COMMUNICATION PLAN

EPICENTRE

EmPowering Industrial eCosystems to boost clustEr facilitated greeN and digiTal tRansition in Europe

Contents

EURO CLUSTERS

EUROPEAN CLUSTER COLLABORATION PLATFORM

1. Introduction

This document provides the overall strategy for the communication and dissemination plan of the EPICENTRE project. Deliverable " D6.1 Communication outreach Book 1":

- Sets the dissemination objectives during the project's lifespan

- Identifies the target audience and how they are going to be addressed

- Defines the messages, tools and channels employed to achieve the dissemination objectives

It is the document that explains all activities for the dissemination and communication of the EPICENTRE project. It will serve as the comprehensive and central listing for all communication activities and events over the course of the project. It will also outline the strategies and measures to be employed by the project consortium to achieve its objectives.

In addition, this document will describe **communication procedures to be followed by all partners.** because the successful communication contributes to the general success of the project as much as every other activity within the project lifecycle.

Co-funded by the European Union

EURO CLUSTERS

EUROPEAN CLUSTER COLLABORATION PLATFORM

2. Objectives

The overall objective of the communication and dissemination activities is to ensure a systemic dissemination and promotion of the project's activities among all the stakeholders. It will create **efficient communication channels and tools to disseminate the results of the project to the stakeholders, key target groups and to the wider public.**

The specific objectives are therefore to:

- Explain and set up a framework for communication between clusters, large corporate players and innovative start-ups/ SMEs, create buzz, raise awareness, and visibility for EPICENTRE.

- Attract and engage a wide community of high impact innovators (start-ups/SMEs) from all European verticals and clusters who can offertechnological solutions within the sectors targeted in EPICENTRE, giving them opportunities to move their technologies to market and score "gold mine" customers.

- Capitalize upon EPICENTRE's existing partner networks to build and nurture a diverse, collaborative ecosystem and attract a critical mass of market-makers in order to successfully exploit the highly market-oriented growth support program as well as establish a bi-directional communication path with Corporate pools and policy-making bodies across Europe.

- To monitor the progress of the project in achieving the desired output and impact in an open innovation system between clusters, start-ups/SMEs and corporates and establish lessons learned and best-practices that can contribute to the improvement of the project and future projects, as well as open innovation processes in general.

Co-funded by the European Union

EURO CLUSTERS

EUROPEAN CLUSTER COLLABORATION PLATFORM

2. Targets / Audiences

EPICENTRE dissemination is organized around several activities addressing different target audience.

PRIMARY TARGET GROUPS

- Large corporate players are one of the main driving forces for boosting SMEs innovation arising from the EPICENTRE program. They are the key stakeholder group of the project, because they are the problem owners which need to digitalise - which should matchmake and collaborate with technology providers. Corporates will mainly operate in one of the following sectors: Digital, Fintech, Health, Food

- ICT/Digital providers (SMEs/start-ups with solutions for the Digital, Fintech, Health and Food industry)

- Clusters

SECONDARY TARGET GROUPS

- Tech and innovation clusters, associations and support organizations

- Health and Food Industry clusters, associations, cooperatives and support organizations

- Specialized Media

- General public

Co-funded by the European Union

EURO CLUSTERS

EUROPEAN CLUSTER COLLABORATION PLATFORM

3. Internal Communication

The Project Coordinator will take a proactive role in ensuring effective communications on this project. Thus, the communications matrix will be used as the guide for what information to communicate, who is to do the communicating, when to communicate it and to whom to communicate.

Updates or changes will be required as the project progresses. The communication among the partners will be vertical. One of the biggest factors to ensure a good communication throughout the project is that the whole team is aware of the tools available to communicate and know which one to use depending on the topic.

Internal Communication Channels and Tools

INFORMAL

WhatsApp group, are used for daily communication, heads up if something unexpected happens with the entire team.

Phone Calls, sometimes is better to give a call and solve something more quickly than an email or WhatsApp message, in case something regarding design or decision making is done, the person doing the call should afterwards send an email confirming what was agreed on the call and inform the persons that can be affected.

One on One meeting, informal channel, that will not be added to schedule as its very unpredictable. They can be done in any platform, such as MS Teams or Google Meets.

Co-funded by the European Union

EURO CLUSTERS

EUROPEAN CLUSTER COLLABORATION PLATFORM

FORMAL AND DOCUMENT COLLABORATION

Mail. Information will be sent among the partners.

Formal meetings (onsite and online using the tools mentioned).

Contracts will be used to identify agreement obligations between both parties and specifications on requirements on materials, services and payments.

Follow up reports will be done to have more detail of every important aspect of the project.

Sharepoint. All the information regarding suppliers, formal documentation, deliverables, templates, will be included.

Co-funded by the European Union

EURO CLUSTERS

EUROPEAN CLUSTER COLLABORATION PLATFORM

Internal Communication Matrix

The communication matrix presents the types of communications that will be held during the duration of the project, the objectives of each one, the medium of communication, the frequency, the audience that will participate, assigns the owner of the responsibility to organize it and the deliverables presented

Type	Objective of communication	Medium	Frequency	Audience	Outcome
KOM	Kick off meeting.	Virtual Meetings held in Microsoft Meetings, or face-to-face meetings.	At the beginning of the project	All partners	Minutes of Meeting: To be provided by the project coordinator.
General Assemblies	To set up and execute the strategic and/or organizational aspects of the project in relation to its implementation of the project	Virtual Meetings held in Microsoft Meetings, or face-to-face meetings.	Every 9 month: First Wednesday of the month, coinciding with the Project Executive Board meeting, from 10am to 13pm. The 1st General Assembly meeting will be organised on May 3rd, 2023.	All partners	Minutes of Meeting: To be provided by the project coordinator.
Project Executive Board	Follow-up on project activities and deliverables.	Virtual Meetings held in Microsoft Meetings, or face-to-face meetings.	Monthly: First Wednesday of the month. From 10am to 11am. 1st PEB meeting will be organised in October 2022	All partners	Minutes of Meeting: To be provided by the project coordinator

EURO CLUSTERS

EUROPEAN CLUSTER COLLABORATION PLATFORM

Consortia Roles

Partner 1
Associació Cluster Digital de Catalunya (CLDI)

CONTACT PERSON	ROLE IN THE PROJECT
Joan Puaté	Administrative Manager
Yeimy Ospina	Project Coordinator
Nuria Serra	Project Manager, Quality Manager
Rosa Porta	Communication Manager

Partner 2
Distretto Tecnologico Campania Bioscience scarl (CBIOS)

CONTACT PERSON	ROLE IN THE PROJECT
Roberta Lauro	Project Manager

Partner 3
Lietuvos Maisto Eksportuotoju Asociacija (LITMEA)

CONTACT PERSON	ROLE IN THE PROJECT
Giedrius Bagusinskas	Project Manager
Laura Uturytė	Project Manager
Juste Vezikauskaite	Project Manager
Kestutis Skridaila	Project Manager

EURO CLUSTERS

EUROPEAN CLUSTER COLLABORATION PLATFORM

4. External Communication

VISUAL IDENTITY

The project branding is designed to provide **graphical coherence in all the publications produced within the project,** such as promotional material, newsletters, brochures, etc. This includes the logo, fonts, colours, and templates.

PROJECT LOGO AND COLOURS

- The Project logo will be used on all communication materials (hard copy, electronic, display in events). It will be placed in a central and visible position of any produced material, and it will never be smaller than any other logo included in the same material (e.g., if partner logos are used). The following are the different set of logos and visual identity elements which will be used during the and after the project.

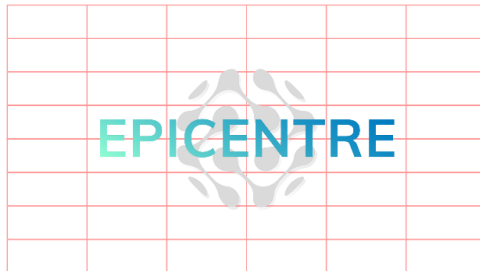## LOGO VARIANTS

COLOR	PNG TRANSPARENT	BLACK AND WHITE
EPICENTRE	EPICENTRE	EPICENTRE

Co-funded by the European Union

EURO CLUSTERS

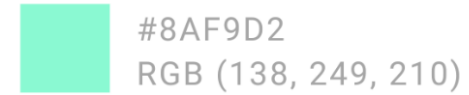EUROPEAN CLUSTER COLLABORATION PLATFORM

SAFE SPACE

A safe space must remain around the logo. Within this area no other graphic elements or logos must be placed. Likewise, this zone has to be observed for the positioning distance to the page margins. This clear space area shown opposite is the minimum clear space – it is recommended to increase this space wherever possible.

LOGO COLOURS

#8AF9D2
RGB (138, 249, 210)

#48BDCA
RGB (72, 189, 202)

#138DC3
RGB (19, 141, 195)

Co-funded by
the European Union

EURO CLUSTERS

EUROPEAN CLUSTER COLLABORATION PLATFORM

PARTNERS LOGOS

EU EMBLEM

Partners logos will be included along with the EPICENTRE logo. These are:

Associació Cluster Digital de Catalunya (CLDI)

Distretto Tecnologico Campania Bioscience scarl (CBIOS

Lietuvos Maisto Eksportuotoju Asociacija (LITMEA)

Any communication activity related to the action (including at conferences, seminars, in information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via social media, etc.) and any infrastructure, equipment or major result funded by the grant must:

- **Display the EU emblem**:

- Include the following text as **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 EISMEA. Neither the European Union nor the granting authority can be held responsible for them."*

EUROCLUSTERS AND ECCP LOGOS

The visual identity of Eurocluster and its **look & feel** will be included in all the templates for deliverables and other materials.

This includes the logo of Euroclusters and ECCP's.

TEMPLATES AND LOOK AND FEEL

A **word and a presentation template** have been created. All the partners will use these templates and its colors for the deliverables.

Templates include the project logo, Euroclusters logos, ECCP logo and the EU emblem and disclaimer.

COMMUNICATION CHANNELS AND TOOLS

WEBSITE

https://www.clusterdigital.cat/projecte-epicentre/

The website serves as the first point of contact with the project for a wide audience, presenting its scope and activities. At the same time, it represents the main communication and dissemination channel ensuring the visibility and outreach, regularly updating the audience on news, documents and activities related to the project.

The website has been publically launched using the domain of one of the partners (Clúster Digital de Catalunya) in the first phase of the project. The work on the website will continue throughout the project, incorporating new content as soon as it becomes necessary.

Co-funded by the European Union

EURO CLUSTERS

EUROPEAN CLUSTER COLLABORATION PLATFORM

SUPPORT WEBSITES

ECCP PLATFORM

https://clustercollaboration.eu/eu-cluster-partnerships/euroclusters/epicentre

The project ECCP website is also an important communication channel for the project activities, as it is the first landing place for external stakeholders interested in the project.

PARTICIPANT PORTAL

It will be used to publish the official calls.

The extensive use of social media is aimed at increasing the awareness of potential users, spark interest in the project, and encouraging them to take part in project activities and use the project's outputs. Each channel is intended to reach a specific audience, and the messages will be adapted accordingly.

Project specific Twitter and LinkedIn accounts have been created and are being used to raise awareness, reach a wider audience, and maximize exposure. They will also allow a virtual dialogue in the same channels with relevant stakeholders.

Twitter account
https://twitter.com/epicentreproj

LinkedIn account
https://www.linkedin.com/showcase/epicentre-project/

Co-funded by the European Union

SOCIAL MEDIA CHANNELS

EURO CLUSTERS

EUROPEAN CLUSTER COLLABORATION PLATFORM

The content shared on each platform will include different types of outputs. Supporting visual material will be used in order to highlight messages. In general, appealing visuals will help catch the attention of the followers/audience and invite them to read more and learn more about the proposed topic.

The illustrative elements, such as banners for social media profiles, or infographics will help create a brand consistency and strengthen visual identity for the project.

It is also wise to use each partner's social media profiles with existing audience to share EPICENTRE'S posts, using always the brand identity of the project and relevant hashtags. In these cases:

• Use this hashtag: **#EpicentreProject**

• Tag **@epicentreproj** (Twitter) and **@Epicentre Eurocluster** (LinkedIn)

TIPS

✓ Include media content (pictures/video)

✓ Follow other accounts dealing with our project's issues

✓ Follow partner regions, policy-makers and local regional press accounts

✓ Encourage your colleagues to join the conversation and share posts

Co-funded by
the European Union

EURO CLUSTERS

EUROPEAN CLUSTER COLLABORATION PLATFORM

PRESS RELEASES, BLOG POSTS AND MEDIA

Some of the project activities have the newsworthy potential. It is recommended to use that potential to issue the press release.

TIPS

✓ Before writing press release, ask yourself "do I have strong enough reason to write a press release?". If the answer is yes, then consider following: Choose a clear, short headline in which you clearly state what the reader is going to learn if he/she dives into the article. Try also to link the press release to a special moment of the project: e.g. invitation to a project event, production of one output.

✓ Identify your audience and choose the right style accordingly. If the press release has to be sent to different targets, change your style/angle (and even the content) to make it useful.

✓ Remember that the project technicalities are often the least interesting thing for a journalist, and he/ she will not be impressed by explanations of budget lines, long organization names etc. They want to see where the local story is, what is the concrete benefit to people.

✓ Use correct grammar and proofread for errors and typos before sending out the information.

✓ Add powerful photographs or images that depict your press release.

✓ Make sure that the EU funding is mentioned in the article/news!

EURO CLUSTERS

EUROPEAN CLUSTER COLLABORATION PLATFORM

STORYTELLING

To break through the clutter and arouse the interest of the media for our project we will put an emphasis on storytelling as a technique to push our messages even further.

Storytelling is a technique suitable for all our

- communication activities

- website and social media

- public events

- social media

- traditional media

- personal meetings

Stories related to the EPICENTRE project could include good practice examples – Corporates that have digitalized their business, offering new experiences for their users / clients, becoming more sustainable, smart, efficient or safe in the process, as well as SMEs that have developed a software or application to solve corporate's issues.

It is important that all the project's partners will be involved on it.

Co-funded by the European Union

EURO CLUSTERS

EUROPEAN CLUSTER COLLABORATION PLATFORM

5. Dissemination Strategy

The Communication and Dissemination activities are leaded by Cluster Digital of Catalonia (CLDI), but **all the consortium members will contribute to the full and effective implementation of the Communication and Dissemination Plan**. Therefore, EPICENTRE has assigned at least one representative communication manager per partner:

CLDI

Rosa Porta Fondevila | **rosa.porta@clusterdigital.cat**

CBIOS

Roberta Lauro | **r.lauro@campaniabioscience.it**

LITMEA

Giedrius Bagusinskas | **info@litmea.lt**

The main responsibilities and contributions of the Communication Managers are:

- Follow and apply the project's brand guidelines and the communication plan.

- Participate and facilitate internal and external communications: to ensure dissemination of the project as well as results, involving all partners, relevant stakeholders and interested agents.

- Overseeing the management of knowledge, and specially contributing to generate a sound networking database of the targeted audiences and stakeholders in order feed the strategical action of the project and optimize communication.

To stablish and monitor these communication and dissemination activities, communication manager will meet when necessary, either in parallel with the follow-up meetings of the project or during the previous or following days.

EURO CLUSTERS

EUROPEAN CLUSTER COLLABORATION PLATFORM

DISSEMINATION ACTIVITIES

EPICENTRE plans to continuously identify opportunities to actively participate in external events (conferences, workshops, etc.), targeting relevant domains for the project, to present the project, boost its visibility and disseminate the results. This will facilitate networking and maximize opportunities for mutual learning, further uptake of project results and transferability.

The goal of these events will be to communicate about the project and its activities as well as disseminate the preliminary results of the project to EPICENTRE target audience.

Also, the project partners will organize awareness events and workshop webinars inviting interesting stakeholders.

PARTICIPATION IN EVENTS, PROJECT'S PRESENTATIONS, AND CONFERENCES

TIPS

✓ Select the presenter and one or two additional speakers relevant to the topic, and/or interesting to the target and / or media.

✓ Select the date and have in mind other events to avoid overlapping.

✓ Prepare media kits and other material to distribute (press release, info about the project, contact information, promo goodies, roll-ups, brochures, etc.) .

✓ Be ready to give interview/short statement.

✓ Brief all the presenters/speakers with important information about the project

✓ Try not to exceed 15-20 minutes and leave time for questions.

EURO CLUSTERS

EUROPEAN CLUSTER COLLABORATION PLATFORM

MONITORING AND REPORTING

To ensure the quality and high degree of effectiveness of the dissemination activities, monitoring regularly the progress is needed to evaluate what has been accomplished and what is still to be done. This will allow WP Leader CLDI to check if the overall communication and dissemination strategy is adhered to or not. The Communication Plan may be re-oriented depending on the actions that have been undertaken and what is still missing. The potential problems or difficulties will be detected as early as possible to create effective adaptation measures.

It is important to use the communication unit/s of each institution to disseminate the press **release through their media databases**.

In order to collect all these publications and have a better track of the communication KPIs, we have created **communication and dissemination reporting** document.

Co-funded by the European Union

EURO CLUSTERS

EUROPEAN CLUSTER COLLABORATION PLATFORM

EVALUATION AND REPORTING

To successfully achieve the project objectives; the following performance indicators have been set:

	KPI	TARGET	WPS
CALL INDICATORS	**NETWORK KPIs**		
	Number of resilience preparedness/business continuity plans	4 (one per EPICENTRE targeted sectors)	WP6
	Number of SMEs accessing market information	No. of SMEs participating in EPICENTRE webinars and B2Bs>500	WP3 WP6
	Number of policy papers addressing key value chain constraints submitted to regional, national and EU authorities	1	WP6
	INNOVATE KPIs		
	Number of and type of new or significantly improved products (goods and/or services), processes, new marketing methods, or new organisational methods, or eco-innovative and resource-efficient solutions developed by businesses/SMEs directly benefitting from the action	% of supported SMEs that achieve market phase and demonstrate 1st customers/ early adopters >60%	WP6
	The contingency plan signed by consortia partners and SMEs supported.	50 contingency plans signed by EPICENTRE partners and SMEs consortia supported	WP6

KPI	TARGET	WPS
TRAINING KPIs		
Number of SMEs investing in skill development of their employees in the scope of the project	% of SMEs investing in skill development of their employees: 100% of the EPICENTRE supported SMEs	WP4 WP6
GO INTERNATIONAL KPIs		
Number of collaboration agreements signed with entities in third countries	No. of new collaborations between the EPICENTRE clusters and/or with other clusters in third countries: >10	WP5 WP6
Expected impact of business agreements and joint collaborative projects supported through this action in terms of increased exports, increased jobs in Europe, new talents attracted, critical imports secured and direct foreign investments	Potential No. of jobs created by EPICENTRE project at the end of the project >20 Potential No. of jobs created by EPICENTRE beneficiaries (SME & corporates) in the long run >100	WP6
COMMUNICATION ACTIONS KPIs		
Number of Social Media followers (per Social Media channel used)	>3000; Twitter> 750 LinkedIn>1500 Facebook>750	WP6

CALL INDICATORS

Co-funded by the European Union

EURO CLUSTERS

EUROPEAN CLUSTER COLLABORATION PLATFORM

WP	TASK	LEADER	KPI	TARGET
WP6	6.1	CLDI	Number of posts on project's social media channels	> 500
WP6	6.1	CLDI	Entries (articles/press releases) in local, regional, national and European press, both printed and online	> 150
WP6	6.1	CLDI	Specialised blog posts on the project website	>100
WP6	6.1	CLDI	Number of EPICENTRE Newsletters delivered	12
WP6	6.2	CLDI	Number of workshops, webinars, and roadshow info days (both online and in-person)	>12
WP6	6.2	CLDI	Number of European innovators informed about project's Open Calls	>1500
WP6	6.2	CLDI	Number of identified and established communication synergies with other EU funded projects	> 20
WP6	6.3	CLDI	Number of companies responding to the monitoring surveys:	75% of the programme participants (SMEs and corporates)
WP6	6.4	CLDI	Non-commercial exploitation will be achieved through 5 publications in peer-reviewed national and scientific journals	
WP6	6.4	CLDI	Commercial exploitation will focus on preparation of the business model suitable for EPICENTRE exploitable assets with identified variations of business models, market and sustainability strategies identified for individual exploitation by clusters.	
WP6	6.5	CLDI	% of total EPICENTRE budget used to support innovation in SMEs directly	> 75%
WP6	6.5	CLDI	% of supported SMEs' projects have reached their objectives	>80%
WP6	6.5	CLDI	% of support SMEs' projects include a gender-neutral innovation	>90%

PROJECT INDICATORS

EURO CLUSTERS

EUROPEAN CLUSTER COLLABORATION PLATFORM