

COMMUNICATION SET

D8.2

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GLOSSARY

Term	Meaning
GDPR	<i>General Data Protection Regulation</i>
EU	<i>European Union</i>

1 Executive summary

This deliverable report describes the main features of the communication and dissemination set developed for the FIBRE4YARDS project. This set of tools completes the project “Dissemination and communication plan” (deliverable 8.1) and is composed of:

- 🔹 A public website;
- 🔹 A social media account;
- 🔹 A leaflet;
- 🔹 A poster;
- 🔹 Bi-annual newsletters.

2 Communication set

2.1 Public website

The public website of the project is available at www.fibre4yards.eu

The design of the website respects the traditional structure and organisation in terms of intuitiveness. The sitemap of the FIBRE4YARDS website has been designed as follows:

- 🔹 Home
- 🔹 Project
 - 🔹 In a nutshell
 - 🔹 Context
 - 🔹 Objectives
 - 🔹 Structure
- 🔹 Consortium
 - 🔹 Partners
 - 🔹 Coordination
 - 🔹 Advisory Board
 - 🔹 Interviews
- 🔹 Results
 - 🔹 Expected impacts
 - 🔹 Presentations
 - 🔹 Publications
 - 🔹 Communication and dissemination material
 - 🔹 Glossary
 - 🔹 Progress of work
- 🔹 News and Events
- 🔹 Contact

2.2 Social media account

A LinkedIn company page has been created for the project as @FIBRE4YARDS project.

The FIBRE4YARDS LinkedIn company page has the following features:

- ◆ FIBRE4YARDS logo and cover image on the homepage;
- ◆ Project description;
- ◆ “Follow” button;
- ◆ Share of posts about project news and events.

A hashtag #fibre4yardsproject has also been created.

2.3 Leaflet

The FIBRE4YARDS leaflet briefly illustrates the project, its context, objectives, consortium and the expected impacts. The document is composed of 6 pages.

The file is available to the general public on the project public website.

Printed copies of the FIBRE4YARDS leaflet will be distributed by the project partners during their participation in conferences and other relevant events.

2.4 Poster

The FIBRE4YARDS poster provides a snapshot of the project and its consortium.

The file is available to the general public on the project public website.

It will be used at conferences and other relevant events.

2.5 Bi-annual newsletters

The public newsletters will regularly keep the targeted audience informed about the progress made within FIBRE4YARDS. An interview section will acquaint the public with the consortium partners and with the collaboration developed to achieve the project objectives. The “Get Together” section will share information on the events of interest for the FIBRE4YARDS community.

The electronic newsletters will be distributed via a dedicated mailing list. They will also be available to the general public on the project public website.

2.5.1 Distribution List

The distribution list of the newsletter has been built with:

- ◆ Individual subscriptions on the public website;
- ◆ Contacts provided by the consortium partners.

The list will be regularly updated in order to increase the contact surface. To comply with the EU General Data Protection Regulation (GDPR), the contacts identified in the distribution list will be informed about the possibility to opt out from the database.

3 Conclusions

The communication set developed for FIBRE4YARDS will support the consortium partners in their communication and dissemination efforts, including both scientific / technical activities and also those organised for a wider non-expert public.