



AMANAC WORKSHOP

BRUSSELS, BELGIUM | 03.07.2019

WHAT KIND OF BUILT ENVIRONMENT FOR FUTURE GENERATIONS?

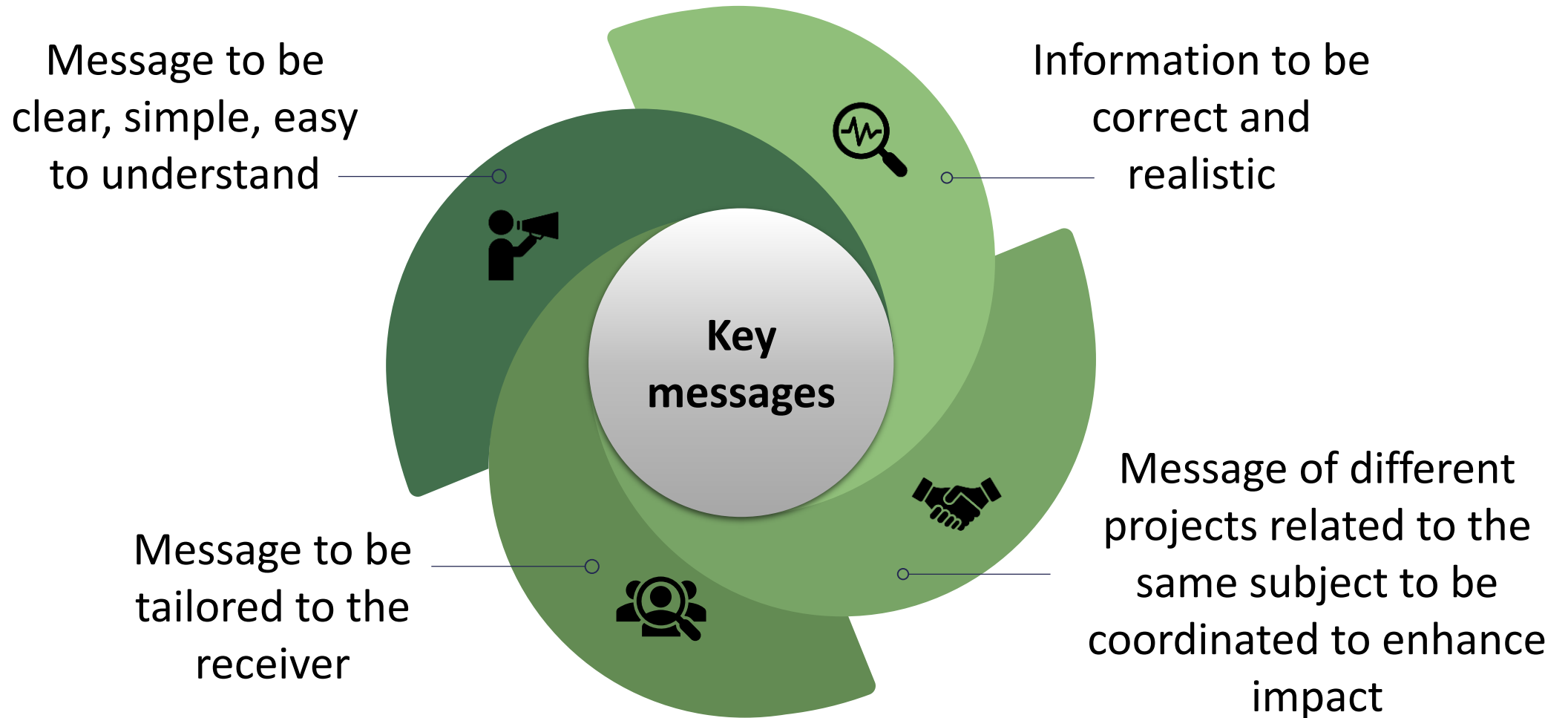
Reaching the general public:
EnDurCrete & ReSHEALience strategies

Barbora Blaškovičová, FENIX TNT
Esteban Camacho, Research & Development Concretes



The projects have received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 760639 (EnDurCrete), 760824 (ReSHEALience) and 761072 (DACOMAT)

EnDurCrete: Communication and dissemination strategy



The projects have received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°760639, 760824 and 761072

Barbora Blaškovičová
FENIX TNT

Promo material and video

Brochures and flyers

Newsletter

Video

Joint newsletter

Graphical video Length

Language barrier Terminology General vs. Technical

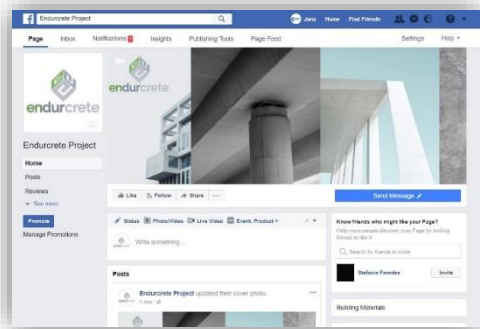



Barbora Blaškovičová
FENIX TNT

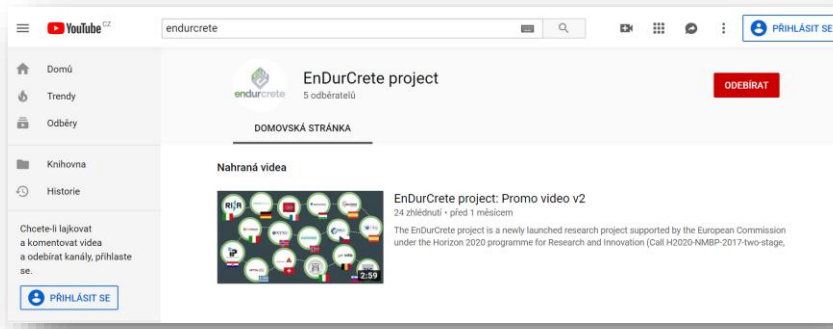
The projects have received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°760639, 760824 and 761072




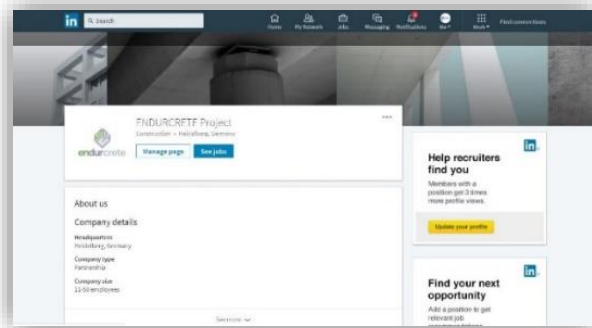
Social media




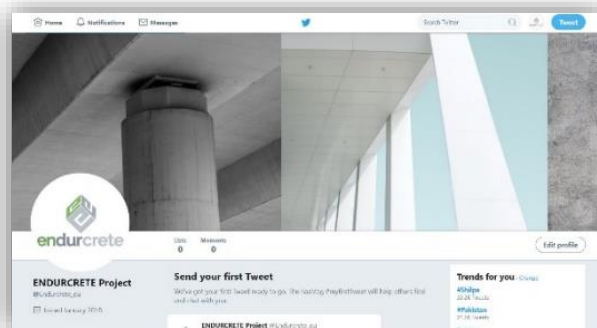
 Endurcrete project




 EnDurCrete project



 EnDurCrete project



 @Endurcrete_eu

Different approach for each social account
Eye-catching
Short and clear



ENDURCRETE.EU
AMANAC workshop | Endurcrete
This website reflects only the author's view and that the European...



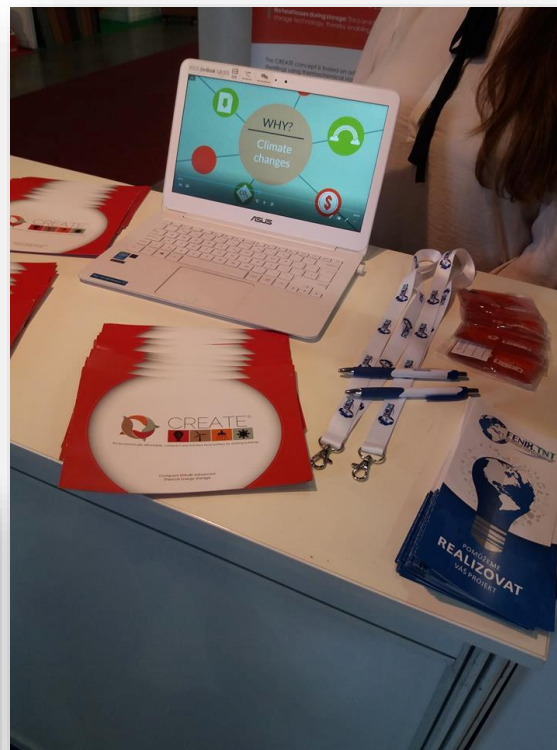
The projects have received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°760639, 760824 and 761072

Barbora Blaškovičová
FENIX TNT

Fairs and expos



to select an event based on **the specific project's focus**



to use **gadgets** at the stand/booth



AMANAC CLUSTER



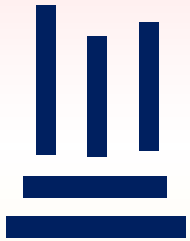
Barbora Blaškovičová
FENIX TNT

The projects have received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°760639, 760824 and 761072



ReSHEALience communication strategy

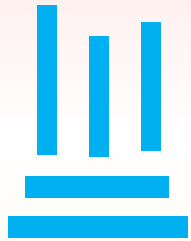
As life: explain to non-experts through examp.
Feel its real. 10%-20%-**80%**



TRL6-7 prototypes

Stakeh. to see examples
& opportunities in
several sectors

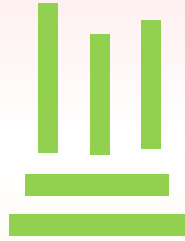
Wider audience.
Synergies
communic. actions



Projects coop

To find new
cooperation lines,
technical synergies

The targeted
audience which
needs I want to listen



Closeness market

Involve/create
interest in industry.
Boost early impact

Communication

Impact

Exploitation



AMANAC
CLUSTER



The projects have received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°760639, 760824 and 761072

Esteban Camacho
RDC

Reaching (seducing) the general public

Oversaturated channels. Social media noise. Need reason to listen

"Let the **audience** come to me"
(Mk 10:14).

Never walk alone (general com), com **through the developed innovation**



Reach the society reaching the market



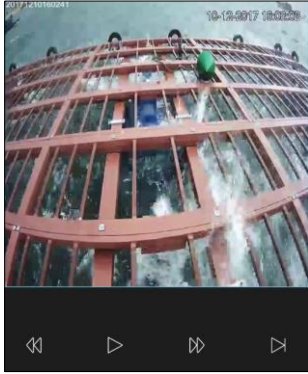
Audience judge our results=useful **products**. Let them test -enjoy to see benefits. Solve problems → **EU fans**

Focus on market, accel. exploit → Reach big³ public, channels³



2-day events

Industry-oriented



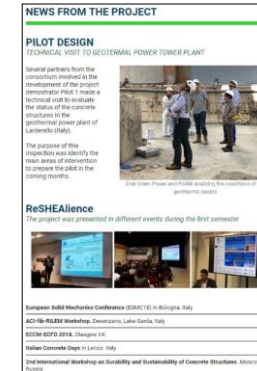
Cameras

proof of performance



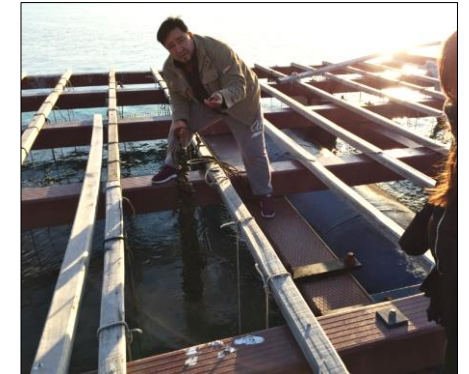
MOOC

practical lessons



Newsletter

(possibilities)²



visits

Prove its real

AMANAC
CLUSTER



Esteban Camacho
RDC

The projects have received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°760639, 760824 and 761072

Let the people tell your story

SELMUS-738777



**1st event. 6/2017. Not yet in the market.
Unknown**



**2st event. 2/2018. Word to mouth
Audience for a reason
Not all clients, but feel attached**



**Reaction from Sea Regional Ministry
Changes to support sustainable purchase**

AMANAC
CLUSTER



The projects have received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°760639, 760824 and 761072

Esteban Camacho
RDC