



EMPOWERING
UNDERGROUND
LABORATORIES
NETWORK USAGE

ONE WAY IN TO EUROPES UNDERGROUND LABORATORIES

Report

WP4.1. Dissemination and market reach testing plan

Vilnius University Business School

2022

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 **Interreg**
Baltic Sea Region



EUROPEAN
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DEVELOPMENT
FUND



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WP4.1.Report

Status: In time. KPIs reached.

During the year of 2021 the all the planned activities for the WP4.1 have been done on time. The actions were made:

The shortlists of the events and organisations to contact during the project to test the sales process of the UL portfolio created and are shared during the 1st SC meeting and on the WP4.2 report. The shortlist has been reviewed and updated during the year depending on the COVID-19 situation and the delay of some of the events planned.

The shortlisted organisations have been contacted via email with our proposal to visit events or organisations for the first introduction pitch of the EUL portfolio.

Moreover the shortlists of the scientific conferences in Europe that could bring a high impact and visibility have been created and shared with partners during the 1st SC meeting.

Furthermore, the social media dissemination plan and testing scenarios have been created for the Q1-Q4 of 2021 during the year. The market analysis of underground laboratories media channels have been made during the January 2021 and the most suitable social media channels have been chosen for the project dissemination online - Facebook page, LinkedIn business page and Twitter account.

The plan for the webpage update for the EUL project have been created using the BSUIN project base while updating the data with more aims and results of the extension project. The website domain name left the same due to already identified traffic - <https://bsuin.eu/>.

Actions Summary:

1. Communication plan prepared for SC (Feb- Mar)
2. Communication team meetings organized (Feb-Dec)
3. Event&Umbrella Organisations shortlist created for A4.2&A4.3
4. Google form for data collection created (Jan)
5. Internal Newsletter No. 1-5 prep&sent (Feb-Dec)
6. Internal dissemination material audit and collection (Jan-Dec)
7. WP meetings organized (Jan-Dec)
8. WP actions plans prepared during the 1st half and 2nd half of the year.
9. Testing scenarios prepared (Jan-Nov)

Outputs summary

1. Well planned WP actions and both external and internal communication.