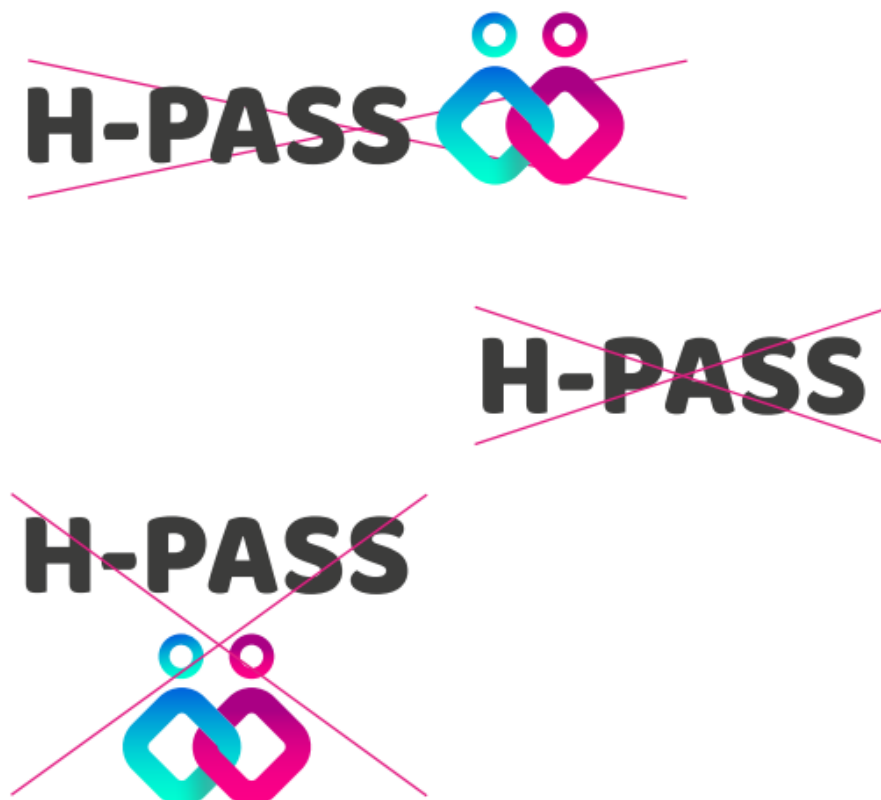
The following are some prohibited uses.

Figure 9. – Prohibited uses of the H-PASS logo

5. Dissemination and communication tools and channels

Communication channels serve as the means to convey specific messages to the targeted audiences, which include the various stakeholder groups identified earlier. The primary aim is to achieve the objectives of the H-PASS initiative. To maximize the impact of communication activities, it's crucial to engage different target groups through the most suitable channels, utilizing the most effective communication methods.

The H-PASS team will employ various communication channels throughout the project's duration, selecting them based on audience expectations, the complexity and significance of the message to be conveyed, and the content itself. These channels are identified and described in section *3.3 Multi-channel approach*.

The selection and adaptation of these channels will be driven by the project's communication strategy and the specific needs and preferences of the target audiences. Regular monitoring and evaluation will ensure that the chosen channels remain effective throughout the project's lifecycle.

5.2 Communication principles

The communication principles for each communication channel are defined below to ensure a consistent and effective approach:

Comm. Channel	Usage/Purpose	Comm. Principles	Timing
Website & Newsroom	Project overview, updates, resources, etc.	Clear, concise content; User-friendly design; Interactive features.	Ongoing, as soon as a piece of news needs to be disseminated.
Social Media	Real-time updates, mirror-post of website newsroom engagement	Regular posts; Varied content regarding consortium effort and related activities.	Ongoing, as soon as a piece of news needs to be disseminated.
Newsletters	Milestones, success stories, events	Compelling visuals; Targeted content; Relevant information.	Periodic
Collaterals	Offline project information	Eye-catching design; print-ready, concise communication.	Event-based
Other Materials	Presentations, press releases, etc.	Clear, engaging format	As needed
Webinars & Events	Interaction, knowledge exchange	Interactive sessions; Expert participation; Collaborative learning	Scheduled

Table 2. – Communication principles

5.3 Website

The project's primary communication and dissemination tool is its website, which can be accessed at the URL: https://hpass.healthworkforce.eu.

The primary objective of the H-PASS project website is to effectively disseminate comprehensive and credible information on the progress of the H-PASS project across Europe. The website will serve as a central digital hub with the following main objectives:

- to connect with stakeholders,
- to communicate the project's objectives and results in a transparent way, and
- to provide regularly updated news and documents.

The H-PASS project website plays a crucial role in the effective dissemination and promotion of the project's objectives. It implements the communication strategy, reinforces the project's branding and social media engagement, and serves as a central repository for public project results.

It will also serve as a primary source for announcing H-PASS events and stakeholder meetings, as well as disseminating project progress and breaking news. The website has been designed to reach a wide

range of audiences, including the scientific community, policy makers, health professionals, patients and the general public. In essence, it serves as a vital bridge between stakeholders, ensuring the wide dissemination of valuable insights, progress reports and updates on the H-PASS initiative.

More details on H-PASS website are in *D2.2 – Project website*. This document describes the website structure and features, and provides insight into future development and maintenance efforts.
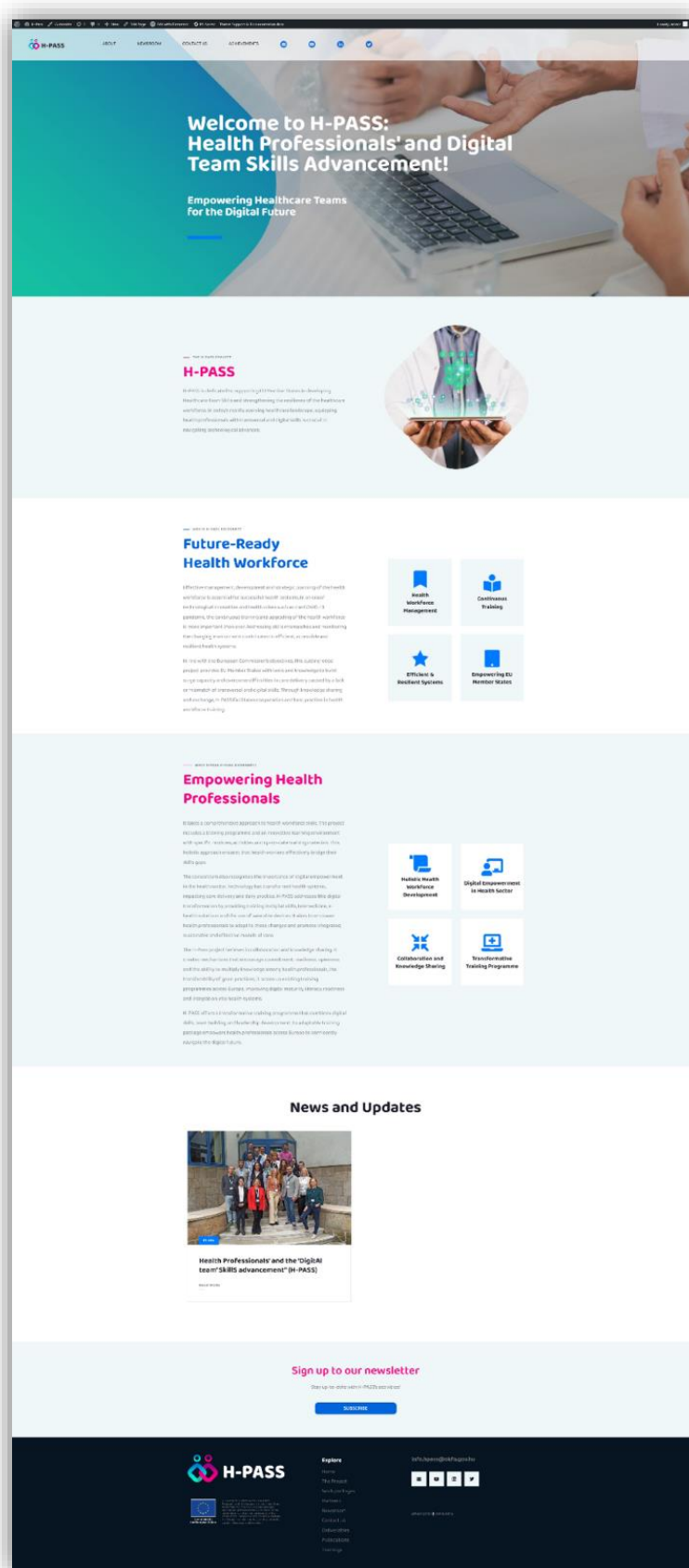
Figure 10: H-PASS project website homepage

5.4 Social media links

To enhance public awareness of the H-PASS project, official social network profiles have been established on X (formerly Twitter) and LinkedIn. Links to these profiles have been seamlessly integrated into the H-PASS website. WP2, serving as the administrator of these profiles, will be responsible for overseeing updates and posts. The creation of these social media platforms serves the purpose of amplifying H-PASS's visibility and extending the reach of platforms where the project's results can be readily disseminated on a daily basis. Importantly, these social media channels will be harmonized with the website for a cohesive online presence.

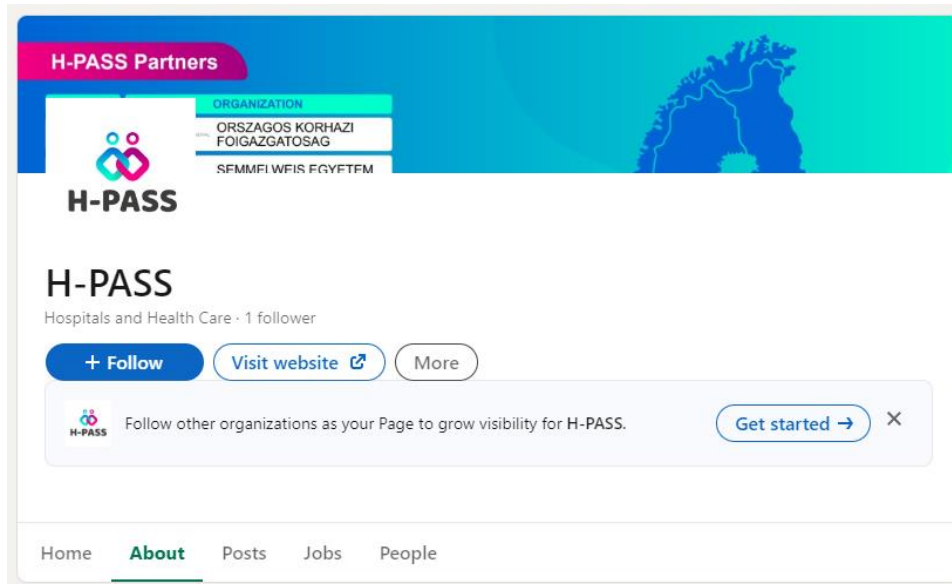- LinkedIn: https://www.linkedin.com/company/h-pass/

Figure 11. – LinkedIN profile of the H-PASS project

- Twitter / X: https://twitter.com/EU_HPASS

Figure 12. – X profile of the H-PASS project
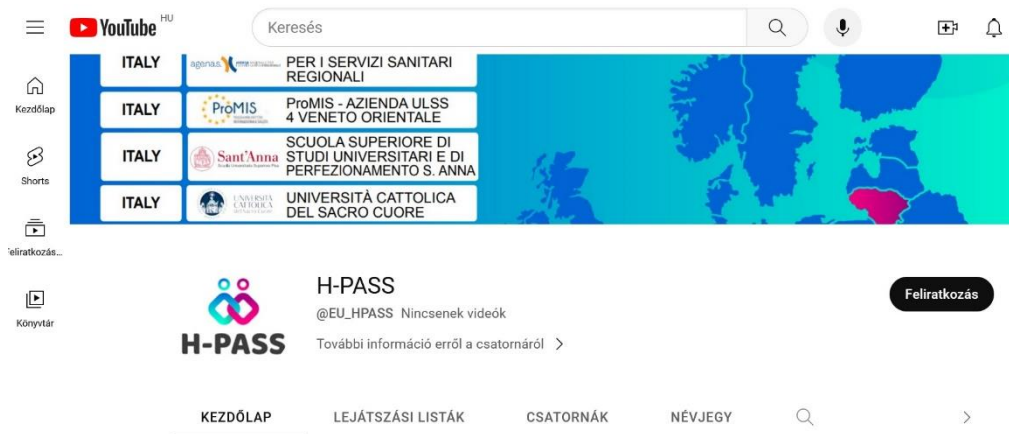
- YouTube: https://www.youtube.com/@EU_HPASS

Figure 13. – YouTube profile of the H-PASS project

5.5 Leaflet

The H-PASS project offers a comprehensive leaflet in two versatile formats to cater to various preferences. Firstly, our digital slideshow format provides an interactive and engaging way to explore project highlights and key information. It allows for dynamic content presentation, easy navigation, and the inclusion of multimedia elements, making it ideal for online distribution and sharing. Secondly, we offer a printable foldable format that condenses essential project details into a concise and portable document. This tangible format is perfect for offline dissemination, workshops, and events, allowing stakeholders to carry key project insights with them. These dual formats ensure accessibility and convenience for a wide range of audiences, whether digitally inclined or seeking tangible resources.

5.6 Publications

Within the H-PASS project, scientific publications play a pivotal role in our dissemination strategy. Notably, the scientific and academic community, a significant subset of our stakeholders, relies on peer-reviewed articles and conference poster presentations to stay informed about the latest developments in the digital integrated health sector. Given that these publications contain crucial and up-to-date project results collaboratively prepared by our consortium partners, it is imperative to establish a structured process that safeguards the interests of both the project and our consortium partners. Once finalized, articles and publications will be hosted in the appropriate section of the project website and properly disseminated to the stakeholders.

5.7 Newsletter

H-PASS' newsletter serves as a curated compilation of recent news and highlighted articles pertaining to the activities conducted throughout the H-PASS project's lifecycle. Its principal objective is to captivate the interest of our stakeholders and audience, encouraging them to delve deeper into H-PASS-related content. We plan to generate a periodic online newsletter, maximizing its impact among stakeholders by leveraging the extensive network of our consortium contacts to build a comprehensive H-PASS database.

The frequency of newsletter releases will be contingent upon the availability of information and project results. To facilitate engagement, a newsletter subscription feature will be seamlessly incorporated into our website through the appropriate section. By submitting their email addresses, users will be automatically added to the H-PASS database, ensuring that they receive regular communications and updates. Data collection for this matter is GDPR compliant, and all the information gathered in such a way will only be used within the scope of the project.

6. Evaluations

Outlined below is a visual representation of four tables, meticulously structured for direct integration into Excel. These tables are purpose-built to facilitate the ongoing tracking of various indicators across the entire project lifecycle. With consistent updates as data accrues throughout the project's progression, these tables become a dynamic resource. This approach enables the seamless computation of averages, percentage variations, and other statistical analyses, harnessing Excel's

innate spreadsheet capabilities. This methodology is designed to maintain a comprehensive grasp of project metrics, enriching your ability to make informed decisions and drive project's dissemination success.

Website:

Period	Total Visits	Unique Visitors	Page Views	Most Visited Pages
09/2023				
10/2024				
...				

Social Media:

Period	Number of Followers	Follower Demographics Report	Likes	Shares	Retweets
09/2023					
10/2024					
...					

Newsletter:

Period	Number of Issued Newsletters	Number of Subscribers
2023 Q4		
2024 Q1		
...		

Events:

Event	Number of Participants	Participant Demographics
Event n.1		
Event n.2		
...		

Table 4. – Evaluations trackers

7. Conclusions

This document has provided a comprehensive overview of the dissemination and communication strategy and plan for the H-PASS project. It has outlined the methodology and key actions that will be undertaken throughout the life cycle of the project. However, it's important to emphasise that this plan is a dynamic document and will be adapted as necessary to meet the evolving needs of the project at each stage.

As a result, the H-PASS dissemination strategy sets ambitious goals, including:

- Facilitating the identification of target audiences;
- Establish a framework for managing stakeholder relationships;

- Identifying the most effective dissemination venues and tools for each target group;
- Ongoing evaluation of expected impact.

To achieve these objectives, H-PASS must maintain the capacity to adapt, improve and revise its dissemination strategy as necessary to effectively address challenges and ensure the realisation of expected impacts. The active participation of all project partners will be crucial, as will the dedicated efforts of the WP2 team in developing materials and content for publication.

It's also important to recognise that H-PASS is not the only participant in European health projects. Therefore, ongoing monitoring of peer projects and initiatives will be essential to stay informed and adapt as needed to maintain relevance and effectiveness in the field of health innovation.

H-PASS