

## EXECUTIVE SUMMARY

Dissemination and awareness-raising activities are vital to the SCARLET project and will ensure that the project concept, activities, and results are communicated to relevant stakeholders in a clear and consistent manner. In the longer term, the aim of the communication activities is to maximise the opportunities for the exploitation of project results at the European and national levels.

This deliverable outlines the communication, dissemination and exploitation activities planned by the SCARLET partners throughout the project lifetime.

The plan for dissemination contains the following elements:

- Project background information
- Identification and classification of main target audiences and communication channels
- Project branding: visual and written identity
- Implementation plan
- Roles and responsibilities of partners
- Advisory Group
- Standardisation activities

The plan for exploitation contains the following elements:

- Business plan
- Exploitation strategy
- Further activities to maximize exploitation

The present version, produced at the beginning of the project (M6), describes the overall communication and exploitation strategy for the consortium, and will function as a guide for all project partners. The dissemination and communication activities carried out by the SCARLET partners will be summarized at the end of each reporting period, and the dissemination plan will be updated if needed.

