

8. Communication Plan

Sr No.	Stakeholder	What	When	How	Who	Where
1	Darksy	Obtaining sky quality index from Darksy organization	Monthly During Market Research phase	Online/Email	Team Aces	Email, Zoom, Webex
		Details regarding eco-friendly lights, outdoor/indoor lights	Once During Survey phase	Online/Email	Team Aces	Email, Zoom, Webex
		Guidelines & Policies regarding Light Pollution	Once During Survey phase	Online/Email	Team Aces	Email, Zoom, Webex
2	Eco-friendly light suppliers	Discussing Potential Partnership	Monthly Post-Market Research phase	Online/Phone-call	Team Aces	Zoom, Webex, Office
		Contract Signing after getting funds	Once after Post-funding phase	In-person	Team Aces	Office
3	Professor	Status of the Project	Monthly from kick-off to closing	Online/In-person	Team Aces	Zoom, Email, Classroom
		Issues during project	Weekly till 22nd April 2022	Online/In-person	Team Aces	Zoom, Email, Classroom
		Feedback regarding project documentation	Bi-weekly till 27th April 2022	Online/In-person	Team Aces	Zoom, Email, Classroom
4	Public/Citizen	Interaction during survey	Daily During Public Survey phase	Online	Team Aces	Zoom, Email
		Awareness about Light Pollution and Eco-friendly light usage	Post-funding phase	Online/In-person	Team Aces	Zoom, Webex, Email, Campaign
5	Angel Investors	Presenting the Project Idea	On 27th April, 2022	In-person/Online	Team Aces	Zoom, Classroom
		Discussing Capital Investment	On 27th April, 2022	In-person/Online	Team Aces	Zoom, Classroom
6	Competitors	Survey feedback regarding Light Pollution and impacts	Once During Survey phase	Online	Team Aces	Zoom, Webex, Email
		Discussing future collaboration	Once during Design Plan	Online/In-person	Team Aces	Zoom, Webex, Office, Email
7	PETA (Animal Right Association)	Information on impacts of Light Pollution on Animals and Fishes	Once During Survey phase	Online	Team Aces	Zoom, Webex, Email
8	NYC DOT (Department of Transportation)	Survey feedback regarding street light installation	Once During Survey phase	Online	Team Aces	Zoom, Webex, Email
		Information about future outdoor e-lighting plans	Once During Market Research phase	Online	Team Aces	Zoom, Webex, Email

9	Illuminating engineering society (IES)	Survey feedback regarding Good lighting practises	Once During Survey phase	Online	Team Aces	Zoom, Webex, Email
10	NYC DEP (Department of Environmental Protection)	Survey feedback on Light Pollution and impacts on Environment	Once During Survey phase	Online	Team Aces	Zoom, Webex, Email
11	NYC DEC (Department of Environmental Conservation)	Survey feedback on Light Pollution and impacts on Environment	Once During Survey phase	Online	Team Aces	Zoom, Webex, Email
12	Volunteers	Status of the Project	Weekly from Kick-off to Closing of Project	Online/In-person	Team Aces	Zoom, Classroom, Residence
		Task Allocation	Bi-weekly from kick-off to closing of project	Online/In-person	Team Aces	Zoom, Classroom, Residence
		Campaign, seminars and community engagement events planning	Post-funding phase	Online/In-person	Team Aces	Zoom, Webex, Office, Email
13	New York Health Department	Information regarding impacts of Light Pollution on Human Health	Once During Survey phase	Online	Team Aces	Zoom, Webex, Email