



D5.5 First Outreach and Impact Creation Activities Report

Revision Version: v 1.0

Work package	WP 5
Task	Task 5.1, Task 5.2
Due date	30/06/2022
Submission date	24/06/2022
Deliverable lead	PROTOTIPI
Version	1.0
Authors	Adriano Mauro, Rina Wood (PROTOTIPI)
Reviewers	Francesca Pozzar (FINN), Stephen Fox (VTT)
Abstract	The purpose of this Deliverable is to report the Dissemination and Communication activities carried out in the 1 st half of the project, lessons learnt and next steps.
Keywords	Communication, Dissemination, Brand Identity, Stakeholders, Community Building, Promotion, Website, Social Media, Innovators, Events, <i>Challenges</i> .

Document Revision History

VERSION	DATE	DESCRIPTION OF CHANGE	LIST OF CONTRIBUTOR (S)
v0.1	17/04/2022	1st version of ToC	Rina Wood (PROTOTIPI)
v0.2	26/04/2022	Revision of ToC based on partners' inputs	Rina Wood (PROTOTIPI)
v.03	07/05/2022	Content editing	Adriano Mauro, Rina Wood (PROTOTIPI)
v0.4	18/06/2022	Internal review	Francesca Pozzar (FINN), Stephen Fox (VTT)
v0.5	26/06/2021	Final edition	Adriano Mauro, Rina Wood (PROTOTIPI)

Disclaimer

The information, documentation and figures available in this Deliverable are written by the DIGILOGIC project's consortium under EC grant agreement 101016583 and do not necessarily reflect the views of the European Commission.

The European Commission is not liable for any use that may be made of the information contained herein.

Copyright Notice © 2020 - 2023 DIGILOGIC



PROJECT CO-FUNDED BY THE EUROPEAN COMMISSION		
NATURE OF THE DELIVERABLE		R*
DISSEMINATION LEVEL		
PU	Public, fully open, e.g. web	√
CL	Classified, information as referred to in Commission Decision 2001/844/EC	
CO	Confidential to DIGILOGIC project and Commission Services	

***R:** Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

OTHER: Software, technical diagram, etc.



EXECUTIVE SUMMARY

This report is a reflective document, which looks back at the communication activities and related impact achieved by Work Package 5 (WP5) from May 2021 (M05) to June 2022 (M18), based on the Dissemination and Communication Strategy laid out at the beginning of the project (D5.1). As such, it is a document that was written in hindsight, and takes stock of the communication and dissemination achievements made by the project in the sowing (concluded) and flowering (ongoing) dissemination and communication phases. It focuses on the activities carried out by T5.1 Outreach and impact creation strategy, plan and tools and T5.2 Promotion of DIGILOGIC Learn and Implement programme, both led by PROTOTIPI with the contribution of all the partners. It reports the promotional activities developed to support the three main narratives of the project across a wide palette of stakeholders across the two continents:

- Strengthening DIHs networks and collaboration
- Foster long term EU-Africa DIHs collaboration and EU-Africa innovators collaboration
- Foster knowledge and innovative smart logistics solutions

A description is being presented on major achievements: the launch of a series of thematic webinars, along with the organisation and participation to relevant events, the launch of a podcast series, the liaison with several projects and initiatives, the promotion of DIGILOGIC Community, of the Capacity Building Programme, of the Co-Creation Impact Labs and of the *Challenges*. In the first half of the project DIGILOGIC Dissemination and Communication contributed to achieve the following results:

- An estimated reach **audience of 1,200,000** (across online and offline media)
- The enrolment of over **800 members to the Online Community**
- More than **200 applications to the first Capacity Building programme** (55% women)
- Participation to **20 external events and liaison with 30 project and initiatives** granted not only a wide dissemination of DIGILOGIC goals and activities across geographies and stakeholders, but it's the necessary foundation to ensure the results' exploitation
- Press coverage on **46 different media outlets**

This deliverable also provides an overview of the Dissemination and Communication activities planned for the second half of the project (M19-M36). The goal of this document is to give a good overview of these achievements to the reader and the external community along with key lessons learnt and foreseen corrective actions.





TABLE OF CONTENTS

1	INTRODUCTION.....	8
2	DIGILOGIC OUTREACH AND IMPACT CREATION ACTIVITIES REPORT (M05-M18)	9
2.1	Online Communication	9
2.2	Videos.....	15
2.3	Podcast Series	16
2.4	Tech Talk Promotions.....	16
2.5	Promotional Materials	17
2.6	Press Office	17
2.7	Organised Events.....	19
2.8	Synergies and Liasons with related Projects and initiatives.....	22
3	PROMOTION OF DIGILOGIC COMMUNITY, CAPACITY BUILDING PROGRAMME, CO-CREATION IMPACT LABS AND CHALLENGES	24
3.1	Promotion of DIGILOGIC Community and Online Mentoring Programme	24
3.2	Promotion of DIGILOGIC Capacity Building Programme	25
3.3	Promotion of DIGILOGIC Co-Creation Impact Labs.....	26
3.4	Promotion of DIGILOGIC Challenges	26
4	DISSEMINATION & COMMUNICATION RESULTS M18	27
4.1	Quantitative Indicators	27
4.2	Qualitative Indicators.....	29
5	LESSONS LEARNT AND NEXT STEPS	30



LIST OF FIGURES

FIGURE 1: DIGILOGIC DISSEMINATION AND COMMUNICATION PHASES.....	8
FIGURE 2: DIGILOGIC HIGH-LEVEL ADVISORY BOARD.....	9
FIGURE 3: DIGILOGIC IMPACT AND INNOVATION BOARD.....	9
FIGURE 4: DIGILOGIC RELEVANT INITIATIVES.....	9
FIGURE 5: DIGILOGIC TECHNOLOGY RADAR.....	9
FIGURE 6: DIGILOGIC DISSEMINATION AND COMMUNICATION PHASES.....	10
FIGURE 7: DIGILOGIC CHALLENGES PAGE.....	10
FIGURE 8: DIGILOGIC SCIENTIFIC PUBLICATIONS.....	10
FIGURE 9: DIGILOGIC PRESENTATION AND TALKS.....	10
FIGURE 10: DIGILOGIC PUBLIC DELIVERABLES.....	10
FIGURE 11: DIGILOGIC PROMOTIONAL MATERIAL.....	11
FIGURE 12: DIGILOGIC EVENT PAGE.....	11
FIGURE 13: DIGILOGIC WHAT'S NEW.....	11
FIGURE 14: DIGILOGIC NEWSLETTERS.....	11
FIGURE 15: DIGILOGIC VIDEOS.....	11
FIGURE 16: DIGILOGIC WEBSITE VISITORS.....	12
FIGURE 17: DIGILOGIC WEBSITE GEOGRAPHICAL REACH.....	12
FIGURE 18: DIGILOGIC WEBSITE MOST VISITED PAGES.....	13
FIGURE 19: WEBSITE VISITORS' DEMOGRAPHICS.....	13
FIGURE 20: PROMOTION OF DIGILOGIC ORGANISED EVENTS.....	14
FIGURE 21: PROMOTION OF DIGILOGIC PARTICIPATION TO EVENTS.....	14
FIGURE 22: DIGILOGIC INFORMATION SESSIONS PROMOTION.....	14
FIGURE 23: DIGILOGIC NEWS PROMOTION.....	14
FIGURE 24: EXAMPLE OF DIGILOGIC NEWSLETTER.....	15
FIGURE 25: DIGILOGIC VIDEOS ON YOU TUBE CHANNEL.....	15
FIGURE 26: DIGILOGIC PODCAST SERIES.....	16
FIGURE 27: DIGILOGIC TECH TALKS PROMOTION.....	16
FIGURE 28: DIGILOGIC BOOKMARK AND ROLL UP.....	17
FIGURE 29: DIGILOGIC DIGITAL FLYER.....	17
FIGURE 30: PROMOTING THE COMMUNITY LEARNING MATERIALS.....	24
FIGURE 31: DIGILOGIC INFORMATION WEBINAR AND SOCIAL MEDIA CELEBRATING 600 MEMBERS.....	24
FIGURE 33: DIGILOGIC CALL FOR ACTION FLYER.....	25
FIGURE 34: DIGILOGIC CO-CREATION IMPACT LABS FLYER.....	26
FIGURE 35: DIGILOGIC CHALLENGES PROMOTIONAL CAMPAIGN.....	26



LIST OF TABLES

TABLE 1 : EVENTS ATTENDED M1-M18 21

TABLE 2 : DIGILOGIC WP5 MILESTONE..... 27

TABLE 3 : DIGILOGIC WP5 DELIVERABLES 27

TABLE 4 : DIGILOGIC DISSEMINATION AND COMMUNICATION KPIS 28

ABBREVIATIONS

AU	African Union
CC	Competence Centre
CMS	Content Management System
DG CONNECT	Directorate General for Communications Networks, Content & Technology
DIH	Digital Innovation Hub
DoA	Description of Action
EC	European Commission
EU	European Union
HLAB	High Level Advisory Board
HEX	Hexadecimal
KOM	Kick Off Meeting
KPI	Key Performance Indicator
IIB	Impact and Innovation Board
IP	Internet Protocol
M	Month
RGB	Red Green Blue
SEO	Search Engine Optimization
TCP	Transmission Control Protocol
URL	Uniform Resource Locator
WP	Work Package

1 INTRODUCTION

In the last 18 months DIGILOGIC has completed the Phase 1 “Sowing” (M01-M12) and it has taken full speed on the **Phase 2 “Flowering”**, which started in M12 and will last till M25. In this report the reader will go through a description of the work carried out by WP5 in Phase 1 and the early stages of Phase 2. Each chapter will include a sub chapter briefly summarising the achievements in terms of communication and ecosystem building referring to actions and activities directed to the different stakeholders in Europe and Africa (Digital Innovation Hubs, innovators, vulnerable groups, other relevant initiatives etc.). The objective of Phase 1 was to establish DIGILOGIC communication and dissemination foundations, grow a strong audience baseline and establish fruitful liaisons with relevant initiatives, to be leveraged upon in Phase 2 when the Online Community, the Capacity Building Programme, the Co-Creation Impact Labs and the Challenges for innovators would be launched (ongoing). In doing so, the outreach activities have been adapted to the COVID-19 restrictions, creatively and proactively making the most of each and every opportunity offered by online events and collaboration and initiating physical participation and engagement as soon as and where possible.

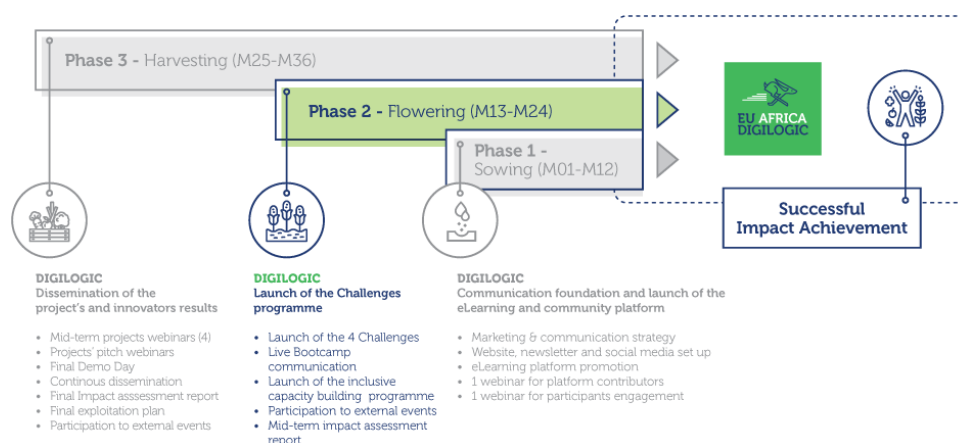


FIGURE 1: DIGILOGIC DISSEMINATION AND COMMUNICATION PHASES

The overall objectives of the Dissemination and Communication activities (already presented in D5.1) remain valid:

- Establish and maintain a distinctive and **recognizable identity** across all promotional and marketing materials, while ensuring the European Commission funding recognition is always ensured.
- **Ensure broad visibility and raise awareness about DIGILOGIC both in Europe and Africa**, spreading knowledge about the project and its undertakings.
- **Reach, stimulate and engage a critical mass of relevant stakeholders** to ensure that:
 - the DIGILOGIC smart logistics Mentoring, the inclusive Capacity Building Programme and the Co-Creation Impact Labs, are effectively and properly disseminated to innovators (with a focus in targeted African countries, and in particular women) for maximum participation and impact;
 - the innovators in Europe and Africa participate in the DIGILOGIC *Challenges*, submitting relevant and qualitative proposals;
 - the results of DIGILOGIC and projects selected out of the *Challenges* are effectively showcased, leading to validation, improvement and possibly further adoption (relevant for the 2nd part of the project)
- **Facilitate exploitation of the project's assets** (such as the DIGILOGIC Online Community) and promote the development of the established ecosystem.
- **Establish strong liaisons and ensure close collaboration with relevant initiatives** in the research and innovation domains.

2 DIGILOGIC OUTREACH AND IMPACT CREATION ACTIVITIES REPORT (M05-M18)

2.1 ONLINE COMMUNICATION

The communication of DIGILOGIC multi-layered and geographically spread activities has relied heavily on online communication tools. DIGILOGIC has successfully broadened its digital communication footprint to engage with a wider audience through its website, the DIGILOGIC online community, its newsletter and social media channels, a recently launched podcast series, the participation and organisation of online events and the promotion of DIGILOGIC Tech Talks and the distribution of press releases to online publications.

2.1.1 DIGILOGIC WEBSITE

The website is updated regularly with news, events and most importantly the programmes. Launched in January 2021, it is constantly updated, with new contents and new pages. Here below the most relevant changes are briefly described.

About Us / Advisory Board / High-Level Advisory Board



A page dedicated to the introduction of the DIGILOGIC High-Level Advisory Board (HLAB). The HLAB are selected experts in the field, from a diverse set of backgrounds and geographies, who have expertise in a subset of the topics that the project is developing. The experts help in accessing the results of the project and support DIGILOGIC through awareness within their set fields.

FIGURE 2: DIGILOGIC HIGH-LEVEL ADVISORY BOARD

About Us / Advisory Board / Impact and Innovation Board



Introduce the Impact and Innovation Board (IIB). The goals of this group is to mentor DIGILOGIC innovators and support their solutions uptake. The IIB contributes in the design of the DIGILOGIC Co-creation Lab, as well as support the involvement of companies and investors needed to launch the relevant Challenges.

FIGURE 3: DIGILOGIC IMPACT AND INNOVATION BOARD

Digital Innovation Hubs / Relevant Initiatives



Since the inception relevant initiatives have been identified and presented on the website, along with a short synopsis including and a direct link. In turn, the initiative/projects have written a short synopsis of the DIGILOGIC project and linked directly back to the DIGILOGIC website. The relevant initiatives into regions, projects, and partnerships for easier reference.

FIGURE 4: DIGILOGIC RELEVANT INITIATIVES

Technology Radar



The webpage has been updated to introduce the new podcast series, "Trend Radar". In these informal interviews, DIGILOGIC sits down with each IIB member and discusses informative topics such as the future of Africa, what challenges they face as businesses, and what advice they would give the upcoming innovators and entrepreneurs. The page features excerpts from podcasts, which then link the user to DIGILOGIC's Community Platform. The goal is to drive the traffic that already exists on the DIGILOGIC website to register on the DIGILOGIC Community platform. DIGILOGIC acts as a connector between the two websites.

FIGURE 5: DIGILOGIC TECHNOLOGY RADAR

Community

DIGILOGIC acts as the gateway to the Online Community. A user clicks on the Community Tab, they are directed to the DIGILOGIC Community Platform, where they are prompted to log in or register. The Tab opens a new window and takes them to the DIGILOGIC Community platform without closing the DIGILOGIC website.

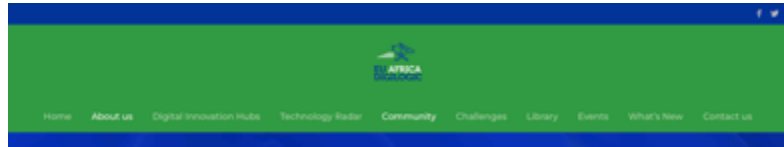


FIGURE 6: DIGILOGIC DISSEMINATION AND COMMUNICATION PHASES

Challenges



The Challenges page informs the website user of the call for proposals. Innovators can select to apply to the call for proposals - the link opens a new window and takes them to the DIGILOGIC Community platform without closing the DIGILOGIC website.

FIGURE 7: DIGILOGIC CHALLENGES PAGE

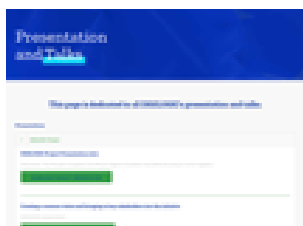
Library / Scientific Publications



Four Scientific Publications (curated by VTT) have been published on the website and on Zenodo.

FIGURE 8: DIGILOGIC SCIENTIFIC PUBLICATIONS

Library / Presentation and Talks



This page is dedicated to any presentations or talks that DIGILOGIC gives. The presentations are currently structured into two tabs, one relating just to the DIGILOGIC project and one to the DIGILOGIC Community.

FIGURE 9: DIGILOGIC PRESENTATION AND TALKS

Library / Public Deliverables



This page is dedicated to all public Deliverables that DIGILOGIC has submitted to the European Commission for evaluation and are waiting for the Commission's approval. The Deliverables are uploaded as soon they have been submitted and they're downloadable for ease of reference.

FIGURE 10: DIGILOGIC PUBLIC DELIVERABLES

Library / Promotional Material



All promotional material including templates and brand guidelines are uploaded here and made downloadable. Included are specifications around size and printing requirements to ensure brand consistency if the material needs to be produced globally.

FIGURE 11: DIGILOGIC PROMOTIONAL MATERIAL

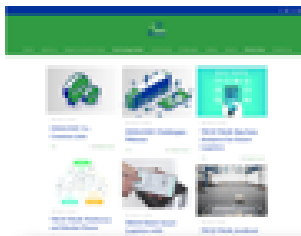
Events



The page is updated regularly with events/webinars/sessions that DIGILOGIC is attending or hosting. DIGILOGIC also lists events that are relevant to the DIGILOGIC project. The links take you directly to the proposed event page to register to attend. Past events are also showcased for reference.

Figure 12: DIGILOGIC EVENT PAGE

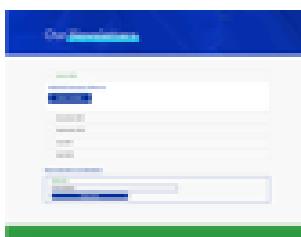
What's New



Frequently updated with relevant information, events and introductions shared across DIGILOGIC partners. The news (so far 46 articles published) come from all the partners giving the audience a more global view of news and events that are not only happening on their doorstep but also abroad connecting Africa globally. Every article, event, tech talk, webinar, and information session is supported across social media.

Figure 13: DIGILOGIC WHAT'S NEW

What's New / Newsletters



DIGILOGIC released six informative newsletters, they are shared and showcased on the website for ease of access.

Figure 14: DIGILOGIC NEWSLETTERS

What's New / Videos



The recording of webinars, participation in event and information sessions added to the DIGILOGIC website allows audience engagement and an opportunity for the partners to share with their respective social media, offering a wider audience other than what DIGILOGIC has gained.

Figure 15: DIGILOGIC VIDEOS

2.1.2 DIGILOGIC WEBSITE MEASURING RESULTS AT M18

At the time of writing, the website has already counted **6,323 unique visitors** who have generated 20,591 page views, as shown in Figure 16. The average time spent on the website is 01:53, an excellent result, providing an indication of the richness and relevance of the website for the online visitors.

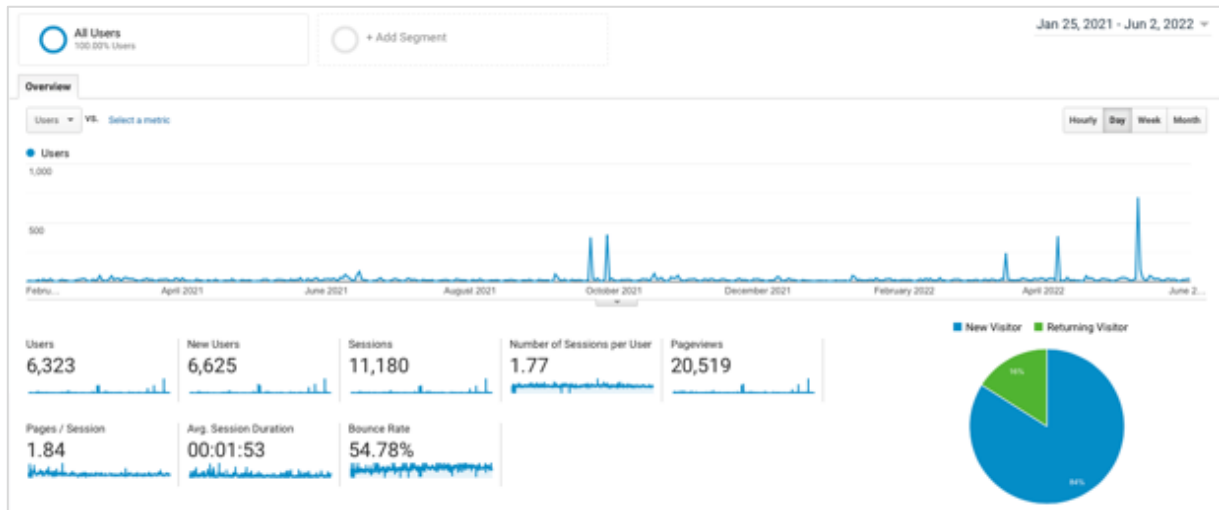


FIGURE 16: DIGILOGIC WEBSITE VISITORS

DIGILOGIC partners’ countries: Germany, Zambia, Italy, Ghana, Nigeria and Finland all feature prominently in the Top 10 Countries. The effort put in to increase traffic in relevant countries in both EU and AU have shown to be worthwhile as we see South Africa, France and Kenya included on the top 10 list.

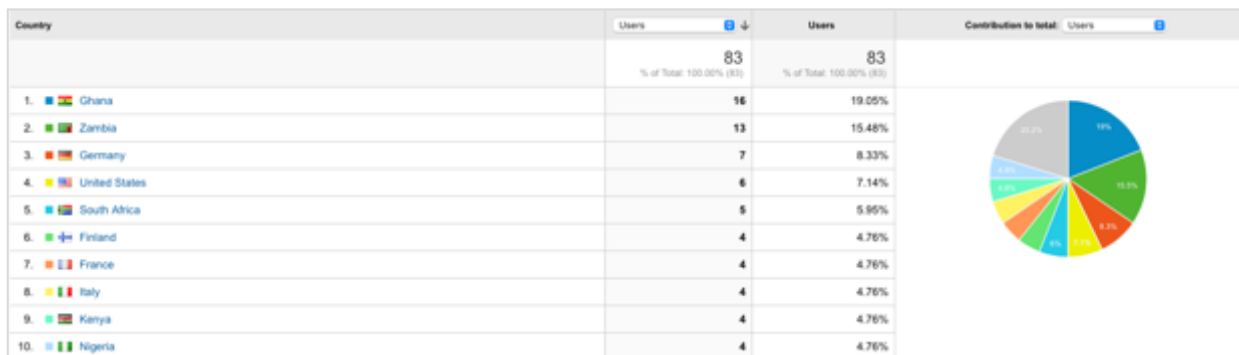


FIGURE 17: DIGILOGIC WEBSITE GEOGRAPHICAL REACH

Apart from the **News Section generating 3.47% of the pages visited**, the rest of the visits are well distributed across the website, among the News page, the Challenges page etc. The highest peak of interest has been in May 2022 when DIGILOGIC promoted the Capacity Building Programme and launched the *Challenges*.

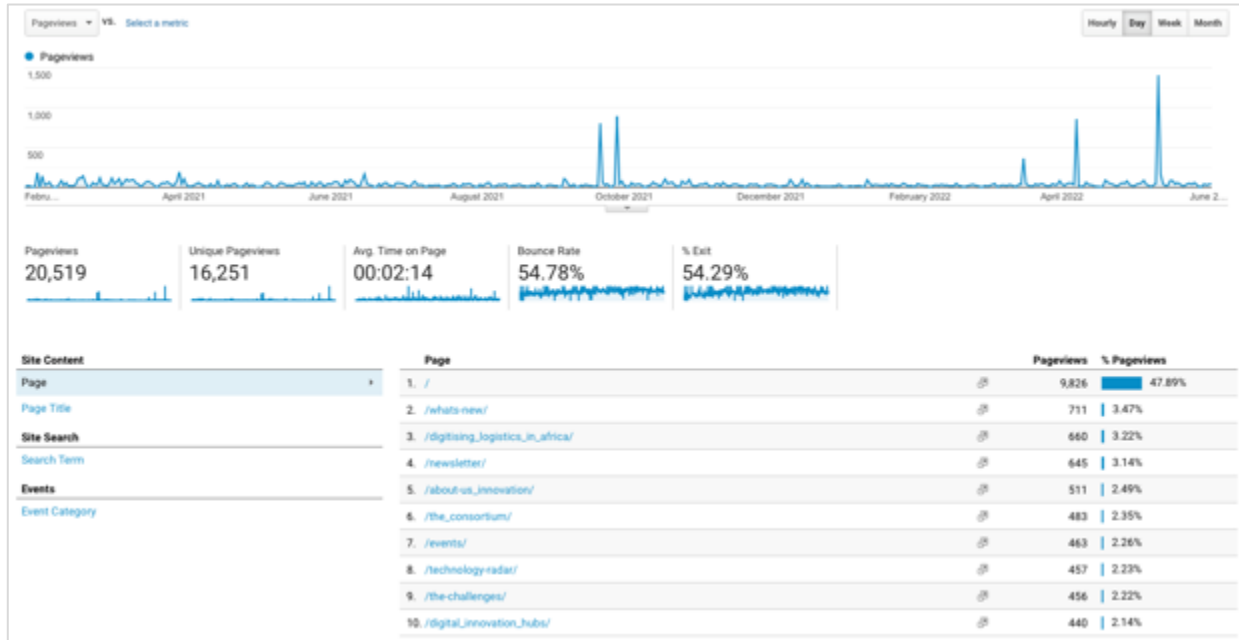


FIGURE 18: DIGILOGIC WEBSITE MOST VISITED PAGES

Looking at the demographics: **27.50%** of the visitors are aged from **18-24** and **33.50%** of our users are aged **25 – 34**. In the Gender aspect of the users – data shows almost an even split of **54,15%** being male and **45, 85%** being female users.

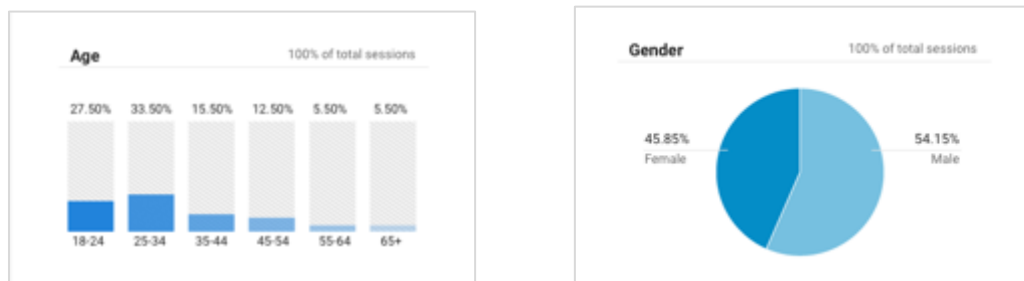


FIGURE 19: WEBSITE VISITORS' DEMOGRAPHICS

2.1.3 DIGILOGIC SOCIAL MEDIA

DIGILOGIC Social Media have been essential in the delivery of information for the DIGILOGIC project. DIGILOGIC is very active on all channels and constantly stay in sync. Content is relevant and up-to-date and the partners are actively reposting and sharing at varies times which allows DIGILOGIC communication to be dynamically filtered as opposed to a rush of communication all at once. Each social media platform provides different analytics, which DIGILOGIC tracks to monitor: the total outreach, the audience growth and the engagement.

Facebook

We have seen an increase in followers from 77 followers in June 2021 to **253 followers in June 2022**. Facebook has become an essential social media in 2022 to promote the DIGILOGIC programmes for youth in Africa, being very popular in the continent among youth 18-35.

Twitter

Twitter has been a great communication dissemination platform for the DIGILOGIC activities, with an increase from 313 followers in June 2021 to **604 in June 2022**. The engagement rate moved from 1.9% in June 2021 to 3.5% in June 2022. Moreover, DIGILOGIC Twitter account was earning ± 1,500 organic impressions per month in early 2021, while the average monthly result in 2022 is ±3,500 organic impressions.

LinkedIn

DIGILOGIC followers on LinkedIn have steadily increased every month, moving from 400 followers in June 2021 to 809 in June 2022. The average engagement rate is 3.6%. The demographic data shows that followers are diverse: working in the ICT (10%), not for profit organisations (7%), logistics and supply chain (6%), research and academia (8%).

2.1.4 DIGILOGIC SOCIAL MEDIA CAMPAIGNS

Promotion of events organized by DIGILOGIC

Examples of the webinar campaigns can be viewed below. DIGILOGIC disperses communication on all platforms simultaneously.



FIGURE 20: PROMOTION OF DIGILOGIC ORGANISED EVENTS

Events' Participation Promotion

Examples of the promotion of events where DIGILOGIC was presented.



FIGURE 21: PROMOTION OF DIGILOGIC PARTICIPATION TO EVENTS

Information Session Announcements

Examples of the communications where DIGILOGIC has hosted an information session.



FIGURE 22: DIGILOGIC INFORMATION SESSIONS PROMOTION

Latest News Announcements

As mentioned, social media is used to notify the community of followers on social media, examples of communications are below.



FIGURE 23: DIGILOGIC NEWS PROMOTION

2.1.5 DIGILOGIC NEWSLETTER

The DIGILOGIC Newsletter has been online since April 2021. Six newsletters have been released since its inception. We have **129 subscribers** with an **50% open rate** and **15% click through**. We have found the newsletter is not as successful as our other online platforms and feel we need to encourage a better subscriber growth. The newsletter is sent out quarterly as a summary of what has been happening in the DIGILOGIC project.



FIGURE 24: EXAMPLE OF DIGILOGIC NEWSLETTER

2.2 VIDEOS

DIGILOGIC videos are uploaded onto YouTube and shared on the DIGILOGIC website. Currently there are **16 videos** uploaded. The videos have been structured into playlists – Explainer Videos, Participation in Events, Webinars, Program Information Sessions, and Tech Talks. Collectively there are **808 views**, the most views on the “System thinking to transform critical mile logistics in Africa” at **291 views**.

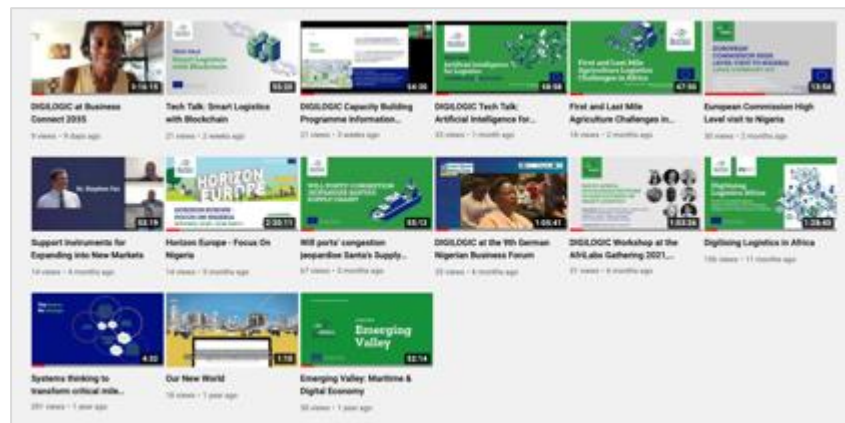


FIGURE 25: DIGILOGIC VIDEOS ON YOU TUBE CHANNEL

The list of videos posted are:

- DIGILOGIC video describing system change in logistics
- DIGILOGIC at the Horizon Europe Focus on Nigeria
- DIGILOGIC at the 9th German Nigerian Business Forum
- DIGILOGIC at the Emerging Valley session
- DIGILOGIC webinar Will Ports' congestion jeopardise Santa's Supply Chain
- DIGILOGIC workshop at the Afrilabs annual gathering
- DIGILOGIC webinar Digitising Logistics in Africa
- EC relevant video on the EU-Africa partnership

- Support Instruments for Expanding into New Markets
- European Commission High Level visit to Nigeria
- First and Last Mile Agriculture Challenges in Africa
- DIGILOGIC Tech Talk: Artificial Intelligence for Logistics
- DIGILOGIC Capacity Building Programme Information Session
- DIGILOGIC Tech Talk: Smart Logistics with Blockchain
- DIGILOGIC at Business Connect 2035

DIGILOGIC plans to produce more videos in the second half of the project, in particular:

- Video presenting the partners at work during the first study visit and project meeting in Germany
- Videos presenting the teams selected by the Challenges at work at the Bootcamp

2.3 PODCAST SERIES

As an ongoing passion to inspire the youth, DIGILOGIC has sat down with a handful of experts in their respective fields, entrepreneurs, and influencers to hear their thoughts on for example challenges in logistics in Africa, where they see themselves, their company and the logistics sector in Africa in the future. The podcast series is derived from an interview series originally conducted for generating insights for the trend radar and is posted via teaser on the DIGILOGIC website with click through to the DIGILOGIC Community platform to hear the full podcast. DIGILOGIC has released two podcasts in the series so far.



FIGURE 26: DIGILOGIC PODCAST SERIES

2.4 TECH TALK PROMOTIONS

In April 2022, DIGILOGIC Tech Talk series was launched (led by WP2). DIGILOGIC promoted these events on all social media platforms and used the Event Brite system for participants' registration. At the time of writing, three Tech Talk sessions were organised.

- Tech Talk: Artificial Intelligence for Logistics, 42 registered participants and 36 views.
- Tech Talk: Smart Logistics with Blockchains, 33 registered participants and 26 views.
- Tech Talk: Platforms and Market Place, 33 registered participants.



FIGURE 27: DIGILOGIC TECH TALKS PROMOTION

2.5 PROMOTIONAL MATERIALS

With regards to promotional items, DIGILOGIC has designed and printed bookmarks (500 copies) to hand out at events. Rollup banners used at events (Nigeria and Zambia so far) and a flyer giving information on the current DIGILOGIC opportunities distributed at the EU-Nigeria Business Forum (and online).



FIGURE 28: DIGILOGIC BOOKMARK AND ROLL UP

DIGILOGIC flyer was developed to present in a concise and impactful way the three programmes offered to young innovators, in Europe and Africa to nourish their skills and to develop their smart logistics innovation.



FIGURE 29: DIGILOGIC DIGITAL FLYER

2.6 PRESS OFFICE

DIGILOGIC has released three press releases as the time of writing this report. All the press releases have been translated into English, German and Italian and distributed by each partner to the local, regional press. Each press release marked relevant milestones achieved by the project and supported the engagement of different target audiences:

- DIGILOGIC Launch: English / German / Italian
- DIGILOGIC Community Launch: English / German / Italian
- DIGILOGIC Nourishes African Tech Talents: English / German / Italian

So far, DIGILOGIC news have been published on **46 press clippings** (including of course each project's partner's website). Based on the readership data offered by Prawly (online media relations tool), we estimate to have reached around 500,000 individuals (across EU-Africa). The press clipping is available in a dedicated area of the website, here below the list of publications:

- Logisticamente
- EuroRegionNews
- UniUdine



- Il Friuli
- NordEst24
- Friuli Oggi
- FriuliSera
- Friuli Online
- Realtà industriale (Italian)
- NordEst24
- Tech Nova
- This Day (Nigeria)
- Funds for NGOs
- The Africa Logistics
- Funds for Companies
- SMEs360
- African News Agency
- VC4A
- News Ghana
- The Ghanaian Post
- My Nigeria
- Disrupt Africa
- Business Day Nigeria
- Opportunity Skill Mine
- Tech Gist Africa
- African Crypto News
- Technology Mirror
- Kanem Times
- Africa
- Ecom Africa
- Further Africa
- Africa Logistics Magazine
- Call for Proposals to Address Smart Logistics Challenges: Funds for NGOs
- DIGILOGIC unveils co-creation impact laboratories: The African Logistics
- Funds for Companies (English)
- SME360
- Hub Times

Moreover, DIGILOGIC created a syndication relationship with Further Africa, an online news outlet facilitated by Fabio Scala, a DIGILOGIC High Level Advisory Board Member. Specific guidelines for EC and DIGILOGIC recognition were shared with the media partner. This opportunity is further extending DIGILOGIC outreach, especially among African industry decision makers.



2.7 ORGANISED EVENTS

DIGILOGIC has chosen to organise its events co-locating with major conferences and gatherings in order to maximise the visibility and participation. In the first half of the year, two events were organised, one in Europe and one in Africa.

2.7.1 FIRST DIGILOGIC WORKSHOP

DIGITISING LOGISTICS IN AFRICA CO-LOCATED WITH IPIC 2021 ON THE 15 JUNE 2021

Exploring leapfrogging opportunities for technologies despite the infrastructural deficit. Progressively more businesses operating in African markets are adopting digital solutions to monitor their supply chain or broaden their core business. This applies to startups and large, established corporations. DIGILOGIC, an H2020 project, is at work, with five Digital Innovation Hubs (three DIHs in Europe and two in Africa) to support SMEs, innovators to meet the challenges ahead. In the context of the 8th International Physical Internet Conference, DIGILOGIC brings together experts on the ground to discuss which are the key logistic nodes where digitalisation can impact the most. Speakers included Stephane Jarmache (CEO Middle East and Africa ISS Global Forwarding), Chuka Alumona (Director, Global Go-To-Market Transformation and Distributor Operations, P&G), Malaika Judd (Co-founder of Sendy), Kingsly Kwalar (CEO of Optimiz). Moderated by Thorsten Huelsmann, CEO Digital Hub Logistics.

In creating awareness, DIGILOGIC created a ticket lottery whereby one person who had registered to watch DIGILOGIC's session won full access into the IPIC 2021 event, this generated a lot of interest. DIGILOGIC uploaded the webinar online and has had **165 views to date**.

2.7.2 SECOND DIGILOGIC WORKSHOP

DIGILOGIC WORKSHOP AT THE AFRILABS GATHERING 2021, ABUJA, NIGERIA



The Workshop's panelists were Cécile Tassin-Pelzer (Head of Cooperation, Delegation of the European Union to the Federal Republic of Nigeria and ECOWAS), Tarek Chazli (Chargé d'Affaires, Italian Embassy in Nigeria, Benin Republic and ECOWAS), Thorsten Hülsmann (CEO Digital Hub Logistics, Germany, DIGILOGIC coordinator), Toyin Dania (Project Manager: DIGILOGIC Project, MEST Africa), Obaro M. Osah (AGM, SME South, SME Group, Bank of Industry, Nigeria), Dare Odumade (Chekkit Technologies, recently awarded the Digital Logistics Award 2021 Smart Logistics in Africa prize, Nigeria), Faye Simmonds (Programme Manager, eHealth Africa), Adriano Mauro (Managing Director, Prototipi, Nigeria, leading DIGILOGIC Dissemination and Communication activities). The discussion turned around two topics:

1. How the collaboration of different stakeholders such as innovators, policymakers, SMEs, NGOs, industry, investors, Digital Innovation Hubs from Europe and Africa can support Africa digitalisation with a focus on smart logistics.

2. Raise the awareness and interest around the DIGILOGIC project's activities aiming at fostering DIHs collaboration between EU-AU and support smart logistics innovators in Africa.

The workshop ended with questions from the participants, representatives of Digital Innovation Hubs from across Africa, Senegal, Egypt, Kenya, Uganda to name just a few.

The DIGILOGIC event had **50 participants on site and 29 online**. The recording has cumulated 38 views online to date.

In meanwhile, DIGILOGIC has started working to events to be organised in the second half of the project and it's already discussing with Afrilabs to have a workshop at the Annual Gathering 2022 which will be located in Lusaka, Zambia. It has also submitted a panel proposal to the Internet Governance Forum 2022 which will take place in



Addis Abeba, Ethiopia and to the Mobile World Congress Africa 2022, Kigali, Rwanda. The purpose is to diversify the audience reached (i.e. IGF for policy makers; MWC industry and VCs). In 2023 DIGILOGIC will look into supporting the take up of the best selected innovators, presenting them at relevant events (the consortium will evaluate alternative opportunities: GITEX, Dubai; Slush Finland, WebSummit Portugal, VIVA Technology, 4YFN Spain). There is also an ongoing discussion with other ICT-58 projects to join forces for a final event and/or booth organisation at a major conference.

2.7.3 DIGILOGIC THEMATIC WEBINARS

In order to stimulate the discussion and engagement of different stakeholders around the main narratives of the project (DIHs role and collaboration, EU-Africa DIHs Collaboration, EU-African collaboration for smart logistics innovation) the project has designed a series of thematic webinars (quarterly). The webinars are recorded and then uploaded on the YouTube Channel and widely promoted. This recording format was discussed (vs live webinar with participants interaction) and it was chosen to create an informal, relaxed discussion among experts and to foster liaisons and sow seeds of collaboration among them for further impact. So far three thematic webinars have been organised and published online.

Will ports' congestion jeopardise Santa's Supply Chain?

DIGILOGIC asks a few logistic experts in the field if in fact the port congestion will delay Santa's Supply Chain, watch the webinar to find out! Moderated by: Thorsten Huelsmann, CEO Digital Hub Management GmbH | CFO International Data Spaces Association; Speakers: Abir Leheta, Chairman & CEO, Egytrans Tonye Membere-Otaji, CEO, founder of MVX; Alexander Garbar, Deputy Head of Corporate Development and Strategy at Duisport - Duisburger Hafen AG. To date the video has received **70 views online**.

First and Last Mile Agriculture Logistic Challenges in Africa

Thorsten Huelsmann, CEO Digital Logistics Hub in Dortmund (Germany) discussed with Emma Odundo, NICOP, AFC Agriculture and Finance Consultants (Nigeria), Tomaso Ceccarelli - DigiAgriHub - Senior researcher, global food security at Wageningen Environmental Research (Netherlands) and Juha Kunnas, DIGILOGIC Board Member (Finland) about what makes logistics for agricultural products different from other industries and how and by which tools can digitisation contribute to improving supply chain management and sustainability in agriculture logistics in Africa? To date the **video has had 31 views**.

How to boost innovation between African and European Digital Innovation Hubs

Stephen Fox, Senior Researcher, VTT discussed with **Bernard Chiira**, Director Innovate Now | Kenya Country Representative, Global Disability Innovation Hub, **Thabiso Mashaba**, Member of the Southern Africa Innovation Collective Management Team and co-founder and CEO of These Hands GSSE based in Botswana and New Zealand and **Kirstin Wiedow**, Partnerships and Community and Co-lead of the mAKE H2020 project, Global Innovation Gathering, and **Loise Katanga**, Head of Programmes at Basecamp, Startup Innovation and Incubation Centre of the StartUp Namibia project, implemented by GIZ and partner institutions in Namibia. The video has been published online the last week of June and it's currently promoted.

More thematic webinars are in pipeline for the second half of the project, to discuss: the role of African diaspora to foster innovation; the role of industry to support young innovators in EU and Africa; the role of policy makers in supporting DIHs' endeavours; smart logistics investment funds outlook etc.

2.7.4 DIGILOGIC ATTENDING and PRESENTING AT EXTERNAL EVENTS

DIGILOGIC has participated in **20 external events**, presenting DIGILOGIC goals and ambitions (at the beginning), fostering engagement of young talents and innovators in the projects' programmes (from 2022). The objective of this intense dissemination activity is to reach out to a different set of stakeholders: from innovators, to industry, from researchers to policy makers. This intense dissemination activity allowed DIGILOGIC to enlarge its networks for the promotion of the DIGILOGIC Capacity Building, co-Creation Impact Labs, *Challenges*. The same network will be instrumental to promote the selected innovators, foster their solutions uptake and ensure the long term sustainability of DIGILOGIC results.



TABLE 1 : EVENTS ATTENDED M1-M18

EVENTS	DATE, LOCATION	AUDIENCE PROFILE	AUDIENCE	ACTIVITIES	LEAD PARTNER
Emerging Valley	7-8 Apr 2021 Online	Innovators, Policy Makers. SMEs	< 50	Panels presentation of DIGILOGIC	PROTOTIPI
Finnish Week of Business in Zambia	7-11 Apr Online	Industry, innovators, SMEs	> 100	Panels presentation of DIGILOGIC	VTT, B-HIVE
Europe Africa Innovation partnership event	29 Jun 2021 Online	EC projects, innovators, academia	> 35	Panels presentation along with other ICT-58 projects	PROTOTIPI
Logistics Congress	14-16 Sept 2021 Dortmund	Innovators, Logistics Experts from academia and industry	>80	Presentation of the startup winner of the DIGILOGIC Africa special award	ECM
SA Innovation Summit	23 Sept 2021 Online/ Cape Town	Innovators, policy makers	>50	Panels presentation of DIGILOGIC	VTT
Italia Africa Business Week (diaspora conference)	9 Oct 2021 Rome/ Online	Policy makers, diaspora representatives	>100	Panels presentation of DIGILOGIC	PROTOTIPI
EurAfrican Forum	20 Oct 2021	Policy makers, industry, SMEs	>50	Panels presentation of DIGILOGIC	MEST
Metodologie e Strumenti dai progetti EU per PMI	21 Oct 2021	Innovators, angel investors, VCs, corporate	25	Promotion of DIGILOGIC Challenges next year. Present DIGILOGIC innovators in 2023	FINN
German Nigerian Business Forum	10 Nov 2021 Lagos	Policy makers, DIHs in Nigeria, Academia, industry	>100	Panel's presentation of DIGILOGIC	PROTOTIPI
Startup Tour in Germany	14 Nov 2021 Online	Innovators, angel investors, VCs, corporate	>35	Promotion of the upcoming DIGILOGIC Challenges	ECM
Horizon Europe Focus on Nigeria	18 Nov 2021 Online	Academia, policy makers, innovators	> 80	Presentation of DIGILOGIC	PROTOTIPI
EU High Level Mission to Nigeria	12 Feb 2022 Lagos	Policy makers, innovators, donors	±50	Panel presentation	PROTOTIPI
German-African Economic Forum NRW	16 Feb 2022	Innovators from Ghana, industries from Germany	>50	Panel presentation	ECM
Virtual Scoping Mission to Nigeria	17 Feb 2022 Online	Industry, policy makers, African youth	>80	Panel presentation	PROTOTIPI

2022 Land-linked Zambia Conference & Exhibition	24-25 Feb 2022 Lusaka	Industry, policy makers	>500	Booth	B-HIVE
Future Role of Startups in Promoting Logistics Innovations and Job Creation	27 Apr 2022 Online	Researchers logistics experts, African logistics innovators / startups	±50	Promotion of Capacity Building Programme, Challenges, Impact Labs	MEST, ENDEVA, FINN
Business Connect 2035	19 May 2022 Online	AU Trade experts, policy makers	±30	Promotion of Capacity Building Programme Challenges, Impact Lab	MEST
STORM project workshops	21 Jun 2021 Brussels	Researchers, industry, logistics/transport association	±50	Smart logistics in Africa (Trend Rada) Promotion of Challenges	ECM
European Development Day	21-22 Jun 2022 Brussels	Innovators, policy makers, researchers	>2,000	Promotion of Challenges and Impact Labs and established new relevant liaisons	PROTOTIPI
Booth at the EU-Nigeria Business Forum	30 Jun-1st Jul 2022 Lagos	Researchers, policy makers, industry, NGOs, SMEs	>500	Promotion of Challenges and Impact Labs	PROTOTIPI

2.8 SYNERGIES AND LIASONS WITH RELATED PROJECTS AND INITIATIVES

DIGILOGIC, as the first EU-Africa Digital Innovation Hub focused on smart logistics, wants to be an ecosystem of ecosystems. For this reason WP1 developed, at the very beginning of the project, a systems map (*D1.1 Creating a common vision and bringing in key stakeholders into the initiative*) which has been translated into a video animation. This initial mapping allowed DIGILOGIC to develop excellent liaisons with several projects and initiatives in Europe and Africa. It has also maintained a constant dialogue with the other ICT-58 projects (including the recently launched mAke project), participating to the periodic “Projects’ family Calls” and engaging them in several activities (i.e. as speakers at DIGILOGIC events). Here below some of the relevant initiatives and projects DIGILOGIC has met and collaborated with.

- Africa Europe Innovation Partnership, D4D Hub and AEDIBNET: participation to relevant events, cross-posting and contribution to policy dialogue
- Bowi project (DIHs) – interested in the DIHs peer learning activity developed by WP3
- STORM project (logistics) – participation to the workshop they organised in Brussels
- MATCH project (migration) – presenting DIGILOGIC at their event focused on Nigeria
- PRIDA Project – liaison at policy level ICT Africa
- DG INTPA – opportunity to liaise with relevant projects funded by DG INTPA and participation to the EED Days



- CENFRI – sharing knowledge around innovation / funding landscape in Africa
- e4Impact Foundation – promotion of the DIGILOGIC programmes across their network in Africa
- Italia Africa Business Week – promotion of DIGILOGIC among diaspora in Italy
- These Hands – liaison with grass root innovators
- SAIS programme and now SAIC – presentation of DIGILOGIC in their events, promotion of the DIGILOGIC programmes across their DIHs / innovators network in Southern Africa
- Nigerian-German Chamber of Commerce (AHK) – promotion of the DIGILOGIC programmes across their innovators network in Nigeria and speaking opportunity at a major event in Lagos
- Digital AgriHub – added DIGILOGIC to their online mapping and involved in DIGILOGIC webinar
- EC Delegation in Nigeria – speaking opportunities and liaison with relevant initiatives (i.e. ICMPD with startup cluster in Namibia)
- GIZ Namibia and GIZ Nigeria – promotion of the DIGILOGIC programmes across innovators in their network
- Orange Corners (Dutch initiative) – promotion of the DIGILOGIC programmes across innovators in their network
- TUB Berlin – KuhlIn Foundation – speaking opportunity and promotion of the DIGILOGIC programmes across academia and innovators’ network
- Global Disability Innovation Hub – invited the Africa coordinator as speaker, promotion of the DIGILOGIC programmes across academia and innovators’ network. Inclusivity perspective in the smart logistics/innovation work
- Industry representatives (involved in DIGILOGIC events and soon to be involved in selecting the Challenges innovators and evaluate the opportunity to support them): P&G; ISS Global Forwarding; Egytrans; Duisport - Duisburger Hafen AG, DHL, etc.
- Several startups, innovators from Europe and Africa, among the others: Chekkit; Senty; Optimiz; Snocode; Thumeza, eHealth Africa, MVX

More will be done in the second half of the project, where more focus will be placed to engage relevant policy makers (i.e. role of DIHs in the African innovation landscape); venture capitals and industries interested in funding promising innovators.



3 PROMOTION OF DIGILOGIC COMMUNITY, CAPACITY BUILDING PROGRAMME, CO-CREATION IMPACT LABS AND CHALLENGES

PROTOTIPI, in close collaboration with the leaders of relevant WPs, has developed a set of communication activities (started at around M06, June 2021), aiming at raising interest, enrolment and participation in:

- DIGILOGIC online Community, technology mentoring and learning materials
- DIGILOGIC Capacity Building Programme
- DIGILOGIC Co-Creation Impact Labs
- DIGILOGIC Challenges for innovators

3.1 PROMOTION OF DIGILOGIC COMMUNITY AND ONLINE MENTORING PROGRAMME

3.1.1 PROMOTION OF DIGILOGIC COMMUNITY

WP5 supported the definition of the DIGILOGIC Community architecture (led by WP3) and thereafter supported its design to ensure the branding consistency. Once launched online, it curated the memberships' campaign through: a) a dedicated press release b) a social media campaign with a series of call outs promoting a set of articles that would be of interest to the audience (available here <https://community.digilogic.africa/library/>) c) promotion through DIGILOGIC newsletter d) promotion at events. Currently the Community counts over 800 members. This result is the combination of: content richness (mentoring materials curated by WP2), a series of learning opportunities (curated by WP3) and the recently launched *Challenges* for innovators (curated by WP4). The multimedia promotional activity (social media, website, events, press) invites the audience to join the Community to exploit the opportunities offered.



FIGURE 30: PROMOTING THE COMMUNITY LEARNING MATERIALS



FIGURE 31: DIGILOGIC INFORMATION WEBINAR AND SOCIAL MEDIA CELEBRATING 600 MEMBERS

3.1.2 PROMOTION OF DIGILOGIC SMART LOGISTICS MENTORING PROGRAMME

WP2 is currently curating the Trend Radar Podcasts series and the Tech Talks to offer a multi-faceted mentoring programme to innovators in Europe and Africa. The contents are hosted by the DIGILOGIC Community. WP5 contributes suggesting potential speakers for the Podcasts and editing them before publication. The role of WP5 is to engage innovators, SMEs and ICT professionals in the DIGILOGIC Smart Logistics Mentoring Programme developed by WP2. From one side it suggests potential Podcasts speakers and edits the contents before publication, on the other side it promotes the participation and views of the Tech Talks through: online communication, dissemination of the DIGILOGIC learning programme across DIHs in Europe and Africa, activation of relevant mailing lists, engagement of local media and cooperation with pan-African initiatives to maximise the awareness and participation to the online DIGILOGIC learning scheme. See Sections 2.3 and 2.4 for more details. As the mentoring programme will be promoted throughout the project's lifecycle, WP5 will work not only at maximizing the number of participants and beneficiaries, but also at engaging external contributors, such as universities, DIHs to inject valuable learning modules, open data sets and open source technologies. Dedicated online promotion, dissemination at events and press activity in targeted African countries will be put in place to enrol at least 1,000 "students"). The marketing plan (including online and offline activities, promotion at relevant events etc) will be synched with the programme deployment, leveraging on the release of new contents, the calendar of live webinars, etc.

3.2 PROMOTION OF DIGILOGIC CAPACITY BUILDING PROGRAMME

In this case, the marketing objective is to engage African unemployed youth and vulnerable groups in DIGILOGIC Inclusive digital & entrepreneurship Capacity Building programmes (led by WP3). In close collaboration with the African DIHs, WP5 widely promoted in the targeted countries (Nigeria, Zambia, Kenya, Ghana, South Africa) the opportunity offered by DIGILOGIC to youth, and especially girls, to enrol the tailor-made upskilling programme. DIGILOGIC reached out to targeted youth through social media and paid adv online campaign (especially Facebook and Instagram, heavily used by youth in the targeted countries), leveraged on the local media interest and distribute promotional materials at selected events, such as the DIGILOGIC flyer (see Section 2.5)



FIGURE 32: DIGILOGIC CALL FOR ACTION FLYER

Moreover, an Information session was organised and promoted so that the participants interested could attend a live session with DIGILOGIC and raise questions. DIGILOGIC opened the session to 127 registered attendees, subsequently the video has been posted online and has had 21 views. DIGILOGIC received 222 applications of which, 55% women. Currently the interest for participants to the 2nd cohort is fostered with the publication of news related to the ongoing programme and later on short video interviews will be conducted and published online to "hear" the impressions of the students, who will be certainly the best ambassadors to promote the participation to the second cohort (planned in late 2022).

3.3 PROMOTION OF DIGILOGIC CO-CREATION IMPACT LABS



To complement the training programme offered to young African innovators, induce a hands-on, problem-solving approach, and foster new collaborations between European and African talents, DIGILOGIC will organize 6 Co-creation Impact Laboratories opened to European and African innovators. The first Co-Creation Lab is being held on July 11th, 13th 18th 21st. The promotional campaign to foster participation is currently ongoing including: social media paid adv, press office activity, a news on the website, promotion at events. In order to raise the interest DIGILOGIC is also launching a poll on social media to collect the interest on different smart logistics topics which could be the subject of the impact labs. Soon a recorded video “Why and how to apply” will also be published on the YouTube channel and social media.

FIGURE 33: DIGILOGIC CO-CREATION IMPACT LABS FLYER

3.4 PROMOTION OF DIGILOGIC CHALLENGES

Leveraging on the participants to the DIGILOGIC learning programme, while extending the promotion across DIHs networks of SMEs and innovators, relevant initiatives, national contact points in EU and EU Delegations in African targeted countries, local incubators, smart lab and universities, **DIGILOGIC is promoting the participation of EU and AU innovators in the smart logistics Challenges**. A dedicated webinar will be organized in July to present the Challenges and answer participants’ questions. **The promotion of the Challenges aims at engaging >200 innovative proposals for smart logistics solutions**. Currently the promotion is ongoing across media online and offline offering different entry points to interested innovators. All the partners are sharing the opportunity across their networks in EU and in African selected countries.



FIGURE 34: DIGILOGIC CHALLENGES PROMOTIONAL CAMPAIGN

A 3-day Bootcamp around M24 will be organized gathering the selected teams (12) under the 4 Challenges. The participants will learn of cutting-edge developments in logistics innovation and entrepreneurship. The Bootcamp will provide them with experiences innovators face in the first 1-2 years of a new venture and will allow them to network with industry experts, build relationships with thought leaders through peer to peer collaboration. Breakdown sessions will engage them in teams’ competition, to allow them to refine their proposal and develop a clear project plan. DIGILOGIC communication team will support the events’ agenda and organization with ad-hoc communication materials, live coverage of the event on social media, a video documenting the event, live graphic animation and video interviews with the participants to echo the impact of the event across stakeholders. The promotional activities will then turn to promote the selected innovators, through:

- **1 full day final online pitch event at around M34:** the online pitch event will be organized to provide a stage for promotion to all the projects.
- **Demo Day** to be organized around M34 and possibly collocated with a major startup, logistics industry event (such as: Slush, World Web Summit, Future Logistics Conference etc) to present the most promising projects which achieved the highest level of completion.

4 DISSEMINATION & COMMUNICATION RESULTS M18

To make sure that the communication plan matches the goals and objectives of the strategy, a series of Key Performance Indicators (KPIs) were established. The indicators could be divided in qualitative and quantitative criteria.

4.1 QUANTITATIVE INDICATORS

DIGILOGIC's Outreach and Impact Plan has been closely monitored. PROTOTIPI verifies the results on regular basis and reports accordingly at the project's General Assemblies (quarterly). Table 7 lists project milestones within WP5, while Table 8 presents the Deliverables within WP5. Table 9 presents the KPIs, their relevance to the tools/channels used, and the estimated target value.

4.1.1 DIGILOGIC WP5 MILESTONES

As reported in D5.1, DIGILOGIC has achieved the MS2, publishing the project website, on 30th Jan 2021, before the scheduled due date.

TABLE 2 : DIGILOGIC WP5 MILESTONE

MILESTONE NO.	MILESTONE NAME	MEANS OF VERIFICATION	DUE DATE	STATUS
MS2	DIGILOGIC website	Website online	M03	Achieved M01

4.1.2 DIGILOGIC WP5 DELIVERABLES

This is the fifth out of seven Deliverables which will report on the work carried out by DIGILOGIC team in WP5 to ensure outreach and impact creation, along with, the exploitation and sustainability strategy.

TABLE 3 : DIGILOGIC WP5 DELIVERABLES

DELIVERABLE NO.	DELIVERABLE	LEAD	DUE DATE	STATUS
D5.1	Outreach and impact creation strategy and plan	PROTOTIPI	M04	Submitted
D5.2	Impact methodological framework	ENDEVA	M08	Submitted
D5.3	First impact creation and assessment report	ENDEVA	M18	Submitted
D5.4	Exploitation and sustainability strategy	FINN	M18	Submitted
D5.5	First outreach impact creation activities report	PROTOTIPI	M18	Current document
D5.6	Final outreach impact creation activities report	ENDEVA	M36	Planned
D5.7	Final Exploitation and sustainability plan	FINN	M36	Planned

4.1.3 DIGILOGIC DISSEMINATION AND COMMUNICATION KPIs

At M18 all the KPIs for the first half of the project are achieved (and often exceeded), as shown in the Table 4 below. while some others will come in place in the following months.

TABLE 4 : DIGILOGIC DISSEMINATION AND COMMUNICATION KPIS

MEASURE	INDICATOR	TARGET M36	MEANS OF VERIFICATION	ACHIEVED AT M18
Flyers Posters / roll-ups	N. of flyers N. of posters/roll-ups (by the end of the project)	> 6 > 4	Distribution via participation to and organization of dedicated events. Electronic distribution via the project website	50 Protective masks 2 Roll-up 100 Bookmark 100 Flyer
Project Website	N. of unique visitors to the website (average per year)	> 1,500	Google Analytics	6,323
Social Networks	N. of followers on Twitter N. of followers on Facebook N. of followers on LinkedIn	> 300 > 500 > 100	Keeping DIGILOGIC profiles on such networks active via regular posting and monitoring	-Twitter 606 -Facebook 253 -LinkedIn 809
Press Releases / publication in press (by the end of the project)	N. of press releases issued to specialized and general logistic channels at key project milestones	> 6	A press/logistic kit will be developed containing detailed press releases, videos, publishable images, flyers	3
e-Newsletter (published every 3 months)	N. of newsletters (by the end of the project)	12	Recording of subscribers to the electronic newsletter	6
Videos	N. of videos published on the DIGILOGIC website and social logistic and average number of views	4 videos per year and 200 views per video	Introduction and informative videos and interviews to support awareness creation, stakeholders' engagement and 3rd party projects promotion	15 823 views
Participation to events and presentations	Number of external events partners attended to promote the project, including scientific conferences, and number of demos and or presentations	6	Attendance proof, presented material, photos, animation of social logistic channels, events' reports	20
DIGILOGIC "promotional" Webinars (4 by the project end)	Average number of participants	At least 30 persons	Attendance proof, video-streaming, presented material, photos, animation of social logistic channels, events' reports	4 -Digitising logistics (165 views) -Workshop at Afrilabs (50 people in person / live



				streaming + 29 views online) -Ports congestion (70 views) -Agriculture (31 views) -EU-Africa DIHs collaboration (published at the time of writing)
Bootcamp	The 12 <i>Challenges</i> finalists’ teams (max 2 members per team) along with experts from technology, industry, finance	50 persons	Attendance proof, video-streaming, presented material, photos, animation of social logistic channels, events’ reports	n.a.
Final event - Demo Day	Average number of participants / attendees / visitors	At least 200 persons	Attendance proof, video-streaming, presented material, photos, animation of social logistic channels, events’ reports	n.a.

4.2 QUALITATIVE INDICATORS

Additionally, there are other positive results that cannot be easily measured since they cannot be quantified. Thus, in order to better measure the overall impact of the dissemination plan we will use the following qualitative indicators:

- **Proactive online community.** Social networks dissemination efforts ensure an interesting outcome in terms of discussions, feedback and content sharing and engagement. The social media analytics provide us some interesting metrics (such as engagement rate, measured through number of shares, likes and comments), but the quality of this engagement can be evaluated only case by case.
 - With the launch of the Online Community first and then the DIGILOGIC Capacity Building Programme, the online audience started interacting with DIGILOGIC, asking for clarification, providing comments and sharing with peers.
- **Press/media coverage.** Distribution of press releases and publication of articles are geared to achieve press/media coverage about the project. It is possible to monitor the press coverage, it is harder to evaluate the website traffic generated by offline publications and/or the reach of each media (as most of the publications do not disclose their own traffic or do not have certified circulation data).
 - The press coverage online allowed DIGILOGIC to achieve an excellent Google search ranking, especially with the following keywords/queries: digital innovation hub Africa logistics, digital innovation hub Africa, digital logistics Africa.
- **Long-term influence.** Sometimes the impact takes longer than just an immediate reaction. Relationships are built over time; silent online contacts can turn into active players at a later stage of development of the project.
 - Some of the liaisons established in the first year with informal online meetings are now turning into excellent partners contributing to DIGILOGIC webinars and podcasts, informing their networks about DIGILOGIC opportunities.

We foresee new liaisons being established in the next few months and prove relevant also supporting the unemployed youth trained by DIGILOGIC in finding suitable job opportunities and/or innovators selected through the *Challenges* to develop their solutions. This is considered when monitoring the impact of the project (as reported by D5.3).

5 LESSONS LEARNT AND NEXT STEPS

As described in this Deliverable, the first half of the project has been very intense for the Dissemination and Communication team, giving satisfactory results, but also providing some interesting lessons which shall be taken into account.

- Even if the COVID-19 has impeded the partners to meet in person, the collaboration and the exchange of information has been continuous and all the partners provided relevant content, update and insights. It was not foregone as DIGILOGIC was the first Horizon project for several partners and the first opportunity to work together.
- DIGILOGIC project raises the interest of a variety of stakeholders, from innovators to Digital Innovation Hub, from private organisations to private donors. The liaisons established so far have proven fruitful both at project level (support in the promotion of DIGILOGIC activities), and at partners level (new collaboration opportunities).
- The engagement of policy makers (especially in Africa) is still limited at this stage and more can be done (i.e. with the participation to relevant events; the engagement of local public officers in DIGILOGIC events, podcasts etc.)
- The participation to the Tech Talks is below the expectations and corrective actions will be put in place with a more intense promotion across owned and paid media.
- Video contents (especially live events) can be cumbersome for the African audience, as the connection can be too weak in certain areas and the data can be costly, especially for the youth target. The recording available on YouTube, allows accessibility at any time, but the video data consumption remains a challenge to be tackled. The Podcast solutions partially circumvents this obstacle, but it does not solve live events and capacity building and mentoring activities.
- The launch of concrete opportunities for active engagement has boosted the interest (shown by the website's visits, the growth of the social media channels etc.).
- DIGILOGIC aims at fostering diversity and inclusiveness, this is the reason why DIGILOGIC has actively engaged women as speakers (events, podcasts etc.), it has directly promoted the participation of women to its programmes (with specific communication and online social media targeting). More can be done to ensure also people with disabilities have access and interest. This is the reason why DIGILOGIC invited, among the panellists of the latest thematic webinar the director of the Global Disability Innovation Hub, based in Kenya.
- In the second half of the project DIGILOGIC will steer the communication focus towards the promotion of its beneficiaries, in particular supporting the employment opportunities for the Capacity Building programme participants (i.e. Virtual Job Fair) and the uptake and sustainability of the innovators selected through the Challenges (i.e. participation to relevant events).
- Last but not least, DIGILOGIC has kept an eye and disseminated accordingly the new opportunities offered by the evolving EU-Africa partnership (i.e. the Gateway Europe programme; the recommendations of the EU-Africa Advisory Group on Research and Innovation, the EU-Africa Joint Vision 2030).