

Communication Activities Report – Interim Version 1

8. January 2016

This deliverable reports on communication activities of the PaaSword consortium as a whole as well as on the individual level based on the communication roadmap documented in Deliverable D7.1 Communication Roadmap (Braun & Vuong 2015).

It reflects the creation of a solid communication foundation in relation to the interaction with PaaSword's key stakeholders across Europe. The actions taken reflect communication activities undertaken during the first year. We present the further elaborated communication approach, the evaluation of the general and partners' specific communication activities implemented in the first year and an update of the communication plan with respect to the second project year.

Key outputs are:

- A set of key words and communication themes (bundling different communication contents) used to feed into communications strategies with differing types of stakeholders
- A slogan and set of key messages designed for communication purposes to resonate with differing key audiences
- A standard presentation kit consisting of a PowerPoint presentation and a brochure for the PaaSword partners
- A web site with relevant content as the showcase window for the activities of the project
- Strategies for web and social media communication
- Communication and dissemination materials like brochures and posters to the various events and interactions with our target audiences and the public
- More than fifty communication activities implemented in the first year and almost forty actions planned for the second year