



AEDIB|NET
AFRICAN EUROPEAN DIGITAL INNOVATION BRIDGE NETWORK

DELIVERABLE 6.1

Strategic Dissemination and Communication Plan



AEDIB|NET has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017105

Project Acronym:	AEDIB NET
Programme:	HORIZON 2020
Topic:	ICT-58-2020 International partnership building between European and African innovation hubs
Type of Action:	Innovation Action
Start date:	February 2021
Duration:	36 Months
Website:	aedibnet.eu
Coordinator:	DEUTSCHE GESELLSCHAFT FÜR INTERNATIONALE ZUSAMMENARBEIT GMBH - Germany
Consortium:	ABAN (ABAN FOUNDATION) - Mauritius Afrilabs (AFRICAN TECHNOLOGY INNOVATION HUBS) - Nigeria ExpertiseFrance (AGENCE FRANÇAISE D'EXPERTISE TECHNIQUE INTERNATIONALE) - France CIVITTA (CIVITTA EESTI AS) – Estonia DIGITAL AFRICA - France ENABEL, BELGISCH ONTWIKKELINGSAGENTSCHAP - Belgium EBAN (EUROPEAN BUSINESS ANGELS NETWORK) - Belgium EBN (EUROPEAN BUSINESS AND INNOVATION CENTRE NETWORK AISBL) - Belgium Fundingbox (FUNDINGBOX ACCELERATOR SP ZOO) - Poland I4Policy (INNOVATION FOR POLICY FOUNDATION) - Mauritius SEZ (STEINBEIS INNOVATION GGMBH) - Germany VC4A /VC4AFRICA BV) - Netherlands

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Deliverable 6.1

Issued by: SEZ

Issue date: 31/01/2022

Due date: 31/01/2022

Work Package: Nr. 6

Work Package Leader: SEZ

Keywords: Communication, Dissemination, Strategy, Plan

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DISSEMINATION LEVEL

PU	Public	v
PP	Restricted to other program participants (including the EC services)	
RE	Restricted to a group specified by the consortium (including the EC Services)	
CO	Confidential, only for members of the consortium (including the EC)	

DOCUMENT HISTORY

Revisions – Amendments

VERSION	DATE	Changes
V0.1	22/12/2021	Set up document
V0.2	03/01/2022	Dissemination activities added
V0.3	05/01/2022	Document structure adapted
V0.4	12/01/2022	Campaigns actualised
V1.0	17/01/2022	Document reviewed and revised

Acronyms

Acronym	Meaning
AEDIB NET	African European Digital Innovation Bridge Network
ADIH	African Digital Innovation Hub
AEDIB	African European Digital Innovation Bridge
AEIP	Africa-Europe Innovation Portal
AI	Artificial Intelligence
D&C	Dissemination and Communication
DCOP	Dissemination Communication and Outreach planning
EC	European Commission
EU	European Union
GDPR	General Data Protection Regulation
ICT	Information and communications technology
IPR	Intellectual property rights
KPI	Key Performance Indicator
R&D	Research and Development
SME	Small and medium-sized enterprise
STK	Stakeholder
WP	Work Package

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Executive summary

This deliverable 6.1 provides an overview of the communication and dissemination activities of the AEDIB|NET project. It describes the strategy to inform the public and a broader range of stakeholders at a European and African level about project activities, generated knowledge and success stories.

It is also designed to maintain valuable outcomes of the project (i.e. methodologies, training models, toolkits, good practices, etc.) and make them available for further usage. The goal of AEDIB|NET, going beyond the project's timeframe, is to scale up the approach and learnings so that the creation of African hubs can be replicated in other regions/countries of the continent.

WP6 will be at the intersection of all the other work packages in order to ensure that relevant information resulting from different WPs is widely communicated, using cohesive identity, clear messages and the appropriate channels.

Firstly, the deliverable will cover the main objectives, messages, strategy and target audiences to give a clear guideline for communication and dissemination. To further clarify the project's communication strategy, the visual identity is clearly defined to be used in all communication and dissemination activities.

The document presents the applied communication and dissemination channels and tools extended with an extensive list of past and future events, including conferences, trainings and workshops. These will be monitored and updated as the project progresses.

Finally, the project partner roles are described and integrated into the communication and dissemination strategy.

1. Introduction and Background

The AEDIB|NET project is the first step of a broader approach for the African–European collaboration on digitalisation and innovation. The project is being launched under the broader political initiative AEDIB and initiated by EU Member States (France, Belgium, and Germany) and the European Commission to the EC's Digital 4 Development process (D4D).

AEDIB|NET Dissemination and Communication Strategy and Plan shall serve the project's overall ambition to strengthen Digital Innovation ecosystems in Africa and bridge them to the European innovation ecosystems in order to shape a single African European market for digital innovation. It is a lively document, adjusted, improved and enriched as the project unfolds and progresses. The strategy and the plan will be reviewed periodically (at least once a year) based on what has worked, what did not, and what should be done differently.

While communication activities give visibility to the project by showing the general public what has been done, dissemination activities aim to share the results of what has been done with a more targeted audience that can benefit from them. The dissemination activities are crucial for the success, and longer-term impact of AEDIB|NET as the initiative seeks to bridge digital innovation ecosystems across Africa and Europe. To do so, local digital innovation and start-up ecosystems in Africa will be supported, and collaboration between European and African DIHs will be facilitated. Therefore, as many stakeholders as possible must be informed about the AEDIB|NET messages and outputs.

This Dissemination and Communication Plan serves as a framework for the coordination of partners' efforts in the roll-out of WP6 Dissemination and Sustainability of the AEDIB|NET project with the aim to make sure that the general public and AEDIB|NET receive the key messages and are aware of what is being developed by AEDIB|NET and all the opportunities the project offers. Specifically, this plan will explain:

- **Why** – the purpose/objectives of dissemination
- **What** will be disseminated – the message
- **To whom** – the audience
- **How** – the method (media mix)
- **By whom** – which partners are involved
- **When** – the timing
- **Report** – assessment and reporting methods

As explained in section 4.2, "Target Audiences", in the case of AEDIB|NET, the target audiences are represented by Digital Innovation Hubs, start-ups, SMEs and investors in Africa and Europe, marginalised youth, women and vulnerable groups in Africa, African diaspora communities in Europe, African state/governments and public entities for policymaking, and the wider public. Each of these target audiences has a different interest to be satisfied by the project results and another way to inform themselves.

To reach these audiences, open calls will be promoted to shape DIHs, which in turn will be involved in study trips and then act as knowledge centres. Then, events, workshops, and conferences will be organised. Finally, publications will be issued, and the Innovation Portal Platform will contain all the dissemination activities results.

Each partner will bring its substantial dissemination capacity and fully employ its networks in order to enable maximum exposure and impact for AEDIB|NET.



All Communication and Dissemination activities in AEDIB|NET follow the standards and guidelines for dissemination and exploitation in Horizon 2020 projects.



2. Objectives, Messages, Strategy and Target Audiences

The primary goal of AEDIB|NET Dissemination and Communication Strategy is to ensure and maximise AEDIB|NET awareness, success and effectiveness. This is to facilitate its future sustainability also after the Horizon 2020 funding by transferring knowledge with interested stakeholders specifically aiming to exploit the project's results, create shared understandings and narratives, stimulate new initiatives and thinking.

The AEDIB|NET Dissemination and Communication Strategy will consider: the necessary articulation of the project identity through a distinct and unique visual identity; identification of the main target groups to position a clear and persistent messaging; specification of channels for reaching the target audiences, an indicative timeline and expected results/indicators. Furthermore, to guarantee its constant maximum efficacy, modifications to this strategy will be considered and adopted based on the progress of the project and monitoring of the different activities and campaigns.

The achievement of the plan's objectives will be ensured by the complementarity between its single activities, conceived as a whole. In a balanced manner, the activities will ensure both the project dissemination and constant and/or specific feedback from stakeholders.

The feedback collection will be gathered on an ongoing basis (through the Digital Innovation Portal and social media) or in a certain stage of the project when launching a campaign or in particular events. A strong brand will be created for the project aiming to provide a cohesive visual identity of the AEDIB|NET project. The brand will be used in the different materials produced for the project namely templates, flyers, Digital Innovation Portal, posters, rollups, banners and videos, etc.

For the whole duration of the project, a strong collaboration between the communication, dissemination and sustainability and other Work Package leaders is envisaged to harmonise activities and save resources.

Communication: To present project activities and general key messages to concerned stakeholders and the public at large through physical and virtual means.
Dissemination: To specifically disseminate project results to concerned stakeholders, in order to allow for their exploitation and in accordance with regulations in the field of EC data protection, IPR and commercialisation rights.

Table 1: AEDIB|NET D&C Descriptions

2.1. Objectives

The main objective of the Dissemination and Communication plan is to create awareness about the AEDIB|NET project and disseminate helpful information about the project activities, generate knowledge and success stories towards specific target groups, as well as to a broader range of stakeholders at European and African level. In more detail, the goal is to provide local, regional and global visibility for the project and its outcomes and raise awareness of the possibilities for innovative digital start-ups in general. The task leader will utilise all project channels – website, Twitter, Facebook, LinkedIn and YouTube (as well as the project partners own communication channels) to provide information about the project activities and specifically to:

- Showcase success stories linked to the ADIHs activity, mainly focusing on start-ups
- Attract women, marginalised youth and vulnerable groups to participate in DES Academy and Idea Hackathons
- Attract start-ups to participate in the Challenge Calls and the Internship & Training Programme
- Attract African diaspora to the workshops
- Reach policymakers in the region
- Engage investors with the project
- Engage the broader ecosystem participants in the activities of the project

The Communication and Dissemination plan is also designed to maintain valuable outcomes of the project (i.e. methodologies, training models, toolkits, good practices, etc.) and make them available for further usage. The goal of AEDIB|NET, going beyond the project's timeframe, is to scale up the approach and learnings so that the creation of African hubs can be replicated in other regions/countries of the continent.

The project's Communication and Dissemination of the project will be at the intersection of all the goals of the project to ensure that relevant information is widely communicated, using cohesive identity, clear messages, and the appropriate channels.

2.2. Messaging

The messaging used in implementing the Dissemination and Communication activities of AEDIB|NET is customised according to key target groups identified for each phase - Inspire, Create and Connect - of the project. Aligned with AEDIB|NET approach aiming to promote the project to multiple audiences strategically and effectively, targeted messages will be developed for the different stakeholder groups.

The AEDIB|NET messaging include the following elements:

- Slogan /Key Message
- Project vision and key objectives
- Social media Hashtags

Slogan/Key Message

To support clear and persistent communication across all the dissemination and communication channels and tools, a unique project slogan/key message has been co-created by all the project partners collaboratively during our first DCOP workshop. In addition, an attention-grabbing and memorable Slogan was crafted in order to be used on the project website, the fact sheet and all other relevant dissemination and communication tools and channels, raising awareness among concerned stakeholders and the wide public:

"Bridging Digital Innovation Ecosystems across Africa and Europe"

The definition and the repetitive use of a unique project slogan as part of the corporate identity will contribute to the tangible manifestation of the project's personality. This will support the necessary articulation of the project identity and effectiveness of the project visual identity as defined in section 3.5.

All the Dissemination and Communication activities will aim to foster the visibility of the project activities and the different opportunities it offers while:

- Attracting women, marginalised youth, and vulnerable groups to participate in DES Academy and Idea Hackathons.

- Attracting start-ups to participate in the Challenge Calls and the Internship & Training Programme.
- Attracting African diaspora to the workshops.
- Reaching policymakers in the region.
- Engaging investors.
- Engaging a wider ecosystem of participants in the activities of the project.
- Sharing practices in the development of Digital Innovation Hubs
- Communicating investment needs, opportunities and procedures in Africa and Europe in the three themes selected
- Broadcasting policy suggestions and fostering dialogue with policymakers
- Showcasing success stories linked to the AEDIB|NET activity, especially focusing on start-ups.

Project vision and key objectives

One of the most important tasks in the D&C strategy will be to convey the project vision and key objectives clearly, consistently, and tangible to the AEDIB|NET community. To this end, a dedicated focus group composed of communication managers from the project partners and relevant stakeholders in their network developed the vision, long-term and direct objectives at the proposal stage further. The result has been summarised in the following table for the different project phases:

Proposal	
Vision	Our VISION is to shape a common African-European innovation, SME and start-up ecosystem in collaboration with key players and initiatives from Africa and Europe – ultimately fostering the digital and innovative transformation of the African Mittelstand.
Long-term Strategic Objective	THE LONG-TERM STRATEGIC OBJECTIVE of the project is to enhance long-term African-European partnerships by establishing a supportive digital innovation network between digital start-ups, SMEs and other ecosystem players from Africa and Europe. Within such a network, the exchange and transfer of digital technologies enable a more effective use thereof for sustainable development (incl. game-changing digital technologies such as blockchain, AI, cybersecurity, etc.).
Direct objectives	<ul style="list-style-type: none"> - Develop an enabling environment for digital innovation by upgrading innovation policy frameworks. - Improve and scale the capacities – strengthening digital and entrepreneurship skills of marginalised groups.

- Establish 3 African Digital Innovation Hubs (ADIHs) with pan-African outreach, enhance the technical capacity of ADIHs and create virtual marketplaces for digital innovation in Africa.
- Establish a network of ADIHs and European DIHs, engage start-ups and ICT professionals, investors and diaspora and facilitate inter-continental innovation collaboration.

INSPIRE



Vision

Develop an enabling environment for digital innovation by upgrading innovation policy frameworks.

Improve and scale the capacities – strengthening digital and entrepreneurship skills of marginalised groups.

Objectives

Understand challenges, gaps and opportunities of local innovation ecosystems.

Create a conducive environment that enables digital innovation.

Empower policymakers and start-ups in creating an innovation policy framework.

CREATE



Vision

Create DIHs that contribute to the local economy, employment and knowledge.

Strengthen the capacity to develop and deploy digital innovation in Africa.

Objectives

The first step of sharing knowledge between African and European DIHs., informing African DIHs about possibilities.

Help establish the roadmaps for the creation of ADIHs.

	Validate the approach of ADIHs in Africa. Support local economy in its digital transformation. Support the growth of local innovation ecosystems. Filling any policy gaps while empowering the entrepreneurship capacity of DIHs.
--	--

CONNECT



Vision	Connect African and European digital innovation stakeholders to a trans-continental common innovation ecosystem.
Objectives	Facilitate access to finance and markets. Sharing knowledge and technical skills. Promote dialogue and partnerships between European business angels and DIHs. Provide training for DIHs and start-ups.

Table 2: AEDIB|NET Vision and Objectives

Social media hashtags

The use of hashtags creates multiplier effects that can disseminate a message wide and timely. To maximise the project's impact on social media channels and better manage and monitor the spread of content across them, a list of most appropriated hashtags has been defined.

The following is a non-exhaustive list of tags that can be used for AEDIB|NET posts:

#AEDIBNET

#AEDIB

#DIH

#H2020, #BusinessInnovation, #Businesssupport

#EUAfrica

#entrepreneurship

#digitalisation

When related to an open call: #AEDIBNETCall

If around webinars: #AEDIBNETWebinars

When related to specific fields, the following tags can be used:

#sustainableagriculture #digitaltrade #smartcities #cleantech

2.3. Strategy

The Communication and Dissemination Plan Strategy aims to use the tools, channels, and activities shown in chapters 4 and 5 to achieve the goals set in chapter 2.1 and chapter 2.2 and fulfil the KPIs (chapter 6).

For that, three stages are drawn to show the general strategy behind the Communication and Dissemination of AEDIB|NET:

Stage 1 – Knowledge: The "Knowledge" stage consists of a background analysis of the project, which determines the definition of a coherent, consistent campaign strategically aligned with the AEDIB|NET DNA and the brand's presentation to the target audiences. For this stage, a focus group is created to measure the project's attractiveness, usability, ergonomics, and functionality. The focus group also includes the early identification of the target users and consultation (if possible) and the personalised strategies to reach and engage the target groups properly.

Stage 2 – Strategy: The "Brand's strategy" stage comprises creating a holistic dimension that will position the brand. For this, based on the analysis performed in the previous stage, the following elements will be defined, which will be the basis for all experiences and actions generated by the brand: values; attributes (how we want the brand to be perceived); positioning; brand language

Stage 3 – Action plan: The stage of "Action Plan" includes the detailed planning of communication activities in a systematic manner, considering a broader approach, but also targeted campaigns to specific groups and audiences:

- Creation of action: creative definition of the communication action as well the briefing of how this will be operationalised
- Objectives: contextualisation of the action in the adaptation thereof to audiences of action/message
- Responsibilities: definition and assignment of the responsibilities for the operationalisation of action to ensure the achievement of the expected impact
- Timing: definition of the time period of the action based on prior coordination with the other WPs
- Materials: definition of communication materials to be created for the implementation of each action;

The implementation of these phases goes through the control and monitoring of SEZ, in direct interaction with each WP leader, to ensure proper performance of the actions in the defined timeframe and line with the defined objectives.

Another important aspect, especially in a transcontinental project, is the language differences, especially in Africa. It makes it difficult to process the presented content and be attracted by it. Therefore, it is needed to consider the language in the strategy D&C plan in AEDIB|NET.

The two main languages in Africa are English and French. Therefore, for the D&C communication tools and channels, French is also considered in addition to English.

When using a text-heavy context in only English, recipients often get lost and miss the idea of the purpose and meaning of the message. To avoid this language barrier, the content and key messages should be more clearly defined to be comprehensible for an audience, allowing them to receive the content in their language.

2.4. Target Audiences

In terms of communicating the project, seven major target groups are taken into consideration:

- 1.) African SMEs and ICT start-ups

- 2.) European SMEs and ICT start-ups
- 3.) Marginalised youth, women and vulnerable groups in Africa
- 4.) African diaspora communities in Europe
- 5.) African and European Investors
- 6.) African state/governments and public entities for policymaking
- 7.) Wider public.

The following table 1 describes the strategy for reaching the target groups with the help of Communication/Dissemination Tools and Channels.

Comm/Diss Tools & Channels	How?	Target Group
Innovation Portal	Through the Digital Innovation Portal of AEDIB NET with core tools, i.e. information, matching and data exchange toolset.	General Public
Online Dissemination	Through AEDIB NET website, social networks such as LinkedIn, Twitter, YouTube, project partners and other multiplier organisations, networks, and initiatives.	Dedicated target audiences like e.g.: start-ups, governmental officials, innovation agencies, multipliers, investors, etc.
Communication Toolkit	Through AEDIB NET brochures, banners, posters, flyers, and rollups.	General Public
Press Releases	Through AEDIB NET press releases to specific media (e.g. local-regional newspapers [Badische Neueste Nachrichten], specialised magazines and journals, news [EURONEWS, The Guardian (UK), Financial Times, New African, African Business, Entrepreneur, Forbes Africa, Jeune Afrique, Afrique Match, Afrique Match, Bizcommunity, IT News Africa, CIO Magazine) concerned with the project. Stakeholders will be informed as well.	Dedicated target audiences: start-ups, governmental officials, investors, innovation agencies, multipliers, etc.
Social Media	Through Twitter (to post comments and news about the achievements and progress of the project, and also to promote project's reports and events), LinkedIn (to increase the visibility of AEDIB NET at a professional level). Facebook (to reach especially the African continent) and YouTube.	Dedicated target audiences like e.g.: start-ups, governmental officials, innovation agencies, multipliers, investors, etc.
Direct	Through communication directly with key stakeholders to provide them constant updates on project progress.	Dedicated target audiences: start-ups, governmental officials, innovation agencies,

		investors, multipliers, etc.
Newsletters	Through Mailchimp	General public
Promotional	Through high engaging and added-value contents	Dedicated target audiences: start-ups, governmental officials, innovation agencies, investors, multipliers, etc.
External events/meetings	To increase the prominence of the project, its results and findings, partners will be encouraged to participate in external conferences (e.g. in Europe ICT Days, Start-up Europe Summit, Technology Cooperation Days in the Hannover Trade Fair and EBN annual Congress, European Angel Investing Summit; in Africa Start-up Africa Summit, Africa Tech Summit, Civic Tech Innovation Network forum, The Digital Agenda (Insurtech) and Abidjan Entrepreneurs' Fair) to create awareness about the project, to find synergies and cooperation with other initiatives or stakeholders, to engage stakeholders in the project activities, and to ensure the project's results reach the target groups.	Dedicated target audiences like e.g.: start-ups, governmental officials, innovation agencies, multipliers, investors, etc.
Media mix per audience	Potential ADIHs (ADIHs that are not formed yet), African and European DIHs, African and European Start-ups and SMEs and African and European Investors will need to be informed through a mix of channels, from social media and other relevant media outlets to newsletter and personal contacts.	African state/governments and public entities for policymaking and Marginalised youth, women and vulnerable groups in Africa: they will mainly be reached through personal contacts.

Table 3: Target Audience Strategies

3. Project Visual Identity

A project visual identity is created for the AEDIB|NET project besides the AEDIB Initiative design. This comprises a logo, colours, fonts, and infographics included.

For this work, the AEDIB|NET consortium relies on the expert graphic design by modus who develops the visual identity in "dialogue" with the project partners.

3.1. Logo

The AEDIB|NET logo is made out of combining the original AEDIB abbreviation icon (Figure 3) and the additional abbreviation "AEDIB|NET" with its typeface. In addition, the full name is added under the typeface. The logo exists in 2 colour versions: tricolour (Figure 1) and white (Figure 2).

The logo represents the link between Africa (orange) and the EU (blue) with a QR-Code-like design to show the project's aim to build a digital bridge between Africa and Europe. The purple colour is the primary colour of the AEDIB|NET. In addition, three additional colours were created, which are displayed in chapter 2.1.1, to complement the project's colour scheme.



Figure 1: AEDIB|NET logo on bright backgrounds



Figure 2: AEDIB|NET logo on dark backgrounds



Figure 3: AEDIB Initiative logo

The icon of AEDIB|NET (Figure 1) is used for other special formats. On the web, it is usually used for profile pictures and avatars. The icon could be used in communication materials. The project identity has already been established in print. While the icon can exist without the logotype, the logotype should never exist without the icon.

Being funded by the European Commission, every time partners promote/communicate about the AEDIB|NET project, must include the project logo and the EU-emblem together with the following disclaimer:



AEDIB|NET has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017105

Figure 4: EU disclaimer for AEDIB|NET

Besides, the AEDIB|NET logo was combined in one graphic to demonstrate the support by the EU for the project:



Figure 5: AEDIB|NET logo together with EU emblem

3.2. Colours

The project's colour scheme includes three primary colours and three secondary colours. The colours can be used in all shades between 20-100 %.

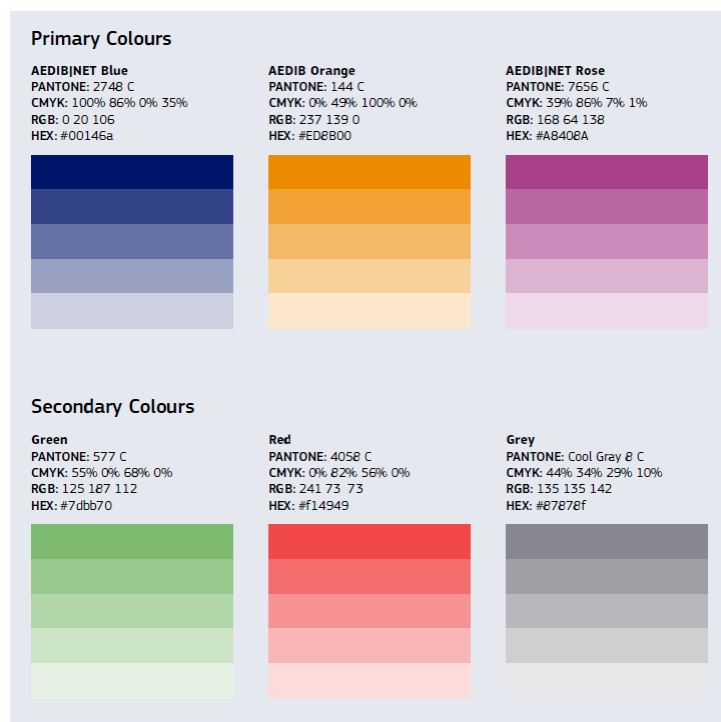


Figure 6: Colour scheme of AEDIB|NET

3.3. Fonts

The AEDIB|NET project will use EC Square Sans Pro as the primary font for all communications. The alternative font is Myriad Pro and should only be used in digital context in case the font is not available.

Main font	Alternative
EC Square Sans Pro thin	Myriad Pro regular
EC Square Sans Pro thin italic	Myriad Pro italic
EC Square Sans Pro light	Myriad Pro bold
EC Square Sans Pro light italic	Myriad Pro bold italic
EC Square Sans Pro regular	
EC Square Sans Pro regular italic	
EC Square Sans Pro medium	
EC Square Sans Pro medium italic	
EC Square Sans Pro bold	
EC Square Sans Pro bold italic	
EC Square Sans Pro extra black	
EC Square Sans Pro extra black italic	

Figure 7: AEDIB|NET fonts

3.4. Infographics

For the communication channels and tools, standardised infographics were designed about topics of AEDIB|NET. This brings a consistent visual identity throughout the different channels and tools.

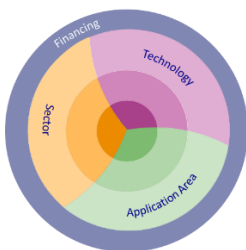


Figure 8: Expertise areas



Figure 9: Incentives from AEDIB|NET



Figure 10: Steps/Milestones/Phases

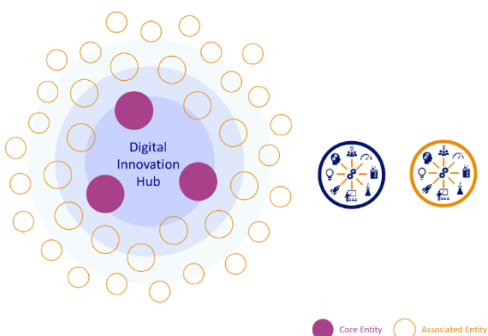


Figure 11: Digital Innovation Hub Ecosystem



Figure 12: Connecting Europe's dense network of DIHs with Africa's new DIHs



Clean Tech



Climate Smart Agriculture



Digital Trade



Smart Cities

Figure 13: The technological specialisation's areas

4. Communication and Dissemination Channels & Tools

The communication of a multi-layered and geographically spread project such as AEDIB|NET relies heavily on online communication tools. Web-based channels and other instruments favour faster and more efficient dissemination of information while creating a more robust, more interconnected network. This is even more relevant today when the COVID-19 pandemic reduces the opportunities for face-to-face meetings and events.

4.5. Project Channels & Tools

AEDIB|NET makes various communication tools that serve the specific goals, key messages and target groups at each phase and ecosystem level. Therefore, the communication plan aims to provide an exhaustive document to successfully implement AEDIB|NET communication and dissemination strategy. Furthermore, given its flexible and adaptable nature, the communication plan is conceived as a living document, subject to revisions and changes during the entire duration of the project.

4.5.1. Website

The AEDIB|NET website has been online since the 22nd of November 2021 at the present link: www.aedibnet.eu. Website updates have been continuously and promptly implemented and will remain updated throughout the lifespan of the AEDIB|NET Project.

The website's language is currently English, but due to many French-speaking countries in Africa, the basic structure of the website will also be available in French. That allows also reaching the French-speaking community in Africa and improves the output of the D&C plan. Other parts of the website can be translated automatically by online tools like Google Translator.

The project website is a fully responsive website designed and utilised to provide all the relevant information about the project and the consortium. In addition, it serves as a complementary source for news around the project and related events. Its design and structure have been conceived to promote the project's outcomes to the relevant target groups.

The page is divided into seven sections describing the main aspects of the project simply and intuitively:

1. HOME
2. ABOUT US
 - 2.1. About the project
 - 2.2. Consortium
 - 2.3. Associated initiatives and projects
3. AEDIB
 - 3.1. Vision
 - 3.2. AEDIB-News
4. GET INVOLVED
 - 4.1. Innovative policy framework
 - 4.2. Digital entrepreneurship skills
 - 4.3. Digital innovation hubs
 - 4.4. Trans-continental partnerships
5. NEWS & EVENTS
 - 5.1. News
 - 5.2. Events
 - 5.3. Press
6. MEDIA
 - 6.1. Video stories
 - 6.2. Publications
 - 6.3. Deliverables
7. GET IN TOUCH

Furthermore, the landing page also includes a hyperlink to the innovation portal. The button will be activated as soon as the AEDIB|NET Innovation Portal is online.

The news & events section is constantly updated with information about the project and communication and dissemination activities. This includes general news on the project, such as technical meetings, general assembly, press releases, participation in events and articles relevant to the project, information on the project achievements and related events.

Furthermore, it was essential to the consortium to have a section for the AEDIB Initiative in the website structure, as the AEDIB Initiative does not yet have its own online presence. This should prevent confusion among the website visitors about the difference between AEDIB|NET and AEDIB. In this way, an online presence for the AEDIB Initiative has been created alongside the AEDIB|NET website. This enables visitors to find out more about the AEDIB initiative in addition to AEDIB|NET.

In order to have a homogeneous visual identity, the visual identity was also transferred to the website and social media channels of AEDIB|NET. The background pictures with the African and European continent through the website and social media is designed for the project to ensure the recognition of the project.

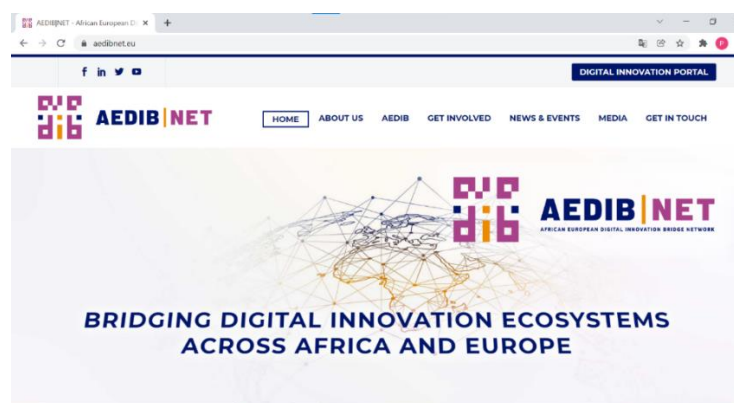


Figure 14: Screenshot of AEDIB|NET website

4.5.2. Innovation Portal

The design, launch and update of the Digital Innovation Portal are currently in preparation. The Innovation Portal will provide trainings and events information, offer an enabling environment for investors and diaspora networking, and share success stories and best practices for pipeline and community building for start-ups and SMEs etc. Similar to the website, the Innovation Portal will be provided besides English and French to consider the French-speaking community in Africa.

Additionally, within the frame of the Digital Innovation Portal, investors' corner, a catalogue with online courses for entrepreneurship and coding etc., are going to be incorporated. At the end of the project, this portal will operate on the "yellow pages" concept to ensure the continuation of this initiative across the project's borders based on a self-sustainable website model. Interested parties will access the portal when searching for reference documents, i.e. ADIH-related toolkits and training models. The documents will be fully customisable, allowing easy adoption in any African country.

The Digital Innovation Portal is represented by the web page of [AEDIB|NET](https://aedib.net). On this platform, visitors will be able to obtain all the necessary information about the project: dissemination of project activities, success stories, trainings, best practices, and deal flow sharing for pipeline and community building for start-ups and SMEs, investors, and diaspora networking, etc. Feedback will also be collected through the Innovation Portal Platform.

Message:

The dissemination activities related to the Innovation Portal Platform will have as subjects:

- **Inventory** of international organisations' and donor activities for tech-entrepreneurship and innovation in Africa
- Investor corner
- ADIH best practice sharing corner
- Digital Intergovernmental Forum
- Corporates' Corner
- Virtual learning space and repository, where experience and success stories of ecosystems will be shared on collaborating with investors, corporates, R&D institutions and public sector
- Feedback collected
- Main target audience and partners involved

All types of audiences are targeted. 500 visits per month, with more than 40% of visitors spending 1 minute or more on the website, more than 50% of visits are from returning visitors and visits from 40 different countries aimed (Table 5).

SEZ oversees the creation of the Digital Innovation Portal, supported by **GIZ**, **DA** and **EBAN**. All partners contribute to the contents stored on it.

Timing:

The Digital Innovation Portal is going to be developed between **February 2021 and March 2022** (M1-M14). The Contents for Digital Intergovernmental Forum in the Digital Innovation Portal are due in **August 2022** (M19), while a Report on the content of the "Investor corner" in the Innovation Portal in **December 2023** (M35) and the concept of Virtual learning space in the Digital Innovation Portal in **January 2024** (M36).

4.5.3. Social Media Accounts

Social Media are currently the best way of diffusing information, probably with better visibility than a single website. Therefore, for a digitalising project like AEDIB|NET, it is inevitable to integrate social media in the dissemination and communication strategy, addressing and involving both professional and private users. The aim is furthestmost to raise attention regarding AEDIB|NET and its activities and results and to raise interest in the project's dissemination and communication, for example, directing them to the project's website, where more detailed information can be found. The social media activities can thus complement the rest of the AEDIB|NET dissemination and communication tools. Therefore, the plan uses all the leading social media to promote the AEDIB|NET project.

Moreover, social media accounts and channels are primarily utilised to engage target audiences with the Project Partners and participants allowing the Project Partners to receive instant feedback on the Project progress, outcome and impact and thus take immediate improvement actions when needed.

The social media accounts and channels have been already set up and active. In order to have a homogeneous visual identity, the visual identity was also transferred to social media channels of AEDIB|NET with the same background picture as on the website to ensure the recognition of the project. AEDIB|NET aims to reach At least 500 posts, and a rate of More than 40% of posts are shared (table 5).

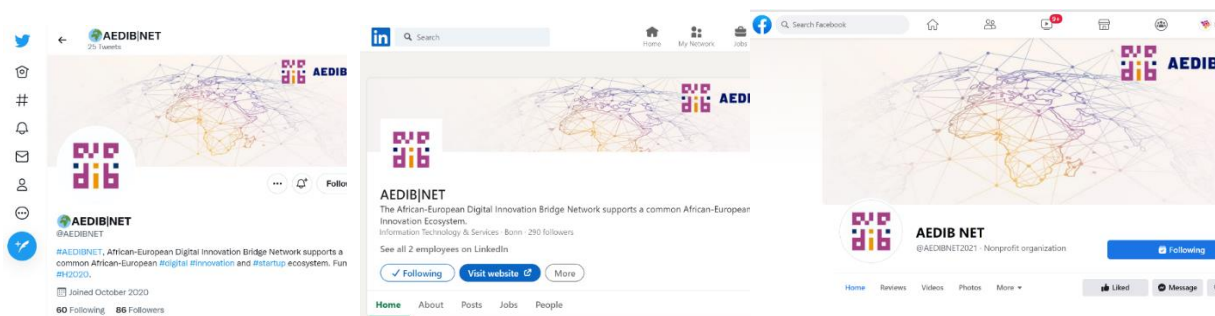


Figure 15: Social Media Channel Designs of AEDIB|NET

The accounts and channels are listed here:

- **Twitter:** <https://twitter.com/AEDIBNET>

The Twitter account aims to act as a platform for building a community of actors interested in cross-continental cooperation between Europe and Africa on innovation and business. Twitter is useful to gain visibility for events and activities within a short amount of time, as the use of hashtags creates multiplier effects that can disseminate a message in a wide and timely manner. As such, the AEDIB|NET Twitter account will act as a:

General dissemination and 'heads up' device distributing links that will direct users to other project-related platforms/tools (e.g., web-portal, newsletter, service platform) and communicating information on project's progress (upcoming events, participation in external events, project results, etc.)

Newsfeed platform collecting and distributing news from other relevant projects and organisations.

Feedback platform, a fast and easy contact point through which partners can receive queries and feedback from people.

To monitor Twitter's account performance, the metrics and insights provided by Twitter analytics and Hootsuite will be used. AEDIB|NET aims to reach at the latest 300 followers on Twitter (table 5).

- **LinkedIn:** <https://www.linkedin.com/company/aedibnet/>

AEDIB|NET will also make use of a LinkedIn page to increase the project's visibility within a more professional and institutional setting, which allows for knowledge and experience exchange among professionals in the LinkedIn community. The LinkedIn page will be used to showcase the project and its objectives and group all AEDIB|NET partners under a single professional page where discussions and news/updates will be hosted. As such, the LinkedIn page will host content that is either directly related to the project (project's latest news, progress, upcoming events, etc.) or involving wider developments that are expected to have a direct impact on the project (e.g., important reports, changes in legislative frameworks, etc.).

Finally, AEDIB|NET partners should try to involve followers and third parties to initiate professional and expert discussions on issues of common interest. AEDIB|NET aims to reach at the latest 200 followers on Twitter (table 5).

- **Facebook:** <https://www.facebook.com/AEDIBNET2021/>

AEDIB|NET will also have its own Facebook page due to its popularity amongst African stakeholders. The Facebook page will be used to connect like-minded individuals and enable the project to gain visibility amongst stakeholders in Africa. Facebook is extremely useful in getting visibility for events and organising calls to action. It also has a built-in messaging feature, which will help create a channel for direct communication with those interested in the

AEDIB|NET, where partners can answer questions directly via the chat function. As such, the Facebook page will act as a:

General dissemination and 'heads up' device distributing links that will direct users to other project-related platforms/tools (e.g., web-portal, newsletter, service platform) and communicating information on project's progress (upcoming events, participation to external events, project results, etc.).

Events organising & information distribution (e.g., events marketing, events registration, events live-stream).

Feedback platform, a fast and easy contact point through which partners can receive queries and feedback from people.

To monitor the Facebook page performance, the metrics and insights provided by Facebook will be used together with additional data and analytics sourced through Hootsuite.

During the project, AEDIB|NET aims to reach 500 followers on Facebook (table 5).

- **YouTube:** <https://www.youtube.com/channel/UCj6P1ucsPJB7TdXBh5mbTzg>

The AEDIB|NET YouTube channel will gather all future videos produced in a single and easily accessible location. The channel's aim is not only to have a simple video archive but also to enhance the build-up of a strong online community. Furthermore, thanks to the connection with other similar channels and the integration with the website platform, we can use YouTube to utilise its video capabilities further to promote the project's activities effectively.

Project partners are expected to contribute to producing the videos and identifying other relevant videos to build up playlists in AEDIB|NET channel and share them with their contacts to maximise dissemination.

4.5.4. Visual Materials

Each partner has available all templates, flyers and a fact sheet about the project. In addition, planning is creating a standard presentation and video about the AEDIB|NET for the future.

The joint visual materials aim to standardise the project orientation to present a uniform image to the public. That serves mainly to ensure a consistent image across continents and strengthen the recognition value of AEDIB|NET worldwide.

Following creating the AEDIB|NET's visual identity, all the templates for Policy Papers, Word and PowerPoint, Flyers, and open calls have been set. So that all the colours, logos, and information about the project are displayed. All the templates report the EU flag, and details of the European Union's program under AEDIB|NET was financed.

- **Word and PowerPoint template:**



Figure 16: AEDIB|NET templates for Word and PowerPoint

- **Flyer and Open Call template:**



Figure 17: Open Call template for AEDIB|NET

- **Video Call Backgrounds**



Figure 18: Video Call Backgrounds

4.5.5. Newsletter

Nine e-newsletters will be developed to update AEDIB|NET stakeholders on ongoing activities (relevant news and events, highlights on open calls and achieved results). AEDIB|NET quarterly e-newsletter will be managed using Mail Chimp and sent out to the stakeholders registered to the platform. A .pdf version of the e-newsletter will be available for download at the project website. The goal of the project is to dispatch to at least 300 contacts each publication (table 5).



Figure 19: AEDIB|NET newsletter template

4.5.6. Videos

Online animation content is essential to convey AEDIB|NET critical messages more dynamically and attractively. AEDIB|NET will produce three videos of around 1-5 minutes to acknowledge the importance of disseminating the outcomes in multiple formats. The videos will be addressing the following:

- Two institutional videos explaining how the project works
- One video explaining the Digital Innovation Portal

The videos will be displayed on the project website and disseminated through AEDIB|NET social media channels (Twitter, Facebook, LinkedIn, YouTube) and a newsletter. The videos will be shared by partners through their channels and networks for added visibility.

The videos of AEDIB|NET will be published in a dedicated YouTube Channel, which is linked from AEDIB|NET website and cross-promoted on other social media. The project has also defined a specific KPI related to video views, aiming to reach 10.000 views and 1.000 shares for all videos on Social Media and YouTube (table 5).

To continue the visual identity with the videos of AEDIB|NET, an animated intro and outro have also been created. This enables a consistent appearance even with animated images around the project.



Figure 20: Screenshot of the intro & outro of AEDIB|NET videos

Three videos with the standardised intro & outro are already uploaded on the AEDIB|NET YouTube channel and can be found here: <https://www.youtube.com/channel/UCj6P1ucsPJB7TdXBh5mbTzg>.

4.5.7. Printed Materials

Printed materials such as leaflets have already been drafted. However, most events take place virtually due to the COVID 19 situation. Therefore, printing flyers and distributing them at relevant events is unnecessary. Nevertheless, flyers are magnificent to address people who are on site. Therefore, flyers are also part of the AEDIB|NET strategy and could play a role in the project process. The aim before COVID-19 was to distribute 1500 flyers (table 3).



Figure 21: Flyer template

4.5.8. Publications

Publications will be shared on social media and other relevant media outlets and through the newsletter to share the contents uploaded on the Digital Innovation Portal, fact sheets/brochures, events, project results, relevant insights from public deliverables.

Main target audience and partners involved: All audiences are targeted, and all partners are involved.

Timing: At least four publications and at least ten news/ press releases will be released throughout the whole duration of the project (M1-M36).

4.6. Project Partner's role

All consortium partners play an active and vital role in AEDIB|NET's communication activities to achieve the objectives and KPIs set out in the communication and dissemination plan.

All partners will have a role to play to ensure that:

- the project has a strong impact when it is developed and supported by timely and relevant dissemination activities;
- the target audience(s) are fully aware of the project and that the key messages are designed to meet their needs;
- the required expertise is involved in the project before any dissemination takes place to avoid wasted effort;
- the outcomes of the dissemination and communication process are widely spread in their networks.

Indeed, partners' activities, results, and milestones either involve communication activities or turn themselves into communication assets. In addition, partners are enhancing the online presence of AEDIB|NET by providing content for the website and the project's social media channels. This important contribution can vary from a Twitter post to an event's briefing and support AEDIB|NET to create a constant flow of content related to its activities.

A form has been developed for project partners to share the information they would like to include on the AEDIB|NET social channels and the newsletter, and the website: <https://forms.gle/VarJjUSAwTc2pQXdA>.

Regarding social media, all partners are expected to contribute, overseen by EBN as task leader, by:

- Becoming a follower (follow the page/profile)
- Promoting the accounts in their networks (share/distribute)
- Suggesting relevant profiles for AEDIB|NET to connect with and follow
- Promoting posts and news through their own organisations' social media accounts.

Also, it is important to note that partners are invited to contribute (to the extent possible) to the exposure of the project through their participation in relevant events/conferences, or online sources of information (websites, newspaper, and magazines, etc.) and other activities similar in nature and to send the related information to the partners in charge of the Communication activities.

At the end of each project semester, all partners will be asked to present the main dissemination actions they have carried out during the semester in question by filling in the AEDIB|NET reporting template.

4.6.1. Project partners' website

Project partners should use their websites to promote the project. Every partner will add the project's info on their website with a short introduction of the project, the project's logo, main objectives, outcomes and some project facts (partners, duration, total budget, fund and lead partner). A link to the project website will have to be in place. Partners should also add press releases and news on their websites regarding the progress of the implementation of the project.

The partners' already existing network and online reach are intended to promote rapid awareness of AEDIB|NET. In addition, many links are made to the project website, which increases the number of visitors to the project website.

4.6.2. Project partners' Social media

Mutual support around AEDIB|NET by project partners' social media is to be accelerated on social media with the help of links, sharing of posts and other interactions and is part of the strategy: the partners' channels should be directly linked with the AEDIB|NET's channels. This ensures the quick duplication and take-up of the messages. Furthermore, it is possible to comment on AEDIB|NET news and follow and share on Twitter, LinkedIn and Facebook. In this regard, it is crucial to set up automatisms to use synergies. Partners can proactively share these contents. By following these processes, the information from the project's channels is quickly multiplied via the partners, their channels and contacts, etc.

5. Communication and Dissemination of Project activities

Those AEDIB|NET activities aiming to involve stakeholders external to the project will be supported by different Communication and Dissemination supporting activities to reach the different target audiences and foster the participation of the relevant stakeholders in each activity.

All the Dissemination and Communication activities will aim to foster the visibility of the project activities and the different opportunities it offers while:

- Attracting women, marginalised youth, and vulnerable groups to participate in DES Academy and Idea Hackathons.
- Attracting start-ups to participate in the Challenge Calls and the Internship & Training Programme.
- Attracting African diaspora to the workshops.
- Reaching policymakers in the region.
- Engaging investors.
- Engaging a wider ecosystem of participants in the activities of the project.
- Sharing practices in the development of Digital Innovation Hubs
- Communicating investment needs, opportunities and procedures in Africa and Europe in the three themes selected
- Broadcasting policy suggestions and fostering dialogue with policymakers
- Showcasing success stories linked to the AEDIB|NET activity, especially focusing on start-ups.

5.1. Campaigns

The presented tools and activities (online and offline ones) will feed different communication campaigns designed to:

- Promote the different project events, services and activities.
- Target specific audiences.
- Ensure timely and focused communication, dissemination, and mobilisation around the different milestones and deliverables during the implementation phases of the AEDIB|NET project.

Each campaign will be designed and run according to the following elements:

- a. Definition of specific objectives
- b. Identification of main target audience(s)
- c. Definition of key messages
- d. Design/use of dedicated support materials (visuals, videos, pictures, links)
- e. Preparation and implementation of a plan on social media

An example of these campaigns is the campaign that the AEDIB|NET project partners have defined to promote the pre-procurement Call for African DIHs.

Specific objectives	<ul style="list-style-type: none"> To disseminate the Open call for DIHs Get at least eligible 12 applications
Timeline & KPIs	Nov 21 – 8 th Feb 22 <ol style="list-style-type: none"> Twitter: At least 10 organic posts Facebook: At least 10 organic posts LinkedIn: At least 10 organic posts
Main target audience(s)	<u>Centre level:</u> <ol style="list-style-type: none"> African innovation leaders Stakeholders that could be interested in the next stages of the project.
Key messages	<ol style="list-style-type: none"> AEDIB NET is a H2020 funded project aiming to develop an African European Digital Innovation Hub Disseminate project activities and benefits for participating DIHs
Support materials	<ol style="list-style-type: none"> Social media posts Newsletter Video explaining what DIHs are (Link) Project website (Link) Links to relevant articles/posts/partner initiatives Banners
Events	<ol style="list-style-type: none"> Webinar 1: presentation of the call Webinar 2: presentation of the Eligibility & Award Criteria and the Application Form.
Editorial plan	<u>Nov 2021 > January 2022:</u> Social Media content creation Weekly posts (at least 1 organic post per week per social channel > original content by AEDIB NET) + retweets

Table 4: AEDIB|NET Communication Campaign – Pre-Commercial Procurement

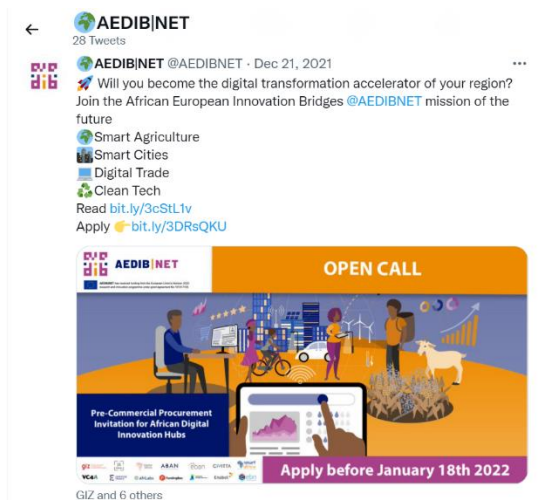


Figure 22: Screenshot Twitter

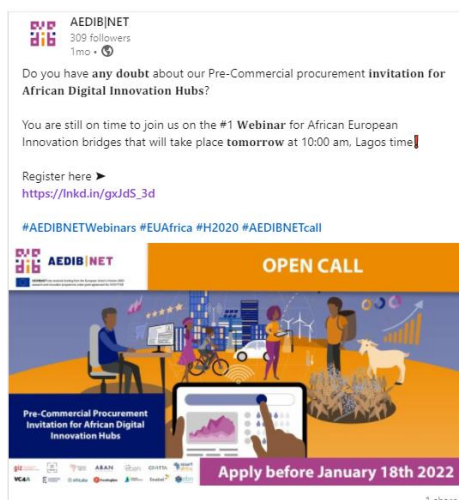


Figure 23: Screenshot Facebook

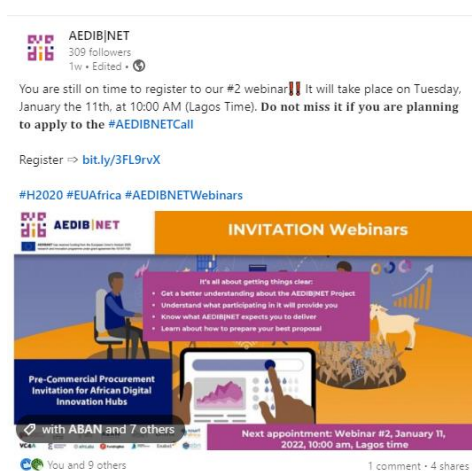


Figure 24: Screenshot LinkedIn

5.1.1. Ecosystem mapping

To define the skills gap and needs, entrepreneurs (SMEs and start-ups), investors, local government officials and intermediary organisations will be involved in **focus groups**.

Message:

The dissemination of this activity will focus on the **map of the African Digital Innovation ecosystem**.

- Main target audience and partners involved

Audience	Partner						
	GIZ	ABAN	AL	EF	DA	EBN	VC4A
Potential ADIHs	X	X	X	X	X	X	X
African Start-ups and SMEs		X		X	X	X	X
African Investors		X		X	X	X	X

African state/governments and public entities		X		X	X		
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Table 5: Ecosystem mapping: main target audience and partner involved

Digital Africa (DA) oversees the organisation of 3 focus groups for entrepreneurs (SMEs and start-ups), investors, local government officials and intermediary organisations. On the basis of the focus groups, an inventory of stakeholders and support organisations of tech-entrepreneurship and innovation and their activities in Africa will be compiled. DA will be supported by **AfriLabs (AL)**, **GIZ**, **Enabel (EB)**, **ABAN**, **VC4A**, and **Expertise France (EF)**.

Timing:

The focus groups will take place between **March 2021 and February 2022** (M2-M13). 45 policymakers (entrepreneurs, investors, local government officials, intermediary organisations) should participate in these Focus groups, and 3 maps of ecosystem gaps and needs should be produced together with inventories of international organisations' and donor activities. The best practices white paper with the map of gaps and needs of ecosystem partners is expected in **February 2022** (M13).

5.1.2. Pre-Commercial Procurement (PCP)

To foster the creation of sector-focused ADIHs, AEDIB|NET studied the African Digital Innovation ecosystem and launched a **Pre-Commercial Procurement Invitation** to submit proposals that offer the best possible solutions to set up the DIHs in Africa. 12 consortia will be selected to participate in a competitive process at the end of which 3 of them will be invited to set up 12 African Digital Innovation Hubs pilots in the fields of: A) smart cities, B) climate smart agriculture, C) clean tech and/or d) digital trade.

Message:

The dissemination activities related to the pre-commercial procurements and ecosystem mapping will have as subject the promotion of the **12 selected pan-African ADIHs consortia**.

- Main target audience and partners involved

Audience	Partner											
	GIZ	VC4A	FBA	ABAN	EBAN	EBN	CE	DA	AL	EF	EBN	SEZ
Potential ADIHs	X	X	X	X		X		X	X	X	X	X

Table 6: Pre-Commercial Procurement: main target audience and partners involved

GIZ oversaw the creation of an awareness-raising campaign for Consortia forming and the launch of the Pre-Commercial Tendering Process. A transparent selection process will follow this.

GIZ is supported by **VC4A**, **FUNDINGBOX ACCELERATOR (FBA)**, **ABAN**, **EBAN**, **EBN**, **Civitta Estonia (CE)**, **DA**, **EF**, **EB**, **Steinbeis Europa Zentrum (SEZ)**.

Timing:

As shown in 4.2 Campaigns, the campaign for the pre-procurement call is taking place between **November 2021 and February 2022** (M10-M13), when the open calls were launched.

5.1.3. Digital Innovation Hubs and trainings

Once the 12 potential ADIHs are selected, they will be trained to develop a joint strategy, organisational setup, service offer and business plan through **Digital Hub Lab trainings**. They will be linked to each other (pan- African network) and to European Digital Innovation Hubs through **study trips** and to investors through the creation of **investor networks**. They will be supported in piloting the services for marginalised groups in the context of the **DES Academy** and for SMEs and tech start-ups through the **Digital Hub Lab trainings** and the **virtual internship program**. Finally, all players will be linked through the creation of **marketplaces**.

Message:

The dissemination activities related to the support offered to DIHs and trainings will have as subjects:

- **Best practices for DIHs:** how to offer seamless support and advice services to innovative entrepreneurs (testing and validation facilities, technological assessment, training and acceleration of start-ups, and access to customers, finance and networks)
- **Presence of investors** interested in the specific themes of ADIHs
- **Digital and entrepreneurial capacities** are needed to marginalised groups and start-ups/SMEs
- Presence of **3 marketplaces** around ADIHs
- Main target audience and partners involved

Audience	Partner										
	FBA	VC4A	DA	AL	EBN	EF	GIZ	ABAN	EBAN	SEZ	CE
ADIHs	X	X	X	X		X		X			
European DIHs	X		X		X				X	X	X
African Start-ups and SMEs		X	X	X		X		X			
European Start-ups and SMEs			X		X	X			X	X	X
African Investors		X	X			X		X	X		
European Investors	X	X	X		X	X			X	X	X
Marginalised youth, women and vulnerable groups in Africa	X			X							

Table 7: Digital Innovation Hubs and trainings: main target audience and partners involved

FBA oversees the delivery of the training methodology for the Digital Hub Lab, based on numerous coaching and mentoring sessions provided for the European DIHs, and of a dedicated digital space to implement the sessions. FBA will be supported in developing the curriculum and implementing the trainings by **EBN, VC4A, DA, AL, EB, EF**, and **GIZ**.

ABAN oversees the creation of 3 investor networks to complement ADIHs in mentoring enterprises. ABAN is supported by **EBAN, VC4A, EF, DA, GIZ** and **SEZ**.

EBAN oversees the organisation of 3 study trips between African and European DIHs, supported by **GIZ, SEZ, FBA, EBN, ABAN, VC4A, CE** and **EF**.

EBN oversees the organisation of an internship program for African and European ICT start-ups, supported by **CE, EBAN, GIZ, AL, VC4A, DA, EF** and **SEZ**.

DA oversees the development of the DES Academy concept, implementing a training for marginalised groups in Europe and Africa, identifying best practices and creating a white paper for hubs to tackle the digital and entrepreneurial skills gap. DA will be supported by **EF, EB, AL** and **VC4A**. **EB**, then, will oversee the organisation of a Summer School and the development of online courses based on the content created in DES Academy. **EB** will be supported by **EF, DA, FBA, AL** and **VC4A**. Finally, **AL** will make sure that DES Academy will be sustainable by overseeing the development of trainings for Tech Hubs to implement the program. **AL** will be supported by **EB, DA, VC4A**.

VC4A oversees the creation of the Innovation Portal of 3 virtual community marketplaces for ADIHs, digital start-ups and SMEs, mentors, investors and other interested stakeholders. VC4A is supported by **GIZ** and **ABAN**.

Timing:

The training methodology for the Digital Hub Lab will be developed between **November 2021 and March 2023** (M10-M26), when a Report on this matter will be published. 60 ADIH partners should participate in Digital Hub Lab trainings. The 3 investor networks are going to be developed between **November 2021 and January 2024** (M10-M36), while the study trips to strengthen the network between African and European DIHs will take place in **September 2022** (M20) and **September 2023** (M32) and the internships among European and African start-ups between **January 2022 and January 2024** (M12-M36). 90 investors should participate in investor networks related to ADIHs, 40 participants from ADIHs should go to study trips to Europe, and 100 start-up founders should participate in the virtual internship program. The Report on facilitating networks between African and European DIHs is due in **January 2024** (M36).

The DES Academy concept will be developed before April 2023 (M27). At the end, a white paper for hubs on how to tackle skills gaps for better integration of marginalised groups will be published. The Summer Schools will then take place between **September 2021 and April 2023** (M8-M27), when a Report on Summer Schools and online courses is due. 80 marginalised people should participate in Summer schools. Finally, the Online toolkit with training materials for Tech Hubs is due in **November 2023** (M34). 50 Tech Hub managers should be trained on how to implement DES Academy program and online courses should have 400 participants.

Virtual marketplaces will be developed between **July 2021 and January 2024** (M6-M36), when the Report on their creation is due.

Finally, a Report on the establishment of the 12 ADIHs and the Final Report on facilitating networks between DIHs are due in **January 2024** (M36).

5.2. Events and Workshops

To enable policy co-creation, start-ups and policymakers will be involved in **workshops** and in **4 policy hackathons**. Meanwhile, webinars were organised to spread the knowledge about ADIHs and encourage consortia to apply to the Pre-Commercial Procurement Invitation. To complement the training, investors will be involved in **masterclasses** that will introduce them to the ecosystem, while start-ups and SMEs will be invited to **Idea Hackathons** for targeting the most pressing needs and offering suitable solutions to "close the digital skills gap" and **innovation boot camps**, during which start-ups will also have the opportunity to **pitch** in front of investors. Finally, diaspora community members and African start-ups will be involved in 3 partnership events to facilitate linkages and partnerships among them, comprehensive of 2 **mentoring workshops** and a **Diaspora Lab event**.

Message:

The dissemination activities related to events and workshops will have as subjects:

- **Best practices in policy co-creation**
- **Changes in policy** resulting from workshops and policy hackathons
- **Advantages of DIHs**
- **Best practices for investors** interested in investing in Africa in the sectors of the ADIHs
- **Solutions** to close the digital skills gap
- **Businesses** that received investments
- Presence of a **diaspora community** to reach
- Main target audience and partners involved

Audience	Partner													
	i4P	SA	GIZ	EF	ABAN	VC4A	FBA	EBAN	EBN	CE	DA	EB	SEZ	AL
ADIHs				X	X	X					X	X		
African Start-ups and SMEs				X	X	X			X		X	X		X
African Investors				X	X	X		X	X		X	X		
European investors				X		X	X	X	X	X	X		X	
African governments				X	X						X	X		
European governments				X			X	X	X	X	X		X	
African diaspora communities				X		X			X		X	X	X	

Marginalised groups in Africa							X					X		X
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Table 8: Events and workshops: main target audience and partners involved

Smart Africa (SA) oversees the organisation of 3 peer-to-peer workshops on policy reform methodologies for governments. SA is supported by **EF, i4P, GIZ, FBA** and **ABAN**. **i4Policy** (i4P), instead, oversees the organisation of the policy workshops and hackathons for start-ups and policymakers in Africa and Europe. **i4P** will be supported by **SA, GIZ, EF** and **ABAN**.

GIZ oversaw the organisation of the webinars to spread the word about the Pre-Commercial Tendering Invitation, supported by **VC4A, FBA, ABAN, EBAN, EBN, CE, DA, EF, EB** and **SEZ**.

ABAN oversees the organisation of the 3 masterclasses for the creation of the 3 investor networks, supported by **EBAN, VC4A, EF, DA, GIZ** and **SEZ**.

The organisation of the Idea Hackathons for marginalised groups is overseen by **EB**, supported by **EF, DA, FBA, AL** and **VC4A**, while **EBN** oversees the organisation of the 3 digital innovation boot camps, comprehensive of the 3 pitch days, for African and European ICT start-ups. **EBN** is supported by **CE, EBAN, GIZ, AL, VC4A, DA, EF** and **SEZ**.

DA oversees the process of reaching out to diaspora communities and organising the partnerships events, supported by **EF, GIZ, SEZ, EBN** and **EBAN**.

Timing:

The policy workshops and hackathons are going to take place between **February 2021 and December 2022** (M1-M23), when a Report on policy workshops and hackathons is due. 30 start-ups and 30 policymakers should attend policy co-creation methodologies workshops and 100 start-ups and policymakers should participate in policy hackathons. Successively, a handbook of policy co-creation methodologies and tools will be published in **March 2023** (M26).

The webinars to spread the word about the Pre-Commercial Tendering Invitation took place between **December 2021 and January 2022** (M11-M12).

The 3 masterclasses for the investors are supposed to be organised *between November 2021 and January 2024* (M10-M36), when the Report on them is due. 45 investors should participate to the masterclasses.

The Idea Hackathons are organised between **September 2021 and May 2022** (M8-M15) when the Report on the 2 Challenge Calls will be published, while the 3 innovation boot camps will take place in **September 2022, March 2023 and September 2023** (M20, M26, M32). 200 people should participate in Idea Hackathons, for a total of 50 new ideas for solutions submitted and 6 Prizes to give. 90 start-up founders / innovative entrepreneurs should participate in digital innovation boot camps and pitch to investors

The diaspora partnership events are going to take place between **January 2022 and January 2024** (M12-M36), when a Report on facilitating links with diaspora communities is due. 30 African diaspora community members and 45 African start-up members should participate in partnership workshops, while 60 African diaspora community members should participate in the Diaspora lab event.

Past Events:

14th December 2021 – 1st Webinar on Pre-Commercial Tendering Invitation ([link](#))

This first webinar was organised to understand the AEDIB|NET Project better, understand the benefits and expectations from participating in it, and help prepare the proposal. As a result of the webinar, FAQs and Guide for Applicants were updated and shared with the audience.



Figure 25: Screenshot of the first AEDIB|NET Webinar

11th January 2022 – 2nd Webinar on Pre-Commercial Tendering Invitation ([link](#))

This second webinar was organised for those who couldn't attend the first one and to clarify further doubts.

5.3. Conferences

To increase the prominence of the project, its results and findings, partners will be encouraged to participate in **external conferences** to create awareness about the project, to find synergies and cooperation with other initiatives or stakeholders, to engage stakeholders in the project activities, and to ensure the project's results reach the target groups. Last, the **Final Summit** of AEDIB | NET will be organised to draw conclusions on the lessons learned and plan future activities.

Message:

The dissemination activities related to conferences will have as subjects:

- External events during which AEDIB|NET was presented
- Follow up activities after the final summit
- Main target audience and partners involved

All types of audiences are targeted. 100 potential contacts for follow up actions from external conferences are expected.

All partners are involved and each is expected to participate in at least 5 external events.

Timing:

The external conferences will take place throughout the whole duration of the project (M1-M36).

The Final Summit is going to take place in **January 2024** (M36) with 100 participants.

Past events:

29th /30th June 2021 - Building Sustainable Partnerships with Enrich in Africa & beyond: The Africa-Europe Innovation Partnership's final event ([link](#))

During AEIP final event relevant, recently launched third party initiatives had the opportunity to present themselves and to discuss how these could be used to continue some of the activities launched in the AEIP in the future, after the AEIP itself is no longer financed by the European Commission.

27th/29th October 2021 – AfriLabs Annual Gathering ([link](#))

Marc Huemmer Policy Advisor by GIZ (coordinator of AEDIB|NET) und Work Package 4 on Creating and operating a marketplace for digital innovation in Africa, presented the vision & objectives of the AEDIB|NET project

18th November 2021 - 2021 ENRICH in Africa Congress: Connecting African and European Innovation Ecosystems ([link](#))

The first ENRICH in Africa Annual Congress took place on 18th November 2021 at Workshop 17 Watershed, Cape Town, South Africa & online. It connected innovation players across Europe and Africa, promoting shared learning and growth.

28th/29th November 2021 – EU-Africa Business Summit ([link](#))

The EU-Africa Business Summit is an event organised by European Business to promote the voices of enterprises in Europe and Africa. Around 100 physical guests and 5000 online participants had the opportunity to discuss the future of the economic relations between the EU and Africa.

30th November/1st December 2021 – Sarajevo Unlimited ([link](#))

Marc Huemmer and Felix Kullmann policy and technical advisors by GIZ (coordinator of AEDIB|NET) gave a Key Note speech on the topic of Digital Innovation Hubs.

2nd December 2021 – Final Event Smart4Europe – ([link](#))

Patrik Schumacher moderated the event partly and connected with DIHs and EDIHs around Europe.

13th/14th December 2021 - SAE Event Boosting Collaboration for Digital Transformation ([link](#))

Patrik Schumacher attended the event in Valencia focused on sharing experiences and reconnecting European DIH initiatives and projects, at this moment, when innovation is demanded resilience and recovery to connect with potential stakeholders.

14th December 2021 – 5th Edition of Emerging Valley ([link](#))

International summit that attracts investors, African start-ups and emerging digital ecosystems aiming at strengthening their international image, developing their business relationships and accelerating their impact on a global scale.

Upcoming events:**10th February – Africa-Europe D4D Hub Multistakeholder Forum ([link](#))**

Forum to check that all stakeholders contribute to joint AU-EU efforts to build an inclusive digital economy and society that leaves no one behind. It will also be an opportunity for the African Union Commission and the European Commission to give an update on the status of the implementation of digital initiatives and programmes.

14th-18th February 2022 – 7th EU-Africa Business Forum (EABF22) ([link](#))

Event that will comprise an active online trade fair and panels, workshops and seminars on the key themes of EU-Africa business, trade and investment relations.

17th-18th February 2022 – European Union-African Union Summit ([link](#))

International Summit on the new EU-AU alliance.

6. Communication and Dissemination Monitoring and Assessment

This chapter presents an operational framework outlining CHERRIES dissemination performance indicators and targets, partners' roles, as well as the monitoring and reporting procedures.

6.4. Communication and Dissemination KPIs

The dissemination and communication strategy aims to reach as many stakeholders as possible in the targeted audiences. This will be achieved through AEDIB|NET's tools and channels. Besides, the aim of AEDIB|NET is to fulfil all KPIs by the EC as listed in the following figure.

Tools & channels	Metrics method	Expected results
Digital Innovation Portal (incl. platforms of partners of partners accessible via the Portal)	Number of visits, time spent on the website, and returning visitors, number of countries	500 visits per month More than 40% of visitors spending 1 minute or more on the website More than 50% of visits are from returning visitors Visits from 40 different countries
Project Facebook page	Number of followers	500 followers
Communication materials	Number of items distributed vs. number of contacts from stakeholders	At least 1500 flyers distributed At least 100 contacts showing interest in receiving detailed information
Social Media	Number of members and posts	At least 200 members on LinkedIn At least 200 members on Twitter At least 500 posts More than 40% of posts are shared
Promotional Materials	Number of items	Promotional materials to the DES Academy, community meet-ups, challenge calls etc. (due the environmental considerations they will be printed only based on need)
Press Releases	Clipping/publications coverage	At least 4 publications At least 10 news/press releases
External events, conferences, workshops	Number of external events we expect to participate Number of contacts obtained per event	At least 5 events participation per partner 100 potential contacts for follow up actions
Newsletter	Newsletter dispatched	newsletter dispatched to at least 300 contacts each
Promotional videos	Number of visualisations and shares	10.000 views (on Twitter, LinkedIn and YouTube) 1.000 shares
AEDIB NET events	Number of invited participants Number of non-invited participants Number of new contracts collected	80% of invitees participate 30% of non-invitees on total participants 50 new contacts per events

Table 9: KPIs of Disseminations and Communication Tools and Channels of AEDIB|NET

The above table puts forward main KPIs for the communication and dissemination activities along with the methods for each tools and channels with the corresponding results to be used for evaluation. In addition to these, through the project website we aim to reach 500 visits per month and reach at least 600 LinkedIn followers as we have 311 followers already as well as considering the current growth rate as well as our target audiences are very active on LinkedIn.

While these KPIs are focused on the projects, they also represent a significant opportunity for the dissemination of the project and its results to stakeholders beyond the targeted audiences. Moreover, based on the performance of each KPIs more result will be include in the report.

Based on the current assessment on the progress of the project communication activities, the following adjustments to the initial KPIs at proposal stage have been made:

- Digital Innovation Portal
 - 300 visits per month
 - Visit from 30 different countries
- Facebook page
 - 400 followers
- Communication materials

- 500 flyers the flyers number is high considering the number of future physical events foreseen are very few
- Social Media
 - 1000 followers for LinkedIn
 - # of followers on Twitter is feasible
 - 10% of organic post shared
- Press Releases & Publication
 - this is feasible but I think it is better to separate the press releases and publications
- External Events, conferences & workshop
 - no additional comment
- Newsletter
 - no additional comment
- Promotional videos
 - at least 6000 combined views (on Twitter, LinkedIn, YouTube, Website, & Facebook)
- AEDIB|NET event
 - The % of invitees attendance is okay, but the % of non-invitees attendance and # of new contact per event are high. So, I suggest 5-10% and 20 respectively.

6.5. Communication and Dissemination Monitoring and Assessment

Dissemination reporting is essential to ensure that we keep track of all the dissemination and communication activities that are carried out. During each project semester of the 3 - years of the AEDIB|NET project, a series of activities and events for disseminating AEDIB|NET and its results will be carried out. To monitor the ongoing communication and dissemination flow and related outputs and outcomes, all partners are expected to fill in the internal dissemination and communication reports in a detailed manner every 3 months, so as to allow WP6 leader EBN to keep track of the progress done by the consortium against the objectives and KPI set in this plan.

# Reporting	Month	Reporting Period
1 st reporting	M12	Report and provide evidence(s) of dissemination and communication activities covering the period 01/02/2021 to 31/01/2022
2 nd reporting	M15	Report and provide evidence(s) of dissemination and communication activities covering the period 01/02/2021 to 31/04/2022
3 rd reporting	M18	Report and provide evidence(s) of dissemination and communication activities covering the period 01/05/2021 to 31/07/2022
4 th reporting	M21	Report and provide evidence(s) of dissemination and communication activities covering the period 01/08/2022 TO 31/10/2022
5 th reporting	M24	Report and provide evidence(s) of dissemination and communication activities covering the period 01/11/2022 to 31/01/2023
6 th reporting	M27	Report and provide evidence(s) of dissemination and communication activities covering the period 01/02/2023 to 31/04/2023
7 th reporting	M30	Report and provide evidence(s) of dissemination and communication activities covering the period 01/05/2023 to 31/07/2023

8 th reporting	M33	Report and provide evidence(s) of dissemination and communication activities covering the period 01/08/2023 to 31/10/2023
9 th reporting	M36	Report and provide evidence(s) of dissemination and communication activities covering the period 01/11/2023 to 31/01/2024

Table 10: Dissemination Reporting Procedures – Reporting periods

EBN will collect inputs and merge them in one single document to check progress against the KPIs and targets outlined above.

An excel form has been designed following the dissemination activities report format of Horizon 2020. Partners need to clearly specify all undertaken and accomplished activities of each reporting period and send it to EBN 3 weeks after the end of each reporting period (as highlighted in the table above). Each partner should fill in the information required and provide the appropriate evidence for each social media post reporting the number of impressions received by each of them.

The template provided does not require too much detail. Therefore, partners will be asked to be as precise as possible when reporting about the number and type of target audience reached out with specific dissemination actions. Below, some reporting guidelines to ensure consistency among the data provided by each project partner:

- When reporting about a post on a partner organisation's website about AEDIB|NET > report the specific number of views about that post.
- When reporting about social media posts > report the number of impressions received by each relevant post.
- When reporting about newsletter items > report either the number of opens (of that issue) or the number of clicks received by the relevant link in the newsletter
- When reporting about events and webinars > report number of participants. If possible, please specify to which STKs group they belong to.
- When reporting about distributed brochures and flyers > report the number of printed copies and then of how many copies were distributed. For PDF version shared online > report number how many people received it or number of downloads

The reporting tool and other documents/evidences can be found at the TEAMS working space and will be sent by email to EBN.

In addition, narrative reports will be requested to project partners that organise webinars and events. When reporting about events and webinars will also be requested to provide an overview of participants' feedback.

The information collected from all partners will be presented in D6.3 Report on communication activities due in M36.

6.6. Risk Management

As we produce this strategy (January 2022), governments and citizens in Europe and Africa are facing a new COVID-19 outbreak which may inevitably impact AEDIB|NET project too.

Moreover, provided the pandemic nature of this disease, in most countries, public gatherings and events are forbidden as well as national and international travels are suffering some restrictions to avoid the spreading of the virus.

Depending on how long this situation will last, it might affect the overall project implementation and therefore have an impact on the communication and dissemination activities. However, for the time being, partners do not expect to cancel any project activity. In worst cases, some of the face-to-face events might be run online.

Depending on how the situation will evolve in the coming months, partners will re-assess the viability and feasibility of the forecasted Communication and Dissemination activities in close collaboration with the project officer.

Another risk factor is the language and cultural barrier. The area covered by AEDIB|NET spans Europe and Africa, which means that there are many different languages and cultures in the area. This diversity can hinder the work of AEDIB|NET. Therefore, the communication materials will be provided in two languages (English and French). Local partners in Africa of AEDIB|NET can support cultural issues.

7. Conclusion

The D&C strategy plan is essential for raising awareness regarding the AEDIB|NET's concept and exploiting its outcomes. This document aims to outline all planned D&C actions during ENRICH in Africa's project lifetime to ensure the maximum visibility of the project through a mix of communication channels and actions to engage with the identified stakeholder groups. The strategic plan will also further support the AEDIB|NET project by guiding our interconnected approach regarding the content we aim to publish via our channels (i.e., website, social media platforms, e-newsletters etc.). Nonetheless, given the bottom-up, open nature of the project and its activities, the dissemination and communication plan will be continuously updated in line with the project's progress.

Results of the comms diss activities and updates of the KPIs will be shown in the Report (M16). This will adjust the dissemination approach, where required, to increase and improve AEDIB|NET outreach to the targeted stakeholders and better convey the project's vision to the AEDIB|NET community.



AEDIB|NET

AFRICAN EUROPEAN DIGITAL INNOVATION BRIDGE NETWORK

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AEDIB|NET has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017105