



D5.2 Dissemination, Outreach and Communication Plan, including an Editorial Plan for Social Media, Newsletter & Website communications

Project number: 101074552

Silicon Eurocluster

Serving the electronics value chain for maintaining sovereignty in microelectronics, components and systems for a greener, more digital and resilient future Europe.

Call	SMP-COSME-2021-CLUSTER		
Topic	SMP-COSME-2021-CLUSTER-01		
Type of action:	SMP-GFS	Service	EISMEA/I/02
Start date of project:	1 September 2022	Duration:	30 months

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D.5.2. Dissemination, Outreach and Communication Plan, including an Editorial Plan for Social Media, Newsletter & Website communications

Related WP	WP5: Dissemination & Communication and Sustainability
WP leader	GAIA
Responsible author (s)	Jokin Cuesta and Jon Mitxelena
Contributor(s)	Marielle Campanella, Laure de Tassigny, Frank Bosenberg, Luis Miguel Silva, Anne Van der Linden, Alma Sandberg
Planned delivery month	M6 (February 2023)
Actual delivery month	M6 (February 2023)
Document Dissemination Level¹	PU
Document Nature²	Document, Report

Synopsis:	<p>This plan introduces the dissemination and communication activities, which will be followed during the implementation of the Silicon Eurocluster project.</p> <p>The focus of this deliverable is on the planning of the communication and dissemination activities, the implementation and usage of all channels, events and tools to be developed and the evaluation of the activities' performance. This will serve as a guidance for the project partners to know how to act in different scenarios, which are the key messages to be used in the different channels and which supporting materials can be used.</p> <p>This plan will also include the internal communication procedure and the tools available for this.</p>
List of keywords:	Strategy, Communication, Marketing, Plan, Communication Channels, Messages, Target Groups, Social Networks, Cooperation, Impact

1

Dissemination Level	
PU	Public
SEN	Sensitive, limited under the conditions of the Grant Agreement

2

Nature	
RE	Report

DOCUMENT HISTORY

Version	Status ³	Date	Comments	Author
0	Shared with consortium	23/02/2023	Version 1.0 developed by GAIA as task leader	Jon Mitxelena and Jokin Cuesta (GAIA)
0.5	Comments received	27/02/2023	Comments from the project partners	Contributors
1	Delivered to EC	28/02/2023	Adding all the comments from project partners	Jon Mitxelena

3

Status (a status is associated to each step of the document lifecycle)	
Draft	This version is under development by one or several partner(s)
Under review	This version has been sent for review
Issued	This version of the document has been submitted to EC

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List of abbreviations

SEA	Silicon Europe Alliance
SME	Small and Medium Enterprise
EU	European Union
SM	Social Media
ECCP	European Cluster Collaboration Platform
FSTP	Financial Support to Third Parties
WP	Work Package
WAM	We are Minalogic Platform
ICT	Information and Communication Technology
KPI	Key Performance Indicators

1. Project Summary

The Silicon Eurocluster project aims to achieve greater European self-sufficiency, with increased competitiveness and resilience in the electronics value chain, with specific attention to SMEs.

The semiconductor industry, a foundation of all electronics, impacts the entire European Value Chain. Its independence will build a strong basis for a greener and more digital economy.

Several regions cluster the technological expertise and resources of Europe's leading SMEs, industries, and research organisations in innovative electronics. A strong alliance of leading micro- and nanoelectronics regions already exists – The Silicon Europe Alliance. Enriched by competencies from Bulgaria, the alliance aims to synergise the updated European industrial strategy: to boost its value chains to be greener, more digital and resilient against disruption. Silicon Eurocluster will initiate the following actions:

- Develop and strengthen value chain interlinkages in the EU single market.
- Increase strategic autonomy in the most critical supplies and technologies of these ecosystems.
- Support transformation to a greener and more digital economy.
- Attract talent to stimulate and scale up the workforce.
- Reconnect and boost access to global supply and value chains.

Silicon Eurocluster wants to place Europe in a leading position in development and production of Micro- and Nanoelectronics (key enabling technologies) by harnessing the teamwork of existing high-potential clusters in Spain, Portugal, France, Italy, Germany, Austria, Bulgaria, Sweden, Belgium and the Netherlands. Extending the collaboration among the clusters to a registered European cluster association will have a major impact on the global competitiveness of Europe's electronics systems. The project ambitions provide direct support to at least 50 SMEs via financial support (25 green vouchers and 25 demonstration projects) & support them in internationalization, innovation, networking and training towards digitized and green.

2. Introduction

2.1. Communication

Communication is a success factor in project management.⁴ In order to ensure that project aims are fulfilled, and they are executed as they must, effective communication to all targeted stakeholders is essential. Many projects fail due to the lack of communication commitment and performance or an ineffective planning of it. Communication is exchange of information and the expression of ideas, thoughts, and feelings by using words, channels, and other methods in an effective and impactful way. In the context of Silicon Eurocluster, this will mean the exchange of knowledge, results, and experience with all relevant stakeholders and the obtention of feedback from them as it is a two-way process. It also implies the internal procedures to allow the smooth flow of information among project partners. Furthermore, it is necessary to know and consider some communication aims of a European project:

- Reach out to the society as a whole and the target audience established.
- Demonstrate how EU funding is supporting to face societal challenges.
- Ensure that all activities are strategically planned with communication objectives.
- Use pertinent and addressed messages to all stakeholders.

Therefore, it is essential to have a proper communication strategy to ensure the impact of the project activities.

2.2. Dissemination

Dissemination deals with making the results of a project visible to others, i.e., main target groups, key stakeholders and specially end-users who are going to use the project results. This is achieved via a process of promotion and awareness raising that continues throughout a project and even its end. An effective dissemination process must be planned and organized in the beginning of the project through a methodological document, which is this communication and dissemination plan. Therefore, the aims of a dissemination plan are:

- Knowledge circulation and the promotion of project results towards the target audience to engage proper stakeholders.
- Enable the value of results in order to go beyond the project results and obtain further and more sustainable results.
- Be an essential element of all good research practice and vital part of the project plan.
- Strengthen and promote the project, partners and the consortium as a whole.

To achieve those aims, several materials and dissemination channels might need to be used and developed.

⁴ <https://www.inloox.com/project-management-glossary/communication/>

3. Strategy and Target Audience

3.1. Vision

The Silicon Eurocluster communication and dissemination strategy responds to the following 5 step model: what, when, how much, who and how. These 5 steps are explained in different sections of this document.

1. **What:** indicating which is the communication scale and which are the communication objectives (see section 3.2 Scope ,3.3 Objectives).
2. **When:** explaining which are the different dissemination phases that will be followed during the project for communication (see section 6).
3. **Who:** definition of who is the Silicon Eurocluster target audience and which are the key messages to address them (see section 3.5).
4. **How:** usage of all dissemination channels and communications activities (see sections 5, 6 and 7).
5. **How much:** where the measuring process and communication results will be measured (see section 9).

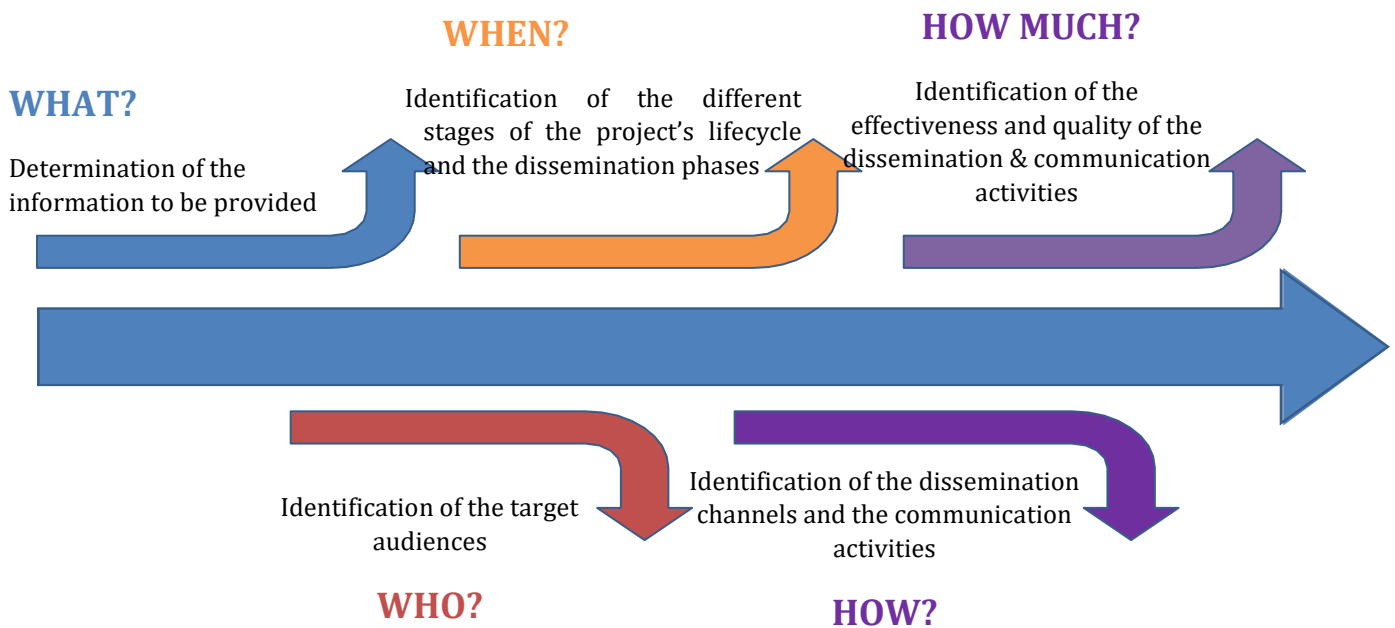


Figure 1. Communication Approach

The strategy will be **operational** (actions), **shared** (with the participation of all partners), **mixed** (on and off actions) and **bidirectional** (to look for a dialogue with targets).

The achievement of the objectives proposed in this communication plan will be obtained through clear and differentiated focuses:

- **Information:** each one of the activities planned and developed by Silicon Eurocluster should be known by the target audience through different information channels, with greater emphasis on digital channels.

- **Collaboration:** the support of each of the project partner in this initiative is essential to obtain greater impact and disseminate the results. From events, meetings and trainings to diverse contents in digital media.
- **Sharing:** the more the message is shared among the target audience, the closer will be to achievement of the goal.
- **Unicity:** a clear, concise and unified message reaches the target audience in a faster, more complete and efficient way.
- **Transparency:** the nature of this project funded by the European Commission requires that all its activity be registered and visible to society in general.

The project will have two communication schemes:

- **External** – external communication to the target groups ([Referred on section 4 of this document](#))
- **Internal** – internal communication between partners ([Referred on section 10 of this document](#))

3.2. Scope

The scope of communication and dissemination is to raise awareness and interest about the Silicon Eurocluster activities and to circulate the expertise to stakeholders. This includes the setting up of communication channels, the development of communication materials and solutions on how to make the project results available to stakeholders. This communication and dissemination plan will be set-up for the 30 months of the project, and it will serve as the basis for the future exploitation and sustainability of the project.

3.3. Objectives

The objective of the Silicon Eurocluster communication and dissemination strategy is to identify and organize the activities to be performed to promote the widest dissemination of knowledge from the project, engagement from the target audiences and relevant stakeholders. This dissemination plan is developed at the initial phase of the project to define the project dissemination strategy.

The objectives are the dissemination and exploitation of the project activities, as well as the following:

- To make the project results visible to others, i.e., the main target groups, the key stakeholders and especially the end-users who are going to exploit the project results. This will be achieved by the process of promotion and awareness raising that will run through the entire life cycle of the project and even after its end.
- To take actions ensuring that after the project end, the project results will keep alive and will be exploited by relevant stakeholders. Thus, the project will be considered sustainable, if its results are maintained and/or developed further after the end of the Horizon Europe funding.

To perform this, a whole work package (WP5) has been set-up to ensure these aspects. The main objective of this WP is to **Disseminate SILICON EUROCLUSTER´s results; convince stakeholders to participate in project activities and to take actions to ensure that project results will keep alive.**

Project partners will be engaged in several activities to inform the outcomes and their potential benefits to all stakeholders.

3.4. Guiding principles

There are some guiding principles, which project partners must follow during the implementation of SILICON EUROCLUSTER. These ones will remain during the whole lifecycle of the project:

- Communication strategy must be clear and known to all project partners.
- Fulfil the communication and dissemination objectives.
- Communication and dissemination must be effective and timely.
- Communication and dissemination must be open and honest.
- Communication is a two-way process. It is not just a matter of messages being passed down from Silicon Eurocluster to target groups. Upward and horizontal communications are equally important.
- The contribution of all project partners is important to reach target audience.

3.5. Target Audience

Structuring the target audiences will have real impacts on the message to be produced, and how this information is conveyed. The target audience will have a view to raising awareness of project. Then Silicon Eurocluster communication and dissemination target groups and their role in the project are:

- All SMEs and Start-Ups from the involved regions: For SMEs in the electronics, ICT, software domains.
- SMEs beyond the regions of the clusters
- Special emphasis on SMEs from Eastern Europe and lower income countries
- SME from lower digitized industries
- SEA Clusters and clusters beyond SEA⁵
- Further target groups
 - Larger Industries
 - Universities and research centres and institutes
 - Regional Digital Innovation Hubs, Accelerators and Incubators and Regional Industry associations (rail, automotive, textile, organic electronics).
 - Regional politics in Digital, Electronics, Artificial Intelligence.
 - Ministries of Economics and other ministries (national and EU level).
- Civil society (Consumers)

The objectives to be met and the channels to be used for each target audience can be seen in the table below.

Target	Objectives (Why?)	Channels (How?)
SMEs in the Silicon Eurocluster	To inform them of the possibilities for funding and support through the project and encourage them to apply	Social Media (SM), Website, Clusters' own channels already in action – newsletters, emails, calls, SM posts.

⁵ (SEA) Silicon Europe Alliance: is the European Cluster Partnership from which the project partners are members, but there are some other partners from Silicon Europe that are not part of the project team: <https://www.silicon-europe.eu/home/>

Target	Objectives (Why?)	Channels (How?)
SMEs beyond Silicon Eurocluster	To inform them of the possibilities for funding and support through the project and encourage them to apply	SM, Website, Clusters' own channels already in action – newsletters, emails, calls, SM posts
More traditional SMEs	To inform them of the possibilities for funding and support through the project and encourage them to apply	SM, Website, Application Clusters' own channels that are connected to the project partners – newsletters, emails, calls, SM posts
SMEs from Eastern Europe	To inform them of the possibilities for funding and support through the project and encourage them to apply.	SM, Website, Clusters' own channels already in action – newsletters, emails, calls, SM posts
Silicon Eurocluster Clusters and beyond	To keep them abreast of developments, actions taken, and actions needed. Clusters beyond the SEA who could strengthen the alliance will be informed with an eye to encouraging them to join	Monthly meetings, project meetings & internal comms, direct outreach to other clusters
Larger Industries	To encourage them to also digitize and greenify, in anticipation of higher need for climate-neutral strategies. To harness their knowledge, experience, and expertise in these areas, possibly as experts for the trainings to be delivered through WP4	SM, Website, Clusters' own channels already in action – newsletters, emails, calls, SM posts. Also, direct outreach through the cluster members
Universities and research organisations	To harness their knowledge, experience, and expertise in these areas, possibly as experts for the trainings to be delivered through WP4	Direct outreach through the cluster members. Plus SM & marketing tagging and targeting, especially through the existing networks.
Hubs and associations	To harness their networks to spread the Silicon Eurocluster goals further, in particular with relation to the EDIHs that can use their regional impact and funding to strengthen the digitization of their respective sectors	Direct outreach through the SEA and cluster members networks. Plus SM & marketing tagging and targeting, especially through the existing networks.
Politicians/ Ministries/ Governments (national level)	To raise awareness and lobby for prioritization of digitizing, electronics innovation and transformations, with a particular emphasis on their benefits for creating and adopting greener strategies	Existing cluster and SEA lobbying and networking relationships (strategic partnerships, etc)
Politicians/ Ministries/ Governments (EU level)	To raise awareness and lobby for prioritization of digitizing, electronics innovation, and transformations, with a particular emphasis on their benefits for creating and adopting greener strategies	Existing and ameliorated cluster and SEA lobbying and networking relationships

Target	Objectives (Why?)	Channels (How?)
Civil society (education)	To educate about and create awareness around the potentials and benefits of electronics innovations, particularly with regard to helping (other sectors) become greener	SM, digital marketing

Table 1. Target audience to be reached and actions

3.6. Key Messages

During the whole lifecycle of the project, some messages will be delivered for communication and dissemination purposes, which will be tailored to the different target audience identified previously. So, different channels and materials will be required to provide messages in the correct way and engage relevant stakeholders to project actions.

The project is looking for the involvement of players from different European regions. Therefore, the aim of the messages is to get some reactions on the target stakeholders and involve them in the project activities. That is why each message must be effective and oriented to main target audience, considering:

- Amount and quality of the information communicated.
- Overall judgment that everyone makes about the way a message is communicated.

The style of the Silicon Eurocluster messages should therefore reflect a balance between the need for information and the 'enjoyment' in consuming the message. It is also important to achieve that stakeholder will keep on track the activities of the project without making direct communication permanently. Therefore, it is mandatory to have active channels, sending messages and regularly updating information. The partnership will tailor messages for each audience group already defined, but all communications issued by any partner should reflect one of the following key messages:

- Resilient value chains in industrial ecosystems, strong and robust against disruptions, are increasingly needed to face future challenges and strengthen economic and social independence.
- In Europe, there is a serious need for re-strengthening the electronics value chain to prepare it for interruptions and shortages in critical materials, components or even workforce.
- The Silicon Europe Alliance covers the full value chain of micro- and nanoelectronics and can deliver digital solutions to all industrial ecosystems.
- The independence of semiconductor industry will build a strong basis for a greener and more digital economy.
- Technology is key for sustainability at European level.
- There is a need to reduce the dependency with other geographical areas in terms of microelectronics.
- Collaboration at European level is key for the development of global value chains and reinforce the strengths from different regions.
- Collaboration with other international markets is also key to establish new collaborations with key strategic partners for companies.
- Open Innovation is a very relevant tool for big companies to approach the application of new services and technologies.

- Clusters are key for the development of regional ecosystems and the collaboration with other regions and initiatives.

All partners are responsible for maintaining consistency with the messages outlined above. When conveyed verbally.

3.7. Claim

All communication will follow certain claims and will follow certain messages. The values of the project sum up in self-sufficiency, sovereign in microelectronics, competitiveness and resilience in the electronics value chain, green and digital technologies.

The message that the project wants to communicate is summarized in the phrase:

“Serving the electronics value chain for maintaining sovereignty in microelectronics, components and systems for a greener, more digital and resilient future Europe”

and it must be present in each of the actions that are carried out within the scope of the project. All partners will be aware of it and will use it in the different channels of communication purposes.

There are some hashtags which will be used specially when sharing project information in social media and which have some relationship with the project. The most relevant ones are:

#Semiconductors

#ValueChain

#DigitalTechnology

#Cluster

#SME

#Resilient

#Green

#Digital

4. Communication and Dissemination Actions

The communication and dissemination actions to be carried out during the project are listed below:

4.1. Events

The consortium will organize several workshops to raise awareness, disseminate project results and engage potential stakeholders. But, apart from that project partners may attend different exhibitions, events or even international trade fairs where they will be able to disseminate the project outputs. There are different kind of events in which project partners will participate or even organize. Some of them are described below:

4.1.1 Silicon Eurocluster project workshops

During the Silicon Eurocluster project some workshops will be organized during the first year of the project. In total, 11 workshops will be organized, 10 national⁶ ones and 1 at international level (in cooperation with the ECCP). The aim of these workshops is to promote a microelectronics ecosystem as an open reflection-action node that integrates regional sectoral experience and knowledge. Each partner will be responsible to organize a workshop in their local ecosystems engaging the relevant stakeholders in the sector and demand sides with a common methodology developed throughout this task. Another workshop will be organized at international level where involvement of relevant European and international stakeholders will be required. It might be in the framework of some international show (SEMICON, PRODUCTRONICA...).

To organize these actions, GAIA will elaborate a methodology for the organization of all these workshops and then each partner will be responsible to adapt to their own region and conditions. These events are responding to the Work Package 2 tasks and will be elaborated together with MESAP as the coordinator of the WP2.

4.1.2 Local events organized by project partners

All the partners of Silicon Europe Alliance are clusters and some of them organize different kind of events for members and external stakeholders. These events will be used to disseminate and communicate about the project to the different target audience. These events might be on one hand for cluster members, such as internal committees, board meetings or clustering events for instance. There also might be organized events open to any kind of with regional, national or international approach. Some examples of these events are: Silicon Saxony Day, Minalogic Business Meetings, EBSCON (Silicon Alps)... These events where the project will be communicated will be listed in the reporting table and events table.

4.1.3 National and International workshops and conferences

Silicon Eurocluster partners normally attend conferences and industrial exhibitions to reach their own target audience and also establish contacts with certain stakeholders. These will serve as an occasion in which the outputs and information about the project will be delivered by the consortium. These events might be organized by some collaborators of any of the clusters or regions involved, or can be big events and trade fairs that project partners may attend. Some events organized by the European Commission or the European Cluster Collaboration Platform will also be taken into account in order to align and organize potential dissemination and communication actions. There are already some identified in different domains:

⁶ It is expected to have 1 per region, but as there are two partners from France, one joint workshop is expected instead of 2.

Table 2: Events attended by partners.

Place	Events	Organizer
Taiwan (Taipei)	Computex Taiwan (joint mission)	ECCP joint mission
France (Lyon)	Cluster Meet Regions	European Cluster Collaboration Platform
Spain (Barcelona)	SmartCityExpo	SmartCityExpo
Belgium (Bruge)	SSI Conference	EPOSS
Sweedden (Lund)	C2LAB	European Cluster Collaboration Platform
Spain (Barcelona)	IOT Solution World Congress	MWC
Austria (Vilach)	EPOSS Annual Forum	Silicon Austria Labs
Spain (Malaga)	Transfiere	Spanish Government
Taiwan (Taipei)	Semicon Taiwan	SEMI Taiwan
Germany (Munich)	Semicon Europa	SEMI Europe
Germany (Hannover)	Hannover Messe	Hannover Messe
...

4.2. Webinars

During the project, four webinars are proposed. Two of them will be used to provide information about the two Open calls and the others will provide information about public funding opportunities, incl. Inter-regional investments.

Gaia will create a toolkit detailing the messages to be disseminated on the social networks, as well as banners and the invitation email to send to applicants.

4.3. Related Projects

There are many projects at different levels in which Silicon Eurocluster partners are involved and which have some synergies and related topics to our project. Considering outputs from these other initiatives is also important to benefit from synergies and learnt lessons. The objective of this is to have an active communication with some of them in order to produce the win-win situation for both sides, by sharing experiences, best practices and even communication approaches.

A list of the project is shared among all partners to check with which of them some synergies might be explored.

The other Euroclusters approved under the same call will be those that will be identified to contact and explore potential synergies for collaboration activities or cross-project joint communication. The projects are identified in the ECCP: <https://clustercollaboration.eu/euroclusters> where those related to electronics and digital industries will be the most relevant ones to explore as they are addressing similar topics to Silicon Eurocluster. DREAM, POLREC, XBUILD-EU, EPICENTRE, AIBC EUROCLUSTERS, RE-CENTRE are the most interesting projects.

5. Communication Toolkit on Open calls

A whole WP3 will be used to help businesses to adopt advanced digital technologies and technologies that improve the value chains' capacity and knowledge in the use of resources, open markets for green technologies and services.

For this reason, three Open Calls will be launched. These will be worked together with Mobile Heights as the leader of the open call task.

- An open call for 12 innovation projects including 25 SME that will demonstrate the innovativeness and the benefit of digital technologies (components, technological bricks or processes, etc..) into less digitized SMEs and industries. It is foreseen to be published at Month 7 and will remain open 2 months.
- The Silicon Eurocluster will dedicate 25 Green vouchers to 25 electronics SME to collaborate with European SME experts in green transition. It will be published at Month 18 and will remain open 2 months.
- There will be a Call for experts to select expert companies in Green transition. It will be published at Month 12 and will remain open 2 months.

In order to promote these Open Calls, in the task T5.5 two awareness webinars are planned to explain the calls for projects & how SMEs can get funding & support. This task will also give visibility to the selected projects to present their results and to highlight the impact of the Silicon Eurocluster FSTP funding mechanism. Visibility for the projects will be fostered during the events in WP4 (Open Innovation Day and the SEMICON Fairs) as well as presented as best practice during the Green trainings. Dedicated ECCP and Social Media posts will facilitate the dissemination about the Open calls.

GAIA will be responsible to create a Communication Toolkit (in collaboration with the task leaders) for each Open Call that will serve as a unique document to align communication efforts and messages with regards to promoting the Open Call launch.

The Communication Toolkit should include:

- General information of the Open Call: description, target, amount of the grant.
- Dissemination activities: social media, webinars, invitation Email to all applicants.
- Infographic on how to apply to the call.
- Logo of all partners and banners.

Open Calls will be published on GoodGrants, a platform which will enable the consortium to launch the call for proposals, collect SMEs' proposals, and evaluate and monitor the projects awarded by Silicon Eurocluster.

A detailed guide of the platform will be provided to the consortium members, the applicants and the reviewers.

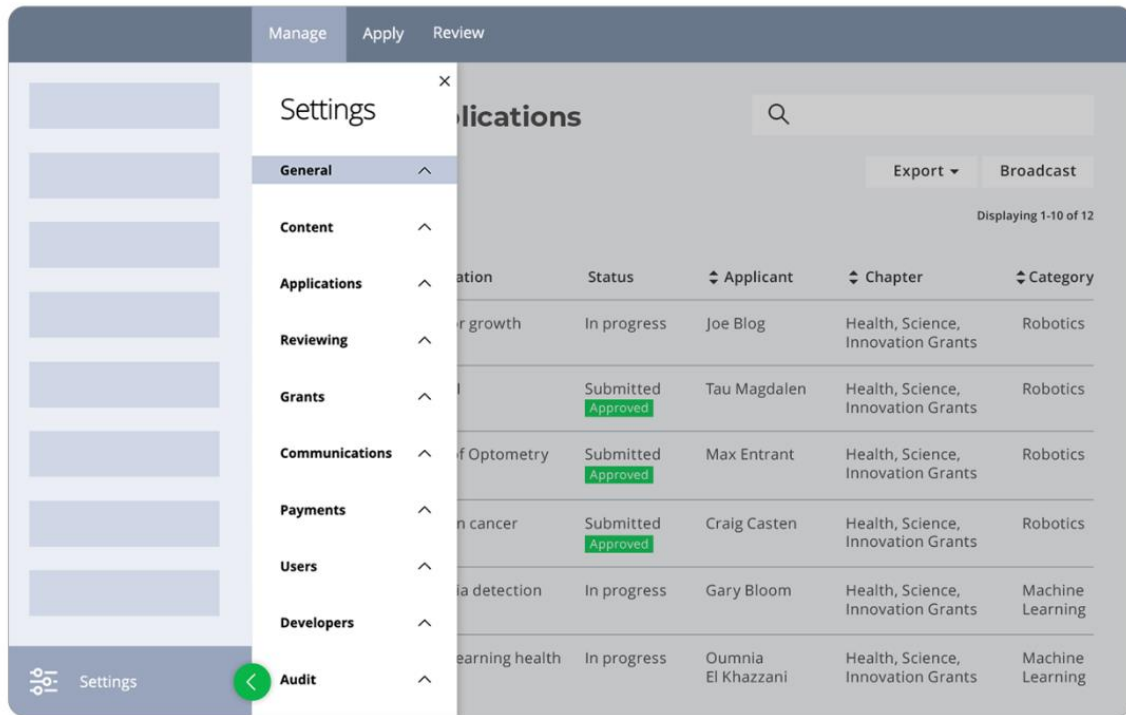


Figure 2: GoodGrants

6. Communication Channels

The project will use different kind of communication channels to reach the different target groups depending on the purpose and the required interaction or collaboration sought.

6.1. Website

Considering the very strong existing websites Silicon Europe and ECCP platform that are directly linked to the project, the consortium members decided not to create an own project website but to maintain and update these two with:

- Information about partners
- Information on main events
- Information on Open Call for Proposals
- Information on Project results such as Value Chain analysis, Electronics markets and trends
- Support to the communication on the European Industrial Strategy related to the Electronics Industry

A subpage on the Silicon Europe website has been created for the Silicon Eurocluster project. The Website is completely open access and accessible at:
<https://www.silicon-europe.eu/projects/silicon-euroclusters/>

The menu will be updated along the lifetime of the project, following the project different phases (open calls, AE follow-up, communication and dissemination activities, etc.) and in line with Silicon Eurocluster communication and dissemination plan and activities.

The Silicon Europe website administrator and web content editor is the project member Silicon Saxony (Nadja Dehne) with the support of the Communication & Dissemination partner, GAIA (Jon Mitxelena) and the contribution of all the partners.

Website link: <https://www.silicon-europe.eu>



Figure 3: Silicon Eurocluster Website

6.2. Social Media

There are two main social media channels which will be used during the project, which are: Twitter and LinkedIn. In case there is need to create accounts in other ones (YouTube, Flickr, etc.) the project team will consider them, and GAIA will be responsible to create and feed them.

Periodic publications on all aspects related to the project as well as information about project related topics with a special focus on Microelectronics will be published in the form of:

- News about the activities carried out by Silicon Eurocluster (meetings and outputs)
- Events related to / organized by SILICON EUROCLUSTER
- Microelectronics related publications.

GAIA has created a rotation calendar in order to assign to all project partners the responsibility of creating some content for the project social media channels. There is a bi-weekly assignation and suggestions of the activity to be disseminated, which are related to the project tasks and milestones. It can be checked in the shared folder of the project.

GAIA as communication WP leader, MINALOGIC as task leader and project coordinator will have the direct access to these profiles and website's back office to post updates in social media.

All partners are encouraged to share, retweet, or mention all the activities in their personal and company accounts in order to provide traffic to the project outputs and publications. In the table below is an approach on the content and the frequency that project partners may follow in their social media accounts.

All partners will need to follow the guidelines developed by the European Commission for the usage of the social media⁷. These are the main selected social media tools due to the daily use of the project partners of these channels and those which are more relevant nowadays. These are the profiles to be used in the project and the calendar of publications expected:

SOCIAL NETWORK	CONTENTS	FREQUENCY	LANGUAGE	HASHTAG
Twitter	Own: - Project activities - Project results	Weekly 2-3 tweets	English	#Semiconductors #ValueChain #DigitalTechnology #Cluster #SME #Resilient #Green #Digital
LinkedIn	- Project partner news - Events From third parties: - Related projects - Microelectronics	1 post every two weeks (minimum)		

Table 3: Social Media and publications

⁷ https://ec.europa.eu/info/social-media-use_en

6.2.1. Twitter

There is already a Twitter account set-up for the project [@Silicon_Europe](#) and it will be the same used in the project to benefit from the already created brand.



Figure 4: SILICON EUROCLUSTER Twitter account

6.2.2. LinkedIn

A LinkedIn account was set-up [@SILICON EUROPE](#) and it will be the same used for the Silicon Eurocluster project. It is the same case as Twitter, that it will be used the same in order to benefit from the already existing brand.

The link to the LinkedIn profile is: <https://www.linkedin.com/company/silicon-europe/>

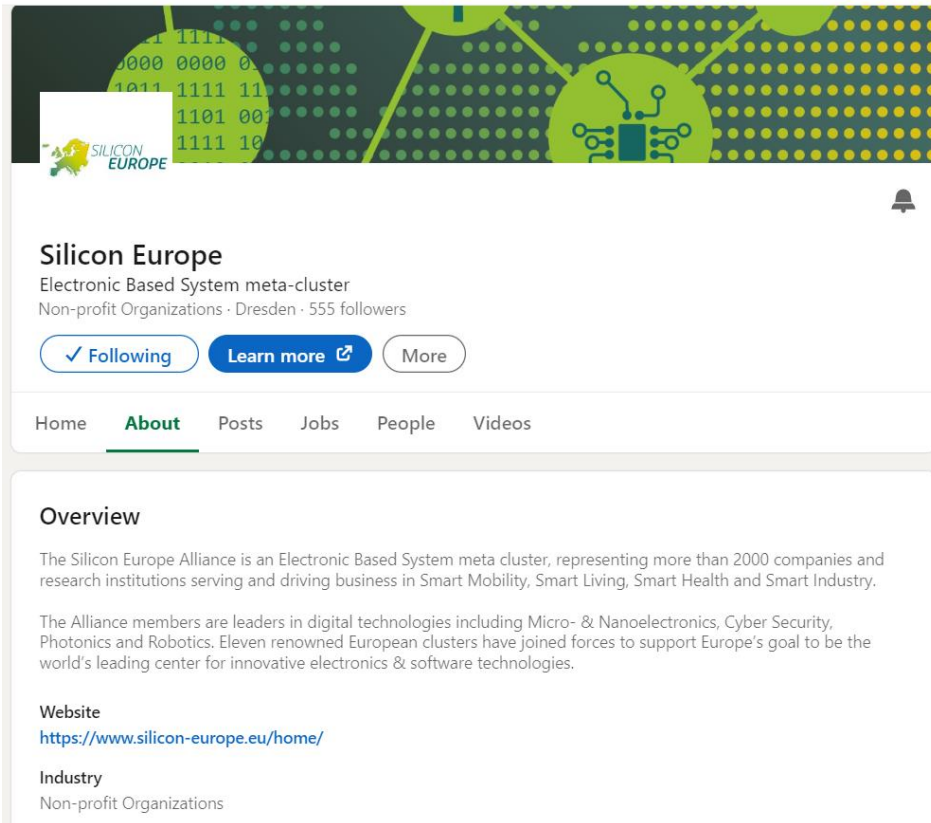


Figure 5: SILICON EUROCLUSTER LinkedIn account

6.3. Silicon Eurocluster Community Platform

In the Work Package 2 with the aim of consolidating the electronics value chain, a networking platform will be set-up in form a member repository with single access to every entity willing to join it. It will be used to exchange joint problematics and address different needs such as: normalization, internationalization, recruitment among others.

Minalogic hosts a Community Platform called WAM (WeAreMinalogic) which brings together Minalogic members and external stakeholders with private access. The platform helps them collaborate and exchange.

Within this platform, we have created a dedicated and private group for the Silicon Eurocluster project. The coordinator manages the access for the members and can also add external participants (not members of the project) when relevant, to enrich the discussions.

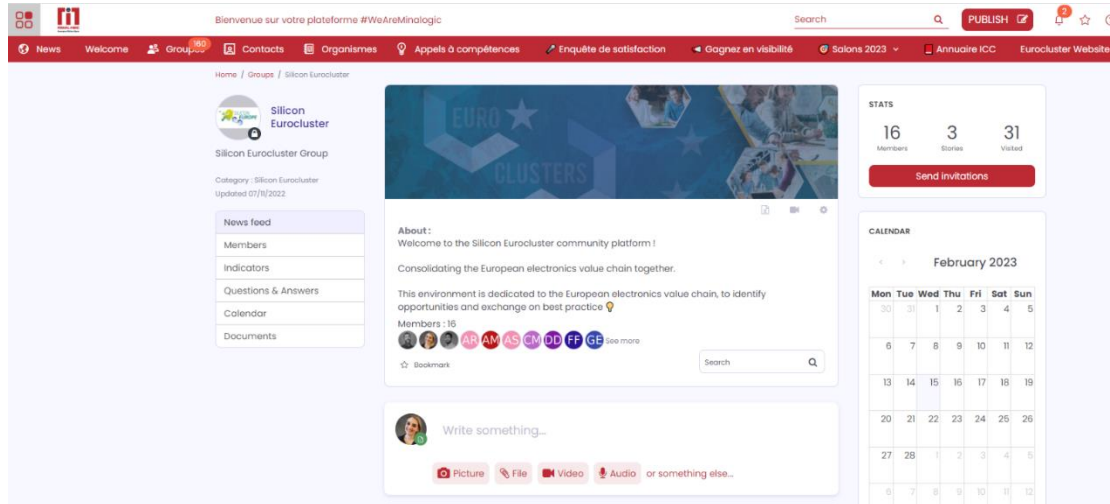


Figure 6: WAM Silicon Eurocluster group

The platform allows to:

- Publish different types of content: article, photo album, event, document, etc. in the group when participants are registered as editors.
- search for publications and their attachments
- Ask questions to the group

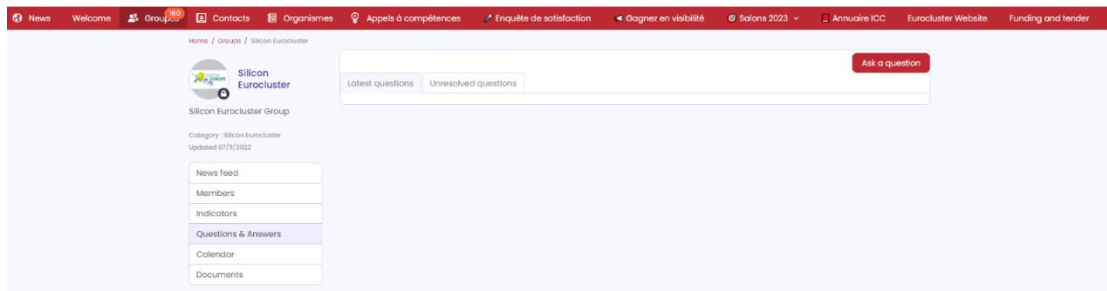


Figure 7: WAM questions & answers tab

- Add an event, a poll in the calendar

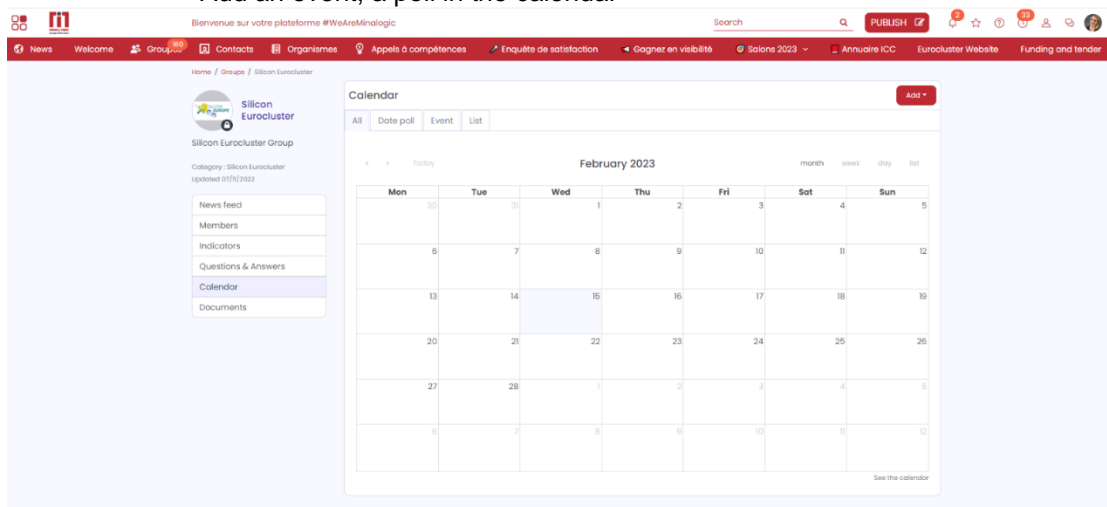


Figure 8: WAM calendar tab

- Have access to indicators showing the number of articles created and read, comments and social actions.

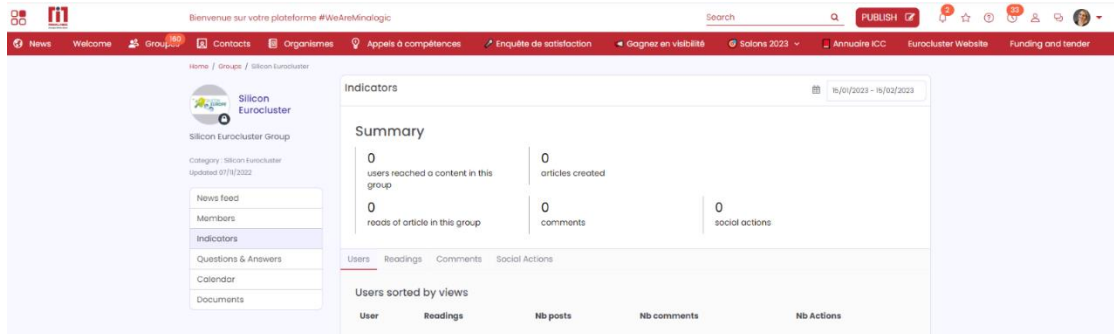


Figure 9: WAM indicators tab

Internal procedure:

Each of the task leaders will be responsible to upload the information and create new discussions in the WAM tools. They will have the support of the communication team in case needed, but each task manager or any cluster interested in publishing something related to microelectronics will be responsible to write in the community platform.

In the case of the articles written in the rotation calendar, it will be the responsibility of the project communication team to upload these to this website, GAIA and High Tech NL being the main responsables for this.

6.4. Partners own communication channels

As mentioned in previous sections, all partners use their own communication channels and social media accounts and these will be used for the communication of the project outputs. Next, there is a list with the most relevant channels of the project partners, in alphabetical order:

Partner	Website	Twitter	LinkedIn	Facebook	YouTube
MINALOGIC	https://www.minalogic.com/en/	https://twitter.com/minalogic	https://www.linkedin.com/company/minalogic/		https://www.youtube.com/user/MinalogicCluster
GAIA	https://gaia.es/	https://twitter.com/clustergaia	https://www.linkedin.com/company/cluster-gaia/		https://www.youtube.com/user/ClusterGaia
HTNL	https://www.hightechnl.nl/	https://twitter.com/verenigingHTNL	https://www.linkedin.com/company/hightechnl/		
MESAP	https://www.mesap.it/	https://twitter.com/mesapcluster	https://www.linkedin.com/company/mesap-innovation-cluster/		https://www.youtube.com/user/mesapimontemonte

Partner	Website	Twitter	LinkedIn	Facebook	YouTube
MOBILE HEIGHTS	https://mobileheights.org/	https://twitter.com/MobileHeights	https://www.linkedin.com/company/mobile-heights/	https://www.facebook.com/mobileheights	https://www.youtube.com/channel/UCmp9aFqUOhtDVJQAAfGbGw
SCS	https://www.pole-scs.org/en/scs-cluster/about-us/	https://twitter.com/Pole_SCS#	https://www.linkedin.com/company/pole-scs/	https://www.facebook.com/PoleSCS/	https://www.youtube.com/channel/UCdLXNJ8Q5-hS3BnOQNRis0A
SILICON ALPS	https://www.silicon-alps.at/		https://www.linkedin.com/company/silicon-alps/		https://www.youtube.com/channel/UCjDEVJZENI3FzHWvNLgYA9A
SISAX	https://www.silicon-saxony.de/en/home/	https://twitter.com/Silicon_Saxony	https://www.linkedin.com/company/silicon-saxony/		https://www.youtube.com/channel/UCeYgs8OL1iLuEAA8nTt83kA
TICE.PT	https://tice.pt/pt-pt	https://twitter.com/Polo_TICE_PT	https://www.linkedin.com/company/tice-pt/	https://www.facebook.com/tice.pt/	
ICT CLUSTER	http://www.ictcluster.bg/	https://twitter.com/ictcluster	https://www.linkedin.com/company/ict-cluster/	https://www.facebook.com/ictclusterbg	

Table 4: Partners own communication channels.

6.5. Digital Presence

6.5.1. Newsletter

During the project, newsletters will be utilized to raise awareness of interested parties from all the target groups on project goals and progress, including events, workshops, and results thereof. Regarding target groups, in particular SMEs and larger industries, outside the SEA network, especially those in Eastern Europe (a key area with which the SEA wants to cultivate a stronger relationship), social media posts will be boosted and implemented. This will ensure that the project and its results are disseminated further than the existing SEA network. It will in turn broaden the network and further strengthen SEA's sustainability beyond the project.

HIGH TECH NL as task leader will be responsible to create a draft version and then, all partners will be responsible to update information for their target audience. In this plan, 5 newsletters are foreseen, but in case the project considers the need of more, these can be created. The indicative content of the newsletters is depicted below:

Month	Estimated content
M6	<ul style="list-style-type: none"> ● Project explanation ● First outputs ● SWOT analysis ● Communication and dissemination channels ● News ● Basic information about Open calls

Month	Estimated content
M12	<ul style="list-style-type: none"> ● Open calls status ● Partners description ● News + meetings ● Regional and international workshop outputs ● Call for green experts
M18	<ul style="list-style-type: none"> ● Mission to Taiwan ● News ● Results ● Preparedness
M24	<ul style="list-style-type: none"> ● Meeting and news ● Project outputs ● News ● Trainings for clusters
M30	<ul style="list-style-type: none"> ● Meeting and news ● Association creation ● Project ending and results ● Innovation project results

Table 5: Silicon Eurocluster Newsletter planning

6.5.2. Press Release

At the beginning of the project an announcement letter, press release(s) and social media will be issued announcing the Silicon Eurocluster ´s start and kick-off and raising awareness of the project objectives and relevance.

Once the project is having relevant outputs and activities, new press releases will be shared among project partners. Content of them might be diverse and related to the different milestones of the project. Some of the topics might be:

- Project information and results
- Events organized and results
- Partner meetings
- Events with stakeholders
- Relevant agreements and decisions
- Pilot information

There is an estimation of creating about 6 press releases. High Tech NL and GAIA will be responsible of creating the first version and will share with the rest of partners to get the feedback and any adaptation needed. Once there is the final version it will be uploaded to project folder and all partners will be responsible to share it among their communication channels.

The content will be aligned with the project outputs and milestones. The most relevant topics will be:

- Launching of open calls
- Community Platform creation
- Analysis carried out
- Internal meetings
- Internationa actions and events
- Trainings delivered

6.6. European Cluster Collaboration Platform

The project has already created a profile in the ECCP platform and there GAIA and High Tech NL will be responsible to feed the profile with the news coming from the project outputs. There is a minimum of 6 articles to be published in the platform. In the rotation calendar, there are already selected which will be articles and outputs that will be communicated on ECCP.

Link to the ECCP portal: <https://profile.clustercollaboration.eu/profile/cluster-partnership-initiative/3a034490-e769-4b19-8cc8-f8c7cc5df315>

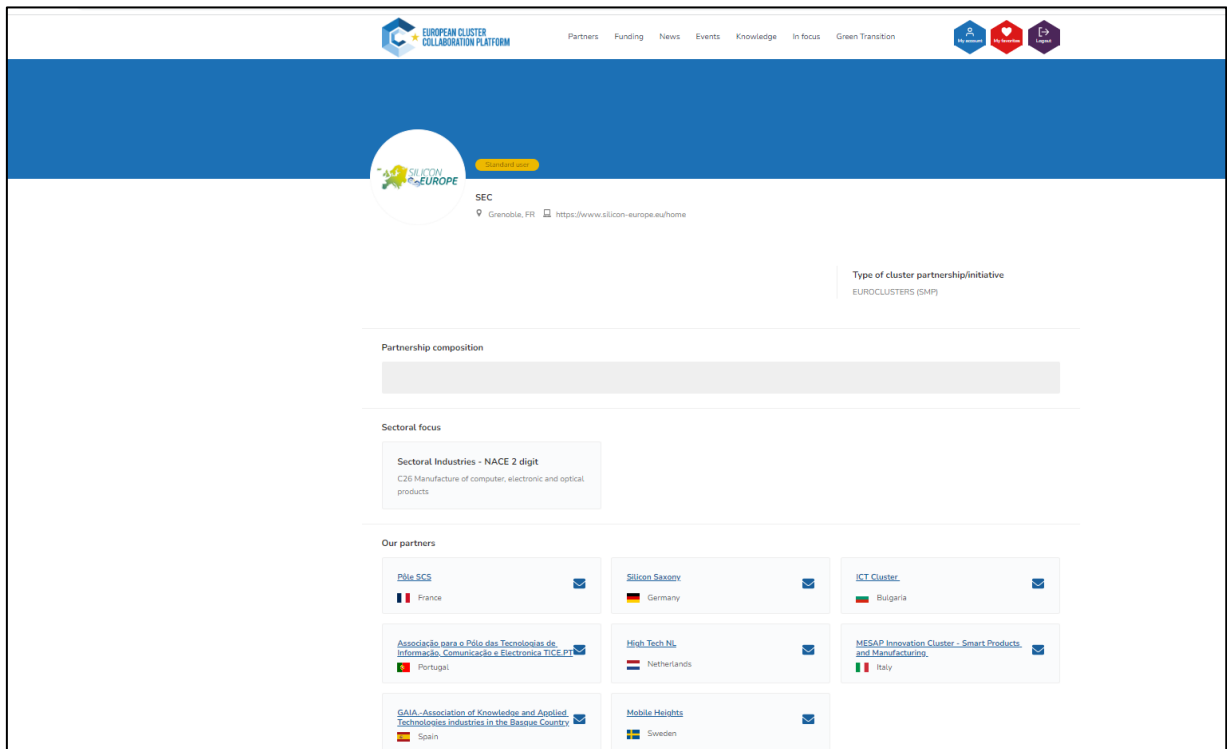


Figure 10: Silicon Eurocluster ECCP account

The communication channels used in the project, description and timeline, target, type of Info communicated are listed on the table below:

Measure	Description and timeline	Target	Type of Info communicated
LinkedIn Page	It will be used the one developed for the Silicon Europe Alliance	All	Developments within the project, events, funding opportunities (open calls). Other relevant article of the SEA cluster members
LinkedIn Group	The closed SEA LinkedIn Group, already in existence, will be utilized to communicate & disseminate the Eurocluster project & its progress to members	SMEs in SEA, SEA Clusters	Community building among cluster members

Measure	Description and timeline	Target	Type of Info communicated
Twitter	There is already an existing Twitter account for the Silicon Europe which will be used for the Eurocluster project.	All	Short descriptions of calls, events, results. Can be similar to the LinkedIn Page. Will also engage with other Twitter accounts and post relevant information from different members
Website	A tab on the Silicon Europe website dedicated to the Silicon Eurocluster project.	All	Basic information about the project, the consortium, and contact information. All landing pages for calls, events, forms, and workshops. Results and relevant news items. A link to sign up for the Newsletter.
Newsletter	A 6-monthly digital newsletter sent out to stakeholders and subscribed interested parties, who have been invited to do so via the other communication channels. GDPR compliant, the Newsletter will not be sent to those who have not actively subscribed. To be set up by end of M4	All who sign up	Interesting developments in the project, any calls, events, or workshops. Results as they happen. Other relevant news or events that could be of interest.
Community Platform	A new group has been created in the WeAreMinalogic Collaborative Platform to find synergies among partners	SMEs in SEA, clusters	The most relevant needs for cluster members, especially SMEs to find interactions
ECCP	A new profile has been created for the dissemination of the project in the tool	Cluster	Most relevant outputs of the project will be disseminated on ECCP.

Table 6: Communication channels

7. Communication Material & Creativity

7.1. Logo

The Silicon Eurocluster corporate image must also transmit the project values to communicate a unified message, through a distinctive and effective brand identity. The created logo is aligned with the Silicon Europe Alliance once to keep the brand and continue reinforcing it. The logo is very easy to identify with the Alliance



Figure 11: Silicon Eurocluster Logo

From this image created to represent the brand of the project, the graphic style and structure applied to the materials has been developed. The graphic presentation will look for a simple and modern style that represents the values and the positioning of the project, as well as to connect with the addressed audience.

The logo is available in the shared folder to all the project partners.

7.2. Templates

There are already existing templates for documents, including deliverables and reporting documents that have been created for the project activities. Besides, GAIA has created a project presentation (Microsoft PowerPoint), that partners may use for their project activities and a new template for the different documents that can be elaborated apart from those in the project. All of them are available in the shared repository.



Figure 12: Project PPT template



Figure 13: project document templates

7.3. Other specific activities

There are certain activities in the project that will require addressed communication actions. Webinars and open calls may require additional efforts and materials to be developed for the awareness raising of all these.

In these cases, communication team, including GAIA and High Tech NL will meet the task leaders to know which are the needs for and what additional material might be required for communication purposes.

8. Communication Governance and roles

The project governing bodies were selected from among the different partners in order to ensure the best performance of the project and the correct implementation of the project activities of those roles are directly related to Work Package 5 and the communication, dissemination and exploitation plans in particular. These are as follows:

Work Package Leader	GAIA
The Work Package 5 Leader is responsible for managing this WP as a self-contained entity and combining his work with the results of other WPs. His responsibilities include coordinating, monitoring and assessing the progress of the WP to ensure that output performance, costs and timelines are taken into account. He reports to the Project Coordinator. He will also have access to Social Media and website accounts.	

Task Leader	HIGH TECH NL
High Tech NL is the task leader of several actions within the Work Package 5. Therefore, they will be responsible to the creation of relevant content for social media, articles and newsletters	

Communication contacts	At least one per entity
All entities will have a person assigned for communication purposes. All communication of the project will be shared by these Communication contacts in order to ensure the spread of information. The assignation of these people is indicated in the shared repository	

Project Coordinator (PC)	MINALOGIC
The PC, as leader of WP1 (Project management and coordination), will have the overall responsibility for the course of the project, ensuring delivery on time, within the budget and required quality parameters as well as the overall coordination of the project's technical and scientific progress. In particular, the PC shall be responsible for the following tasks: <ul style="list-style-type: none"> ● Monitoring compliance by the Parties with their obligations. ● Collecting, reviewing to verify consistency and submitting reports, other deliverables (including financial statements and related certifications) and specific requested documents to the Funding Authority. ● Transmitting documents and information connected to the project to any other relevant parties. ● Regarding Work Package 5 and as a project coordinator he will also have access to all communication channels that will be created for the project. They are also leaders of certain tasks. 	

Table 7: Silicon Eurocluster project team internal roles

8.1. Schedule

There is a preliminary calendar for communication purposes and the development of further communication and dissemination activities. The calendar will be updated during the development of the project.

		COMMUNICATION CALENDAR																													
		2022				2023												2024												2025	
		M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30
		SEP	OCT	NOV	DIC	JAN	FEB	MAR	ABR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	ABR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB
Deliverables	PRESS RELEASE	X						X						X							X					X				X	
	COMMUNICATION PLAN (GAIA)					X																				X					
	LOGO (HTNL)		X																												
	WEBSITE (HTNL)			X																											
Newsletter	NEWSLETTERS (HTNL)					X						X							X											X	
	CREATION OF SOCIAL MEDIA ACCOUNTS			X																											
Deliverables	PUBLISHING				X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
		D5.1		D5.3		D5.2																							D5.5	D5.4	D5.6

Table 8: Communication deliverables schedule

The main activities planned (as a first approach) and shared among all partners are the next ones:

- Deliverables related to the communication and disseminations
- Newsletters
- Press Releases
- Social Media publishing
- Rotation calendar for the creation of articles
- Milestones

In each of the section the name of the responsible entity of the action is included.

9. Communication and Dissemination KPIs

To monitor and evaluate the implementation of established communication objectives, parameters were defined to help to evaluate the different project actions and were thus labelled as Key Performance Indicators (KPIs) for the Silicon Eurocluster project.

Progress towards achieving these KPIs is shared in the common communication document and will be updated regularly in order to measure the impact and to put special effort in certain tasks, if necessary.

Activity	KPI	Target	Contingency Plan
Website page (SEA page, Euroclusters page, and ECCP page)	Total monthly visitor	6.000	Invite a renewed marketing campaign to push website visits
	Avg. visit duration	2 min	Update the web site to ensure it is easy to find relevant items. Upload more attractive content. Optimize SEO content.
	External webpage references (inbound links)	25	Contact ICT associations/clusters, related projects, and strategic initiatives to promote the website
NEWSLETTER	Subscribers	1.000	Optimize sign up campaign (SM & emails); optimize call-to-action on webpages
	Open rate	30%	Optimize content, run A/B tests
Social Media Channels	Monthly LinkedIn articles	30	Encourage all partners to post weekly
	Weekly Twitter posts	3	Encourage all partners to post
	Post views	+/-200	Encourage partners to interact with posts
	LinkedIn followers	800	Encourage all partners to post
	Twitter followers	800	Encourage all partners to post
Press Releases	Yearly releases	2	This should be a very reachable KPI

Table 9: Key Performance Indicators

10. Internal Communication

There will be a continuous communication process among partners. With all documentation relevant for the project being accessible in the cloud for all project partners. The starting point for communication corresponds to the beginning of the project: September 2022. The “Internal Communication” aims to keep partners well informed of the project progress to avoid facing problems due to differing expectations.

Properly communicating on a project is a critical success factor for managing the expectations of the project consortium and the European Commission. Communication within the consortium will be mainly based on the following channels:

- emails via address lists kept regularly updated,
- Monthly Management Meetings via Microsoft Teams application every month (when possible) by default or at any time under partners request (if necessary).
- During the first year of the project bi-weekly meetings on each WP are organized upon request of the WP leaders and the other partners.
- Further regular meetings (e.g., Project meetings and Final meeting) of all participants (SC) and the EC representative will be held at least bi-annually during the term of the project. Most of these meetings will be held online.
- face to face meetings preferably in the margin of relevant conferences or similar events in order to minimize travel footprint

The Project Coordinator is responsible for communication between the Project and the EC. Communication of partners with the Project Officer of the European Commission shall go through the Project Coordinator.

The coordinator maintains an e-mail distribution list and is available to all the partners, indicating the contact persons for administrative issues and contact persons for the development of the activities. Any change concerning people involved and contact details shall be opportunely communicated to the Project Coordinator.

All partners will contribute to the communication of the project. Two ways of contribution are distinguished:

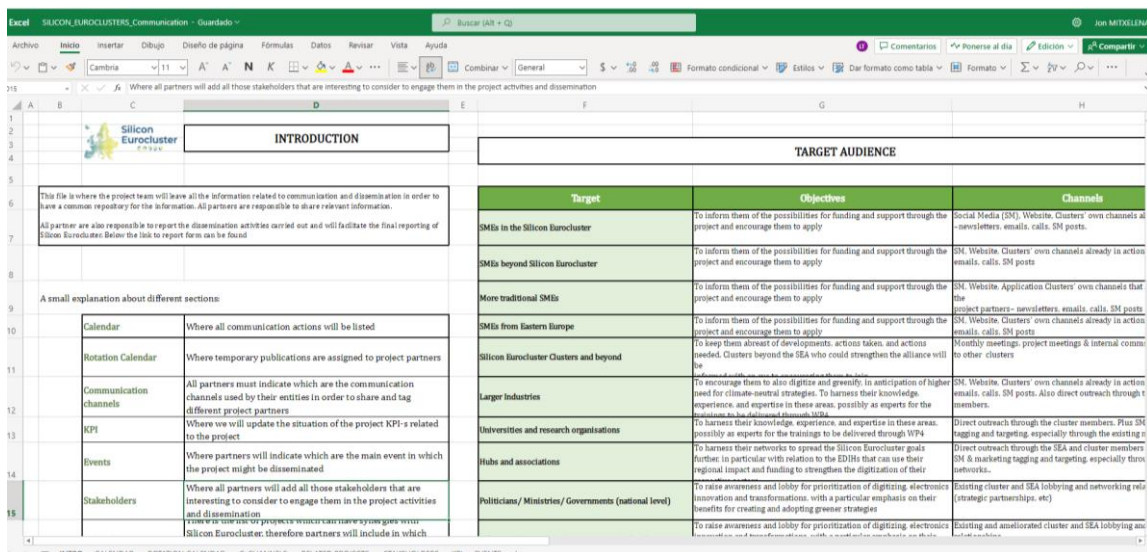
- **Unique communication:** Partners communicate throughout their own activities and will share it with the WP5 coordinator and the rest of partners.
- **Shared communication:** The partners jointly develop communication actions, such as the project's social networks. All partners publish content, and the rest of the partners are requested to share and like the content.

10.1. Tools

This section describes the processes to be used for document management and related exchanges between project partners with the aim of assuring confidentiality, security, traceability, and consistency of information exchanged.

10.1.1. Shared Communication Excel:

GAIA provided a Windows Excel file which was shared among all project partners via web link. In this file, all partners will share the relevant information which will help to create visibility and to catalogue all the potential actions that might be performed. More specifically, in the shared file, they will share information about calendar, events, communication channels and Key Performance Indicators related to dissemination of the project.



Target	Objectives	Channels
SMEs in the Silicon Eurocluster	To inform them of the possibilities for funding and support through the project and encourage them to apply	Social Media (SM), Website, Clusters' own channels & newsletters, emails, calls, SM posts.
SMEs beyond Silicon Eurocluster	To inform them of the possibilities for funding and support through the project and encourage them to apply	SM, Website, Clusters' own channels already in action, emails, calls, SM posts
More traditional SMEs	To inform them of the possibilities for funding and support through the project and encourage them to apply	SM, Website, Application Clusters' own channels that the project partners- newsletters, emails, calls, SM posts
SMEs from Eastern Europe	To inform them of the possibilities for funding and support through the project and encourage them to apply	SM, Website, Clusters' own channels already in action, emails, calls, SM posts
Silicon Eurocluster Clusters and beyond	To keep them abreast of developments, actions taken, and actions needed. Clusters beyond the SEA who could strengthen the alliance will be	Monthly meetings, project meetings & internal communication to other clusters
Larger industries	To encourage them to also digitize and greenify. In anticipation of higher need for climate-neutral strategies. To harness their knowledge, experience, and expertise in these areas, possibly as experts for the activities to be delivered through WPA	SM, Website, Clusters' own channels already in action, emails, calls, SM posts. Also direct outreach through members.
Universities and research organisations	To harness their knowledge, experience, and expertise in these areas, possibly as experts for the trainings to be delivered through WPA	Direct outreach through the cluster members. Plus SM tagging and targeting, especially through the existing networks.
Hubs and associations	To harness their networks to spread the Silicon Eurocluster goals further, in particular with relation to the EDHs that can use their regional impact and funding to strengthen the digitization of their	Direct outreach through the SEA and cluster members SM & marketing tagging and targeting, especially through networks.
Politicians / Ministries / Governments (national level)	To raise awareness and lobby for prioritization of digitizing, electronics innovation and transformations, with a particular emphasis on their benefits for creating and adopting greener strategies	Existing cluster and SEA lobbying and networking relations (strategic partnerships, etc)
	To raise awareness and lobby for prioritization of digitizing, electronics innovation and transformations, with a particular emphasis on their	Existing and ameliorated cluster and SEA lobbying and networking relations

Figure 14: Shared excel file with communication activities

This file will be used as a centralized tool where all project partners will have access to all the information related to communication. Partners will also provide the relevant information about the different topics to share with all the partners. The different tabs within the document which will be accessible are:

- Introduction: with main information of how to use the file, the link to reporting form and the target audience defined
- Calendar of the main actions related to communication to perform in the project
- Rotation Calendar to know where and when each cluster needs to submit some article for Social Media and website
- Communication Channels from the project and the link to all the channels of participating clusters
- Related projects, where there are listed some of the projects which may have some synergies with this one. It is important also to list who is in contact with those other projects
- Stakeholders, to list the key stakeholders that the project is going to collaborate with
- Key Performance Indicators where a centralized repository of the number of KPIs to see which is the level of achievement of the KPIs and implement any actions in case needed.
- Events: where all the events that project partners attend and participate are listed where the project can be disseminated.

10.1.2. Project Collaborative Platform

The coordinator has created a SharePoint on Teams dedicated to the Silicon Eurocluster project with private access to the partners. This tool forms a repository of documentary and other information that is relevant to the implementation of the project, and that can also be used to provide an intra-project communication system. All Partners' Responsible Persons and Members of the project can access the platform.

- The project coordinator is in charge of granting permission to whoever needs access, sending his/her demand by email. The access to the collaborative platform is done thanks to a personal account, managed by each owner.
- The Silicon Eurocluster Teams SharePoint is organized in 8 subsections according to the different phases and work packages. See screenshot below:

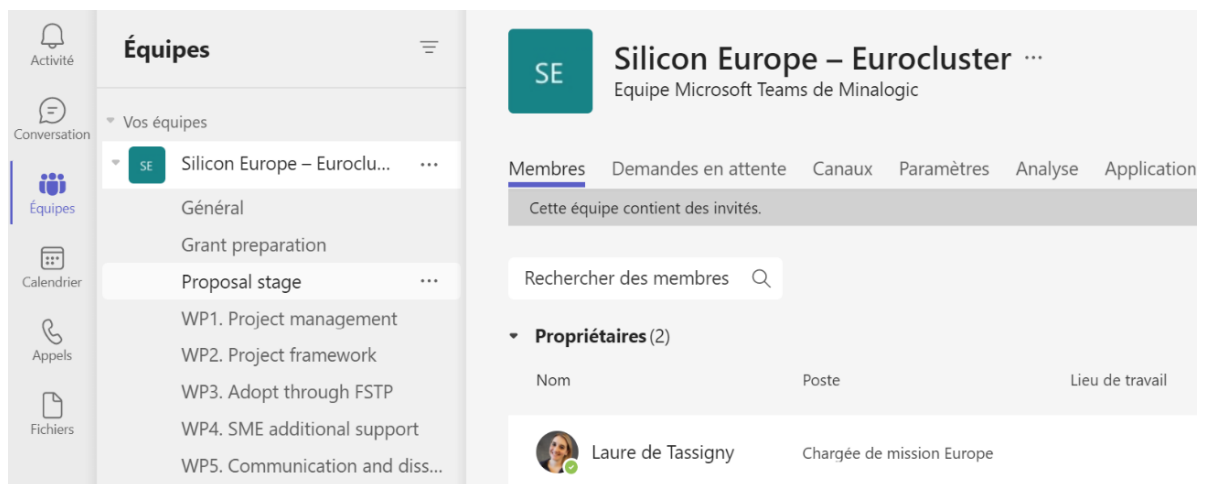


Figure 15: Silicon Eurocluster Teams SharePoint framework

- The partners having access to the Silicon Eurocluster collaborative platform are listed in the “Project contacts” file available on the collaborative platform, as seen below

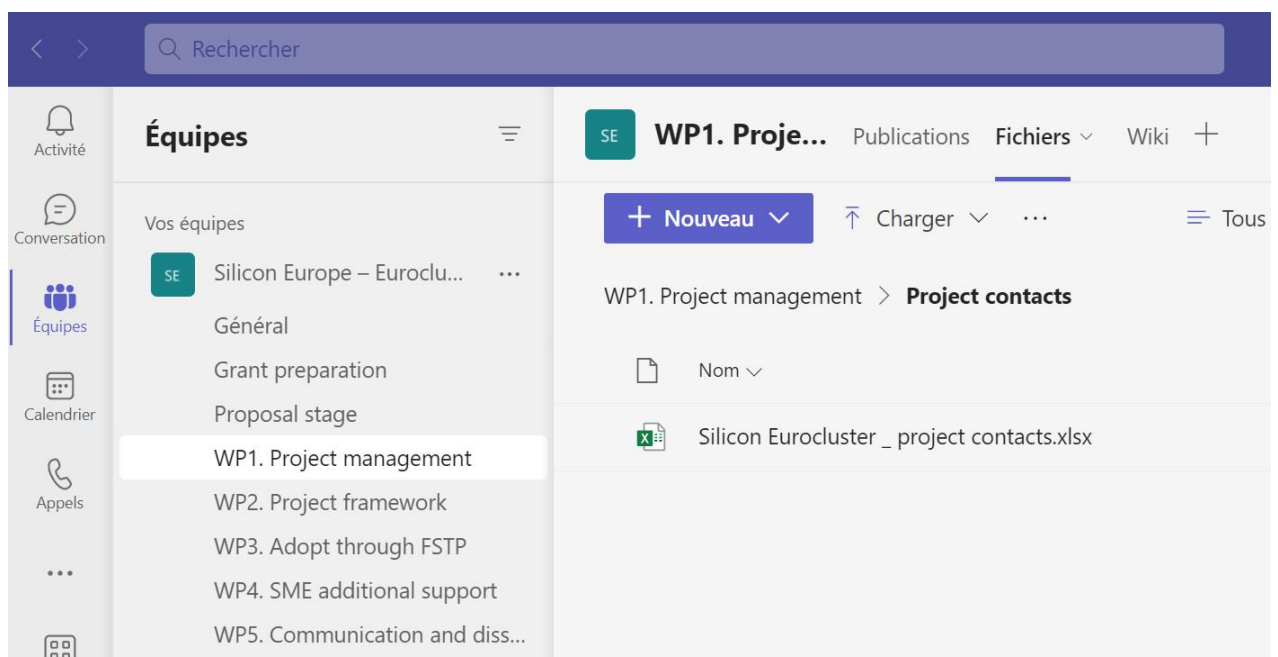


Figure 16: Silicon Eurocluster contacts list in the Teams SharePoint

- It will be continuously updated and tailored to follow-up consortium needs. Any specific demand will be discussed and agreed during the monthly management meeting.
- All relevant documents of the project will be available on the collaborative platform, acting as repository. It will be updated accordingly to the needs of the project, creating new folders and/or subfolders in accordance. The objective is to have one and single tool for full repository of the working documents, the final documents, the legal documents, the templates and the ready-to-use documents generated by Silicon Eurocluster team.
- Each WP leader is responsible for the contents of his/her related WP, and the associated organization.

11. Communication and dissemination reporting

All project partners will have access to relevant information in relation to communication and dissemination actions. Therefore, all of them will have access to relevant dates, stakeholders, publication channels and events. All partners are responsible to update these files with relevant information.

11.1.1 Dissemination activities

Each of the dissemination activities that are carried out by any of the project partners must be reported to the commission via the ECAS portal. Activities that need to be reported are:

- Dissemination at conferences
- Education and training events
- Meetings
- Clustering activities
- Collaboration with EU-funded projects
- Other Scientific Collaborations
- Others

Whenever a partner makes some dissemination activity, there is a two-step process to report it:

1. Add the relevant information in the ECAS portal as requested:
 - Activity name
 - Type of dissemination activity
 - Who is targeted?
 - Description of the objectives of the action (200 char.)
 - Status
2. Add the supporting materials in the Google Drive (photos, agenda...), by creating a folder of the to include the relevant information Event basic information with the next naming of the folder *YYYYMMDD_Partner Acronym_Event Name*

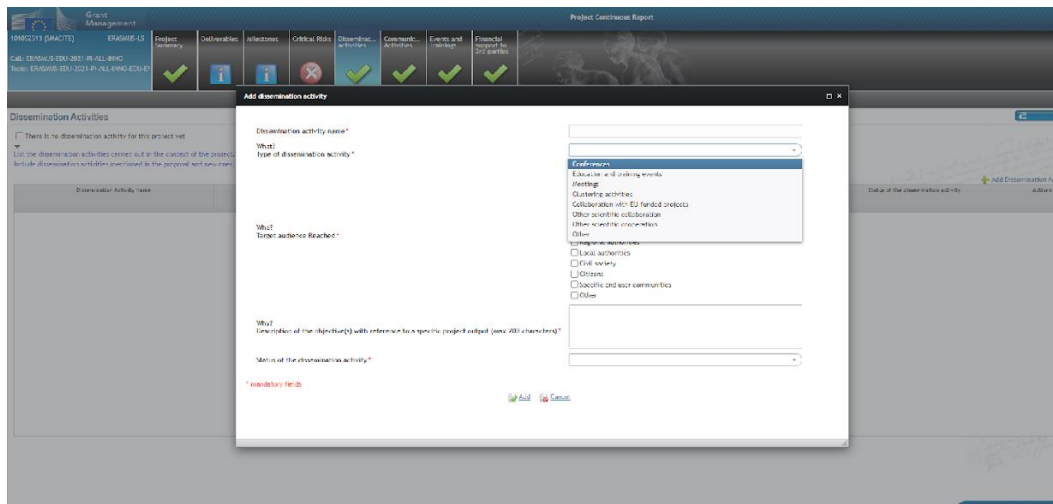


Figure 17: ECAS reporting dissemination actions

11.1.2 Communication activities

All communication activities that are carried out by any of the project partners must be reported to the commission via the ECAS portal. Basically, it will be GAIA as communication coordinator and MINALOGIC as project coordinator who will create the communication activities, but other partners can also create additional material and all activities need to be reported:

- Events participated and communicated.
- Exhibitions
- Interview
- Media article
- Newsletter
- Other
- Press-release
- Print-materials
- Social Media
- TV Radio Campaign

Whenever a partner makes some communication activity, there is a two-step process to report it:

1. Add the relevant information in the ECAS portal as requested:
 - Activity name
 - Description
 - Who is targeted?
 - How? Communication Channel used
 - Outcome
 - Status
2. Add the supporting materials in the Google Drive (photos, agenda...), by creating a folder of the to include the relevant information Event basic information with the next naming of the folder *YYYYMMDD_Partner Acronym_Event Name*

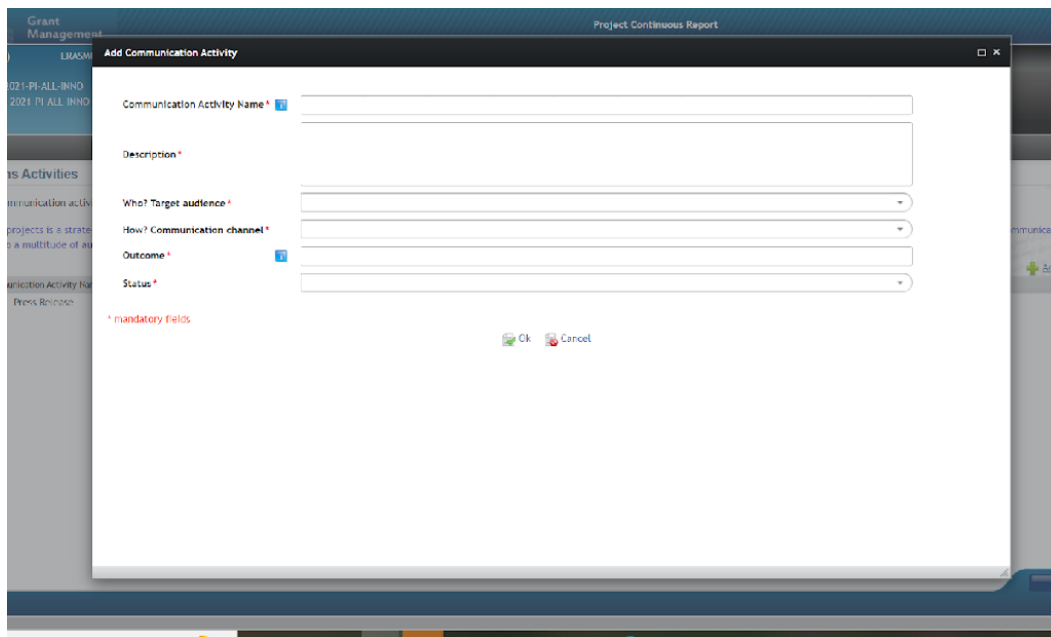


Figure 18: ECAS reporting communication actions

11.1.3 Events and trainings

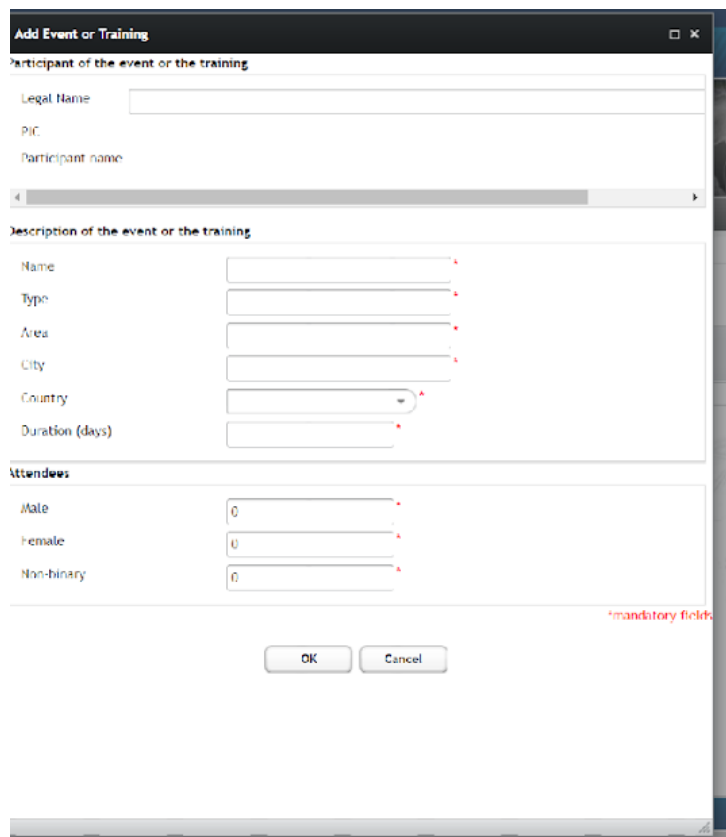
All the events that will be organized during the project must be reported in the ECAS portal. In the project 12 events are foreseen.

- 11 national workshops:
- 1 International workshop

Each of these activities must be reported once they are done through the ECAS portal. The partner organizing the event is responsible for the reporting on the portal. For that, they will need to include the next information:

- Organizer information
- Description of the event or training
- Number of attendees (distributed on gender)

After adding the information on the portal, add the supporting materials in the Google Drive (photos, agenda...), by creating a folder of the to include the relevant information with the next naming of the folder *YYYYMMDD_Partner Acronym_Event Name*.



Add Event or Training

Participant of the event or the training

Legal Name

PIC

Participant name

Description of the event or the training

Name

Type

Area

City

Country

Duration (days)

Attendees

Male

Female

Non-binary

*mandatory fields

OK Cancel

Figure 19: ECAS reporting events and trainings

12 Communication & Dissemination obligations for project partners

12.1 Communication and Dissemination Plan

As imposed by the call conditions, the beneficiaries must provide a detailed communication and dissemination plan, setting out the objectives, key messaging, target audiences, communication channels, social media plan, planned budget and relevant indicators for monitoring and evaluation

12.2 Obligation to disseminate results (Article 17.1)

Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner.

Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.

12.3 Additional dissemination and communication actions (Article 17 – Annex 5 GA)

The beneficiaries must engage in the following additional communication and dissemination activities:

- present the project (including project summary, coordinator contact details, list of participants, European flag and funding statement and project results) on the beneficiaries' websites or social media accounts.
- upload the public project results in the Funding & Tenders Portal.

12.4 European flag and funding statement (Article 17.2 GA)

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge the EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):



Co-funded by the European Union



Figure 20: European Emblem

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g., of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos. For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

12.5 Disclaimer (Article 17.3 Grant Agreement)

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 [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”