



# D5.1: Internal Communication Platform

## January 2020

## Deliverable 5.1: Internal Communication Platform

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### MediaMotorEurope Partners



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## EXECUTIVE SUMMARY

This document outlines the internal communication procedures that are key to effective and efficient project management. After having reviewed and compared different possibilities and services for internal communication, we have installed a set of tools that provide a cohesive view on the communication structure of the Media Motor Europe project. The types of tools and corresponding advantages are listed in this Deliverable.

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## 1. Internal Communication

Internal communication is of vital importance to an effective communication strategy, as it relates to the very core of each and every project: the people behind it. By developing sound internal communication procedures, a system is put in place that allows for members to work effectively together with transparent understandings and goals. Similarly, a regular evaluation of these processes allows for growth and trust within the project organization. It is therefore also important that the usage of tools is monitored and corrected if needed.

## 2. Project tools & Communication Platforms

During the kick-off meeting, a set of different channels was proposed and already accepted by all of the consortium members. All communication channels are now put in place and used by the consortium.

### 2.1 Google Drive

Google Drive is a file sharing solution for online collaboration and storage. The platform enables its users to access data no matter where it is stored, or which device is used. Collaborative editing and revising remains to be a strongpoint of Google Drive. Therefore, we selected Google Docs as the best tools to collaborate on work in progress.

With Google Docs, the consortium is able to efficiently draft and share the editing status of project Deliverables. Consortium partners are able to easily comment on existing work and review changes in the editing history, without having to send different versions via mail. The Google Drive service is hosted by VRT in a secure environment.

There are several files that give an overview on the status of the project:

- Meetings folder: documents on presentations, agenda and notes
- Official documents folder (Admin): grant and consortium agreement
- Pictures folder: collection of pictures taking during the project
- Templates and logos folder: document on the font type, logo's, partner logo's, and templates
- Tools folder: overview of the internal communication toolkit
- Work packages folder: documents on each work package, such as the Deliverable, use

cases etc.

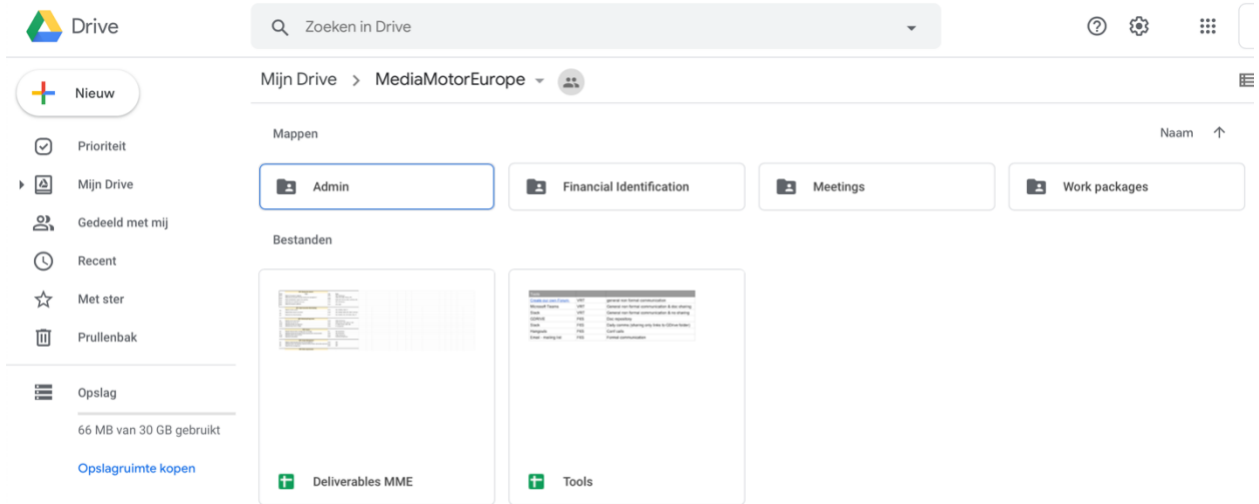


Figure 1: Overview of Google Drive document repository

## 2.2 Slack

For our daily communication, the project requires a tool which we can easily resolve questions and discussions, without excessive mailing. In that extent, we chose for the team chat software solution of Slack. The Slack service is hosted on VRT infrastructure in a secure environment.

All consortium partners have access to the Media Motor Europe domain on Slack. Apart from a general channel, we will be created separate channels for each work package, in order to structure the topics of our discussions. In addition, separate channels and direct messages will be created for any other queries. For example, channels for social media and videos have been made to collect inspirational and relevant content.

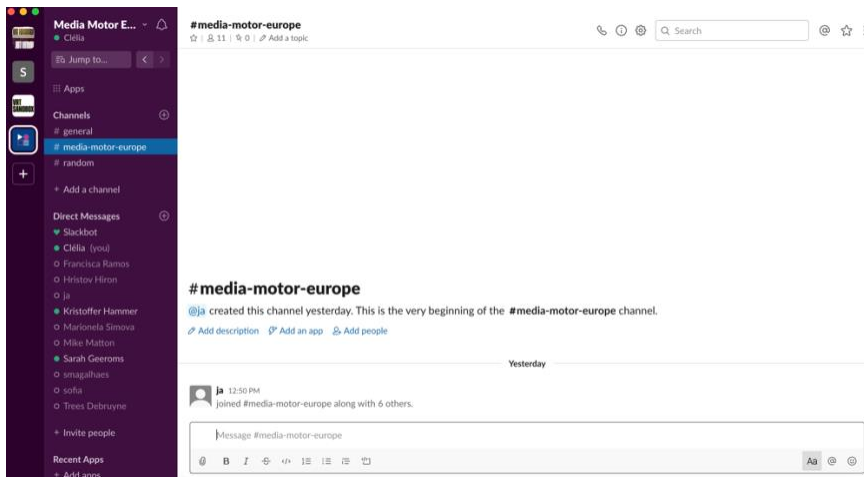


Figure 2: List of Media Motor Europe channels in Slack

## 2.3 Simplelists

In order to organize and manage different mailing lists, we make use of the email list hosting service and mailing list manager Simplelists. By creating multiple lists on the platform, ranging from a general list, an admin list, to a list for mails with technical issues, the targeted group of people can easily be addressed.

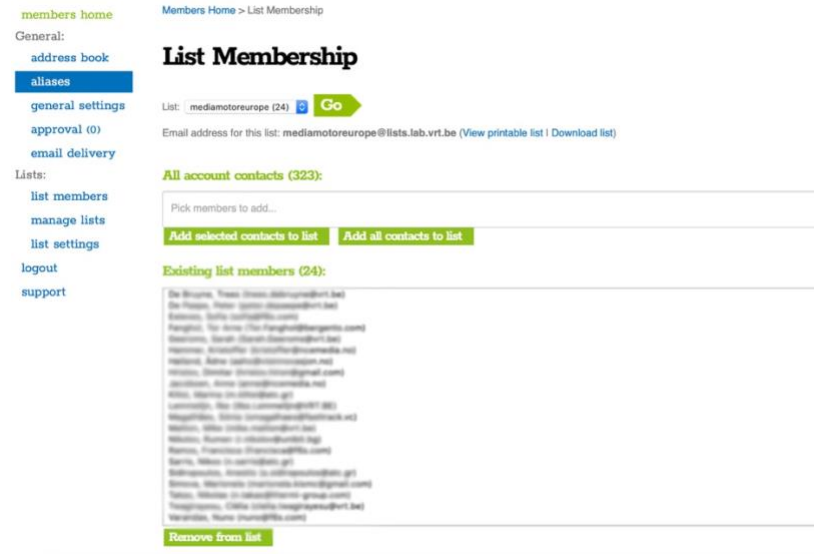


Figure 3: Simplelists list settings of Media Motor Europe general list

## 2.4 ZOOM

Zoom.us is an audio video conferencing system, comparable to Webex and GoToMeeting. It allows us to schedule and set up video conferences. Consortium partners are able to join a video conference via computer, mobile device or telephone. There are browser plugins for all major browsers, international dial-in numbers for almost every country, and plugins for Outlook, lync and desktop clients. It is an efficient and user-friendly tool for organizing online meetings. We have created a paid Media Motor Europe account for partners to freely access all the functionalities of this tool. Unlimited calling time and unlimited meeting members.

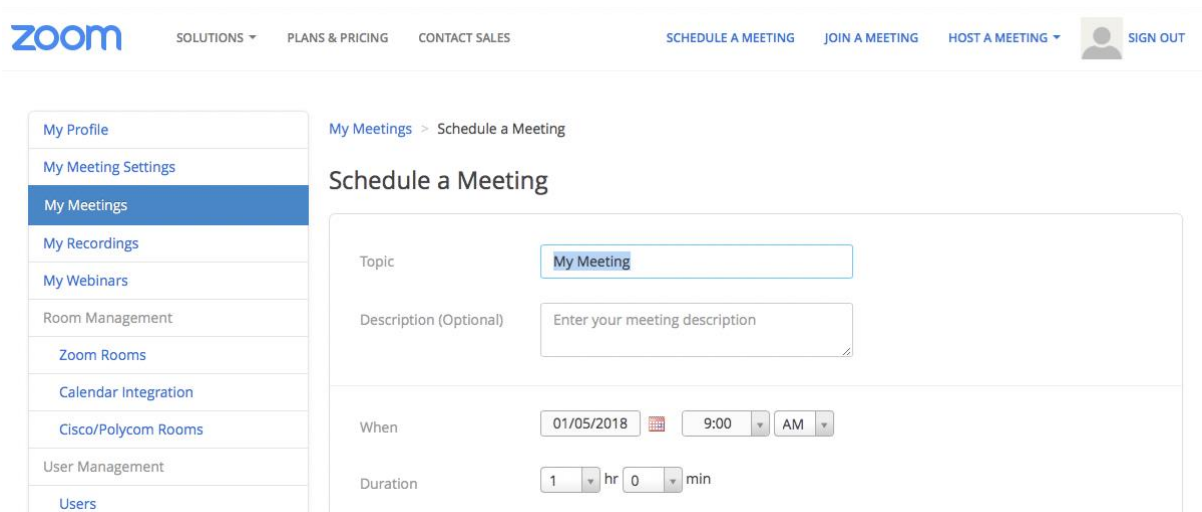


Figure 4: Zoom.us dashboard for scheduling an online meeting

### 3. Future Plans

In a long-term vision, we would like to combine all the functionalities of the above tools in one tool to optimize the workflow. This tool will be linked with the Ecosystem Platform. Tools like this already exist (example: Fuse), ATC is going to make some suggestions on the different possibilities for this type of tool.