AMANAC WORKSHOP
BRUSSELS, BELGIUM | 03.07.2019

WHAT KIND OF BUILT ENVIRONMENT FOR FUTURE GENERATIONS?

Reaching the general public: EnDurCrete & ReSHEALience strategies

Barbora Blaškovičová, FENIX TNT
Esteban Camacho, Research & Development Concretes
EnDurCrete: Communication and dissemination strategy

Message to be clear, simple, easy to understand

Information to be correct and realistic

Message to be tailored to the receiver

Message of different projects related to the same subject to be coordinated to enhance impact

Key messages

The projects have received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement Nº 760639, 760824 and 761072
Barbora Blaškovičová
FENIX TNT

The projects have received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement Nº760639, 760824 and 761072

Social media

Endurcrete project
Endurcrete project
Endurcrete project
@Endurcrete_eu

Different approach for each social account
Eye-catching
Short and clear

WHAT KIND OF BUILT ENVIRONMENT FOR FUTURE GENERATIONS?

Have you already registered for the #AMANAC Cluster Workshop in Brussels, Belgium? It starts in only two weeks - on 3rd July 2019.
See the full agenda & registration form at
http://www.endurcrete.eu/amanac-workshop

#H2020 #ResHEALience #DACOMAT #AMANAC #ENDURCRETE
Amanac Project Endurcrete Project

EU

Barbora Blaškovičová
FENIX TNT
Fairs and expos

to use gadgets at the stand/booth

to select an event based on the specific project’s focus

Barbora Blaškovičová
FENIX TNT

The projects have received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 760639, 760824 and 761072
ReSHEALience communication strategy

<table>
<thead>
<tr>
<th>Communication</th>
<th>Impact</th>
<th>Exploitation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TRL6-7 prototypes</strong></td>
<td><strong>Projects coop</strong></td>
<td><strong>Closeness market</strong></td>
</tr>
<tr>
<td>Stakeholders to see examples and opportunities in several sectors</td>
<td>To find new cooperation lines, technical synergies</td>
<td>Involve/create interest in industry. Boost early impact</td>
</tr>
</tbody>
</table>

As life: explain to non-experts through example. Feel its real. 10%-20%-80%

Wider audience. Synergies communic. actions

The targeted audience which needs to listen

Esteban Camacho
RDC

The projects have received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement N°760639, 760824 and 761072.
Reaching (seducing) the general public

Oversaturated channels. Social media noise. Need reason to listen

Never walk alone (general com), com through the developed innovation

Reach the society reaching the market
Focus on market, accel. exploit → Reach big\(^3\) public, channels\(^3\)

Audience judge our results = useful products. Let them test - enjoy to see benefits. Solve problems → EU fans

"Let the audience come to me"
(Mk 10:14).

2-day events
Industry-oriented

Cameras
proof of performance

MOOC
practical lessons

Newsletter
(possibilities)\(^2\)

visits
Prove its real

The projects have received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 760639, 760824 and 761072.
Let the people tell your story

1st event. 6/2017. Not yet in the market. Unknown

2nd event. 2/2018. Word to mouth
Audience for a reason
Not all clients, but feel attached

Reaction from Sea Regional Ministry
Changes to support sustainable purchase

Selmus-738777

The projects have received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement N°760639, 760824 and 761072

Esteban Camacho
RDC