



[D9.1] COMMUNICATION AND DISSEMINATION PLAN

IDEALIST

3 INDUSTRIAL ECOSYSTEMS TACKLING SUPPLY CHAINS DISRUPTIONS
AND BOOSTING ADVANCED TECHNOLOGIES UPTAKE

DELIVERABLE INFORMATION

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Executive Summary

Communication and dissemination are a core part of the IDEALIST project to ensure that project activities, resources and results are communicated to the relevant stakeholders in a clear, consistent, and effective manner.

To outline the aim and strategy of the IDEALIST project, the present Communication and Dissemination Plan (D9.1) will identify the **key objectives** for communicating and disseminating the IDEALIST project and the means through which stakeholders will be targeted and engaged to maximise opportunities for the exploitation of project results at national and European level.

This document will serve as a reference for project partners when conducting IDEALIST communication and dissemination activities. The Communication and Dissemination Plan will set up the scene, providing partners with a clear strategy and allow them to identify possible ways of reaching and actively engaging all the target audiences.

The plan will be indeed act as a **strategic document** to establish the bases for all the dissemination and exploitation activities and will involve interactions by all participants to spread knowledge about the project results within their own network drawing on their own communication and public relations departments and channels and will include an annual impact report as an annex to track and measure the impact of specific communication metrics or key performance indicators (KPIs).

To sum up, the present one will serve as the guidance document to:

- Outline the methodology applied (**section 2**);
- Define the communication and dissemination goals (**section 3**);
- Identify the target audiences (**section 4**);
- Define the key messages (**section 5**);
- List and describe suitable communication channels (**section 6**);
- Define the management and the role of internal communication (**section 7**);
- Define the metrics (**section 8**).

1. About IDEALIST

Coordinated by CIMES, IDEALIST's primary goal is to empower Small and Medium-sized Enterprises (SMEs) in three key industrial sectors: **Energy-intensive industries, Aerospace and Defence, and Mobility, Transport & Automotive**. These sectors are crucial to the European economy and face shared challenges, such as transitioning to sustainable practices, competitiveness in a context of limited raw materials and rising energy costs, and adapting to changing consumer habits.

Funded under the HORIZON-CL4-2023-RESILIENCE-01 call, IDEALIST represents a strategic initiative aimed at bolstering the resilience and technological adaptability of SMEs within the European Union.

The project indeed aims to transform SMEs from passive observers to active participants in these changes, especially in response to global events like the COVID-19 pandemic and the conflict initiated by Russia in Ukraine.

IDEALIST focuses on three main areas:

1. **Strategic Foresight:** Developing tools and approaches to help SMEs anticipate and systematically prepare for change.
2. **Technology Uptake:** Addressing barriers to adopting advanced technologies and fostering collaborations between tech-forward and traditional SMEs.
3. **Supply Chain Resilience:** Identifying and mitigating critical dependencies and weaknesses to reduce the impact of disruptions on value chains.

The project will implement pilot projects to encourage collaboration across these ecosystems, using the **Hack&Match** method. It will also leverage the AGORA platform, led by EIT Manufacturing, to facilitate matchmaking and community building.

IDEALIST is a three-year Coordination and Support Action (CSA) whose consortium includes 14 partners from 6 European countries and Ukraine, reflecting its broad relevance and scope.

2. Methodology

The IDEALIST project has structured its dissemination, communication, and exploitation efforts into three distinct Work Packages (WPs).

WP9: Establishing the Framework [M1-M12]

WP9 lays the groundwork by formulating a clear **strategy** and **action plan**, accompanied by a suite of dissemination tools and products. The present “Dissemination and Communication Plan” will outline the strategy for engaging target audiences effectively. Key to this WP is the **Communication Toolkit [D9.2]**, encompassing a **digital brochure, roll-up, and common templates** for consortium members to use during various events, **project website** and **video**. The project's branding will be consistently represented across all materials, which will be accessible via the project website, linked to the AGORA platform. The **website**, reflecting the project's visual identity, will serve as an interactive tool and a repository of information. An **introductory video** will be available for partners to aid in both communication and dissemination efforts. IDEALIST will leverage on a LinkedIn project account to capitalise on the already existing personnel and organisation networks to reach out to a wider audience.

WP10: Building a community [M13-M24]

WP10 focuses on **creating a community** around the project, informing key groups about the new knowledge and support capacity offered. Starting with a mapping exercise coordinated by the WP8 Leader, each partner will identify **networks and partnerships** to facilitate knowledge transfer. The **Communication Handbook [D10.1]**, offering guidance on effective communication with external partners, will be a key deliverable. Additionally, partners will participate in **2 EU Cluster Partnerships events** to promote IDEALIST and raise awareness about the AGORA platform. The project's community will be kept informed through regular updates on social media and the project website and quarterly newsletter. We will gather feedbacks from SMEs participating to **Hack&Match events** and collect their “Success Stories”, in order to stimulate positive “replications” in European SMEs.

WP11: Public Engagement and Sustainability [M25-M36]

WP11 aims to make the project known beyond its main target communities, focusing on the **general public** to ensure sustainability. This WP will feature webinars provided by each cluster, in collaboration with local stakeholders and EITM, to introduce disruptive and tech-savvy companies. A final project conference will disseminate the project results, impacts, and potential future activities to a wide audience, including cluster

organisations, BSOs, and EU umbrella organisations. A Report on communication and dissemination activities [D11.1] will be publicly disclosed, reflecting the consortium's vision for post-project collaboration.

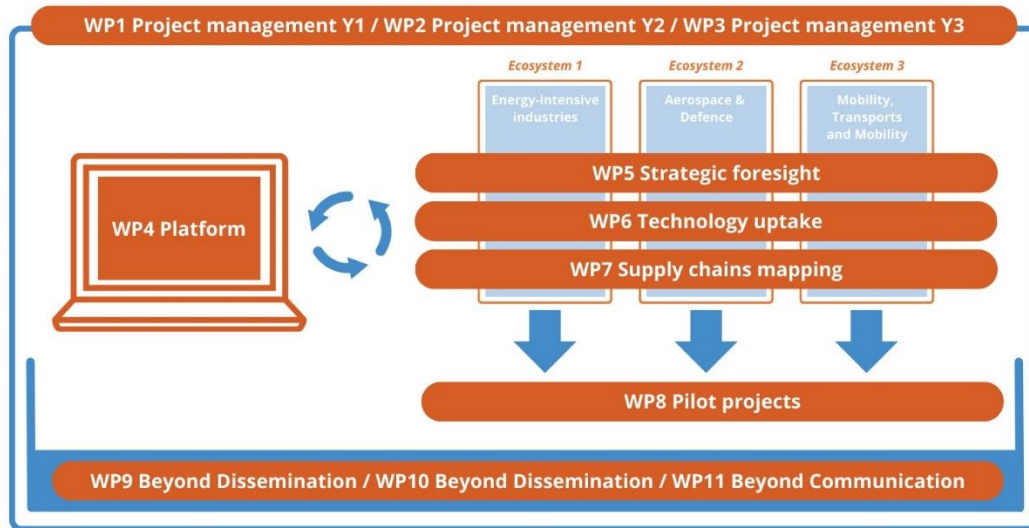


Figure 1: IDEALIST PERT Chart

In coherence with that methodology, the present Strategy delineates communication tactics aimed at engaging SMEs, especially traditional ones, in the project. It highlights primary goals for each audience and preliminary key messages (to be elaborated in a subsequent chapter) that resonate with their interests. The Strategy orchestrates all communication efforts in the project, focusing on dissemination, knowledge exchange, and cooperative endeavours.

The guiding principle of "**Empower, Connect and Strengthen**" encapsulates IDEALIST commitment to communication spread.

- **Empower:** To foster transformative enthusiasm, this Strategy will circulate and endorse initiatives that encourage stakeholders at all tiers to achieve IDEALIST aims and objectives.
- **Connect:** Acknowledging the crucial importance of collaboration in propelling the three industrial ecosystems addressed, IDEALIST emphasises the integration of a diverse stakeholder network at various project levels. The Strategy will implement activities and communication protocols to nurture unity and communication, driving collective progress in the development of the three ecosystems addressed.

- **Strengthen:** IDEALIST champions proactive engagement, transformation and enhancement. In this vein, the Strategy will adopt methods to effectively convey essential progress within the project, aiming for its overarching objectives.

To guarantee uniformity in communication across all strata, **Communication guidelines** will be provided to partners during **online meetings** ensuring consistent dialogue about the IDEALIST project and its activities at European, national and regional levels.

3. Communication and Dissemination Goals

The Communication and Dissemination plan at hand defines the main **communication objectives** which will assist us in achieving the change that the IDEALIST project aims to bring about in the three industrial ecosystems addressed: Energy-intensive industries, Aerospace and Defence, and Mobility, Transport & Automotive.

The goal of the communication activities outlined here is to define and structure approaches to be followed to attract manufacturing traditional and tech-savvy SMEs' involvement in IDEALIST project activities.

The communication and dissemination activities we aim to implement will pursue the following objectives:

- Facilitate the **uptake of advanced technologies** by traditional SMEs;
- Ensure the **participation of SMEs** from the partners' regional and national territories, as well from other territories of the European Union;
- Foster the **collaboration among traditional and tech-savvy SMEs** and thus enabling the generation of **cross-countries alliances** around joint needs and challenges;
- Foster the **resilience and technological adaptability** of European traditional SMEs covering the three industrial ecosystems;
- Raising awareness among traditional companies to **think strategically** and adopt strategic foresight methodologies;
- Promote all project activities to build a **communication database** that will be used internally and externally for knowledge sharing.
- Market the existence and use of **AGORA platform**;
- **Attract target audiences' interest** and **engage** a full community at EU, national and regional levels;

4. Target Groups

To achieve the afore-mentioned objectives, we have identified a **primary target audience group** which is at the centre of IDEALIST communication and dissemination activities, as well as a **secondary audience** that will play a role in multiplying and further disseminating IDEALIST messages and results.

The strategy and related activities set will ensure that IDEALIST will reach a **wider audience** by the end of the project, namely the general public.

Our target groups are:

- 1) **SMEs**
 - Traditional
 - Tech-savvy
 - CM&C Suppliers

- 2) **Networks and partnerships** for knowledge transfer
 - Technology centers
 - Umbrella organisations & EU industrial associations
 - EU Alliances & Technology Platforms

- 3) **General public**

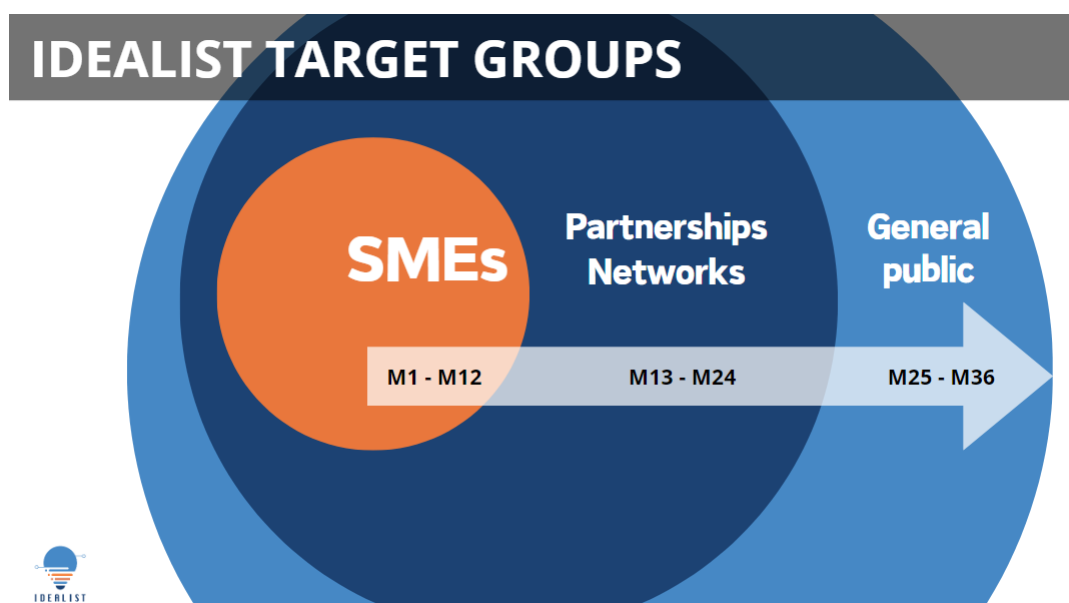


Figure 2: Target Groups addressed during the entire project lifespan

4.1. Primary target groups

Following a persona of each individual group to facilitate and tailor the communication.

Traditional SMEs

"TechTransform GmbH" represents the typical SME that the IDEALIST project aims to engage. Understanding their challenges, the channels they frequent, and the most effective ways to communicate with them is crucial for the successful dissemination of the project's objectives and resources. The communication strategy should be tailored to be relevant, engaging, and supportive, helping these SMEs navigate the challenges of technological transformation and supply chain disruptions.

Name	TechTransform GmbH
Location	Europe, with a focus on industrial regions.
Industry	Manufacturing, within the Aerospace & Defense sector
Size	Small to medium-sized, with employees ranging from 50 to 250.
Revenue	Moderate, with steady growth but facing challenges due to market and technological changes
Key Challenges	<ul style="list-style-type: none"> ● Adapting to Rapid Technological Changes: Struggling to keep pace with the latest technological advancements. ● Supply Chain Disruptions: Vulnerable to global supply chain disruptions, such as those caused by the COVID-19 pandemic or geopolitical tensions. ● Resource Limitations: Limited resources for R&D and innovation compared to larger corporations. ● Sustainability Pressures: Increasing pressure to adopt more sustainable practices.
Other features	<ul style="list-style-type: none"> ● Traditional Industry Networks: Often reliant on long-established industry networks and trade associations or clusters. ● Local Business Communities: Engaged with local business communities and chambers of commerce. ● Industry-Specific Trade Shows and Conferences: Regularly attend or participate in industry-specific events. ● Local and Regional Government Initiatives: Often involved in or affected by local and regional government initiatives and policies.
Key channels	<ul style="list-style-type: none"> ● "Cold calls"

	<ul style="list-style-type: none"> ● Direct Email Campaigns: Tailored emails that speak to their specific challenges and needs. ● Industry Trade Publications: Advertising and feature articles in industry-specific magazines and newsletters. ● Local Workshops and Seminars: Hosting or participating in events that focus on SME challenges and opportunities. ● Social Media: Platforms like LinkedIn for B2B engagement, focusing on industry-specific groups and discussions. ● Webinars and Online Resources: Providing accessible online resources and webinars that address specific SME concerns. ● Case Studies and Success Stories: Sharing relatable success stories of similar SMEs that have successfully adapted to change.
Communication Strategy to adopt	<ul style="list-style-type: none"> ● Personalised and Relatable: Messaging should be tailored to resonate with the specific challenges and aspirations of traditional SMEs. ● Practical and Actionable: Focus on providing practical advice, clear steps, and actionable insights. ● Building Trust: Establishing credibility through industry experts, testimonials, and success stories. ● Engagement and Follow-Up: Encouraging ongoing engagement through follow-up communications, feedback requests, and community building.

Tech-savvy SMEs

"InnovateTech Ltd." represents the archetype of a tech-savvy company³ that the IDEALIST project aims to engage. These companies are at the forefront of technological innovation and are key players in driving industry advancements. The communication strategy for reaching such companies should focus on highlighting technological excellence, innovation opportunities, and collaborative ventures. Engaging with these companies effectively requires a blend of advanced, insightful content and active participation in the tech community and events.

Name	"InnovateTech Ltd."
Location	Predominantly based in urban or technologically advanced regions in Europe.
Industry	Specialised in high-tech sectors such as advanced manufacturing, digital technologies, AI, or IoT.

³ Under the same category follows tech start-ups, scale ups, etc...

Size	Small to medium-sized, but with a significant focus on innovation and R&D. Relatively young, possibly a startup or a scale-up, typically less than 10 years old.
Revenue	Potentially high growth, driven by innovative products or services.
Key Characteristics	<ul style="list-style-type: none"> ● Innovation-Driven: Highly focused on innovation and the adoption of cutting-edge technologies. ● Agile and Adaptive: Capable of quickly adapting to market changes and technological advancements. ● Networked: Well-connected within tech ecosystems, including incubators, accelerators, and tech hubs. ● Sustainability Aware: Often more aware and proactive regarding sustainable practices and green technologies.
Other features	<ul style="list-style-type: none"> ● Tech Ecosystems and Communities: Engaged in vibrant tech ecosystems, including online communities and forums. ● Digital Platforms: Active on digital platforms, including social media, tech blogs, and online publications. ● Industry Events and Tech Conferences: Regular participants in tech-focused events, hackathons, and conferences. ● Collaborations with Research Institutions: Often involved in collaborative projects with universities and research institutions.
Key channels	<ul style="list-style-type: none"> ● Social Media and Online Communities: Platforms like LinkedIn, Twitter, and specialised tech forums. ● Content Marketing: Leveraging blogs, podcasts, webinars, and videos that focus on tech trends and innovations. ● Tech Conferences and Meetups: Participating in or sponsoring tech-focused events and meetups. ● Direct Outreach via Email: Personalised email campaigns that highlight technological aspects and innovation opportunities. ● Collaborative Projects and Partnerships: Engaging in collaborative projects that align with their innovation goals. ● PR in Tech Media: Getting featured in tech media outlets through press releases, interviews, and feature articles. ● Case Studies and Whitepapers: Sharing in-depth insights and success stories that resonate with a tech-savvy audience

<p>Communication Strategy to adopt</p>	<ul style="list-style-type: none"> ● Innovative and Forward-Thinking: Messaging should emphasise innovation, cutting-edge technology, and future trends. ● Data-Driven and Analytical: Focus on providing data-backed insights and in-depth analysis. ● Community and Network Building: Engaging in and contributing to tech communities and networks. ● Interactive and Engaging: Utilising interactive content formats like webinars, live Q&As, and online workshops.
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CM&C Suppliers

"CriticalTech Solutions Srl" represents the typical CM&C⁴ supplier that the IDEALIST project aims to engage. These suppliers are crucial in the advanced technology ecosystem, providing essential materials and components. The communication strategy for reaching CM&C suppliers should focus on industry-specific needs, supply chain collaboration, and technological innovation. Engaging with these suppliers effectively requires a deep understanding of their industry, a focus on quality and precision, and the ability to present collaborative opportunities that enhance supply chain resilience and innovation.

Name	"CriticalTech Solutions Srl"
Location	Based in industrial hubs or regions known for advanced manufacturing in Europe
Industry	Specialises in supplying critical materials and components essential for advanced technologies in sectors like electronics, aerospace, automotive, and renewable energy.
Size	Medium-sized enterprise with a strong focus on specialised manufacturing and supply chain management.
Revenue	Established, with a history of 15-25 years, evolving with industry demands. Revenue: Steady, with potential for growth linked to the demand for advanced technologies.
Key Characteristics	<ul style="list-style-type: none"> ● Supply Chain Integration: Deeply integrated into the supply chains of various high-tech industries. ● Quality and Precision Focus: Emphasises high-quality, precision manufacturing, and reliability. ● Innovation-Oriented: Continuously seeking to innovate in materials and component production.

⁴ CM&C stands for Critical Materials and Components for advanced technologies

	<ul style="list-style-type: none"> ● Global Market Awareness: Aware of global market trends and supply chain dynamics.
Other features	<ul style="list-style-type: none"> ● Industry Supply Chain Networks: Engaged in complex supply chain networks involving multiple industries. ● Trade Associations and Industry Groups: Active in trade associations relevant to materials and component manufacturing. ● B2B Trade Shows and Expos: Regular participants in trade shows focusing on manufacturing, technology, and industry-specific expos. ● Professional Publications: Readers and contributors to professional journals and publications in their field
Key channels	<ul style="list-style-type: none"> ● Industry-Specific Trade Publications: Advertising and publishing articles in journals and magazines relevant to their industry. ● B2B Networking Events: Engaging in trade shows, expos, and industry networking events. ● Direct Business Communications: Utilising direct email campaigns and newsletters tailored to their industry needs. ● LinkedIn and Professional Networks: Active engagement on LinkedIn and other professional networking platforms. ● Partnership and Collaboration Opportunities: Presenting opportunities for collaboration in supply chain innovation and optimization. ● Webinars and Online Seminars: Promoting AGORA webinars on industry trends, supply chain resilience, and technological advancements. ● Case Studies and Testimonials: Sharing success stories and testimonials from other industry partners
Communication Strategy to adopt	<ul style="list-style-type: none"> ● Industry-Specific and Technical: Messaging should be tailored to industry-specific needs, focusing on technical excellence and reliability. ● Supply Chain Collaboration: Emphasising opportunities for collaboration in supply chain innovation and optimization. ● Trust and Credibility: Building trust through demonstrating industry knowledge, expertise, and a track record of reliability. ● Educational and Informative: Providing valuable insights into market trends, supply chain challenges, and technological advancements.

4.2. Secondary target groups

Besides from primary target groups, IDEALIST consortium will have to mobilise other organisations for reaching a critical mass and ensuring the success of some project activities such as Hack&Matches (e.g. for technical support / mentorship / etc...) or AGORA publicity. Although the primary audience is the main beneficiary and the first one to be engaged through the project activity and communities, there is a larger community of stakeholders that will be part of the overall communication strategy and which will benefit from the knowledge exchange and “inspired”. These secondary audiences are listed below as well the individual groups to be targeted.

Technology Centers (RTOs, Tech Parks, etc...)

"InnovHub Tech Center" represents the archetype of a technology center that the IDEALIST project aims to engage. These centers are pivotal in driving forward technological innovation and research. The communication strategy for reaching technology centers should focus on highlighting research collaboration, technological advancements, and opportunities for joint projects. Engaging with these centers effectively requires a deep understanding of their research focus, a commitment to collaborative innovation, and the ability to communicate complex scientific and technological concepts clearly.

Name	"InnovHub Tech Center"
Location	Situated in major urban areas or technology parks in Europe, often in proximity to universities and research institutions.
Industry	Focused on technological brokering and transfer or research and development in various high-tech fields such as AI, IoT, robotics, green technologies, and advanced manufacturing.
Size	Varies, but typically includes a substantial team of researchers, developers, and administrative staff. Age can range from newly established to well-established, with a history of contributing to technological advancements.
Revenue	Funded through a mix of public grants, private investments and collaborative projects.
Key Characteristics	<ul style="list-style-type: none"> ● Research and Development Focus: Dedicated to cutting-edge research and development activities. ● Collaborative Projects: Engaged in collaborative projects with industry, academia, and government bodies. ● Innovation Ecosystems: Act as a hub within larger innovation ecosystems, connecting various stakeholders.

	<ul style="list-style-type: none"> ● Technology Transfer: Involved in transferring technology from research to practical, commercial applications.
Other features	<ul style="list-style-type: none"> ● Academic Networks and Collaborations: Strong connections with universities and research institutions. ● Industry Partnerships: Collaborations with industry partners for technology development and transfer. ● Regular interactions with local and/or national government and EU entities for funding and project support. ● Scientific Conferences and Symposia: Participation in national and international scientific events.
Key channels	<ul style="list-style-type: none"> ● Academic Journals and Publications: Publishing research findings and articles in respected scientific journals. ● Professional Networking Platforms: Engaging on platforms like LinkedIn, ResearchGate, and academic networks. ● Industry Conferences and Workshops: Active participation in industry-relevant conferences and workshops. ● Collaborative Research Projects: Initiating or joining collaborative research projects that align with their areas of expertise. ● Exchange missions: by promoting knowledge exchanges among ecosystems representatives, contacting them asking for host the delegation, etc... ● Direct Outreach and Partnerships: Personalised outreach for potential collaborations and partnerships. ● Webinars and Online Forums: Hosting or participating in webinars and online forums on relevant technological topics. ● Social Media and Digital Content: Utilising social media and digital platforms to share insights, research updates, and technological breakthroughs.
Communication Strategy to adopt	<ul style="list-style-type: none"> ● Research-Oriented and Scholarly: Messaging should emphasise research excellence, innovation, and scientific contribution. ● Collaboration and Networking: Highlighting opportunities for collaboration and networking within their own ecosystem. ● Educational and Thought Leadership: Positioning the center as a thought leader through speaking engagements.

	<ul style="list-style-type: none"> ● Visibility in Scientific Communities: Enhancing visibility through active participation in scientific communities and publications.
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Umbrella organisations and EU Industrial Associations⁵

"EuroTech Association" represents the typical umbrella organisation or EU industrial association in the Advanced Manufacturing Technologies (AMTs) and Critical Materials & Components (CM&Cs) sectors (i.e. the Supply and trade side) that the IDEALIST project aims to engage. These organisations play a crucial role in policy advocacy, industry networking, and information dissemination. The communication strategy for reaching such entities should focus on policy relevance, collaborative opportunities, and providing valuable industry insights. Engaging with these organisations effectively requires an understanding of the policy landscape, the ability to communicate complex industry issues, and a commitment to fostering long-term partnerships.

Name	"Eurotech Association "
Location	Situated in Brussels or other major European capitals, closely connected with EU institutions and member states.
Industry	Focused on representing and advocating for industries involved in Advanced Manufacturing Technologies (AMTs) and Critical Materials & Components (CM&Cs).
Size	Typically comprises a small but influential team, with a broad network of member companies and organisations across Europe. History of several years to decades in influencing policy and industry standards
Revenue	Funded through membership fees, grants, and partnerships.
Key Characteristics	<ul style="list-style-type: none"> ● Policy Advocacy: Actively involved in shaping industry-related policies at the EU level. ● Networking and Collaboration: Facilitates networking and collaboration among its members and with external stakeholders. ● Information Dissemination: Regularly disseminates industry news, policy updates, and market trends to its members. ● Event Organisation: Hosts conferences, workshops, and roundtable discussions on relevant industry topics

⁵ Umbrella organisations or EU Industrial Associations here should be considered as collective entities that represent and advocate for the interests of a specific industry or group of industries at the European level. These organisations typically encompass a range of member companies, trade groups, and other stakeholders, providing a unified voice on industry-specific issues, influencing policy, facilitating networking and collaboration, and often playing a key role in shaping industry standards and practices within the European Union. E.g. the **European Association for Artificial Intelligence**; the **European Electronic Component Manufacturers Association**; **SEMI Europe**, the industry association representing the global electronics manufacturing and design supply chain.

<p>Other features</p>	<ul style="list-style-type: none"> ● EU Institutions and Policy Circles: Engages with EU policymakers, agencies, and committees. ● Member Organisations: Regular communication and engagement with a diverse range of member organisations in the AMT and CM&C sectors. ● Industry Events and Forums: Participation in major industry events, trade shows, and forums. ● Research and Policy Studies: Involvement in research initiatives and policy studies relevant to the industry.
<p>Key channels</p>	<ul style="list-style-type: none"> ● Policy Briefs and Position Papers: Developing and sharing well-researched policy briefs and position papers. ● Direct Engagement and Meetings: Personalised outreach and meetings with key representatives. ● Participation in EU Consultations and Committees: Active participation in EU consultations, committees, and working groups (e.g. Vanguard Initiative Pilots, etc...) ● Collaborative Projects and Partnerships: Proposing and engaging in collaborative projects that align with their mission and objectives. ● Newsletters and Email Campaigns: Regular newsletters and email campaigns to keep them informed about relevant developments. ● Social Media and Online Platforms: Engaging through professional platforms like LinkedIn and Twitter, focusing on policy and industry discussions. ● Webinars and Online Discussions: Hosting or participating in webinars and online discussions on topics of mutual interest.
<p>Communication Strategy to adopt</p>	<ul style="list-style-type: none"> ● Policy-Focused and Insightful: Messaging should be centered around policy insights, industry trends, and regulatory developments. ● Collaborative and Inclusive: Emphasising the importance of collaboration across the industry and with policymakers. ● Educational and Informative: Providing valuable information and updates that aid their mission and support their members. ● Networking and Relationship Building: Fostering strong relationships through networking opportunities and joint initiatives.

European Alliances and European Technology Platforms⁶

European Alliances and European Technology Platforms will be addressed and engaged since their involvement can help us having a more effective and impactful project implementation.

"Electronical-components Alliance" represents the typical European Alliance or European Technology Platform that the IDEALIST project aims to address with its raising awareness and dissemination activities. These entities are crucial in shaping the European research and innovation landscape. The communication strategy for reaching such platforms should focus on highlighting collaborative research opportunities, policy relevance, and contributions to EU strategic goals. Engaging with these entities effectively requires an understanding of the EU research and innovation ecosystem, the ability to communicate complex technological and policy issues, and a commitment to fostering collaborative and strategic partnerships.

Name	Electronical-components Alliance
Location	Situated in Brussels or, rarely, other major cities across Europe
Industry	Focused on fostering innovation, research, and development in Advanced Manufacturing Technologies (AMTs) and Critical Materials & Components (CM&Cs).
Size	Comprises a network of various stakeholders, including industry leaders, research institutions and the European Commission or other EU institutions.
Revenue	Public-Private partnerships
Key Characteristics	<ul style="list-style-type: none"> ● Innovation and Research Focus: Dedicated to advancing technology and innovation in specific sectors. ● Collaborative Projects: Engages in and facilitates large-scale collaborative research and innovation projects. ● Policy Influence: Influences EU research and innovation policy, aligning with broader EU strategies like Horizon Europe. ● Networking and Community Building: Acts as a hub for networking, knowledge exchange, and community building among stakeholders.
Other features	<ul style="list-style-type: none"> ● EU Research and Innovation Programs: Deeply involved in EU funding programs and initiatives. ● Academic and Research Networks: Connected with leading universities and research institutions across Europe.

⁶ EC-led initiatives i.e. the **European Raw Materials Alliance**, whose vision is to secure access to critical and strategic raw materials, advanced materials, and processing know-how for EU Industrial Ecosystems; the **European Alliance on processor and semiconductors technologies**, bringing together key actors to design and produce microelectronics chips; the **European Battery Alliance initiative** aiming to make Europe a global leader in sustainable battery production and usage and establishing a complete domestic battery value chain, etc...

	<ul style="list-style-type: none"> ● Industry Collaborations: Collaborates with various industry players, from large corporations to innovative SMEs. ● Policy Forums and EU Institutions: Engages with EU institutions and policy forums to shape and influence technology policies.
Key channels	<ul style="list-style-type: none"> ● Policy Papers and Research Reports: Producing and disseminating insightful policy papers and research reports. ● EU Project Collaborations: Engaging in collaborative projects under EU programs like Horizon Europe. ● Networking Events and Conferences: Participating in and contributing to relevant EU-wide events and conferences. ● Direct Outreach and Strategic Meetings: Personalized outreach to key representatives and strategic meetings. ● Online Webinars and Workshops: Hosting and participating in online events focused on relevant technological and policy topics. ● Social Media and Digital Communication: Active engagement on platforms like LinkedIn, focusing on EU technology and innovation discussions. ● Newsletters and Information Bulletins: Regular newsletters and bulletins to share updates, opportunities, and insights.
Communication Strategy to adopt	<ul style="list-style-type: none"> ● EU-Oriented and Strategic: Messaging should emphasize alignment with EU strategies and contributions to EU goals. ● Collaborative and Network-Centric: Focusing on the value of collaboration and the strength of the network. ● Innovative and Forward-Looking: Highlighting innovation, cutting-edge research, and future technological trends. ● Policy-Relevant and Insightful: Providing insights and updates on EU technology policies and initiatives.

4.3. General Public

Laura Rossi, a 50-year-old resident of a medium-sized Italian city, represents the general public in the IDEALIST project. Not directly involved in the aerospace industry, she is nonetheless impacted by its decisions, especially regarding energy transitions. Active in her community and environmentally conscious, Laura stays informed through local news and is concerned about sustainability and its effects on her life.

Name	Laura Rossi
Location	Medium-sized city in Italy
Industry	Not directly related to any specific industry; represents the general public.
Size	N/A (Individual)
Revenue	Average income, reflective of the general population in her city.
Key Characteristics	<ul style="list-style-type: none"> • Approximately 50 years old, representing the mature segment of the general population. • Awareness of Industry Impact: Conscious of how major industries, particularly aerospace, influence her daily life and environment. • Community Involvement: Active in local community events, particularly those focused on environmental and social issues. • Interest in Environmental Issues: Increasingly concerned about sustainability and the environmental impact of industrial activities.
Other features	<ul style="list-style-type: none"> • Lifestyle Concerns: Interested in how changes in industry practices, like energy transitions, affect her cost of living, health, and local job market. • Community Centres and Events: Participates in local gatherings and environmental initiatives.
Key channels	<ul style="list-style-type: none"> • Local Newspapers and Television: Primary sources of news and information. • Media Consumption Habits: Regular consumer of local news through traditional and online media, with limited social media engagement. • Online News Platforms: Occasionally accesses news and information online
Communication Strategy to adopt	<ul style="list-style-type: none"> • Clear and Understandable Messaging: Use simple, jargon-free language that resonates with the general public. • Local Impact Highlight: Focus on how industry changes affect her city and community. • Educational Approach: Provide easy-to-understand information about sustainability and environmental impact. • Community Engagement: Leverage local events and initiatives to disseminate information and engage with the public. <div style="border: 1px solid black; padding: 5px; margin-top: 5px;"> <ul style="list-style-type: none"> • Utilize Trusted Local Media: Disseminate information through local newspapers and television, which are her main sources of news </div>

5. Key messages

The core value proposition of the project is encapsulated in its acronym “3 InDustrial Ecosystems tAckLing supply chains dISruptions and boosting advanced Technologies uptake”

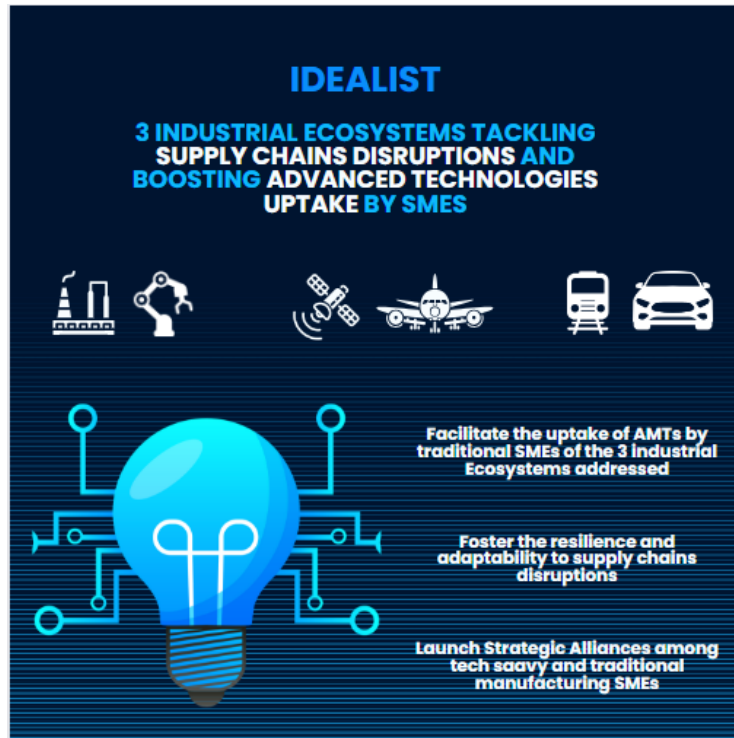


Figure 3: IDEALIST main objectives visualization

IDEALIST promotes the resilience and adaptability of its three Industrial Ecosystems “Energy Intensive Industries”, “Aerospace & Defence” and “Mobility, Transportation and Automotive” in response to new rapid and unexpected developments in the world such as the COVID-19 crisis or the Russia-led war against Ukraine, new EU Industrial Policies driving the Twin transition and Global supply chain developments. All those are aspects which are interconnected in several significant ways.

IDEALIST provides a comprehensive 'transformation journey' for conventional / more traditional manufacturing SMEs as follows:

- (a) Providing with Strategic Foresight tools to enable them anticipating and better preparing for change in an orderly and systematic way,
- (b) Assisting them in comprehending the nature and functioning of Advanced Manufacturing Technologies and delivering them a Technology Adoption Roadmap
- (c) Assisting them in identifying critical dependencies and weaknesses of supply chains in order to limit the impacts of disruptions
- (d) Laying the foundation for effective tangible collaboration with tech-savvy SMEs to strengthen ecosystem resilience by launching Hackathons & Matchmaking events (Hack&Match).

IDEALIST priority lies in easing traditional SMEs transition into more technologically advanced, efficient, competitive and resilient entities within the EEI, A&D and MTA industrial ecosystems.

IDEALIST core messages are:

- **Embracing Advanced Technologies:** Highlighting the importance and benefits of integrating advanced technologies into traditional SME operations. *This includes demonstrating how these technologies can enhance efficiency, productivity, and competitiveness in their respective sectors.*
- **Navigating Technological Transformation:** Providing guidance on understanding and navigating the landscape of advanced technologies, also leveraging on existing platforms such as AGORA and the EC Innovation Radar. *This involves educating SMEs about what these technologies are, how they work, and how they can be effectively utilised to achieve specific business goals.*
- **Overcoming Adoption Barriers:** Addressing potential obstacles in adopting new technologies and offering strategies to overcome these challenges. *This includes tackling issues related to cultural mindset, organisational change, and skill gaps.*
- **Collaboration Opportunities:** Encouraging SMEs to explore concrete collaboration opportunities with tech-savvy SMEs to improve industrial competencies, ecosystem resilience, and add value to their sector and value chains.
- **Innovation through Diverse Collaboration:** Promoting the scouting of new business and technology ideas that address sector-specific challenges. *This involves facilitating collaboration among traditional SMEs, tech-savvy SMEs and others from different ecosystems, particularly through events like Hack&Match events.*

5.1 Language

The working language for IDEALIST communications is English. However, we aim to make key information accessible to those who are not proficient in English.

To ensure our messages are clear and not overly complex, we will adhere to the following guidelines:

- **Clarity and Simplicity:** Our language should be straightforward and easy to comprehend. We will use language that resonates with our target audience, employing non-technical terms whenever feasible.
- **Audience-specific tailoring:** Messages will be customised considering the recipient's perspective and knowledge level. It's important to thoughtfully determine what they really need to understand about the project to suit the specific interests, needs, and characteristics of a particular audience group. This approach involves understanding the audience's background, preferences, and expectations to deliver messages in a manner that is most relevant and engaging to them. In this sense, the “persona” factsheet reported under the “Target Groups” section will serve as guideline.

- **Avoidance of abbreviations and “technicalities”:** We will refrain from using abbreviations like “H2020”
- **Enhancing regional outreach through language diversity:** While the foundational elements of our Communication and Dissemination Strategy, such as the website, will primarily be in English, we will incorporate multilingual engagement. To effectively extend our outreach in regions where our partners operate, IDEALIST partners can translate and use key promotional materials and publications into their own local languages: Czech, French, German, Italian, Polish, Spanish, and Ukrainian. Each translation will be the responsibility of the respective partner.

5.2 Procedures for communication and dissemination

Article 17 of the Grant Agreement outlines the obligations on communications and dissemination. Any promotion/communication material of IDEALIST is to include the following disclaimer and emblem of the European Union

Disclaimer

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”

Emblem



Funded by the
European Union



Co-funded by the
European Union



Funded by the
European Union



Co-funded by the
European Union

The emblem (European flag) must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed **at least as prominently and visibly** as the other logos.

The combination of the EU logo and IDEALIST logo will be displayed as represented below and used in official documents of the project:



Funded by the
European Union



Any communication activity related to the action shall indicate the following disclaimer:

“The content of this [insert appropriate description, e.g. report, publication, conference, etc.] represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission or any other body of the European Union. The European Commission does not accept any responsibility for use that may be made of the information it contains.”

6. Channels to reach the target groups

6.1 General recommendations

The primary target group encompasses both '**traditional SMEs**' within the three industrial ecosystems and '**tech-savvy SMEs**' and CM&C suppliers offering innovative technologies and relevant materials or components to meet the sector's challenges, including the 'twin-transition' and adaptation needs of the current international scenario. To effectively engage this audience, it's important to consider the following points:

- The manner in which SMEs receive information, whether actively sought or unsolicited, significantly influences how SME managers react to and process that information.
- Successful knowledge transfer hinges on the commitment and willingness of SMEs to share and communicate knowledge. Therefore, setting clear and detailed expectations from the outset is crucial.

- To secure SMEs' sustained involvement in the IDEALIST project, some effective time management practices include:
 - Adaptable schedules and processes.
 - Pre-meeting briefings and preparedness.
 - Simplification of tasks through appropriate tools, processes, and techniques.
 - Involving them in decision-making and integrating their feedback.
 - Consistent, verbal and proactive over-communication
 - Customization of communication or content to suit the specific interests, needs, and characteristics in order to engage them.

6.2 Breakdown of channels

The table below provides a summary of what channels will be employed to address each target group in line with previously described approaches. Naturally, some of the channels can also reach other target audiences. Each of these channels is then described in more detail in the following sections.

TARGET AUDIENCE	Primary Target			Secondary Target			Wider Audience
	Traditional SMEs	Tech Savvy SMEs	CM&C Suppliers	Technology centers	Umbrella organisations & EU industrial associations	EU Alliances & Technology Platforms	General Public
CHANNEL / TOOL							
Visual identity and Presentation Templates							
Project website							
Media Relations							
Partners own Newsletter							
Social media							

Project digital brochure							
Roll-Up Banner							
Promotional Video							
Webinars							
Events							

Table 1 : Channels used and target audiences

6.2.1 Visual identity

IDEALIST communication materials including a digital brochure and a project roll-up for branding the project at internal and external events will be delivered by M4 by COMET with the support and approval of CIMES. COMET will support all project partners to ensure they have the relevant content and resources needed to promote the project via their own organisations’ respective communication channels (website, newsletter, social media, etc.). This period of creation and handling of multiple communication tools by the project partners will conclude with the submission of deliverable D9.2 Communication Toolbox in M12.

Maintaining visual coherence, which is the most immediately noticeable aspect of IDEALIST, hinges on consistently applying the following guidelines to all internal and, crucially, external communications throughout the project.

Logo

A project brand comprises its different partners, the theme of the project, and the overall culture that the consortium is communicating which is addressing the need for resilience and advanced technology adoption in SMEs across energy-intensive industries, aerospace and defense, and mobility sectors. The visual identity of the project will differentiate IDEALIST from other HORIZON-RESILIENT-VALUE CHAINS projects, while making it memorable. It comprises the logo and slogan. The logo will be the visual messenger of the project and will be reflected in all the communication materials:



Figure 4: Logo of the project

The logo has the ambition to be a thoughtful amalgamation of symbolism and design, reflecting the project's vision and objectives. Central to the logo is a **light bulb**, a universal icon of ideas, innovation, and enlightenment. This imagery resonates perfectly with the project's name, "IDEALIST", underscoring its commitment to fostering innovative and forward-thinking solutions in the European SMEs.

The light bulb in the logo symbolises the project's dedication to sparking new ideas and strategies within the **three key industrial sectors**: Energy-intensive industries, Aerospace and Defence, and Mobility, Transport & Automotive. It represents the project's focus on illuminating paths for SMEs to navigate the challenges of sustainability, competitiveness, and adaptation to changing market dynamics. Additionally, the light bulb motif aligns seamlessly with the **three main areas of the IDEALIST project**: 1) Strategic Foresight, highlighting the illumination of future trends and preparation strategies; 2) Technology Uptake, representing the bright ideas and innovations in technology adoption; and 3) Supply Chain Resilience, symbolising the enlightenment in identifying and strengthening supply chain vulnerabilities. The inclusion of **the three dots (left-side of the logo)** within the light bulb further enriches the logo's narrative. These dots, again, represent both the key industrial sectors and the project's primary focus areas. Their placement in relation to the light bulb suggests the integration of these sectors and focus areas within the overarching theme of innovation and strategic foresight championed by IDEALIST.

In essence, the logo is a visual testament to the IDEALIST project's mission of empowering SMEs through innovative tools, collaborative approaches, and strategic resilience. It encapsulates the project's essence of fostering a bright, sustainable future for European industries, making SMEs active participants in this transformative journey.

The logo will be utilised on social media and other communication materials as needed.

The slogan

The slogan (also known as the tagline) is an actionable statement representing the goal of the project :

"Weaving Innovation into Resilience"

This tagline encapsulates the essence of the project – integrating resilience into the fabric of industrial ecosystems and innovation, highlighting the project's focus on both tackling challenges and embracing advanced technological solutions.

The Graphic Charter

The font chosen for IDEALIST is **Aptos Display** in different colors and dimensions for different templates.

Word templates

Aptos | dimension 16 · Use for headlines and titles (Bold)

Aptos | dimension 13 · Use for subtitles (Bold)

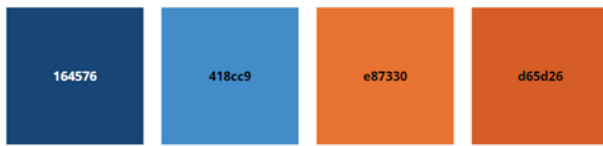
Aptos | dimension 11 · Use for paragraphs and body text

Powerpoint templates

Aptos | dimension 44 · Use for headlines or titles (Bold)

Aptos | dimension 16 · Use for body text

A first glimpse of the Word and PowerPoint templates to be used for communication and dissemination purposes can be found at the end of this document (ANNEX 1 and ANNEX 2, respectively).



7. Title (16)

7.1 Subtitle (13)

Paragraph
Aptos (11)

▸ Title (44)

|
Paragraph
Aptos (16)

Figure 5 : Color palette

6.2.2 Project website

The project website is the main communication and dissemination platform to allow interesting companies, stakeholders and media access to the project development and results launched and developed. It will also host all the public dissemination deliverables, promote relevant content (news, editorials, webinars, local and identified events, etc.) for the key stakeholder groups, engaging them in the content and objectives of the project.

Furthermore, it will redirect to AGORA platform and the European Commission Innovation Radar⁷ which will keep companies abreast on the last technologies developments, helping them identify high potential innovations and innovators in EU-funded research and innovation projects.

The website will also serve as a content generation tool where partners are welcome to contribute content and provide feedback on its development to help increase the visibility of the project and maximise its impact.

The key aims of the website are to:

⁷ www.innoradar.eu

1. Serve as primary reference point for IDEALIST: Explain the project's aims, provide the latest news updates, provide documents for download, and view social media activity related to the project.
2. To act as a resource hub for research on issues relevant to IDEALIST: To provide important updates and redirect on the main platforms (AGORA and the Innovation Radar) identified to having an impact to the project.

Delivered in M4, the IDEALIST website is hosted at www.idealism-project.eu and contains the following menu and features that are subject to change/adaptation as the project progresses and upon suggestion by the coordinator, COMET and all partners:

1. HOMEPAGE

Project logo / image / tagline

Call to action 'Discover the project and join our community'

Sliding menu providing opportunity to highlight specific deliverables, reports, tools or events

2. ABOUT

- a. The Challenge

- b. Objectives

- c. Consortium

3. RESOURCES

- a. Deliverables and useful materials / tools developed

- b. AGORA Platform

- c. Innovation Radar

4. NEWS

- a. Newsletters

- b. Webinars and event announcements

5. EVENTS

- a. Internal events

- b. External events (i.e. ECCP Cluster partnerships)

6. MEDIA
 - a. Media kit
 - b. Press releases

7. CONTACT
 - a. Coordinator contact (CIMES)
 - b. Communication contact (COMET)

8. LINKEDIN Account

The website is GDPR-compliant and all visitors can read the privacy policy. The website will be presented to CIMES in March 2024 and be continuously updated throughout the project duration and is monitored via Google Analytics.

6.2.3 Media Relations

IDEALIST is committed to establishing a reliable and respected rapport with media and online media platforms. This effort aims to maximise the benefits of media presence, encompassing the EU, national, and regional levels. Key strategies include:

- **Press Release Distribution:** Timely dissemination of press releases, coupled with active engagement with journalists on platforms like LinkedIn. Press releases will be prepared by COMET in English and released to partners, who will be ultimately responsible for the translation in their own language. We expect that, by the end of the project, a total of at least 25 press releases will be shared by the 14 project partners, understood as in the various 7 languages represented. COMET will therefore prepare 4 press releases, 1 for the start of the project and 3 for each year of the project at crucial stages of the project, such as milestones (4 press releases x 7 languages = 28 press releases sent out).
- **Technical Press Outreach:** Targeted pitching of articles to technical and specialised online media outlets to achieve wider dissemination. The content of these articles will either be expertly crafted by members of the IDEALIST community or presented as interviews conducted by journalists.
- **Opportunistic media engagement:** On an ad hoc basis, we will seize opportunities for interesting thematic angles or chances to connect with the media. This approach is flexible and responsive to emerging opportunities.

- **National Media Utilisation:** When advantageous, we will leverage national media channels. In such instances, articles may be published in local languages to cater to specific regional audiences and ensure effective communication.

This media relations strategy is designed to enhance IDEALIST visibility and impact across various levels, ensuring effective communication with our key target audiences.

6.2.4 Newsletter

The IDEALIST newsletter will adopt an **innovative approach** by leveraging the individual newsletters of project partners. This method aims to speak directly to the audience's language, enhancing awareness about IDEALIST-related themes among an already interested target group.

Newsletter Objectives: Integration with Partner Newsletters: Utilising partners' newsletters to create a coherent and targeted message.

Targeted Awareness: Focusing on an audience already interested in IDEALIST themes.

To ensure an effective and coordinated communication flow, we will organize regular meetings with communication representatives from each partner. These meetings will serve to decide the frequency and content of the communications to be sent

Planning and Coordination

Meetings: Regular meetings to discuss and plan communication strategies.

Joint Decision on Communication Frequency: Collaboratively determining the frequency of newsletters and communications. Furthermore, in collaboration with our partners, we will select articles to translate and include simultaneously in all partners' newsletters, ensuring uniform and concurrent dissemination of key messages across all mailing channels.

Article and Topic Selection: Joint decision on articles to include in the newsletters.

Simultaneous Dissemination: Publishing selected articles simultaneously across all partner newsletters.

The identity and formatting of the newsletter will remain in line with IDEALIST's visual identity, ensuring that the message is not only consistent but also visually appealing and recognizable.

Visual Identity and Formatting: Consistency with IDEALIST Visual Identity: Maintaining a uniform and recognizable design.

The selected news will be published on the website.

This renewed strategy will enable IDEALIST to engage more effectively with the audience, using a synergistic and collaborative approach that leverages the communication resources and networks of all involved partners.

6.2.5 Project digital brochure

A comprehensive brochure will be created to provide an overview of the IDEALIST project. This will include key information such as project objectives, consortium partners, expected outcomes, and contact details. The brochure will be designed for easy distribution at events and meetings, and as a downloadable resource from our website. The IDEALIST leaflet will be circulated to all partners for dissemination and promotion purposes at external conferences, meetings or seminars and will be available to download from the website.

6.2.6 Roll-Up Banner

For physical events, conferences, and workshops, roll-up banners will be designed. These banners will feature eye-catching graphics and succinct information about the project, making them ideal for quick audience engagement in busy event settings. They will be portable and reusable for various events throughout the project lifecycle. Each partner will decide whether to have a banner or not.

6.2.7 Promotional Video

A short, engaging promotional video will be produced by COMET to visually communicate the project's goals. The video will be uploaded on the website, on LinkedIn project account and at events, offering a dynamic way to engage with our audience. It will be the first tool used to raise awareness, promote, and begin engaging the target groups.

6.2.8 Presentation Templates

Customised PowerPoint templates will be developed for use by all project partners. These templates will ensure a consistent visual identity in all presentations, whether at internal meetings or external events. Each of these materials will be designed to align with the IDEALIST project's branding and messaging strategy, ensuring a cohesive and professional representation of the project across all communication channels.

6.2.9 Webinars

Webinars can also constitute a crucial element in the overall strategy as a vital meeting place for various target audiences and stakeholders to collaborate, share information and learn about the IDEALIST project, Strategic Alliances and solutions, the AGORA Platform. At the same time, they themselves would need to be promoted to the relevant target audiences. The webinars will be jointly provided by each cluster under supervision and coordination of EITM, connecting with their own local community to introduce the local disruptive companies and tech-savvy companies, etc..

6.2.10 Events

The most effective way to consolidate a network and to align a group's efforts in achieving a mutual goal is by holding **internal meetings and events**⁸: they need to be communicated by the organising partner (through its respective “communication ambassador”⁹) to the communication package leader (COMET) to promote via the project channels and vice versa.

The best way to grow a network is by attending and participating to **external events**¹⁰. They are excellent channels in which to disseminate IDEALIST project results and activities. The communication lead will endeavour to coordinate the involvement of the IDEALIST consortium in related EU forums, workshops, and brokerage events when considered appropriate.

A bridge between external, internal events and the webinars organised are imperative for exploiting outcomes of IDEALIST and the developed materials will serve as resources for the stakeholders targeted. To this aim, the Dissemination board will be integral to see the synergies between COMET, CIMES and EITM in coordinating these event to ensure that stakeholders are effectively engaged.

A **Final project conference** will formally mark the closure of the IDEALIST project. It will take place in Brussels or within the premises of the coordinator and also be live streamed over the internet allowing remote attendance and interaction.

The public event will aim to present the key outcomes, lessons learnt and the useful insights of interest emerged during the project implementation. Particular emphasis will be placed on the results achieved by implementing Strategic Alliances through the “Hack&Match” format and the AGORA related activities. On that occasion, a final report on outreach and awareness raising activities undertaken, lessons learned and sustainability aspects beyond the grant period [D11.1] will be public disclosed. A contribution from all the partners is foreseen to the Dissemination and Communication Report since it will outline how the project partners envisage working together after the end of the project.

The target audience will include other relevant cluster organisations (representing the 3 industrial ecosystems addressed by the project and beyond), BSOs and EU umbrella organisations, industrial experts across Europe, policy and decision makers.

⁸ Internal events here are defined as those that are organised by a consortium partner.

⁹ For the definition of “communication ambassador”, please see “Internal Communication Guidelines”

¹⁰ External events here are defined as gatherings that are organised, commissioned and carried out by parties that are outside the consortium, such as the EU Cluster Partnerships, events organised by ECA – European Cluster Alliance or ECCP – European Cluster Collaboration Platform.

7. Management of communication activities

7.1 General

COMET is the leader of WP9, WP10 and WP11 “Beyond Dissemination” and will coordinate the implementation of these activities.

The **tasks of COMET within WP9 / WP10/WP11** are:

- Leading the **visual identity** of the project: a toolkit guaranteeing IDEALIST visibility will be indeed provided by M12 (**D9.2**).
- Managing the **project website** – integrating all relevant elements from all work packages and serving as the public platform for all stakeholders to learn about the added-value of IDEALIST.
- Leading **relations with EU and national media** to ensure IDEALIST is published in relevant publications and media outlets.
- Coordinating the **e-newsletter** (content strategy development, editorial calendar planning, content coordination and collection, oversee the editing process) playing a pivotal role in ensuring that the e-newsletter is an effective tool for communication, aligns with IDEALIST’ messages and resonates with its audience.
- Managing **IDEALIST LinkedIn** (including developing a proper social media strategy, content co-creation and curation, engagement and community management) and coordinating partners in messaging consistency¹¹ through their own channels.
- Develop a **Communication Toolkit** [D9.2] (Digital brochure, Roll-up ,common templates, project website, video) ensuring IDEALIST is communicated in a consistent and coherent manner.
- Provide further communication material – A Communication Handbook (**D10.1**) with instructions and tips to how to communicate the project in the most incisive way to “external” partners, will be released by M24.
- Identify external events where IDEALIST would bring added value (e.g., **ECCP EU Cluster Partnerships** partnering events, Vanguard Initiative Pilots events, etc...), as well as supporting international workshops and conferences (in partnership with EITM) with branded materials, social media coverage and highlight videos.

¹¹ COMET will guide partners in maintaining consistency in the project’s brand voice and messaging across all social media channels, ensuring that all communications accurately reflect the project’s objectives and “values”.

- Support EITM in the promotion of the webinars and aimed at mobilising partners and their different stakeholders, such as their technology centers, European Digital Innovation Hubs, etc...
- Facilitate the gathering of insights from all partners for the Report on communication and dissemination activities (**D11.1**)
- Support the organisation of a final conference – coordinating the livestreaming of the event.

7.2 Deliverables and milestones

The deliverables and milestones of the project ensure that progress and objectives of WP9/WP10/WP11 are being met in a timely and efficient manner. To sum up, the deliverables for the Dissemination and Communication of the IDEALIST project are:

Deliverable	Title	Month	Due date
D9.1	Communication and Dissemination Plan	M2	Jan-2024
D9.2	Communication Toolbox	M12	Nov-2024
D10.1	Communication Handbook	M24	Nov-2025
D11.1	Report on communication and dissemination activities	M36	Nov-2026

Table 2 : WP9 / WP10/WP11 Deliverables (as reported in the Doa)

The milestones for the Dissemination and Communication of the IDEALIST project are:

MS/No	Title	Month	Verification means
MS06	Action Plan illustrated to all partners	M3	D9.1 delivered. The milestone is positioned at the beginning of the project.
MS07	Final conference	M36	D11.1 delivered. The milestone is positioned when WP9/WP10/WP11 activities will have been completed. The milestone accomplishment will be verified through final conference

			proceedings, website updates, media coverage and final report.
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Table 3 : WP9/WP10/WP11 Milestones (as reported in the Doa)

7.3. Internal Communication

Internal communication¹² is key to an efficient and smooth execution of the project whilst maximising the results. COMET, as the communication package lead, asks that each respective partner from the consortium assign a “Communication Ambassador”¹³ to coordinate both internal and external communication needs and targets to maximise the impact and effectiveness of the project goals.

Each partner must, thus identify and appoint its own communication manager, the reference person for its organisation. The communication ambassadors selected by each partner are going to be part of the **Dissemination Board**. These persons play a vital role in making the project a success because they have the power to put the multiplier effect into practice, creating a cluster-and-ripple impact that can bring great visibility, traction and outreach to the project depending on the size of the partner’s network. This will ensure that COMET is effective in addressing questions related to specific work within IDEALIST, or identifying problems in terms of communication. Each contact person is responsible for answering questions on communication issues, and for reviewing, commenting on, validating, and approving the communication material produced within the framework of IDEALIST. In addition, the contact person is also responsible for ensuring the internal validation of the content/material by its respective organisation, and contacting the relevant internal technical/scientific team if need be.

¹² Internal Communication includes regular calls with COMET to better understand how the communication partner can reinforce and add value to the respective needs of the given partner. This can be in the form of providing graphic support for developing visuals that may accompany a presentation, for example, or in a more advanced fashion could be the data visualisation of technical information or the rendering of complex information into infographics or other communications. Internal communication can also take the form of acquiring information from partners about their respective internal and external events to communicate properly around their priorities. This can include contacting events to place the project on a panel at a conference when the theme is relevant and related to advancing the goals of the project. This content-driven form of marketing can also be used for elaborating on an editorial series with the partners to place content with media outlets.

¹³ COMET personnel and Communication Ambassadors will constitute the Dissemination Board.

7.3.1 Monthly Teleconferences

The activities of WP9/WP10/WP11 will be discussed at consortium-level on an on-going basis, through **online meetings**, to provide up-to-date information and ensure the access for all partners to project materials, and that messaging is coherent and consistent.

COMET as WP leader will organise them through Zoom and provide the call to actions for the upcoming month, whenever and however necessary.

These regular update calls will allow an opportunity to align efforts of communication, resolve questions or uncertainties regarding the communication of specific project work or results, and will improve the overall lines of communication and project management and create trust and transparency amongst all partners while identifying where additional communication support will be needed - i.e. for developing infographics, visuals, or additional communication materials that could support partners in their work.

These meetings will be underpinned by a higher managerial structure, namely the **Dissemination board** with the aim to:

- Harmonise the capacity building actions with the dissemination, exploitation and communication activities
- Perfect the next actions basing the decisions on the analysis of intermediate results
- Maximise the impact of IDEALIST progresses and final results

7.3.2 Individual Marketing Efforts

While led by COMET, all partners are involved in the activities of WP9/WP10/WP11 and responsible for the successful dissemination of IDEALIST at local level. In addition to consortium-level activities, individual partners will undertake **localised marketing efforts** to promote the project within their regions and beyond. This includes press releases, personal mailing, newsletters, and dedicated web pages on each partner's website. Each partner will also organise promotional events, including general information meetings and events to promote the AGORA platform, ensuring widespread awareness and engagement.

Overall, the communication and dissemination strategy of IDEALIST is designed to maximize the project's visibility and impact, leveraging a variety of channels and activities to reach a diverse audience and ensure the project's long-term success. This strategy will be available to all project partners for guidance and it has been developed with reference [Communicating EU Research & Innovation: Guidance for Project Participants](#) (European Commission, 2014).

Participant	WP9	WP10	WP11	Total efforts
CIMES	1.00	1.00	1.00	3.00
COMET	3.00	2.00	2.00	7.00
EITM	1.00	1.00	1.50	3.50
DITECFER	1.00	1.00	1.00	3.00
APPAU	1.00	1.00	1.00	3.00
ALB	1.00	1.00	1.00	3.00
GKZ	1.10	1.00	1.30	3.50
4CF	1.00	1.00	1.00	3.00
POL	1.00	1.00	1.00	3.00
CAAR	1.00	1.00	1.00	3.00
SAC	1.00	1.00	1.00	3.00
CCB	1.00	1.00	1.00	3.00
EURECAT	1.00	1.00	1.00	3.00
MLK	1.00	1.00	1.00	3.00
Total/Person Months	16.10	15.10	15.80	47.00

Table 4 : WP9/WP10/WP11 allocation of efforts

7.3.3 Content management

For the following activities, COMET will coordinate the efforts, but inputs and efforts from partners will be necessary to drive the communications efforts. Two key activities and the expected process to be followed are described below.

Website - Content management

Website content management will be coordinated by COMET but it will primarily rely on content contributed by all partners. As such, their input, commitment, and thorough planning are crucial. Below is a description of the content production workflow for the website.

STEP 1 - COMET

- Creates website functionality and detailed description of the content input required from partners by section (i.e. news)
- Contacts each partner with instructions what type of content is required from them

STEP 2 - PARTNERS

- Create content in a timely manner

STEP 3 - COMET

- Edits content received from partners and published it on the website

LinkedIn - Content management

LinkedIn Account will be created by CIMES as coordinator to keep responsibility of the information shared. LinkedIn Account will be then overseen by CIMES and COMET. However, the involvement of partners in supplying diverse media content and disseminating messages is crucial. The process for producing content for social media is depicted below.

STEP 1 - COMET

- Reminds partners about request for content or media during online meetings

STEP 2 - PARTNERS

- Provide content or media in a timely manner
- Suggest content for social media
- Tag IDEALIST every time they post about the project and its activities

STEP 3 - COMET

- Approves or edits content received from partners
- Posts on social media & tags partners

Important: Engagement through personal or organisational social media profiles by liking and sharing posts. Additionally, reposting and sharing content on their organizations' social media profiles. Posts related to achievements or results will include tags for #EC #HADEA and #DG GROW.

Thus, everybody is recommended to like/share posts or re-post content on their organisations' social media profiles

Newsletter - content management

COMET will create a common folder on Teams for all partners to store texts and images intended for the quarterly newsletter. To streamline the content gathering, a separate folder for each edition of the newsletter will be made accessible to the partners. As the WP leader, COMET will utilise all the shared information to assemble the newsletter.

7.3.4 Communication and Dissemination Reporting

To bolster communication efforts on partners' activities that also impact dissemination, COMET will circulate a shared tracking form (from now onwards, "**Dissemination Log**") for all IDEALIST partners to log their

respective activity/event, details on this activity, as well as the respective stakeholders engaged. The file will be shared on Microsoft Teams, updated by each partner on a six-monthly basis and require partners to give information within the following categories (Past and Future Activities):

- Main Leader / Participation by (short name of partner required)
- Type of Activity¹⁴
- What was your contribution to this event?
- Title
- Link
- Start date / end date
- Place (City, Country)
- Type of Audience¹⁵
- Size of Audience

A screenshot of the Dissemination Log template is provided below.

Main Leader / Participation by (indicate your shortname)	Type of Activity (see drop-down menu)	What is your contribution to this event?	Title	Link	Start date / end date (DD/MM/YYYY)	Place (City, Country)	Region	Type of Audience	Size of Audience targeted	For the 'Type of audience' please, choose from the list. Multiple choices are possible.
COMET	Participation to a Conference	Participation as a speaker	"Challenge digital per il Manifatturiero avanzato"		01.02.2024	Online	Friuli Venezia Giulia	Traditional SMEs, Tech Saavy companies	50	Traditional SMEs Tech-Saavy companies CMC Suppliers Technology centers Umbrella organisations & EU Industrial associations EU Alliances & Technology Platforms General Public Others
										N.B. Civil society, EDIH staff, etc... i.e. policy makers, media, investors, etc...

Figure 6 : Dissemination Log (screenshot)

¹⁴ **Type of Activity:** Organisation of a conference / workshop; Press Release; Non-scientific & non-peer reviewed publications (popularised publications), Trade fair / exhibition, Social Media, Communication campaign (e.g. radio, TV), Participation in a Conference / workshop; Other (please define in comments)

¹⁵ **Type of Audience:** Industry (Tech saavy companies ; Manufacturing SMEs); Umbrella organisation; Scientific Community (Higher Education, Research), Civil Society, General Public, Policy makers, Media, DIH, Others

8. Key performance indicators

In order to measure the success and evaluate the audiences reached, a quantitative methodology is used to calculate the success, effectiveness and impact of the communication and dissemination activities.

The following Key Performance Indicators (KPIs) (presented in Table 3) have been set in the Description of Action (DoA).

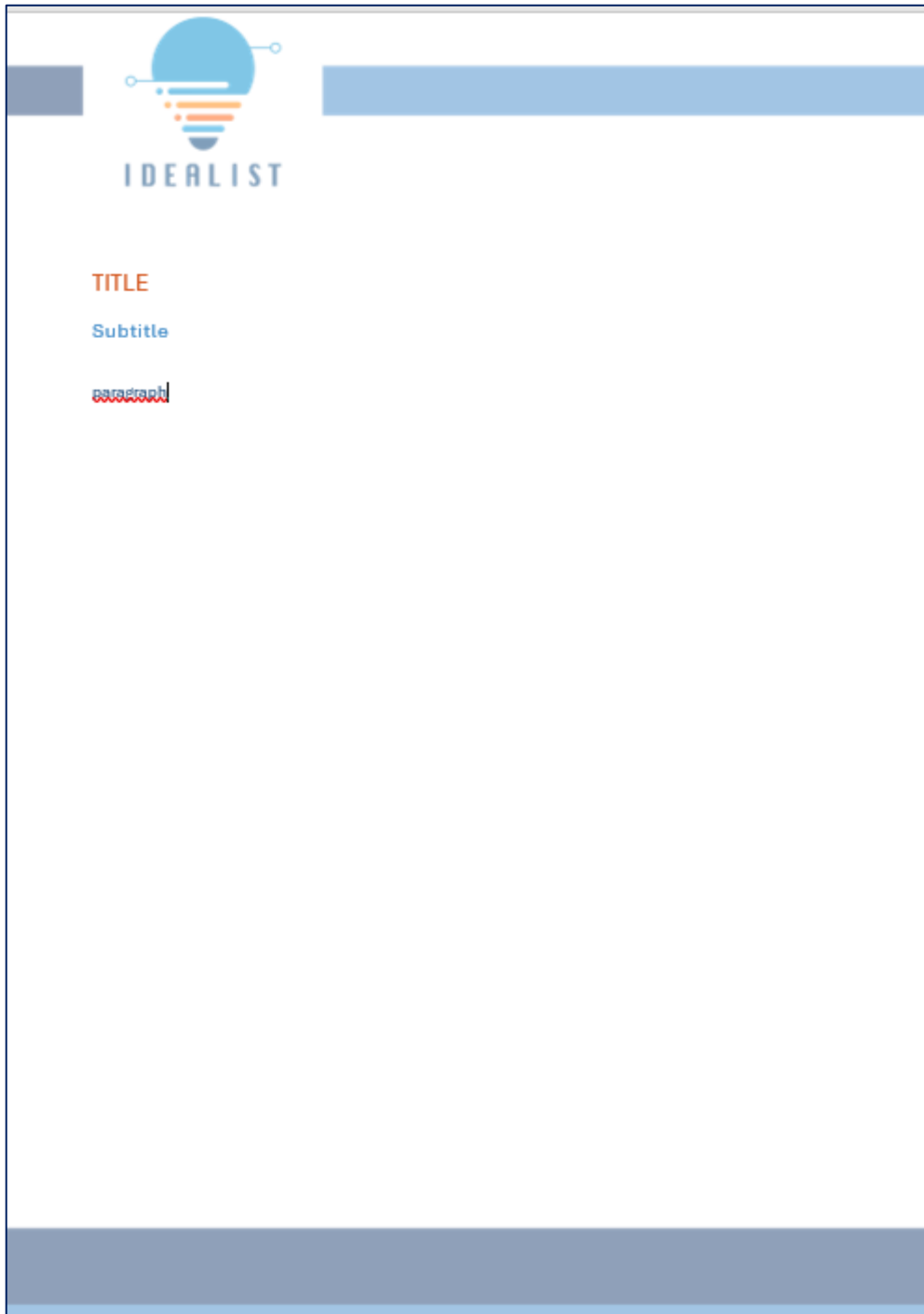
Activity	KPI	Quantification	Means of verification
Project website	# Total visitors	10,000+	Website statistics
	# Visits per year	1,000 per Y1, 3,000 Y2, 6,000 Y3	
	# Unique visitors ¹⁶	4,000 +	
	# Downloads of information	300+	
	# Individuals joining the mailing list	150+ at Y1; 500 at Y3	
Social media	# Members of LinkedIn account	200+	Records and statistics
Promotional materials	# Persons receiving	500+	Records
Webinars	# Webinars registered participants	≥300	Attendance lists
Local events	# Total local promotional events	33	
Final event	# Participants	100+	
Press releases	# Press releases sent out	25	Records / press review

Table 5 : KPs on dissemination and communication

¹⁶ Overall 3 years

Annexes

[Word Template]



[Powerpoint Template]

Title

Subtitle

- Paragraph

