

DELIVERABLE

DELIVERABLE D3.1. SEnECA Communication Plan

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Executive Summary

The SEnECA Communication Plan for Dissemination and Awareness-raising will promote the importance of Central Asia to Europe among scholars, policy-makers, stakeholders in education, media, civil society and the EU public sphere notably through the SEnECA Exhibition. As Deliverable of Work Package 3 “Awareness-raising, dissemination and communication” (D3.1.), it was set up in the beginning of the project and outlines the activities to be undertaken and the means to ensure that the project’s activities are widely disseminated and communicated within the consortium, to the interested stakeholders and to the general public. By implementing the SEnECA Communication Plan, the project will target multipliers in education, media and politics who can function as levers for highlighting Central Asia’s relevance in the national and European arenas.

1. Introduction

The SEnECA Communication Plan will serve as the basis for all dissemination and communication activities during the entire duration of the project (January 2018–December 2019). The SEnECA Communication Plan will outline the means to ensure that project activities are widely disseminated and communicated with the aim to promote the importance of Central Asia to Europe among scholars, policy-makers, stakeholders in education, media, civil society and the EU public spheres. A number of different channels and tailored ways of communications are used to reach different audiences and stakeholders, in order to spread content as widely as possible. The SEnECA Communication Plan will also serve as guidelines for all communication and dissemination activities in order to achieve a coherent public appearance of the project.

In the first chapter, the SEnECA Communication Plan defines the projects' **objectives, impacts and target audiences** in order to set a frame for the communication and dissemination activities. The language section describes how to communicate with the target audiences. The corporate identity design is explained in order to present the project coherently during the project's lifetime and beyond.

The next chapter continues with SEnECA's **communication and dissemination activities**. The first part of this chapter is dedicated to online measures, such as the project website, social media and the newsletter. The chapter concludes with the communication and dissemination activities during SEnECA events. The SEnECA Communication Plan explains the events that are taking place during the project's lifetime such as conferences, workshops and the SEnECA Photo Exhibition.

A separate chapter is dedicated to the **communication within the consortium**. The consortium will have four main channels for its communication: e-mails, the intranet, newsletters and face-to-face and online meetings.

In order to monitor the impact of the communication activities, **indicators for monitoring impact** were defined, to which the next chapter is dedicated to.

The last chapter describes the reporting tasks of all consortium members.

To account for possible changes during the project lifetime, the plan will be reviewed at least annually and adopted if necessary. Next to the SEnECA Communication Plan, a more in-depth **stakeholder mapping and analysis** (Deliverable D3.2) is conducted throughout the first year of the project. After completion of this analysis, the SEnECA Communication Plan will be reviewed in order to assess whether adjustments are necessary.

2. General provisions

In order to tailor the communication activities towards a specific audience, target audiences are defined. To promote the project, a corporate identity design is developed that is used by partners throughout the project with the aim to communicate the project coherently.

2.1. Objectives

The SEnECA Communication Plan outlines the strategies and activities put in place to:

- Raise awareness and increase knowledge about Central Asia among EU citizens;
- Promote SEnECA and its activities towards the wider public;
- Ensure effective internal communication within the consortium and the network of European and Central Asian scholars that will be created during the project's lifetime.

2.2. Impact

SEnECA has been designed to improve the ties between the EU and Central Asia as a region and all five countries bilaterally. To achieve this, it maximises its impact with regard to three groups of addressees: researchers (research), policy-makers and stakeholders (politics) as well as media,

citizens, key actors in education and the wider public (society). For all of these groups SEnECA seeks

- to increase connectivity by *linking* relevant actors,
- to *improve* policies activities by defining (new) priorities and giving recommendations,
- to increase awareness of Central Asia by *promoting* its importance to EU policy-makers and other stakeholders as well as the wider public,
- to *strengthen* capacities in research and higher education in Central Asia, with a special focus on academic policy advice.

2.3. Target audience

SEnECA aims at reaching stakeholders in higher education, research, media, politics and civil society, who can function as disseminators for promoting Central Asia's importance to national and European audiences. The outputs, results and activities of the project feed into the communication channels to link the target audiences closer to the project.

More specifically, the project identifies four main target audiences:

- **Policy-makers on the EU and national level:** The project aims to give recommendations to policy-makers at EU level on both research cooperation between the EU and Central Asia and the EU's policy towards the five Central Asian countries.
- **Academia and Think Tanks:** As the project aims to connect European scholars working on Central Asia with Central Asian scholars active in European studies, academics, researchers and teachers will be targeted in order to promote the projects' activities and results, such as the policy briefs. This will increase the impact and dissemination of the research.
- **Civil society and media:** The project will target stakeholders in civil society and media in order to bring attention to the publications and events of the project, to make the topic of EU-Central Asia relations more prominent in media outlets and to offer recommendations on how to promote and explain Central Asia.
- **Wider public:** SEnECA aims to inform the EU public sphere about SEnECA, but also about Central Asia and EU-Central Asia relations, e.g. through the SEnECA Exhibition. The policy briefs and online publications can be accessed online free of charge and will provide easy access to material on Central Asian relations.

The following table gives an overview on how SEnECA links its communication and dissemination activities to specific target groups:

Table 1: Communication and dissemination activities and the target groups

	Details on target group	Channels/media	Goal/impact
Policy-makers on the EU and national levels	<ul style="list-style-type: none"> European, national, and international entities or persons responsible for policy development: government officials, diplomats, and policy-makers on the EU level (European Commission, Parliament, Council, Agencies and European External Action Service) government officials, diplomats, and policy-makers in the EU Member States (national governments, parliaments, diplomats on mission to Central Asia) government officials, diplomats and policy-makers in the Central Asian countries (national governments, parliaments, diplomats on mission to Europe) EU decision-initiators (agenda-setters), -shapers (expertise), and -makers (political) from interest groups and civil society (e.g. Human Rights Watch, Amnesty International) international (donor) organisations (e.g. UN, OSCE) 	<ul style="list-style-type: none"> policy briefs and policy papers and short publications direct personal contact thanks to TEPSA being strategically located in Brussels SEnECA Final Public Conference in Brussels and presentations at other networks such as the European Council on Foreign Relations official channels, incl. not only letters and mailings, but also attending e.g. hearings, delegations, public events informal influence through project partners' channels executive summaries published on the project website 	<ul style="list-style-type: none"> agenda-setting for future EU policy towards Central Asia raising awareness for Central Asia by EU institutions and national administrations and other stakeholders
Academia	<ul style="list-style-type: none"> Central Asia researchers in both regions universities, academies of sciences, and research centres operating in relevant or linked scientific fields educational institutions in Europe and Central Asia undergraduate and postgraduate students in the area of European Studies and International Relations 	<ul style="list-style-type: none"> WP1 dedicated to understanding the existing landscape of European Studies in Central Asia and Central Asian Studies in Europe TEPSA's Europe-wide network of 39 research institutes IEP and CIFE's network of 100 partners in the wider Central Asia and the Central Asian partners' networks narrow-focused research workshops/conferences seminars, lectures, publications, cooperation with exchange programmes students teaching materials for all cycles of higher education, such as seminar outlines, presentations, e-learning modules promotion of MA and PhD theses on current EU-Central Asia issues identified in WP2 	<ul style="list-style-type: none"> Create a joint platform for networking between and matching of EU and Central Asian scientists working on the same/similar research topics Internationalize Central Asia research on a high quality standard

Think Tanks	<ul style="list-style-type: none"> Gov. affiliated think tanks (KISI, NISI, IWEF, Nazarbayev center) 	<ul style="list-style-type: none"> network of excellent young doctoral researchers working on EU-Central Asia issues Policy recommendations Direct personal contact Network of consortium partners Public events 	<ul style="list-style-type: none"> include them in the SEnECA Research Network to increase its scope
	Civil society, media and wider public	<ul style="list-style-type: none"> journalists from Central Asian and European media individuals and groups of European citizens that are interested in the impact of Central Asia on their lives (e.g. consumer associations, NGOs, associations encouraging societal engagement in research and innovation, local communities) civil society/broader public, interested in stepping up activities in the Central Asian region and/or learning more about it (history, culture, society) 	<ul style="list-style-type: none"> SEnECA Communication Plan (D3.1) direct personal contact of network and Advisory Board members to media experts social media and educational material SEnECA's website and communication tools such as blog posts, flyers and videos public events such as the SEnECA Exhibition regularly updated fact sheets on current issues to address journalists interviews and opinion pieces by the experts from the network published in media

2.4. Language

For material targeted at the wider public, the language used shall be short and clear in order to be clearly understandable to the widest possible audience. For the more scientific audience, e.g. when formulating publications, academic language shall be used.

For communication and dissemination purposes, (British) English will be the main language. As Russian is the most widespread language in Central Asia, the static information on the website will be translated into Russian in order to provide information on the project to the Russian speaking audience. Partners are encouraged to also share the project's social media posts and blogs and translate them into their languages when necessary.

2.5. Corporate identity design

A corporate identity design has been developed (including a logo and a standard wording on the project and its funding) to be used by the consortium members in order to coherently present SEnECA. All dissemination materials for SEnECA events and public relations as well as the communication with decision-makers and stakeholders will adhere to the rules of the corporate identity design.

The following logo will be used for all SEnECA communication and dissemination activities:



Figure 1: Official SEnECA Logo

For all SEnECA dissemination materials the font 'Arial, Size 11, for the main text body, will be used.

All SEnECA documents and dissemination material should be kept within the colour scheme of the logo:

CMYK

blue (100/80/0/5)

green (70/30/100/10)

RGB

blue (21/63/142)

green (89/130/48)

The following wording will be used to present the project:

The project "SEnECA – Strengthening and Energizing EU-Central Asia Relations" seeks to improve research cooperation and to strengthen capacities in research and policy advice in the EU and Central Asia, having recognised the importance of Central Asia for Europe. An international consortium, with twelve partner organisations from the EU and Central Asia, led by Prof. Dr. Michael Kaeding, professor for European politics at the University of Duisburg-Essen (UDE) and Dr. Katrin Böttger, Deputy Director of the Institut für Europäische Politik (IEP) will map and analyse the relations between the two regions in order to make recommendations to stakeholders on future research cooperation, policies and communication. The project is funded with around 1.5 million Euros and has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 770256.

In all communication activities it is necessary to include the funding reference of the project. In order to indicate the funding organisation, the following wording and emblem must be used:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 770256.

A high-resolution file of the emblem can be found at: https://europa.eu/european-union/about-eu/symbols/flag_en

3. Communication and dissemination activities

3.1. Online measures

Online dissemination activities will focus on three main channels: the website, social media and the newsletter. The website provides a concentrated hub for information about SEnECA. It includes background information and all publications authored during the project. While the website concentrates all information in one place, social media is used to promote SEnECA's activities, such as

events or publications and for ad-hoc information and announcements about SEnECA. The social media accounts will also engage with interested audience, to promote events, activities and discussion about EU-Central Asia relations. The quarterly newsletter provides regular updates on SEnECA to its subscribers and thus presents a possibility to engage its audience without them actively seeking out SEnECA's channels.

In order to maximise the outreach to the interested public, it is essential that the SEnECA page and posts on social media and the website are shared as much as possible by:

- SEnECA's social media accounts
- CIFE and TEPSA (co-leaders of Work Package 3 "Awareness raising, dissemination and communication")
- All consortium partners organisation and individual researchers and project managers
- Stakeholders and participants involved in the project activities (e.g. at workshops and conferences)

3.1.1. Project Website

A website has been set up at: www.seneca-eu.net. The website presents all relevant news on the project's activities. It features a detailed presentation of the project, including its objectives, methodology and partners. A presentation and a short introductory video on the website will further present the project and its goals, as well as ensure easy and interactive access to the project.

Background information on EU-Central Asia relations and publications authored during the course of the project will be included on the website. A prominent place is reserved for the public project deliverables including policy papers and briefs. Also further publications of researchers of the consortium related to SEnECA's topics will be published on the website

Additionally, blog posts authored by researchers of the SEnECA Research Network will be published on the website. These blog posts will be released on a monthly basis and will include interesting project results, networking experiences or information on CA-EU relations. Additionally, the blog posts will be forwarded to other relevant EU blogs (e.g. blogs from consortium members, LSE EUROPP blog etc.)

An additional service that will be added to the website is an online brochure that gives an overview of academic programmes (Bachelor and Master) on Central Asia in the EU and on the EU in Central Asia. This publication will provide an overview of the study possibilities for prospective students.

The website also relates to SEnECA's Twitter and Facebook page and recent tweets are displayed on the website.

3.1.2. Social media

The project will maintain the following accounts on social media: Twitter, Facebook and later Instagram. Other social media channels will be used to share relevant posts.

As both a general as well as an academic audience can be reached with social media, the social media accounts will communicate both general and more specialised messages. However, the general language should still be understandable for everyone and should not include jargon or unknown abbreviations.

Daily use

When using social media, it is advised to add pictures and videos whenever possible in order to intensify the dissemination of the content. The following content will be shared regularly:

- Publication of SEnECA research briefs, blog posts, dissemination of the SEnECA newsletter (using the hashtag #SEnECApublication, #SEnECAblogpost)
- Events
- Relevant news on Central Asia

- Relevant publications and news items on Central Asia

Events

During events, such as the conferences and workshops, there will be live updates during which partners and donors will be tagged and hashtags related to the topic will be used.

Whenever possible, it is advised to use the option to “go live” on Twitter or Facebook to engage the biggest possible audience.

During big conferences (e.g. Riga, Almaty and Brussels) and the exhibition, whenever possible, a Twitter wall shall be established to include the audience on site and online. Using the Hashtag #SEnECA2020, participants in the conference and online can ask questions and debate on the topic at hand. Selected tweets will also be used for the discussion during panel debates.

Twitter

Twitter is one of the most popular social media tools, especially among scientists in Europe. The advantage of a Twitter account is that it is a form of microblogging and is used by many to keep up with news. Twitter is interactive as it is possible to answer to tweets, mention someone in your tweet and reply to someone directly, all visible for everyone on Twitter. Twitter is especially used to share news and current developments, as well as to engage the audience during events. Thus, Twitter will be the main channel of communication of the project.

Twitter will be used for daily information on the project and to publish the project’s research results to stimulate debate on the topic of Central Asia, to promote events and to foster the active engagement of the public during the project conferences and workshops.

The project will tweet under the Account **@H2020SEnECA**

Use of Hashtags, tagging and following:

The main hashtag of the project is:

#H2020SEnECA

Other hashtags that can be used in addition to the main one when referring to a specific kind of post:

#SEnECAnewsletter; #SEnECApublication; #SEnECAexhibition

Depending on the topic of the post, other hashtags shall be included in addition to the main one, e.g.

#CentralAsia #EUCArerelations #H2020

Other Twitter accounts should be added, e.g. the Twitter account of the partners or of the Horizon 2020 Programme.

Table 2: Twitter accounts of consortium members

Organisation	Twitter handle
UDE	- @unidue - @MichaelKaeding
IEP	- @IEP_Berlin
RUSI	- @RUSI_org
WiseEuropa	- @Wise_Europa
LIIA	- @LIIA_IV
CIFE	- @CIFE_EUstudies
TEPSA	- @tepsaeu

Consortium members are also encouraged to use their accounts to tweet about the project in order to increase the audience on Twitter tagging the project’s Twitter page and the hashtag #SEnECA2020.

The account will follow following persons on Twitter:

- Consortium members and individuals working on the project
- Researchers working on EU-Central Asia relations
- Policy-makers and stakeholders involved in the topic of EU-Central Asia relations

Facebook

As Facebook has the highest number of users around the world, there will also be a Facebook account dedicated to SEnECA. The Facebook posts will also be using the hashtag #H2020SEnECA.

Facebook will be used for more detailed information on the project to stimulate debate on the topic of Central Asia, to promote events and to foster the active engagement of the public during the project conferences and workshops. Especially photo(s) (albums) and longer posts will be disseminated on Facebook in order to provide more in-depth information than on Twitter.

Partners are encouraged to disseminate SEnECA activities on Facebook through private or institutional pages.

Table 3: Facebook accounts of consortium members

Organisation	Facebook account
UDE	- @uni.due
IEP	- @IEP.Berlin
CAISS	- @yourCAISS
Zerkalo	- @zerkalo.tj
RUSI	- @RUSI.org
WiseEuropa	- @WiseEuropa
LIIA	- @LIIA.lv
CIFE	- @CIFEnetwork
TEPSA	- @tepsa.eu
KNU	- @knu.kyrgyzstan

Instagram

Instagram has a community of more than 800 million users who capture and share their moments all around the world. In regards to the SEnECA Exhibition taking place in Brussels, an Instagram account will be created for the project to share the photos from the exhibition. That means that during and after the exhibition, the photos will be distributed online to depict life in Central Asia and to disseminate the exhibition's content beyond Brussels. The Instagram account will be linked to the Twitter account in order to disseminate the posts as widely as possible to the identified target audiences. The account will also follow the selected photographers' accounts, if available, and tag them when posting the photos in order to generate a wider dissemination.

Table 4: Instagram accounts of consortium members

Organisation	Instagram account
UDE	- @uni.duisburg-essen
RUSI	- @RUSI_org
LIIA	- @LIIA.lv
CIFE	- @CIFEnetwork

YouTube

In order to present the project and its partners through audiovisuals, a short introductory video (3 minutes) will be filmed and uploaded on TEPSA's Youtube channel. The video will be disseminated

through social media and will be available on the website. Scenes from the kick-off meeting and the first conference in Riga will be used to show the consortium of the project.

[Linkedin](#)

Relevant project events and publications will be published through partners' accounts on LinkedIn.

3.1.3. Newsletter

The project will issue a quarterly newsletter. Interested subscribers can subscribe by sending an e-mail with their name, affiliation and email address to seneca@tepsa.eu or by filling out the dedicated sign-up form available on the SEnECA website. In addition, the contacts of interested subscribers will be gathered during the project's public events (conferences; exhibition etc.). Consortium members are encouraged to give input to the newsletter by providing information on other relevant news and activities relating to EU-Central Asian relations.

The newsletter will provide a quarterly overview informing about:

- Past and upcoming events and publications of SEnECA
- Consortium partners
- Other relevant news, events, publications from consortium partners

Relevant news will also be disseminated through IEP and TEPSA's newsletter.

[SEnECA Newsletter 1 – February 2018](#)

[SEnECA Newsletter 2 – May 2018](#)

3.2. Dissemination of printed material

To present the project during meetings, events and at public places, a number of printed materials will be designed in the SEnECA corporate identity design.

The materials will include:

- A project brochure, presenting the project to the interested reader
- Posters to promote the project
- Roll-up banners for conferences and other events
- Other promotional material for events (e.g. conference folders, pens, USBs)

A press kit will be printed and published on the website including a flyer, the project brochure and a poster (<http://www.seneca-eu.net/public-relations-material/>).

3.3. SEnECA events

SEnECA events present a vital part of the project in terms of communication and dissemination. The events aim to create a network and to discuss relevant work package matters, but also to promote SEnECA and to disseminate its publications. During SEnECA events, a special focus will be on the promotion of the events, their content and the project through social media.

Attention will be paid to also include interested individuals who are not present in person at the events. For such events, live-streaming (on Facebook, Twitter or Youtube) and Twitter walls will be provided so that the events are accessible to everyone who wishes to participate in the debates on EU-Central Asia relations. After each SEnECA event, a dedicated report will be published to inform the public.

3.3.1. Conferences and workshops

The conferences and workshops will strengthen the network and ensure the visibility of SEnECA and will provide an excellent platform for the exchange of views on Central Asia between European and Central Asian researchers and other relevant European stakeholders. Throughout the project three conferences and three workshops will be organised. The workshops aim to connect a smaller

circle of researchers with around 30 participants. The conferences on the other hand will include a broader audience of between 85 (Riga, Almaty) and 200 (Brussels) participants.

3.3.2. SEnECA Exhibition on Central Asia

In 2019, a public photo exhibition depicting daily life in Central Asia will be organised by TEPSA in Brussels. For the exhibition, a photo contest will be organised. TEPSA will select around 50 pictures out of all submissions to be shown at the exhibition. Apart from the photos, fact sheets on the five Central Asian countries will be available at the exhibition.

The two-day exhibition will be organised in cooperation with EU institutions and embassies of the Central Asian countries. The opening of the exhibition will include a presentation of SEnECA, a keynote speech from a high-level guest and a panel debate with experts. The topic will be EU-Central relations and will also draw a political audience through the debate and speech.

The attendance of the exhibition will be monitored through a tally counter. The attendance of the opening will be monitored through registering and signing in at the counter.

The exhibition will be advertised thoroughly through social media, the project website, posters and flyers. During the exhibition, visitors are encouraged to share their experience on social media (e.g. Instagram, Twitter wall). Through hashtags (#SEnECA2020, #SEnECAexhibition), the online impact of the exhibition will be monitored. After the exhibition, the photos will be published on the SEnECA website and on social media (Instagram). The printed photos can be sent to other partners who wish to also hold the exhibition in their respective location after the Brussels exhibition.

3.3.3. TEPSA Pre-Presidency Conferences

A long-standing tradition of TEPSA are the Pre-Presidency Conferences (PPCs), which take place twice a year in the capital of the country holding the EU Council Presidency prior to the beginning of its mandate. The main aim of TEPSA's PPCs is to bring together academics and researchers from the TEPSA network, policy-makers, media, civil society organizations, and the general public. When relevant, the programmes of some of the PPCs held during the timeframe of the SEnECA project (2018: Vienna, Bucharest; 2019: Helsinki, Zagreb) will feature the topic of EU-Central Asia relations. SEnECA research and findings will be included in the programme of the conferences and they will be presented, discussed and analysed in an attractive, accessible, non-technical and timely manner.

3.3.4. Academic Policy Advice Training

The SEnECA Academic Policy Advice Training will be a training conducted with the consortium members and researchers. The aim is to strengthen the skills of the involved scientists in writing policy papers and in the dissemination of project results. A focus will be put on demand-driven presentations and publications of research results for decision-makers, relevant persons in education, media and civil society. The participants of the training will learn about pitfalls in communication and best practices in the transfer of scientific output. SEnECA will also produce teaching materials and curricula for teaching EU-Central Asia relations.

3.4. Other activities

Brokering input to media

Input from consortium members (short articles, interviews) will be forwarded to media with regular or occasional interest in Central Asia, e.g. Euronews, Radio Free Europe or EurActiv.

Using EC resources

The European Commission offers a range of possibilities to communicate project results through journals or social media. Several suggestions can be found here:

http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

4. Communication within the consortium

All project activities will be communicated adequately within the consortium in order to keep all partners up to date with the project's activities. The following channels will be used for this aim:

- **E-mail:** E-mail will be used to announce all important information relating to administrative information, communication activities and whenever input is needed from the partners;
- **Intranet:** The intranet provides a platform for discussion and exchange on the project. Important documents, picture and video materials will be saved on the intranet. All consortium members will have access and are encouraged to use the intranet to coordinate, share and discuss;
- **Newsletter:** All consortium members will be subscribed to the quarterly newsletter in which the main activities and events will be published. The newsletter will also be publicly available on the website;
- **Face-to-face & online meetings:** The consortium will meet four times during the projects' lifetime in order to discuss the development of the project and ways forward. Online meetings will take place among different work package teams and whenever necessary.

5. Monitoring impact

Throughout the project's lifetime, the impact of SEnECA's dissemination and communication activities will be monitored closely. A number of indicators have been identified to this end:

Indicators for impact in research:

- Number of network members listed in the SEnECA Research Database
- Number of network members participating in SEnECA events
- Number of network members participating in SEnECA's online activities
- Number of (junior) researchers trained in research skills
- Number of newly established cooperations among network members
- Number of newly initiated research projects by network members
- Number of cooperations established with other projects
- Number of researchers participating in developing the SEnECA Agenda for Future Research Cooperation
- Number of researchers discussing the SEnECA Agenda for Future Research Cooperation
- Number of recipients and readers of SEnECA papers
- Number of SEnECA publications

Indicators for impact in politics:

- Percentage of identified policymakers and stakeholders becoming members of the SEnECA Stakeholder Network
- Number of policy-makers and stakeholders participating in SEnECA events and online activities
- Number of researchers discussing the SEnECA Policy Roadmap
- Number of presentations on the EU's Central Asia policy for policy-makers and stakeholders
- Number of readers of the SEnECA Policy Roadmap
- Number of publications on European integration in Russian or local languages by SEnECA members

- Number of trained (junior) researchers in policy advice

Indicators for impact in society:

- Number of journalists in the SEnECA Stakeholder Network
- Number of contacts of SEnECA members with journalists and key actors in the field of education
- Number of media articles dealing with Central Asia, initiated by SEnECA members
- Number of visitors to the SEnCA Exhibition (counted by using the tally counter)
- Number of courses, seminars, and lectures which make use of SEnECA teaching materials
- Number of lecturers equipped with SEnECA teaching materials
- Number of public events and participants
- Number of media reports on SEnECA events

6. Overview Dissemination Activities (to be filled out by all partners regularly)

The Consortium partners shall maintain a list of their own dissemination activities on SEnECA. For this reason, the following lists will be updated by all partners at least annually. Partners will track their dissemination activities and report on dissemination towards the scientific community (scientific publications, scientific events (attended and/or contributed to)), the wider public, policy-makers and further stakeholders.

6.1. Dissemination towards the scientific community

Scientific publications

To be filled out by each partner (continuous input)

Table 5: Template A1 - List of scientific (peer-reviewed) publications

TEMPLATE A1: list of scientific (peer reviewed) publications and Policy Briefs													
Type of publication	Title	DOI	ISSN or eSSN	Authors	Title of the Journal or equivalent	Number, or date	Publisher	Place of publication	Year	Pages	Public & private publication	Peer-review	Open access?
Article in journal, publication in conference proceedings/workshop, book/monograph, chapters in book, thesis/dissertation etc.											y/n	y/n	y-Green OA y-Gold OA (indicate processing charges in €) no

Scientific events

To be filled out by each partner (continuous input)

Table 6: Template A2 - List of scientific events

TEMPLATE A2: list of dissemination activities								
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed
	Congress, conference, workshop, symposia, seminar, event of other H2020 project etc.		Author(s), Title of poster/oral presentation			Scientific community, industry, policy makers		National / European / Central Asia / International
1								

To be filled out by each partner (continuous input, if applicable)

Table 7: Template A3 - List of PhD/Master theses

TEMPLATE A3: list of PhD / Master theses				
NO.	(Preliminary) Title	Main supervisor	PhD candidate	Planned date of submission
1				

6.2. Dissemination towards the wider public

Press releases, journalist briefings, flyers and other means of dissemination

To be filled out by each partner (continuous input)

Table 8: Template A4 - List of dissemination activities towards the wider public such as press releases, websites, print material etc.

TEMPLATE A4: LIST OF DISSEMINATION ACTIVITIES								
NO	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed
	<i>Press release, flyer, workshop, article, print material, organization of event etc.</i>					<i>industry, policy makers</i>		<i>National / European / International</i>
1	Website	UDE	SEnECA project website	22.01.2018	www.seneca-network.eu	Scientific community, Policy makers, stakeholders, wider public,	-	International
2	Press release	UDE	Beziehungen stärken – UDE leitet Projekt zu Zentralasien (German)	23.10.2017	https://www.uni-due.de/2017-10-23-eu-projekt-zu-zentralasien; UDE press department	Scientific community, wider public	-	National
3	Press release	IEP	Horizon2020-Projekt SEnECA soll Beziehungen zwischen der EU und Zentralasien stärken (German)	05.12.2017	http://iep-berlin.de/blog/projekt-seneca/	Scientific community, wider public, policy makers	-	National
4	Article/Press release	UDE	Beziehungen stärken – UDE leitet Projekt zu Zentralasien (German)	06.11.2017	https://idw-online.de/de/news?print=1&id=683337	Scientific community	-	National
5	Article (in newsletter of German National Contact Point Society in H2020)	UDE	Good Practice H2020/SC6: "SEnECA – Strengthening and Energizing EU-Central Asia Relations"	03.11.2017	http://www.nks-gesellschaft.de/de/good-practice-h2020-sc6-seneca-strengthening-and-energizing-eu-central-asia-relations-.php	Scientific community, wider public	-	National

TEMPLATE A4: LIST OF DISSEMINATION ACTIVITIES								
NO	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed
6	Article in TEPSA Newsletter	TEPSA	TEPSA is a partner in a new H2020 project: SEnECA	15.12.2017	http://www.tepsa.eu/?wysija-page=1&controller=email&action=view&email_id=122&wysijap=subscriptions	Scientific community, wider public	4500	International
7	Article in TEPSA Newsletter	TEPSA	SEnECA News (SEnECA is now on Twitter, SEnECA Website, Kick-Off meeting Berlin)	30.01.2018	http://www.tepsa.eu/?wysija-page=1&controller=email&action=view&email_id=123&wysijap=subscriptions	Scientific community, wider public	4500	International
8								

6.3. Dissemination towards policy-makers and further stakeholders

To be filled out by each partner (continuous input)

TEMPLATE A5: List of dissemination activities								
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed
	<i>magazines, networks, institutions, meetings etc.</i>					<i>policy makers, etc.</i>		<i>National / European / Central Asia / International</i>
1								

Table 9: Template A5 - List of dissemination activities towards policy makers and further stakeholders

7. Summary

The SEnECA Communication Plan includes guidelines on how to communicate the project to its target audiences in order to expand its impact. This section provides a summary on how each consortium member can contribute to the dissemination of the project.

Corporate identity design/funding reference

- Use the Logo and the wording whenever referring to the project
- Reference the EU funding correctly

Project website

- Write one blog post per year
- Relate to the project website on your organisations' website and in social media

Social media

- Disseminate the activities of SEnECA through your organisation's (and personal) channels
- Tag other consortium partners generously in your posts

Newsletter

- Provide input to the quarterly newsletter (on relevant events, projects, publications)
- Disseminate the newsletter in your network

Own communication and dissemination activities

- Fill in the sheets on your institute's communication activities whenever you publish/disseminate something

Document metadata

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Version	Date	Description
0.1	05.01.2018	First Outline by Julia Krebs and Mariam Khotenashvili
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0.3	01.02.2018	Updated version with incorporated comments by Julia Krebs
0.4	06.02.2018	Updated version, comments by Ann-Kathrin Binot
0.5	13.02.2018	Updated version, comments by Berit Schlierkamp and Maria Gies
0.6	16.02.2018	Updated version, comments by Julian Plottka
0.7	21.02.2018	Consolidated version approved by WP Leader Mariam Khotenashvili
	28.02.2018	Consolidated version approved by Coordinator Michael Kaeding
1.0	28.02.2018	Final version submitted to EC

1.1	25.05.2018	Updated version, adjustments to updated logo and corporate design by Julia Krebs
1.2.	07.08.2018	Updated version, adjusted to new deliverable template for upload on website by Ann-Kathrin Binot

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