D6.1 Initial Strategic dissemination, communication, and public engagement plans

Project ref. no.	No. 957185
Project title	Möbius: The power of prosumers in publishing
Project duration	1st March 2021 – 30th of March 2023 (36 months)
Website	www.mobius-project.eu
Related WP/Task	WP 6 / T 6.1,
Dissemination level	Public
Document due date	31/05/2021 (M3)
Actual delivery date	28/05/2021 (M3)
Deliverable leader	FMWC
Document status	Submitted

Revision History

Version	Date	Author	Document history/approvals
1.1	03/05/2021	Marjorie Grassler and Marta Portalés (FMWC)	Draft version circulated to partners
1.2	06/05/2021	Patricia Castillo (EUT)	Revision by coordinator
2.1	11/05/2021	Natalia Cardona (FMWC)	Second draft version circulated to partners
2.2	21/05/2021	Gino Querini, Enrico Turrin (FEP)	Revisions
3	28/05/2021	Natalia Cardona (FMWC), Patricia Castillo (EUT)	Final version to be submitted

Executive Summary

This deliverable describes the Möbius Initial strategic dissemination, communication, and public engagement plan, as defined in Task 6.1. Dissemination and Communication of Work Package 6 - Maximising Impact.

The main objective of this deliverable is to describe the Möbius strategic plan to steer dissemination, communication, and public engagement activities during the project's lifetime. This includes defining the plan's objectives, the target groups, the information and messages that will be communicated, the tools and channels that will be used, how and when activities will take place.

This dissemination, communication and public engagement plan has been structured in the following order:

- Impact maximization overview,
- Target stakeholders,
- Management,
- Information and key messages,
- Tools and channels,
- Liaison and Impact.

Using the 5W approach the project aims to respond to the following questions: Why disseminate, communicate and engage; Whom to disseminate, communicate and reach to; What information to disseminate and communicate; Where and how to disseminate, communicate and engage, and When to disseminate, communicate and take engagement actions.

The plan also considers how to measure the impact of the dissemination, communication, and engagement activities to continuously monitor and improve them. These aspects are detailed within this document. The management and overall implementation of Dissemination and Communication activities are led by MWCapital (leader of Task 6.1 – Dissemination and Communication).

Moreover, all partners in Möbius will be deeply involved in the dissemination, communication, and public engagement work, providing contents, developing publications, participating in events, promoting the project's outcomes, etc.

This document should be intended as a practical guide for the partners to align on strategic objectives and operational activities, but also as a document that represents the basis for a common understanding of what are the relevant factors around which the consortium and the EC must coordinate for the overall effective promotion of the Möbius project.

NOTE: Front page and Executive summary will be published on the website for all deliverables.

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Terminology and Acronyms

EC	*European Commission*
EU	*European Union*
FP	*Framework Programme*
PMB	*Project Management Board*
PMP	*Project Management Plan*
STAB	*Scientific and Technical Advisory Board*
WP	*Work Package*

1. Introduction to Möbius

1.1. Project summary

Möbius is a project funded under the European Commission Horizon 2020 programme that aims to invigorate the European digital book publishing sector by remodelling established value chains and business models. The main challenge is to embrace the prosumers' potential as value contributors as drivers of new products and services, including new enriched media experiences.

Möbius will develop a new prosumer intelligence toolkit that will allow publishers to better understand how global readers are relating to books, their characters, storylines. Digital methods from computational social science, complemented by user studies, will be developed to analyse open online communities to develop tools with interactive data visualization and a user-friendly dashboard.

Furthermore, Möbius will explore and propose new business models and governing logics that will allow the creation of a fair, sustainable, and productive relation with prosumers.

Finally, the Möbius Book – a cross-media, interactive, and immersive book experience – will be created and demonstrated with two experimental productions: 'The influence of Blue', by Giulio Ravizza, and 'Fantasy', the winning manuscript of our Möbius open call.

The Möbius project is composed of 11 partners coming from different sectors such as: the publishing industry, technologists, social scientists, social innovators, and artists.

1.2. Deliverable overview

This deliverable describes Möbius's Dissemination and Communication Plan, as defined in Task 6.1 (Dissemination and Communication) of Work Package 6 (Maximizing impact). The management and implementation of dissemination and communication activities are led by MWCapital (Leader of Task 6.1 and 6.3).

Hence, the principal goal of this deliverable is to shape Möbius's plan to guide dissemination and communication activities during the project's lifetime.

This deliverable holds a straightforward and explicit understanding of the plan's objectives, the explanations of the target groups of dissemination and communication activities, the information and messages that will be communicated, the set of tools and channels that will be used, as well as the places and the schedule of the activities.

All partners in Möbius will be involved in the Dissemination and Communication work, supplying contents, developing scientific publications, participating in events, promoting the project's outcomes, etc.

2. Impact plan maximization overview

This deliverable describes the Möbius Impact Maximisation Plan, as defined in Task 6.1 (Dissemination and Communication (M01 – M36) of Work Package 6 - Impact Maximisation Plan, which aims to ensure lasting impact, market interest and cross-sectoral scalability of the results by promoting the Möbius value proposition in different scientific, industrial and policy forums.

2.1. Impact maximization approach

To understand the Dissemination and Communication approach, it is also important to distinguish the two concepts, which are different in their purpose, as defined by the EC[1].

- **Dissemination** is the public disclosure of the project's results by any proper means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.

- **Communication** is a strategically planned process that starts at the beginning of the project and continues throughout its lifetime, aimed at promoting the project and its results. It requires strategic and targeted measures for communicating about the project and its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.

FMWC leads the dissemination and communication activities. It will support future dissemination, awareness, and will also assist advocacy work in the most technologically driven side of the media ecosystem regarding cross-sectoral collaboration with publishers and other stakeholders in the content-driven end of the ecosystem.

The aim of the maximization plan can be acknowledged following its specific tasks to be developed during the project:

- Promote and position Möbius in relevant industrial, scientific and policy fora through dissemination activities encouraging re-use and verification of development and results following the principles: open science, open innovation and open to the world.
- Ensure broad visibility and raise awareness about Möbius, spreading knowledge about the project and its results in offline and online channels.
- Reach, stimulate and engage users and stakeholders in Möbius piloting activities, including the open call for manuscripts.

The impact maximisation strategy deployed for the Project aims to integrate the communication, dissemination and exploitation activities follows these expected impacts:

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[1] https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/glossary

Impact 1: Concrete development of a user-driven and user-centric media value chain triggered by an alliance of media producers, media users, technology, and cultural players.

Impact 2: Verified new media services tested in real operational environments.

Impact 3: Improved users' experiences and innovative solutions for access to media content

Impact 4: Open and interoperable solutions enabling a genuine Digital Single Market for media.

Impact 5: Improvement of the technological transfer from European technological SMEs to the media value chain.

Impact 6: An enhanced and enriched media ecosystem.

Further impacts have been envisioned as signs that Möbius has successfully contributed to help to implement stoutly the publishing sector into the digital era:

- Changing attitudes and approaches in product and service design, leveraging interdisciplinary insights and cross-sectoral effects.

- Greater recognition of the contributions of the arts in data-driven innovation and the publishing value chain.

- Increase in the use of data for market orientation.

2.2 Impact maximization framework

The Möbius Impact Maximization Framework is based on the following concepts:

1. Audiences: Section 3 describes the targeted stakeholders throughout the Project.

2. Activities: Section 4 is dedicated to the foreseen actions in the field of communication and dissemination.

3. Information: Section 5 explains the identified key messages, the information produced and its aim.

4. Media channels: Section 6 shows the platforms and tools that will be used to perform the communication and dissemination activities.

5. Liaison activities: Section 7 details the different actions that will be set up, to build cooperation to shape the Business Innovation Ecosystems.

6. Impact assessment: Section 8 lays out the method followed to measure quantitatively and qualitatively the different impacts of Möbius.

3. Target Stakeholders of Möbius Maximization plan

Möbius target groups are classified into 7 types of stakeholders. They have been selected to build, promote, and develop a sustainable network: i) Prosumer Sector, ii) Policy and Society iii) Publishing Sector, iv) Media industry, v) ICT Sector, vi) Research, Academia, and open-source communities, and vii) General Public.

For each stakeholder group, key messages will be created. They will be accessible through specific channels, see table below:

Stakeholder	Benefits from Möbius	Channel
Prosumer Sector	Recognition of the prosumer value within the publishing sector.	Dissemination Activities: Scientific Papers and conferences. Communication Activities: Website, social media, Newsletter, Industry events, Videos.
Policy and Society	Policy aspects related to creating change towards a more conducive ecosystem for publishing industries, through research and innovation programmes. Policy recommendations towards a fair and sustainable cooperation with prosumer communities.	Dissemination Activities: Scientific Papers and conferences. Communication Activities: Website, social media, Newsletter, Industry events, Videos.
Publishing sector	By adopting the Möbius solutions, the publishing sector will have the possibility to access new markets and reach a new public as well as apply new business models that encourage collaboration between artists, researchers, users, technology SMEs.	Dissemination Activities: Scientific Papers and conferences. Communication Activities: Website, social media, Newsletter, Industry events, Videos.
Media industry	Commercialisation of the results and access to replicable business models	Dissemination Activities: Scientific Papers and conferences. Communication Activities: Website, social media, Newsletter, Industry events, Videos.
ICT sector	Creation of immersive book using 3D audio and VR.	Dissemination Activities: Scientific Papers and conferences.

		Communication Activities: Website, social media, Newsletter, Industry events, Videos.
Research, Academia and open-source communities	Reinforce research activities and open-source communities in the field of the publishing sector and prosumer studies. The project will contribute to make progress in the state of art regarding user research by endowing unprecedented reach and scale capabilities to living lab approaches.	Dissemination Activities: Scientific Papers and conferences. Communication Activities: Website, social media, Newsletter, Industry events, Videos.
General Public	The public will benefit of the new immersive experiences. Möbius will bring a new way of consuming books.	Communication Activities: Website, social media, Videos, Newsletter.

Table 1 List of the identified stakeholders

Figure 1. Map of the stakeholders

4. Management of impact maximization activities

The management and overall implementation of dissemination and communication activities are led by FMWC as lead of the **WP 6 – Impact Maximisation Plan,** although all partners will be involved. Monthly meetings are set up to discuss the advancements in the WP, as well as announcements and reports.

Three objectives:

- Promote and position Möbius in relevant industrial, scientific and policy fora through dissemination activities encouraging re-use and verification of development and results following the principles: open science, open innovation and open to the world.

- Ensure broad visibility and raise awareness about Möbius, spreading knowledge about the project and its results in offline and online channels.

- Reach, stimulate and engage users and stakeholders in Möbius piloting activities, including the open call for manuscripts.

4.1. Communications activities

The communication activities strategy is of course tailored to the objectives of the project and focused on promoting Möbius visibility. Besides, it also has a global and beyond the project lifetime purpose, which is to contribute to the uptake and acceptance of the Möbius value proposition in the Next Generation Media ecosystem, and in society at large.

The challenge is to create communication materials and contents that convey in a meaningful and accessible way Möbius activities, its outcomes, and its societal implications and benefits.

Accordingly, the project will be open to all possible feedback channels and will elaborate plans to exploit opportunities for presenting and discussing the project in forums addressed to society at large (e.g., TV or radio shows, press, etc.).

To achieve these specific goals, Möbius will use standard communication tools such as visual identity, its website, the creation of videos, the publication of articles in the blog, the design of promotional material, the elaboration and distribution of a newsletter, the distribution of press releases among the target media and the use of the social media to reach stakeholders (publishers, prosumers, technology sector, policy and society, and media ecosystem).

So far, no risks have been foreseen. **It is possible that due to COVID-19 some difficulties may prevent us from reaching specific KPIs.** The physical production of the marketing materials which have been designed will begin once in-person meetings can resume.

The following table presents a list of communication activities designed with a particular focus on the general public and the publishing industry, with the aim of bringing awareness, interest, and public acceptance of the transformation of the book industry.

Item	Communication activities	KPIs
Website	Highlight of the project, the website will include general information about the project, host blog articles, events, allow to subscribe to the Möbius newsletter, and include information on the open call.	(M1-M36) 15,000 visitors 3,000 clicks
Brand Identity	Design of the logo and branding guidelines, identification of the most impactful colours and most readable font codes. Creation of templates for presentations in different formats. Möbius' visual identity will be applied to all communication materials.	(M3) Logo, Brand, Template
Videos	Creation of six videos: • 2 for communicating the general message of the project. • 1 at the beginning and 1 at the end of the project with the results; one accounting for user-driven activities, paying particular attention to the direct voices of the target participants involved. • 1 "making of" for each of the two experimental productions. • 1 dedicated to the policy and business messages.	(M1-M36) 100 online view per video
Blog articles	Blog articles will be published produced to address different stakeholder about: • The project activities and progress, • Technological developments, • The publishing industry • Immersive experiences • Other topics of interest	(M1-M36) 24
Promotional material	Flyers and brochures holding key information of the project and event banners for the social media accounts.	(M1-M36) > 50
Newsletters	Elaboration of a trimestral newsletter that will communicate the highlights and the announcements to the identified community of stakeholders.	(M1-M36) 12 250 persons reached.
Press releases (PR) and Media coverage	Distribution among media of paywalled and free-to-read articles in sectorial online and traditional magazines, short news, and promotional spaces (visual)	(M1-M36) 10 PR 10 publications 50 Editorial & clippings
Social Media	Twitter and LinkedIn will be used to communicate with the community. As Instagram is increasingly used among younger	(M1-M36) 3000

	audiences and the publishing sector, it will also serve as a mean to reach stakeholders.	followers 3000 posts
Marketing material	Tote bags, stickers, notebooks, and pencils of the project will be created for different events, and for user engagement activities.	(M1-M36) 2

Table 2 List of the Möbius communication activities

4.2. Dissemination activities

Through the dissemination activities plan, coordinated by FMWC but implemented by all the members of the consortium, the pertinent stakeholders (the publishing sector, prosumers, policymakers and society, media sectors, ICT, researchers, academia, and the open-source communities, the general public) will be reached. At the same time, the plan will also contribute to achieving the foreseen number (3) of publications in scientific journals and participation in events.

The dissemination activities will be focused on organising knowledge sharing, and demonstration events. It is important to mention that according to the work plan, events from M30 on towards the end of the project will include a showcase of full demonstration with experimental productions and the Möbius mobile Immersive Book-Box (MIBB)

Event	Organising partner	Target audience
Frankfurt Book Fair	MVB	Publishing / Prosumer / CCI
Mobile World Congress Barcelona	FMWC	Technological sector
Digital Future Society	FMWC	Policy and Society
FEP Meetings	FEP	Publishing sector
Leipzig Book Fair	KKW	Publishing sector
NEM Summit	DEN	Media Sector

Table 3 List of international events in which Möbius can guarantee presence since consortium partners organise or take part in the organizing committees of the events.

With the stated goal of guaranteeing a broad geographical coverage, further events have already been identified such as Salone del Libro di Torino, Vilnius Book Fair, The Norwegian Festival of Literature, Sofia International Book fair and Bookfest Romania. In addition,

participation in other targeted events such as IBC and the Ars Electronica Festival may be sought.

In order to contribute to scientific dissemination of Möbius results partners EUT, IMEC, and KUL will publish in journals and conferences such as:

- IEEE Transactions on Knowledge and Data Engineering
- IEEE Transactions on Multimedia
- Journal of the Audio Engineering Society
- AES conferences
- Telematics and Informatics
- ACM MM
- ACM IMX
- International journal of Communications
- Open Living Lab days

5. Information and Key messages

The dissemination and communication on Möbius activities will be launched in a series of phases during the project lifespan. There will be several occasions to intensify project communication efforts, especially during project milestones, the following is an overview of the actions to be taken during each phase. Three phases are planned:
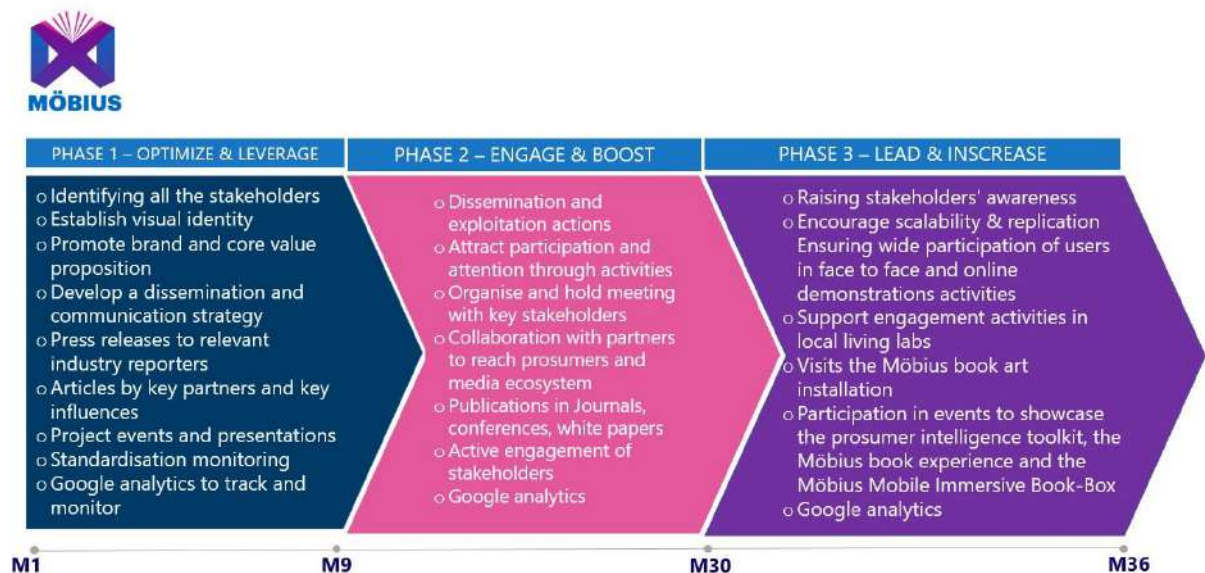

Figure 2 Phases of the Möbius communication state

I. OPTIMIZE, LEVERAGE | M1-M9.

Elaboration of different types of messages to reach the stakeholders involved in the project.

Type of key message	Definition	Example of key message
Overall general	Message related to the project's vision and mission, addressed to raising public awareness about the project and the funding received from the H2020 programme. These will be used in communication activities.	The digital transformation of the publishing sector is about to happen. The European project Möbius aims to renew the sector by leveraging the power of prosumers.
Business	Message related to the improved competitiveness through user-driven and cross-sectoral innovation, addressed to publishing companies (and of other CCI sectors) and prosumers.	It is now time for the publishing sector to get to know their readers in deep, by adopting a customer centric approach.
Technical	Message related to scientific and technical work, including standardisation, addressed to the scientific community, technologists, and other stakeholders active in the different knowledge areas of the project.	The 3D audio is a technology that guarantees immersive experience for individual users and social experiences
Policy	Message related to promotion and governance of competitive, cross-sectoral, and dynamic media and CCI ecosystems.	Media and CCI ecosystems are fundamental in European recovery and resilience.
User engagement	Message related to the promotion of user engagement activities and the importance of users' contribution to innovation processes, addressed to prosumers groups. This includes the specific communication messages and plans to encourage participation and engagement in the open call for manuscripts and online surveys among writer's communities in Europe and beyond. This will be built upon preliminary reports of the Möbius prosumer intelligence work.	1. Open call alert: Participate in the future of the books. Send us your manuscript. 2. Participate in creating the book of the future and register to the next workshop.

Table 4 List of the key messages

2. **ENGAGE, BOOST | M9-M30**.

This period coincides with the pilot phases 1 and 2 (M9-M18), and part of 3 (M19-M36) in which the community is activated through networks and partners. As this first phase involves all dissemination and communication actions that will take place while Möbius is running pilot activities, the main objective of both communication and dissemination activities is to attract attention and participation towards those activities.

3. **LEAD, INCREASE| M19-M36**

Final phase in which activities will be oriented to raise stakeholder awareness about the project and its results and to encourage scalability and replication in future. In addition, the plan aims to ensure wide participation of users in face-to-face and online demonstration activities by supporting engagement activities in local living labs and visits to the Möbius book art installation at the KKW venue. It will also ensure the coordination in the participation in relevant book and literary events to showcase the prosumer intelligence toolkit, the Möbius book experience and the Möbius Mobile Immersive Book-Box. Priority will be given to events that contributing to the pilot's geographical coverage.

Indicatively, the main project messages are related to the general expected impacts of Möbius:

Expected Impacts	Key messages
Project Launch	The Möbius Book will contribute to the digitalisation of the publishing industry by developing tools and studying data.
Impact 1: Concrete development towards a user-driven and user-centric media value chain triggered by an alliance of media producers, media users, technology, and cultural players.	Understanding the prosumer is key to elaborate a user-centric approach as well as a user driven one. The prosumer intelligence tool kit will be the result.
Impact 2: Confirmed new media services tested in real operational environments.	The prosumer intelligence toolkit and the Möbius book are the two products that will be tested to ensure benefits and value for the publishers.
Impact 3: Improved users' experiences and innovative solutions for access to media content.	The Möbius book will provide a new immersive and cross-media experience in an affordable way.

Impact 4: Open and interoperable solutions enabling a genuine Digital Single Market for media.	The project wants to contribute to the European Digital Single Market plan, applying open science principles, and a standardisation process.
Impact 5: Improvement of the technological transfer from European technological SMEs to the media value chain.	Thorough the open plugin-based architecture of the Möbius Publisher Toolkit and Player, the creation of a marketplace will allow SMEs to bring their knowledge and technologies. Activities will be organised to reach them.
Impact 6: An enhanced and enriched media ecosystem.	Allow the media ecosystem to access to user-driven practices in innovation and prosumer business models.

Table 5 List of the expected impact and key messages related.

As an example, these are some of the key messages that have been produced:

1.

▨ The digital transformation of the publishing sector is about to happen ▨

European project @Möbius aims to renewing the sector by leveraging the power of prosumers ☻

Read more about the project

☞ eurecat.org/en/portfolio-items/mobius/

#Möbius #book #publishing #fandom
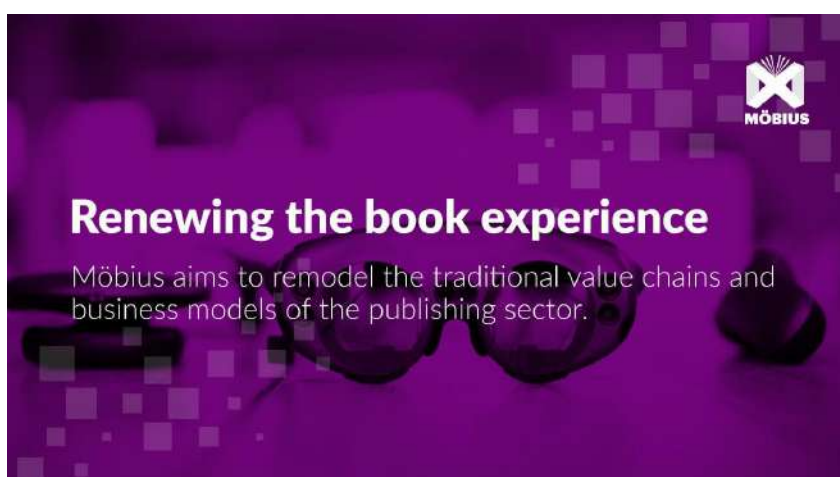
Figure 3 social media banner Renewing the book experience

2.

▨ Take a part in the next big #European challenge: Let's renovate the publishing sector 🚀

#H2020 project @Möbius aims to remodeling the traditional value chains and business models uncovering the prosumers potential and delivering new enriched media experiences.

More information

👉 eurecat.org/en/portfolio-items/mobius/

#Möbius #book #publishing #fandom

Figure 4 social media banner Beyond the book experience

3.

▨ How do we bring the future into the European book sector?

Modernizing the publishing industry is about embracing the digital transformation

1) Investigating the #prosumer potential 🔍
2) Developing new business models 🖩
·) Creating the @Möbius book 📖

Get to know more
👉 eurecat.org/en/portfolio-items/mobius/

#Möbius #book #publishing #fandom

Figure 5 social media banner The future of publishing is here

6. Tools and Channels

In this section, we will present the different communication tools and channels of the project:

- Website: This webpage will serve as a central point of entry for all public materials, including public results and deliverables, tutorials, prototype software, and informational material. The website will hold a blog section, links to other relevant websites, and details of published papers, conferences, and exhibitions. The website will support information gathering through public consultations.

- Brand Identity: a professional and recognisable visual identity conveying the project idea and values in a clear and attractive way. This comprises logo and branding guidelines, colour and font codes, templates for presentations in different formats that should be applied to all communication materials.

- Videos: activities of the project will be documented and published in six videos: 2 for communicating the general message of the project -one initial and one final with the results; one accounting for user-driven activities, paying particular attention to the direct voices of the target participants involved; one "making of" for each of the two experimental productions; one accounting for the policy and business messages. The videos will be uploaded on the web and promoted on social media, as well as showcased in different project presentations and events.

- Blog articles: different blog articles will be produced to address different stakeholders regarding the project's activities and progress, its technological developments, the publishing industry and immersive experiences, as well as other topics of interest.

- Promotional materials: Including flyers and brochures presenting key information on the project and banners for the social media accounts adapted to the events the project will feature in.

- Newsletters: The newsletter will be issued every three months with the aim to communicate highlights and present announcements of interest to all target stakeholders. It will contain news items about the project's activities and work, self-created blog articles, participation at events and call for papers / open calls.

- Press releases (PR) and Media coverage: Distribution of press notes among Media and press contacts. These may include paywalled and free-to-read articles in sectorial online and traditional magazines, short news or promotional spaces (visual).

- Social Media: A Twitter, LinkedIn and Instagram account will be created in order to engage the Publishing and CCI community and audience.

- Marketing material: Tote bags, stickers, notebooks and pencils of the project will be created for the different events, and for user engagement activities.

6.1. Website

The Website will regularly be updated during the time of the project by the leader of the task (FWMC) but also monitored (statistics) in order to reach the mandatory KPIs. The content of the website will be promoted in the Möbius social media.
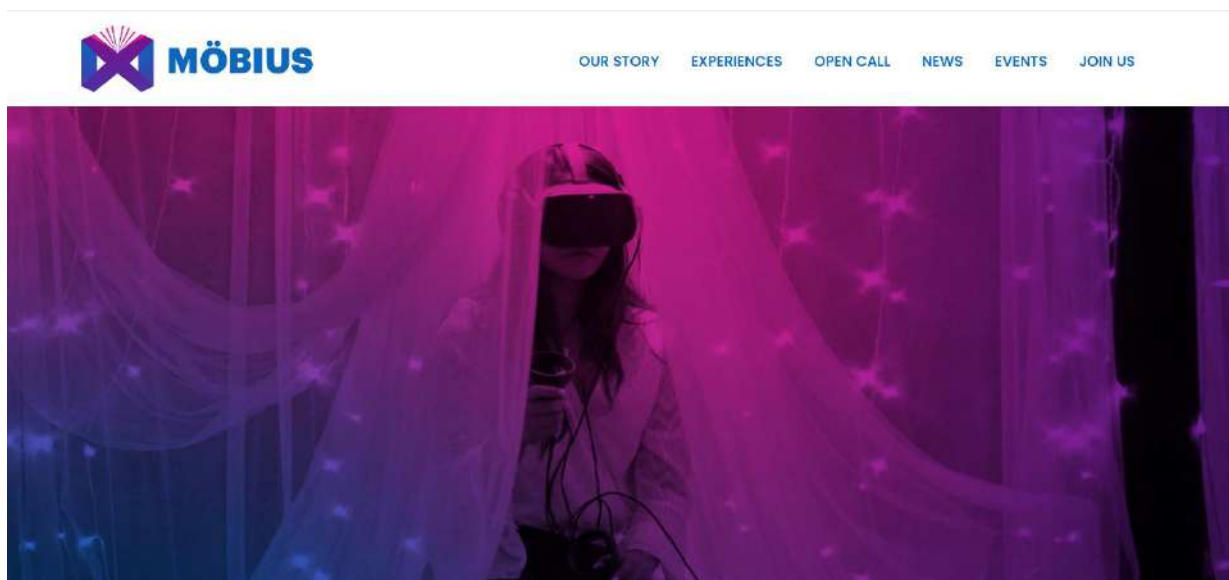
Figure 6 screenshot of Möbius website, home page

The two experimental products realized to test the Möbius Book will also be described.
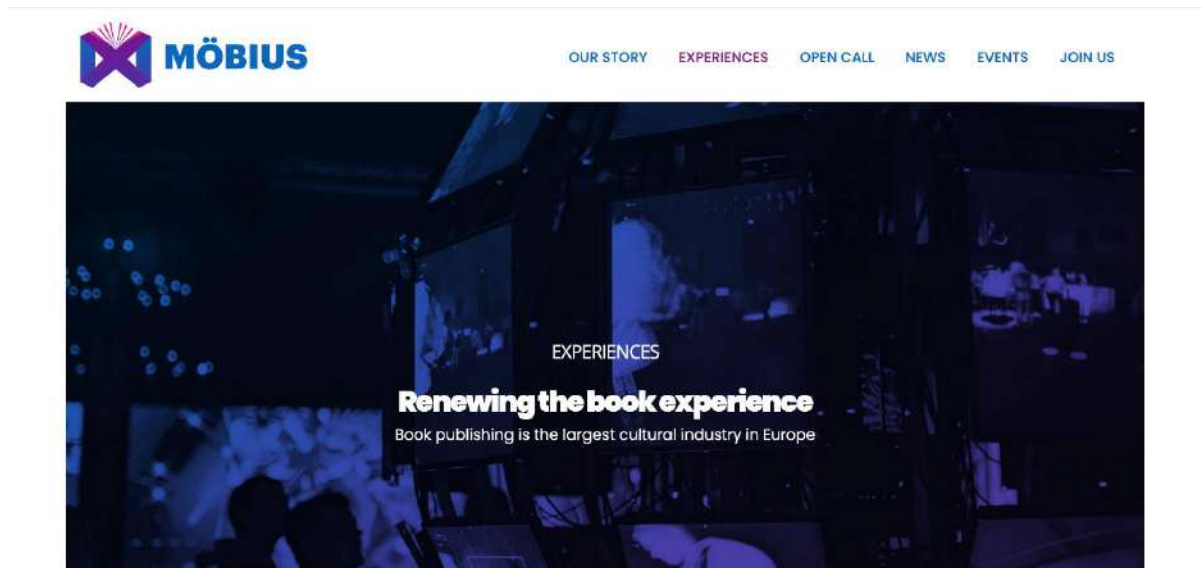
Figure 7 screenshot of Möbius website, experiences

The open call for manuscripts that will also contribute to the creation of the Möbius Book will feature here as well.
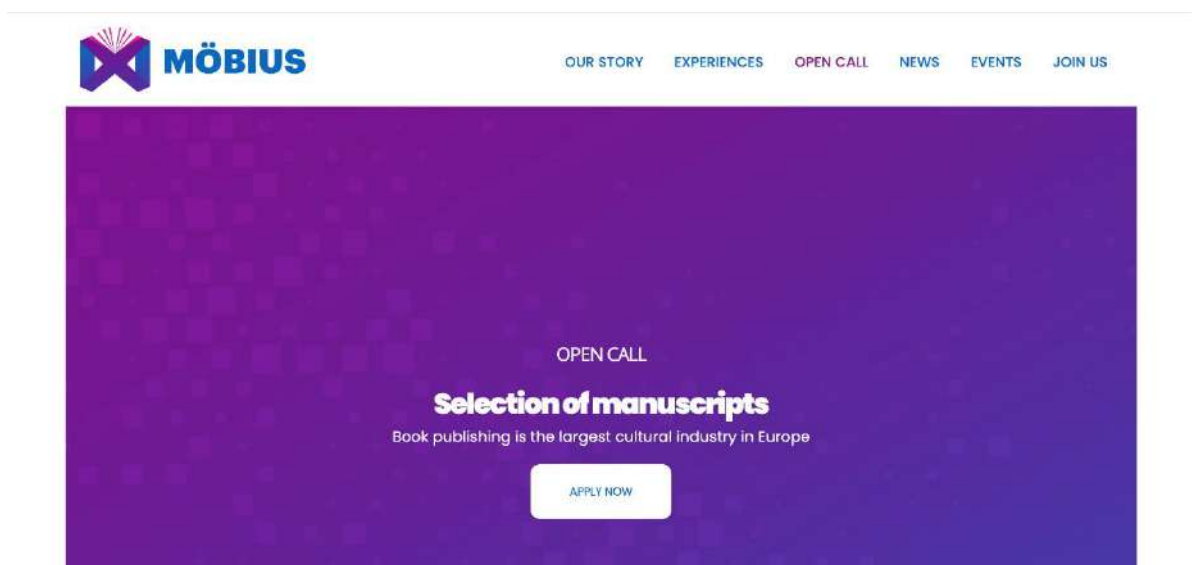

Figure 8 screenshot of Möbius website, open call

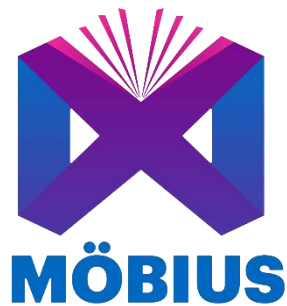## 6.2. Möbius Visual identity

6.2.1. Logo

Figure 9 Möbius logo

The Möbius strip represents continuity within a finite entity, if a full circle is drawn from any point the strip will return to that first place but will have doubled the length of the strip. The strip can be interpreted as the numerous possibilities of which the eye is not aware of and the work beyond the apparent surface. The lines on top represent pages of the books, reminiscing its stylized appearance. The merging of the two forms means that beyond the surface of what is known traditionally as a book there's a whole other reality to explore.

6.2.2. Colours

COLORS

PRIMARY COLORS

| #3548AC | #0068BE | #F42C98 | #81058C |

SECONDARY COLORS

| #0C1B4F | #1B58B5 | #7F96FF | #E8E9F3 |
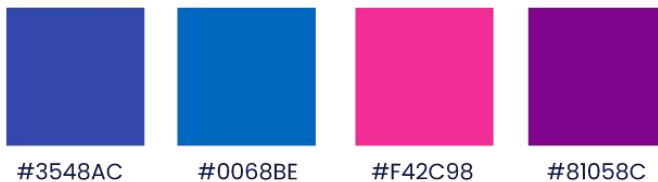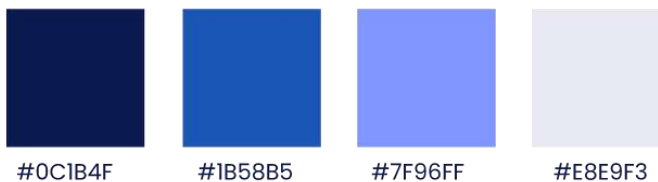
Figure 10 Colors palette

The three main colours of the brand have been chosen to transmit a determinate message within the publishing environment and the public/stakeholders target:

- Pink is perceived as a positive emotional colour, provoking feelings of gentleness, harmony, and openness.
- Purple suggests fantasy and world of dreams. It can uplift, calms nerves, and encourages creativity. All ages, genders, and cultures can relate to purple.
- Blue is a calming colour that represents intelligence and responsibility.

6.3. Videos

A set of 6 explanatory videos will be developed during the Project's lifetime. Two videos will be created to communicate the general message of the project. To communicate about the expected results and actual results, two videos will also be designed, one accounting for user-driven activities, paying particular attention to the direct voices of the target participants involved. Another video will show the "making of" for each of the two experimental productions. And the last visual content will have to present the policy and business messages.

All the videos will be uploaded on the web and promoted on social media and displayed in different project presentations and events.

6.4. Blog articles

A series of 24 articles will be published on the website and showcased on social media. The aim of those articles is to present the project activities and the progress but also the technological developments, as much as the immersive experiences. Interviews from the different partners will be set up to present to the general public the implication of each of one. There will be also general content about the publishing industry that be written with the objective of providing to the general public context, relevant information and data about the state of the publishing sector.

The following table presents some of the possible article content that could be publish in the website involving all the 11 partners of the project.

Partner	Possible article content
Eurecat	3d audio technologies Computational social sciences for understanding prosumers
IMEC	The Business models in the publishing industry User research for the creative and cultural industries
Design Entrepreneurship Institute	Möbius cross-sectoral applications

IN2 Möbius	The Möbius book prototype development.
MVB GmbH	The state of art of the book industry
Bookabook	Crowd publishing
European Network of Living Labs ivzw	Innovation in the publishing sector with the help of users
Federation of European Publishers	Innovations in the publishing sector
Kunstkraftwerk-Leipzig GmbH	The immersive art installation and the mobile bookbox
KU Leuven Centre for IT and IP Law	IP framework to prosumer business models
FMWC	Blog post for each event organized and its outcomes. Blog post about the Publishing sector
FMWC + All partners	Interview of the 11 partners and their contributions to the Project

Table 6 List of blog posts produced by partners

6.5. Flyers / Brochure

A one-pager with information about the Project, a one-pager of the experiencies and their outcomes. Banners for social media accounts: promoting the project and consortium members' presence in events.

Figure 11. Möbius flyer draft

6.6. Press release

A total of 10 Press releases will be distributed, they will communicate about important milestones of the Project such as the kick-off, experiences, open call, etc.

So far, the first press release announcing the Project's kick-off has achieved 8 clippings, 1 of which is a press release. (Möbius press release_kick off.docx)

Figure 12 First press release

The following table proposes titles for the next press release that will have to be published according to the grant agreement KPI:

Press release	Tentative date	Title
1	10/03/2021	MÖBIUS: the digital awakening of the European publishing sector
2	TBD	More than 23.000 fanfictions communities analised: Publishers the Prosumers intelligence toolkit is ready.
3	TBD	New business model to digitalise the publishing sector.
4	TBD	Two experiences to create the Book of the Future.

5	TBD	Manuscript open call to take part in the creation of the book of the future.
6	TBD	Visit the exhibition that allows you to discover the book of the future.
7	TBD	New policies in the publishing sector
8	TBD	New workshops organised to test the Möbius Book
9	TBD	Presentation of the Möbius mobile Immersive Book-Box
10		Final project release

Table 7 List of possible press release

6.7. Events

Möbius will participate to the major events of the publishing industry (Frankfurt Book Fair, FEP Meetings, Leipzig Book Fair), but also to more technological and media industry-oriented events such as the Mobile World Congress Barcelona or the NEM Summit. The FEP meetings and the Digital Society Future are holding events during the whole year which involve been aware of the schedule in order to be present in one of those events.

Due to the COVID-19, the Leipzig Book Fair has been cancelled for this year, as perhaps online activities will be held. In that case, FWMC will try to be virtually present.

Event	Excepted Date	Type of event
Frankfurt Book Fair	20-24 October 2021	World's largest trade fair for books, based both on the number of publishing companies represented, and the number of visitors. It is the most important book fair in the world for international deals and trading.
Mobile World Congress Barcelona	28 June to 1 July 2021	Annual trade show organised by GSMA, dedicated primarily to the mobile communications industry.
Digital Future Society	Regular Virtual events	Programme supported by the Ministry of Economic Affairs and Digital Transformation of the Government of Spain in collaboration with Mobile World Capital Barcelona that connects experts, policymakers, civic organizations and entrepreneurs with the mission of understanding and engaging with the legal and ethical challenges and opportunities of digital transformation.

FEP Meetings	Regular events	Meetings about relevant subjects regarding the publishing sector with experts in the field.
Leipzig Book Fair	Cancelled in 2021.	The second largest book fair in Germany after the Frankfurt Book Fair
NEM Summit	No date scheduled.	International conference and exhibition, organized since 2008 by the NEM Initiative for all those interested in broad area of Media, Content, and Creativity

Table 8 List of attended events.

Other events will be attended that has been already identified that are more focused on a specific matter of the project such the AES Conferences that is focused on audio engineering or ACM IMX that organises conferences and discussion about interactive media experiences.

Scientific Publications with significant impact factor have been listed to communicate about the results of the research.

Publications	Type of publications	Impact factor*
IEEE Transactions on Knowledge and Data Engineering	informs researchers, developers, managers, strategic planners, users, and others interested in state-of-the-art and state-of-the-practice activities in the knowledge and data engineering area.	4.935
IEEE Transactions on Multimedia	The scope of the Periodical is the various aspects of research in multimedia technology and applications of multimedia.	6.051
Journal of the Audio Engineering Society	The Journal contains state-of-the-art technical papers and engineering reports; feature articles covering timely topics; pre and post reports of AES conventions and other society activities; news from AES sections around the world; Standards and Education Committee work; membership news, new products, and newsworthy developments in the field of audio.	1.191
AES conferences	AES Conferences are held periodically in locations around the world. Conferences focus on a specific field of audio engineering. They serve to create a forum amongst professionals in that field and through these gatherings and the publication of their proceedings, contribute to the advance of international science and technology.	NA
Telematics and Informatics	It is an interdisciplinary journal publishing innovative theoretical and methodological research on the social,	4.139

	economic, geographic, political, and cultural impacts of digital technologies.	
ACM MM	20-24 October 2021: worldwide premier conference and a key world event to display scientific achievements and innovative industrial products in the multimedia field.	NA
ACM IMX	21-23 June 2021: online event, the leading international conference for presentation and discussion of research into interactive media experiences. The conference brings together international researchers and practitioners from a wide range of disciplines, ranging from human-computer interaction, multimedia engineering and design to media studies, media psychology and sociology.	NA
International journal of Communications	interdisciplinary journal that, while centered in communication, is open and welcoming to contributions from the many disciplines and approaches that meet at the crossroads that is communication study.	1767
Open Living Lab days	6-10 September 2021. The event offers a space or a platform for public officials, companies, entrepreneurs, academics, living lab representatives, and innovators to connect and work together: to create new products and services, to set the basis for debate and exploration of theories, and to discuss and process policy recommendations within the practical elements of open and user-driven innovation.	NA

Table 9 List of publications and conferences

*Impact focus is used to measure the importance or rank of a journal by calculating the times its articles are cited.

6.8. Social media

Social media has transformed the way communication is done and it is continuing to make it evolves day after day. The progress of the different available tools is also happening daily which allowed to reach better and better the identified stakeholders. Social media is the place to connect with specific audience.

Möbius will be present in the three most important platforms to generate awareness and visibility of the project: LinkedIn, Twitter, and Instagram.
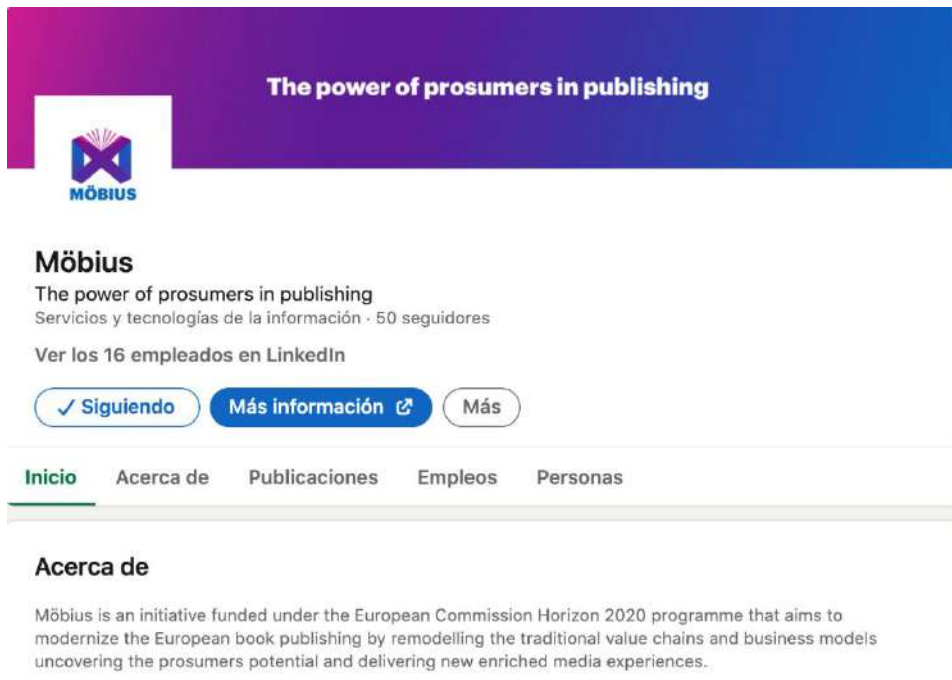
Figure 13 screenshot of Möbius LinkedIn account

https://twitter.com/mobius_europe

Figure 14 screenshot of Möbius Twitter account

https://www.linkedin.com/company/m%C3%B6biuseu/
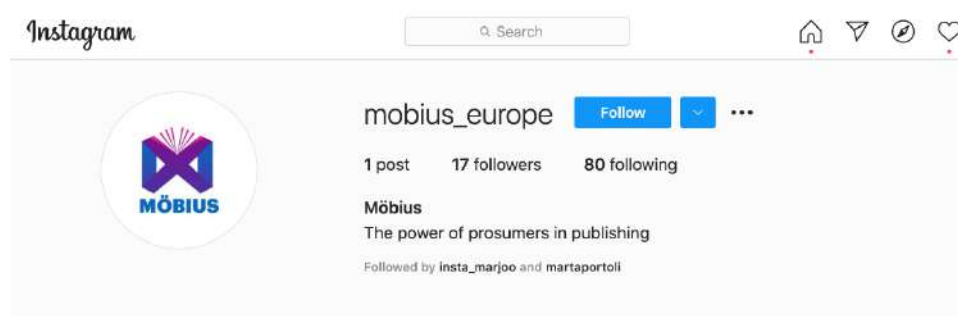
Figure 15 screenshot of Möbius Instagram account

https://www.instagram.com/mobius_europe/

6.8.1. Social media strategy

The social media strategy is based on the cooperation of the three kinds of media:

- **Owned social media**: there are three active social media accounts (Twitter, LinkedIn, Instagram) under the Möbius name. The presence on these social media is necessary to extend the brand in the digital ecosystem.

- **Shared social media:** This refers to social media accounts that are not under the Möbius name, but that nevertheless will be used to share relevant content.

- **Earned social media**: Through its website, Möbius will create content as mentioned before in this document: articles, interviews, workshops. The reactions to the project are essential to ensure its promotion. The 11 partners of the project will have a significant role in this part of the strategy. For example, the Federation of European publishers is in possession of an important network in the publishing industry.

Social Media	Followers	Impressions
Linkedin	51	520
Twitter	42	3,400
Instagram	18	30

Table 10 Impressions and followers of Möbius social media account – To date: 11/05/2021

6.8.2. Metrics Twitter

The communication campaign on Twitter as much as in the other social media has just started therefore the statistic does not reflect yet the expected impact. In March, the project kick-off has been an opportunity to share about the launch of the project. The tweet (figure 15) has got 2,288 impressions, 2 retweet and 4 likes. All the partners were mentioned.

In April, the first banner and general messages were published to inform about the project through the press release.

Figure 16 screenshot of Möbius Twitter

TWEET HIGHLIGHTS

Top Tweet earned 235 impressions

🟪 The digital transformation of the publishing sector is about to happen 💥 Read more about our project here!
👉 eurecat.org/en/portfolio-i...
#Mobius #book #publishing #fandom
pic.twitter.com/2SdAEeQ4qM

Renewing the book sector
Möbius will revitalize the publishing value chains through cooperation with global audiences and the creation of new business models.

� 2   ♥ 2

Figure 17 screenshot of Möbius Twitter

6.8.2. Metrics LinkedIn

LinkedIn helps to connect to most of the stakeholders. The following figure shows that the number of followers has increased with the launch of the project, same happened with the number of visits.

Figure 18 screenshot of Möbius LinkedIn Metrics

Figure 19 screenshot of Möbius LinkedIn Metrics

Since the project needs to be known among the general public, it is important that the mass media follows the update the project as it is suggested in the following figure.
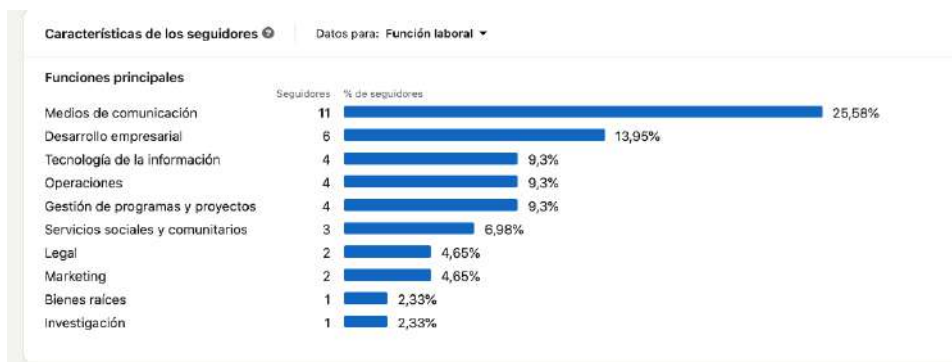
Figure 20 screenshot of Möbius LinkedIn Metrics

6.8.3. Metrics Instagram

There are no metrics available yet.

6.9. Newsletter

A trimestral newsletter has been created to inform about the updates of the project, the participation in events or future participation and the insights that are published on the website. A total of 12 newsletters will be sent during the duration of the project. In order to reach the KPI of 250 people reached, a pre-campaign on social media will be held.

The design of the newsletter uses the colours of the visual identity.

Figure 21 screenshot of Möbius Newsletter
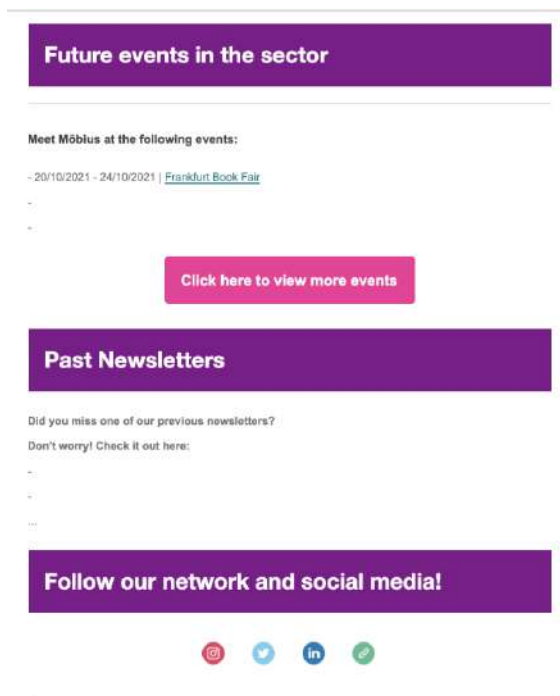
Figure 22 screenshot of Möbius Newsletter

6.10. Other communication materials

FMWC will design and elaborate standard communication materials such as flyers, posters, interviews, to disseminate information about the main objectives of the project. Those materials will constitute a communication toolkit, useful to inform the partners about the progress of the projects but also to contact journalists or to use it for events.

Printed marketing materials will be reserved for events attended by the Project if there are organised in-person. The basic goal is to engage and communicate the progress and the achievements of the Möbius Project.

Environmental sustainability will be considered. All dissemination materials will be labelled with the Möbius Logo, the consortium partners' logos, and the Horizon 2020 disclaimer.

7. Liaison

For that, FMWC will gather and coordinate synergistic opportunities for stakeholder exchange, including:

1) invitation to participate in any of the piloting activities,

2) co-organization of workshops and discussions

3) co-organization of dissemination events at top-tier CCI venues.

Furthermore, Möbius solutions will be tested with SMEs and start-ups through an established collaboration with incubators launched by Business Innovation Ecosystems. This connection will also be used to scale up the prosumer business models to other sectors.

Other creative and cultural industries, other than the publishing industry, will also be able to benefit from the practices and insights of the project. To facilitate knowledge sharing, this specific task will take care of gathering information that can be scaled up to the other industries. This will include a cross-sectoral scalability analysis in T3.2 which deals with the development of the prosumer intelligence toolkit and its deployment with Möbius communities.

This task will produce two types of products:

- A guidance material for adopting user-driven methods in publishing,
- A self-evaluation guide for assessing an organisation's potential to uptake the technology and generating its own customizable roadmap for adoption in other creative and cultural industries.

8. Impact assessment

Quantitative and qualitative indicators will be used to assess the impact of the communication and dissemination plan.

First, the KPIs described in Section 4 of the deliverable will be reviewed by the monitoring of the social media accounts each semester to help to orientated or redirected the communication to a way or another.

The monthly report will show the qualitative indicators assessed by the consortium partners Different feedback will be needed to ensure the correct application of the social media strategy.

The partners must regularly fill with information about different communication and dissemination activities, such as:

- **Press clippings** of outlets reached by the partners' communication departments: magazines and newspaper name, date, country, and link of the news item featuring Möbius.
- **Scientific and industry events** the partners have participated actively: dates of the event, name, location, link, and proof of activity.
- Papers written by partners in **scientific publications: publication, authors, name of the scientific publication.**

9. Timetable

Social Media	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Website	■	■	■																																	
Brand Identity	■	■	■																																	
Social Media	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Newsletter				■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Video				■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Blog Articles				■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Press release	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Marketing material																														■	■	■	■	■	■	■
Promo material																														■	■	■	■	■	■	■

Table 11 Social Media Timesheet