ResC4EU
RESILIENT SUPPLY CHAINS FOR EUROPE

D8.2
Dissemination and Communication Plan

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1.2	30.01.2025	Final review prior to submission by Coordinator (Tjark von Reden, CU): APPROVED for submission.

Contents

List of Abbreviations

B2B: Business to Business

CSA: Coordination and Support Action

EU: European Union

KPI: Key Performance Indicator

SME: Small and Medium size Enterprise

WP: Work Package

ResC4EU project partner:

AID: AIDIMME

ATIM: Advanced Technologies in Manufacturing Cluster

CU: Composites United E.V.

FHG: Fraunhofer Institute for Casting, Composite and Process Technology

GTW: GreenTwin GmbH

ISL: Institute of Shipping Economics and Logistics

LITC: Latvian Information Technology Cluster

PKTK: Polish Cluster of Composites

SCA: Scaberia AS

1 Executive Summary

This document is Deliverable **D8.2 Dissemination and Communication Plan** for the EU-funded ResC4EU project. It provides an overview of all planned communication and dissemination activities that the ResC4EU consortium will undertake to effectively promote the project and its results. The targeted audience extends beyond the project's own community, with the overall goal to raising awareness and engaging with SMEs from 14 industry sectors.

The document includes a stakeholder map with a detailed description of the targeted stakeholder groups: SMEs, industry association and clusters, ambassador project consortia, policy makers, research communities and the public.

It outlines the overall communication strategy, including objectives, phases, targeted audiences and communication channels.

The document also provides a timeline for the planned activities throughout the project, the partners involved and key performance indicators (KPIs) to measure the effectiveness of these activities in raising awareness about the project and the support for SMEs.

Additionally, the document details internal communication guidelines and reminds all project partners of their contractual obligations to make the financial support from the European Union (EU) visible.

2   Introduction

2.1   Purpose of this document

The purpose of this document is to present the deliverable **D8.2 Dissemination and Communication Plan** of the ResC4EU project. It is designed to enable maximal outreach to the targeted stakeholders which are in the first instance SMEs (Small and Medium sized enterprises).

2.2   Document structure

The main part of the document covers:

- **Stakeholder map (section 3):** a stakeholder map introducing seven targeted stakeholder groups, their geographical distribution and their industrial presentation.
- **Communication strategic approach (section 4):** a description of ResC4EU's overall communication and dissemination strategy.
- **Planned Communication and Dissemination activities (section 5)**: a description of all communication and dissemination activities that are planned during the ResC4EU project.
- **Timeline of Communication and Dissemination activities (section 6):** a Gantt chart showing the timing of all planned communication and dissemination activities.
- **KPIs for Communication and Dissemination activities (section 7):** a set of key performance indicators (KPIs) and measures to monitor and evaluate the success of the planned communication and dissemination activities.

2.3   Targeted group

This Dissemination and Communication Plan is made for the use by the ResC4EU Consortium partners to comply with the contractual obligations of the grant agreement to make EU funding visible, to disseminate all project results and to maximise reach out to SMEs.

This document is public.

3   Stakeholder map

The ResC4EU project is a **Coordination and Support Action (CSA)** which is a type a funding scheme used by the EU with the primarily goal to support activities that enable and enhance collaboration, coordination, and dissemination of knowledge, rather than conducting direct research and innovation projects.

ResC4EU is a collaboration project and initiative funded by the European Union with 3 million Euros. It aims to support EU businesses, particularly Small and Medium sized enterprises (SMEs), in becoming more resilient and sustainable and be able to quickly adapt to supply chain disruptions such as experienced during COVID-19 crisis, geopolitical tensions or disasters (e.g. Suez Channel closure, floodings, strikes) by implementing Advanced Technologies.

ResC4EU will provide **an open space for collaboration facilitated by industry associations and clusters**, develop and provide digital tools that can assist SMEs in detecting and anticipating disruptions in their supply chains, and offering SMEs tailored support and training programmes. Further, manufacturing SMEs in need of implementing advanced technologies will be brought together with tech-savvy SMEs providing innovative solutions.

To get a better understanding of the chosen communication strategic approach, we start with a stakeholder analysis.

3.1   Stakeholder groups

Figure 1 graphically summaries seven identified main stakeholder groups needed for successful implementation of the ResC4EU project and initiative to support SMEs. Below, a description of each stakeholder group is given.
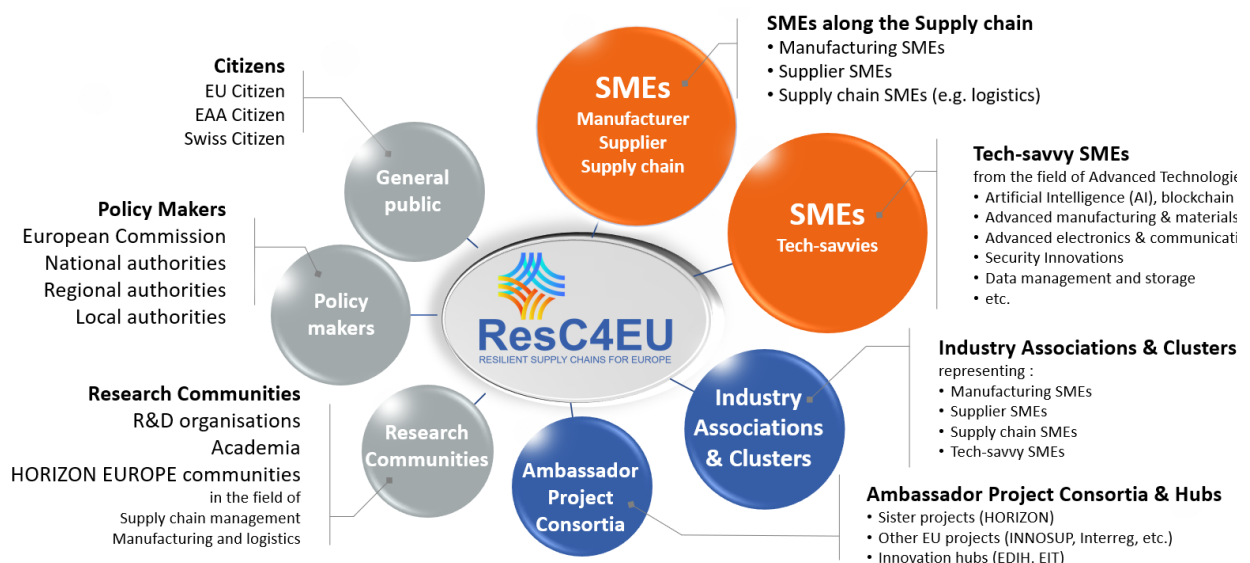
Figure 1: ResC4EU Stakeholder map.

Category I – Direct interest in the ResC4EU initiative to support SMEs

These are stakeholders that may benefit directly from the ResC4EU project, i.e. individual manufacturing SMEs (**group 1**) that can learn how to overcome supply chain challenges and about benefits of implementing advanced technologies on one side and on the other side individual tech-savvy SMEs (**group 2**) from the field of advanced technologies that can offer and showcase their innovative solutions to manufacturing SMEs.

Category II – Contribute to the ResC4EU initiative

These are stakeholders that may accelerate the reach out to SMEs and SME growth. This group comprises industry associations, clusters (**group 3**) or similar networks (**group 4**) that can reach out to targeted SME as well as ambassador project consortia or innovation hubs (E.g. DIH, EDIH, EIT).

Category III – Interested in learning from the ResC4EU initiative

These are stakeholders needed to support SMEs and boost the uptake of advanced technologies. This category comprises policy makers (**group 6**) and research communities (**group 5**).

Group 1 – SMEs along the supply chain: Individual SMEs which are interested to participate in the ResC4EU initiative that can learn how to overcome supply chain challenges and about benefits of implementing advanced technologies

This group comprises:

- Manufacturing SMEs
- Supplier SMEs
- Supply chain SMEs

Group 2 – Tech-savvy SMEs: SMEs providing innovative solutions from the field of **Advanced Technologies** as listed below.

For simplification, we have grouped the Advanced Technologies in five core disciplines (as defined in deliverable D3.1 Mapping of relevant Advanced Technologies and Supply Chain Challenges of SMEs) but of course, there are overlapping's:

1. Data and Storage:

- **Data and Data storage technologies** (e.g. data management and big data analytics, data storage technologies (e.g. servers, data centres) and data governance and backups)

2. Software:

- **Artificial intelligence (AI) and Machine Learning (ML)**
- **Blockchain and distributed ledger technology (DLT)**
- **Extended reality (XR)** (e.g. augmented reality (AR), virtual reality (VR), mixed reality (MR), etc.)
- **Advanced computing** (e.g. edge computing, HPC, quantum computing, cloud computing)
- **Data platforms**

3. Hardware:

- **Advanced Manufacturing** (e.g. robotics and automation, additive manufacturing, Industrial Internet of Things, etc.)
- **Advanced Materials and Nanotechnology** (e.g. composites, ceramics, nanomaterials, functional materials, etc.)
- **Advanced Electronics** (e.g. sensors, lasers, flexible and wearable electronics, photonics and optoelectronics, semiconductors, etc.)
- **Advanced Renewable Energy and Energy storage technologies** (e.g. advancements in solar panels, wind turbines, hydrogen production, next generation of batteries, fuel cells, electrolysers, etc.)
- **Advanced Transportation and Mobility technologies** (e.g. autonomous vehicles (i.e. cars, ships, drones), e-mobility (i.e. cars, ships), alternative propulsion systems)

4. Navigation and Communication:

- **Advanced communication infrastructure** (e.g. 5G/6G and beyond, indoor positioning systems, satellite-based positioning and navigation systems (e.g. GPS, GNSS)).

5. Security:

- **Security Innovations** (i.e. cybersecurity, information security, physical security (e.g. biometry)).

Group 3 – Industry Associations and Industry Clusters. Industry associations and clusters which can be used to reach out to a huge number of SMEs from group 1 and group 2.

This group comprises:

- Clusters representing manufacturing and supplier SMEs
- Clusters representing supply chain SMEs (e.g. transport and logistics)
- Clusters representing tech-savvy SMEs in the field of advanced technologies
- Industry associations (public, commercial, international, national) representing manufacturing and supplier SMEs
- Industry associations (public, commercial, international, national) representing tech-savvy SMEs
- Industry Working Groups

Group 4 – Ambassador Project Consortia and Innovation hubs. These are project consortia from other ongoing EU or international projects focusing on supporting SMEs and with a common interest in the ResC4EU initiative but also networks of the European Union focusing to support SMEs in the digital transformation and to support partnerships between companies, research centres and universities.

This group comprises:

- HORIZON EUROPE sister project consortia (i.e. IDEALIST, RISE-SME, BRIDGESMEs)
- H2020 INNOSUP project consortia (e.g. GreenOffshoreTech, Amulet)
- EU's Innovation Hubs (e.g. Digital Innovation Hubs (DIH), European Digital Innovation Hubs (EDIH), EIT Innovation hubs)
- Other

Group 5 - Research Communities. These are academics and R&D organisations from the field of supply chain management, manufacturing and logistics.

This group comprises:

- Academia
- R&D organisations
- HORIZON EUROPE communities

Group 6 – Policy makers. This can be any local, regional, national, European or international body or individuals which can influence or support innovation in SMEs.

This group comprises:

- EU Institutions (i.e. European Commission)
- National authorities
- Regional authorities
- Local authorities

Group 7 – General Public. These are **citizens** of countries in the EU and EEA (European Economic Area), and Swiss citizen that should be made aware of the financial support by the European Union. The European Union (EU) is an economic and political union of 27 countries. It operates an internal (or single) market which allows free movement of goods, capital, services and people between member states. Switzerland is not an EU or EAA member but is part of the single market.

This group comprises:

- EU citizens (citizen of the 27 European Union countries), in particular Germany, Ireland, Latvia, Poland and Austria
- Citizens of Norway, Iceland, Liechtenstein
- Citizens of Switzerland

3.2 Geographical presentation of the stakeholders

To support EU business, in particular SMEs, we seek relevant stakeholders in the countries associated to our ResC4EU Clusters partners and its member SMEs and beyond.

Figure 2 summaries targeted geographical regions and markets and priority levels.
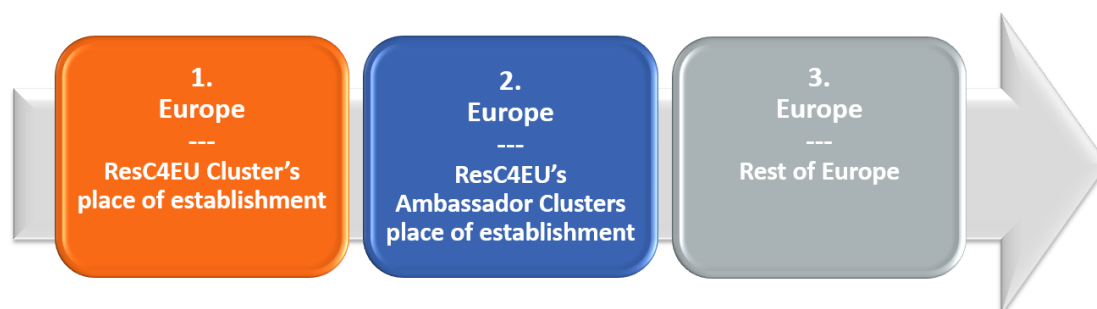
Figure 2: ResC4EU geographic distribution of the Stakeholders

Priority levels for the geographic distribution of stakeholders:

- **Priority 1:** First level priority, stakeholders established in the countries represented by the ResC4EU Clusters (see Table 1, Priority 1).

- **Priority 2**: Second level priority, stakeholders established in the countries of strategical importance for the ResC4EU Cluster members and in countries represented by ResC4EU's Ambassador Clusters to reach out to more SMEs.

- **Priority 3:** Third level priority, stakeholders in rest of Europe.

Table 1 summaries targeted geographic regions and markets that should be reached through the stakeholders and three priority levels (1-3).

Table 1: ResC4EU targeted countries and markets.

	Priority 1	Priority 2	Priority 3
Region	Key targeted Countries	Key targeted Countries	Other Countries
Northern Europe	Ireland	UK Sweden, Denmark, Finland, Norway	Iceland
Western Europe	Germany	Switzerland, Austria Netherlands France	Belgium France
Southern Europe	Spain	Portugal Italy	Greece Turkey
Eastern Europe	Latvia Poland	Estonia, Lithuania Ukraine	Croatia Bulgaria, Romania
Sum	5	14	8

3.3 Industrial presentation of the stakeholders

ResC4EU aims at supporting SMEs from 14 industrial sectors or 'industry ecosystems' as defined by the European Commission as listed in **Table 2**.

Table 2: ResC4EU targeted Industrial sectors
*(*industrial ecosystems as defined by the European Commission)*

No	Industrial sectors (*)	Type of businesses (*)
1	**Aerospace and Defence**	**Manufacturing companies in aeronautics, space and defence**; space operators and data and service providers; research institutes. This includes also: • Manufacturer of fabricated metal products (expect machinery and equipment), of computer, electronic and optical products, electrical equipment and of other transport equipment. Repair and installation of machinery and equipment • Air transport • Warehousing and support activities for transportation. • Telecommunications • Security and Investigation activities
2	**Agri-food**	All **operators in the food supply chain** (farmers, food industry, food retail and wholesale, and food service) and their suppliers of inputs and services (seeds, pesticides, fertiliser, machinery, packaging, repair, transport, finance, advice and logistics). This includes: • Manufacturer of food products • Manufacturer of beverages • Manufacturer of tobacco products There are overlaps with the Tourism and the Retail ecosystems.
3	**Construction**	Contractors for **building and infrastructure** projects, some **construction product manufacturers**, **engineering and architectural services** as well as a range of other economic activities (e.g. rental and leasing of machinery and equipment, employment agencies). This includes: • Manufacturer of furniture • Services to buildings and landscape activities
4	**Cultural and creative industries**	The CCIs are a varied group. The biggest industries are **audiovisual** (TV, videogames, VOD, cinema, VR/AR), **music, books and press publishing, advertising, cultural heritage** (museums, historical sites), **performance** (theatre, dance) and **visual arts.** This includes: • Motion picture, video and television programme production, sound recording and music publishing activities
5	**Digital**	**ICT Manufacturing**, **Services** (excluding telecommunications), **Telecommunications**. This includes: • Computer programming, consultancy and related activities • Information service activities • Publishing activities

6	Electronics	**Design and manufacturing of electronic components**; includes raw materials (semiconductor wafers) and **manufacturing tools**. The value chain stretches from design to semiconductor manufacturing to 'assembly-test-packaging' facilities, before reaching end-user companies, which integrate the chips into their product solution. Materials, equipment and related services and tools, including specific design tools and so-called **functional blocks**, enable design and manufacturing. This includes: • Manufacturer of computer, electronic and optical products
7	**Energy intensive industries**	The Energy-Intensive Industries (EIIs) Ecosystem covers **chemicals, steel, paper, plastics, mining, extraction and quarrying, refineries, cement, wood, rubber, non-ferrous metals, glass, ceramics.** They supply intermediate products to each other and to many downstream sectors of the economy, are closely integrated with energy providers as well as with the waste and recycling industries due to their need for secondary raw materials. This includes: • Manufacturer of paper and paper products • Manufacturer of coke and refined petroleum products • Manufacturer of chemicals and chemical products • Manufacturer of rubber and plastic products • Manufacturer of other non-metallic mineral products • Manufacturer of basic metals • Manufacturer of wood and of products of wood and cork (expect furniture), manufacturer of straw and plaiting materials
8	**Energy-Renewables**	Renewables include **wind energy, solar energy** (photovoltaics, thermal and concentrated solar power), **hydropower, bioenergy** (including sustainable biofuels), **geothermal energy**, **ocean energy**, and **heat pumps**. Furthermore, **sustainable energy storage solutions**, **smart infrastructure technologies** and **energy conversion technologies**, including electrolysers, are an important part of a clean energy ecosystem.
9	**Health**	**Manufacturer of pharmaceuticals** and their key inputs, **medical devices and equipment** and **personal protective equipment; Healthcare services** (medical and residential care); **Health tech** and related services
10	**Mobility, transport and automative**	The Mobility – Transport – Automotive Ecosystem covers **automotive, rail and waterborne**. It is characterised by long and complex supply chain. The ecosystem is dominated by a few players that became global players.
11	**Proximity, social economy, and civil security**	The **'proximity economy'** includes services and businesses fostering local and short value chains for mainly local production and consumption. Proximity businesses include **local SMEs operating personal and contact services**, **small shops, bars and restaurants, repair, cleaning and maintenance services**, etc. The proximity economy also acts as the 'last-mile' delivery of goods and services of most of the ecosystems to the local businesses and citizens. The **Proximity dimension** also includes **civil security services** (fire fighters, police forces, emergency teams, etc.), which operate at local level to support and protect citizens (including emergency incidents/disaster response) and are performed by public entities including an important share of volunteering work.

		The **'social economy'** encompasses a variety of businesses, organisations and legal forms, including **non-profit associations**, **cooperatives**, **mutual societies**, **foundations** and **social enterprises.**
12	**Retail**	**Retail (large companies, SMEs, online and offline),** relevant **wholesale**, **online platforms**. E-commerce represents 10-15% of total retail sales (much less for grocery retail). The largest are mainly **grocery chains**, **cosmetics**, **textiles** and **furniture sellers**. This includes: • Wholesale trade (expect motor vehicles and motorcycles) • Retail trade (expect motor vehicles and motorcycles)
13	**Textile**	The textile ecosystem includes transformation of natural (e.g. cotton, flax, wool), man-made and artificial (synthetic polyester and viscose) **fibres into yarns and fabrics**, **production of yarns**, **home textiles**, **industrial filters**, **technical textiles**, **carpets** and **clothing**. The ecosystem also includes production of **footwear** and **leather**. This includes: • Manufacturer of textiles • Manufacturer of wearing apparel • Manufacturer of leather and related products
14	**Tourism**	**Services providers** at destination level (hospitality, attractions) are, in their majority, small local owners. Part of them are franchisees of a few multinational companies providing branding, marketing, management and selling services. This includes: • Accommodation and food service activities • Travel agency, tour operator and other reservation service and related activities • Sports activities and amusement and recreation activities There are overlapping with the transport sector (air, water, land)
* Annual Single Market Report 2021. COM (2021) 350 final. (https://commission.europa.eu/system/files/2021-05/swd-annual-single-market-report-2021_en.pdf)		

4 Communication strategic approach

4.1 Communication objectives

The overall objective of the Dissemination and Communication Plan is to ensure a systematic promotion of the ResC4EU project and its initiative to support SMEs in withstanding supply chain disruptions.

The specific objectives of this plan are:

- To raise public awareness about the ResC4EU project, its purpose, partnership, activities and project results and the use of EU funding,
- To reach out to and engage with targeted audiences,
- To engage stakeholders to participate in the ResC4EU pilots,
- To reach out to stakeholders in the 14 industrial ecosystems (i.e. traditional manufacturing SMEs, tech-savvy SMEs, industrial cluster organizations or SME intermediaries, industry associations, business development agencies),
- To build alliances with external industrial cluster organizations and to network with other international projects,
- To support project partners in communicating and disseminating their work.

4.2 Communication phases

Three phases are planned to achieve the specific objectives mentioned above:

Phase I (M01-M12): Initial awareness. Creating initial awareness and define most relevant stakeholders. The ResC4EU project and its initiative to support SMEs will be promoted to multiple audiences and beyond project's own community.

At this stage, the project's branding is developed and a website and social media presence launched to create recognition among stakeholders. A first set of communication materials (e.g. ResC4EU brochure, ResC4EU roll-up, ResC4EU power point presentation) is being produced. Build-up of social media follower as primary communication channel.

Phase II (M13-M18): Targeted awareness. Informing targeted stakeholders and targeted SMEs about the upcoming launch of the ResC4EU Support Programme for SMEs where SMEs will learn more about the business benefits for SMEs when adopting advanced technologies and about supply chain resilience in general.

At this stage, the first project results and tools for SMEs – i.e. the ResC4EU platform with the B2B marketplace - will be available and the planned ResC4EU Support Programme will be established.

Phase III (M19-M36): Strategic phase. Maximising targeted industry awareness to attract more potential SMEs to participate in the ResC4EU SME Support Programme and ResC4EU pilots.

At this stage, the ResC4EU partners will focus on offering the ResC4EU Support Programme to SMEs and start launching the first ResC4EU Pilot projects. As soon as available, first SME success stories will be published to attract more SMEs.

4.3 Targeted audiences

ResC4EU aims is to reach out to all seven stakeholder groups presented in **Section 3** which are divided into three categories according to their interest and by their influence (see **Table 3**).

European citizens will be engaged at the largest possible scale to spread knowledge and to create awareness about resilience and sustainability measures proposed by ResC4EU. Digital campaigns will directly target our key stakeholders – the SMEs.

Table 3: Targeted audiences

Stakeholder Group no.	Stakeholders	Target	Description
Category I: Stakeholders that have a <u>direct</u> interest in the ResC4EU project			
These are stakeholders outside the consortium that may benefit directly from the ResC4EU project's activities, i.e. individual SMEs that can learn how to withstand supply chain challenges and about benefits of implementing advanced technologies on one side and on the other side individual tech-savvy SMEs from the field of advanced technologies that can offer and showcase their innovative solutions to manufacturing SMEs and others.			
Group 1	Manufacturing SMEs Supplier SMEs Supply Chain SMEs	SMEs	Manufacturing SMEs, but also, Supplier SMEs or Supply chain SMEs (e.g. logistics)
Group 2	Tech-savvy SMEs	SMEs	SMEs from the field of Advanced Technologies
These groups need a deeper understanding of the ResC4EU Support Programme for SMEs and the benefits of making supply chains more resilient and sustainable.			
Category II: Stakeholders that can <u>contribute</u> to the ResC4EU project			
These are stakeholders outside and inside the consortium that may accelerate the reach out to SMEs. These groups comprise industry associations and clusters or similar networks that can reach out to targeted SMEs. This includes also ambassador project consortia or innovation hubs (e.g. Digital Innovation Hubs (DIH), European Digital Innovation Hub (EDIH), EIT innovation hubs).			
Group 3	Industry associations or clusters	SMEs	Interested to collaborate and offer the ResC4EU SME Support Programme to their members.
Group 4	Ambassador Project Consortia	SMEs	Interested to collaborate and offer the ResC4EU SME Support Programme to their networks.
Group 4	Innovation Hubs (DIH, EDIH, EIT)	SMEs	Interested to collaborate and offer the ResC4EU SME Support Programme to their members.
These groups need a deeper understanding of the project objectives and the ResC4EU Support Programme for SMEs.			
Category III: Stakeholders that are interested in <u>learning</u> from the ResC4EU project			
These are stakeholders outside and inside the consortium that want to learn from the project results in terms of adoption of methodologies for innovation support to SMEs, diffusion of advanced technologies, strategies for resilient supply chains.			

Group 5	Research Communities	---	Interested to learn about digital solutions for resilient supply chain management, manufacturing and logistics.
Group 6	Policy Makers	---	Needed to 'influence' and bring about a change' in terms of support for SMEs, digital transformation and resilient supply chains.
Group 7	General public	---	To make EU funding visible and learn how it helps strengthening EU businesses and solving social challenges.
These groups need to get the knowledge and understanding of ResC4EU's methodologies and strategies to achieve a real change.			

4.4 Messages

ResC4EU will use a structured approach to identify the most relevant stakeholders and targeted groups at each stage of the communication strategy, their motivations for pursuing project results, and identifying their favoured communication approaches. According to the stakeholders, messages will be adopted:

- **For manufacturing SMEs, supplier SMEs, supply chain SMEs** (e.g. logistics), strategy is to create interest in the SME support programme and highlighting the opportunity to learn more about how to make the company's supply chain more resilient, starting with identifying weaknesses and room for improvements, the benefits adopting advanced technologies, training programmes to build up skills.
- **For tech-savvy SMEs** from the field of Advanced Technologies, strategy is to create interest in the ResC4EU SME Support Programme through highlighting the new business opportunities by offering their solutions and business growth creation through the ResC4EU network.
- **For policy makers**, strategy is highlighting ResC4EU's contribution to strengthen supply chain resilience, supporting SMEs in the digital transformation, and making EU businesses more resilient and sustainable.
- **For industry associations and clusters,** strategy is highlighting the common interest in supporting its member SMEs and the benefits for SMEs.
- **For ambassador project consortia and innovation hubs,** strategy is highlighting synergies of EU funded projects and the common interest in reaching out to SMEs.

During the progress of the project, different messages will be communicated:

Phase I (M01-M12): Initial awareness, strategy is sending general messages and **highlighting from project start on that this project is a Coordination and Support Action (CSA) with the overall goal to support SMEs** by providing a **dedicated SME Support Programme** consistent of training and networking to build up skills and providing digital tools:

- *"Withstanding Supply Chain disruptions & making EU Businesses more Resilient and Sustainable"*
- "**Our mission** is to support SMEs in making their production processes and supply chains more resilient and sustainable through digital tools, further training and networking with tech-savvy SME."

- *"**Our vision** is to create a future where EU businesses are Resilient and Sustainable, capable of effectively navigating Supply Chain Disruptions and contributing to Economic stability and Growth in Europe."*
- *"ResC4EU is a collaboration project and initiative **funded by the European Union with 3 million Euros**. It aims to support EU businesses, particularly Small and Medium sized enterprises (SMEs), in becoming more resilient and sustainable and be able to quickly adapt to supply chain disruptions such as experienced during COVID-19 crisis, geopolitical tensions or disasters (e.g. Suez Channel closure, floodings, strikes) by implementing Advanced Technologies."*
- *"ResC4EU will provide an **open space for collaboration facilitated by industry associations and clusters,** develop and provide digital tools that can assist SMEs in detecting and anticipating disruptions in their supply chains, and offering SMEs tailored support and training programmes. Further, manufacturing SMEs in need of implementing advanced technologies will be brought together with tech-savvy SMEs providing innovative solutions."*
- *"We support various kinds of SMEs:*
  __SMEs along the supply chain__ (manufacturing SMEs, Supplier SMEs, Supply chain SMEs.
  Your benefits:
    - *learn how to overcome supply chain challenges,*
    - *learn about benefits of Advanced Technologies,*
    - *learn what is possible to do for your business,*
    - *find suitable partners across Europe (e.g. suppliers, tech SMEs, etc.*
  __Tech-savvy SMEs__ providing innovative solutions from the field of Advanced Technologies.
  Your benefits:
    - *offer and showcase your innovative solutions to manufacturing SMEs,*
    - *exploit new business opportunities,*
    - *expand your market potential in the EU"*
- *"We support SMEs from **14 industrial sectors across Europe**:*
    - *Mobility and Transport (automotive, rail, waterborne)*
    - *Aerospace and Defence*
    - *Construction and Building*
    - *Renewable Energy*
    - *Energy Intensive Industries*
    - *Agri-food*
    - *Textile*
    - *Health*
    - *Cultural and Creative Industries*
    - *Electronics*
    - *Digital*
    - *Security -Proximity, social economy, and civil security*
    - *Retail*
    - *Tourism*
- *"A **Resilient supply chain** is a supply chain system that **can withstand and quickly adapt to various disruptions, challenges, or changes,** while ensuring continuity of operations and minimise disruptions to the flow of goods or services."*
- *"**Major benefits for EU businesses making their supply chain more resilient**: risk mitigation, business continuity, cost reduction, increased flexibility, sustainability, customer satisfaction, competitive advantage"*

Phase II (M13-M18): **Targeted awareness**, strategy is to start sending messages to make SMEs aware about the upcoming ResC4EU training and networking events for SMEs and the first tools available (i.e. first ResC4EU platform service (i.e. B2B marketplace):

- *"Launch of the ResC4EU platform …"*
- *"Register on the ResC4EU platform to showcase your products and services and find new business partners"*
- "First 100 SMEs are registered on the ResC4EU platform"
- *"Make our survey and find out how resilient your supply chain is, discover weaknesses and room for improvements"*
- *"Great opportunity for SMEs, signup for our upcoming ResC4EU event and learn more about ".*

At the current stage, it is still unclear when the actual launch of the first training and networking events will be.

Phase III (M19-M36): **Strategic phase**, strategy is the promotion of the full rollout of all ResC4EU SME support services and to continue sending messages about upcoming ResC4EU training and networking events for SMEs and digital tools.

As soon as available, messages about the launch of the ResC4EU SME Support Programme will be send out e.g.

- *"Great opportunity for SMEs, sign up for our upcoming ResC4EU event and learn more about ".*

As soon as available, messages about first achievements will be send out e.g.

- "First 100 SMEs trained in …"
- "First ResC4EU pilot projects launched…"
- "First Demonstrator is launched…

As soon as available, messages about first SME success stories will be send out e.g.

- "Company X has successfully implemented technology Y and could save Z, reduce Z…"
- "Successful collaboration between company X and company Y… "

In the last three months of the project, the messages will focus on a wrap-up of the overall project achievements and impact created for the SMEs:

- "ResC4EU has successfully supported a total of xx SMEs …"
- "ResC4EU has trained a total of 2000 SME employees…"
- "ResC4EU has facilitated 300+ collaborations between manufacturing SMEs and tech-savvy SMEs…"
- "ResC4EU has significantly contributed to support SMEs in strengthening its supply chains and becoming more resistant to supply chain disruptions …
- "ResC4EU has significantly contributed to support SMEs in making their production and supply chains more sustainable…

In summary, the results and impact created for SMEs, in particular the SME Support Programme and SME success stories, are at the centre of the communication and the key points that must be communicated. The rest of information, such as information about the partners will be secondary.

It is very important that the messages are adapted to the targeted audience and consider aspects such as language and audience background.

Key messages will be supported by pictures, videos, statements or testimonies.

4.5   Communication channels

We have planned to utilise three communication channels:

1. **Digital Communication:** Establishing a strong online presence through the project website, social media, and other digital tools (e.g. videos).
2. **Media**: Engaging traditional print and digital media via press releases, articles, and scientific publications.
3. **Direct (face-to-face) Communication:** Showcasing ResC4EU at selected events such as exhibitions, trade fairs, conferences, meetings, seminars, and workshops, including organising our own events. These efforts aim to connect with industry stakeholders, SMEs, industry associations, clusters, ambassador project consortia, policy makers, and research communities.

Additional communication channels:

▪ EEN, Enterprise Europe Network https://een.ec.europa.eu
▪ ECCP, European Cluster Collaboration Platform https://www.clustercollaboration.eu

5 Planned Communication and Dissemination activities

5.1 Digital communication

5.1.1 ResC4EU Project website

The ResC4EU project website is the project's showcase for a broad audience to get information and updates about the ResC4EU project and in particular to the planned ResC4EU support activities for SMEs. The website was designed by Scaberia AS to be simple to navigate, visually attractive for visitors, not too text heavy and using a language that is easy to understand also for non-experts.

The website consists of an easy-to-navigate structure and clear messages:

- **HOME page**: basic overview of the project, with quick links to key information.
- **ABOUT page:** project details, vision and mission, industry sectors, benefits for SMEs, project objectives, project consortium partners (with links to their websites).
- **SME SUPPORT page:** information about the planned support for SMEs (i.e. targeted SMEs, targeted industry sectors, overview of SME Support Programme).
- **LIBRARY:** communication materials produced by Scaberia AS (e.g. ResC4EU brochure, ResC4EU presentation, ResC4EU rollups, ResC4EU templates, ResC4EU logos, EU logos and disclaimer, ResC4EU brand book) and public deliverables for downloading.
- **NEWS:** latest project news, press releases for downloading, upcoming events, past events, etc.
- **CONTACT page**, providing a means to contact the ResC4EU Coordinator and the ResC4EU Communication & Dissemination Manager.

The website will be regularly updated by Scaberia AS with the latest news and public documents. All media, social networks and communication or dissemination activities will be linked to the website to promote the ResC4EU project, the ResC4EU Support Programme for SMEs and SME success stories.

Consortium partners are encouraged to contribute to the content creation by suggesting news and other relevant ideas. They are also required to promote the project website by including a link to it on their own websites.

The goal is to attract **5,000+ visitors to the ResC4EU website**, with steady growth by the end of the project.

As detailed in "**D8.1 Project Website, Social Media Launch, First Communication Pack and Guide**", the ResC4EU Project website was created by Scaberia AS and launched on March 4, 2024, and must be actively promoted via using its web URL or a dedicated QR code (see **Table 4**).

Table 4: ResC4EU Website links

Web URL:	https://www.resc4eu.com
QR code:	

5.1.2   Social Media

Social media plays a vital role in modern communication by raising public awareness of the ResC4EU project and engaging stakeholders. A strong presence on relevant social media platforms will be established to share compelling messages for rapid dissemination. The goal is to drive traffic to the ResC4EU website and promote the project's activities.

As a Coordination and Support Action (CSA) with focus on engaging SMEs, ResC4EU utilises **LinkedIn** – a widely recognised professional platform in the industry and across Europe. This aligns with the targeted audience and communication objectives of the ResC4EU Consortium.

The goal is to build a ResC4EU community with **1000+ followers on LinkedIn**, progressively growing by the end of the project.

As outlined in "**D8.1 Project Website, Social Media Launch, First Communication Pack and Guide**", the ResC4EU LinkedIn account was created by Scaberia AS and launched on March 4, 2024. It must be actively promoted via through its web URL and a dedicated QR code (see **Table 5**).

Table 5: ResC4EU LinkedIn links

LinkedIn Web URL	https://www.linkedin.com/company/resc4eu
LinkedIn QR code	

X (former Twitter), widely used by media and press, has been put out of focus, since it seems to be not that effective to reach out to SMEs based on experience by the consortium. Meta platforms (formerly Facebook and Instagram), being more consumer-focused, will also not be utilised. Recent decisions by X and Meta to remove fact-checking mechanisms have raised significantly concerns about content quality and the risk of potential manipulations. Additionally, both platforms (X and meta) have faced criticism in the past for their role in spreading misinformation, hate speech, and polarizing content.

5.1.3   Videos

Short promotional videos will be produced by Scaberia AS to promote the ResC4EU initiative, show casting support for SMEs and highlighting the success stories of supported SMEs. These videos will be brief (approximately 2-3 minutes) and tailored to engage the public, traditional manufacturing SMEs, and tech-savvy SMEs across the 14 targeted industrial sectors.

These videos will be hosted on the ResC4EU website and/or a public platform such as YouTube or Vimeo. At least 7 promotional videos are planned to highlight special occasions throughout the project, as outlined in **Table 6**.

Table 6: ResC4EU Project Videos

Number of Videos	Content	Approximate timing	Comment
1-2	Introducing the ResC4EU project and partners	M13	SCA
1	Mobilisation of SMEs to participate in the ResC4EU programme to support SMEs	M17	SCA
1	Promoting launch of ResC4EU Pilots	M20	SCA
1-3	SMEs success stories showing benefits adopting advanced technologies	M24, M30, M34	SCA
1	Final video with best success stories, alliances made, outlook	M36	SCA

5.2 Media

ResC4EU utilises both traditional print and digital media.

5.2.1 Press releases

Press releases will be produced by Scaberia AS to showcase ResC4EU's key activities and achievements, targeting regional, national and European media channels to maximise outreach. Scaberia will also monitor the media coverage and assess the reach of these press releases.

A minimum of 4 press releases are planned to highlight significant milestones throughout the project, such as the project launch, the introduction of ResC4EU pilots, SME success stories, and project completion, as well as other relevant occasions.

Consortium partners are encouraged to support media outreach by activating and utilising their own media channels. Each cluster and other project partners will distribute the press releases in their region. If appropriate, press releases will be translated by the clusters and other project partners.

5.2.2 Articles (non-scientific publications)

In addition to press releases, we aim to publish additional articles in media outlets targeting both the public and for industrial communities (e.g. industry magazines). Some ResC4EU clusters also publish their own magazines (e.g. AID, CU, PKTK).

5.2.3 Articles (scientific publications)

ResC4EU's research partners, ISL and FHG, will oversee the preparation, editing and (co)-writing of scientific publications in open access, peer-reviewed journals, as outlined in **Table 7**. A minimum of 5 scientific publications is planned.

However, as ResC4EU is a CSA, the focus will be on conference publications or articles in scientific magazines rather than peer-reviewed journal publications as listed in **Table 8**.

Table 7: Journals for peer-reviewed Scientific Publications (open access)

Peer-reviewed Journals	Publisher	Weblink	Comment
Journal of Supply Chain Management (JSCM)	Wiley-Blackwell	https://onlinelibrary.wiley.com/journal/1745493x	ISL article
Supply Chain Analytics	Elsevier	https://www.sciencedirect.com/journal/supply-chain-analytics	ISL article
Data & Knowledge Engineering (DKE)	Elsevier	https://www.sciencedirect.com/journal/data-and-knowledge-engineering	
Geoscientific Instrumentation, Methods and Data Systems (GI)	Copernicus Publications	https://www.geoscientific-instrumentation-methods-and-data-systems.net	

Table 8: Other Scientific publications (non-peer-reviewed)

Non-peer-reviewed Scientific publications	Publisher	Weblink or other	Comment
Conference paper	IFAC MIM Conference 2025	See 5.3.4	FHG article
Conference paper	CPSL conference 2026	See 5.3.4	FHG article
Conference paper	CIRP CMS conference 2026	See 5.3.4	FHG article

Details to the conferences are provided under section 5.3.4.

5.2.4 Newsletters

ResC4EU clusters will also leverage their established newsletters to reach their members and external audiences. In addition to regular LinkedIn posts as the primary communication channel, a few e-newsletters will be created to summarise news over an extended period.

In total, approximately 15 newsletters are planned.

5.2.5 Radio and TV promotion

While gaining attention from broadcasters is challenging, the ResC4EU project team will actively pursue promotion opportunities with such media whenever they arise.

5.3 Direct (face-to-face) communication

ResC4EU will be showcased at selected trade fairs, exhibitions, conferences, meetings, seminars, and workshops. Approximately 180 events are planned, with about 120 targeting industry and SMEs and another 60 aimed at policy makers and research communities.

5.3.1 Participation to Exhibitions

The ResC4EU project and its results will be presented on an international level through the participation of the ResC4EU clusters (AID, ATIM, CU, LITC, MCN, PKTK) at international exhibitions. Each ResC4EU cluster typically participates in 1-3 international exhibitions as an exhibitor with an own booth. Additionally, the ResC4EU research partners (FHG, ISL) also present ResC4EU at their dedicated exhibitions and booths wherever possible.

At the booths, we plan to use roll-ups, brochures, and similar materials to make ResC4EU visible and encourage networking activities. During the accompanying conference programs of the exhibitions, we will deliver presentations, participate in round tables or panel discussions, and engage in similar activities to introduce the project and the results in more detail.

Some exhibitions are held annually, while others are biannually. Therefore, we have developed a yearly plan to ensure no opportunities are missed and to allow for the strategic planning of major promotional campaigns.

Table 9, 10 and 11 list international exhibitions targeted in 2024, 2025, 2026, respectively, providing details about each event (name, date, location, size, weblink, targeted audience) and the participating ResC4EU cluster or research institutes. The primary targeted audience includes industries and SMEs (manufacturing SMEs, supplier SMEs, supply chain SMEs, tech-savvy SMEs). However, these exhibitions also present a valuable opportunity to engage with policy makers, such as national and regional authorities.

Table 9: List of Exhibitions (trade fairs with conferences) in 2024
(orange: own booth by ResC4EU Cluster, grey: own booth by ResC4EU Research institute)

When	Type	Name	Place	Website	Industry sectors	Comment
Mar'24 25-28	Global Exhibition	**GLOBAL INDUSTRIE**	Paris France	https://www.global-industrie.com/en/exhibitors-list?search=""	Cross-sectoral: All 14 industry sectors	PKTK booth
	It is the leading international forum for meetings of industry leaders, organized in Western Europe in the context of international cooperation. GLOBAL INDUSTRIE combines four trade fair events in one place and time: 1) MIDEST - International Fair of Industrial Cooperation, bringing together 16 industrial sectors; 2) SMART INDUSTRIES - industry 4.0, modern technologies and industrial automation, know-how 3) INDUSTRIE - industrial technologies and equipment 4) TOLEXPO - metal industry. transformation in industry. Over 40,000 participants and 2,500 exhibitors from 85 countries take part in Global Industrie every year and about 45,000 visitors. The virtual GI Channels platform is also available to visitors. **Targeted audience**: Industry, SMEs.						

Apr'24 22-26	Global Exhibition	**Hannover Messe**	Hannover Germany	https://www.hannovermesse.de/de/	Cross-sectoral: All 14 industry sectors	FHG booth
	The Hannover Messe is one of the world's largest and most influential trade fairs for industrial technology. Held annually in Hannover, Germany, it is a major event where industries showcase the latest advancements in manufacturing, engineering, automation, and digital technologies. Focus on industry 4.0, robotics, AI in manufacturing, renewable energy technologies, cutting-edge logistics and supply chain management solutions etc. The fair is held annually at the Hannover Fairground, one of the largest exhibition grounds globally. **Targeted audience**: Industry, SMEs.					
May'24 14-17	Global Exhibition	**FIMMA + MADERALIA 2024**	Valencia, Spain	https://fimma-maderalia.feriavalencia.com	construction retail	AID booth
	International trade fair that focuses on woodworking, carpentry, and furniture manufacturing industries with about 440 exhibitors from 25 countries, 927 brands representing on 72,000 m2 exhibition area. It brings together professionals, companies, and suppliers from across the globe to showcase the latest innovations, products, and technologies in these sectors. **FIMMA** (International Fair for Machinery and Tools for Woodworking): Focuses on machinery, equipment, tools, and technologies related to woodworking, carpentry, and manufacturing **MADERALIA** (International Suppliers Fair): Specializes in materials, components, and solutions for the furniture, interior design, and woodworking industries. The fair is held biannually in Valencia, Spain. **Targeted audience**: Industry, SMEs; mainly production managers from furniture manufacturing companies.					
Sept'24 3-6	Global Exhibition	**SMM24**	Hamburg, Germany	https://www.smm-hamburg.de	waterborne transport and mobility	MCN booth
	SMM (Shipbuilding, Machinery & Marine Technology) is the premier global trade fair for the maritime industry, drawing over 40,000 participants and more than 2,000 exhibitors from 120 nations in 11 halls and across 90,000 square metres. Showcase the latest technologies, products, and innovations in shipbuilding, propulsion systems, marine equipment, offshore technology and maritime services. SMM is two-annual and takes place in September in Hamburg, Germany. **Targeted audience**: Industry, SMEs, National, Regional and Local authorities.					
Sep'24 30 - Oct'24 3	Global Exhibition	**Feria Hábitat Valencia (FHaV) 2024**	Valencia, Spain	https://www.feriahabitatvalencia.com/	construction retail hospitality textile	AID booth
	A leading international trade fair focusing on furniture, lighting, decoration, and home design with about 600 exhibitors and 45,000 visitors. It serves as a key event for professionals in the interior design and home furnishing sectors, showcasing innovative products, trends, and solutions from top brands and designers e.g. sustainable and eco-friendly materials, innovative technology integration. A must-attend event for those involved in the home furnishing and design sectors. The fair is held annually in Valencia, Spain. **Targeted audience**: Industry, SMEs.					

Oct'24 3-4	International Exhibition	**Riga COMM 2024**	Riga, Latvia	https://rigacomm.com/en/riga-comm-2024-business-and-technology-fair-and-conferences-have-been-a-roaring-success/	Digital Electronics Cybersecurity	LITC booth

Riga COMM is the international Baltic Business and Technology Fair and Conference held in Riga, Latvia, bringing together entrepreneurs, executives, and professionals from various sectors to explore the latest digital solutions and technological innovations. Exhibition on business and digital solutions for organisations and conferences to the topics digital marketing, e-commerce, HR tech, artificial intelligence and machine learning, fintech, cybersecurity and IoT, real estate technologies, education technologies, ERP, Web3 and women in tech. The fair has about 2500 visitors from 30 countries and is held annually in October in Riga, Latvia. **Targeted audience**: Industry, SMEs, Innovators, National, Regional and Local authorities, Civil society.

Oct'24 16-17	International Exhibition	**KOMPOZYT -EXPO®**	Krakow, Poland	https://kompozyt-expo.pl/en	Cross-sectoral: automotive, aerospace, construction, renewable energy, and more	PKTK booth

KOMPOZYT-EXPO® is the International Trade Fair for Composite Materials, Technologies and Products in Poland (Krakow) with exhibition, presentations and conferences, and networking opportunities and serves as a major event for the composites industry in Central and Eastern Europe. The fair brings together professionals, manufacturers, suppliers, and researchers involved in the composites sector. KOMPOZYT-EXPO® showcases a wide range of products, services, and innovations related to composite materials, including those used in sectors such as automotive, aerospace, construction, energy, and more. The KOMPOZYT-EXPO® is annual, takes place in Krakow (Poland), and has about 100 exhibitors and 2,500 visitors. **Targeted audience**: Industry, SMEs, Regional authorities.

Oct'24 24	International Exhibition	**JEC Forum DACH**	Stuttgart, Germany	https://www.jec-dach.events/de/	Cross-sectoral: automotive, aerospace, construction, renewable energy, and more	CU booth CU is a supporting partner

JEC Forum DACH is an international event with exhibition, presentations and conference, business meetings and networking activities focused on the composite materials industry, specifically in the DACH region (Germany, Austria, and Switzerland). Companies from various industries such as automotive, aerospace, construction, and renewable energy come together to discuss the latest trends, technologies, and innovations in composite materials and to showcase cutting-edge products and solutions in the composites industry. It is part of the JEC Group's series of forums held worldwide, with the goal of fostering collaboration, knowledge sharing, and business development within the composites sector. This exhibition is annual, the place rotates between cities of the DACH Region, and has about 150 exhibitors, 150 visitors and 1000 Business Meetings. **Targeted audience**: Industry, SMEs.

Table 10: List of Exhibitions (trade fairs with conferences) in 2025
(orange: own booth by ResC4EU Cluster, grey: own booth by ResC4EU Research institute)

When	Type	Name	Place	Website	Industry sectors	Comment
Feb'25 4-6	International Exhibition	**Composite Poland**	Warsaw, Poland	https://composite poland.com/en/	Cross-sectoral: automotive, aerospace, construction, renewable energy, and more	PKTK booth
	Composite Poland is an international trade fair for technologies and applications of composite materials in various industries. The fair comprises an exhibition, congress, conferences and workshops, and networking opportunities and addresses industry leaders, researchers and professionals interested in the composite sector. This fair is a new fair and will be held in Feb'25 for the first time. **Targeted audience**: Industry, SMEs, Regional authorities.					
Mar'25 4-6	Global Exhibition	**JEC World**	Paris, France	https://www.jec-world.events	Cross-sectoral: automotive, aerospace, construction, renewable energy, and more	CU booth
	JEC World is the leading international trade show for the composites industry with exhibition, conferences and workshops, networking activities and an innovation hub, held annually in Paris, France with about 1300 exhibitors on 76,000 square meters and 43,000 visitors. The exhibition showcases the latest advancements, technologies and applications of composites materials in various industries (e.g. aerospace, automotive, constriction, renewable energies, sports, and more. Typically held in March. **Targeted audience:** Industry, SMEs.					
Jun'25 2-5	Global Exhibition	**Transport Logistic 2025**	Munich Germany	https://transportl ogistic.de/en/	transport and mobility	ISL booth
	Transport Logistic 2025 is the world's leading trade fair for logistics, mobility, IT, and supply chain management with about 2300 exhibitors from 67 countries and 75,000 visitors. The exhibition will feature a comprehensive supporting program, including various seminars, workshops, and networking opportunities, providing insights into the latest trends and innovations shaping the future of logistics. The fair is held biannually in Munich, Germany. **Targeted audience:** Industry, SMEs in the logistic industry.					

Jun'25 26-27	International Exhibition	**International Dresden Lightweight Engineering Symposium**	Dresden, Germany	https://leichtbausymposium.de/eng/	Cross-sectoral: automotive, aerospace, construction, machinery	CU booth
	The **International Dresden Lightweight Engineering Symposium** is a renowned symposium with exhibition, presentations, workshops and networking opportunities focused on lightweight construction technologies, hosted in Dresden, Germany. It serves as a platform for professionals from industry, academia, and research institutions to discuss innovations, trends, and challenges in lightweight design and manufacturing and on advanced materials like composites, lightweight metals, and hybrid materials. Typically held annually in Dresden, with dates varying around June each year and about 40 exhibitors and 400 visitors. **Targeted audience:** Industry, SMEs.					
Sep'25 17-18	International Exhibition	**JEC Forum Central Europe**	Krakow, Poland	https://www.jec-central-europe.events	Cross-sectoral: automotive, aerospace, construction, renewable energy, and more	PKTK booth
	JEC Forum Central Europe is a regional event organized by **JEC Group** to promote the composites industry within Central Europe. The forum focuses specifically on the Central European market, addressing regional trends, challenges, and opportunities in the composites sector and on key industries such as automotive, construction and aerospace. It is a conference with panel discussions with industry leaders, academics and experts, networking opportunities and B2B meetings between suppliers, manufacturers and end-users. The JEC Forum Central Europe is a new event and expected to be bi-annual in Krakow. **Targeted audience:** Industry, SMEs.					
Sep'25 29 - Oct'25 2	Global Exhibition	**Feria Hábitat Valencia (FHaV) 2024**	Valencia, Spain	https://www.feriahabitatvalencia.com/	construction retail hospitality textile	AID booth
	A leading international trade fair focusing on furniture, lighting, decoration, and home design with about 600 exhibitors and 45,000 visitors. It serves as a key event for professionals in the interior design and home furnishing sectors, showcasing innovative products, trends, and solutions from top brands and designers e.g. sustainable and eco-friendly materials, innovative technology integration. A must-attend event for those involved in the home furnishing and design sectors. The fair is held annually in Valencia, Spain. **Targeted audience**: Industry, SMEs.					

Oct'25 9-10	International Exhibition	**Riga COMM 2024**	Riga, Latvia	https://rigacomm.com/en/riga-comm-2024-business-and-technology-fair-and-conferences-have-been-a-roaring-success/	Digital Electronics Cybersecurity	LITC booth
	Riga COMM RIGA COMM is an annual Baltic Business and Technology Fair and Conference held in Riga, Latvia, bringing together entrepreneurs, executives, and professionals from various sectors to explore the latest digital solutions and technological innovations. Exhibition on business and digital solutions for organisations and conferences to the topics digital marketing, e-commerce, HR tech, artificial intelligence and machine learning, fintech, cybersecurity and IoT, real estate technologies, education technologies, ERP, Web3 and women in tech. The fair has about 2500 visitors from 30 countries and is held in October. **Targeted audience**: Industry, SMEs, Innovators, National/Regional/Local authorities, Civil society.						
Oct'25 20-21	International Exhibition	**JEC Forum DACH**	Dresden, Germany	https://www.jec-dach.events/de/	Cross-industrial: automotive, aerospace, construction, renewable energy, and more	CU booth CU is a supporting partner
	JEC Forum DACH is an international event with exhibition, conference, business meetings and networking activities focused on the composite materials industry, specifically in the DACH region (Germany, Austria, and Switzerland). Companies from various industries such as automotive, aerospace, construction, and renewable energy come together to discuss the latest trends, technologies, and innovations in composite materials and to showcase cutting-edge products and solutions in the composites industry. It is part of the JEC Group's series of forums held worldwide, with the goal of fostering collaboration, knowledge sharing, and business development within the composites sector. This exhibition is annual, the place rotates between cities of the DACH Region and has about 150 exhibitors, 150 visitors and 1000 Business Meetings. **Targeted audience:** Industry, SMEs.						

Table 11: List of Exhibitions (trade fairs with conferences) in 2026
(orange: own booth by ResC4EU Cluster, grey: own booth by ResC4EU Research institute)

When	Type	Name	Place	Website	Industry sectors	Comment
Mar'26 3-5	International Exhibition	JEC World	Paris, France	https://www.jec-world.events	Cross-sectoral: automotive, aerospace, construction, renewable energy, and more	CU booth
	JEC World is the leading international trade show for the composites industry with exhibition, conferences and workshops, networking activities and an innovation hub, held annually in Paris, France with about 1300 exhibitors on 76,000 square meters and 43,000 visitors. The exhibition showcases the latest advancements, technologies and applications of composites materials in various industries (e.g. aerospace, automotive, constriction, renewable energies, sports, and more. Typically held in March. **Targeted audience:** Industry, SMEs.					
Sept'26 1-4	Global Exhibition	SMM'26	Hamburg, Germany	https://www.smm-hamburg.de	waterborne transport and mobility	MCN booth
	SMM (Shipbuilding, Machinery & Marine Technology) is the premier global trade fair for the maritime industry, drawing over 40,000 participants and more than 2,000 exhibitors from 120 nations in 11 halls and across 90,000 square metres. Showcase the latest technologies, products, and innovations in shipbuilding, propulsion systems, marine equipment, offshore technology and maritime services. SMM is two-annual and takes place in September. **Targeted audience**: Industry, SMEs, National, Regional and Local authorities.					
Sep'25 29 - Oct'25 2	Global Exhibition	**Feria Hábitat Valencia (FHaV) 2025**	Valencia, Spain	https://www.feriahabitatvalencia.com/	construction retail hospitality textile	AID booth
	A leading international trade fair focusing on furniture, lighting, decoration, and home design with about 600 exhibitors and 45,000 visitors. It serves as a key event for professionals in the interior design and home furnishing sectors, showcasing innovative products, trends, and solutions from top brands and designers e.g. sustainable and eco-friendly materials, innovative technology integration. A must-attend event for those involved in the home furnishing and design sectors. The fair is held annually in Valencia, Spain. **Targeted audience**: Industry, SMEs.					

Oct'26 TBD	International Exhibition	Riga COMM 2024	Riga, Latvia	https://rigacomm.com/en/riga-comm-2024-business-and-technology-fair-and-conferences-have-been-a-roaring-success/	Digital Electronics Cybersecurity	LITC booth

Riga COMM RIGA COMM is an annual Baltic Business and Technology Fair and Conference held in Riga, Latvia, bringing together entrepreneurs, executives, and professionals from various sectors to explore the latest digital solutions and technological innovations. Exhibition on business and digital solutions for organisations and conferences to the topics digital marketing, e-commerce, HR tech, artificial intelligence and machine learning, fintech, cybersecurity and IoT, real estate technologies, education technologies, ERP, Web3 and women in tech. The fair has about 2500 visitors from 30 countries and is held in October.
Targeted audience: Industry, SMEs, Innovators, National/Regional/Local authorities, Civil society.

Oct'26 20-21	International Exhibition	JEC Forum DACH	Cologne, Germany	https://www.jec-dach.events/de/	Cross-sectoral: automotive, aerospace, construction, renewable energy, and more	CU booth CU is a supporting partner

JEC Forum DACH is an international event with exhibition, conference, business meetings and networking activities focused on the composite materials industry, specifically in the DACH region (Germany, Austria, and Switzerland). Companies from various industries such as automotive, aerospace, construction, and renewable energy come together to discuss the latest trends, technologies, and innovations in composite materials and to showcase cutting-edge products and solutions in the composites industry. It is part of the JEC Group's series of forums held worldwide, with the goal of fostering collaboration, knowledge sharing, and business development within the composites sector. This exhibition is annual, the place rotates between cities of the DACH Region and has about 150 exhibitors, 150 visitors and 1000 Business Meetings.
Targeted audience: Industry, SMEs.

Nov'26 10-13	Global Exhibition	FIMMA + MADERALIA 2026	Valencia, Spain	https://fimma-maderalia.feriavalencia.com	construction retail	AID booth

International trade fair that focuses on woodworking, carpentry, and furniture manufacturing industries with about 440 exhibitors from 25 countries, 927 brands representing on 72,000 m2 exhibition area. It brings together professionals, companies, and suppliers from across the globe to showcase the latest innovations, products, and technologies in these sectors.
FIMMA (International Fair for Machinery and Tools for Woodworking): Focuses on machinery, equipment, tools, and technologies related to woodworking, carpentry, and manufacturing **MADERALIA** (International Suppliers Fair): Specializes in materials, components, and solutions for the furniture, interior design, and woodworking industries. The fair is held biannually in Valencia, Spain.
Targeted audience: Industry, SMEs; mainly production managers from furniture manufacturing companies.

5.3.2 Events organised by the ResC4EU Clusters or their networks

The ResC4EU project and its results will be presented on events that will be organised by the ResC4EU cluster partners (AID, ATIM, CU, LITC, MCN, PKTK) themselves and their networks as part of their normal cluster events and membership activities (e.g. seminars, meetings, workshops, round tables or similar; as present or online event). Wherever appropriate, the clusters will make aware about the ResC4EU project and the opportunity for SMEs to participate in the ResC4EU SME Support Programme.

In total, **about 100 events organised by the ResC4EU clusters and their networks** are planned (about 16 events per ResC4EU Cluster, distributed over 3 years). These are for example:

- Cluster's own organised meetings of members (general assembly)
- Cluster's own organised seminars or webinars for their members
- Cluster's own organised conferences for their members & externals
- Cluster's network events
- etc.

Table 12 is a non-exclusive list of targeted events organised by the ResC4EU clusters and their networks in 2024, providing details about each event (name, date, location, size, weblink, targeted audience) and the organising or participating ResC4EU cluster. The primary targeted audience are the members of each cluster including industries and SMEs (manufacturing SMEs, supplier SMEs, supply chain SMEs, tech-savvy SMEs), research organisations as well as policy makers such as national/regional/local authorities.

Table 12: List of Events organised by ResC4EU Clusters and their networks
(orange: ResC4EU Cluster events, blue: Cluster network events)

When	Type	Name	Place	Website	Industry sectors	Comment
Apr'24 4	Workshop	**Boost camp Norway**	Stavanger, Norway	https://www.norwegianoffshorewind.no/events/boostcamp-norway	renewable energies construction	Participant: PKTK
	Event organised by the Norwegian Offshore Wind cluster (MOW). **Targeted audience:** Norwegian Offshore Wind cluster (MOW) and their members. Industry, SMEs from Poland and Norway in the offshore wind value chain.					
May'24 6	Meeting	**Maritime Committee of the Chamber of Commerce**	Rostock, Germany	N/A	waterborne transport and mobility	Participant: MCN
	Event organised by the chamber of commerce. **Targeted audience:** Industry, SMEs, National/Regional/Local authorities and Research community in Germany.					

Jun'24 20	National Meeting	**Meeting of members of PKTK**	Rymanów, Poland	https://composites-united.com/events/technologietag-leichtbau-2024/	Cross-sectoral: construction, digital, retail	Organiser: PKTK
	Meeting of members of the Polish Cluster of Composite Technologies (PKTK) **Targeted audience:** PKTK's cluster members. Industry, SMEs from Poland in the composite value chain.					
Jun'24 12	Meeting	**Meeting of members of MCN**	Bremen, Germany	https://www.maritimes-cluster.de/maritimer-kalender/mitgliederversammlung-2024-des-mcn-e-v/	waterborne transport and mobility	Organiser: MCN
	Meeting of members of the Maritime Cluster Northern Germany (MCN) **Targeted audience:** MCN's cluster members. Industry, SMEs, Regional authorities and Research community in Germany; in waterborne transport and offshore industries.					
Jun'24 13-16	National Conference	**Conference of the Polish Ceramic Society**	Zakopane, Poland	https://ptcer.pl/pl/nadchodzace-konferencje-ptcer-i-shaping-9/	construction retail	Participant: PKTK
	Targeted audience Industry, SMEs and Regional authorities in Poland. Leading scientist, engineers and experts from the ceramic industry.					
Aug'24 26-29	International Conference	**Professionals4 Ukraine Conference**	Stavanger, Norway	https://www.linkedin.com/feed/hashtag/?keywords=professionals4ukraine	Cross-sectoral: construction, digital, electronics EII renewable energies	Participant: PKTK
	Exchange between Ukraine clusters and EU cluster community. **Targeted audience:** Ukraine clusters, EU clusters and their members. Industry, SMEs from Ukraine, Poland, Romania, Czech Republic, Bulgaria, Germany, France, Italy and Canada.					
Sep'24 25	EDIH Workshop	**KICKSTART Digitalisation Training**	Online webinar	https://dih.lv/lv/kickstart https://www.kickstart.lv/kalendars	Cross-sectoral: Agri-food Cultural & creative Energy Intensive Industry, Textile, Retail	Organiser: LITC
	EDIH workshop series organised by LITC for companies interested in digitalisation. **Targeted audience:** Industry, SMEs from Latvia.					

Nov'24 6	National Conference	**Technologie-tag Leichtbau**	Stuttgart, Germany	https://composites-united.com/events/technologietag-leichtbau-2024/	Cross-sectoral: automotive, aerospace, construction, renewable energy, and more	Organiser: CU.
	Conference of the Light-weight Engineering Allianz of the region Baden-Württemberg. **Targeted audience:** CU's cluster and network members. Industry, SMEs, researcher from Germany, Switzerland and Austria in the composite value chain.					
Nov'24 7-8	National Conference	**10 Kongres Klastrów Polskich**	Białystok, Poland	https://10kongres.klastrypolskie.pl/#agenda	construction transport textile	Participant: PKTK
	Representatives of national key clusters, clusters, cluster initiatives and their members from all over Poland, representing innovative industries and services. **Targeted audience**: Industry, SMEs, Regional authorities from Poland.					
Nov'24 7-8	International Conference	**Limacon 2024**	Białystok, Poland	https://pb.edu.pl/limacon/agenda/	construction transport textile	Participant: PKTK
	Annual conference "Advanced hybrid lightweight materials and technologies for global circular economy". **Targeted audience**: Industry, SMEs from Poland, Germany and the Baltic countries.					
Nov'24 7	Conference	**MCN meets Technologies @Fraunhofer**	Rostock, Germany	https://www.maritimes-cluster.de/maritimer-kalender/mcn-meets-ocean-technologiesfraunhofer/	waterborne transport and mobility	Organiser: MCN
	MCN event inviting Fraunhofer institutes to present their latest innovations in the field of ocean technologies to MCN's members. **Targeted audience**: Industry, SMEs, Innovators, Research community.					
Nov'24 20	Conference	**New Maritime Risks – Facing the Challenges**	Wismar, Germany	https://www.maritimes-cluster.de/maritimer-kalender/blaue-stunde-bei-der-smm-2024/	waterborne transport and mobility	Organiser: MCN
	MCN event series "New Maritime Risks – Facing the Challenges." **Targeted audience**: Industry, SMEs, Innovators, National/Regional/Local authorities.					
Dec'24 4	Meeting	**Export info webinar**	Online	Not available	Digital Electronics Cybersecurity	Organiser: LITC
	Meeting of the Latvian IT Cluster inviting their members to inform about the latest news and activities. **Targeted audience**: LITC's cluster members. Industry, SMEs from Latvia, in particular tech/savvy SMEs.					

Dec'24 12	Meeting	**Maritime Committee of the Chamber of Commerce**	Rostock, Germany	N/A	transport and mobility (waterborne)	Participant: MCN
	Targeted audience: Industry, SMEs, National/Regional/Local authorities and Research community in Germany.					
Dec'24 16	National Conference	**Małopolska H2Connect**	Krakow, Poland	https://wodorowe.info/politechnika-krakowska-kolejnym-patronem-honorowym-konferencji-malopolska-h2-co$_2$nnect/	renewable energies	Supporter & Participant: PKTK
	MAŁOPOLSKA H2 CO$_2$nnect is an initiative focused on promoting hydrogen technologies and their role in industrial innovation and decarbonization within the Małopolska region of Poland. A key event under this initiative is the conference titled "Hydrogen for Industry and Innovation. The conference brings together experts, industry leaders, and policymakers to discuss the potential of hydrogen as a clean energy source and its applications in various sectors. **Targeted audience**: Industry, SMEs, Regional authorities from Poland. Companies of the hydrogen value chain.					

5.3.3   Special events organised by the ResC4EU Clusters including Alliance building

In addition to 5.3.2, **at least 7 dedicated own cluster events** will be organised by the project partners to reach out to targeted SMEs and other relevant stakeholders, and where appropriate in collaboration with other related projects that will be identified during the project and as part of alliance building.

- The first major event for networking is planned for 2025, which is a virtual conference (using the interactive Mix-up word software) and is organised by MCN with support by SCA.
- A major Final Event presenting ResC4EU success stories with about 100+ participants is planned for Oct/Nov 2026.

5.3.4   Participation to Conferences targeting research communities

In addition to the exhibitions listed in **5.3.1**, there are various international conferences at which the ResC4EU project and its results will be distributed to research communities and other stakeholders.

Targeted are about **10+ conferences on supply chain management and resilience**.

Table 13 is a non-exclusive list of targeted international conferences, providing details about each event (name, date, location, size, weblink, targeted audience) and the participating ResC4EU Research institute or others. The primary targeted audience are research communities, but the events are also of interest for SMEs (manufacturing SMEs, supplier SMEs, supply chain SMEs, tech-savvy SMEs) and innovators.

Table 13: List of Conferences of 2024-2025-2026

When	Type	Name	Place	Website	Industry sectors	Comment
Jun'24 6-7	European Workshop	**MARESEC 2024**	Online webinar	https://wctrs-society.com/world-conference/	waterborne transport and mobility	Participant: ISL
	The European Workshop on Maritime Systems Resilience and Security (MARESEC 2024) is dedicated to the research on Resilience, Security, Technology and related Ethical, Legal, and Social Aspects (ELSA) in the context of Maritime Systems, including (Offshore/Onshore) Infrastructures, Navigation and Shipping, Autonomous Systems, etc. **Targeted audience**: Research community.					
Sep'24 25	Conference	**INNOTRANSFER**	Valencia, Spain	Industrias Creativas: Retos y Oportunidades de Innovación en la Comunitat Valenciana - Innotransfer	creative industry digital	Participant: AID
	Creative Industries: Challenges and Opportunities. Identify innovation challenges and solutions within the creative industry. Create opportunities for collaboration between the different actors of the ecosystem and give visibility to innovation opportunities in the creative industries sector. **Targeted audience:** Industry, SMEs, Innovators from Spain.					
Nov'24 5	Global Conference	**World Conference on Transport Research Society (WCTRS)**	Online webinar	https://wctrs-society.com/world-conference/	transport and mobility	Participant: ISL
	The World Conference on Transport Research Society (WCTRS) provides a forum for the interchange of ideas among transport researchers, managers, policy makers. Webinar. **Targeted audience**: Research community, Innovators, Industry.					
Nov'24 12-13	Conference	**Fraunhofer IGCV-Summit**	Augsburg, Germany	https://www.igcv.fraunhofer.de/de/veranstaltungen/KI-produktion-summit.html	Digital	Participant: FHG
	KI in Production. **Targeted audience:** Industry, SMEs, Research community.					
Mar'25 24-27	Conference	**EurOMA 2025**	Online	https://www.sparkscon.de	Cross-sectoral	Participant: GTW
	12th EurOMA Sustainable Operations and Supply Chains Forum is co-organized by **Porto Business School** and **INESC TEC**, this forum aims to foster discussions on transitioning from traditional linear supply and demand models to regenerative supply chains. The focus is on developing strategies that not only minimize environmental impact but also actively contribute to ecological restoration and social equity. **Targeted audience:** Research community, industry and SMEs and policy makers.					

Jun'25 30- Jul'25 3	European Conference	IFAC MIM2025	Trondheim, Norway	https://conferences.ifac-control.org/mim2025/	transport and mobility	Participant: ISL (Panel) FHG
	11th IFAC Conference on Manufacturing, Modelling, Management and Control with focus on "Research and Innovation on Manufacturing and Logistics for a better world". IFAC is the International Federation of Automatic Control. **Targeted audience:** Research community.					
Jul'25 7	Conference	SparksCon 2025	Augsburg, Germany	https://www.sparkscon.de	Digital	Participant: FHG
	The SparksCon 2025 is Germany's largest Digital Experience Conference with about 60+ expert speakers and 8+ masterclasses and interactive workshops for hands-on learning and opportunities for networking. The conference brings together industry leaders, innovators, and professionals to explore cutting-edge topics in digitalization, emerging trends, and practical strategies for businesses and organizations. **Targeted audience:** Research community.					
Mar'26	Conference	CPSL 2026	LIMA Germany	https://www.cpsl-conference.com	Digital	Participant: FHG
	The Conference on Production Systems and Logistics (CPSL) is an international academic and industry-focused conference dedicated to addressing innovative advancements, challenges, and opportunities in the fields of production systems and logistics. It serves as a platform for researchers, industry experts, and practitioners to exchange knowledge, present research findings, and discuss emerging trends and technologies					
Sep'26 15-17	Global Conference	CIRP CMS 2026	Austin USA	https://www.cirp-cms2025.org/	Digital	Participant: FHG
	The 59th CIRP International Conference on Manufacturing Systems (CIRP CMS 2026) is organized under the auspices of the International Academy of Production Engineering (CIRP), focuses on advancements in manufacturing systems. Key topics for the 2026 conference include: Resilient Manufacturing Systems. It is held annually, with changing locations.					

5.3.5   Policy Engagement

All six ResC4EU Cluster partners (AID, ATIM, CU, LITC, MCN, PKTK) will engage in policy dialogues at regional, national and international level wherever appropriate. For example, being a **European Digital Innovation Hub (EDIH),** LITC will be able to share their knowledge and expertise, gained in the ResC4EU project, in different policy making sessions.

In total, **about 50 events** (e.g. meetings, round tables, panel discussions) are planned dedicated to policy engagement and/or where policy makers will be invited to join the ResC4EU project's public events.

Table 14 is a non-exclusive list of targeted events, providing details about each event (type, name, location, topic, targeted audience) and the participating or organising ResC4EU consortium partner. The primary targeted audience are policy makers such as national/regional/local authorities but also on EU and international level.

Table 14: List of Events in 2024-2025-2026

When	Type	Name	Place	Website	Topic	Comment
2024 2025 2026	Meetings	**Meetings with LIAA**	Riga, Latvia	N/A	Digitalisation of SMEs	Organiser: LITC
	As an EDIH, LITC will participate in regular meetings with the **Ministry of Economics and Investment and Development Agency of Latvia (LIAA)**. The focus of these meetings is on monitoring and reviewing the currently operational funding scheme for process digitalisation of SMEs. Here, LITC will share its expertise and experience made in ResC4EU for the development of new funding scheme regulations in Latvia. LITC has estimated about 10 meetings each year. **Targeted audience:** Policy makers in Latvia.					
2024 2025 2026	Meetings	**RIS3 meetings**	TBD	N/A	Smart Specialisation Strategies (RIS3)	Participant: LITC
	LITC will participate in various **RIS3 meetings and advisory groups** to support the implementation of Smart Specialisation Strategies for research and innovation. LITC has estimated about 4 meetings each year. Targeted audience: Policy makers in Latvia.					
2024 2025 2026	Meetings	**Foreign affairs**	TBD	N/A	Economic growth and digitalisation	Participant: LITC
	LITC is also a recognized social partner for governmental bodies on topics related to economic growth and digitalisation. In this function, LITC will participate in **foreign affairs-related activities**, including business forums, intergovernmental meetings, delegation hosting, and supporting policy initiatives. LITC has estimated about 10 meetings each year. Targeted audience: Policy makers in Latvia.					
2024 2025 2026	Meetings	**International policy advisory boards**	TBD	N/A	Economic growth and digitalisation	Participant: LITC
	LITC and its employees frequently serve as experts in **international policy advisory boards**, including those at the OECD, EC European Employment and Social Rights Forum, TEI etc., further strengthening LITC's role as a trusted partner in shaping economic and digital transformation strategies. **Targeted audience:** Policy makers on EU and international level.					
2024 2025 2026	Events	**ResC4EU project's public events**	TBD	N/A	SME Innovation support Regional Business Development	Participants: MCN, PKTK, CU, ATIM, LITC, AID, ISL, FHG, GTW, SCA.
	Wherever appropriate, policy makers will be invited to participate in the public events of the ResC4EU project. Targeted audience: Policy makers on regional, national, international level.					

2024 2025 2026	Meetings	ResC4EU meetings	TBD	N/A	SME Innovation support, Regional Business Development	Participants: MCN, PKTK, CU, ATIM, LITC, AID, ISL, FHG, GTW, SCA.
	Wherever possible, ResC4EU project partners will engage directly with regional, national, and international policy makers. **Targeted audience:** Policy makers on regional, national, international level.					

5.4   Communication Materials

These are materials for the use by all project partners that will carry the visual identity of the project.

All communication materials are available for downloading at the ResC4EU's project repository and at the ResC4EU website.

5.4.1   Logo & Brand book

Logo and a Brand Book have been created and must be used in all communication materials and tools (for details, see *deliverable D8.1 Project Website, Social Media Launch & First Communication Pack and Guide*)

5.4.2   Project presentation

A short project presentation (eleven slides) has been produced introducing the ResC4EU project to begin communicating about the purpose of the project (objectives, targeted SMEs, support to be offered to SMEs, benefits for SMEs, project partners) and for the use at events to inform and attract potential SMEs

Each cluster and other project partners will adapt the presentation regarding language. Additionally, they will adapt the content according to the interests of the recipients.

5.4.3   Brochure

A brochure has been designed to raise awareness what the ResC4EU project is about (objectives, targeted SMEs, support to be offered to SMEs, benefits for SMEs, project partners) and for distribution at events or by email to inform and attract potential SMEs.

5.4.4   Roll-up banner

A first eye-catching roll-up banner has been designed for the use at events to increase ResC4EU's visibility and attract SMEs. The roll-up banner shall be printed by the cluster and other project partners to use it at their own events.

5.4.5   Template for Deliverable reports

A word template for the creation of deliverable reports has been created.

5.4.6   Template for Power Point presentations

A template (Power Point) for the creation of presentations at internal and external meetings has been created.

5.5   Internal Communication & Communication Guidelines

5.5.1   Internal communication

The ResC4EU Communication and Dissemination Manager (CDM), Frank Schmull (Scaberia AS) is responsible for coordinating and monitoring of all communication and dissemination activities within WP8 and WP9.

This includes refining ResC4EU's communication and dissemination strategy, preparing and overseeing the implementation of this ResC4EU's Dissemination and Communication Plan (D8.1), and monitoring of all planned and concluded communication and dissemination activities in WP8 and WP9.

It also encompasses managing content for the ResC4EU website and LinkedIn account, which are the project's official communication channels.

All information related to planned and concluded communication and dissemination activities must be reported to Scaberia AS (SCA) (see section 7).

Each Consortium partner must assign at least one dedicated contact person for communication and dissemination activities.

A dedicated email distribution list for the Communication Team has been created: com@resc4eu.com

5.5.2   Communication Guidelines for all Consortium Partners

Each consortium partner (i.e. AID, ATIM, CU, LITV, MCN, PKTK, ISL, FHG, GTW, SCA) has a dedicated effort and budget allocated for communication and dissemination activities in WP8 and WP9.

To ensure consistency in communicating all planned and completed activities of the ResC4EU project through the official project channels (i.e. **ResC4EU website, ResC4EU LinkedIn account),** a set of communication guidelines has been developed. These guidelines must be adhered to all project partner:

- Guidelines for the Website
- Guidelines for Social Media
- Guidelines for Communication Materials
- Guidelines for Events
- Guidelines for Publications
- Photo Usage Disclaimer

For details, please see *deliverable **D8.1 Project Website, Social Media Launch & First Communication Pack and Guide** (Section 7).*

General Responsibilities:

- All consortium partners must visit, contribute content to and promote the ResC4EU website.
- All consortium partners must follow, provide content for, and share the ResC4EU LinkedIn channel.
- Partners planning to organise or participate in a major event with relevance to ResC4EU must inform the ResC4EU's Communication and Dissemination Manager in advance to discuss promotion campaigns.
- All consortium partners are encouraged to suggest opportunities to publish project outcomes (e.g. articles in magazines, congress contributions, scientific publications). However, partners must notify all consortium members and the ResC4EU 's Communication and Dissemination Manager in advance to ensure no confidential information is disclosed.

For any questions, please contact the ResC4EU Communication & Dissemination Manager (CDM) Frank Schmull, at Scaberia AS (SCA).

6 Timing of Communication activities

Figure 3: ResC4EU Gantt for planned Communication and Dissemination activities
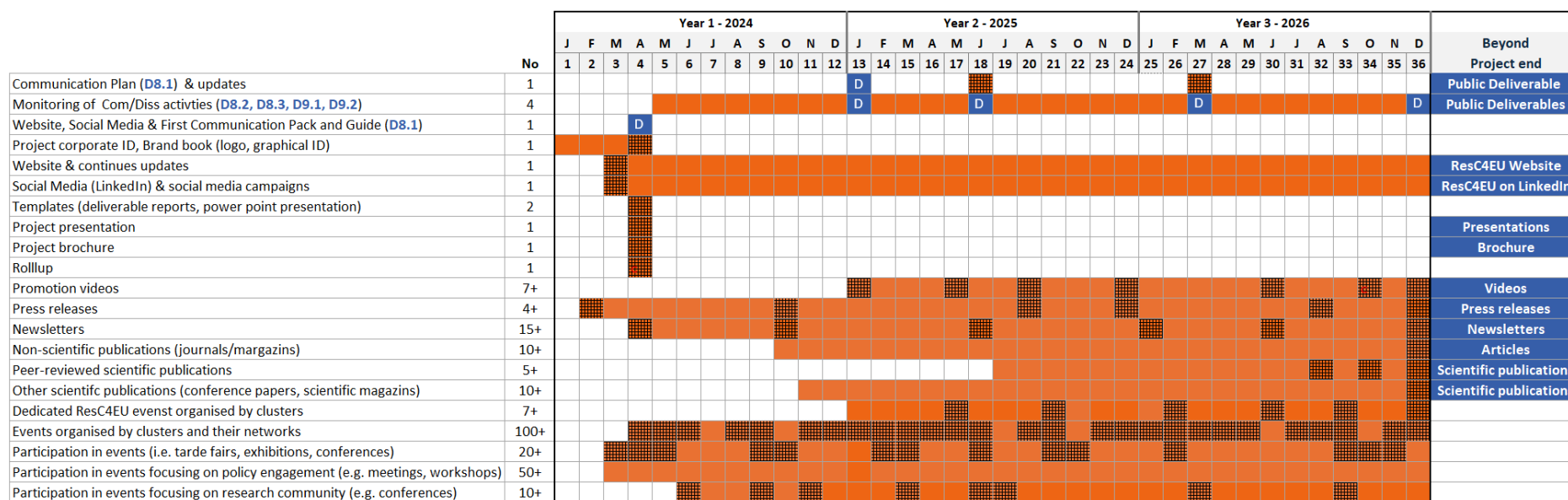
7 KPIs for Communication and Dissemination activities

7.1 Monitoring & Reporting by Consortium Partners

All ResC4EU Consortium partners must report their communication and dissemination activities planned and completed every three months to Scaberia AS.

Scaberia AS has prepared an Excel template aligned with EU reporting requirements for this purpose. Whenever possible, each ResC4EU communication and dissemination activity should be documented with photos to support promotion campaigns and reporting.

7.2 Key Performance Indicators (KPIs)

To evaluate the effectiveness of the communication activities, a set of metrics was defined in accordance with the Description of Action in the Grant Agreement. If needed, these metrics will be refined throughout the project's life cycle.

Table 15 provides a non-exhaustive list of key performance indicators (KPIs) that will be used to monitor and measure the communication and dissemination efforts.

Table 15: KPIs for ResC4EU's Communication and Dissemination activities

Channel	Key Performance Indicator (*as set in GA)	TOTAL Target M01-M36 Jan'24-Dec'26	Target M12 Jan-Dec'24	Target M18 Jan-Jun'25	Target M24 Jul-Dec'25	Target M36 Jan-Dec'26
Website	Number of visits*	**5000+**	500	1000	2500	5000+
	Number of downloads*	**200+**	30	50	100	200+
Social media	Number of followers*	**1000+**	250	500	750	1000+
Videos	Number of videos*	**7+**	0	2	3	7+
	Number of views*	**500+**	0	50	100	500+
Number of newsletters	Number of newsletters by ResC4EU*	**3+**	1	1	2	3+
	Number of newsletters by project partners*	**12+**	4	6	9	12+
Press Releases	Number of press releases issued*	**4+**	1	2	3	4+
	Number of articles in the press	**15+**	5	7	10	15+
Other articles in non-scientific journals	Number of other articles	**3+**	0	1	2	3+

Peer-reviewed scientific publications	Number of articles*	**5+**	0	0	0	5+
Other scientific publications	Number of articles (e.g. conference publications)	**10+**	0	2	4	10+
Events (fairs, conferences)	Number of events (for industry) **organised by ResC4EU Clusters and their networks** at which ResC4EU is presented *	**100+**	30	45	60	100+
	Number of events (for industry) not organised by clusters at which ResC4EU is presented *	**20+**	5	10	15	20+
	Number of events for policy engagement at which ResC4EU is presented *	**50+**	5	10	35	50+
	Number of policy makers reached*	**50+**	3	5	10	50+
	Number of events for research communities at which ResC4EU is presented *	**10+**	0	3	5	10+
Dedicated Workshops and own cluster events	Number of events **organised by clusters*** to reach out to SMEs	**6+**	0	1	3	6+
	Final event organised by MCN*	**1**	---	---	---	1
	Number of participants of Final event*	**100+**	---	---	---	100+
Training workshops	Number of internal workshops to train the clusters and other consortium members	**3+**	0	1	1	1

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