D5.1

Communication and Dissemination Plan

Project title:

Development of an innovation pipeline to facilitate and promote
funding proposals for deployment of low carbon technologies

Project acronym: **2DPLOY**
Project number: **101137732**
Topic: **HORIZON-CL5-2023-D2-01-07**
Type of action: **HORIZON-CSA**

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Contents

1. INTRODUCTION

Paving the way to the decarbonisation of European energy-intensive industries

The 2DPLOY project - *Development of an innovation pipeline to facilitate and promote funding proposals for deployment of low carbon technologies* - aims to support European energy-intensive industries in increasing the deployment of carbon-neutral technologies and processes.

The project will create an innovation pipeline, made of disruptive and mature innovations developed under Horizon 2020 and Horizon Europe projects, to the Innovation Fund, by offering capacity building and tailored guidance to innovation owners to prepare viable Innovation Fund applications.

Thus, 2DPLOY paves the way for the decarbonisation of energy-intensive industries.

2. CONTEXT, PROJECT OVERVIEW AND AIMS

2.1. Context and societal need

The deployment of low-carbon technologies in energy-intensive industries (EIIs) in Europe presents significant challenges. However, it is a crucial tool for the European Union to achieve Europe's climate change mitigation objectives.

The EIIs (among which steel, cement, chemicals, and glass manufacturing) accounted for 22% of total greenhouse gas emissions (GHG) in 2019[1], making them a significant contributor to Europe's overall GHG emissions.

Even if the transition to low-carbon technologies of the EIIs could be transformative, numerous obstacles hinder progress, such as the high initial investment costs, low technological maturity, the need for new or upgraded energy infrastructure, the establishment of clear policy and regulatory frameworks, strong international competition, and potential disruptions to workforce and supply chains.

To address these challenges the European Commission adopted a package of 13 legislative proposals in July 2021[1]. These proposals are specifically tailored to the EII ecosystem and aim to strengthen and expand the size of the Innovation Fund

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[1] Energy-intensive industries - European Commission (europa.eu)

(IF), which will provide additional resources to support the deployment, adoption, and replication of innovative low-carbon technologies in these industries.

However, the process of applying for IF can be challenging for EIIs as the application requires a detailed project plan and description of why and how the innovation goes beyond 'incremental innovation', significant financial analysis, and the demonstration of substantial reduction in GHG emissions. These requirements represent major obstacles for EIIs seeking to access funding through the Innovation Fund.

2.2.   Project overview, aims and methodology

Starting from these premises, 2DPLOY aims to provide support to EIIs by assisting them in developing compelling proposals for the Innovation Fund.

To achieve its ambitious objectives, 2DPLOY relies methodologically on an innovation pipeline approach that involves iterative steps to narrow down the number of selected mature projects. This approach ensures that only the most mature projects in line with the EU ETS (Emissions Trading System) IF criteria move forward to the final step: completion of an IF proposal.

In the last stage, 2DPLOY will offer personalised support, feedback, and guidance to assist EII in creating three high-quality proposals for the IF. The project is implemented by a consortium of eight partners under the coordination of SINTEF (Norway) and will offer personalised guidance and feedback to support the preparation of the three sound proposals to be submitted to the IF.

The 2DPLOY methodology will be constantly improved through a two-way learning strategy that involves collaborations and synergies with key industrial and EU stakeholders, such as the Innovation Fund, the Directorate-General for Climate Action, Processes4Planet, Clean Steel, Clean Hydrogen Joint Undertaking, and Clean Energy Transition.

The overarching goal of the project was strategically dissected into four subordinate aims:

- To create a consistent stream of innovation for low-carbon technologies within EIIs;

- To cultivate optimal methodologies and back pilot IF proposals;

- To contribute to the 2DPLOY innovation stream and disseminate insights to key stakeholders;

- To promote transparent collaboration and cultivate synergistic relationships.

The Communication and Dissemination Plan (CDP), part of Work package WP5 – Synergies, communication, and dissemination (led by A.SPIRE), is a fundamental tool for achieving these objectives.

3. COMMUNICATION AND DISSEMINATION PLAN

The general aim of the communication and dissemination activities of 2DPLOY is to achieve impact and exchange knowledge and innovations generated during the project with target stakeholders.

3.1. Overview and aims of the communication strategy

The Communication and Dissemination Plan is designed to promote the 2DPLOY project, its methodology and its achievements, showcasing the potential of the Innovation Fund and other European, national/regional funding schemes that can act as a deployment vehicle for mature project innovations.

Moreover, the strategy aims to cultivate collaboration between 2DPLOY and other CSAs (Coordination and Support Actions) and to foster synergies between the Horizon Framework Programmes and the IF. This will be achieved by partnering with key Research & Innovation organisations, industrial associations, and European Partnerships (Processes4Planet, Clean Steel, Clean Hydrogen Joint Undertaking, Clean Energy Transition).

The communication and dissemination activities of the plan will maximise the impact of the project results among all potential stakeholders, taxonomically reshaping the European low-carbon landscape.

The implementation of the CDP and its initiatives will facilitate the exchange of best practices and expertise (utilising non-confidential information) among pivotal figures in the European industrial sector and low-carbon technologies.

The strategy revolves around a robust visual identity for the project, structured upon established communication practices such as audience mapping, channels, tools, messages, and KPIs. To maintain relevance and maximise impact, the Communication and Dissemination Plan will undergo continual updates throughout the project's lifespan, guided by regular assessments against predefined Key Performance Indicators.

3.2. Communication guidelines

When referenced for the first time in a document, the full title - *Development of an innovation pipeline to facilitate and promote funding proposals for deployment of*

low carbon technologies - should be provided in brackets. Subsequently, the acronym – 2DPLOY – will become the preferred choice.

British English should be used in all project-related documents. Generic terms are spelt in lowercase; specific terms and proper names are spelt with initial capitals.

The CDP and all communication and communication activities related to 2DPLOY must follow the European Commission's best practice communication guidelines.

Furthermore, all documents related to 2DPLOY adhere to the project's visual guidelines, which are comprehensively outlined in the Corporate Handbook. The visual identity manual, logo, and templates will be accessible to all consortium partners, guaranteeing a cohesive and uniform communication approach.

Following Article 17 of the MODEL GRANT AGREEMENT FOR THE HORIZON EUROPE PROGRAMME, the communication activities and materials acknowledge EU support and display the European flag (emblem) and funding statement – (shown in Annex 1 section 4.1) - translated into local languages, where appropriate.

The emblem is distinct and separate and will not be modified by adding other visual marks, brands, or text. Apart from the emblem, no other visual identity or logo will be used to highlight EU support. When displayed in association with other logos (e.g., the project's logo), the emblem is/will be displayed at least as prominently and visibly as the other.

Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

"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 CINEA. Neither the European Union nor the granting authority can be held responsible for them."

3.3. Mapping audiences and identifying target-groups

2DPLOY will ensure genuine and adequate engagement of diverse stakeholders, with the objective of making the project methodology accessible to a broader community beyond its partners. Given the extensive and diverse range of stakeholders, reaching out to all of them presents a challenge. To ensure effective dissemination, the project will fully embrace a multi-actor approach, aiming to make its methodology accessible to wider audiences.

In this sense, the main audience categories were identified, as follows:

- Innovation owners and direct beneficiaries

- Innovation ecosystem;

- The public sector;

- The scientific community, the civil society and the generalist media outlets.

To craft an effective and precisely tailored communication strategy, each audience category has been subdivided into different target groups (TG), as elaborated below.

As stated in the Description of the action (DoA, the Annex of the Grant Agreement), 2DPLOY and its partners will contribute, upon invitation by CINEA, to common information and dissemination activities to increase the visibility and collaborations between Horizon Europe-supported actions.

CINEA will be constantly informed about communication and dissemination actions.

3.3.1. Target groups, messages and channels

The preferred communication channels and tools are the project website, social media platforms, standard dissemination materials (project roll-up, brochure, and templates), conferences, as well as workshops and events for stakeholders.

The communication efforts and materials underscore the significance and accessibility of coordinated EU funding programmes, while also spotlighting the project's accomplishments and its potential instrumental role in climate mitigation.

The messages disseminated will include updates on the project's activities and advancements, a concise overview of the chosen project/technologies (utilising non-confidential information), their potential for reducing greenhouse gas (GHG) emissions, details regarding the project's methodology and tools, and more.

For every audience category and identified target group (TG), the most effective messages, actions, tools, and channels have been chosen, along with their designated level of priority (priority group – PG) for the project, as outlined in the tables below.

3.3.1.1. Innovation owners and direct beneficiaries

INNOVATION OWNERS AND DIRECT BENEFICIARIES			
Target Group	PG	Key messages	Channels, tools and dedicated actions
Direct beneficiaries Low carbon H2020/HEU	1	Project methodology	Public training materials,

projects		and tools Lessons learned Best practices Understanding the public support pathways to reach innovation deployment and commercialisation	Lessons learnt and guidelines Website (repository for knowledge) Thematic events Coaching Classic communication and dissemination materials: brochure, newsletters, press releases, etc. Social media Events Direct channels Invitation to engage with the project and participate in WPs 2 and WP3 Media, etc
The remaining consortium and projects funded under the same call	1	Engagement to create synergies and amplify results	Joint events Invitation to engage with the project and participate in WP3 Classic communication and dissemination materials: brochure, newsletters, press releases, etc. Social media Events Direct channels Media, etc
Energy Intensive industries investing in R&D for decarbonisation **Business associations at**	1	Project methodology and tools Lessons learned and best practices	Public training materials, Lessons learnt and guidelines Website (repository) Thematic events

European and national level.		Engagement in project events	Coaching
		Raising awareness of the opportunities within Horizon Europe and Innovation Fund to support R&D initiatives	Classic communication and dissemination materials: brochure, newsletters, press releases, etc.
			Social media
			Events
			Direct channels
			Open event for industrial stakeholders;
			Invitation to engage with the project and participate in WPs 2 and 3 and the advisory board
			Media, etc
Research and Technology organisations (focus on Horizon 2020 / Horizon Europe projects and low-carbon technologies)	1	Project methodology and tools	Public training materials,
		Lessons learned and best practices	Lessons learnt and guidelines
		Engagement in project events	Website (repository)
		Understanding the public support pathways to reach innovation deployment and commercialisation	Thematic events
			Coaching
			Classic communication and dissemination materials: brochure, newsletters, press releases, etc.
			Social media
			Events
			Direct channels
			Media, etc

Table 1 Target Audience - Innovation owners and direct beneficiaries - PGs, Messages, Channels tools and actions

3.3.1.2. Innovation ecosystem

INNOVATION ECOSYSTEM			
Target-Group	**PG**	**Key-messages**	**Channels, tools and dedicated actions**
Horizon Europe Partnerships	2	Project methodology and tools Lessons learned Best practices Engagement in project events Synergies across sectors and stakeholders to enable a flow of innovation from beginning to commercialisation	Public training materials, Lessons learnt and guidelines Website (repository) Thematic events Coaching Classic communication and dissemination materials: brochure, newsletters, press releases, etc. Social media Events Direct channels Invitation to engage with the project and participate in WP 2 and the advisory board Media, etc
Sectoral European and National Association	2	Project methodology and tools Lessons learned Best practices Engagement in project events	Public training materials, Lessons learnt and guidelines Website (repository) Thematic events Coaching Classic communication and dissemination materials: brochure, newsletters, press releases, etc. Social media Open event for industrial

			stakeholders and other events
			Direct channels
			Media, etc
Industrial clusters	2	Project methodology and tools	Public training materials,
		Lessons learned	Lessons learnt and guidelines
		Best practices	Website (repository)
		Engagement in project events	Thematic events
			Coaching
			Classic communication and dissemination materials: brochures, newsletters, press releases, etc.
			Social media
			Events
			Direct channels
			Media, etc

Table 2 Target Audience - Innovation ecosystem - PGs, Messages, Channels tools and actions

3.3.1.3. The public sector

THE PUBLIC SECTOR			
Target group	**PG**	**Key-messages**	**Channels, tools and dedicated actions**
On EU Level: CINEA, DG CLIMA and other relevant DGs	1	Policy recommendations	Website
		Engagement in project events	Reports
			Direct communication
		Concerns and views of industrial sectors regarding the system of public support for innovation (bottlenecks, forms of	Classic communication and dissemination materials: brochure, newsletters, press releases, etc.
			Social media
			EventsInvitation to engage

		improving uptake, etc.)	with the project and participate in WPs 2 and 3 and the advisory board Media, etc.
Other funding mechanisms at EU level, **On national level programmes financing low-carbon technologies**	1	Policy recommendations Engagement in project events	Website Reports Direct communication Classic communication and dissemination materials: brochure, newsletters, press releases, etc. Social media Events Media, etc
On Member State level: Research and Innovation Institutes/Departments	2	Policy recommendations Engagement in project events	Website Reports Direct communication Classic communication and dissemination materials: brochure, newsletters, press releases, etc. Social media Events Media, etc

Table 3 Target Audience - The public sector - PGs, Messages, Channels tools and actions

3.3.1.4. The scientific community at large, the civil society and the generalist media outlets

THE SCIENTIFIC COMMUNITY AT LARGE, THE CIVIL SOCIETY AND THE GENERALIST MEDIA OUTLETS			
Target-Group	**PG**	**Key-messages**	**Channels, tools and dedicated actions**

The scientific community at large – universities and knowledge institutes (not related to low-carbon)	3	Presenting the project and its socio-environmental relevance The environmental, industrial and political context (focus on funding mechanisms)	Website (repository) Classic communication and dissemination materials: brochure, newsletters, press releases, etc. Social media Public events Media, etc
The public interested in low-carbon technologies	3	Presenting the project and its socio-environmental relevance The environmental, industrial and political context (focus on funding mechanisms)	Website (repository) Classic communication and dissemination materials: brochure, newsletters, press releases, etc. Social media Public events Media, etc
Generalist media outlets	2	Presenting the project and its socio-environmental relevance The environmental, industrial and political context (focus on funding mechanisms)	Website (repository) Classic communication and dissemination materials: brochure, newsletters, press releases, etc. Social media Public events Media, etc

Table 4 Target Audience - The scientific community at large, the civil society and the generalist media outlets - PGs, Messages, Channels tools and actions

3.4.   Channels and tools

Taking a holistic approach, the CDP concentrates on digital communication while ensuring all communication and dissemination elements are coordinated and centralised. This encompasses logo and brand identity, traditional dissemination and communication materials (such as the brochure, posters, and templates), online platforms (including websites and social media), newsletters and press releases, as well as coverage in specialised and generalist media outlets..

3.4.1.   Visual identity and communication means

A distinctive and unified brand identity was crafted with the aim of ensuring the project is easily identifiable, reflecting its purpose and context.

The elements composing the logo are the number 2, the letter "D", and a tree, hence combining, as the 2DPLOY corporate handbook states, "*both organic and industrial shapes*" and "*rounded strokes with straight and sharp edges.*" '*The imagotype (logotype + icon) is represented through an industrial, organic and closed form*", starting from the premise that "*trees play a fundamental role in the absorption of emissions. "The logotype is shown with the same stroke thickness, a medium thickness, where legibility is optimal in reduced sizes.*" The 2DPLOY logo and colour palette are shown in Annex 2 section 4.2).

A project rollup, templates and a brochure were designed, in accord with the visual identity. The brochure contains a brief description of the project and its objectives, the logos of the consortium partners and the project's slogan "*Paving the way to the decarbonisation of European energy-intensive industries*".

3.4.2.   Channels and digital presence

The communicational approach hinges synergistically on the website and the social networks.

The dynamic and integrated use of social media will draw visitors to the website, effectively disseminating the project's outcomes.

Furthermore, social media will forge connections and nurture collaboration among consortium partners, European Union institutions, and other industrial players within EIIs. This will be achieved by tagging their respective accounts, thereby enhancing the project's visibility through access to partner networks.

3.4.2.1. The project's website

The project's primary media hub and repository for knowledge and documents is its website, serving as the main tool for dissemination and communication. It acts as a vital link, connecting stakeholders at both European and national levels. Hosted under the domain of the A.SPIRE website, it stands as an independent platform. The online platform will be consistently maintained and updated throughout the project's lifecycle and beyond its completion.

The address of the 2DPLOY website is www.2dploy.eu.

The website comprises   the following sections (the order may vary):

- **PROJECT OVERVIEW** – General information. Subdivided in **ABOUT**, **OBJECTIVES**, **IMPACT** and **AMBITIONS**;

- **ACTIONS** - Description of the work packages;

- **PARTNERS** - Logos and links to the websites of all the partners in the consortium;

- **NEWS**

- **EVENTS** - Relevant events in the pipeline and reporting of attendance to events;

- **NEWSLETTER** - Subscription button and a repository of all newsletters;

- **CONTACT CORNER**;

- **PUBLIC DELIVERABLES**;

- **PUBLICATIONS**;

- **PRESS CORNER** – Press releases and media contact;

- **SISTER PROJECTS** – The topic cluster projects; the CSAs under the same topic – links to their website and social media; all joint activities, etc.;

- **CONTACT AND SOCIAL MEDIA** - contact information and links to the social media channels;

- **EU FUNDING ACKNOWLEDGEMENT + DISCLAIMER**.

3.4.2.2. Social media mapping

An X (formerly Twitter) and a LinkedIn account were established for 2DPLOY: LinkedIn - 2DPLOY Project; X (Twitter) - @2Dploy, 2DPLOY Project.

Social media content will be tailored to suit each platform's requirements, ensuring engagement and delivering pertinent information about the project or its

subject matter. 2DPLOY's visibility will be augmented by fostering an online community around it. Social media activity will be crafted to reach the energy-intensive industry. Additionally, the public sector, the general public, scientific communities, and mainstream media outlets will be targeted through social media implementation.

The rollout social media strategy will aim for synergies with relevant accounts of the European Commission (as shown in the table below), consortium partners, European partnerships and European sectoral associations representing the EII.

EUROPEAN COMMISSION			
Organisation	**X (Twitter):**	**LinkedIn**	**Hashtags**
DG Climate Action (Clima) – Innovation Fund	EU Climate Action @EUClimateAction	EU Environment and Climate	#InnovationFund/IF #EUresearch #ClimateMitigation
CINEA The granting authority	X (Twitter) CINEA @cinea_eu	CINEA - European Climate, Infrastructure and Environment Executive Agency	#EUFunfed
DG RTD Horizon Europe	EUScience&Innovation @EUScienceInnov Horizon Europe @HorizonEU	EU Science, Research and Innovation	#HorizonEurope #HEU

Table 5 Social media accounts of the European Commission

Additionally, a selection of carefully curated hashtags will ensure dynamic engagement with the audience. Furthermore, the partners leading communication and dissemination activities of sister projects have agreed to establish a common hashtag for use across their respective social media accounts. The specific hashtag will be determined at a later stage.

#LowCarbon	**#CarbonEmissionReductions**	**#ClimateNeutrality**
#NetZero	**#EUGreenDeal**	**#GHGReduction**
#EUindustry	**#Horizon2020** **#H2020**	**#ProcessIndustry** **#PI** **#PIs** **#EuropeanPIs**

#EnergyIntensiveIndustries #EIIs #EII	#PavingTheWayToDecarbonisation	#NetZeroIndustryAct #NZIA

Table 6 Additional proposed hashtags to increase 2DPLOY's reach and visibility on social media

3.4.3. E-newsletter and other publications

Electronic newsletters showcasing the project's progress and results at various stages will be published on the A.SPIRE website and sent to a subscriber database. They will feature updates, general information, upcoming events, activities, and project outcomes.

Moreover, A.SPIRE will disseminate information about the project and its accomplishments to its members and community through the Bulletin (the newsletter for A.SPIRE members). The most pertinent aspects of the project for energy-intensive industries will be summarised concisely yet comprehensively. Similar dissemination efforts will be undertaken by other project partners within their respective networks.

For managing subscriptions and the e-newsletter service, the custom-made contact management system of A.SPIRE will be utilised.

Each year, throughout the project's lifetime, in December, a yearly overview will be published on the project's website, presenting a chronological list of the progress and achievements and highlights of the past year.

3.4.4. Media relationship

Throughout the project's duration, numerous press releases will be issued strategically to coincide with significant actions, major events, contributions to the EC, project outcomes, and milestones. The objective of these press releases is to enhance the chances of earned media coverage and increase the project's visibility.

The press releases will be published and archived on the project's website and archived in the *PRESS CORNER* section (refer to section 3.4.2.1), as well as promoted on social media channels. If deemed appropriate, they will also be distributed to selected specialist or generalist media outlets.

3.4.5. Events and workshops

Conferences, workshops and other international events will enable the objectives and results of 2DPLOY to be presented at international events, thus multiplying the

reach of the project to innovation owners in the low-carbon ecosystem, augmenting the chances of replication.

All project-related events will serve to disseminate information about the project and its achievements.

Moreover, the project's visibility and dissemination of results will be enhanced through participation in external events and conferences.

2DPLOY intends to capitalise on collaborative opportunities by engaging back-to-back in joint events and partnering with European Associations, Partnerships, or the European Commission to align with existing events. By sharing resources and costs, the project aims to amplify its impact and reach a broader audience while fulfilling its objectives.

Emphasising cross-sectoral collaboration, joint events within the industry camp will facilitate the exchange of knowledge among players in low-carbon technologies. Close collaboration with other CSA low-carbon projects will foster the exchange of expertise and information.

3.5. Dissemination and communication rules for the consortium

All partners will utilise their marketing and communication channels, including email, newsletters, reports, and social media platforms such as X (Twitter) and LinkedIn, among others if feasible. They will disseminate relevant information, impact assessments, and knowledge to their members, as well as to other clusters, EU/national/regional policy and funding bodies, industry, academia, civil society, NGOs, and other relevant stakeholders within their networks.

Moreover, all partners will strive to enhance the project's visibility in traditional media by publishing articles and issuing press releases dedicated to newspapers or magazines focused on the low-carbon environment, at both national and EU levels. These publications will aim to introduce the project, underline its significance, and highlight its achievements. For articles published in local languages, translations into English will be provided on the project website.

As previously stated, project partners are required to adhere to 2DPLOY's branding identity and comply with EC guidelines. They must also acknowledge EU support by prominently displaying the European flag emblem and funding statement. Additionally, partners must ensure the accuracy of the information they disseminate.

3.6. Joint actions with the projects funded under the same call

2DPLOY aims to explore synergies with related actions under the CL5-2023-D2-01-07 (Cross-sectoral solutions for the climate transition), including the possibility of joint events and ensuring the involvement of all stakeholders through collaboration with ongoing projects and initiatives, resulting in numerous collaboration activities.

To achieve this, 2DPLOY will establish communication and dissemination connections with other CSAs funded under the same topic (such as CCUS, renewable energy generation, energy storage, and hydrogen). Shared pathways, obstacles, and lessons learned will be discussed (utilising non-confidential information), and joint workshops will be organised when feasible. Specific measures will be determined during the project's lifespan.

A meeting with the five CSA sister projects regarding joint communication and dissemination activities occurred on 9 February 2024, resulting in a series of agreed-upon joint communication actions (outlined in Annex 3 – section 4.3). It was decided to incorporate a section on each project's website to promote the cluster and sister projects, including relevant news, achievements, milestones, events, website links, and social media channels (as detailed in section 3.4.2.1). Additionally, a common hashtag will be established for unified social media efforts.

Additionally, it was agreed that a common slogan and visuals containing all the projects' names and logos will be created, alongside a distinct section in each project's individual newsletter dedicated to the sister's projects. The logistics and the coordination of this action will be discussed later. All partners agreed to draft a common press release in April to promote the cluster event and the projects.

A first coordination meeting with Communication & Dissemination WP leaders will be scheduled after the cluster event. All partners agreed to organise a coordination meeting every three months. Additional coordination meetings will be scheduled when co-organising joint events.

3.7. 2024 Communication Calendar

A communication calendar for the first year of the project (2024) was designed, outlining the dates of significant communication activities and project milestones. The calendar has been created taking into consideration the foreseeable external events within the political and societal landscape that may be relevant to 2DPLOY.

However, the timeline and actions will be adaptable, ensuring flexibility and strategic alignment as necessary.

JANUARY 2024
Project launch and the kick-off meeting – announced on A.SPIRE's website and social media channels[2]   The external supplier to create the visual identity was selected
FEBRUARY 2024
Development of the project branding and the corporate identity guidelines
MARCH 2024
The visual identity of the project was finalised   The social media channels were created
APRIL 2024
Cluster event with the other CSAs – 24.04.2024   9 April 2024, 17:00 (CET) - the deadline for applications to the Innovation Fund 2023 call. Social media announcement (public statistics will be used)   The website of the project was created   Submission of the Communication and Dissemination Plan – Public delivery   Additional actions, if necessary
MAY 2024
Regular social media and website maintenance   Additional actions, if necessary
JUNE 2024
First newsletter   First measurement of the website traffic and social media engagement against the KPIs, as detailed in the section 3.8 followed by a subsequent readjustment of the communication strategy and materials (if needed)   Regular website maintenance   Increased online presence in the context of the EU elections   Additional actions, if necessary
JULY 2024
Regular social media and website maintenance   Additional actions, if necessary
AUGUST 2024
Regular social media and website maintenance   Additional actions, if necessary

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SEPTEMBER 2024
The second measurement of the website traffic and social media engagement against the KPIs, followed by a subsequent readjustment of the communication strategy and materials (if needed) Regular social media and website maintenance Additional actions, if necessary
OCTOBER 2024
Regular social media and website maintenance Additional actions, if necessary
NOVEMBER 2024
The launch of the Innovation Fund 2024 call - social media and website announcement Regular social media and website maintenance Additional actions, if necessary
DECEMBER 2024
Yearly project overview article The second newsletter,based on the yearly overview The third measurement of the website traffic and social media engagement against the KPIs Analysis of the performance, trends spotting Review and revamp - if needed - of the CDP Readjustment of the social media approach, if necessary Drafting the 2025 communication calendar Regular website maintenance Increased social media presence before the Christmas break Additional actions, if necessary

Table 7 2024 Communication Calendar

3.8.   Communication Key Performance Indicators

The outlined approach for monitoring the effectiveness of dissemination and communication activities is comprehensive and data-driven.

By leveraging analytics tools such as LinkedIn, Twitter, and Google Analytics, the project team will gain valuable insights into the engagement and reach of the communication efforts.

These tools will provide quantitative data on social media interactions and website traffic.

Additionally, tracking downloads, newsletter subscriptions, and event attendance will offer a qualitative measure of audience interest and involvement.

All members of the consortium who employ communication tools and channels are required to provide feedback on the impact garnered through their endeavours - for instance, by utilising Google and social media Analytics and presenting data demonstrating the performance of project-related posts, as well as furnishing information regarding event attendance rates.

The commitment to a continuous review process allows for the refinement of strategies based on empirical evidence and feedback, ensuring that the communication activities remain effective and aligned with the project's goals. This systematic approach to monitoring and analysis will not only optimise the dissemination efforts but also foster a culture of continuous improvement of the communication approach.

3.8.1. Identified KPIs, targets and measuring tools

Following an extensive mapping of the social media terrain, we have selected the targets and indicators for communication and dissemination, as shown in the table below.

Communication channel or activity	Key Performance Indicator and target	Monitoring tool	Achievement	Date of verification
Website	2.000 unique visitors every 6 months	Google Analytics		
Newsletter	Issued every 6 months; achieving 500 registered recipients at the end of the project;	Newsletter file Subscribers database		
Press releases (published on the website)	One press release	Press releases file(s)		
LinkedIn posts	Two posts/week	LinkedIn Analytics		

X (Twitter) posts	Two posts/week	X Analytics		
Social media audience	1000 social media followers	Number of followers		
Events audiences numbers	At least 250 participants	Attendance lists Event reports		

Table 8 Monitoring KPIs, measuring tools and targets

4. ANNEXES

4.1. Annex 1 - EU emblem and funding statement

Figure 1 EU emblem and funding statement

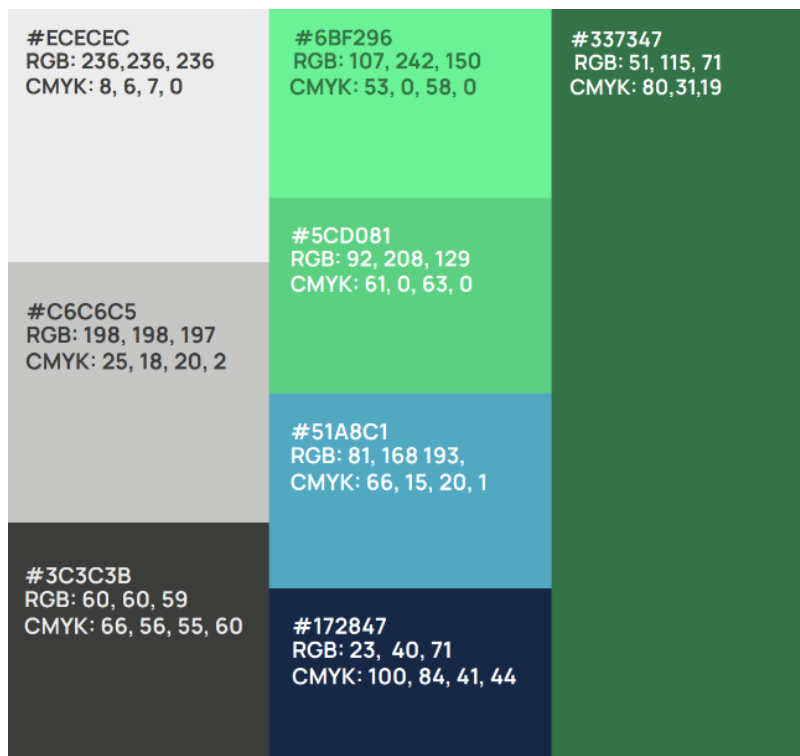## 4.2.   Annex 2 – 2DPLOY logo and colour palette

Figure 2 2DPLOY logo

Figure 3 2DPLOY colour scheme - excerpt from the Corporate Handbook

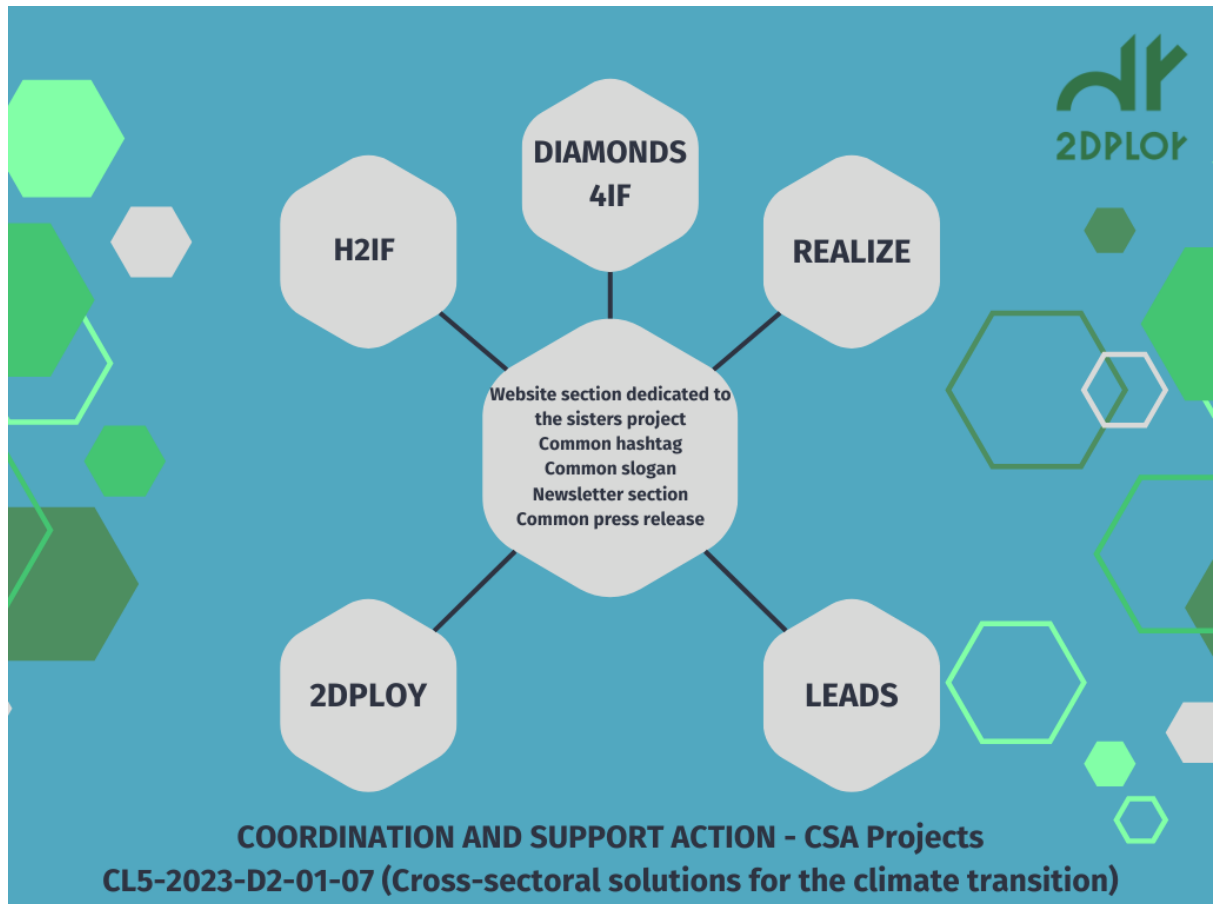## 4.3. Annex 3 - Joint communication activities with the sister projects

Figure 4 Joint communication activities with the other CSA projects