

[D9.2] COMMUNICATION TOOLBOX

IDEALIST

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

DELIVERABLE INFORMATION

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¹ R=Document, report; DEM=Demonstrator, pilot, prototype; DEC=website, patent fillings, videos, etc.; OTHER=other

² PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified

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Executive Summary

"D.9.2 Communication Toolbox" outlines the first set of materials developed within Year 1 under WP9. These tools have been developed, made publicly accessible and at disposal to all partners in order to implement a comprehensive communication and dissemination strategy of the IDEALIST project. The following document highlights the project's commitment to fostering awareness, collaboration and innovation within the European industrial ecosystem through tailored resources.

The present Communication Toolbox aims to deliver consistent and impactful messaging across all platforms, establishing IDEALIST as a transformative initiative supporting SMEs in Energy-Intensive Industries, Aerospace & Defence and Mobility, Transport & Automotive. It includes a cohesive visual identity with a distinctive logo, unified fonts and templates to ensure professional and consistent branding. Resources like a digital brochure and general presentation offer a clear overview of the project's objectives and impact, available digitally for sustainability but also adaptable for print at events.

The IDEALIST website serves as the project's information hub, structured for easy navigation and linking to external platforms like AGORA for enhanced networking and collaboration. Additional tools such as a roll-up banner and printed materials, like leaflets for Learning Expeditions in Zaragoza and Florence, support outreach during events, while a digital banner encourages participation in the IDEALIST community through partner email communications. The production of a promotional video, planned for Year 2, will further strengthen engagement with dynamic and high-impact content.

Designed for versatility, the toolbox supports dissemination at events, workshops, and online platforms, raising awareness, driving stakeholder engagement and fostering collaboration. Through these tools, IDEALIST aims to build a strong presence and empower SMEs to navigate challenges and seize opportunities in a rapidly evolving industrial landscape.

1. Visual Identity

IDEALIST project's visual identity is crafted through a series of designed elements that aim to uniquely represent and set the project apart on various platforms and mediums. It is focused on boosting recognition and ensuring a consistent look and feel, featuring a distinctive logo, along with unified PowerPoint and Word templates.

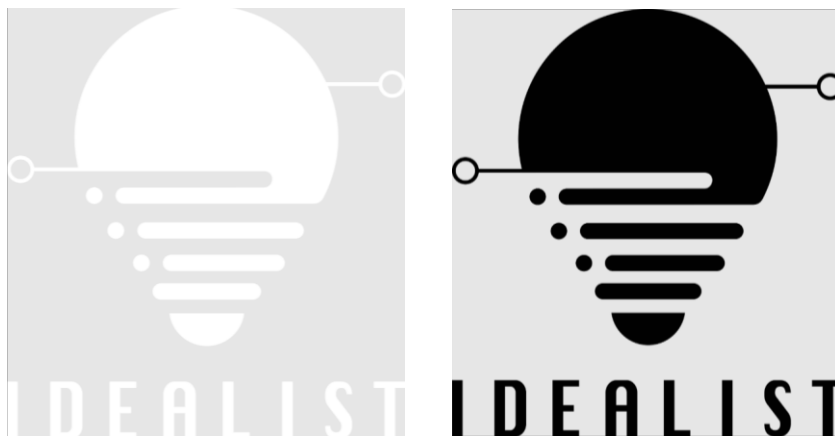
Logo

The logo encapsulates the project's core themes, visually interpreting them as follows. Central there 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 has been utilised on the website, social media and all other distributed and official communication materials.



Included in the logo suite are various formats and a monochromatic (black and white) version to accommodate different printing needs and colour schemes.



To finalize the visual identity, carefully selected fonts and a cohesive colour scheme have been implemented to maintain consistency and visual harmony across all communication materials.

The designated font for IDEALIST is Aptos Display, utilized in various colours and sizes depending on the template (refer to Chapter 4.2: Templates for further details).

The slogan

IDEALIST project's slogan has been chosen and shared among partners to serve as a powerful and actionable statement that encapsulates our mission:

"Weaving Innovation into Resilience"

This tagline, prominently featured in the dissemination materials and on the project's website as a key “payoff”, embodies the core vision of integrating resilience into industrial ecosystems while fostering innovation. It underscores the project's dual focus on addressing pressing challenges and leveraging advanced technological solutions to build a more adaptable and innovative future.

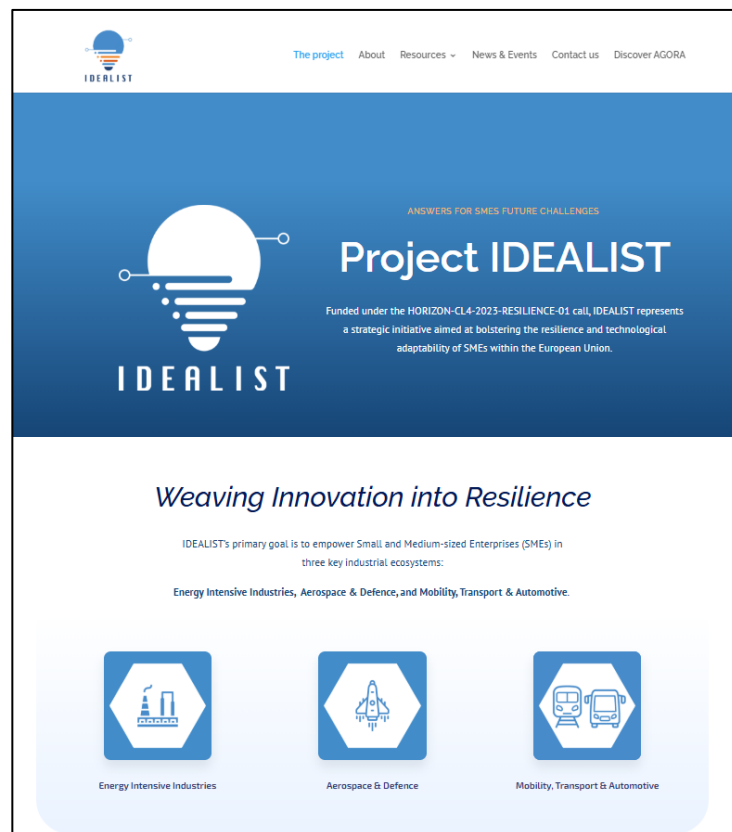
2. IDEALIST website

IDEALIST website (www.idealist-project.eu) has been strategically developed to be the cornerstone for information sharing and active stakeholder engagement. Crafted with the expertise of an external digital service provider, this website serves as a central hub for disseminating information and engaging stakeholders. Developed with a user-centric approach, it offers comprehensive insights into the project's objectives, activities, and partnerships. The website is organized into six sections to facilitate easy navigation and access to information:

- **The Project (Home)**, providing an overview of the IDEALIST project, highlighting its mission to enhance the resilience and technological adaptability of SMEs within the European Union. It introduces visitors to the project's primary goals and the industrial ecosystems it targets.
- **About:** Here, visitors can delve deeper into the project's objectives, activities, and the specific industrial sectors it focuses on, including Energy Intensive Industries, Aerospace & Defence, and Mobility, Transport & Automotive. This section outlines the strategic initiatives and methodologies employed to achieve the project's aims.
- **Resources.** This section offers a repository of materials related to the project, such as publications, public reports and deliverables and other relevant documents. It serves as a valuable resource for stakeholders seeking in-depth information about the project's findings and outputs
- **News & Events:** Dedicated to keeping the community informed, this section provides regular updates on the project's activities, including participation in conferences, events, workshops, and seminars. It ensures stakeholders are abreast of key developments and upcoming gatherings.
- **Contact Us:** Essential for fostering communication and collaboration, this section provides the main contact information for the project's partners. It ensures that visitors can easily reach out with inquiries, proposals or for further engagement, thereby strengthening the network of stakeholders around the IDEALIST project.
- **Discover AGORA**, which directs users to the EIT Manufacturing AGORA platform, a social innovation hub aimed at fostering networking, matchmaking and collaboration among stakeholders in the European manufacturing sector. AGORA enables users to connect with experts, engage in industry

events, and access shared resources. AGORA is recognized as a valuable tool to be actively promoted within the IDEALIST project.

The IDEALIST website aims not only to inform and engage but also to inspire and facilitate collaboration across the targeted industrial ecosystems, promoting innovation and resilience among SMEs. Below, the website's homepage banner screenshot.



3. General Data Protection Regulation (GDPR)

In every project activity, including events and newsletter subscriptions, adherence to the General Data Protection Regulation (EU) 2016/679, effective from 25 May 2018, is crucial.

Key GDPR Principles

- Transparency and limitation of purpose: collect data that is essential for the project's objectives, which should be explicitly stated;
- Data minimization: request only data necessary for project's activities, e.g., a phone number is not required for newsletter subscription;
- Proof of consent: consent must be clear and verifiable. Note: no response does not equate to consent;

- Right to access and withdraw: individuals should have the ability to access their data and opt out from project's database at any time, even if it is not publicly accessible.

GDPR Considerations for Project Websites

- The entity in charge of data hosting is COMET SCRL and is responsible for GDPR compliance. For website content, this means the partner COMET SCRL managing the website shares responsibility with the entity hosting the website.
- A summary email of the project's activities will be sent exclusively to a mailing list of contacts who subscribed through the website. To collect the necessary data (first name and last name, email address), we have created a web form on the project website. The form includes a link to our GDPR policy here: <https://www.idealist-project.eu/gdpr/>

For event registrations, surveys and questionnaires

- Collect only essential information, questioning the need for details like postal addresses.
- Obtain explicit consent for all required uses (e.g., inclusion in a participant list).
- Avoid storing personal data post-event.
- Delete personal data upon request from the individual concerned.

4. Dissemination material

4.1 Digital Brochure

A **digital brochure** has been developed to outline the objectives, activities and achievements of the project. Furthermore, it acts as both a roadmap and an invitation for stakeholders to join the project's ecosystem. The brochure serves indeed as both an informative tool for stakeholders and an effective means to raise awareness of the project's activities and achievements, by having the following dissemination purposes:

- Information Sharing: Providing a clear summary of IDEALIST's mission, strategies, and impacts.
- Awareness Building: Highlighting the significance of resilience and innovation in sustaining critical EU industrial sectors.
- Engagement Tool: Encouraging participation in the IDEALIST network through events like conferences, B2B matches, and community-building activities.
- Support Advocacy: Promoting IDEALIST's alignment with EU goals, including fostering SME innovation and facilitating sustainable industrial practices.

The decision to prioritize a digital format reflects the project's commitment to sustainability, with the option to print physical copies for targeted dissemination when necessary. Nevertheless, it has been designed to be circulated not only via newsletters, but also to be printed and circulated at the promotional events to e.g. SMEs operating in the energy-intensive, aerospace, and mobility sectors, industry leaders and decision-makers looking for strategic partnerships, policymakers and public sector representatives aiming to strengthen EU industrial ecosystems, tech-savvy companies and technology providers and innovation clusters.

This digital resource aims ultimately to provide stakeholders with a clear and comprehensive overview of the project's mission and its impact on enhancing the resilience and innovation capacity of European SMEs across key industrial ecosystems. Below is a screenshot of the final outcome, publicly accessible and hosted on IDEALIST website under the "Resources" section.

The image displays two promotional posters for the IDEALIST project. The left poster, titled "Project IDEALIST", features the tagline "Weaving Innovation into Resilience" and "bringing 3 Ecosystems together". It highlights three key industrial sectors: Energy Intensive Industries (described as a niche and complex essential services provider), Aerospace & Defence (at the forefront of the green transition), and Mobility, Transport & Automotive (a global leader amid transitions). The poster also includes the IDEALIST logo, contact information (www.idealist-project.eu, info@idealist-project.eu), and a brief description of the project's goal to empower SMEs in these sectors. The right poster, titled "14 PARTNERS FOR 1 MISSION", features the IDEALIST logo and a grid of 14 partner logos, including GIMES, ALBATROS, APPAU, Chemie Cluster Bayern, CAAR88, COMET, DITECFER, GFT Future Technology, eureka!, GKZ, COIN-KINERGO CLUSTER, POLYMERIS, and AGORA. It also includes sections for "About Us", "Strategic Foresight", "Technology Uptake", "Supply Chain Disruptions", "Learning Expeditions (LEX)", and "Community building".

4.2 PowerPoint and Word templates

Customised PowerPoint and word templates have been developed for use by all project partners. These templates are ensuring a consistent visual identity in all presentations, whether at internal meetings or external events. Each of these materials have been 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. The designated font for IDEALIST is Aptos Display, utilized in various colours and sizes depending on the template

The following font has been provided for word templates.

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

Aptos | dimension 13 · Use for subtitles (Bold)

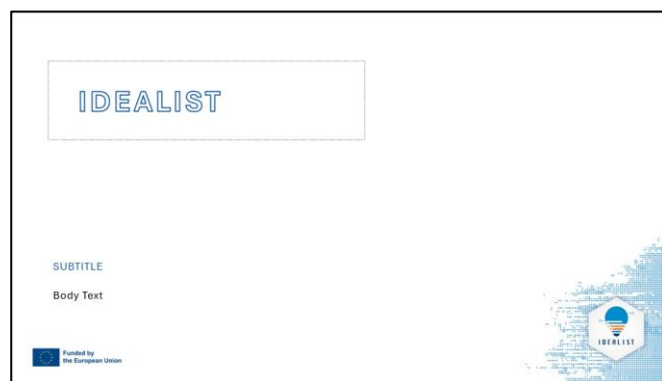
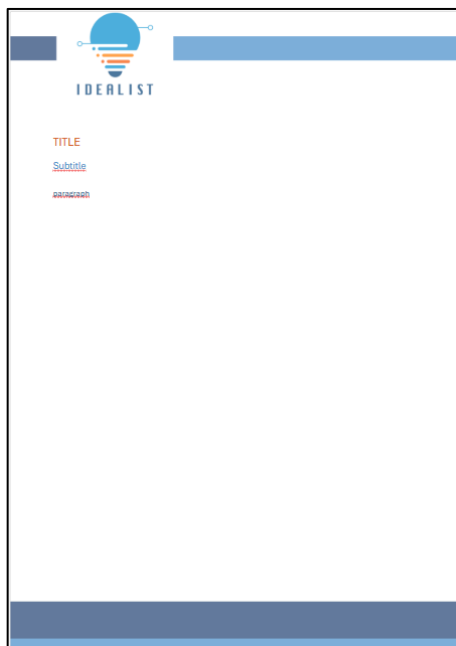
Aptos | dimension 11 · Use for paragraphs and body text

The following font has been chosen for 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 below.



4.3 General project presentation

A general project presentation developed by COMET has been shared and made at disposal to all partners. The presentation, as well as the digital brochure, are hosted on our website under the "Resources" section. Furthermore has been made available on the shared SharePoint in an editable format.

The presentation serves as a comprehensive resource to introduce the project's goals, strategic pillars, and activities, tailored for dissemination among a diverse audience.

The primary aim of the presentation is to outline the IDEALIST project's mission to strengthen the resilience and technological capacity of SMEs in three critical industrial ecosystems—Energy-Intensive Industries,

Aerospace and Defence, and Mobility, Transport & Automotive. It focuses on equipping SMEs to navigate challenges such as supply chain disruptions, technological advancements, and strategic foresight.

The presentation is methodically structured, beginning with an overview of the IDEALIST project and its objectives, followed by:

1. Background on global industrial challenges and the need for resilience.
2. A detailed introduction to the project's focus on three industrial ecosystems.
3. Description of the four strategic pillars: Strategic Foresight, Technological Uptake, Supply Chain Resilience, and Collaboration & Networking.
4. Specific activities, expected outcomes, and impacts associated with each pillar.
5. Platforms for collaboration, such as AGORA and Innovation Radar, and upcoming events like workshops and expeditions.
6. A call to action, inviting SMEs and stakeholders to participate and benefit from IDEALIST initiatives.

The document is intended to be used in various contexts, including stakeholder meetings, industry conferences, workshops, and online dissemination through project platforms. Its purpose is to:

- Inform stakeholders about the project's scope and activities.
- Encourage participation in IDEALIST initiatives like Hack & Match events and learning expeditions.
- Highlight opportunities for SMEs to connect with technology providers and improve supply chain resilience.

The presentation is designed for a broad range of stakeholders, particularly i.) Traditional SMEs: To help them understand and adopt advanced technologies while preparing for long-term industry shifts; ii) Tech-Savvy SMEs: To foster collaboration and provide a platform for showcasing innovative solution; iii) EU umbrella organisations, policymakers, industry leaders seeking to support SME growth and innovation in Europe.

As well as the digital brochure, this presentation serves as both a communication and engagement tool, enabling IDEALIST to build awareness, drive collaboration, and achieve its overarching goal of bolstering the resilience of European SMEs. Below a screenshot of the two first slides of the document, publicly accessible and hosted on our website under the "Resources" section.



4.4 Banner

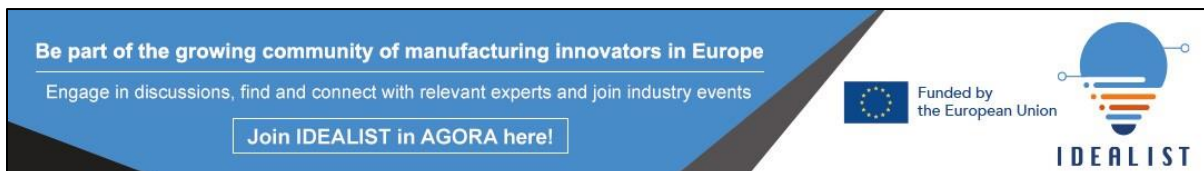
A banner has been developed as a promotional tool to raise awareness about the IDEALIST project and its connection to the AGORA platform. It has been designed to be included as a footer in the emails sent by project partners to their respective target audiences, which consist of both tech-savvy companies and traditional SMEs. The banner invites recipients to join the growing community of manufacturing innovators in Europe by engaging in discussions, connecting with experts, and participating in industry events. Through the call-to-action button, "Join IDEALIST in AGORA here," the banner provides a direct link to the AGORA platform.

The banner has been purposely thought to be multi-faceted in order to:

1. **Raising Awareness:** It informs stakeholders about the IDEALIST project and its mission.
2. **Engagement:** By encouraging participation in AGORA, the banner promotes active involvement in a collaborative network where stakeholders can exchange ideas, access valuable resources, and contribute to discussions.
3. **Collaboration:** It facilitates networking opportunities between traditional and tech-savvy SMEs, technology providers, and other industrial stakeholders.
4. **Strengthening Community:** By driving traffic to the AGORA platform, the banner supports the creation of a vibrant, interactive community dedicated to advancing manufacturing innovation.

5. By including this banner in emails, project partners actively support the dissemination and engagement strategy of IDEALIST, ensuring its outreach to a wider audience while fostering meaningful collaborations through EIT Manufacturing's AGORA.

Below the banner that each partner is encouraged to use when communicating via e-mail IDEALIST-related activities.



4.5 Roll up

The design of the official roll-up banner has been developed and shared with all project partners. The roll-up serves as a versatile promotional tool designed to visually represent the IDEALIST project at various events and activities. Its primary purpose is to raise awareness about the project's goals, activities and its focus on fostering resilience and innovation across three key industrial ecosystems: Energy-Intensive Industries, Aerospace & Defence, and Mobility, Transport & Automotive.

The roll-up is made available to all project partners in a print-ready format for use during conferences, workshops, trade fairs and other promotional events. In this way, each partner has the flexibility to print the rollup locally, allowing for convenient customization (insert their own logo) and deployment at their events or locations. By showcasing the project's tagline, "Weaving Innovation into Resilience," and key information about the consortium and its initiatives, the roll-up is intended to engage stakeholders, spark interest and enhance the visibility of IDEALIST's mission and activities. Partners are encouraged to utilize this resource to ensure consistent and professional branding across all dissemination and outreach efforts. Below, the screenshot of the roll-up design shared with all partners



4.6 Other materials developed

Additionally, a range of materials has been developed to support communication and dissemination efforts, tailored to the needs of partners responsible for specific project tasks. For example, a variety of printed materials have been created, including leaflets for the Learning Expeditions (LEXs) in Zaragoza (5-6 June 2024) and Florence (21-22 November 2024). These materials were produced and distributed to complement broader communication activities, enabling partners to effectively engage with stakeholders in specific regions and sectors.

These resources serve as tools to reinforce IDEALIST's outreach strategy, ensuring clear and targeted messaging for local and regional audiences. By providing detailed information about the project's goals, activities, and events, they support the dissemination of key messages and foster stronger connections with stakeholders, enhancing the overall impact of IDEALIST's initiatives. Partners are encouraged to leverage these materials to maximize visibility and engagement within their respective areas of

influence. Below, some screenshots of the leaflets prepared and to be considered as part of the current Communication toolbox.



5. Promotional video

While initially planned for the first year, the partnership, in consultation with the Dissemination Board, decided to postpone the production of the project’s promotional video to Year 2. This strategic choice has been made to ensure that the video effectively captures and communicates IDEALIST’s core objectives with high-quality, engaging visuals that resonate with its intended audience—particularly tech-savvy companies and traditional SMEs. By aligning the video’s launch with more mature project insights and visually compelling content, the consortium aims to create a powerful outreach tool that will be both impactful and memorable. An official communication regarding the postponement of these activities was promptly sent to the Project Officer by the Lead Partner (CIMES) at the request of the WP9 Leader (COMET).