D8.2 DISSEMINATION AND COMMUNICATION PLAN

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Executive summary

Deliverable D8.2, Dissemination and communication plan, defines the organisation and the methodology that all the partners shall apply for dissemination and communication of their DiDIY activities and research results throughout the Project. It establishes a common standard for the entire Project lifecycle. It is a multipurpose deliverable aimed at supplying all instruments and procedures required for a smooth process of all Project tasks.

After its formal release, updated versions will be possible.

Revision history			
Version	**Date**	**Created / modified by**	**Comments**
0.0	23/03/15	Marco Fioretti	First, incomplete draft, resulting from an online document to which all partners contributed.
0.1	30/03/15	Marco Fioretti	Extensions, fixes, etc.
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0.3	31/03/15	Luca Mari	Extensions (in particular Annex 3), fixes, etc.
1.0	31/03/15	Luca Mari	Fixes after comments by SB members. Approved version, submitted to the EC Participant Portal.

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1. Scope and Objectives

This document describes the official dissemination and communication strategy of the DiDIY Project. Its objectives, which are a part of those of WP8, Dissemination, future roadmap and sustainability, are:

- widen as much as possible the DiDIY stakeholder base, from researchers in multiple disciplines to educators, NGOs and SMEs in all sectors of European society and economy, seeking their input from the very beginning;
- support the generation of new knowledge to facilitate understanding of the phenomenon;
- favour the widest exploitation of the Project results at social and organisational level;
- form a critical mass for a permanent DiDIY research network;
- disseminate the Project findings amongst the scientific community;
- promote the long term, self-sustainable adoption of DiDIY beyond the Project itself, by transferring the knowledge acquired to both the wide public and policy makers in an effective and direct language.

This document shall be followed by deliverables D8.7, Interim dissemination and communication report, due at M15 (March 2016), and D8.13, Final dissemination and communication report, due at M30 (June 2017).

Initially, the Plan gives priority to defining:

- some “multidirectional” or “general purpose” tools and procedures, and guidelines to use them, to give and maintain maximum visibility (as well as transparency) to the Project;
- what are the target groups and stakeholders relevant for the DiDIY Project, how to establish initial contacts with as many of them as possible, and how to make them fruitful.

The term “multidirectional” refers to the fact that the corresponding tools, action or procedures do not have a single, specific target, or even a deadline for that matter, but should be used throughout the whole Project. “Sector-specific” actions, instead, describe what to do as soon as possible, starting in Month 4 (April 2015), to reach each specific category.

1.1 Document evolution procedure

Different events may cause the content of this plan to be modified, for example:

- changes of project characteristics;
- changes in techniques or tools.

Any partner may request changes, but each change must be analysed by the Project Steering Board (SB).

1.2 Terms and acronyms

EC	European Commission
GA	Grant Agreement
CA	Consortium Agreement
SB	Steering Board

TB	Technical Board
PC	Project Coordinator
WP	Work Package
WPL	Work Package Leader
MO	Management Office
PM	Project Manager
PMP	Project Management Plan

2. “Multidirectional” tools, procedures and actions

2.1 Project identity and branding

The DiDIY Project needs to have an established visual identity (logo and common colours/graphic design for the website and office document templates, brochure, etc), and official informative material. Logo and colours have been defined by POLIMI, and a detailed description of their design and meaning is in Annex 3, Logo Design – Website graphic layout project, and also available online at www.didiy.eu.

In addition to this, the following materials will be prepared during Months 4 and 5.

2.2 General information brochure

This brochure must present the nature, goals and main activities of the project. It is the main “product” that should be handed over at participants to DiDIY talks or booths at conferences, or in meetings, etc.. The text will be a synthesis of the main relevant pages of the website. The brochure shall be made available on the website in two versions, both in PDF format:

- a one page version, designed to be readable even in black and white photocopies;
- a colour foldable, leaflet with more sophisticated layout.

In order to reflect the actual status of all the activities and findings of the Project, this brochure will be updated at least twice during the Project itself, in the same moments when the interim (D8.7, Month 15) and final dissemination and communication reports (D8.13, Month 30) shall be published. For each release, each partner will take charge of the translation and adaptation to its own language [GA – 2.2.2.2 Communication activities].

2.3 Text and presentation templates

A slideshow template (formats: ODP and PPT) and a text template (formats: ODT and DOC) will be prepared by FKI, with the same logo and colours adopted for the website, during Month 4. These templates shall be used in all official letters from the Project, and in all the talks about it. Both templates shall implement and follow both in their composition and in how they shall be used, the same rules defined in D1.1, Project management plan. Namely, the text template shall be an update of the one already delivered with D1.1.

2.4 DiDIY web banners

Banners to link to the Project website shall be prepared, by the end of Month 5, in at least two sizes, squared and rectangular. These banners shall be provided to all the organizations that will adhere to the Virtual Network of Interest described in the corresponding section of this plan.

2.5 Online presence: the www.didiy.eu website

The website www.didiy.eu is the main online tool and place that shall be used to present and disseminate all the goals, activities and findings of the DiDIY Project to the rest of the world. It is also the first, but of course not the only, channel that shall be used to interact with Internet users, as explained below.

Architecture, system administration and software maintenance of the website, which are FKI's responsibility, are defined in deliverable D8.1, Project website.

All Project partners shall be responsible, in equal measure, of regularly contributing to the contents of the website, as specified in the next Section, "Content and editorial calendar".

2.5.1 Content and editorial calendar

The Project website shall host multiple types of content, with different purposes and therefore different needs in terms of scheduling and structure. The main content types that shall be used in the initial phase of the Project are as follows.

- **Official press releases:** they shall be published whenever needed, and usually written by LIUC and/or FKI, with participation by other partners. Whenever relevant, each partner will take charge of the dissemination of press releases translated in their own national languages, in order to communicate major breakthroughs and publicly relevant developments through the traditional media channels – supported by social media activity to draw attention to these materials. A list of media contacts, to whom all Press Releases should be sent by email, shall be built and maintained collaboratively by all Project partners.
- **Blog posts:** they shall be less formal updates on the Project activities (for example in the form of "storytelling"), at least 200 words and one image each. Their content will range from personal points of view to comments on some DiDIY-related event or other projects, trip reports from conferences, informal status reports on some specific activity, answers to questions asked on social networks (as explained in the "Social network presence and guidelines" section of this Plan), etc. All Partners shall contribute in equal measure to this section of the website, as it is the most critical for engaging the widest possible audience, in such a way to guarantee an average of one post per week, according to a detailed editorial schedule that shall be prepared together, under the coordination of WP8 Leader, in Month 4.
- **DiDIY events and resources:** the website includes two forms, one to add events and one to add case study resources. All Project members are required to regularly add the DiDIY events and resources they find to the Project database, through those forms. However, the same forms are also accessible to anonymous visitors, in order to achieve two effects. On one hand, the forms will allow the Project to collect as much news and research materials as possible, in a structured format directly usable as basis for the research activities of all the other WPs. On the other, the possibility to gain visibility by adding one's DiDIY project, community or event by adding it to such databases, will hopefully draw much more visitors

to the website, and thus to the whole Project. FKI shall take care of filtering submissions from anonymous usage, and in general of editing all the submissions, including those by Project members, to guarantee that they are in a consistent format, and promote the best ones to the "home page" of the corresponding sections of the website.

- **Other pages** with generic, more in-depth and less time-sensitive information, e.g. synthesis of research findings, shall be added whenever the need arises, directly by the Project members more involved with the corresponding topics, under the supervision, and with the technical support, of FKI.

2.5.2 Search Engine Optimization (SEO)

Starting from mid-April 2015, a SEO analysis of the website will be performed at least every 3/4 months according to the Google webmaster guidelines, to guarantee the maximum online visibility to all the work and findings of the Project. Since one of the parameters that increase SEO ranking of any website is the number of external links pointing to it, all Project members are required to add links to the home and/or other pages of www.didiy.eu on their personal pages or websites, in the form they consider more appropriate.

2.5.3 Virtual Network of Interest

A Virtual Network of Interest (VNI) including academic, civil society and industrial representatives will be setup to effectively guarantee the virality of the communication implemented. Each partner is called to invite any Civil Society Organisation, think tank, ICT and policy analysis recognized experts to join the network and contribute with their own contacts to multiply the dissemination width of the VNI. At least in the first year of the Project, the VNI will "live" in the corresponding forum section of www.didiy.eu.

2.5.4 Project newsletter

Starting from Month 6, a monthly newsletter will be sent to all the parties which will have registered on the website to receive it. The newsletter will contain a summary of the main Project events and findings, as well as a selection of the additions to the website in the former month.

2.6 Social network presence and guidelines

The DiDIY Project has already set up official accounts or pages on Facebook, Twitter and other social networks, all linked in the footer and/or the "Follow DiDIY online" page of the website.

During Month 4 (April 2015), the website will be synchronized with those accounts, meaning that new content added to the website will be (semi)automatically shared through all those social networks. In general, all Project members shall:

- follow and "advertise" the official pages and accounts on all the social networks on which they are already active;
- "retransmit"/share, on the same networks, all announcements coming from the Project accounts, as often as they find appropriate;
- follow the policy described in the rest of this paragraph, even when discussing the Project on their own social networks accounts, or on third party groups.

All social network accounts of the Project will be used not only for unidirectional, broadcast announcement, but also to engage directly (the more, the better) in conversations with all interested

parties, with just one general requirement, which is just one of the ways to (as the Project Proposal says) "*raise interest on the project topic also in non-expert audience, and specifically among young EU citizens that will be the most relevant beneficiary of future DiDIY applications*".

The said requirement is that: *whenever the answer to some question posed on some social network should be longer than a few paragraphs, it should be published at www.didiy.eu as a blog post, and only an excerpt with the link to the full post should be shared on the social network.*

The reasons for this policy are:

- reduce the communication effort, while maximizing visibility. If the same question is asked several times, on different networks, only publishing the answer on the project blog the first time shall make it possible to reuse it, by just giving a link, to whoever should ask the same question, maybe on another social network;
- bring to the website as many visitors as possible, including casual ones. Only in this way the highest number of people will be able, even if they just glance to the menus and sidebars of one page, to get a general, but up to date idea of what the whole project is about;
- Search Engine Optimization (SEO): the more original content is regularly published on the website, and the more it is linked from other websites, the better it is for, that is for Project visibility.

2.7 Dissemination on general media and/or to the general public

In order to increase interest and awareness about the research conducted within the Consortium, the communication departments of all partners will work in close collaboration, under the coordination of the WP8 leader, to address the right diffusion channels and also to ensure maximum impact in the targeted communities of stakeholders (students, teachers and other professionals of the education sector, creative industry players, policy makers and the general public). Articles for the wider and more general audiences will be published in connection with conferences and lectures and sent to relevant online and print magazines and blogs.

For the same reasons already described in the section on "Social networks presence and guidelines", all these activities, including personal interviews about the project, shall be loaded and indexed in the website through the already mentioned "Events" form.

Links to all articles and other media coverage about the Project or/by its members and partners will be collected separately in a "Press Area" page, together with a "press kit", i.e., a set of links, information and other resources apt to make easier for journalists, editors, etc to write about the Project.

3. "Sector-specific" actions

3.1 University and research communities

The Project shall cooperate with the European Commission to disseminate information through the EU supported R&D initiatives: ICT related, scientific and political events of the EC, international conferences, workshops and synopsis. This will be useful to increase awareness about the Project within the EU and to identify and promptly seize any possibility to cooperate with other EU funded projects.

3.2 Scientific papers

Both independent and multidisciplinary studies based on the findings and conclusions produced during the development phase will be produced by project experts and be published in relevant peer reviewed journals and international conferences. The inter-disciplinary nature of the Project will ensure that the Project results will be published in the relevant journals from different fields to fully disseminate Project advances to both technical and academic audiences. A preliminary list of publication targets is in Annex 1 of this document.

3.3 Participation to, and organization of, conferences and other events (Task 8.1.2)

In general, visibility at all events whose attendants may either benefit from DiDIY but do not know its potential yet, or already practice DiDIY but need or wish to establish closer contacts with other sectors of society may increase dissemination of Project results.

For this reason, Project partners shall plan participation to selected events (1/3 per year, depending on budget), that are relevant in the field of digitalisation of human activities and processes, from SMEs conferences to maker faires, at national, international, and EU congresses, fairs, and exhibitions. During these events, the target audiences for the Project shall be engaged, to raise awareness and curiosity about the results of the Project. More specifically, workshops directed to policy and decision makers will be arranged to:

- present the guidelines and the innovative management models developed within the Project to design new forms of work and organizations and encourage the adoption of open standards and tools;
- bring together research teams and end users to show potentials and get buy-in from the public and politicians.

Workshops as above may be organized, if available resources allow it, even directly by the Project, that is independently by any conference or other third party event. In all cases, these target-driven dissemination activities will be integrated with academic presentations by relevant participants.

A preliminary list of some events at which the Project may be presented during 2015, or at which it may be important to participate, even if just as visitors, to establish contacts and collect information relevant for the project, is in Annex 2 of this document. This first version of the list includes only events taking place in Europe, as more directly relevant for the project, but extra-EU events may also be included. Additional events will be shown on the DiDIY Event calendar.

During Month 4 (April 2015), the Project members will decide, under the coordination of WP8 leader, which events would be most important to attend.

3.4 Concertation activities

The Project will organize at least two “Concertation activities” per year, that is online or physical meetings with other ICT related projects, whose purpose shall be to facilitate exchange of information and good practices and to discuss topics of common interest to all relevant projects. The tentative dates for the first 2 meetings are end of June 2015 and early December 2015 respectively.

3.5 Other stakeholders and target groups

Many other target groups and stakeholders, from all sectors of society, shall be contacted directly, in order to inform them of the Project, gather from them both feedback and raw data for the other WPs and also, where suitable, to explore possible ways to cooperate. The categories that shall be contacted are listed in the following paragraphs, which shortly describe for each of them:

- a slogan, or "elevator pitch", summing up the kind of message to send at that category, in order to stimulate their interest in the project, and in opportunities for cooperation;
- some of the most adequate channels to use and/or communities to address, for communication and dissemination inside that category.

Starting in Month 6 (June 2015), all interested stakeholders shall also be listed in a "living stakeholders map", that is a dedicated page at www.didiy.eu, that will be progressively enriched and updated along the whole duration of the Project.

In general, at least in the first year, the Project will address primarily, but not exclusively of course, target groups and stakeholders which are based in the European Union, as the ones most relevant for the Project, and most directly impacted by its findings.

After initial contacts with each group the Project partners, under coordination of the WP8 Leader, will evaluate where and how it could be both possible and appropriate to follow directly the activities of such group, by participating to its online forums, Facebook groups, mailing lists.

Also, depending on the result of the initial contacts, in Months 4 and 5 of the Project, it will be decided which kind of concertation events to organize, and with which stakeholders.

3.5.1 Maker community, Fablabs

Slogan: "*let's work together to make of DIY design and manufacturing a really mainstream phenomenon, backed by political institutions and civil society"*

Channels and Communities:

Initially, the Facebook, Google Plus, email and Twitter accounts/lists of EU-based fablabs and Makers group and/or organizations like Open Source Ecology and Appropedia.

The Project shall also attempt to contact directly the EU-based fablabs listed at www.fabfoundation.org/fab-labs.

3.5.2 Free/Open Source communities

Slogan: "*many users of Free/Open Source Software do not know yet how much it may help them even in creative/productive activities that apparently have nothing to do with software. The DiDIY Project will show how it can help them"*

Channels and Communities:

- Facebook/Google Plus pages of the national communities of each main GNU/Linux distribution and major desktop, i.e. Gnome and KDE
- Direct email to the Free Software Foundation Europe, and to all the Free Software/Linux Users Groups in Europe, listed in these directories:
  - lea-linux.org/documentations/Annuaire:LUG_Europe
  - libreplanet.org/wiki/Group_list/Continent/Europe

- www.dmoz.org/Computers/Software/Operating_Systems/Linux/User_Groups/Europe/
- lugmap.linux.it/regione.php

3.5.3 P2P/Commons-related communities

Slogan: *"Peer to Peer (P2P) activity, as well as the creation of Commons of designs, documentation and design practices, are an important component of DIY. For this reason, (digital) DIY is of great interest for all communities interested in P2P of all sorts, from collaborative writing to distributed manufacturing, sustainable urban development and social organization: the DiDIY project can help to spread awareness and support for these practices, from all levels of society"*

Channels and Communities:

- The Foundation for P2P alternatives
- Edgeryders
- International Society of Biourbanism
- Ouishare
- the "Commoning" mailing list

3.5.4 Smart cities and Transition Town movements

The DiDIY Project considers both the "Smart Cities" and "Transition Town" movements as relevant groups that should be informed about the Project itself, and that are also likely to provide important insights and research materials to its activities. The reason why these movements should be interested in DiDIY is in their very definitions, here quoted from Wikipedia:

- "A Transition town is a grassroot community project that seeks to build resilience in response to peak oil, climate destruction, and economic instability by creating a local group that uphold the values of the transition network"
- "A smart city (also smarter city) uses digital technologies to enhance performance and wellbeing, to reduce costs and resource consumption, and to engage more effectively and actively with its citizens"

Slogan: "*Being Smart and Resilient also means taking advantages of all the opportunities offered by Digital DIY"*

Channels and Communities:

Direct contacts with:

- The Transition Network
- Global Villages
- European Smart Cities , and all national EU organizations of the same kind

3.5.5 Startup and Incubators

Slogan: "*DIY is part of what every startup is all about, and so are digital tools and communities"*

Channels and Communities:

Direct contacts with:

- EU-Startups

- European Young Innovator Forum
- Italia Startup, German Startup Association, Ebn.be and all the other national EU organizations of the same kind
- The EU-based incubators and accelerators listed at tech.eu/research/29/there-are-roughly-100-active-startup-accelerators-europe

3.5.6 Artistic communities already active/interested in DiDIY

Slogan: *"DiDIY bolsters sharing creative knowledge and innovation"*

Channels and Communities:

Art is Open Source (www.artisopensource.net)

3.5.7 Schools, teachers and students

During Months 4 and 5, the Project will evaluate the feasibility of participation in summer schools for teachers, and will seek the possibility to cooperate with educational programs on DIY, as well as to organize school visits, by all members of the Project, to get in direct touch with students, teachers and other professionals involved in the educational systems. In addition to this, as far as dissemination is concerned, the Project shall address separately, that is with specific messages and initiatives, the following three "groups": schools as institutions, but also teachers and students.

Slogan (common to all three groups): "*DiDIY-related technologies are generating new teaching, learning and research approaches, through "understanding by building". Are you interested? How would you improve teaching and learning by Digital DIY? Are you already doing it?"*

Channels and Communities:

Members of the three groups will initially be reached through the following channels, which are almost all EU-level organizations or communities. All Members, however, will take care of creating similar lists for the respective countries, in order to contact national and local organizations directly.

- Schools: European Schoolnet
- Teachers:
  - European Teacher Education Network
  - European Association of Teachers
  - Association for Teacher Education in Europe
  - Informal teachers groups on Facebook and other online communities as, for example, the "Tanti Insegnanti" ("A lot of teachers") Facebook group, which as of March 2015 counts some 18000 members.
- Students
  - European Student Forum
  - European Students Union
  - European Law Students Association (see the "Lawyers" paragraph below for a more specific pitch for this group)

3.5.8 Lawyers

Slogan: *"Users and producers of DiDIY technologies have rights, opportunities and responsibilities that affect current legislation and vice versa. DiDIY activities are affected by regulations on sharing knowledge, protections for safety, privacy, export. Are European Lawyers ready to deal with DiDIY?"*

Channels and Communities:

Lawyers' associations and/or informal groups, in all EU countries, like the Italian CGT (Circolo dei Giuristi Telematici), that is an association of Italian lawyers experts on ICT matters.

3.5.9 Trade Unions

Slogan: *"DiDIY widely impacts on work across all industries and sectors of the economy, allowing individuals to exploit their unique competences. Are EU workers and Trade Unions ready for this new scenario?"*

Channels and Communities:

- European Trade Union Confederation
- European Trade Union Institute
- National, major Trade Unions in each EU state

3.5.10 SMB associations

Slogan: *"DiDIY widely impacts on work across all industries and sectors of the economy, allowing individuals to exploit their unique competences. Are EU small businesses prepared to face this new world, and ready to grab the unique opportunities for agile SMBs that it offers?"*

Channels and Communities:

- European Association of Craft, Small and Medium-sized Enterprises
- European Small Business Alliance
- National, major SMB associations in each EU state
- Associations of the same type, in the agricultural and farming sectors

3.5.11 Local administrators

Slogan: *"Digital DIY techniques, practices and communities can help a local community to diversify and strengthen its economy, creating new (and low-cost) opportunities for resilient, sustainable, locally-driven development in all sectors, from tourism and culture to manufacturing"*

Channels and Communities:

- Assembly of European Regions
- EU Covenant of Majors
- ANCI (Associations of Italian Municipalities)
- ANCI equivalent associations and groups in other EU countries

3.5.12 Relevant groups of EU and National Parliament members

Slogan: *"DiDIY technologies and activities are already pushing the limits, and in some cases showing the inadequacy, of current EU and national laws and regulations. New norms will have to*

be put in place to cope with them, and exploit the opportunities they create for development of European society. Which EU lawmakers are ready to participate in this task?"

Channels and Communities:

- Cross-party, "Special interest groups" of Representatives, in the EU and in each national Chamber of Representative, Senate etc.. whose field of action is "digital matters" and/or local economic development. One such group is, in Italy, the one focused on technological innovation, whose home page is www.parlamentari.org.

3.5.13 NGOs

Slogan: *"DiDIY can make it easier to implement effective, low-cost programs for local groups promoting locally managed, sustainable educational, cultural and economic development"*

Channels and Communities:

- Citizens for Europe
- Social Platform "The platform of European Social NGOs", www.socialplatform.org
- the EU-level networks listed in the "Non-governmental organisations" page of the European Commission, ec.europa.eu/social/main.jsp?catId=330

3.5.14 DIY magazines, websites and retailers

Slogan: *"Digital technologies and networks are bringing DIY to the next level. What will the consequences, and opportunities will be, for all DIY practitioners?"*

Channels and Communities:

- Instructables
- Family Handyman magazine
- EDRA (European-DIY Retail Association)

3.5.15 European Union institutions and organizations

The Project shall contact, in order to explore possible synergies:

- other Horizon 2020 programs working on ICT, creativity, sustainable development;
- the Digital Agenda for Europe (DAE);
- the "Digital Futures" Project launched by DG CONNECT that aims to draw inspiration, visions and policy ideas far beyond Europe 2020 from the long term advances at the intersection between ICT and society, economy, environment, politics, humanities and other key enabling technologies and sciences;
- the European Innovation Partnership on Smart Cities and Communities (EIP-SCC).

4. Indicators to measure the success of each implemented dissemination action

The success of each action proposed in this plan will be measured by tracking over time, starting after the official launch of the website in early April 2015, the monthly evolution of the following raw indicators:

- traffic on the website;

- number of incoming links to the website;
- number of external submissions to the events and case study resources databases;
- participation of non-project members to the website forum, especially the Virtual Network of Interest;
- number of followers on social networks;
- level of interest raised on social networks, e.g. number of “likes” to posts on the project Facebook page, number of retweets or favorites for the official Twitter account, etc;
- number of project mentions on general media, divided by media category (TV, magazines, daily newspapers, online-only media portals...) and type (mentions, interviews to Project members...);
- number of papers accepted by scientific journals;
- number of accepted talks at conferences and similar events;
- number of schools, trade unions, SMB associations that will start internal activities directly based on contacts with the Project, or on its findings and publications;
- number of other activities (e.g. surveys) performed.

5. Contributions of all Partners to WP8

The leader of WP8 shall be responsible to ensure synchronization in the interested fields of publications, conference presentations, presence on the web, sector and general events, press releases, workshops and presence in the main social media as well as any other communication action implemented.

While the dissemination activities will be coordinated by FKI, a joint effort of all the members of the Project will be required. The main, high-level activities and efforts with which each Partner shall contribute to WP8, as well as the members responsible for them, shall be defined by each Partner, under coordination of the WP8 Leader, in separate “dynamic annexes”. These annexes, that will be updated regularly as the Project progresses, shall be approved by the Steering Board.

Annex 1: List of scientific journals

The following is an initial list of scientific journals in which papers on DiDIY can be submitted. This list will evolve according to Project requirements.

- MIS Quarterly
- IEEE Transactions on Engineering Management
- European Journal of Information Systems
- Journal of Strategic Information Systems
- Organization Studies
- Industry and Innovation
- Technovation
- Strategic Entrepreneurship Journal
- International Journal of Design
- Design Studies
- Co Design, international journal of co-creation in design and art
- Journal of Engineering Design
- Design Issues
- New Media and Society
- Media, Culture and Society
- Technology in Society

Annex 2: List of relevant events

The following is an initial list of events in which presentations on DiDIY can be given. This list will evolve according to Project requirements.

- Maker faires:
  - Maker Faire Rome (Italy): October 16-18, 2015
  - Maker Faire UK (Newcastle, UK): April 25 & 26, 2015
  - Maker Faire Hannover (Germany): June 6 & 7, 2015
  - Maker Faire Paris (France): May 2 & 3, 2015
  - Maker Faire Berlin (Germany): October 3 & 4, 2015
- DIY/Home Improvement:
  - Global DIY summit (London, UK): June 11 & 12, 2015
- Open Source Hardware Summit
- 3D printing
  - Fabcon 3D and Rapid Tech, Germany, June 10 & 11, 2015
  - 3D Printshow (Paris): October 16 & 17, 2015
- FOSDEM
- Open Source Conference
- FOSS/A
- Open Knowledge Conference
- RepRap conferences
- Arduino conferences
- Babson Conference on Entrepreneurship
- Academy of Management
- European Group for Organizational Studies
- Open Design / Shared Creativity conference
- International Communication Association
- International Association for Media and Communication Research

Annex 3: Logo Design – Website graphic layout project

DiDIY

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Logo Design
POLIMI TEAM

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INITIAL PROPOSALS

1a

1b

DIGITAL
DO IT YOURSELF

1c

DIGITAL
DO IT YOURSELF

2a

DiDIY
DIGITAL
DO IT YOURSELF

2b

DiDIY
DIGITAL DO IT YOURSELF

2c

DiDIY
DIGITAL
DO IT YOURSELF

3a

3b

DiDIY

•

Logo Design
POLIMI TEAM

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LOGO DEFINITION

DiDIY
DIGITAL
DO IT YOURSELF

DiDIY
DIGITAL
DO IT YOURSELF

DiDIY
DIGITAL
DO IT YOURSELF

DiDIY
DIGITAL
DO IT YOURSELF

DiDIY

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Logo Design
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DiDIY logo

DiDIY LOGO

The logo visualizes the flow of information and/or knowledge, needed to start a DIY (Do It Yourself) activity, as originating from the Digital sphere (Digital here recalls both digital devices and internet enabled networks).

From the word Digital starts a network of lines visualizing the flow of information and/or knowledge (Bits). The lines are interrupted by dots, or better knots, that represent the DIY activity and its output.
A change of color in the lines might follow after each knot: the information/knowledge digitally enabling DIY might be taken further as it is or adapted and/or used in a different way in order to give a different output.
The colors used for the lines simulate a transparency, a sort of immateriality (Bits) as opposed to the knots where the color, resulting form a blend of colors, appear more defined.

The acronym DiDIY is then written in its extended version DIGITAL DO IT YOURSELF to ease its readability and overall understanding of the newly defined socio-technological phenomenon.

DiDIY LOGO

www.DiDIY.eu

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Website graphic layout project
POLIMI TEAM

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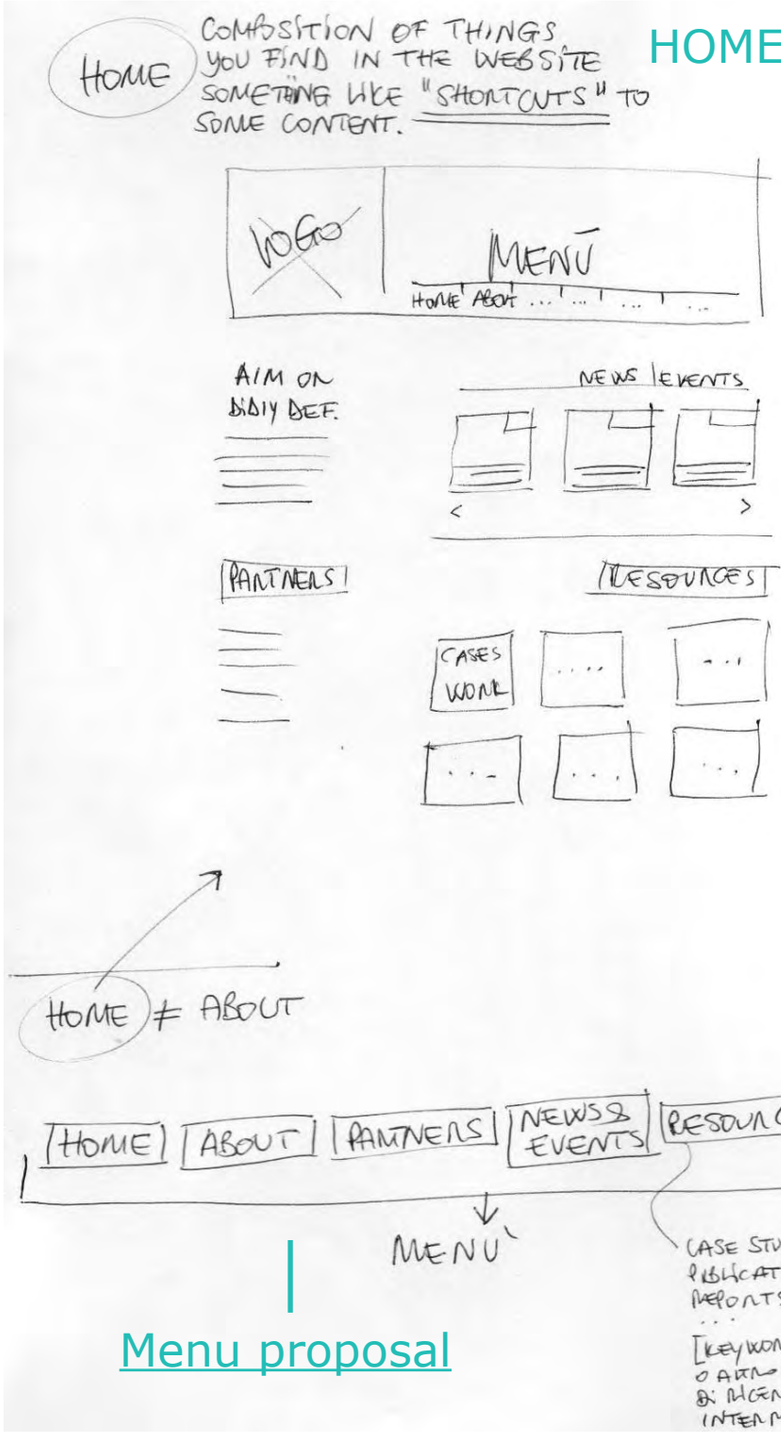
STEP 1
Web layout sketches_1
Free from any template restrictions

HOMEPAGE



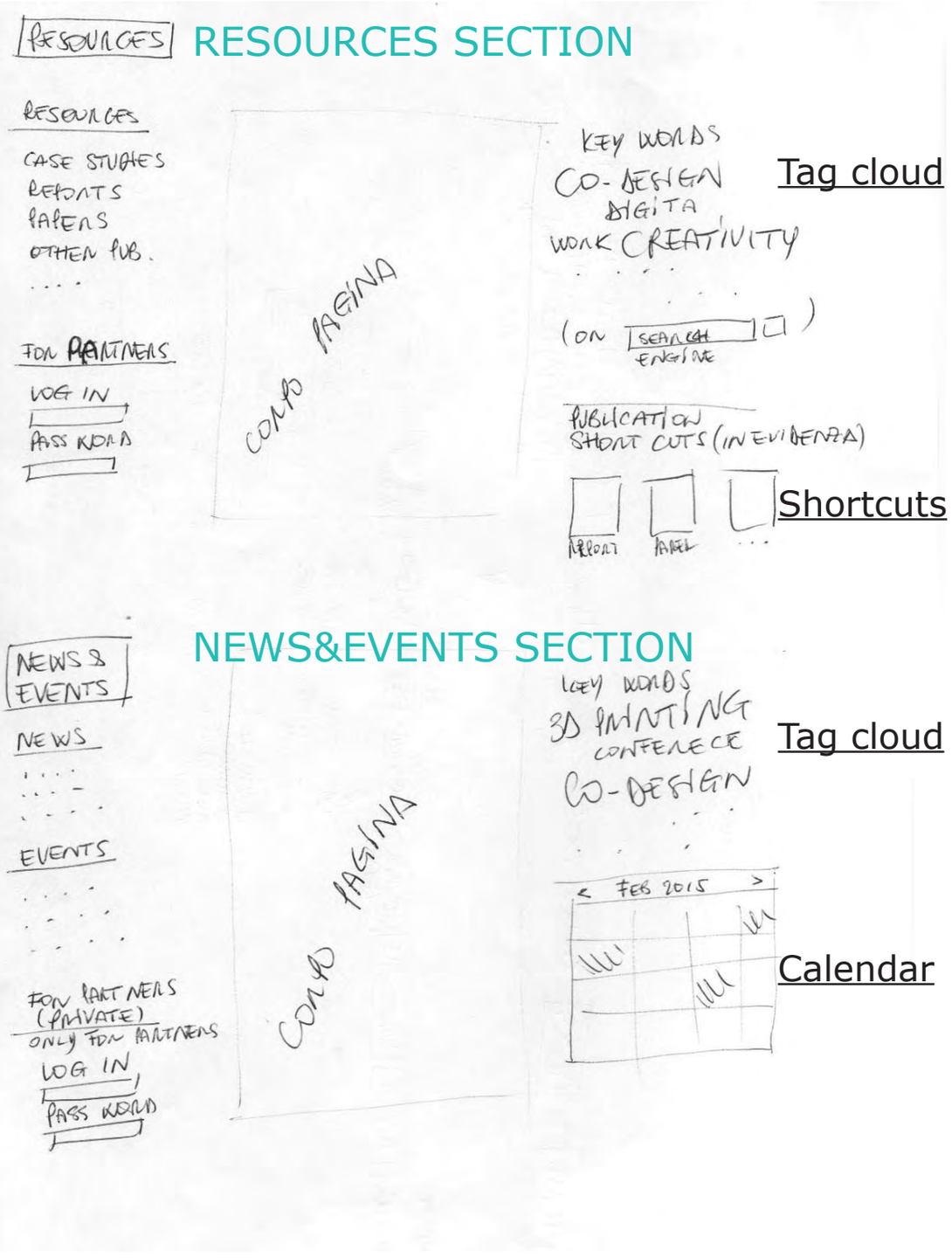
News / Events thumbs

Resources thumbs

Menu proposal

Homepage_The intention was to show an overview of the different web section content

RESOURCES SECTION



Tag cloud

Shortcuts

NEWS&EVENTS SECTION

Tag cloud

Calendar

Menu sections_Each menu section is different from the others and is designed with some specific features that allows an easy usability. They can have tag clouds, event calendar, shortcuts and more, according to the content of each section

PARTNERS SECTION

Contacts

ABOUT SECTIONS

Partners

Menu section
Partners // About

BLOG SECTION

Search

Newsletter

Menu section
Blog

www.DiDIY.eu

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Website graphic layout project
POLIMI TEAM

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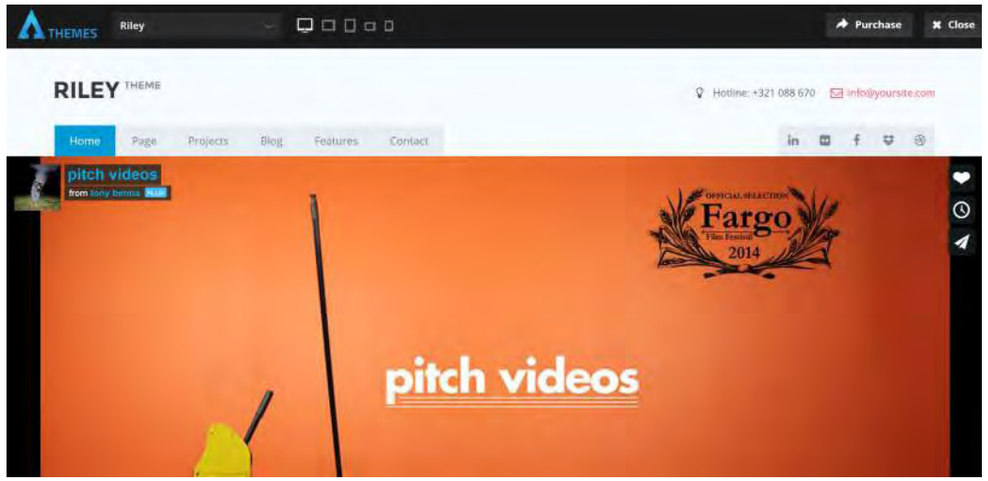
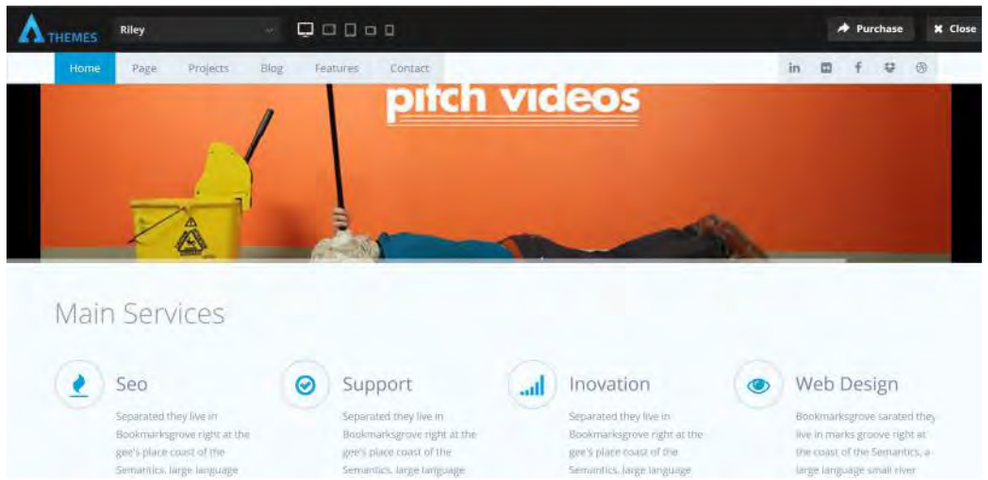
STEP 2
Template analysis

Analysis of different template and research of features to apply at the DiDIY website

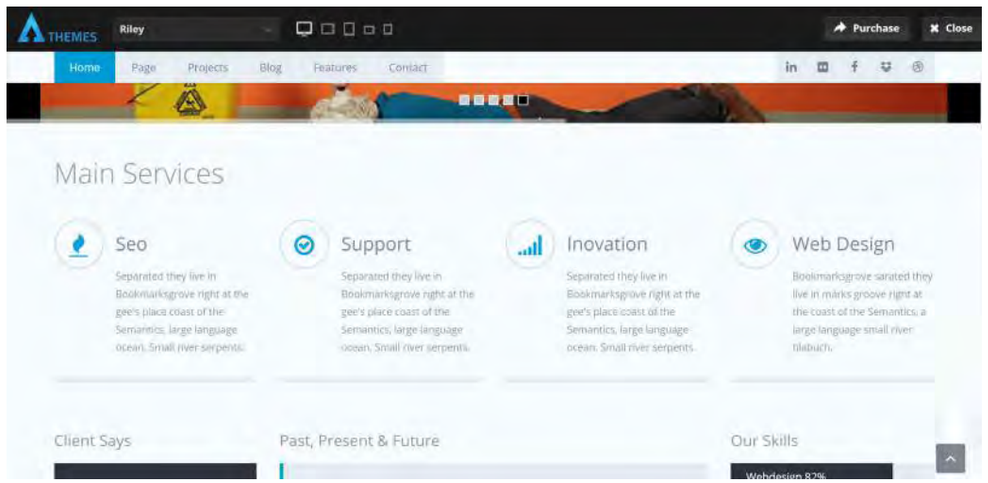
1



2

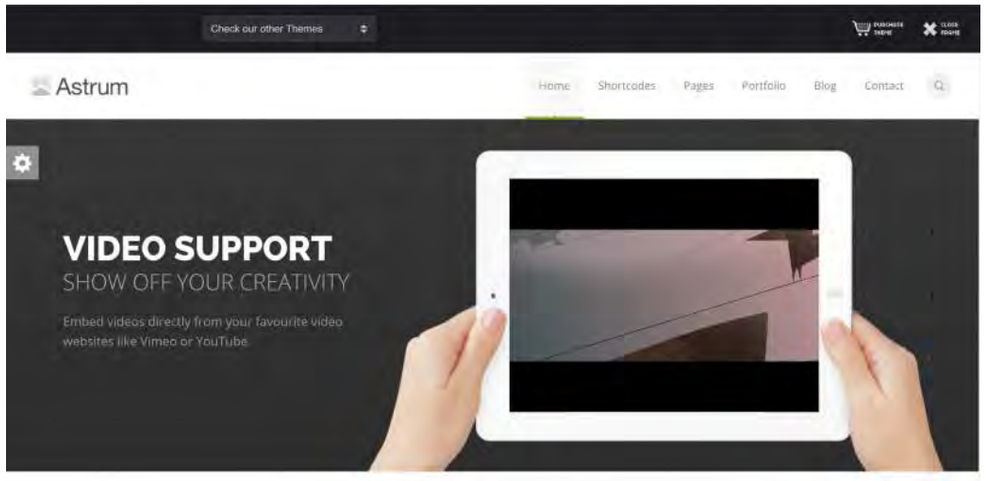


3

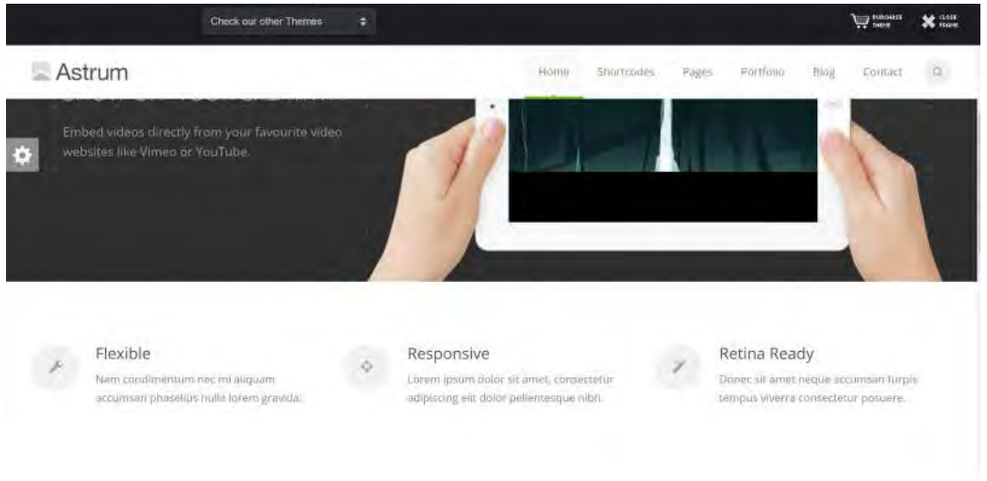


RILEY Template
Menù doesn't disappear when scroll down

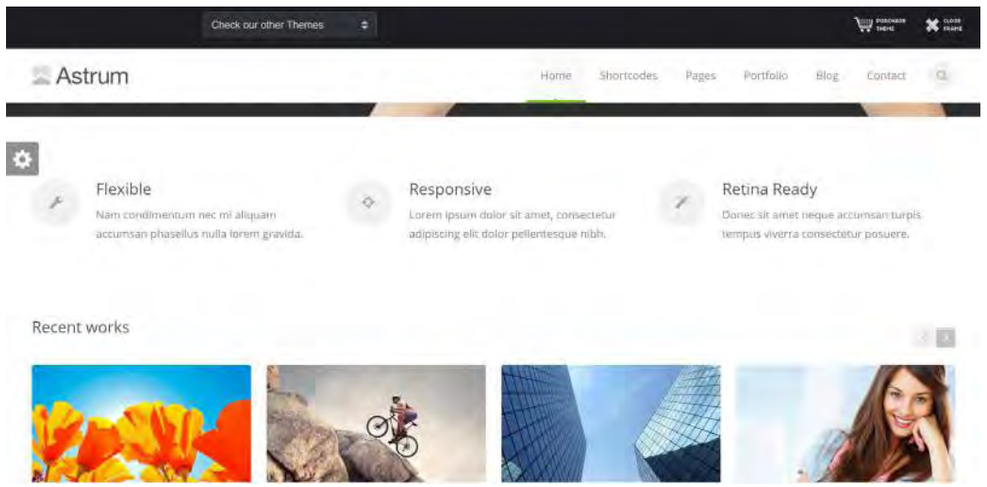
1



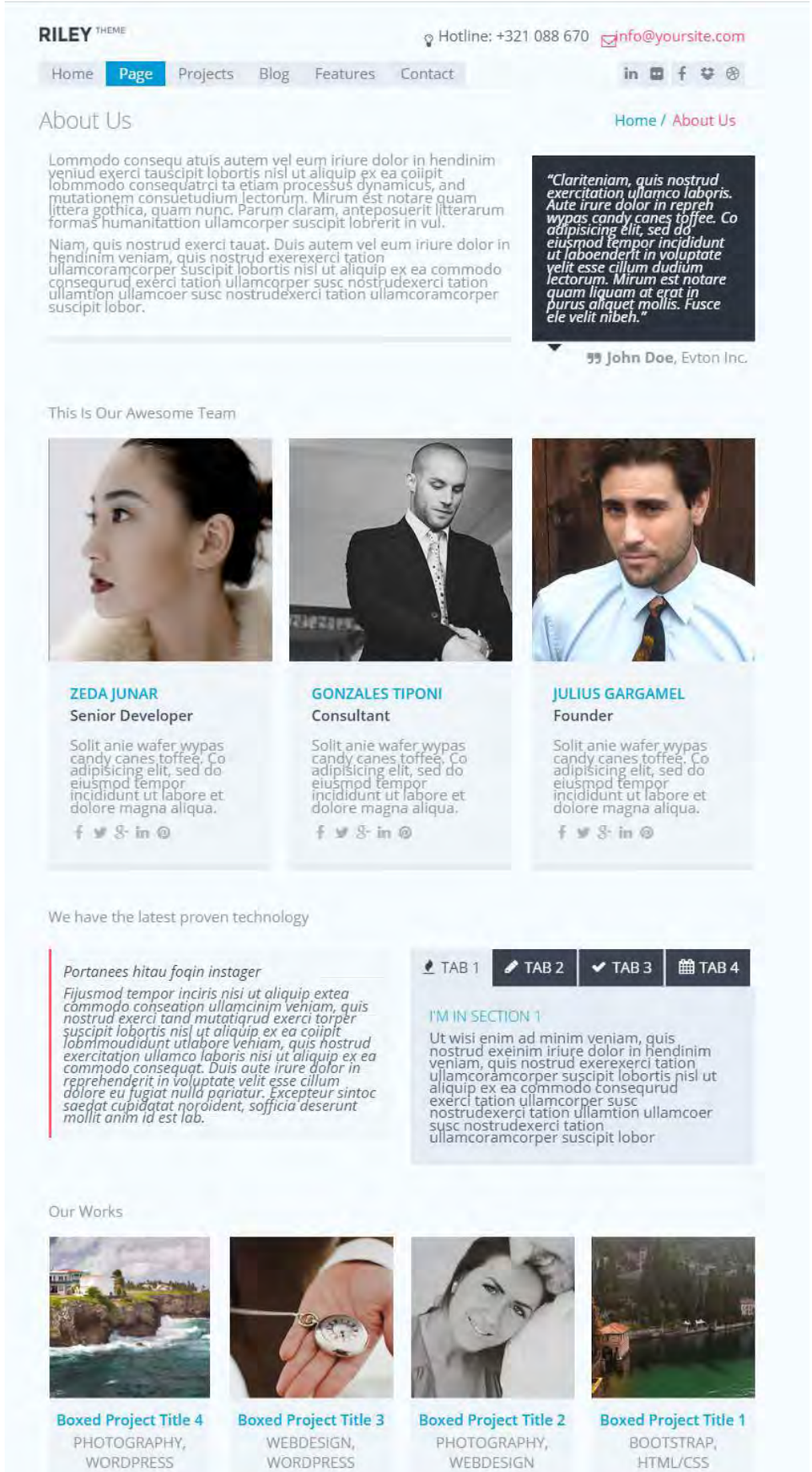
2

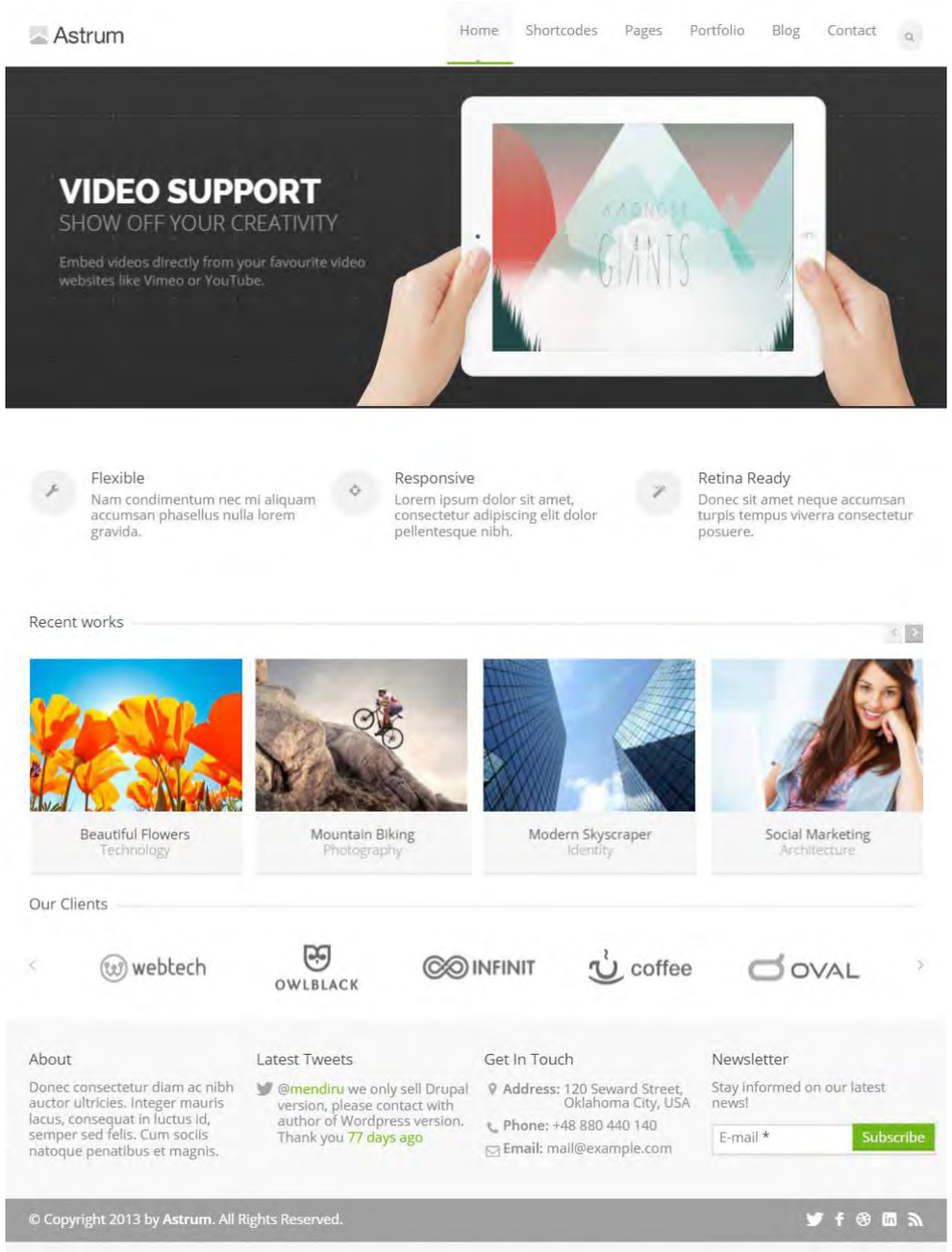


3



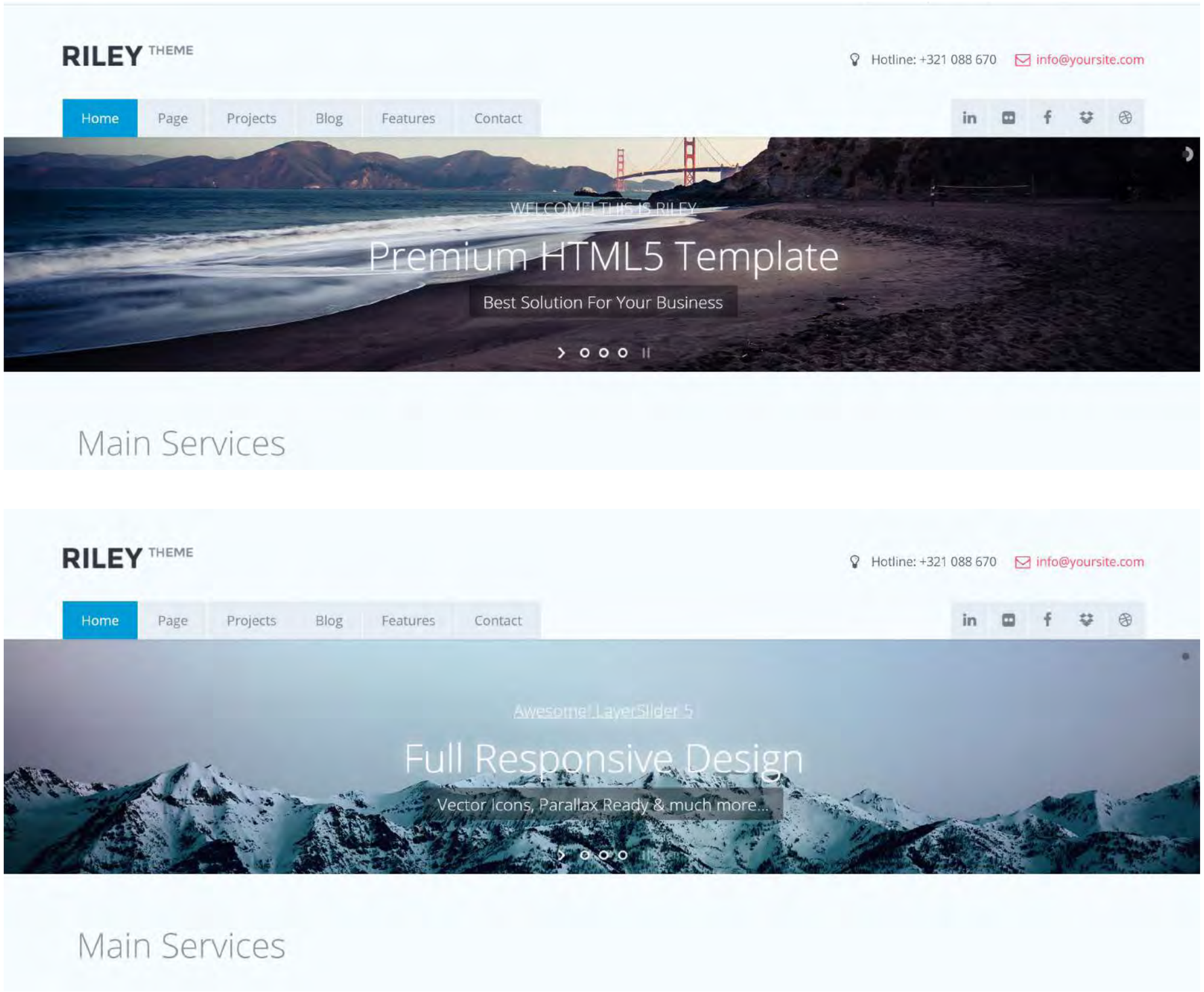
ASTRUM Template
Menù doesn't disappear when scroll down





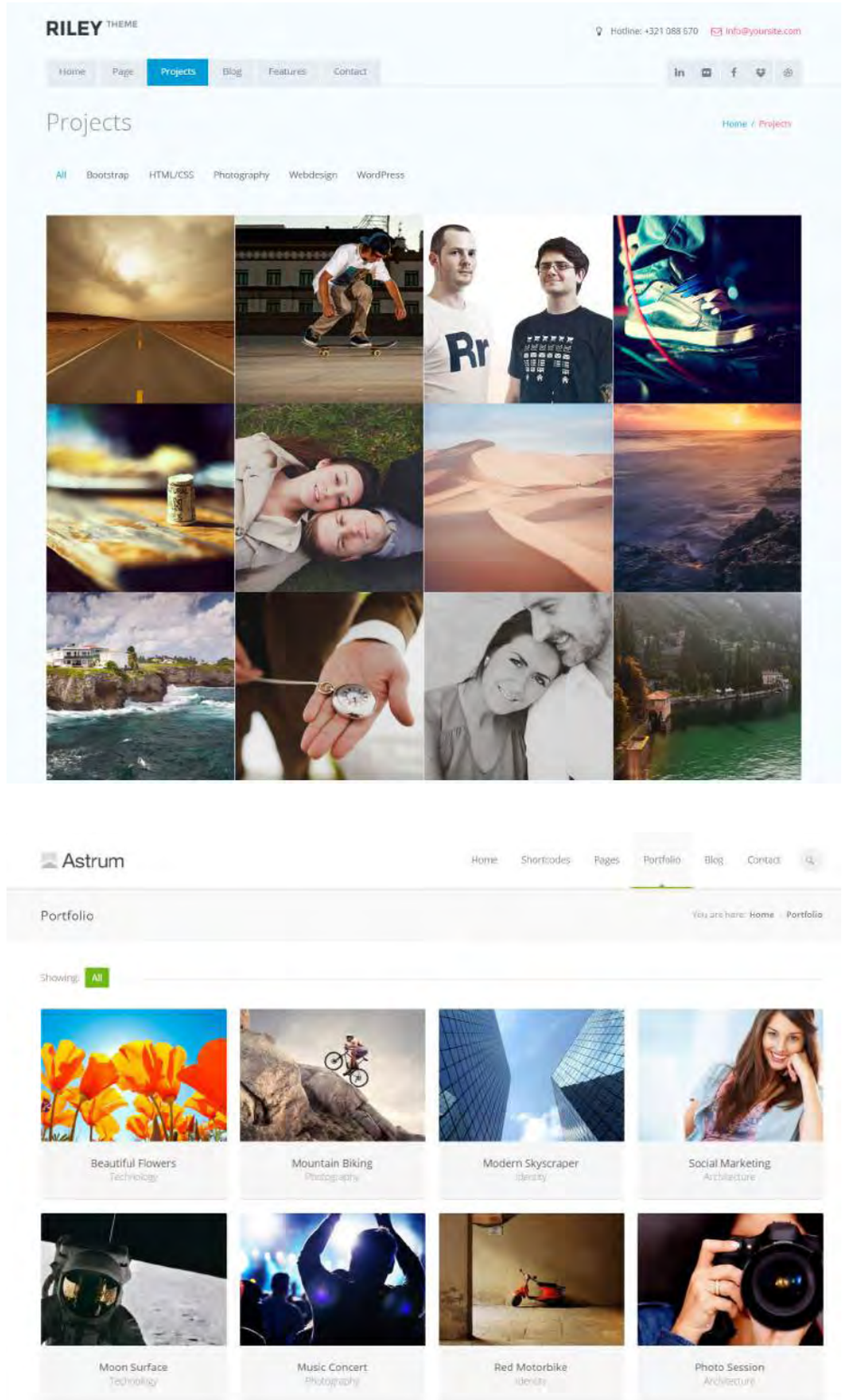
(top)ASTRUM Template_Home
Good example for DiDIY homepage layout

(left)RILEY Template_About
Good example for DiDIY homepage layout

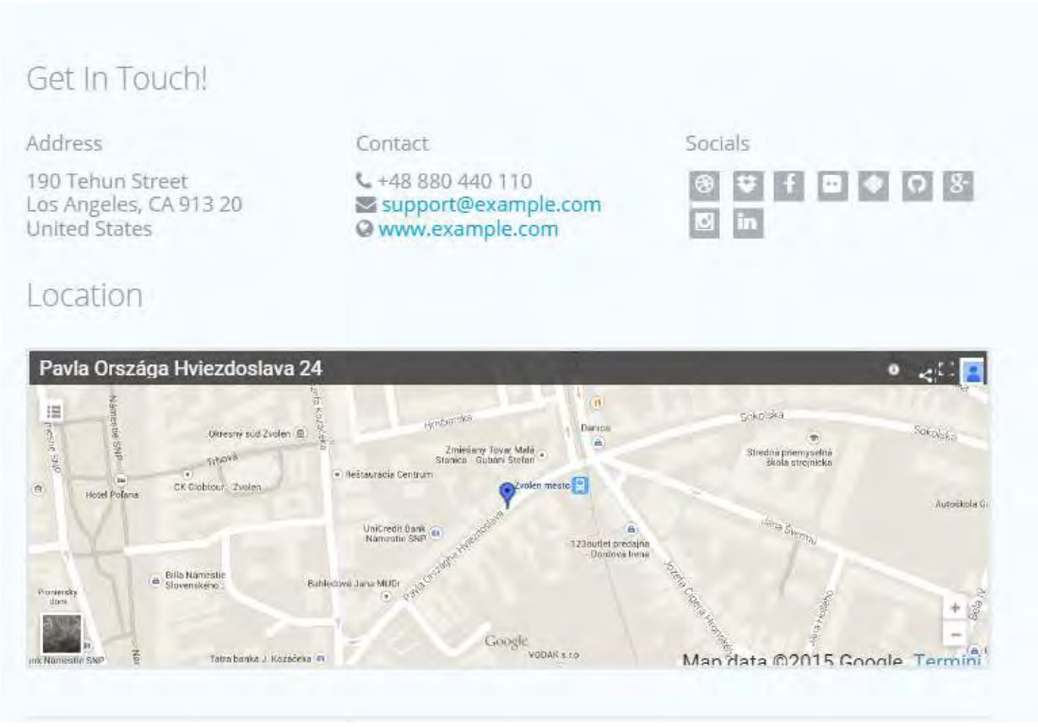


RILEY Template_Slideshow
Clear pictures with light style slogan above.
Creations of 4 slides one for each investigation field (work, edu, creative society, law)

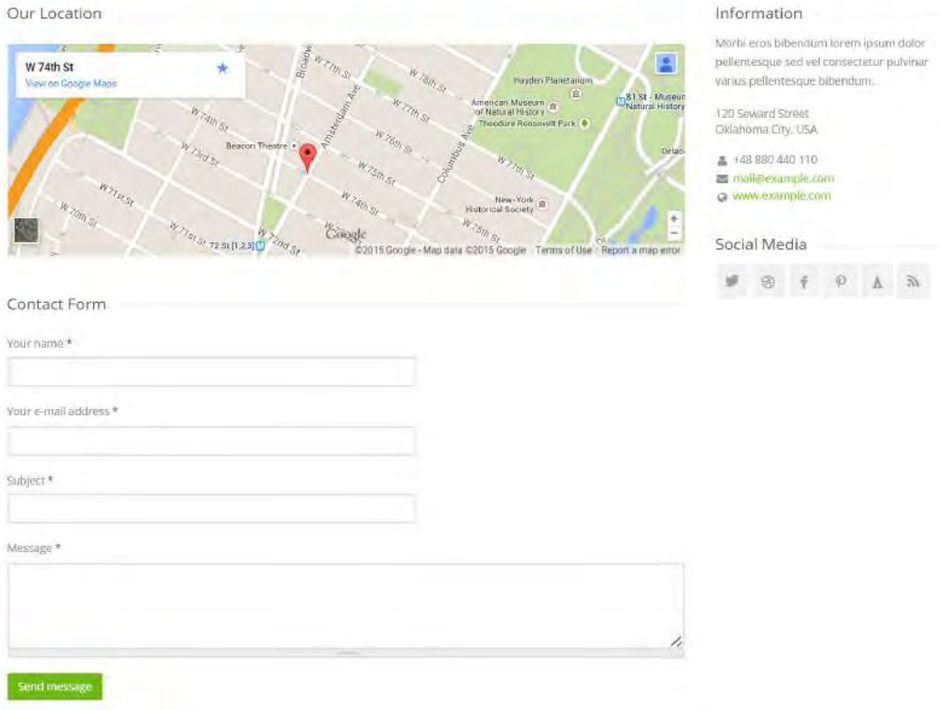
RILEY Template_blog
Good news management



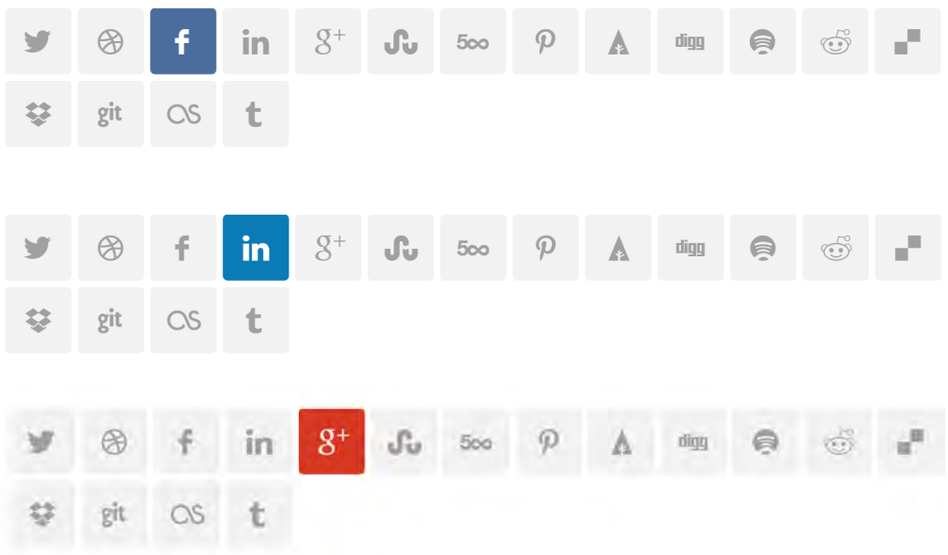
RILEY (top) and ASTRUM(down) Template_case studies
Possibility to create galleries



RILEY Template_Contacts
Clear informations



ASTRUM Template_Contacts
Clear informations



RILEY Template_Social Icon

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Website graphic layout project
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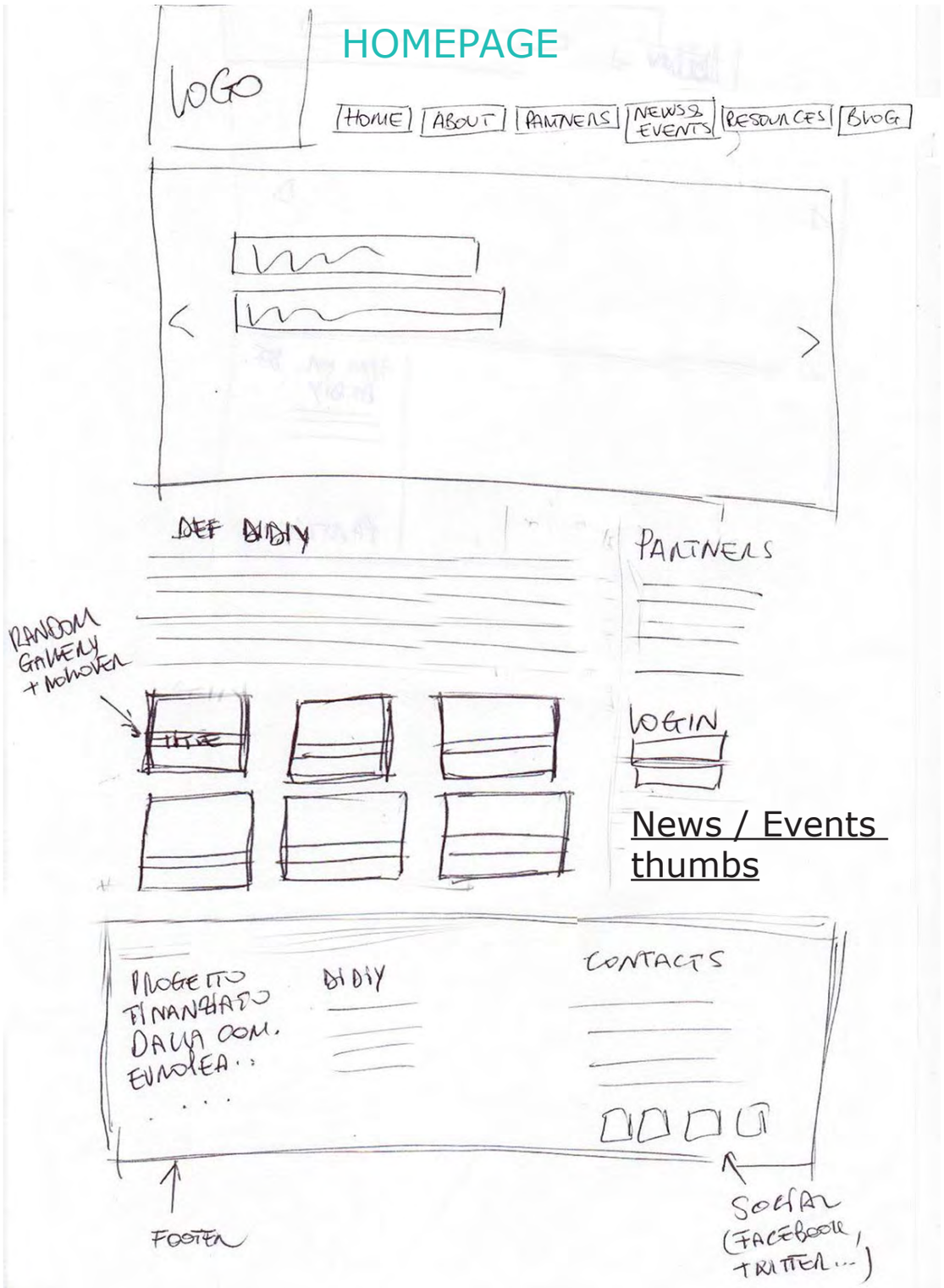
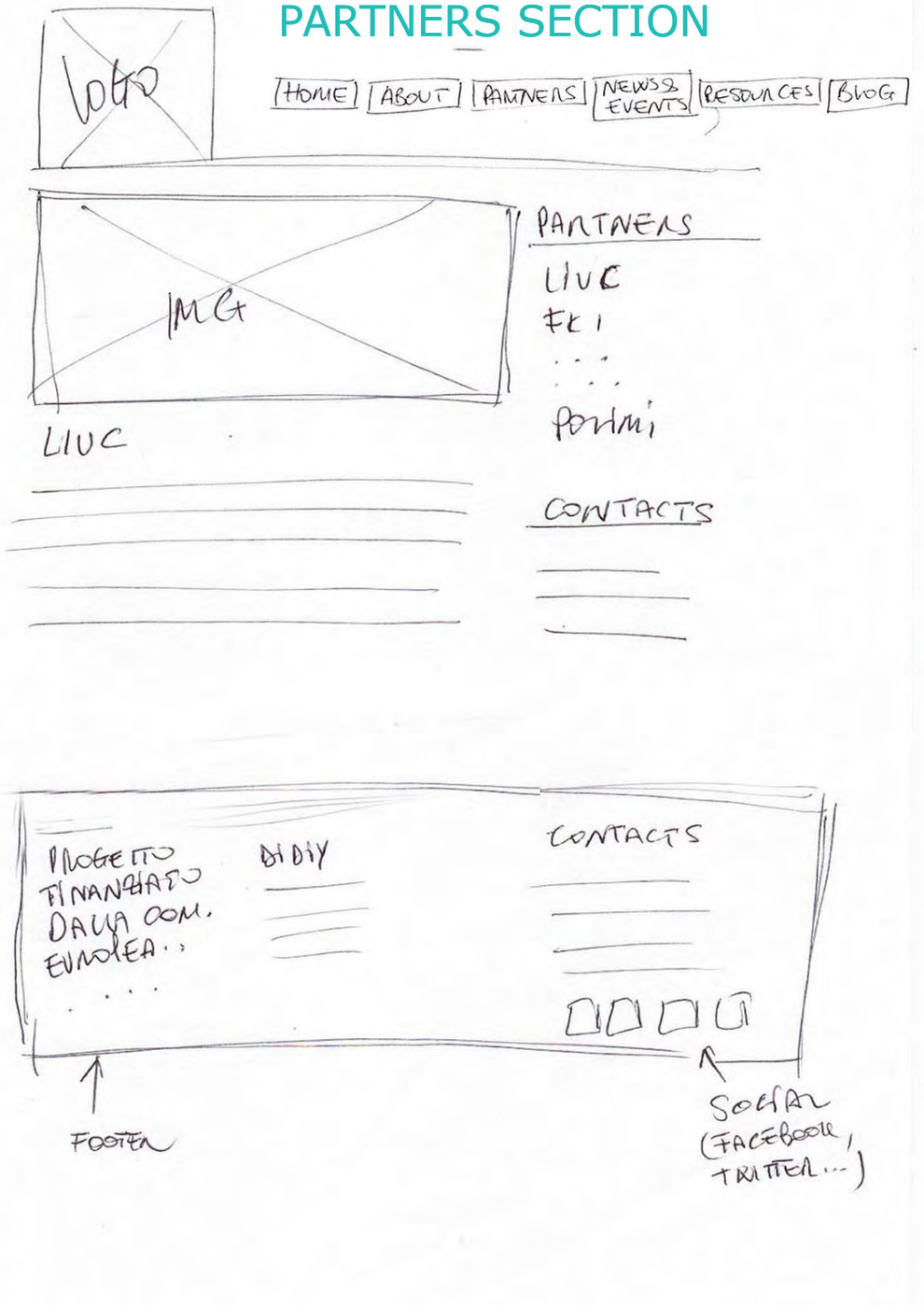
STEP 3
Web layout sketches_2
Based on Venture template layout

HOMEPAGE



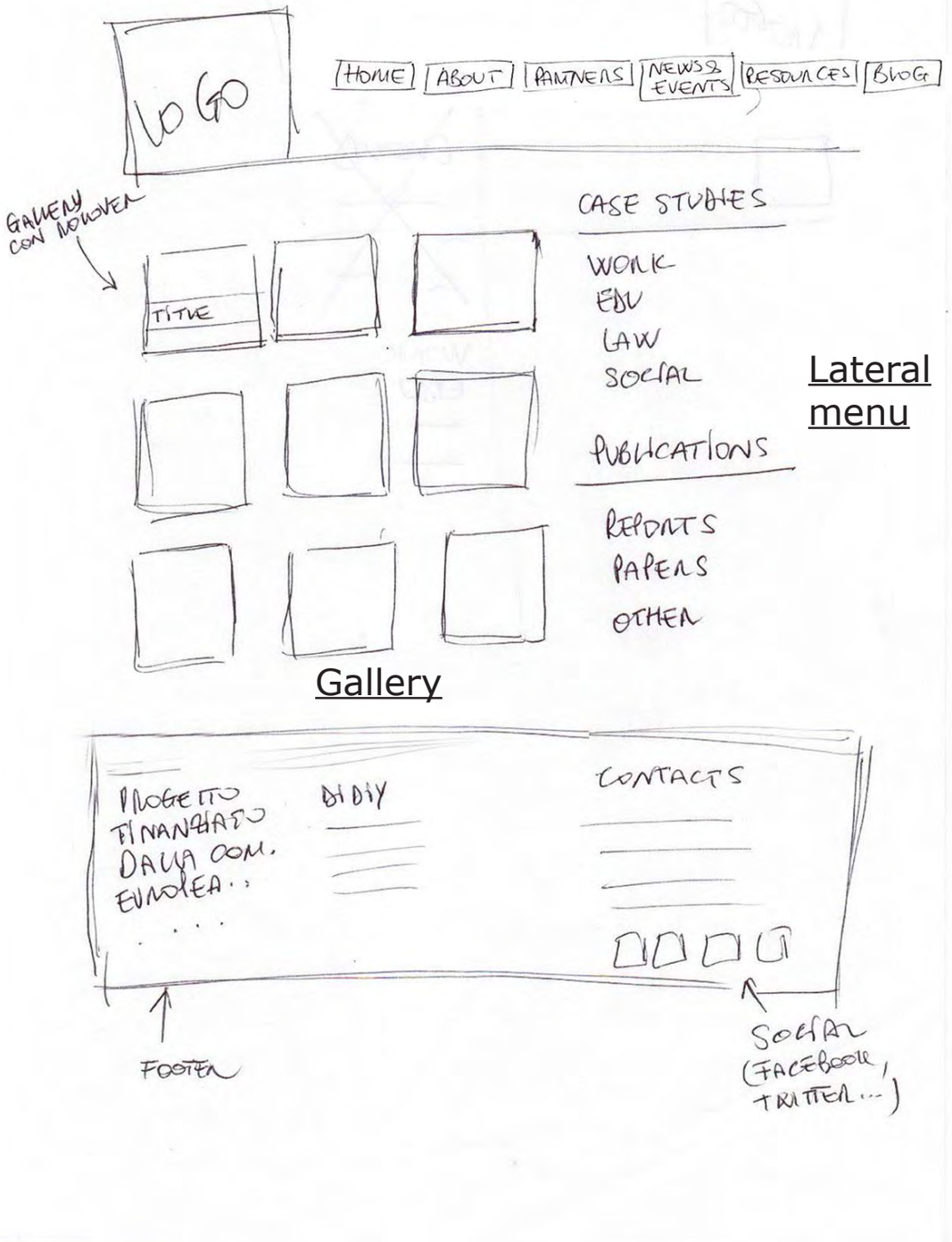
Homepage_Designing DiDIY web layout starting from Venture Template.

PARTNERS SECTION



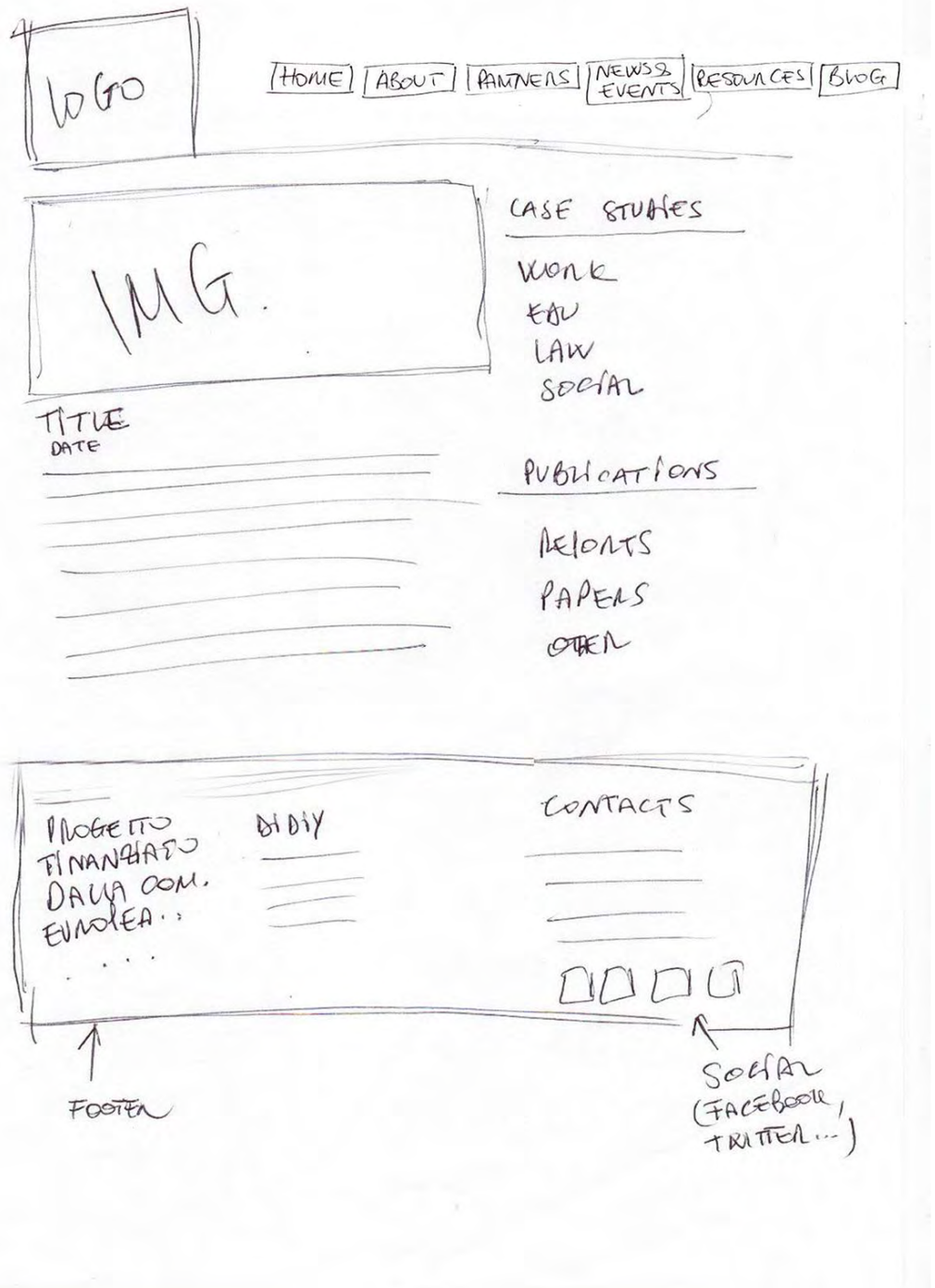
Menu sections_Partners

RESOURCES SECTION



Menu sections_Resources

PAPERS SECTION



Menu sections_Resources_Paper

www.DiDIY.eu

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Website graphic layout project
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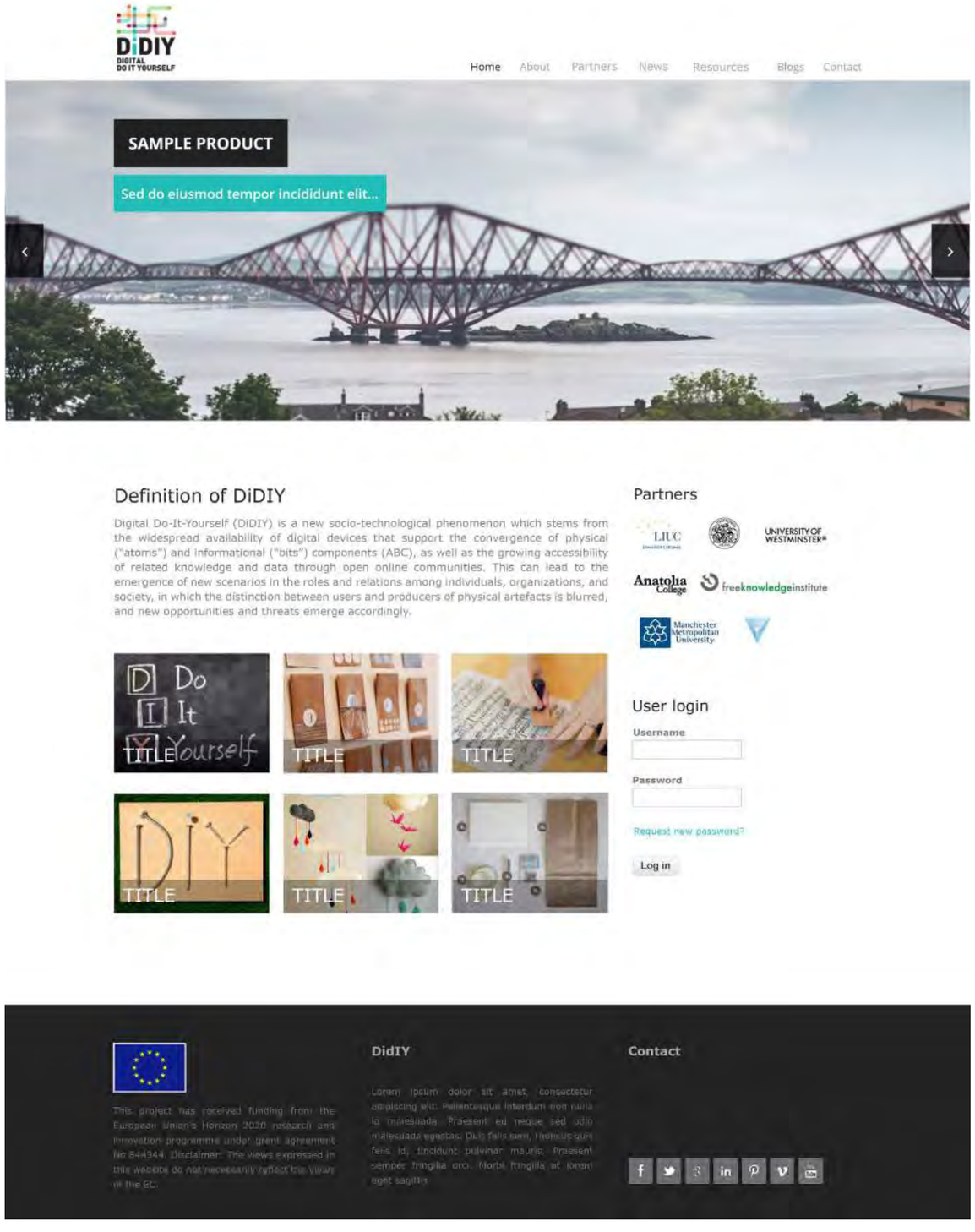
STEP 4
Project layout visualization



Homepage

SPECIFICATIONS

Main colors

R 0 G 0 B 0	Text
R 167 G 169 B 172	Menu
R 34 G 189 B 182	Link color

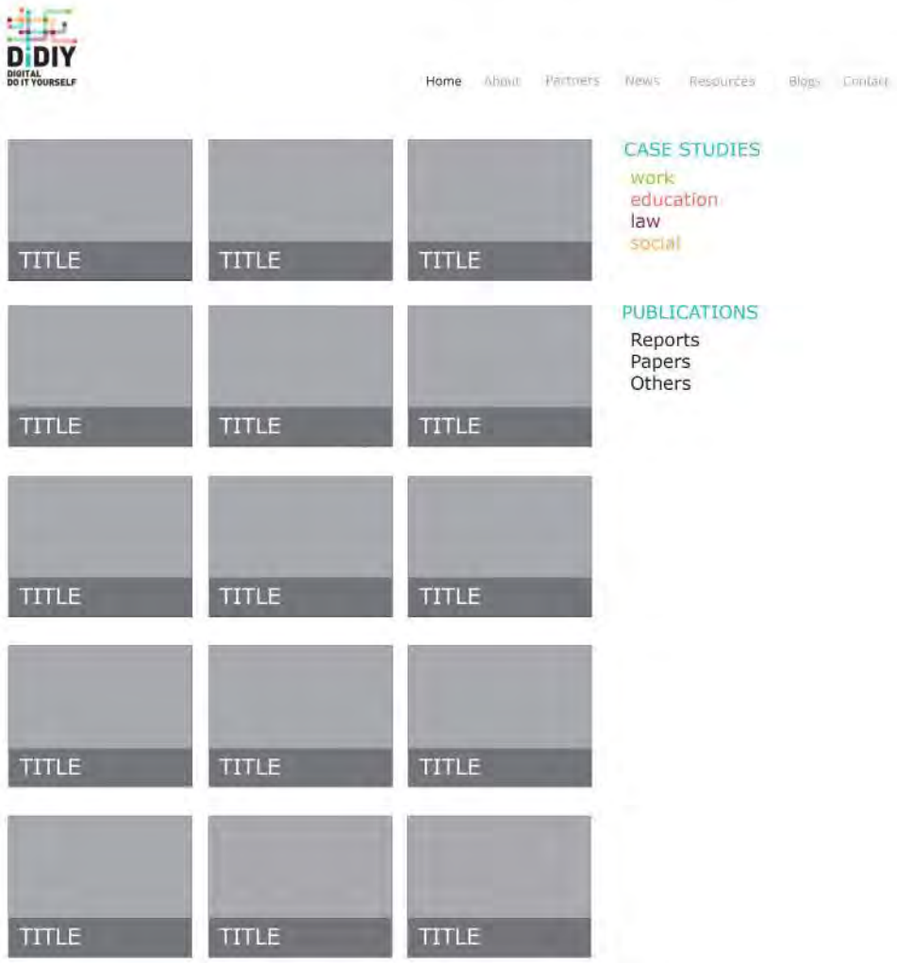
Other colors

R 151 G 198 B 168	Work Section
R 241 G 102 B 106	Education Section
R 145 G 31 B 87	Low Section
R 246 G 139 B 85	Social Section

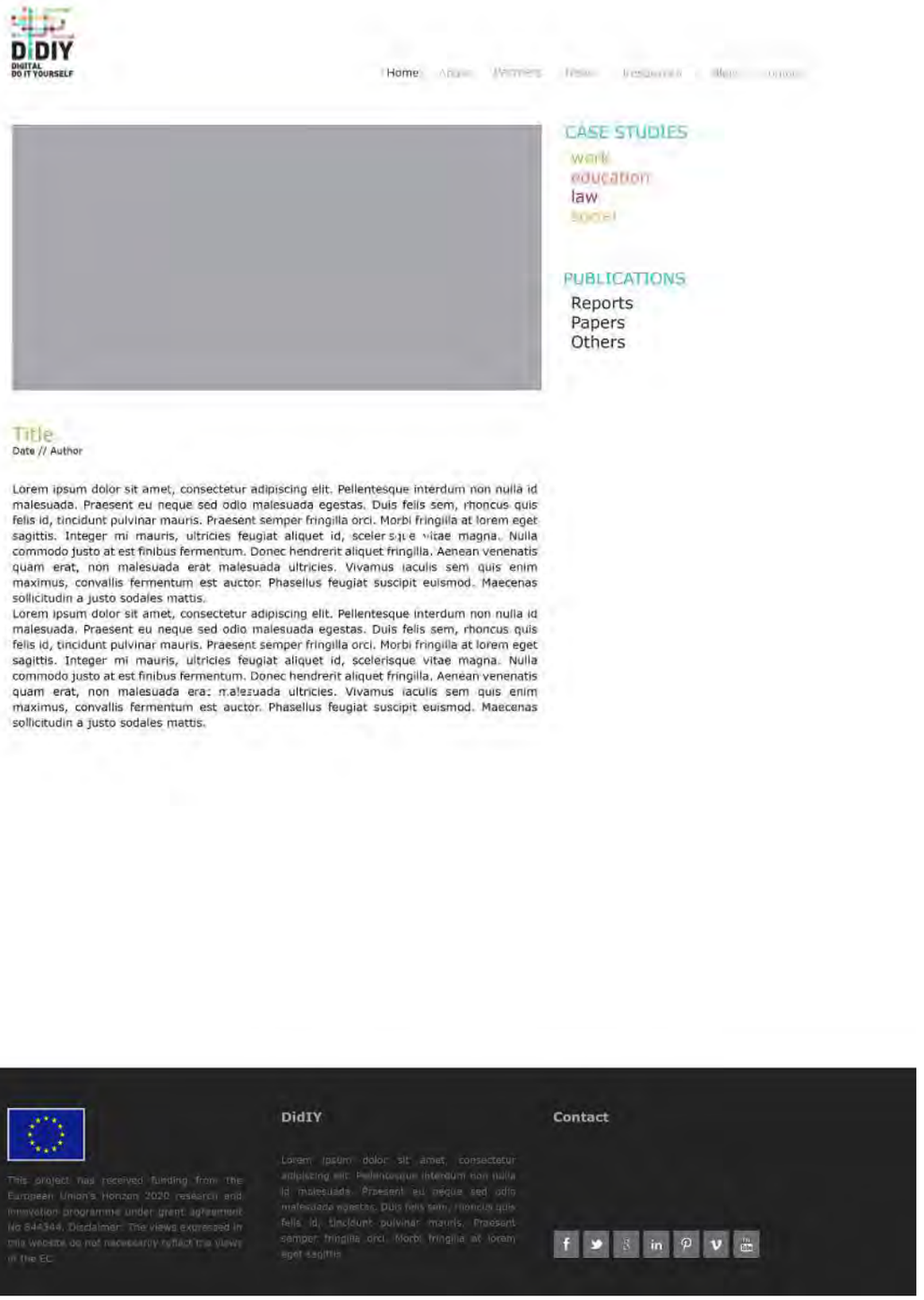
Font

Verdana

LAYOUT VISUALIZATION



Resources



Resources-paper

LAYOUT VISUALIZATION

www.DiDIY.eu

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Website graphic layout project
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STEP 5
Graphic monitoring and corrections

1.Reduce logo dimensions

80% << 100%

2.Menù alignment.

Read this first! Home About Partners News Resources Blog Contact

Align it with the bottom of the logo

Digital Do-It-Yourself

Digital Do-It-Yourself **(DiDIY)** is a new socio-technological phenomenon which stems from the widespread availability of **digital devices** that support the **convergence** of physical ("atoms") and informational ("bits") components **(ABC)**, *as well as* the growing accessibility of related knowledge and data through **open** online communities. This can lead to the emergence of **new scenarios** in the roles and relations among individuals, organizations, and society, in which the distinction between users and producers of physical artefacts is blurred, and **new opportunities and threats** emerge accordingly.

Partners

LIUC · Univ. Of Westminster · Ab.Acus · Manchester Metr. Univ. · Amerikanko Kollegc Anatolia · PoliMI

User login

3.Change the box color

R 34
G 189
B 182

4.Use white for the background

5.Align icons with "partners"

6.Change position

7.Increase the slideshow size and use 1 picture for each size each

MONITORING_HOMEPAGE

8. Bigger thumbnail. Starts aligned with the text on the left

Digital Do-It-Yourself

Digital Do-It-Yourself **(DiDIY)** is a new socio-technological phenomenon which stems from the widespread availability of **digital devices** that support the **convergence** of physical ("atoms") and informational ("bits") components **(ABC)**, *as well as* the growing accessibility of related knowledge and data through **open** online communities. This can lead to the emergence of **new scenarios** in the roles and relations among individuals, organizations, and society, in which the distinction between users and producers of physical artefacts is blurred, and **new opportunities and threats** emerge accordingly.

Beagle Boards

Open Source Ecology

The DiDIY website goes online!

grid test, article number Five

grid test, article number Three

grid test, article number Two

grid test, article number

On 'digital'

Partners

LIUC · Univ. Of Westminster · Ab.Acus · Manchester Metr. Univ. · Amerikaniko Kollegio Anatolia · PoliMI

User login

Username *

Password *

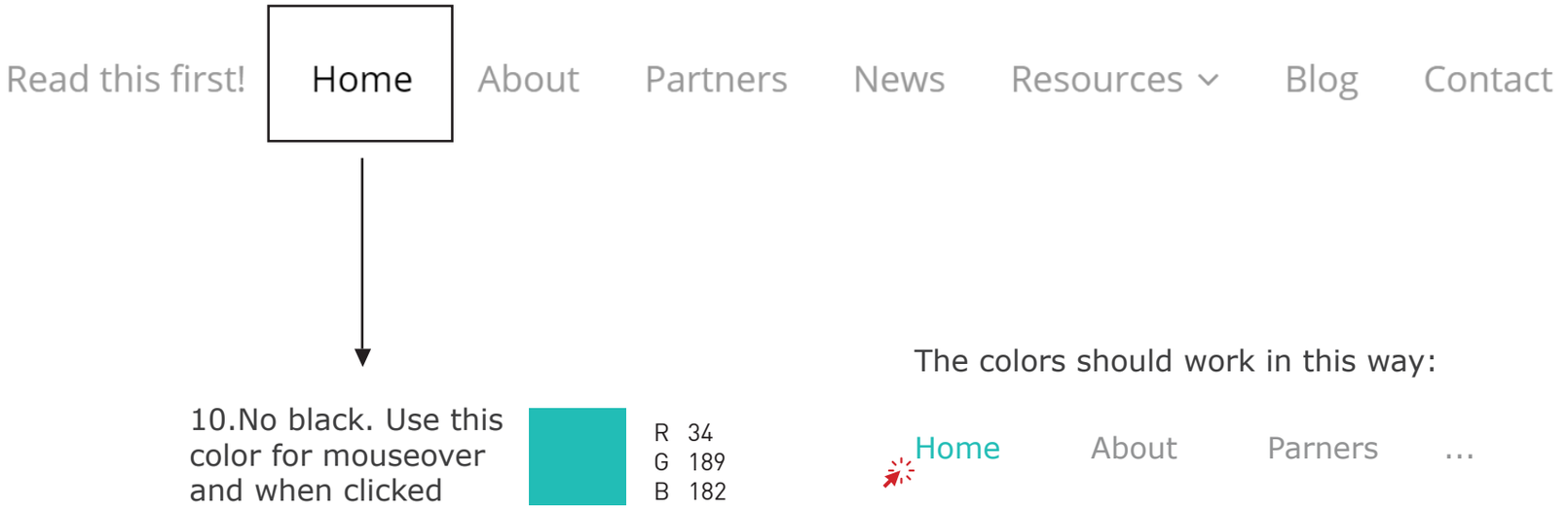
- Request new password

Log in

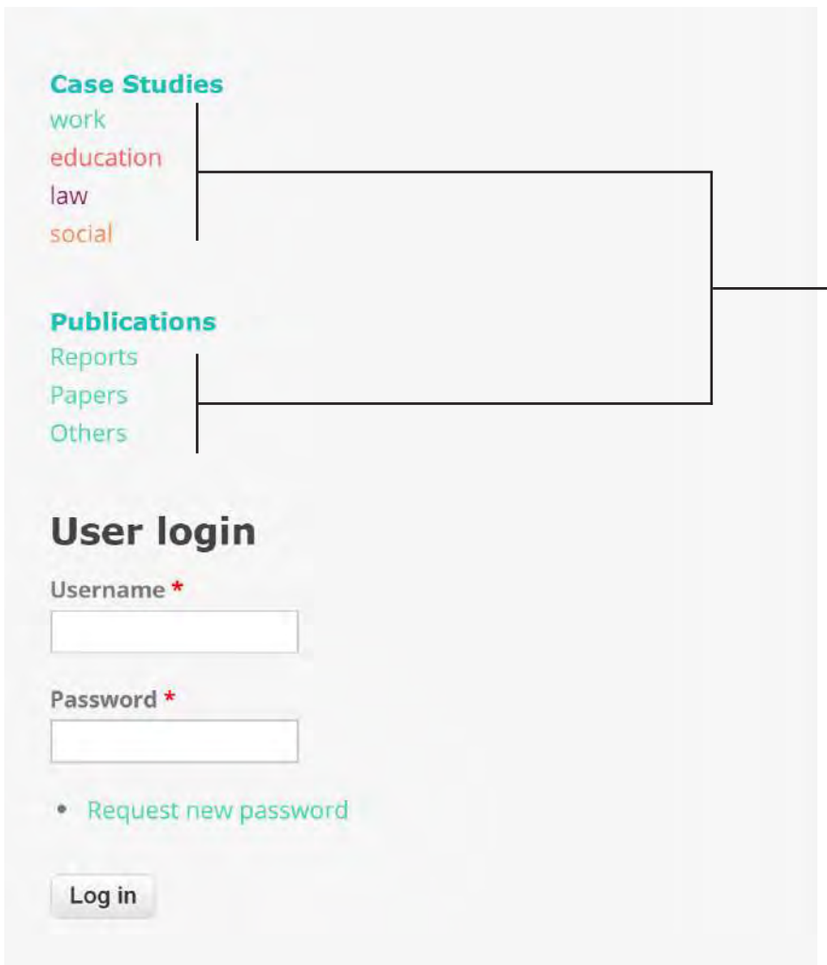
9.Use this color for links

R 34
G 189
B 182

MONITORING_HOMEPAGE



- homepage menù



- lateral menù

12. Use this color

R 34
G 189
B 182

Home » About » The DiDIY Project

The DiDIY Project

The DiDIY Project proposal addresses the call **ICT 31-2014 Human-centric Digital Age** of the Leadership in enabling and industrial technologies, Information and Communication Technologies Horizon 2020 work programme. This page synthesizes the definition of DiDIY from which the Project starts and its objectives, as well as the Project Partners and roadmap.

Definition of DiDIY

Digital Do-It-Yourself **(DiDIY)** is a new socio-technological phenomenon which stems from the widespread availability of **digital devices** that support the **convergence** of physical ("atoms") and informational ("bits") components **(ABC)**, *as well as* the growing accessibility of related knowledge and data through **open** online communities. This can lead to the emergence of **new scenarios** in the roles and relations among individuals, organizations, and society, in which the distinction

- how it is reshaping **organization, work, education** and **research**
- how it is impacting on **creative society** and **legal systems**,
- how **creative design** and **ethics** are changing due to DiDIY itself.

Roadmap, workflow and Partners

The DiDIY project started on January 1st, 2015, and has a duration of 30 months. All the activities of the Project are structured in several Work Packages, are carried out by an international Consortium of seven Partners, through a multidisciplinary team.

Tags: project

Impact:
project

- About page

- Partners page

Home » DiDIY partners

DiDIY partners

The DiDIY Consortium is constituted by the following orga
strongly multidisciplinary competencies to approach the n

- Università Carlo Cattaneo - LIUC (IT)
- University of Westminster (UK)
- Ab.Acus srl (IT)
- Manchester Metropolitan University (UK)
- Free Knowledge Institute (NL)
- Amerikaniko Kollegio Anatolia (GR)
- Politecnico di Milano (IT)

Tags: project

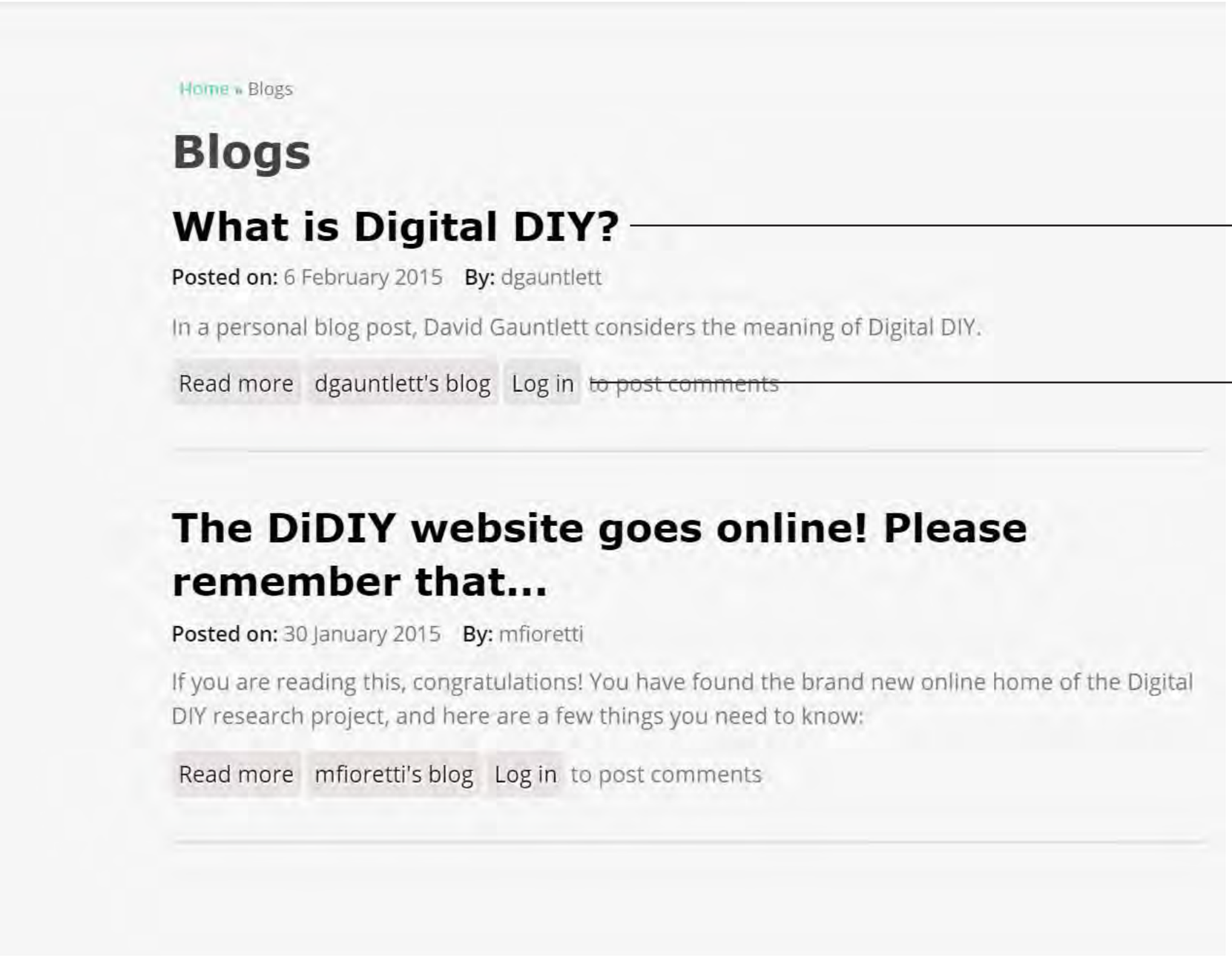
Impact:
didiy

13. Use this color for tags and link

R 34
G 189
B 182

MONITORING_BODY

- Blog page



14. Use this color for mouseover in titles

R 34
G 189
B 182

15. Use this color for this buttons

R 34
G 189
B 182

www.DiDIY.eu

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Website graphic layout project
POLIMI TEAM

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STEP 6
Architecture proposal

DiDIY
DIGITAL
DO IT YOURSELF

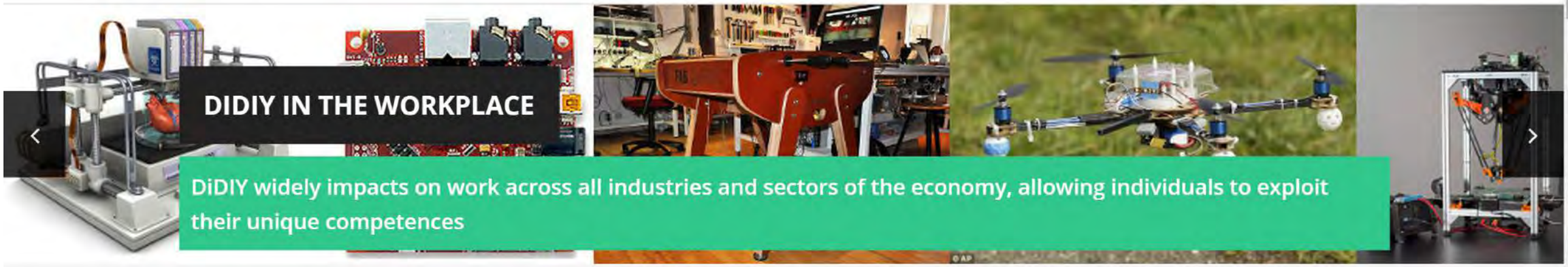
Home | About | Project | Resources | News | Blog | Contact

About
- Partners
- People

Project
- Objectives
- Approach
- Work Packages
- Results

Resources
- Organization and work
- Education and research
- Creative society
- Legal systems
- Add a DiDIY resource

News
- Events calendar
- Add a DiDIY event



In our idea, slideshow can be used in two different ways:

1) slides showing the different fields of investigation of the project. In this way it is possible to undestand quickly the completeness of the project.
Following this idea we could have this 5 slides:
work / education / creative society / law / Follow DiDIY online
This is the option we prefer. The thumbs you can see in the homepage (x) are news that will frequently change.If we also put a calendar with events here (1) we will have an homepage that in a way summarize the project.

2) slides that shows different topic without an order: from case studies to events, from news to partners, and so on.
They have to be frequently changed.

X

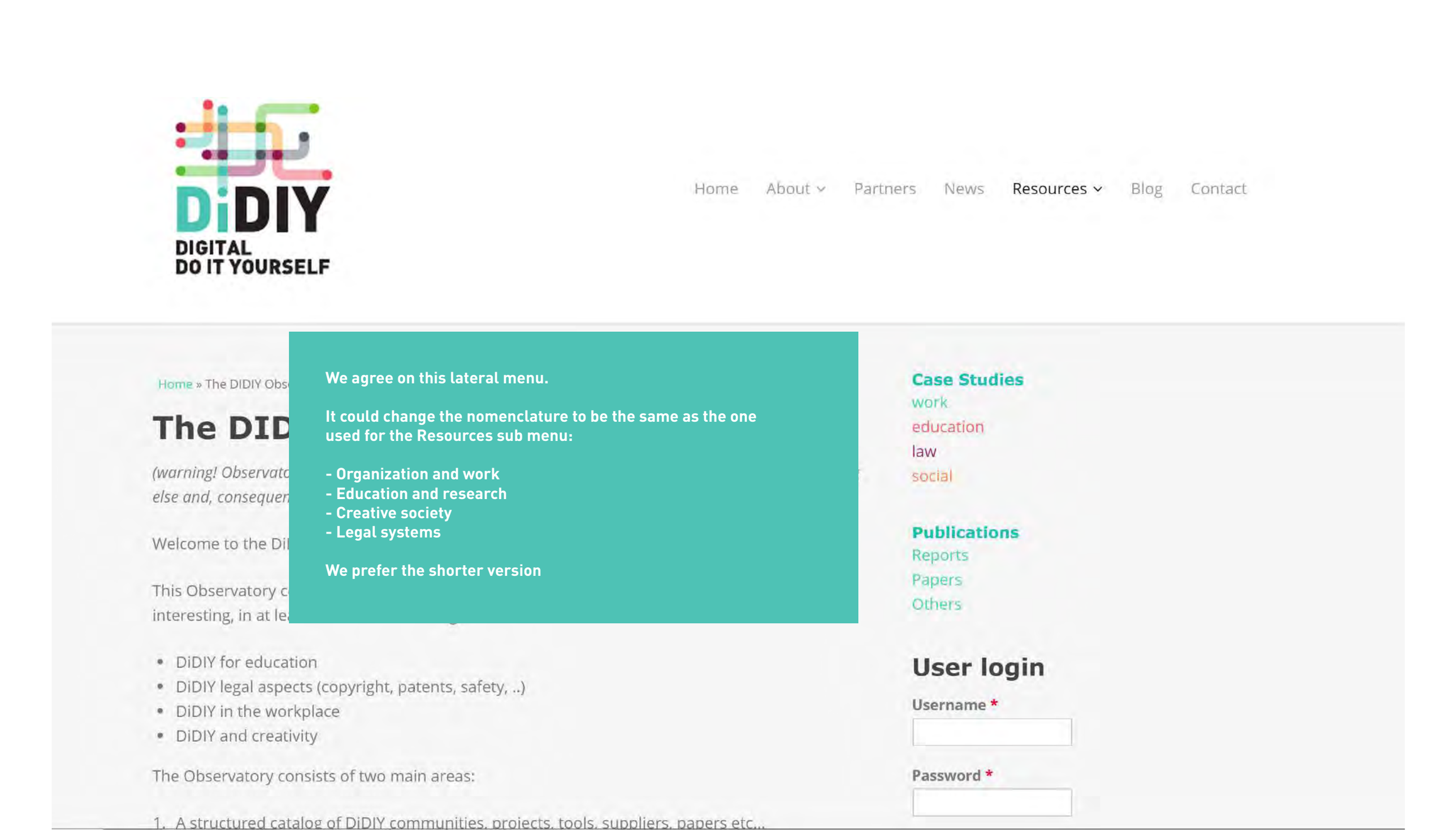
Open Source Ecology

The DiDIY website goes online!

grid test, article number Two

1

MAIN MENU ARCHITECTURE



LATERAL MENU