



D5.3 Project Website, Newsletter & SM setup

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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Related WP	WP5
WP leader	GAIA
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Planned delivery month	M4
Actual delivery month	M7
Document Dissemination Level¹	PU
Document Nature²	DEC

Synopsis:	Description of the communication means to be used for the project
List of keywords:	Communication channels, Marketing, Newsletter, Social Media, Website, Dissemination, Silicon Europe, Euroclusters

1

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

2

Nature	
RE	Report
DEC	Websites, patent filings, videos, et



DOCUMENT HISTORY

Version	Status ³	Date	Comments	Author
01	Draft/under review	20230222	1 st draft	BvdZ

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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Table of Contents

- 1. Introduction..... 6**
- 2. Silicon Eurocluster website 7**
 - 2.1. The website..... 7
 - 2.2. Maintenance 7
 - 2.3. Website content 7
 - 2.4. Website envisaged audience 7
 - 2.5. Euroclusters website..... 7
- 3. LinkedIn 8**
 - 3.1. Contents..... 8
 - 3.2. LinkedIn maintenance..... 8
 - 3.3. Audience 8
- 4. Twitter 8**
 - 4.1. Contents..... 8
 - 4.2. Twitter maintenance 8
 - 4.3. Audience 8
- 5. Silicon Eurocluster newsletter 9**
 - 5.1. Contents..... 9
 - 5.2. Maintenance 9
 - 5.3. Audience 9



List of Figures

Figure 1. Screenshot from the Silicon Europe Website..... 7



1. Introduction

This document briefly describes the various communication tools that the Silicon Eurocluster project will use to inform the various stakeholders and interested parties.

The communication tools the project will use are:

- A website,
- LinkedIn and twitter
- A digital newsletter

The tools will be described briefly in the following sections.

2. Silicon Eurocluster website

2.1. The website

The Silicon Eurocluster website is part of the Silicon Europe website, it has its own section at this website: <https://www.silicon-europe.eu/euroclusters/>.

2.2. Maintenance

The basic maintenance of this Silicon Europe website pages will be taken care off by Silicon Saxony as part of the regular website maintenance. The published content will be provided by the WP5 team.



Figure 1: screenshot from the Silicon Eurocluster webpage

2.3. Website content

The website pages will contain basic information about the project, the consortium, and contact information. All landing pages for calls, events, forms, and workshops will also be published in this Eurocluster section, as well as project results, relevant news (including a link to sign up for the newsletter).

2.4. Website envisaged audience

The website will cater for the following audience: SMEs in the Silicon Eurocluster area, SMEs beyond Silicon Eurocluster, More traditional SMEs, SMEs from Eastern Europe, Silicon Eurocluster community, Clusters and beyond, Larger Industries, Universities and research organisations, Hubs and associations, Politicians/ Ministries/ Governments (national level), Politicians/ Ministries/ Governments (EU level), Civil society (education).

2.5. Eurocluster website

As soon as adequate info is received from the Commission, a Silicon Eurocluster page will be created on the official Euroclusters website. The project news will be posted primarily on the



ECCP platform dedicated page for the project (under maintenance of the WP5 team). Additionally, we will also use the Silicon Europe website (see 2.1) that is already quite known in the electronics industry and that was used in the past for COSME GO international activities.

3. LinkedIn

3.1. Contents

The Silicon Europe LinkedIn page will also be the home for the Silicon Eurocluster information.

The contents will cover developments within the project, events, funding opportunities (open calls) etc.

3.2. LinkedIn maintenance

Every project member will have the possibility to post news items here.

3.3. Audience

The foreseen audience includes: SMEs in the Silicon Eurocluster area, SMEs beyond Silicon Eurocluster, More traditional SMEs, SMEs from Eastern Europe, Silicon Eurocluster community, Clusters and beyond, Larger Industries, Universities and research organisations, Hubs and associations, Politicians/ Ministries/ Governments (national level), Politicians/ Ministries/ Governments (EU level), Civil society (education).

4. Twitter

4.1. Contents

The Silicon Europe Twitter page will also be the home for the Silicon Eurocluster information.

The contents will include short descriptions of calls, events, results and can be parallel to the LinkedIn Page.

4.2. Twitter maintenance

Every project member will have the possibility to post news items here.

4.3. Audience

The foreseen audience includes: SMEs in the Silicon Eurocluster area, SMEs beyond Silicon Eurocluster, More traditional SMEs, SMEs from Eastern Europe, Silicon Eurocluster community, Clusters and beyond, Larger Industries, Universities and research organisations, Hubs and associations, Politicians/ Ministries/ Governments (national level), Politicians/ Ministries/ Governments (EU level), Civil society (education).



5. Silicon Eurocluster newsletter

5.1. Contents

Interesting developments in the project, any calls, events, or workshops will be published in the newsletter. Results as they become available will be highlighted in the newsletter as well. Finally, there will be space for other relevant news or events that could be of interest.

5.2. Maintenance

The digital newsletter will be sent out to stakeholders and subscribed interested parties twice a year (and if appropriate when developments urgently call for an additional newsletter issue).

The WP5 team will take care of the release of the newsletter as well as of the gathering of relevant and interesting material to be published in the newsletter.

All project members will, on a regular basis, update the list of potential interested parties in their community, which will then be approached to sign up for receiving the newsletter. Via the other communication channels regular call for signing up to the newsletter will be made.

5.3. Audience

The audience for the newsletter will consist of only those parties that subscribed to the newsletter.