IDEA D4D Hub Project Communication and Dissemination Strategy

Partners:

Deliverable D2

Dissemination and Communication Strategy

Work Package 3: Communication and Dissemination

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Leader: Smart Africa Secretariat

Contributors

Name	Organisation
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Revision History

Version	Date	Reviewer	Modifications
1.0	08.03.2022	Lucrezia Biteete	Various comments
2.0	22.03.2022	PMB	Various comments

The IDEA D4D Hub project is funded under the Horizon 2020 Programme. With a duration of 22 months starting in December 2021, it seeks to strengthen the capacity of civil society organisations and academia in Africa to participate in a meaningful dialogue around inclusive digital transformation. It is implemented by 5 partners; BetterplaceLab, Enabel, Expertise France, GIZ and Smart Africa Secretariat.

INTRODUCTION

The IDEA D4D Hub project embraces an interdisciplinary and inclusive approach to empower digital ecosystem collaboration, nationally, regionally and trans-continentally (Africa-Europe), to jointly advance a human-centric digital transformation. As civil society organisations and academia are critical stakeholders in the digital transformation as well as in decision-making processes, the project is concentrating on strengthening their capacity to participate in the development of an inclusive and sustainable digital economy and society, which safeguards democratic values and rights in the interaction between citizens and technology.

This document details the plans in place to communicate the IDEA D4D Hub project and how we will utilize the communication assets available to Smart Africa and other partners platforms to increase awareness and arouse recognition, support and general uptake. This communication and dissemination plan is in line with the H2020 requirements.

This document includes all the communication activities that should be undertaken under the project, working as a 'menu' we can choose from the most cost effective and relevant activities depending on the nature and objective of the event/activity.

Please note that this strategy can be subject to changes based on common planning agreement.

OBJECTIVES

The communication objectives of the IDEA D4D Hub Project are as follow:

a. To create local, regional and global visibility for the project, its activities and outcomes;

a. Attract target groups to participate in the activities;

a. Keep the target groups engaged in the project's activities and with each-other;

a. Raise awareness about the societal challenges related to digitalisation and educate on the potential solutions to these challenges.;

This will inform how IDEA D4D Hub Project evolves and reach out to its relevant target groups.

TARGET GROUPS

The IDEA D4D Hub Project communication and dissemination strategy is designed to reach out to the following stakeholders both from Africa and Europe:

- **Academia and think tanks** (universities, research and competence centes, NGOs)
- **Civil society** (NGOs, citizens´ initiatives, general public as potential users of ICT innovations, also in the form of social start-ups)
- **Private sector** (ICT companies, DIHs, start-ups)
- **Public sector** (governments/policy makers)

Academia, think tanks and civil society are the main focus/target of the project.
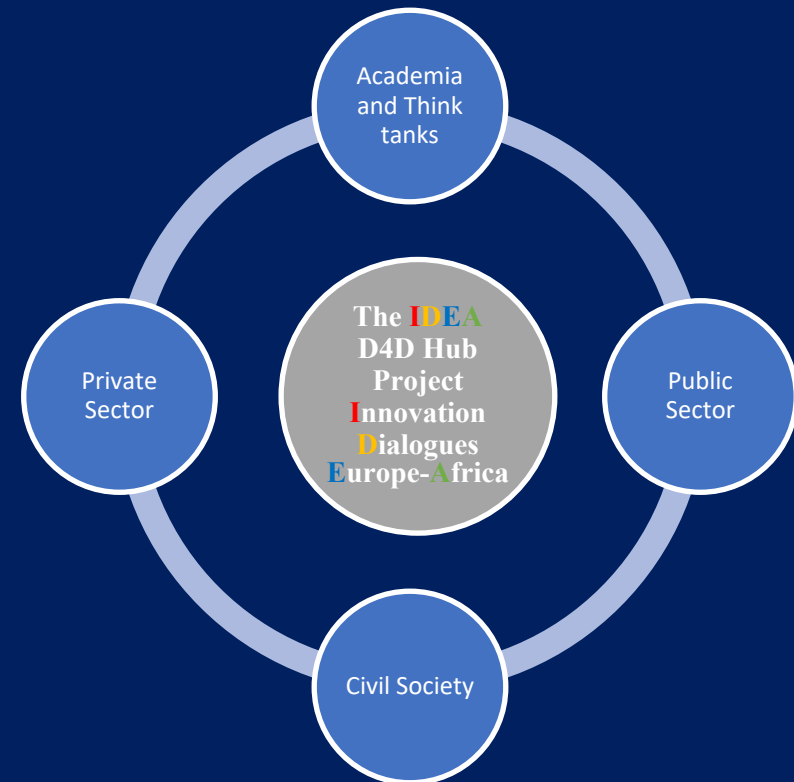
BRAND IDENTITY

We would start by developing a brand identity for the IDEA D4D Hub Project derived from the D4D hub brand identity. This will include:

a.   A logo

a.   A few application examples (presentation template, emailing)

a.   A 2 pages brand guideline

This will inform how IDEA D4D brand image and identity evolves alongside the D4D initiative brand and also touch on the usage of the IDEA D4D logo, assets and its application.

Additional materials will be developed such as:
- A project factsheet review with the new brand identity of the project
- Text presentation in French, English and Portuguese) to present the project (scope, objectives, targets, partners and main components)

The D4D Hub logo

WEBSITE

We would develop an online presence within the current D4D website.

This will include:

a. A dedicated IDEA D4D section on the D4D website.

a. Content to feature strategic and direct objectives along with the IDEA D4D Hub project presentation

a. We will also feature our innovation days and workshops in the event section of the D4D website.

a. A dedicated section for the projects deliverables will be also added to the web page

SOCIAL MEDIA

All social media activities will be made through the existing partners social media channels (Instagram, Facebook, Twitter and Linkedin) to benefit from extensive followers of the partners channels.

1. Develop a social media kit (1 to 2 core graphics with supporting copy) per workshop/innovation day to ensure the promotion of the activity before, during and after any workshop or innovation day).
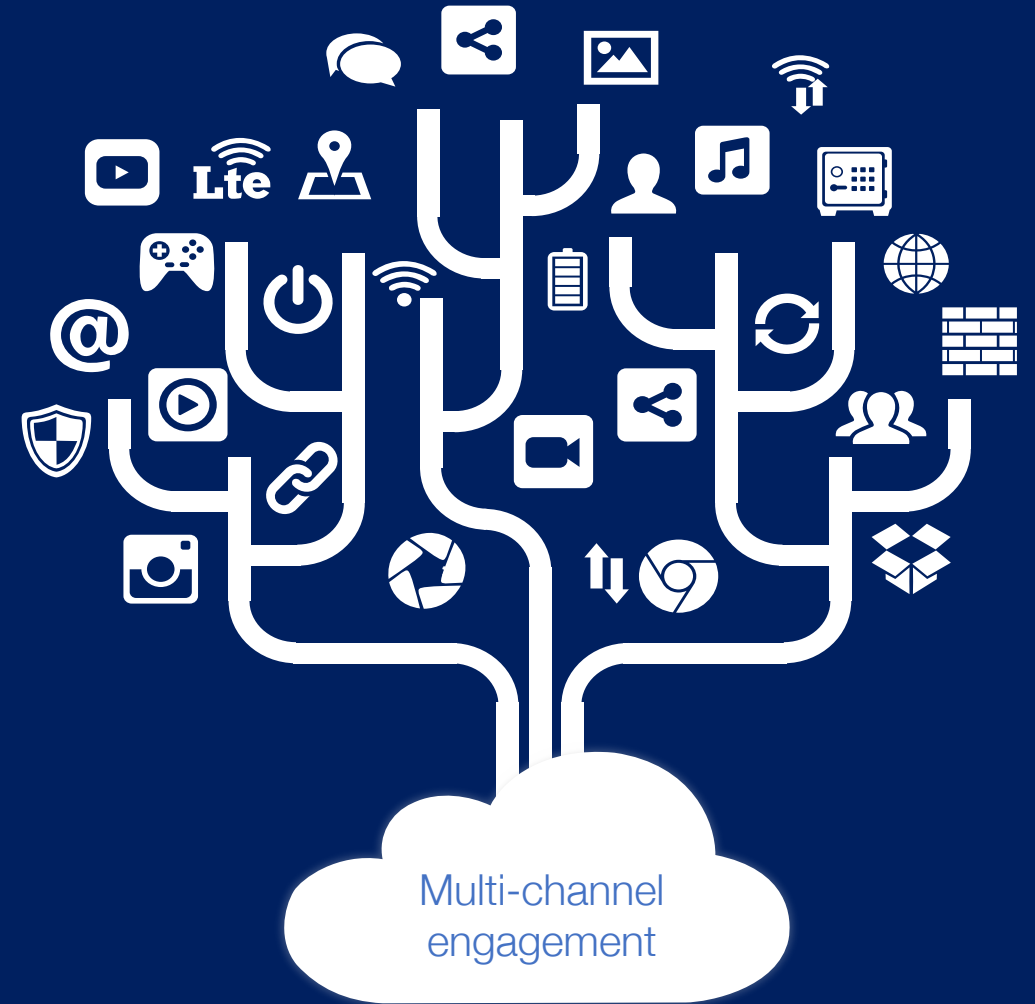
The post will include:
- Event visual
- Regular information about the event
- 2 to 3 Quotes or key takeaway information of the event

The plan is therefore to:
- Run organic and paid social media posts across multiple channels

The content of the posts needs to be supported by the Project Manager who have content knowledge.

Multi-channel engagement

SOCIAL MEDIA

2. The social media activities will be used to maintain the level of engagement before, in between and beyond the workshop and innovation days through:

- Capacity building of stakeholders in between the workshop and the innovation days through relevant knowledge piece post
- Using social media tools to continue the conversation between African and European stakeholders

Multi-channel engagement

VIDEO CONTENT
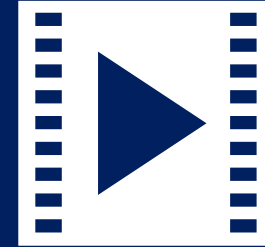
We currently have the budget to develop 1 video per innovation day and per workshop. The budget allows a short 2 – 3 minute video which we will use to promote across our visual channels.

These include social media channels and partner websites.

Ideally each innovation day should have a video which talks about the broad strokes and the key highlights of the event. This will have be posted on the website and social media channels.

EMAILING CAMPAIGN

Each workshop and innovation day will have a dedicated emailing campaign for invitation and promotion purposes to Smart Africa existing database of approx. 20,000 audience.

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PRESS RELEASES

Each workshop / innovation day will have a dedicated press release written specifically for it. With each press release, we will look into the prospect of having a quote from Director General Lacina Koné and a quote from the local partner and D4D representative.

Each of these press release will then be distributed to Smart Africa database of over 1000 media list of contacts and picked up by the publications that are relevant.

Depending on budget and the relevance of the news, the press release will be distributed using a paid for newswire service.

*Cost range estimate : US$2000.00 per project press release for distribution.

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ARTICLES

Each innovation day is very multi-faceted and contains aspects of numerous streams.

We therefore could write a *series of specialized articles* in order to position IDEA D4D as an authority in the field and to engage on discussion around the topic and its sub-topic.

Each article will be run on the Smart Africa website, LinkedIn, partner websites and a carefully selected publication which is relevant to the content we have available to deliver.

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INTERVIEWS

MEDIA INTERVIEWS

We will set up at least 1 media interview per innovation day order to get the media presence around the innovation day.

Please note that depending on the media house, there may need to be payment.

INTERNAL INTERVIEW SERIES

The Marketing department will set up individual interviews on the innovation day internally. These interviews will cover the partnering country, DG, the Head of Department and the Project Manager. This is a great way to get the content out and disseminated in bites that the audience can engage with and understand.

An example of how we would deliver these interviews is on the following link: https://www.youtube.com/watch?v=sd02j9WQXZs

PODCAST SERIES

In order to broaden the audience that we will target, we could convert the interview series into a podcast series as well. This will be an audio platform that will allow us to tap into an additional audience.

It will also double if not treble our reach given that podcast growth has exceeded 300% since the COVID-19 pandemic lockdown.

These podcasts will be posted on the partner social media channels.

Cost range estimate : US$100 - $300 per workshop/innovation day.

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EVENT PARTICIPATION

In order to broaden our reach and engage with multiple stakeholders to spread the word about the IDEA D4D Hub project, we will seek to ensure attendance or speaking opportunities to a minimum of two external events.

EXPECTED RESULTS/ KPI

TOOLS/CHANNELS	METRICS METHODS	EXPECTED RESULTS
Website	No of visits, time spent on the web portal and returning visitors; No of countries	300 visits per month. More than 90% of visitors spending 1 minutes or more on the website More than 50% of returning visitors are from 60 different countries
Social Media	Number of likes and comments	100 likes and 25 comments on Twitter and Facebook per publication
Press release/articles	Number of publications	At least 4 publications
Media Interviews	Number of interviews	At least 4 media interviews
External events, conferences, workshops	Number of external events we expect to participate	At least 2 events participation
Newsletter	Newsletter dispatched	6 newsletters dispatched
4 Innovation Days	No of participants	60 participants per Innovation Day
4 Workshops	No of participants	40-50 participants per workshop