**Communication in the age of Web 2.0 and the Internet of Things**

*Dear partner, we ask you to fill out the following form to share with us experiences in digital communication, based on Web 2.0 and 3.0 technologies.*

*This information will help us to produce the report foreseen by WP2-Task 2.1 of which UNINA is the lead.*

*Please note that you must fill out a form for each significant initiative you intend to report to us.*

*Upon completion, please, rename the file with the following syntax: ProductTitle-PartnerName.docx (e.g., DigitalMermaid-Unina.docx).*

*Please, let us know if you have any suggestion to optimize the form.*

|  |  |
| --- | --- |
| **PRODUCT TITLE** | *Write here the name/title of the analyzed product/project* |
| **LINK** | *Write here the url to the webpage where you find the product* |

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| --- | --- |
| **DESCRIPTION** | *Describe here the product’s details (i.e. how it works, how a user can interact, etc.). min. 2,000- max 5,000 characters* |

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| **IMPACT** | *Describe here the potential social, economic, and financial benefits the project provided (min. 1,000- max 2,000 characters)* |

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| **SWOT ANALYSIS** | *Fill in the table below, entering the elements that describe the strategic features of the product. We recommend using bullet points.* |

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| **Strengths** | **Weaknesses** |
| * *write here* * *write here* * *write here* * *…* | * *write here* * *write here* * *write here* * *…* |
| **Opportunities** | **Threats** |
| * *write here* * *write here* * *write here* * *…* | * *write here* * *write here* * *write here* * *…* |

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| **DATE RELEASE** | *Write here the Year of the release* |
| **OWNER** | *Write here the name of the Owner/Productor that realized the product. Also, insert information about the partners that have contributed to producing it.* |
| **TYPE OF PRODUCT** | *Select an option or write here a different option* |
| **AIM** | *Write here the purpose of the product (ie. disseminate research, engage students, etc.)* |
| **AUDIENCE** | *Select an option or write here a different option* |
| **FUNDS** | *Write here which funds finance the project (if applicable)* |
| **LANGUAGE** | *Write here the language(s) of the product* |
| **COSTS** | *Write here the costs of the project (if applicable/available)* |

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| **SCI-CO+ DETAILS** | *Write below information about the team that has compilated this document.* |
| **PARTNER NAME** |  |
| **AUTHOR(s)** |  |
| **DATE** |  |
| **ADDITIONAL NOTE** | *Insert here other information that you want to share with UNINA about this activity* |