ScreenME

Communication Plan
Deliverable 5.2

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www.screenme.tlu.ee

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HISTORY OF CHANGES 2

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Version 0.5	Gathering input	12/06/2021	Ulrike Rohn (TLU), Birgit Rosenberg (TLU), Külliki Tafel-Viia (TLU), Silja Lassur (TLU), Andres Jõesaar (TLU)
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Version 1	Final draft	23/09/2021	Author: Birgit Rosenberg (TLU), confirmed by project coordinator Ulrike Rohn

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INTRODUCTION

The Deliverable D5.2, ScreenME-Net project Communication Plan, defines the communication messages and tools that the project partners apply to the communication and dissemination of the project and its output. It sets common guidelines for the visual communication of the project and its financing. It outlines the outputs to be communicated during the scope of the project and beyond.

1. OVERVIEW OF SCREENME COMMUNICATION PLAN

1.1 ScreenME-Net project

As Widening Participation and Spreading Excellence actions under Horizon Europe contribute to building research and innovation capacity for lagging countries, the ScreenME-Net Twinning aims to enhance excellence in screen media entrepreneurship scholarship at Tallinn University (TLU) by linking its researchers, early stage researchers, and administration staff with six other European universities. The consortium consists of an interdisciplinary set of internationally leading research institutions with strong expertise in entrepreneurship education and research, as well as in various academic disciplines and scholarly areas of high relevance to understanding current dynamics in screen media industries and their wider societal effects.

1.1.1 ScreenME project consortium

1. TALLINN UNIVERSITY, ESTONIA (TLU) www.tlu.ee
   Baltic Film, Media and Arts School (BFM), https://www.tlu.ee/en/bfm
   Centre of Excellence in Media Innovation and Digital Culture, http://medit.tlu.ee

2. VRIJE UNIVERSITEIT BRUSSEL, BELGIUM (VU) https://www.vub.be
   Studies in Media, Innovation and Technology, https://smit.vub.ac.be/

3. LUT UNIVERSITY, FINLAND (LUT) www.lut.fi
   School of Business and Management, www.lut.fi/web/en/school-of-business-and-management

4. AARHUS UNIVERSITY, DENMARK (AU) www.au.dk
   Department of Media and Journalism Studies, https://cc.au.dk/en/about-the-school/departments/media-and-journalism-studies/

5. MUNSTER TECHNOLOGICAL UNIVERSITY, IRELAND (MTU) https://www.mtu.ie/
   Hincks Centre for Entrepreneurship Excellence, https://hincks.cit.ie/

6. JÖNKÖPING UNIVERSITY, SWEDEN (JU) www.ju.se
   MMTC – Media, Management and Transformation Centre, Jönköping International Business School, https://ju.se/en/research/research-groups/mmtc.html

7. ILMENAU UNIVERSITY of TECHNOLOGY, GERMANY (TUIL) www.tu-ilmenau.de
   Media and Communication Management Group, https://www.tu-ilmenau.de/en/media-and-communication-management-group/

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1.1.2 ScreenME project structure and public deliverables

The project lasts for 36 months (M), from 2021 to 2023, and tasks are divided into six different work packages that can be seen in Table 1.

Table 1 Workpackages of the ScreenME-Net project

Work Package	Description	Start	End
WP 1	Co-establishment of Research Hub on Screen Media Entrepreneurship	1	36
WP 2	Excellence in Teaching Screen Media Entrepreneurship	6	36
WP 3	Early Stage Researcher Development	1	30
WP 4	Strengthening Research Management and Administration Skills	3	26
WP 5	Dissemination and Communication	1	36
WP 6	Project Management	1	36

The work packages are divided into subtasks, where each partner with particular expertise will transfer the knowledge through workshops, webinars and study visits and reports. Parallel activities of research collaborations, teaching, supporting early-stage researchers, and strengthening research management and administration skills will have an overall leverage effect. Tallinn University will increase its networking position and visibility in this scholarly field through project activities but also advance the field and prominence of screen-media entrepreneurship research in general.

Table 2 maps public outputs to be communicated. Other project outputs, events and activities are communicated on an ad hoc basis and in a way that it also supports the visibility of the project and its financing, and raises awareness of the consortium, the ScreenME Hub as well as screen-media entrepreneurship research and teaching in general.

Table 2 ScreenME public deliverables

WP No	Del. No	Title	Description	Lead	Nature	Del. Date
WP5	D5.2	Project website	A communication plan for the project will be outlined, and a project website launched.	TLU	Website	30 Sep 2021
WP5	D5.4	Annual newsletter 1	Annual newsletter will cover all of the information relevant to the public (e.g. new publications, conferences, workshops, etc.), but will exclude the more delicate issues covered in the progress report (e.g. completed new project applications).	TLU	Email via website, social media, partners channels and networks	31 Oct 2021
WP1	D1.1	Research report on R&D networking environment learnt in T1.1–T1.3	Joint report on lessons learnt in T1.1–T1.3.	TLU	Report	31 Dec 2021
WP2	D2.1	Workshop report on teaching collaboration with industry	Max. 5 pages	MTU	Report	31 Dec 2021
WP3	D3.3	2 webinars published via YouTube or social media	The webinars keep the researchers up to date with the field knowledge and research.	TLU	Website, TLU Youtube channel, social media, etc	31 Mar 2022
WP1	D1.4	Policy brief on best practices of R&D networking based on T1.1–1.3	Based on T1.1–1.3.	VUB	Report	31 Jul 2022
WP2	D2.2	Syllabus of interdisciplinary Screen Media Entrepreneurship Course	TLU will have a best co-designed and piloted course on Screen Media Entrepreneurship.	TLU	Report	31 Jul 2022

WP5	D5.7	Annual newsletter 2	Annual newsletter will cover all of the information relevant to the public (e.g. new publications, conferences, workshops, etc.), but will exclude the more delicate issues covered in the progress report (e.g. completed new project applications).	TLU	Email via website, social media, partners channels and networks	31 Oct 2022
WP2	D2.5	Chapter by beneficiaries in edited volume	High-quality teaching and sustainable stakeholder engagement in teaching.	TUIL	Publication, project website, partners channels, etc	31 Dec 2023
WP3	D3.4	Workshop description and results	The workshops enable progress on the practical research publication and transferable skills of early stage researchers.	VUB	Report	30 Jun 2023
WP5	D5.3	Conference in ScreenME-Hub in Tallinn	Summary of work done on partners' premises.	TLU	Website, social media, EXU channels and networks, media	30 Sep 2023
WP5	D5.8	Annual newsletter 3	Annual newsletter will cover all of the information relevant to the public (e.g. new publications, conferences, workshops, etc.), but will exclude the more delicate issues covered in the progress report (e.g. completed new project applications).	TLU	Email via website, social media, partners channels and networks	31 Oct 2023

1.2 The purpose of the ScreenME communication activities and plan

Communication activities described in Work Package 5 are crucial not only for the visibility of the project and sharing the outcomes but also for including stakeholders and achieving the desired results and impact. The ScreenME-Net project aims to strengthen Tallinn University's potential for successful participation in transnational research and innovation processes in the field of screen-media entrepreneurship scholarship. In addition to furthering the skills and capacities of Tallinn University, the project promotes networking and access to excellence and increases the visibility of all the consortium's universities. Finally, it upskills its staff and promotes scholarship in general.

Activities of communication, dissemination, and exploitation are not fully clear-cut, and one activity often supports or has an impact on other paths. Thus, communication activities support the dissemination and exploitation of the project results. Information about the project alerts possible stakeholders and incorporates them in ScreenME Hub, in reaching and research activities as well as increasing the prominence of the scholarship in screen media entrepreneurship in general. Figure 1 gives an overview of the different paths and target groups for communication, dissemination and exploitation goals as well as the target groups of the ScreenME-Net project.

Together with the ScreenME-Net Plan for Exploitation and Dissemination of Results (D 5.1), which maps strategies for including and informing target groups of project results and exploiting outputs, the Communication plan is part of the wider ScreenME-Net communication strategy.

Figure 1 Communication of ScreenME project results

Grant Agreement Article 38.1.1 states that the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.

The Annotated Grant Agreement states that the beneficiaries must promote the action and its result, with a comprehensive communication plan that defines clear objectives (adapted to various relevant target audiences) and sets out a concrete planning for the communication activities (including a description and timing for each activity – throughout the action duration).

'Promoting the action' means providing targeted information to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange.

The activities must, however:

- be effective (i.e. suited to achieving the action's communication goals)
- be proportionate to the scale of the action (e.g. activities carried out by a large-scale action with beneficiaries coming from several different countries and a large budget must be more ambitious than those of a beneficiary in a mono-beneficiary grant)
- address audiences that go beyond the action's own community (including the media and the public).

Moreover, the activities must make the research activities known to multiple audiences (in a way that they can be understood by non-specialists) and include the public policy perspective of EU research and innovation funding by addressing aspects such as:

- transnational cooperation in a European consortium (i.e. how working together has allowed the achievement of more than would otherwise be possible)
- scientific excellence
- contribution to competitiveness and to solution of societal challenges
- impact on everyday lives (e.g. creation of jobs, development of new technologies, better quality products, more convenience, improved lifestyle, etc.)
- better use of results and spill-over to policy-makers, industry and the scientific community.

1.3 Visibility of Funding

Unless the Commission requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must:

(a) display the EU emblem, and

(b) include the following text:

> *This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 952156.*

The EU emblem and reference to EU funding must be easily visible for the public and with sufficient prominence (taking also into account the nature of the activity or object).

According to the Grant Agreement Article 38.1.3, any communication activity related to the action must indicate that it reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains.

2. MESSAGES OF SCREENME-NET

The ScreenME-Net communication activities derive from the nature of the project and its goals as well as its obligations set out in the project Grant Agreement. The project contributes to building research and innovation capacity for lagging countries and strengthens Tallinn University's potential for successful participation in transnational research and innovation processes in the field of screen media entrepreneurship. It promotes networking and access to excellence and increases visibility of all the project consortium universities, and upskills its staff and prominence of the field of scholarship in general.

In order to create a unified communication for the consortium, ScreenME uses Message House. Message House is a simple and effective tool for international and diverse teams to ensure consolidated and harmonized communication across different target groups, partners, and countries.

Message House starts with an 'umbrella statement' as the roof, stating the project's overall aim. The rooms underneath display three keys messages (each containing a different 'core message'), and the basement is filled over time with evidence of the ScreenME-Net project actions to support the aims and claims made.

Table 3 links the activities and work packages to the key messages of ScreenME-Net project.

Table 3 Work packages and messages of ScreenME

WIDER COMMUNICATION TASKS (as described in WP5)		
WP1	ScreenME-HUB	Key message 1, 2, 3
WP2	Excellence in Teaching	Key message 1, 2, 3
WP3	Early Stage Research Development	Key message 2
WP4	Tools developed in WP4, newsletters	Key message 3

CORE MESSAGE

Advancing Scholarship Of Screen Media Entrepreneurship…
… via building strong partnerships with industry and other stakeholders, offering innovative education, and ensuring sustainability of the research and funding.

KEY MESSAGE 1

Visibility And Networks: Partnerships That Matter And Deliver
Screen media entrepreneurship researchers, industry participants, and policy makers work together to enhance a rapidly changing field of screen media entrepreneurship and engage in mutually beneficial collaborations for research and education between researchers and industry players.

HOW?

- Mapping up-to-date research needs of industry
- Introducing the potential of doing screen media entrepreneurship research at Tallinn University
- Joint workshops with industry players in Estonia and other European member states
- Popularizing screen media entrepreneurship research among early-career researchers
- Raising awareness among the general public and key decision makers about the potential of screen media entrepreneurship research
- Learning from partner universities' success stories of building successful partnerships with start-ups and industry
- Building networks and methods of stakeholder engagement in teaching
- Establishing personal connections with Estonian screen media industry players
- Organizing conferences in screen media research
- Establishing ScreenME-Hub at Tallinn University – a TLU BFM as a partner for screen media entrepreneurs
- Introducing the industry players to the wider network of screen-media researchers via joint events and project proposals
- Communicating key findings and related topics to the targets and wider public via newsletters and website, and raising awareness of the field of screen media entrepreneurship research
- Collaboration in teaching screen media and entrepreneurship, co-designing, and piloting a university course focusing on screen media entrepreneurship

KEY MESSAGE 2

SUSTAINABILITY: MOVE FORWARD AND STAY RELEVANT via providing up-to-date education and research in the field of screen media entrepreneurship

HOW?

- Exchanging best practices among wider network of partners on teaching screen media entrepreneurship at partner universities
- Collaboration in the field of teaching screen media and entrepreneurship in order to educate a new generation of professionals in accordance with the needs of the industry
- Building networks and methods of stakeholder engagement in teaching
- Action plan and sustainability plan for the ScreenME-Net platform
- Creating a 7-year research and partnership strategy for the network
- New Screen Media Entrepreneurship course and syllabus MA study program Screen Media Innovation at TLU's BFM
- Supporting and encouraging the early-stage researchers in the field of screen media entrepreneurship research

- Development of career support system for early stage researchers (visits to partners, trainings (in partnership with Youth Life project), and webinars keep the researchers up to date with the field knowledge and research

- Raise awareness within the field of academia and field of screen media entrepreneurship research via general communication, exploitation and dissemination of project results (newsletters, website, publications, videos, etc.)

- ScreenME-Hub will secure approachability and a point of contact, and thus, TLU/BFM will become a player in Estonian and international field of screen media entrepreneurship and its research

KEY MESSAGE 3

CAPACITY: BECOME STRONGER AND BUILD UP THE KNOWLEDGE via securing development and funding for research, teaching and cooperation beyond the end of the project.

HOW?

- Mapping and having up-to-date understanding of the research needs of the industry and policymakers

- Mapping and meeting the research interest and topics of the network's researchers and industry

- Creating a 7-year research and partnership strategy for the network

- Action plan and sustainability plan for the ScreenME-Net platform

- Enhancing the recognition of ScreenME-Net consortium as a prominent research group via dissemination and exploitation of project results amongst a variety of target groups

- Influx of new students and researchers via new Screen Media Entrepreneurship course at TLU's BFM and support system for early-stage researchers in the field of screen media entrepreneurship research and grant application

- Training and capacity building of research administration staff in the field of grant application and project management (cooperation with AU and TLU's Youth Life project)

- Best practices compendium in project management

- New project joint proposals submitted by ScreenME-Net project consortium

- New partnerships established with other project consortiums in the field of screen media entrepreneurship in Europe

- ScreenME-Hub at Tallinn University works as a well-known point of contact and thus, TLU/BFM is recognised as a research and teaching centre in the field of screen media entrepreneurship.

3. COMMUNICATION TOOLS

Work package 5 is a cross-project activity, establishing tools, supporting communication and sharing of results of all project actions. Table 3 gives an overview of the ScreenME-Net activities designed to raise awareness of the project. These tools and activities are targeted towards academic channels, online (website, social media), the specialized audiences (target groups and stakeholders) and broader audiences (general public). As mentioned, the project has two complementary strategies. Deliverable 5.1 – Plan for Exploitation and Dissemination of Results (PEDR) outlines the target groups and activities for communication with target groups to maximize the benefit of the project outputs and achieve the desired impact. Deliverable 5.2 – Communication Plan describes the tools and activities for reaching the general public.

3.1 Tools for consortium communication

Internal (Table 4) and external (Table 5) communication channels and document repositories ensure timely and smooth workflow between the project partners through the project.

Table 4 Internal communication tools

WHAT	WHO	MONTH	DESCRIPTION
Repository	TLU	M1–36	EMDesk is used as an online project management and document storage.
Mailing list	TLU	M 2	Emails and contacts repository and mailing list was completed for the project team
Website and visual identity	TLU	M 2–9	Project website launched, and visual identity created for the
Social media channels	TLU	M 2–5	Facebook, Twitter, Slack and LinkedIn are used to communicate with project team and external target groups
Continuous reporting of Communication and Dissemination	TLU	M 2–36	Reporting forms to gather Communication and Dissemination data distributed to the Partners on 18 February
Plan or Exploitation and Dissemination of results (D 5.1)	TLU, LUT, VUB	M 6	Update of PEDR as a guideline for dissemination and exploitation of project results
WP 4 Newsletter	TLU, RAO	M 5–20	Internal newsletter on funding opportunities

Table 5 ScreenME communication tools and activities

TOOL	WHO	MONTH	HOW
ScreenME-Net visual identity	TLU	M 2	Visual identity and the brand story of the project will be the first steps to ensure consistency and familiarity in internal and external communications; this will include a logo, colour palette, templates and guidelines for partners
Website	TLU	M 2–36	Project website screenme.tlu.ee launched and constantly updated by TLU with contribution of all partners
Social media channels	TLU	M 2–36	Facebook, Twitter, Slack and LinkedIn accounts created and used to raise awareness of the project and make the project results available to general public
Partners social media channels, networks and events	ALL	M 2–36	Partners' communication channels (newsletters, websites, mailing lists, staff meetings) will be used to inform and engage interested parties
ScreenME Message House	TLU	M 5	Consolidated tool and document for communicating project activities and messages for general public and target groups
Communication Plan (D 5.2)	TLU, LUT, VUB	M 9	Mapping of communication tools and activities
ScreenME-Net newsletter	TLU	M 12; 24; 36	Communication of project results to target groups and general public
Communication materials	TLU	M 9–36	Based on the visual identity, TLU will create dissemination material, including flyers, posters and/or other materials which partners may require for their dissemination activities
Press releases	TLU	M 12–36	Press releases concerning the activities of the project to Estonian media channels
Engaging journalists and legacy media	TLU	M 12–36	Direct communication with journalists with the assistance of TLU public relations department and EXU, and through giving interviews to radio, TV, print and/or online outlets
Communication packages	TLU	M 1–36	Based on the visual identity, TLU will create dissemination material, including flyers, posters and/or other materials which partners may require for their communication activities

In addition to the ScreenME communication channels, all beneficiaries use their existing communication tools, networks and events to communicate and distribute the outputs and raise awareness of the project and funding. The overview of the institute's channels will be given in the next chapter.

3.1 ScreenME visual identity

In January, the project coordinator, Tallinn University, announced a competition to find a designer who would create a visual identity for ScreenME and a project website. Five service providers were contacted, and four quotes received. A best offer was selected, and the development of the logo started in January. Prior to the first Steering Group meeting in February, four designs were submitted to the partners, from which the partners chose their favourite. The yellow-black logo, with text and horizontal rectangle representing a screen, was chosen.

The logo of ScreenME can be seen in Figure 2. The full style guide is in Annex 1.

Figure 2 ScreenME logo

3.2 ScreenME project website

Based on the logo style book and the project objectives, ScreenME project website screenme.tlu.ee was launched in March 2021. The website is hosted on the Tallinn University server and caters to both the general public and targeted audiences, keeping them informed of project-related news. The website serves as a public repository for project results. It is a central platform for information about the project, its partners and financiers. It serves as a central portal into the project and its individual projects, providing information about the consortium, the project funding and the goals. The work package leader, Tallinn University, is responsible for uploading information and keeping the website up to date during the course of the project and beyond.

The ScreenME website is linked to project social media channels: Facebook, Twitter, and LinkedIn. Work package 5 leader, Tallinn University, is responsible for creating and sharing content on the media channels mentioned, with other project partners contributing with posts on their events and activities with the latest news related to the project.

In addition to the website, the beneficiaries will share ScreenME-related content such as news and updates, reports or videos posted on the project's website and social network accounts at their institutional websites. This will increase the traffic to the ScreenME website and visibility and awareness of the project and the scholarship it set out to advance.
The screenshots of the website is attached to the report as Annex 2.

3.3 ScreenME-Net social media

Social media accounts at Twitter and Facebook were set up to support the outreach activities of ScreenME-Net. The work package leader, Tallinn University, is the administrator of both ScreenME-Net Twitter and Facebook pages. In addition, the LinkedIn account is managed by Jönköping University to reach industry stakeholders. The screenshots of the social media accounts are attached to the report as Annex 2.

3.3.1 Twitter

The Twitter account @screenme_net was set up in March 2021. In six months, 48 posts have been tweeted. During the kick-off period of the project, catchy excerpts from presentations and workshops increased public interest in the project and the field. In addition to ScreenME activities, sharing partners' events amplifies the visibility of the network and the project.

At a later stage, Twitter will be a platform for engaging target groups and reaching out to the scientific community for further dissemination and exploitation of project results.

3.3.2 Facebook

A Facebook page at Screenmenet was created in March 2021. Facebook is a tool for communicating with the general public, allowing project news to appear in more diverse locations and to more diverse audiences. Facebook posts will cover important events and reports, project videos and outputs, using nonspecific, simple language and more common interest content.

3.4 Newsletter

During the course of the project, ScreenME will publish three annual newsletters, communicating project results to target groups and the general public. The newsletter will use the MailerLite engine and will be available to the general public via the project website and social media as well as partners' communication channels.

3.5 Traditional media

Information about the project will be shared with the broader public via press releases concerning the

activities of the project, direct communication with journalists with the assistance of TLU public relations department and EXU, and through giving interviews to radio, TV, print and/or online media channels. Particular emphasis will be given to popular science outlets. In addition, research-based op-eds will be published occasionally.

ScreenMe will be promoted via a cluster of high-quality content packages, such as articles and newsletters. All public deliverables showing the project's key outputs will be disseminated publicly, via articles on open-access journals and/or books and online tools such as the project website and social media, and research platforms. The audiences will be addressed via participating and presenting the results of the project and its spin-off projects in various working groups and other arenas and national mass media.

Any communication activity that is expected to have a major media impact – media coverage (online and printed press, broadcast media, social media, etc.) that will go beyond having a

local impact and which could have the potential for national and international outreach – must be first notified to the Commission/Agency.

3.6 EU Channels

Horizon Results Platform will be used to make project results available and known to potentially interested third parties, hence increasing their impact potential. Finally, links with the past and new EU-funded projects are created in order to achieve knowledge diffusion towards the concerned stakeholders (at EU, regional, national and international level) and putting R&I evidence as an essential ingredient for better policymaking.

4. PARTNERS COMMUNICATION CHANNELS

In addition to the communication activities and channels planned in workpackage 5, ScreenME network has a very diverse group of partner universities who each contribute with their own internal and external communication channels and supporting staff outside of the project. The project universities and researchers are simultaneously involved in multiple parallel projects, official and unofficial networks, associations and unions. They hold in-house workshops and lectures, and attend conferences, networking or industry events at home and abroad. They contribute to articles, research, or policy briefs.

ScreenME-Net project relies on these partners' channels, networks, established or ad hoc events to raise awareness of the network, project and screen media scholarship in general. Meanwhile, ScreenME-Net project website and social media channels remain the main sources of input and place of reference for the project and outputs.

According to the Annotated Grant Agreement, all beneficiaries must make research activities known to multiple audiences and include the public policy perspective of EU research and innovation funding. Partners must, among other things, inform of one's contribution to transnational cooperation in a European consortium. Communication must serve the purpose of making better use of ScreenME project results and create a spill-over effect to policy makers, industry and the scientific community.

4.1 Tallinn University

Communicating and disseminating project results and ensuring further visibility is achieved with the support of Tallinn University (TLU) and its Baltic Film, Media and Arts School's (BFM) communication units and professionals.

TLU and BFM have developed a communication strategy and action plan to reach the general public, students and academic circles. ScreenME project staff will give input to these channels when feasible. Detailed overview of communication channels relevant to ScreenME project can be seen in Table 6.

TLU and BFM organize regular events, conferences, summer and winter schools, etc. On 11 November 2021, BFM will have an annual Media Conference, where ScreenME will be introduced by project staff to legacy media stakeholders and policymakers in a 15-minute presentation, with the aim of raising awareness of the project but also alerting stakeholders and building partnerships for future colabortions.

The Centre of Excellence in Media Innovation and Digital Culture (MEDIT) networks and channels are used to enhance communication and visibility both in Estonia and abroad. In regular meetings BFM and MEDIT academic and administrative staff are informed of the project progress and they will help to further raise awareness on the project via their personal contacts and channels. In addition, communication and dissemination are done in collaboration with TLU EXU Centre. The project will be presented with a press releases, newsletters and EXU's inhouse and external events and presentations. Work package 4 communication is done in collaboration with the Research Administration Office.

Table 6 Overview of TLU and BFM communication channels

TALLINN UNIVERSITY		
Tallinn University social media	TLU, general public	General interest stories, public events, etc
Tallinn University YouTube channel	TLU, general public	Videos and promotional materials
TLU weekly	TLU, staff	Every Monday, information on Thursday before
TLU science newsletter	TLU staff, academic community, stakeholders	Scientific news of TLU researchers. Every Wednesday, information on Monday
TLU variousus newsletters	TLU staff, students	Every Friday miscellaneous events of TLU, information on Wednesday
TLU internal screens	TKU staff, students, general public	Readymade videos, announce week ahead, coordinate the content
BALTIC FILM, MEDIA and ARTS SCHOOL		
BFM communication plan	BFM internal	Communication activities and events
BFM staff list	BFM staff	Science and teaching communication, constant
BFM monthly newsletter	BFM, general public	All BFM-related issues, 3rd week of month
BFM social media	BFM, general public	General interest stories, public events, etc
BFM research newsletter	BFM, scholar	Research-related news
MEDIT newsletter	MEDIT, scholar, general public	MEDIT – TLU Centre of Excellence in Media Innovation and Digital Culture newsletter to research professionals

4.2 Aarhus University

AU informs about the ScreenMe-net-project and the participants using the newsletter and website of the School of Communication and Culture (SCC), AU in January of 2021. The project has and will be presented with a press releases at department website headlining new projects in February 2021. Furthermore, there is a permanent presentation of the ScreenMe-net-project and a link to the projects website at the *Centre for Media Industries and Production Studies*, AU. Personal social network media: Facebook and LinkedIn profiles are used by the participants to promote the project and the events organized by AU. The project will be presented at staff meetings at the SCC and at the department, and the events to general public and stakeholders. So far it has been included in presentations given at ECREA 2021 and at NordMedia 2021.

4.3 Jönköping University

Jönköping International Business School (JIBS) uses several communication channels to raise awareness of the ScreenME project. First, Media, Management and Transformation Centre's social media channels, including wepage, Facebook and LinkedIn page. JIBS offers regular updates about the ongoing activities in the ScreenME project. Also, JIBS uses university's own blog for communication (www.vertikals.se).

University website features a news section where, in cooperation with the university's communication department, the project team announces larger updates concerning the project. The project is promoted through the European media management association (emma), as JIBS is hosting its annual conference in year 2021.

4.4 LUT University

LUT University and the school of Business and Management (LBM) typically use the university's webpage (Finnish, English) and the social media channels Twitter, Facebook and LinkedIn (#LUTbiz @UniLUT) to raise awareness of the ScreenME project. In addition, an internal weekly news bulletin is used to inform staff members about current events and news related to ScreenMe. Press releases are also prepared to gain local and national publicity. LBM has active networks with both media and entrepreneurship scholars and practitioners. Workshops and seminars are organized regularly on current topics and, naturally, the ScreenMe project is one of the topics on the agenda of these events. LBM gets support from the LUT Communication Services in preparing longer stories and contacting media. For example, in June 2021, the communication team prepared a long coverage related to some topics of our ScreenME workshops in the spring of 2021 EU/ScreenME Verkkoympäristö pani media pelisäännöt uusiksi. One of the topics was how the web has changed the rules of the game in the media and how it is difficult to determine who holds the power. It also included general information about the ScreenME project. The story was spread on LUT's website and social media channels.

4.5 Munster Technological University

The MTU Hincks Centre promotes the ScreenMe Net project through MTU internal newsletters and their website description of the project, Twitter and LinkedIn. For recent examples of tweets, see here and here. MTU recently posted on their website news about their recent T1.2 event.

To engage relevant expertise and promote the project, the following was included in the MTU School of Business newsletter and led to new linkages across MTU with relevant stakeholders.

As part of an H2020 program ScreenMe (https://hincks.cit.ie/index.cfm/page/screenme-net), the Hincks Centre are looking to connect with media start-ups in Ireland. The project's goals include improving the success of media start-ups. They will be running start-up focused events throughout the project and are keen to inform and involve them further as the project develops. The MTU Hincks Centre expect these events will be both informative and excellent networking opportunities for media start-ups.

4.6 Technische Universität Ilmenau

During the ScreenMe-Project, the role of the Technische Universität Ilmenau (TUIL) is to support Tallinn University in creating a hub for media entrepreneurship in Tallinn and to improve education in entrepreneurship. The TUIL has five departments. Each of them contains different laboratories or research centres. Through the Ilmkubator (the start-up service of the TUIL) and auftakt (the entrepreneurial forum of the TUIL), the Technische Universität Ilmenau supports and encourages entrepreneurial activities of students and staff members.

The TUIL uses different channels to communicate with the public. The results of the ScreenMe project are published on the web and social media channels of the Media and Communication Management (MKM), the Institute for Media and Communication Science (IfMK), the department of Economic Science (WM) and Media and the university. Moreover, the Technische Universität Ilmenau cooperates with the Ilmkubator and auftakt.

4.7 Vrije Universiteit Brussel

Within imec-SMIT (Vrije Universiteit Brussel), there are two main communication channels: a monthly newsletter and social media (on Twitter, on Facebook and on LinkedIn). In addition, the project benefits from the VUB's own communication channels. imec-SMIT and its researchers are active members of several networks, which are used to communicate the project's outcomes, notably the European Communication Research and Education Association (ECREA), the International Association for Media and Communication Research (IAMCR), the European Media Management Association (EMMA), and the Association of Cultural Economics International (ACEI). Events are organized on an ad hoc basis and where relevant (i.e. when it fits the scope of the event) communication on the ScreenME project and its results can take place. Thus an online Netflix Day, a day-long conference entitled "A Decade of Netflix in Europe: Lessons from a small media market" provided an opportunity to refer to the ScreenME project in the discussions.

As in all activities, imec-SMIT benefits from the support of an internal communication team within the unit, which is notably responsible for the newsletter and website. VUB's communication department can also be made use of. The launch of ScreenME was announced in the SMIT January 2021 newsletter and the acceptance of the project in the VUB internal communication in August 2020.

ANNEX 1 STYLE GUIDE TO SCREENME

Figure 3 Logo - color

Figure 4 Logo - negative

Figure 5 Logo - grayscale

Figure 6 Logo - grayscale negative
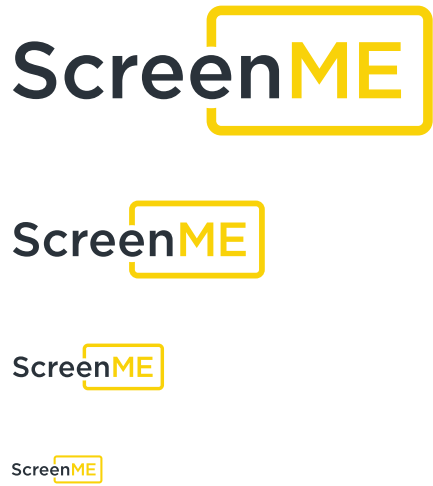
Figure 7 Logo - different sizes

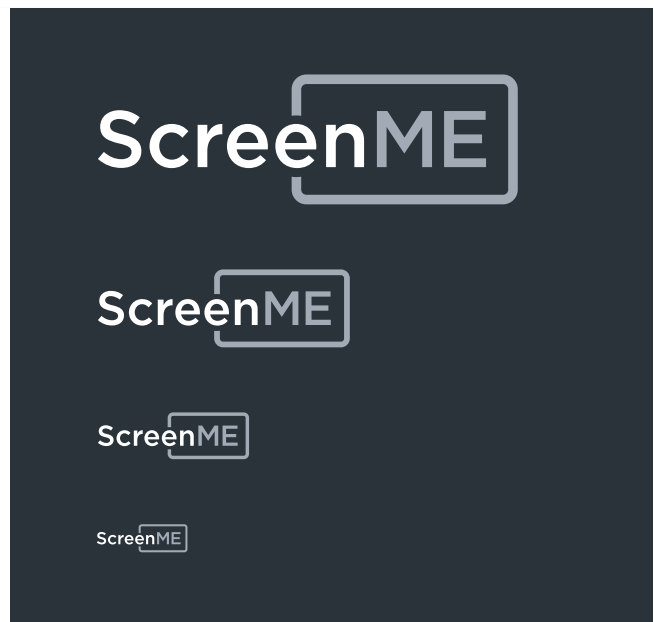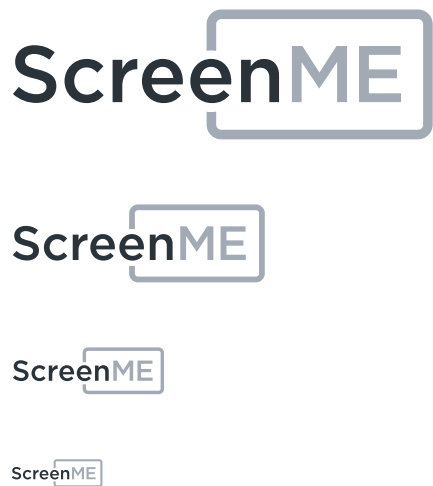**Figure 8** Logo - different sizes grayscale
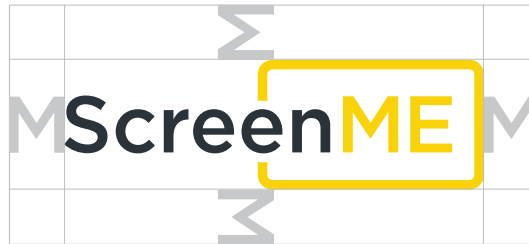
Figure 9 Logo - protected area

Figure 10 Color palette

Brand yellow
RGB 249/211/8
CMYK 0/5/100/0
HEX #f9d308
Pantone 109c

Neutral – White
RGB 255/255/255
CMYK 0/0/0/0
HEX #ffffff
Pantone White

Brand dark
RGB 42/51/58
CMYK 78/66/56/55
HEX #2a333a
Pantone 4280c

Neutral – Grey
RGB 200/201/203
CMYK 0/0/0/25
HEX #c8c9cb
Pantone Cool Gray 3

Neutral – Dark
RGB 56/56/73
CMYK 77/72/48/43
HEX #383849
Pantone 4132c

Neutral – Black
RGB 0/0/0
CMYK 0/0/0/100
HEX #000000
Pantone Black 6

ScreenME

Figure 11 Typography - main typeface

Work Sans Light   *Italic*
Work Sans Regular   *Italic*
Work Sans Medium   *Italic*
Work Sans Bold   ***Italic***
Work Sans Black   ***Italic***

Downloadable at: https://fonts.google.com/specimen/Work+Sans

Figure 12 Typography - system typeface

Arial Light   *Italic*
Arial Regular   *Italic*
Arial Medium   *Italic*
Arial Bold   ***Italic***
Arial Black   ***Italic***

ANNEX 2 SCREENSHOTS OF SCREENME WEBSITE AND SOCIAL MEDIA ACCOUNTS

Figure 13 ScreenMe website landing page
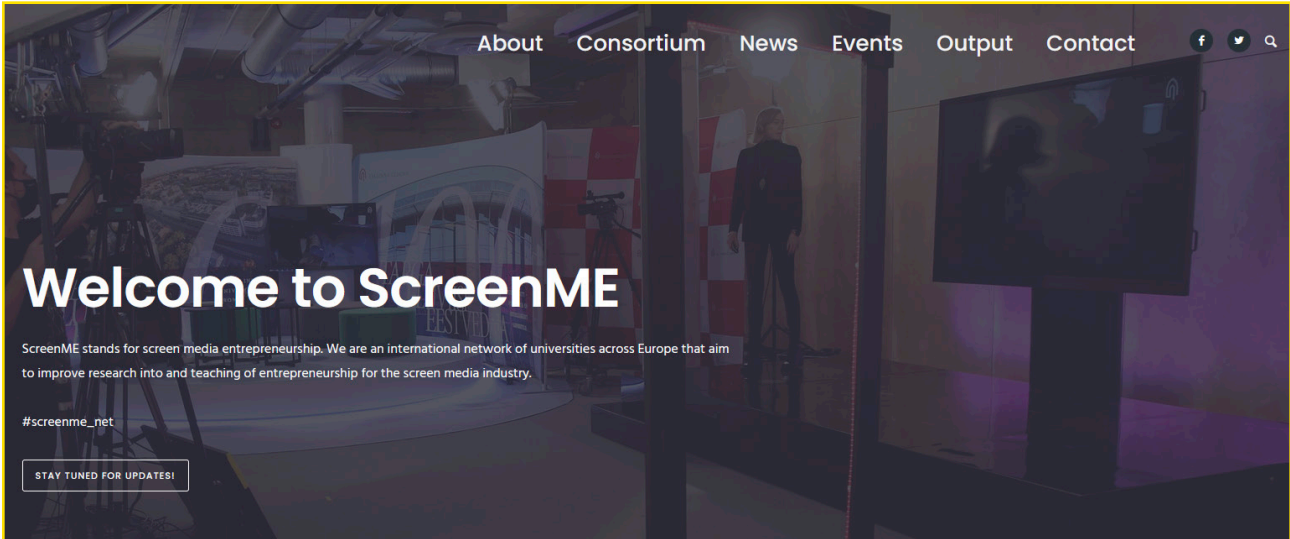
Figure 14 Screenshot of social media and visibility of funding information
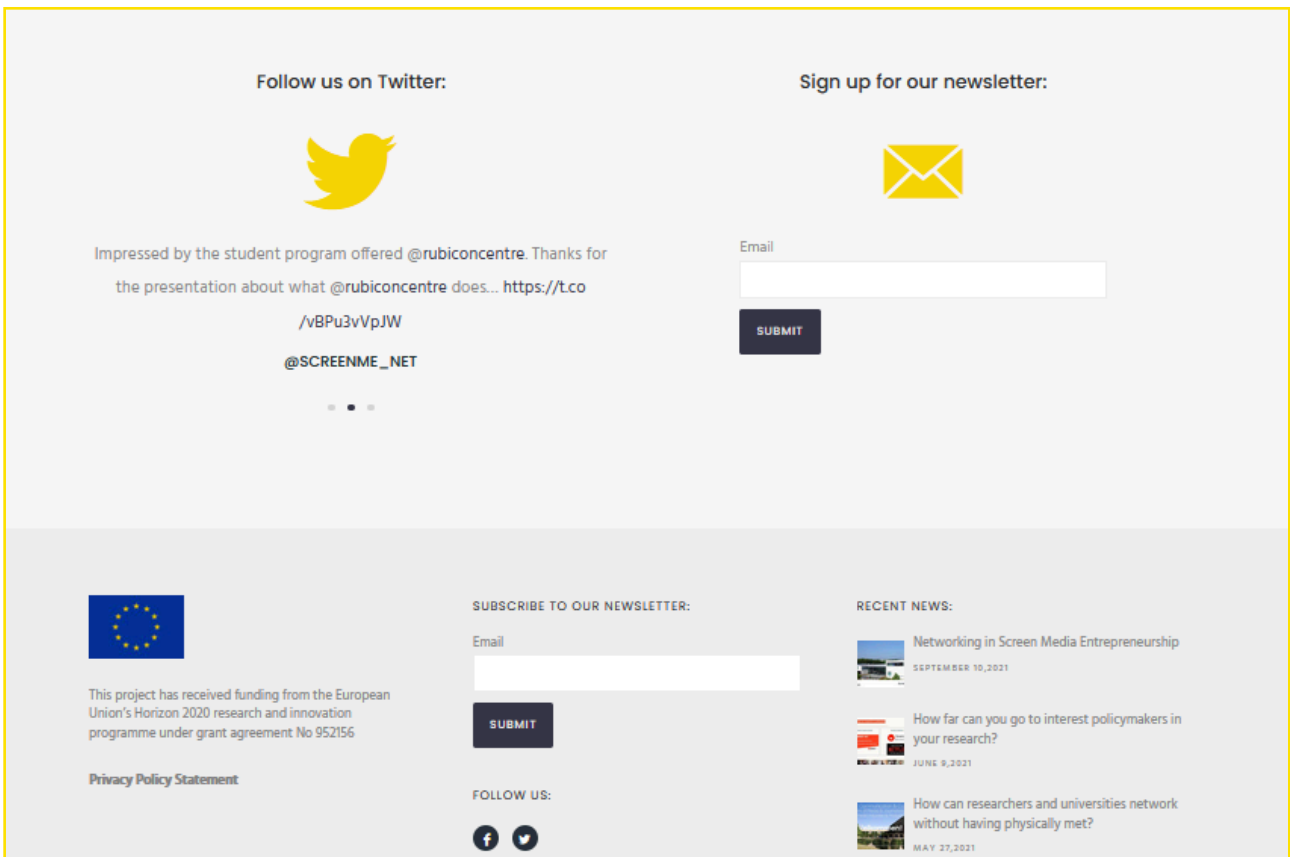
Figure 15 Screenshot of project description and consortium overview
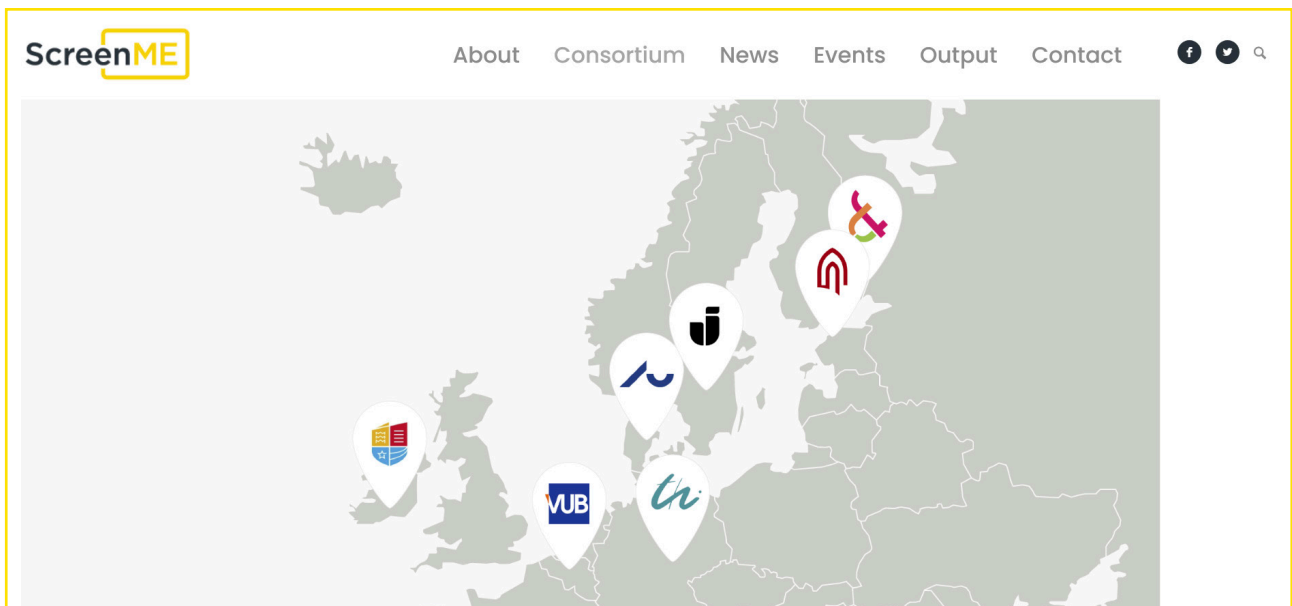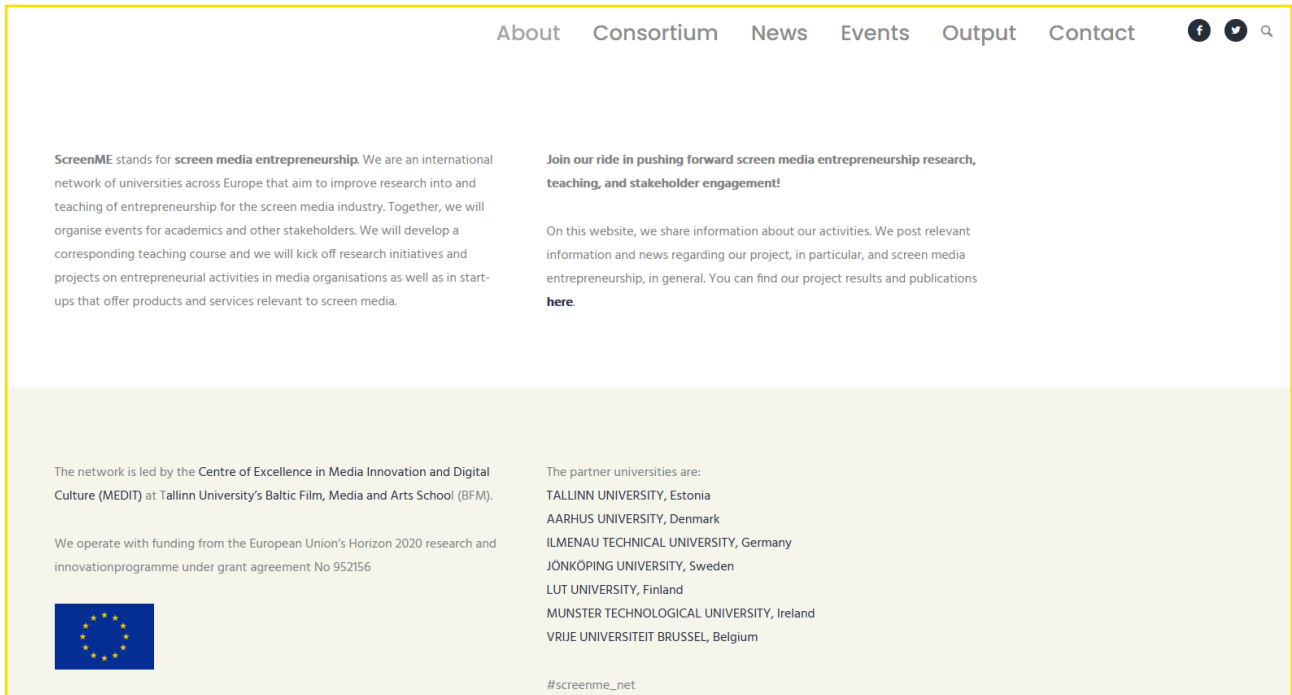
ScreenME

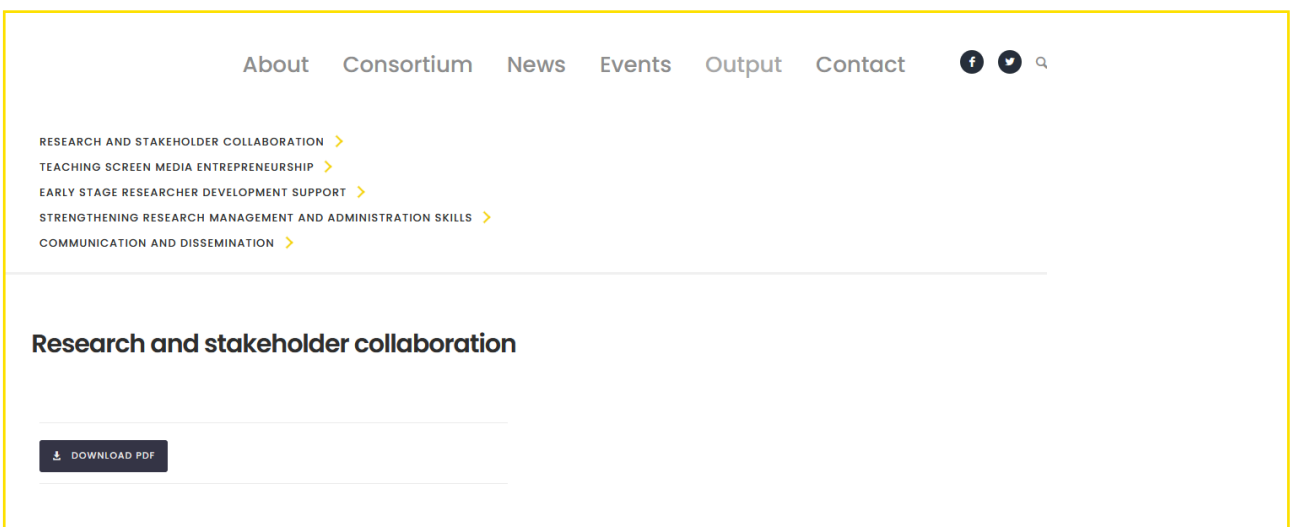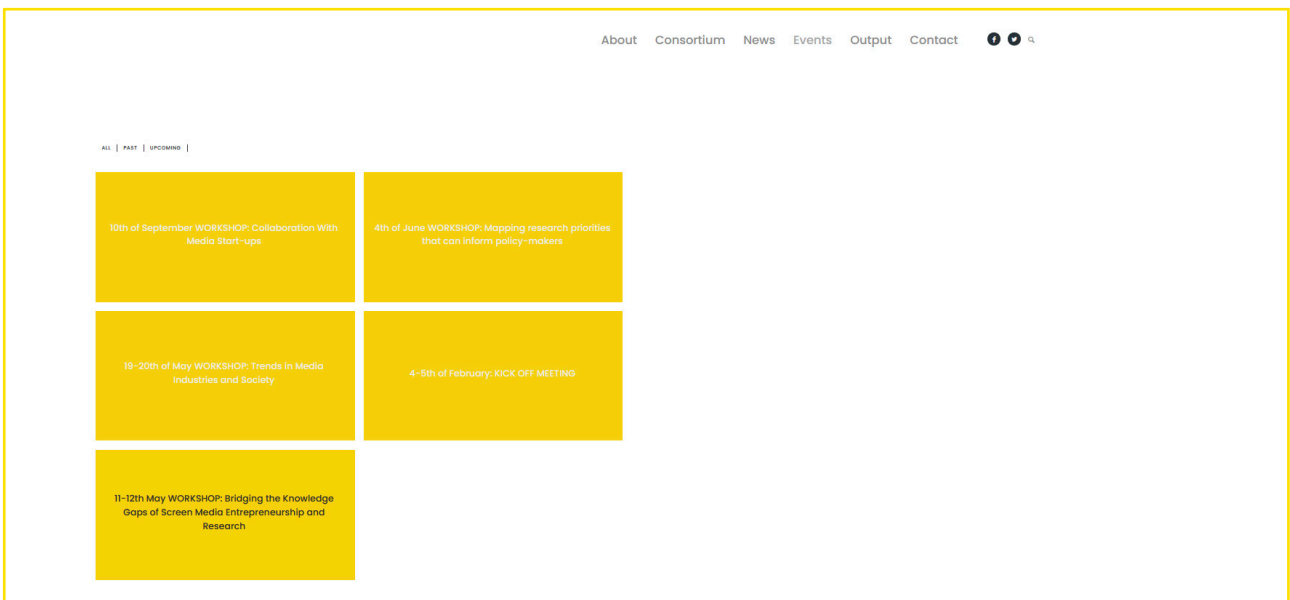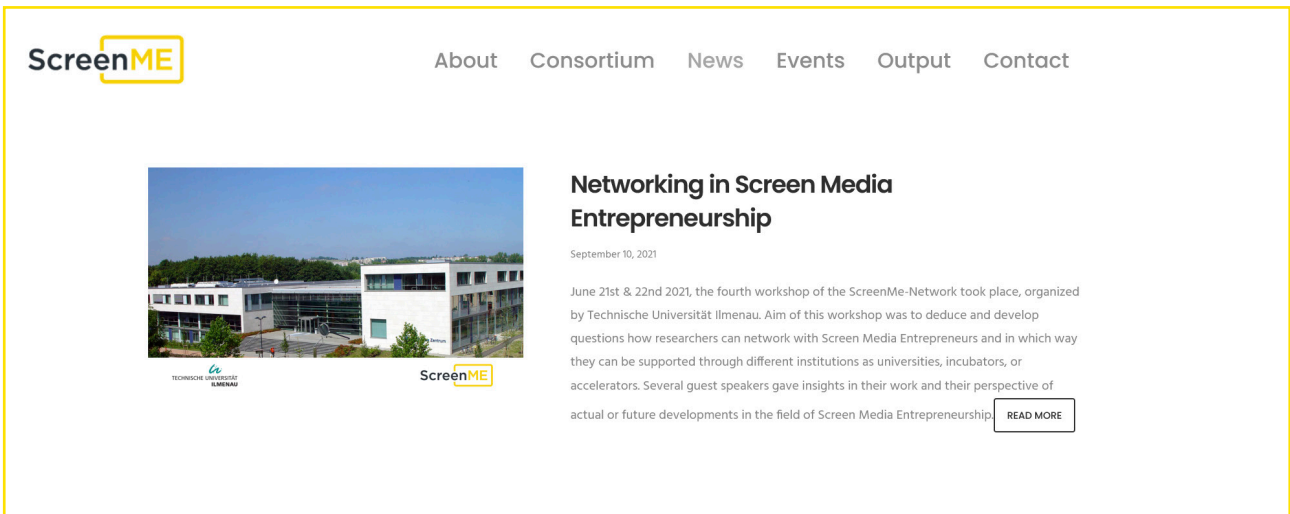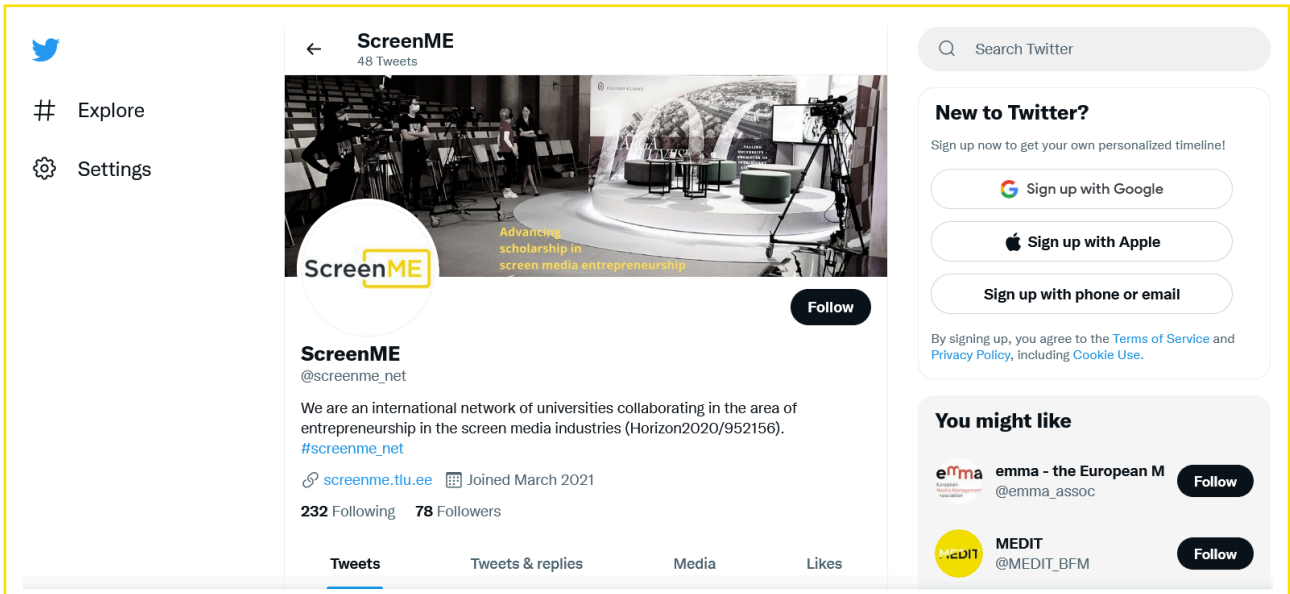**Figure 16** Screenshot of the news, events and outputs sections

Figure 17 ScreenME Twitter page

Figure 18 ScreenME Facebook page