



SNOWMAN - Analysis of the Communication Report

Introduction:

The following is a brief summary of the communication reports of the partners of the SNOWman-project. The summary is accompanied by a short analysis of the communication effort as well as some concrete communication goals for each of the partner-countries when launching the '6 steps for innovation' platform in late September. Every partner should feel free to draw inspiration from the other partners in terms of the communication strategy and the goals before the final dissemination.

Communication Report - Denmark:

- Website-activity
- Leaflets
- Newsletter emailed to target groups
- Film on YouTube – Aimed at target groups
- Producing real life stories showing the progress of the project (on the website)

Analysis and recommendations:

Generally, more activity in the context of communicating the SNOWman project is recommended. Experiences from the other partners show that more communication aimed at the target groups and channels/media that the target groups frequent could be advised. More social media activity in general would be advised, as well as activity on different social media sites. Another recommendation would be to do follow-up activities to create awareness that the project is moving forward. Finally, an increased focus on general distribution would be recommended, so that the communication of the project reaches more people than has seemingly been the case.

Goals before final dissemination:

1. Goal for intermediary organizations: Distribute a newsletter about the launching of the platform on social media and on an internal platform. The videos with success stories and the introduction videos should ideally be used as part of the social media exposure (links are below)
2. Visit a number of Danish business hubs and associated partners highlighting the launching of the platform and meet personally with potential intermediaries and stakeholders in the target group, in this way covering all Danish regions.
3. Form a communication strategy for the platform '6 steps for innovation' that focuses specifically on LinkedIn and exposure with target groups of potential intermediaries and owner managers.

Communication Report – Finland

- Internationally circulated on several different media – Intranet, posters, videos, website
- Twitter, Facebook, Youtube, Instagram, LinkedIn
- Article in Finnish aimed at target group
- Follow-ups on social media as the project progresses
- Presented at business-event with presence of target group
- National and International activity

- Calling up potential users
- Interviews and mention in relevant meetings
- Continued presence on social media
- Distribution of summary articles after having met with owner managers
- Follow-up articles
- Continued mention at national and international conferences

Analysis and recommendations:

Generally, the communication of the SNOwMAN project has been very active, thorough and creative in terms of using many different platforms as well as maintaining a continued focus on the project as it progresses. The number of people reached through social media platforms seems impressive. The very direct methods of presenting the project at business conferences and calling up potential users are applauded, and generally believed to be effective in terms of reaching the target groups. The focus on a both national and international platform for the project is applauded as well. It is believed to have been a very strong and sound communication strategy that has been carried through by the Finnish partners.

Goals before final dissemination:

1. Goal for intermediary organizations: Distribute a newsletter about the launching of the platform on social media and on an internal platform. The videos with success stories and the introduction videos should ideally be used as part of the social media exposure (links are below)
2. Distribute information on the launching of the platform on several social media platforms as well as both to a national and international audience.
3. Highlight the launching of the platform for as new potential users in the target group.

Communication Report – Lithuania

LIC

- Internal sharing of website information
- Facebook
- Articles on website aimed at IT-business people
- Snowman newsletter circulated on LinkedIn

VGTU

- Distribution on the Faculty of Business website
- Distribution of the initial article
- Activity mainly on the one platform, but strong follow-up action on SNOwMan-project
- Limited communication in 2020

Analysis and recommendations:

Generally, more communication activity would be recommended. However, there has been a strong internal communication of the project and some follow-up action as the project developed. It would be recommended to communicate more actively on social media and on more different platforms. A strong recommendation would also be to produce communication which is more directly aimed at the target groups. Presence on relevant websites, at conferences, interviews with owner managers etc. could be suggested. A final focus point could be to communicate the project more actively both nationally and internationally.

Communication activities for final dissemination:

1. Goal for intermediary organizations: Distribute a newsletter about the launching of the platform on social media and on an internal platform. The videos with success stories and the introduction videos should ideally be used as part of the social media exposure (links are below)
2. Communicate the launching of the platform to both national and international audiences reaching at least a 1000 people through social media and/or personal meetings (physical or digital) and/or distribution on relevant websites.
3. Form a communication strategy that focuses specifically on LinkedIn and exposure with target groups of potential intermediaries and owner managers.

Communication report – Poland

- A lot of initial information posted on different websites with a good reach
- Facebook
- Internal seminars and sharing of Information internally
- Orientation about the progress of the project internally
- Leaflet aimed at researchers, students and intermediaries
- Big circulation in 2020.
- Incoherence in the amount of activity at different times

Analysis and recommendations:

Generally, more communication activity would be recommended. Initially there is a lot of communication on the project and there is a surge as well in 2020, but in the middle period there is a decrease in especially external communication. It would be recommended to maintain focus on the project and its development throughout the period – to make the communication strategy more coherent. The internal communication has been satisfactory. However, more presence on more different social media platforms would be recommended. There has been some activity to reach the target groups, but for instance a recommendation could be to present the project at conferences, relevant websites etc.

Goals before final dissemination:

1. Goal for intermediary organizations: Distribute a newsletter about the launching of the platform on social media and on an internal platform. The videos with success stories and the introduction videos should ideally be used as part of the social media exposure (links are below)
2. Communicate the launching of the platform to both national and international audiences reaching at least a 1000 people through social media and/or personal meetings (physical or digital) and/or distribution on relevant websites.
3. Highlight the launching of the platform specifically aimed at intermediaries, use the produced TYTAX success video and try to reach the target group through several different media.

Summary on the collective communication strategy:

Generally, the communication effort of the SNOwMAN project has been very diverse. From limited activity on few platforms to substantial activity on several platforms with diverse target groups. All partners have been using social media to some degree, but the number of different social media sites varies, as well as the intensity of social media activity. All partners have been trying to reach the intended target groups, but again the frequency of the activities, as well as the number of different ways of trying to reach the target groups varies a lot. We hope that the launching of the '6 steps for innovation' platform will create a surge in awareness of the project and the platform through a strong and creative communication strategy of the launching of the platform.

Links:

Danish success story: https://www.youtube.com/watch?v=d2Pjqn_RXAI

Polish success story: <https://youtu.be/ZLyFwcCK8Fg>

Three animation videos from the platform:

https://www.youtube.com/watch?time_continue=8&v=xRmO3tgziXE&feature=emb_logo

https://www.youtube.com/watch?v=AthRnei4fdY&feature=emb_logo

https://www.youtube.com/watch?v=ISYgLTG4Z4&feature=emb_logo