



# Project Communication Strategy & Plan - UPDATE

---

D. C. 1.4 Updated Project Communication  
Strategy & Plan

Version 1  
08 | 2020

---

## Table of contents

<b>Table of contents.....</b>	<b>1</b>
<b>A. Introduction.....</b>	<b>3</b>
<b>B. Strategy.....</b>	<b>4</b>
<b>B.1 Communication to ensure internal involvement of all partners (WP Management) .....</b>	<b>4</b>
<b>B.2 Communication to ensure external involvement in output development (Thematic WPs)</b>	<b>5</b>
<b>B.3 Communication to transfer outputs to new target audiences (WP Communication)</b>	<b>12</b>
<b>C. Activities .....</b>	<b>19</b>
<b>C.1 Start-up activities.....</b>	<b>19</b>
<b>C.1.1 Communication strategy &amp; Plan.....</b>	<b>19</b>
<b>C.1.2 CEUP 2030 Web Presence.....</b>	<b>20</b>
<b>C.1.3 CEUP 2030 Posters .....</b>	<b>20</b>
<b>C.1.4 Communication Strategy Update .....</b>	<b>21</b>
<b>C.2 Media relations .....</b>	<b>21</b>
<b>C.2.1 Strategic Media Partnerships .....</b>	<b>22</b>
<b>C.2.2 CEUP 2030 Media Cooperation .....</b>	<b>22</b>
<b>C.3 Publications .....</b>	<b>23</b>
<b>C.3.1 CEUP 2030 Publications of thematic work in T1+T2+T3 .....</b>	<b>23</b>
<b>C.4 Public events .....</b>	<b>23</b>
<b>C.4.1. CEUP 2030 CEUP 2030 Kick-Off Conference in Malopolska Region.....</b>	<b>23</b>
<b>C.4.2. CEUP 2030 Conference in Saxony .....</b>	<b>24</b>
<b>C.4.3 CEUP 2030 Mid-Term Evaluation Conference in Lombardia .....</b>	<b>24</b>
<b>C.4.4 CEUP 2030 Conference in Slovenia .....</b>	<b>25</b>
<b>C.4.5 CEUP 2030 Final Conference in Vienna .....</b>	<b>25</b>
<b>C.4.6 CEUP 2030 Presentations &amp; panel discussions at complementary public events .....</b>	<b>26</b>
<b>C.4.7 CEUP 2030 Regional Final Events for Capitalization &amp; Dissemination .....</b>	<b>27</b>
<b>C.5 Targeted events .....</b>	<b>27</b>

C.5.1 CEUP 2030 Events with CE/EU stakeholder Groups .....	27
C.5.2 CEUP 2030 Events with CE/EU stakeholder Agencies .....	28
C.6 Digital activities including social media and multimedia .....	28
C.6.1 CEUP 2030 Digital Communication Kit.....	28
C.6.2 CEUP 2030 Digital Communication Kit Update .....	29
C.6.3 CEUP 2030 multi-media showcases on CAMI4.0 .....	30
C.6.4 CEUP 2030 multi-media showcases on CAMI4.0 Update.....	30
D. Timeline .....	31
E. Annexes.....	32
Evaluation template for stakeholder feedback from project events.....	33

## A. Introduction

Communication is essential in CEUP 2030 from various perspectives. It has to catalyse external stakeholders' involvement, transferring results and gaining common ground for future actions on policy level, meanwhile it has a challenging role of internal communication, due to diverse nature of the partnership and its related local context.

CEUP 2030 strives for excellence in policy making on Industry 4.0/Advanced Manufacturing in Central Europe. An upstreaming process is designed to meet the challenges & needs of available, high-quality innovation know-how in the CE area, which lacks sufficient cooperation & structure to really add-value at a policy-level & limits the competitive potential of connected regions. Transnational, multi-level learning supports regions to overcome this challenge.

CEUP 2030 creates a comprehensive innovation system for policy making to set best-in-class structures (Trend & Innovation Networks, RIS3 Round Tables) & processes (Policy Learning Lab, Policy Intelligence Dashboard) for immediate use & long-term validity (Policy Framework 2021-2027). The status-quo is shifted through intensive, mutual triple-helix stakeholders learning, common EU-wide tech trend monitoring, to gain & streamline emerging knowledge & policy building in a regional & CE/EU context. Existing outputs & results (e.g. Tech & Inno Camps, CE Brain Base, EU-wide DIH Network) from 3 CE & 3 Horizon 2020 projects contribute to upstreaming, alongside the development of structures, tools, policy & strategy implementation with high impact.

A barrier for upstreaming has been poorly defined, common understanding for new technologies among triple-helix partners, due to time-constraints & limited policy alignment among regions/countries. Both are overcome by joint policy learning including new, targeted know-how from Tech Radars & a strategic common policy strategy for 2021-2027 incl. cross-linked use of programmes. CEUP 2030 synergises the outputs & results of the 6 CE/H2020 twin projects & sets strong links to jointly & consistently implement them & emerging spin-off projects. The project sets a unique innovation system approach for regional & transnational policy making with high practical relevance. The involved 30 CE/EU regions gain well-aligned future robust strategies with a quick start & with transnational values.

Outputs most relevant for the transfer are the Policy Learning Lab, Strategy Upgrade & Boost, Trend & Innovation Networks, Policy Intelligence Dashboard, RIS3 Roundtables and Policy Framework. Each of these elements are detailed in the following document - with respect to target audience, related communication objectives, starting and expected closing status and applied tools of communication.

As a result of the successfully communicated implementation, the future technological trends will provide region-specific scenarios. Technology will be interpreted, translated to the regional ecosystem, and deeply understood from the policy level to the individual relevant businesses. Complex topic, complicated content, diverse partnership set up for the challenges to overcome by the project.

## B. Strategy

This chapter outlines the Management, the thematic elements and the external Communication principles related to internal communication. Each sub-chapter is broken down by objectives, challenges and results.

### B.1 Communication to ensure internal involvement of all partners (WP Management)

Key objective of the internal project communication is to ensure the proper flow of complex information among the partners. It is a challenge at the initial phase that the partnership cannot take part physically on kick-off meeting, missing many of the personal and interpersonal elements of the content delivery. It is also a challenge to tackle the diverse local ecosystems with respect to maturity, meanwhile keeping the ultimate goal to harmonize the output delivery. Final layer, where the internal project communication has to play an essential role, is the consistent involvement of the broad range of regional and national stakeholders.

In order to reach the smooth operation of project activities, everyday communication should be continued among the project partners. The whole project partnership should be kept updated about the realization of activities and outputs, so internal communication has to ensure the regular change of information, share of experiences and gives platform for discussing the open questions.

Depending on the characteristics of a particular topic (urgency, importance, which partner should be involved etc.) the following basic elements and channels should be used for internal communication:

- E-mail communication
  - regular summary from the Lead Partner with details about the realised activities, project status quo and next steps
  - regular financial status report from the financial manager to ensure the elaboration of the 6 monthly financial report
  - regular information from the communication manager to keep partners updated about the communication activities (coming events, already reached stakeholders etc.)
  - regular communication between partners working on a specific task (output/activity/deliverable)
- Bilateral and/or multilateral conferences via telephone/Skype/Zoom/Webex etc. among the Steering Committee Meetings.
  - Regular online conference moderated by the Lead Partner in order to have a summary about the project results and next steps
  - Regular Thematic Work Package Meetings moderated by the WP Leader in order to ensure the smooth elaboration of relevant deliverables, activities and to maintain engagement for the tasks of the responsible partners.
  - Regular conferences led by Deliverable Responsible Partners in order to ensure the smooth elaboration of the deliverable.
- Personal Partner Meetings in every 6 months - discuss the project results, to work on the content related tasks and to take decisions.
  - Steering Committee meetings

- Exchange of experience meetings
- Peer reviews
- Alfresco common platform for data sharing - regular use of the platform in order to share core information, basic documents and results of the project. Every partner has the permission to reach and/or upload documents.

As a result of the efficient structure and implementation of the communication the following conditions are expected to be fulfilled:

- Work Package (WP) Leaders are capable to deliver expected outputs on time, as agreed with the Lead Partner, neither delays occur, nor content-related quality problems are not solved in due time
- each partner is confident about the expected contribution and capable to deliver them as agreed with the individual WP Leader
- the entire partnership is consistent in communication with external stakeholders during the implementation

## B.2 Communication to ensure external involvement in output development (Thematic WPs)

The involvement of external stakeholders is a core element of realising the project outputs. The external communication aims at reaching the relevant target groups in order to fulfil the defined communication objectives:

1. **Raise Awareness** - The approach & results of the Policy Learning Labs will be presented at different regional, national & European meetings. This enables & fosters awareness among the addressed stakeholders & target groups.
2. **Increase Knowledge** - In particular by communicating the results of the Trend & Innovation Networks & the coherent Technology Radars on the 4 main CAMI4.0 topics a new knowledge base for policy makers is set.
3. **Influence Attitude** - With the setting of permanent working groups (TINs, RIS3 Round Tables) & integrating top level experts the joint comm. approach consequently leads to shift the attitude of key stakeholders.
4. **Change Behaviour** - It is definitely the most critical part of the entire communication. It is necessary to reach a sufficient number of stakeholders for an outstanding CAMI4.0 policy in CE/EU regions. This will be mainly set through the integrative approach of the RIS3 Round Tables & the setting of the Policy Framework for 2021-2027 & the consistent sound communication of the gained results + the long-term validity.

Project key outputs for communication	Communication objective	Target Groups	How do you plan to reach your Target Groups?
<b>O.T1.1 - CEUP 2030 Policy Learning Lab</b>	Raise awareness	<ul style="list-style-type: none"> <li>- local, regional, national public authorities</li> <li>- interest groups including NGOs</li> <li>- higher education and research</li> <li>- education/training centres and schools</li> <li>- large enterprises</li> <li>- SMEs</li> <li>- business support organisations</li> </ul>	<p>Aiming at a well-established mutual triple-helix learning to assure an appropriate success &amp; anchoring of O.T1.1 and O.T1.2.</p> <p>All target groups are involved in the development &amp; implementation of the PLL &amp; the joint strategy building &amp; action planning. In particular 100 stakeholders incl. the ASPs test and improve the PLLs in two cycles.</p>
<b>O.T1.2 - CEUP 2030 Strategy Upgrade &amp; Boost</b>	Raise awareness	<ul style="list-style-type: none"> <li>- local, regional, national public authorities</li> <li>- interest groups including NGOs</li> <li>- higher education and research</li> <li>- education/training centres and schools</li> <li>- large enterprises</li> <li>- SMEs</li> <li>- business support organisations</li> </ul>	<p>As indicated at O.T1.1 as well, triple-helix is set up to facilitate success &amp; anchoring of O.T1.2.</p> <p>Based on PLLs learning the Strategy &amp; Action Plan will be consequently continued, set up by the activated stakeholders from all different target groups.</p>

Project key outputs for communication	Communication objective	Target Groups	How do you plan to reach your Target Groups?
<b>O.T2.1 - CEUP 2030 Trend &amp; Innovation Networks for CAMI4.0</b>	Increase knowledge, Influence Attitude	<ul style="list-style-type: none"> <li>- local, regional, national public authorities</li> <li>- interest groups including NGOs</li> <li>- higher education and research</li> <li>- education/training centres and schools</li> <li>- large enterprises</li> <li>- SMEs</li> <li>- business support organisations</li> </ul>	<p>Generally, all different target groups are involved in all phases of O.T2.1. (design, develop, test, implement).</p> <p>Due to nature of O.T2.1 more technology related stakeholders contribute to the TINs. The ASPs will join the activities partially but provide feedback in the full process. In particular for the TINs the permanent CEUP 2030 stakeholder group will get expanded and enriched by additional experts for the CAMI4.0 technologies.</p>
<b>O.T2.2 - CEUP 2030 Policy Intelligence Dashboard</b>	Increase knowledge	<ul style="list-style-type: none"> <li>- local, regional, national public authorities</li> <li>- interest groups including NGOs</li> <li>- higher education and research</li> <li>- education/training centres and schools</li> <li>- large enterprises</li> <li>- SMEs</li> <li>- business support organisations</li> </ul>	<p>It is an explicit goal to integrate the entire spectrum of the target group during all phases of O.T2.2.</p> <p>Due to nature of O.T2.2 more policy making oriented stakeholders put the PID into practice. The ASPs join based on their availability; however, their inputs are essential for the quality of the entire process.</p>

Project key outputs for communication	Communication objective	Target Groups	How do you plan to reach your Target Groups?
O.T3.1 - CEUP 2030 RIS3 Round Tables	Influence Attitude, Change Behaviour	<ul style="list-style-type: none"> <li>- local, regional, national public authorities</li> <li>- interest groups including NGOs</li> <li>- higher education and research</li> <li>- education/training centres and schools</li> <li>- large enterprises</li> <li>- SMEs</li> <li>- business support organisations</li> </ul>	<p>The RIS3 Round Tables involve all target groups to join the full development and implementation phase.</p> <p>Thus, sound mutual learning takes place to improve RIS3 policy pilot actions in the CE/EU environment.</p>
O.T3.2 - CEUP 2030 Policy Framework	Change Behaviour	<ul style="list-style-type: none"> <li>- local, regional, national public authorities</li> <li>- interest groups including NGOs</li> <li>- higher education and research</li> <li>- education/training centres and schools</li> <li>- large enterprises</li> <li>- SMEs</li> <li>- business support organisations</li> </ul>	<p>The Policy Framework strives for excellence in policy making in a long-term view.</p> <p>Consequently it's essential and crucial to involve large number people from all target groups to guarantee strong impact and a sound anchoring for a future use after project's end.</p>

The communication result indicators detailed below provide feedback in a quantified form about the success of communication activities:

Communication result indicator	Measurement unit	Target	Explanations	Status in August 2020
<b>Unique visits to the project website (digital reach; monthly average in the reporting period)</b>	Number of stakeholders reached	200	<p>CEUP 2030 project website will play a major role in the online communication.</p> <p>The estimated number of visits of the project website will amount 200 unique visits per month throughout the project lifetime. Each PP commits to linking the website to their homepage, mirroring critical results. PPs provide insight into project relevant activities (news, events, bilateral engagements) to both home &amp; group website (to optimise traffic). All published results, all social media profiles will include the website link clearly displayed.</p>	<p>The number of unique visits to the website shows a growing tendency by starting the professional activities in CEUP 2030. In the first 5-6 months of the project lifetime there were approximately 360-380 unique visits to the website, which number will exponentially grow by reaching the first external stakeholders physically on the first PLLs. Reaching wider audience for the website is also supported by social media activities.</p>
<b>Participants at project events in WP C (physical reach)</b>	Number of stakeholders reached	300	<p>During the five public events (occurring alongside PP, PSG &amp; AB meetings), 250 unique participants will attend (approx. 50 per event). PLL, RIS3 Roundtable &amp; Targeted Events will also include participants indicators.</p> <p>(approx. 50 in total, as quality over quantity will be ensured to have a stakeholder group which develops their technology &amp; policy making know-how with the PPs). To ensure that double-counting is prevented, all participants</p>	<p>The kick-off meeting was postponed due to the COVID-19 epidemic and will be held online in September 2020. PPs had regular online meetings in the first project period. First PLL workshops aim to reach altogether 100 external stakeholders until the end of August 2020 (either</p>

			will be monitored and counted uniquely.	virtually or physically).
WP C Event participants satisfied with information provided (satisfaction with information)	Percentage of stakeholders satisfied	90	<p>This figure is linked to CEUP 2030's global impact and evaluation procedures, where satisfaction assessment procedures will be set by WPM &amp; WPC Lead. Stakeholder feedback from events* (especially PLL, RIS3 Roundtables + public events) are critical for improvement, implementation &amp; dissemination.</p> <p>Event structure, project multipliers and advocates (led by ASPs), enable the achievement of the target indicator.</p> <p>* Evaluation template (satisfaction survey) for stakeholder feedback can be found at Annexes and should be used for all of the project events. Results must be sent to WPC Leader.</p>	<p>This document presents the satisfaction survey for CEUP 2030 event participants. PPs are encouraged to use the questionnaire at every workshops/events held for external stakeholders.</p> <p>PLL workshops have an own evaluation form, too, which was created by PTP and asks for information about the structure and content of the PLLs.</p>
Joint communication activities implemented with external stakeholders (external cooperation)	Number of communication activities	20	<p>Supported by strategic media partnerships, enabled through extensive engagement with ASPs &amp; delivered across the two years, PPs implement 2 joint communication activities (20 total).</p> <p>PPs will reach out &amp; dock to external initiatives where joint activities can occur in line with thematic relevance of project, especially via engaged Horizon 2020 networks (at least one/PP) &amp; complementary macro-</p>	<p>CEUP 2030 partnership gained 48 strategic media partners and 16 signed media partnership agreements in the first project period. The media partners are engaged to support and publish relevant project achievements.</p> <p>The first article was published in June of 2020 and more are</p>

			<p>regional project groups (at least one/PP) to publicize the project vision, objective and outcomes.</p>	<p><b>planned after the first PLLs.</b></p>
--	--	--	---	---

## B.3 Communication to transfer outputs to new target audiences (WP Communication)

Overall goal is to involve and gain commitment for the project result from the outside world. Activities on communication to ensure external involvement in output development are crucial for successful implementation of the CEUP 2030 project. Each of the thematic elements are categorized by the following structure:

- audience
- communication objective
- status quo before starting the specific activity
- status quo after finishing the specific activity
- key messages
- outline of individual activities.

Each table contains information in line with the overall CEUP 2030 project content, namely - Policy Learning Lab, Strategy Upgrade & Boost, Trend & Innovation Networks, Policy Intelligence Dashboard, RIS3 Roundtables and Policy Framework. In the following outputs the involvement of external actors is essential for realising the expected results.

### Output T1.1 - CEUP 2030 Policy Learning Lab

Audience	Communication objective	Status quo in March of 2020	Status quo aimed for February of 2021	Key messages	Outline of activities
Local/ regional/ national public authorities, interest groups including NGOs, higher education and research, education/training centres and schools, large enterprises, SMEs, business support organisations	Raise awareness	They are not aware of CEUP 2030 project start, and have no information about planned activities	Have information about activities in CEUP 2030, are willing to participate on PLL trainings. On PLLs they get a deeper knowledge about policies & strategies for CAMI4.0 technologies. Opportunity for gaining connections among the training participants	PLL trainings will be established to train and empower people to work on policies & strategies for CAMI4.0 technologies (mutual Triple-Helix-Learning). The PPL fosters & anchors a policy training scheme where comprehensive learning processes are designed to be felt & understood quickly. Complex systems and technologies are made clear and understandable to target groups. The gained 100 stakeholders set the base for strong CE/EU policy making in T2 & T3.  The project output T1.1 helps municipalities to understand the importance of CAMI4.0 technologies in order to see the development opportunities in the region.	<ul style="list-style-type: none"> <li>▪ Articles / press releases / digital content</li> <li>▪ Social Media</li> <li>▪ Dissemination events</li> <li>▪ 20 PLL Trainings / workshops</li> <li>▪ Video</li> <li>▪ Fact Sheet Pool</li> <li>▪ News on the project website</li> </ul>

**Output T1.2 - CEUP 2030 Strategy Upgrade & Boost**

Audience	Communication objective	Status quo in March of 2020	Status quo aimed for February of 2021	Key messages	Outline of activities
Local/ regional/ national public authorities, interest groups including NGOs, higher education and research, education/training centres and schools, large enterprises, SMEs, business support organisations	Raise awareness	They are not aware of CEUP 2030 project start, and have no information about planned activities	PPs will have a strategic operating framework which they can use to guide their activities to achieve project results.	The Strategy Upgrade & Boost connects the lessons learnt from the PLL with an appropriate new joint improved strategy supported by a policy implementation action plan (A.T1.3). Thus a policy relevant exploitation of the CE/EU project scheme is set for an immediate use and in a long-term strategic manner. This will be further enhanced in T2 & T3. First CE/EU policy anchor will be set during EU Presidency of Croatia, continued during the PP's countries' presidencies of Slovenia & Germany.	<ul style="list-style-type: none"> <li>▪ Dissemination events</li> <li>▪ Articles / press releases / digital content</li> <li>▪ Social Media</li> <li>▪ Poster about WPT1</li> <li>▪ News on the project website</li> </ul>

### Output T2.1. CEUP 2030 Trend & Innovation Networks for CAMI4.0

Audience	Communication objective	Status quo in June of 2020	Status quo aimed for November of 2021	Key messages	Outline of activities
Local/ regional/ public authorities, interest groups including NGOs, higher education and research, education/training centres and schools, large enterprises, SMEs, business support organisations	Increase Knowledge, Influence Attitude	They are aware of CEUP 2030 project, but need assistance for building a strategy for decision making based on the new CAMI4.0 technologies	Based on the PLLs (T1) the stakeholder group will get enlarged by future foresight & further tech experts. The structure and processes of the TINs enables to generate a professional input for a direct & future robust policy implementation. Cross-linked cooperation will be developed between different stakeholder groups.	The Trend & Innovation Networks are established/anchored for the 4 main topics of CAMI4.0 (A.T2.2). The TINs are organised as a digital community but foster face-to-face meetings, too. TIN's work base is used, ongoingly, to enhance policy making inputs in T3.	<ul style="list-style-type: none"> <li>▪ Articles / press releases / digital content</li> <li>▪ Social Media</li> <li>▪ News on the project website</li> <li>▪ Dissemination events</li> <li>▪ 40 TIN Tech Trend Dialogue Meeting (10/ CAMI4.0 topic)</li> </ul>

### Output T2.2. CEUP 2030 Policy Intelligence Dashboard

Audience	Communication objective	Status quo in June of 2020	Status quo aimed for November of 2021	Key messages	Outline of activities
Local/ regional/national public authorities, interest groups including NGOs, higher education and research, education/training centres and schools, large enterprises, SMEs, business support organisations	Increase knowledge	They are aware of CEUP 2030 project, but need technology trends are not structured and monitored in a consequent and communicated way.	The PID will be tested in a common transnational manner, established and anchored in the activated stakeholder scheme (PLLs, TINs). The PID methodology sets the base for the joint policy exploitation with pilots as well as a future planning for 2021-2027 in T3 and beyond project's end.	The Policy Intelligence Dashboard monitors, fine-tunes and streamlines policy relevant data on technology trends for a fast-track assessment based on a solid data gathering and evaluation (Tech Radars, A.T2.3).	<ul style="list-style-type: none"> <li>▪ Articles / press releases / digital content</li> <li>▪ Social Media</li> <li>▪ News on the project website</li> <li>▪ Brochures about PID</li> <li>▪ Dissemination events</li> <li>▪ Workshop with EU high level experts during EU Presidency Slovenia</li> <li>▪ Poster about WPT2</li> <li>▪ Video</li> </ul>

**Output T3.1 - CEUP 2030 RIS3 Round Tables**

Audience	Communication objective	Status quo in March of 2021	Status quo aimed for February of 2022	Key messages	Outline of activities
Local / regional / national public authorities, interest groups including NGOs, higher education and research, education/training centres and schools, large enterprises, SMEs, business support organisations	Influence Attitude, Change Behaviour	They are aware of CEUP 2030 project, but direct relevance and learnings are not integrated into the RIS3 planning documents yet.	The RIS3 Round Tables (10 regional & 4 transnational) are set for policy pilot implementation (A.T3.2) in a multi-lateral & transnational context to: foster the 4 main CAMI4.0 topics; embed a multi-sectoral approach in the regions & target, in the CE/EU context, cooperation, alignments & mutual reinforcement among RIS3 of regional, national and European partners.	These policy pilots connect & deepen the lessons learnt from T1 & T2 and build the bridge to a common long-term policy planning (O.T3.2).	<ul style="list-style-type: none"> <li>▪ Articles / press releases / digital content</li> <li>▪ Social Media</li> <li>▪ News on the project website</li> <li>▪ 10 Policy Pilot Action Meetings (RIS3 Round Tables 1)</li> <li>▪ 4 joint transnational Policy Pilot Actions (RIS3 Round Tables 2)</li> </ul>

**Output T3.2. - CEUP 2030 Policy Framework**

Audience	Communication objective	Status quo in March of 2021	Status quo aimed for February of 2022	Key messages	Outline of activities
Local/ regional/national public authorities, interest groups including NGOs, higher education and research, education/training centres and schools, large enterprises, SMEs, business support organisations	Change Behaviour	They are aware of CEUP 2030 project, elements are available yet still not integrated into one learning format.	Taking care of the start of the new EU term in 2021 common concerted policy coordination as well as a strategic policy setting will be established in 30 regions. The EU Presidency of Slovenia will be used to anchor the Framework and attract relevant target groups.	The Policy Framework strives for excellence in policy making on CAMI4.0 (A.T3.3) for the EU term 2021-2027. It synergises all gained results of the project work to enable a high impact (quality & quantity) for policy realisation.	<ul style="list-style-type: none"> <li>▪ Articles / press releases / digital content</li> <li>▪ Social Media</li> <li>▪ News on the project website</li> <li>▪ Dissemination events</li> <li>▪ Brochures</li> <li>▪ Poster about WPT3</li> </ul>

## C. Activities

Communication activities have a significant role in ensuring the optimal project outreach. In order to engage the target audiences with CEUP 2030, communication activities have to be planned thoroughly and a comprehensive communication work has to be built parallel with the thematic work in the project.

The communication activities are described in the following chapter, in line with the planned activities of the CEUP 2030 project.

### C.1 Start-up activities

Start-up communication activities define three outputs that need to be finalised in order to start with full communication tasks: Communication Strategy & Plan (including templates material), web presence and project poster.

#### C.1.1 Communication strategy & Plan

##### Key points

Project output in focus of activity:	One strategy document describing internal and external communication objectives, channels and tools
Main target audiences:	Internal communication - PPs
Responsible partner for implementation:	PBN
Project partners to be involved:	All
Indicative timing of activity:	03.2020 - 04.2020
Quantification/target:	1

##### Description

The communication strategy will be prepared and submitted in the first Project Period, incl. an overall planning of project comm. activities and mix of communication channels and a break-down of single activities per period and PPs. The Strategy will help to better understand the communication objectives of the project (e.g. where and for which reason it happens).

##### Monitoring

Monitoring of Communication Strategy & Plan will happen with D.C.1.4 - Communication Strategy Update - see the description below.

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Project communication strategy shared with all partners	Number	0	1	Monitoring	1st progress report

### C.1.2 CEUP 2030 Web Presence

#### Key points

Project output in focus of activity:	Creation of CEUP 2030 website
Main target audiences:	All of the target groups
Responsible partner for implementation:	PBN
Project partners to be involved:	All
Indicative timing of activity:	creation of website in the 03.2020, content updates until 02.2022
Quantification/target:	1

#### Description

The project website will be set up on Interreg CE Programme website in order to ensure a continuous information flow and update of all addressed target groups. Regular content updates along with the progressing project activities are the responsibility of PBN. Regular monitoring of CEUP2030 website is expected.

**Additionally, each PP has to give description about CEUP 2030 project on their organizational homepage. During the project lifetime, all of the PPs and ASPs are encouraged to use their own websites for publishing current information about CEUP 2030.**

### C.1.3 CEUP 2030 Posters

#### Key points

Project output in focus of activity:	Creation of CEUP 2030 project poster
Main target audiences:	All of the target groups
Responsible partner for implementation:	PBN
Project partners to be involved:	All
Indicative timing of activity:	04.2020
Quantification/target:	11

### Description

The general CEUP 2030 project poster needs to be created by PBN in English with information about the project. Every PPs have to translate it to their national languages and place it in their office buildings readily visible to the public. Usage of the project poster is expected at project events & presentations.

#### C.1.4 Communication Strategy Update

Project output in focus of activity:	Update of the Strategy Document
Main target audiences:	Internal communication - PPs
Responsible partner for implementation:	PBN
Project partners to be involved:	All
Indicative timing of activity:	08.2020
Quantification/target:	1

### Description

Communication activities have to go along with the progressing project activities and provide the reach of target audiences. At the end of the first Period (08.2020) the strategy needs to be reviewed and updated according the first experiences after the project started. The update contains already achieved impacts, the status of the communication results indicators and work plan of WP Leaders about the incorporation of external communication into deliverable outputs.

#### C.2 Media relations

Media helps projects to transmit their message to the target audience, so continuous media attention should be ensured for CEUP 2030 during the whole project lifetime. The goal is to work with media partners who help to bring free visibility, increased awareness and knowledge about the project.

### C.2.1 Strategic Media Partnerships

Project output in focus of activity:	List of strategic media partners and signed letter of intent to publish about CEUP 2030
Main target audiences:	Internal communication - PPs, General public, RIS3 environment (enterprise, RTD, policy makers)
Responsible partner for implementation:	PBN
Project partners to be involved:	All
Indicative timing of activity:	04.2020
Quantification/target:	11

#### Description

Strategic media partnerships should be built on regional and transnational (EU) level, too. At the very beginning of the project every PPs will gain individually their media connections with impact on CEUP 2030-related target groups. Additionally, as WPC Leader, PBN is responsible for gaining one strategic media partner at EU level, too. The aim of getting engaged media partners to the project is to have a supporting tool to plan, deliver articles and digital content to all target groups. Every PPs will present one signed media partnership agreement, which is a letter of intent to support and publish relevant results of CEUP 2030.

#### Monitoring

A joint media list will be elaborated, which will be monitored and - if needed - regularly updated during the project.

### C.2.2 CEUP 2030 Media Cooperation

Project output in focus of activity:	Media contents e.g. articles, press releases, digital content
Main target audiences:	All of the target groups
Responsible partner for implementation:	PBN
Project partners to be involved:	All
Indicative timing of activity:	02.2022
Quantification/target:	23

#### Description

Building fruitful media relationships should lead to regular media presence for CEUP 2030. Altogether 23 articles/ press releases/ digital content will be published in each PP region and on complementary project websites (EU, ASPs, international stakeholder's websites). Each PP is responsible for 2 media contents (1/year) and each thematic WP leader will provide 1 more article about the project achievements.

## C.3 Publications

Publications - online and printed format - help also to transmit the message od CEUP 2030 to the target audience.

### C.3.1 CEUP 2030 Publications of thematic work in T1+T2+T3

Project output in focus of activity:	Poster, fact sheet, brochures
Main target audiences:	All of the target groups
Responsible partner for implementation:	PBN
Project partners to be involved:	WP Leaders
Indicative timing of activity:	02.2022
Quantification/target:	7

#### Description

To present the project results through more communication channels, thereby reaching the widest possible target audience, the following publications will be prepared and published digitally and in printed version, too:

- 1 poster per Work Package
- 1 fact sheet pool (Policy Learning Labs)
- 4 brochures for the Tech. Radars including fact sheets for use cases
- 1 brochure for the policy framework results including good practises from the RIS3 Round Tables

## C.4 Public events

Public events will be organised for discuss the project results, to work on the content related tasks and to take decisions about next steps for project achievements. Regional public events and disseminations aim to present the project outputs to an extended network of target groups.

### C.4.1. CEUP 2030 Kick-Off Conference in Malopolska Region

Project output in focus of activity:	one public event to be organized
Main target audiences:	PPs, ASPs and all of the target groups
Responsible partner for implementation:	KPT
Project partners to be involved:	All
Indicative timing of activity:	03/2020 in the AF, but the event will be postponed due to COVID-19
Quantification/target:	1

### Description

One public event with ca. 50 participants will be organised in PL. Main focus will be on:

- presenting experiences & plans for aligned policy making PP regions (each PP/ASP),
- share regional & transnational context - links to results of current CE/EU initiatives/projects, e.g. DIH/S3 Platform & S34Growth etc.

### Monitoring

The success of the event can be measured by the number of participants (attendance list), by documenting the decisions made (meeting minutes, photos, PPTs) and by a satisfaction survey of the participants.

### **C.4.2. CEUP 2030 Conference in Saxony**

Project output in focus of activity:	one public event to be organized
Main target audiences:	PPs, ASPs and all of the target groups
Responsible partner for implementation:	IWU
Project partners to be involved:	All
Indicative timing of activity:	10.2020
Quantification/target:	1

### Description

1 public event with ca. 50 participants will be organised in DE using the German EU Presidency, presenting results of Policy Learning Labs, live demos and showcases for PLL incl. **photo documentation / video content / training material**; forecast for Trend Innovation Networks and Tech Radars.

### Monitoring

The success of the event can be measured by the number of participants (attendance list), by documenting the decisions made (meeting minutes, photos, PPTs) and by a satisfaction survey of the participants.

### **C.4.3 CEUP 2030 Mid-Term Evaluation Conference in Lombardia**

Project output in focus of activity:	one public event to be organized
Main target audiences:	PPs, ASPs and all of the target groups
Responsible partner for implementation:	AFIL
Project partners to be involved:	All
Indicative timing of activity:	04.2021
Quantification/target:	1

#### Description

1 mid-term evaluation conference with ca. 50 participants will be organised in IT presenting outputs of WPT1 (PLL/Strategy Upgrade & Boost), first results from WPT2 (TINs, PID/Tech Radar) and an outlook for upcoming RIS3 Round Tables & Policy Framework, participants from DGs.

#### Monitoring

The success of the event can be measured by the number of participants (attendance list), by documenting the decisions made (meeting minutes, photos, PPTs) and by a satisfaction survey of the participants.

### C.4.4 CEUP 2030 Conference in Slovenia

Project output in focus of activity:	one public event to be organized
Main target audiences:	PPs, ASPs and all of the target groups
Responsible partner for implementation:	PTP
Project partners to be involved:	All
Indicative timing of activity:	09.2021
Quantification/target:	1

#### Description

1 public event with ca. 50 participants in SI will be organized using the EU Slovenian Presidency, synergising achievements from T1 and T2 and focus on first results of current RIS3 Round Tables and aligned Policy Framework 2021-2027.

#### Monitoring

The success of the event can be measured by the number of participants (attendance list), by documenting the decisions made (meeting minutes, photos, PPTs) and by a satisfaction survey of the participants.

### C.4.5 CEUP 2030 Final Conference in Vienna

Project output in focus of activity:	one public event to be organized
Main target audiences:	PPs, ASPs and all of the target groups
Responsible partner for implementation:	PIA
Project partners to be involved:	All
Indicative timing of activity:	02.2022
Quantification/target:	1

### Description

1 final transnational conference with ca. 50 participants will be organized in AT, fostering results of the agreed Policy Framework, showcasing and live demos from results gained in all previous WPs; cross-fertilization workshops for RIS3, participants from DGs.

### Monitoring

The success of the event can be measured by the number of participants (attendance list), by documenting the decisions made (meeting minutes, photos, PPTs) and by a satisfaction survey of the participants.

## C.4.6 CEUP 2030 Presentations & panel discussions at complementary public events

Project output in focus of activity:

presentations and panel discussions at public events of synergistic and complementary projects

Main target audiences:

Local / regional / national public authorities, interest groups including NGOs, higher education and research, education/training centres and schools, large enterprises, SMEs, business support organisations; general public

Responsible partner for implementation:

PBN

Project partners to be involved:

All

Indicative timing of activity:

02.2022

Quantification/target:

20 (2/PP)

### Description

20 presentations (2/PP) & panel discussions at public events of synergistic & complementary projects (e.g. CE, AS, BSR, DR, EU-S3 Platform) and events with high dissemination & capitalisation leverage (EU Presidencies of HR, DE, SI; annual RIS3 events).

### Monitoring

The events can be monitored by the number of participants (attendance list), and by documentation about the event (e.g. meeting agenda, photos, PPTs).

### C.4.7 CEUP 2030 Regional Final Events for Capitalization & Dissemination

Project output in focus of activity:	regional public events to be organized
Main target audiences:	Local / regional / national public authorities, interest groups including NGOs, higher education and research, education/training centres and schools, large enterprises, SMEs, business support organisations; general public
Responsible partner for implementation:	PBN
Project partners to be involved:	All
Indicative timing of activity:	02.2022
Quantification/target:	10 (1/PP)

#### Description

10 final regional conferences held by each PP to disseminate transnational learning & results from the final transnational conference in Vienna & to anchor final concepts with an extended network of target groups & complementary regional initiatives.

#### Monitoring

The events can be monitored by the number of participants (attendance list), and by documentation about the event (e.g. meeting agenda, photos, PPTs).

### C.5 Targeted events

In order to attract further stakeholders and incorporate their policy strategies, targeted events for policy stakeholders are to be organized.

#### C.5.1 CEUP 2030 Events with CE/EU stakeholder Groups

Project output in focus of activity:	participation on workshops, cooperative meetings
Main target audiences:	Local / regional / national public authorities; policy stakeholders
Responsible partner for implementation:	AFIL
Project partners to be involved:	All
Indicative timing of activity:	02.2022
Quantification/target:	10 (1/PP)

#### Description

Workshops in Brussels and with regional & national ministries to attract further stakeholders and incorporate their policy strategies, and also cooperative meetings during EU presidencies; EUSALP working group meeting & annual event, etc.

### Monitoring

The events can be monitored by the list of participants (attendance list), and by documentation about the event (e.g. meeting agenda, photos, PPTs).

#### C.5.2 CEUP 2030 Events with CE/EU stakeholder Agencies

Project output in focus of activity:	presentations for stakeholder agencies
Main target audiences:	policy stakeholders/ representatives of EU initiatives and networks
Responsible partner for implementation:	AFIL
Project partners to be involved:	All
Indicative timing of activity:	02.2022
Quantification/target:	10 (1/PP)

### Description

Participate and presentations at internal events of stakeholder agencies to cooperate with their policy systems (e.g. S3/Vanguard meetings; working groups of DIH network of D G CONNECT, EFFRA, Industry 4.0 organisations, etc.).

### Monitoring

The events can be monitored by the list of participants (attendance list), and by documentation about the event (e.g. meeting agenda, photos, PPTs).

#### C.6 Digital activities including social media and multimedia

To promote the project and its outputs a set of digital activities are to be established. Every PPs have responsibility for promoting the project with usage of the tools defined in this chapter.

#### C.6.1 CEUP 2030 Digital Communication Kit

Project output in focus of activity:	Digital Communication Kit - a set of digital communication tools
Main target audiences:	Local / regional / national public authorities, interest groups including NGOs, higher education and research, education/training centres and schools, large enterprises, SMEs, business support organisations; general public
Responsible partner for implementation:	PBN
Project partners to be involved:	All
Indicative timing of activity:	03.2020
Quantification/target:	1

### Description

Digital Communication Toolkit, containing e.g. Live Demos, LinkedIn Group, aligned video-conferencing at a professional level. The Digital Communication Kit helps project partners to bring project achievements to the public. The Toolkit contains also a guide on how to link and upload content, supports online multiplying and capitalization action to connect to triple-helix institutions.

### Monitoring

Digital Communication Toolkit is set, project website and social media channels are ready to use. WPC Leader uploads content to the website and creates posts on social media channels according to the Project Brand Manual. Every PP is responsible for sending input to the WPC Leader for digital contents. Inputs will be customized by WPC Leader - if necessary.

## C.6.2 CEUP 2030 Digital Communication Kit Update

Project output in focus of activity:	Update of Digital Communication Kit
Main target audiences:	Local / regional / national public authorities, interest groups including NGOs, higher education and research, education/training centres and schools, large enterprises, SMEs, business support organisations; general public
Responsible partner for implementation:	PBN
Project partners to be involved:	All
Indicative timing of activity:	02.2022
Quantification/target:	1 report/period

### Description

One report of details on the success and plans of digital activities to be written per project period.

The periodic report includes:

- 3 website updates,
- digital content publications;
- LinkedIn and social media posts - content on PLLs, TINs, Tech Radars, RIS3 Round Tables, conferences.

### Monitoring

Every PP should provide input for the website updates, LinkedIn and social media posts and about their digital content publications in every 6 months. Inputs will be customized by WPC Leader - if necessary. WPC Leader uploads content to the website and creates posts on social media channels according to the Project Brand Manual.

### C.6.3 CEUP 2030 multi-media showcases on CAMI4.0

Project output in focus of activity:	Video content (e.g. Livestreams and/or learning videos) to be created on CAMI4.0 topics
Main target audiences:	Local / regional / national public authorities, interest groups including NGOs, higher education and research, education/training centres and schools, large enterprises, SMEs, business support organisations; general public
Responsible partner for implementation:	PBN
Project partners to be involved:	All
Indicative timing of activity:	02.2021
Quantification/target:	4 (1/ CAMI4.0 topic)

#### Description

**Video content e.g. learning videos** via YouTube/alternative channels from the Policy Learning Labs, the Technology Radars, focusing separately on the 4 main topics of CAMI4.0 to expand the stakeholder network and the target groups. Showcases are to be used for conferences, workshops etc.

**When making the video, PPs have to be aware of GDPR regulations and fulfil the related requests of the event participants.**

#### Monitoring

Every PPs should provide input for the videos based on the PLLs and Tech Radars.

### C.6.4 CEUP 2030 multi-media showcases on CAMI4.0 Update

Project output in focus of activity:	Updates on showcasing future trends on CAMI4.0 topics
Main target audiences:	Local / regional / national public authorities, interest groups including NGOs, higher education and research, education/training centres and schools, large enterprises, SMEs, business support organisations; general public
Responsible partner for implementation:	PBN
Project partners to be involved:	All
Indicative timing of activity:	02.2022
Quantification/target:	4 (1/ CAMI4.0 topic)

#### Description

Updates on the 4 main topics of CAMI4.0 showcasing future trends from attracted stakeholder organisations (e.g. multi-sectoral applications of robots, connected with further devices like drones, etc.) striving for top level edutainment.

#### Monitoring

Input should be gained from attracted stakeholder organisations and PPs.

## D. Timeline

## E. Annexes

Project Brand Manual (The document can be found at: Alfresco/CEUP 2030 Public/WP Communications/Communication Toolbox)

**Satisfaction survey (see below)**

## Evaluation template for stakeholder feedback from project events

Dear Participant!

Please fill out this questionnaire and help us to improve the quality of our events and services. Please mark your opinion by circling the correct number where 1 is the worst ('Extremely dissatisfied') and 10 is the best option ('Extremely satisfied').

Thank you for your cooperation!

Insert your name

project manager

Event title:											
Place:										Date:	
1. How satisfied are you with the <b>activity of the hosting institution in organizing the event?</b>											
	1	2	3	4	5	6	7	8	9	10	
2. How satisfied are you with the <b>infrastructure</b> provided by the organizer institution? (equipment for educational technology, material conditions for the workshop, heating, lighting, hygiene, etc.)											
	1	2	3	4	5	6	7	8	9	10	
3. How satisfied are you with the <b>communication</b> of the hosting institution?											
	1	2	3	4	5	6	7	8	9	10	
4. To what extent did the <b>event / workshop</b> meet your expectations?											
	1	2	3	4	5	6	7	8	9	10	
5. How satisfied are you with the <b>information provided</b> on the event?											
	1	2	3	4	5	6	7	8	9	10	
6. How satisfied are you with the <b>structure and content</b> of the event?											
	1	2	3	4	5	6	7	8	9	10	
7. How satisfied are you with the <b>presenters</b> of today's event?											
	1	2	3	4	5	6	7	8	9	10	
8. How satisfied are you with the <b>quality of the event/workshop materials</b> provided? You only have to answer if the workshop material has been provided.											
	1	2	3	4	5	6	7	8	9	10	
9. Other comments, suggestions											