D6.1 Communication & Dissemination Strategy

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Document information

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* R=Document, report; **DEM**=Demonstrator, pilot, prototype; **DEC**=website, patent fillings, videos, etc.; **OTHER**=other

** PU=Public (fully open), **SEN**=Sensitive — limited under the conditions of the Project/Grant Agreement, **CI**=Classified (RESTREINT-UE/EU-RESTRICTED, CONFIDENTIEL-UE/EU-CONFIDENTIAL, SECRET-UE/EU-SECRET under Decision 2015/444)

Contents

Executive Summary

D6.1 is dedicated to developing and presenting a coherent Communication and Dissemination Strategy for the Skills2Scale Project. It is a comprehensive plan for communicating and disseminating project information to stakeholders, including HEIs, KICs, policymakers, and the general public. The strategy will outline the communication channels, target audiences, messaging, and tactics to be used throughout the project's lifecycle. We aim to update this plan, continuously, to have a strategy that remains relevant and effective and achieves the highest possible visibility for this project.

The purpose of this Communication Strategy is to establish a framework for effectively sharing updates and distributing project results to the intended audiences. It is developed within the initial two months of the project and encompasses various aspects. These include outlining specific tasks and timelines, conveying project concepts and outputs, fostering alignment among partners and target groups, and utilizing the most suitable communication channels and methods.

Additionally, this strategy encompasses the visual identity of the project, ensuring consistency in its presentation. It incorporates communication tools that will serve as a guide for the consortium, ensuring a cohesive and unified appearance throughout the project's duration.

About the EIT HEI Initiative

The EIT HEI Initiative: Innovation Capacity Building for Higher Education has been designed with the aim of increasing the innovation and entrepreneurial capacity in higher education by bringing together HEIs in innovation value chains and ecosystems across Europe. A central philosophy of the EIT is the integration of the EIT Knowledge Triangle Model into all its activities. HEIs selected to participate in the HEI Initiative will also leverage and use the Knowledge Triangle Model as an enabler, facilitating the creation of systemic, institutional change. Additionally, HEIs selected to participate in the HEI Initiative will contribute to and leverage Smart Specialisation Strategies, the Regional Innovation Impact Assessment (RIIA) Framework, as well as align to the goals of the EIT Regional Innovation Scheme (EIT RIS). This will strengthen the links between HEIs and their local and regional ecosystems and provide an impetus to leverage additional funding sources beyond the HEI project funding period of the selected HEI projects.
HEIs are encouraged to prepare applications which will support the development and implementation of six Actions in their institutions, cumulatively leading to institutional transformation, an increase in entrepreneurial and innovation capacity, and integration with innovation ecosystems.

1 Introduction

The purpose of this deliverable is to present the Communication & Dissemination Strategy for the Skills2Scale project. This document outlines the plan devised by the Skills2Scale consortium to effectively communicate and disseminate the project's activities and outcomes. It provides comprehensive guidelines covering various aspects such as event promotion, result dissemination, social media posts, and measuring the project's impact through specific key performance indicators (KPIs).

Furthermore, this document includes a step-by-step description of crucial points and necessary actions to be implemented within the communication strategy of the Skills2Scale project. This document provides for the key messages, the communication channels and tools, the project's website, the visual identity and all the perspectives that need to be considered in order to have a successful communication of a EU project.

By adhering to these guidelines, consortium members will have a robust framework to efficiently manage the promotion of Skills2Scale, ensuring its visibility, maximizing its impact, and complying with the guidelines provided by the Project Office throughout the project's entire lifecycle.

2 Target Groups

This Dissemination Plan is aimed at a set of targeted audiences to fulfil the Skills2Scale objectives: (i) for **the EIT HEI Initiative**, to communicate the consortium's strategy and report on dissemination activities; and (ii) **the Consortium partners**, to implement their respective dissemination activities and to activate their respective ecosystems in an adequate and timely manner. The "future Skills2Scale" ecosystem and target groups that are identified below:

- **Higher Education Institutions (HEIs):** The project aims to build capacity and knowledge sharing among HEIs in the field of Beyond 5G technology, particularly in the areas of research, innovation, and entrepreneurship. The project will benefit HEIs by providing them with the necessary skills and resources to develop and implement innovative solutions in the field of Beyond 5G technology.

- **Knowledge and Innovation Communities (KICs):** KICs play a key role in promoting innovation and knowledge transfer between industry and academia. The project will help KICs to develop new partnerships with HEIs, as well as to strengthen existing collaborations. KICs will benefit from the project by gaining access to new knowledge and expertise in the field of Beyond 5G technology.

- **SMEs and Startups:** SMEs and startups are important drivers of economic growth and innovation. The project will help SMEs and startups to access new technologies and knowledge, as well as to develop new business opportunities in the field of Beyond 5G technology, especially the student funded startups.

- **Students:** Students pursuing studies in the fields of Information and Communication Technology (ICT), Engineering, and related fields would benefit from this project. They will have access to training and educational programs on Beyond 5G technology, which will enhance their skills and knowledge in this area. The project's outcomes will help to prepare them for future careers in the technology sector but it will also provide them opportunities to empower their business and entrepreneurial capabilities.

- **Other students:** This includes undergraduate and postgraduate students from other disciplines in the participating HEIs. The project will provide them with opportunities to learn about Beyond 5G technologies and how they can be applied in their respective fields. This will help to promote interdisciplinary learning and collaboration.

- **Academic Staff:** The project will benefit academic staff working in HEIs, including professors, researchers, and lecturers. They will have access to training programs, seminars, and workshops on Beyond 5G technology. This will enable them to develop new skills, knowledge, and expertise in the field, and help them to incorporate the latest advances in their teaching and research as well as to increase their capacity on designing and running start up support schemes.

- **Non-Academic Staff:** Non-academic staff working in HEIs, such as administrative and technical staff, would benefit from this project as well. They will have opportunities to participate in training programs, mentoring and workshops on Beyond 5G technology. This will enable them to acquire new skills and knowledge, which they can use in their daily work.

- **Industry:** The project's outcomes will benefit the industry, including small and medium-sized enterprises (SMEs), start-ups, and larger companies. The industry will have access to a pool of highly skilled graduates, researchers, and professionals with expertise in Beyond 5G technology. This will help to bridge the gap between academia and industry and promote innovation and economic growth.

- **Policy makers:** Policy makers play a crucial role in shaping the innovation ecosystem and promoting the development of new technologies. The project will provide policy makers with new insights and recommendations on how to support the development and implementation of Beyond 5G technology, as well as to promote the alignment of regional innovation strategies with the project's activities.
- **Regional innovation ecosystem actors:** The project will engage with other innovation actors in the territorial innovation ecosystem, including industry, government agencies, and regional development organizations, to ensure that the project's activities are aligned with regional priorities and that the project's results can be scaled up and continued beyond the project's lifetime.
- **Society at large:** Beyond 5G technology has the potential to transform various sectors of society, including healthcare, transportation, education, and entertainment. The project will contribute to the development of new applications and solutions that can benefit society at large, particularly in terms of improved quality of life, increased productivity, and reduced environmental impact.

EIT HEI Initiative

Innovation Capacity Building
for Higher Education

European Institute of
Innovation & Technology

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3 Dissemination Strategy

3.1 Dissemination for Awareness, Understanding and Action

The communication, dissemination and exploitation strategy of Skills2Scale can be framed in the following three levels of the target groups' engagement to enhance the objectives of the project:

1. **Communication for awareness:** raising general awareness about the project and its main subjects through the use of website, partners' social media, press releases and promotional material. This level of engagement is directed towards the general public and the tone of voice and communication messages are delivered in a way that it is easy to understand by people who do not necessarily have previous knowledge on the subject of beyond 5G, entrepreneurship and deep tech.
2. **Dissemination for understanding:** directed towards target audiences who already have a deep understanding of the subjects of the project and they have the ability and professional interest to engage with its outputs. These targets can also function as dissemination partners and communicate the project's results and progress into their networks.
3. **Exploitation for action:** engagement of actors who can build upon the project's results, amplify them and bring the desired change. Exploitation is addressed towards HEIs, innovation intermediaries, the 5G ecosystem as well as policy makers, public authorities and the scientific community. These groups are the ones in an authority position able to influence future developments and bring change for the whole deep tech and 5G industry. This engagement level also addresses the startups involved in Skills2Scale accelerator's activities.

Often communication, dissemination and exploitation channels, tools, messages and campaigns overlap within Skills2Scale. This document details the dissemination efforts of the project which also have an immediate effect regarding the communication and exploitation.

3.2 Key Objectives

The Dissemination Plan of Skills2Scale aims to address audiences across Europe and across HEIs, deep tech and 5G sectors and their wider ecosystem. The Specific Objectives that the consortium aims to reach through this Dissemination Plan can be summarised as follows:

- To generate awareness and convince existing and promising student led startups to participate in the accelerator;
- To attract participants in the project activities and trainings;
- To engage with actors and stakeholders operating in deep tech and beyond 5G;
- To communicate effectively outside the project to the wider public and raise awareness of deep tech, 5G and entrepreneurship.

- To disseminate the results of the project to key audiences, such as HEIs, startups, businesses and business associations, hubs, and innovation intermediaries operating across 5G and deep tech sectors;
- To raise awareness of the project's results, through relevant events and conferences around Europe;
- Support partners in communicating and disseminating their work and to create consistency between the various local dissemination and communication activities by identifying, engaging, and influencing all targeted key stakeholder groups at EU, national and local levels;
- Create preliminary awareness about the project and to coordinate the set of dissemination actions that will be realised by the whole consortium in order to drive the project to a Europe-wide dissemination;
- Develop a set of tools and techniques that will be used to carry out diverse and novel activities and to cocreate compelling events and workshops that live-up to the scope of the project.

3.3 Communication Plan

3.3.1 Higher Education Institutions (HEIs)

Communication channels: direct outreach to HEI leadership, conferences and events attended by HEIs, newsletters and mailing lists, social media channels (e.g. LinkedIn and Twitter).

Communication tools: project website, project brochure, infographics and visuals, case studies and success stories, webinars and training sessions, project reports and publications.

Communication Activities: Organize webinars and workshops on Beyond 5G technology and related topics for HEI staff and students. Create an online Library to share project results and best practices in Beyond 5G technology. Use social media (e.g. LinkedIn, Twitter) to disseminate project updates and engage with HEI stakeholders. Organize workshops and training sessions for HEI leadership, showcase success stories from collaborations with HEIs through case studies and webinars, participate in HEI conferences and events. Organise PLEs.

Communication Message: Our project offers a unique opportunity for HEIs to collaborate with top experts in the field of 5G and beyond and entrepreneurship and drive innovation in the industry. By participating in our project, HEIs will gain access to cutting-edge research and technologies, as well as opportunities to showcase their own expertise. Joining our project will enable HEIs to play a leading role in shaping the future of the industry and preparing students for the jobs of tomorrow in deep tech and specifically for 5G and Beyond technologies.

3.3.2 Knowledge and Innovation Communities (KICs)

Communication channels: direct outreach to KIC leadership, conferences and events attended by KICs, newsletters and mailing lists, social media channels (e.g. LinkedIn and Twitter).

Communication tools: project website, project brochure, infographics and visuals, case studies and success stories, webinars and training sessions, project reports and publications.

Communication Activities: Collaborate with KICs to organize joint webinars and training sessions on Beyond 5G technology. Create a dedicated section on the project website to highlight KICs' contributions and success stories. Use social media and email newsletters to keep KICs informed about project progress and opportunities for collaboration. Create a library with best practices.

Communication Message: Our project is designed to foster collaboration and knowledge-sharing across KICs and other industry stakeholders on 5G and Beyond Technologies and Entrepreneurship. KICs that participate in our project will have the chance to work with leading experts in the field and contribute to ground-breaking entrepreneurship and innovation support activities.

By collaborating with us, KICs can strengthen their networks, and gain new insights into emerging trends and opportunities on how 5G Beyond Technologies can support the development of other sectors and contribute to solving social challenges.

3.3.3 SMEs and Startups

Communication channels: direct outreach to startup and SME networks, participation in startup and entrepreneurship events, social media channels (e.g. LinkedIn and Twitter), university start up support mechanisms.

Communication tools: project website, project brochure, infographics and visuals, case studies and success stories, webinars and training sessions, project reports and publications, acceleration programs.

Communication Activities: Host 2 accelerators to encourage the development of innovative solutions in Beyond 5G technology. Offer mentoring and networking opportunities for student-funded startups to connect with industry partners and scale up. Use social media and startup-focused platforms (e.g. F6S, USWC, AngelList, Crunchbase) to promote the project and its outcomes to the startup community. Showcase success stories and impact of the project on SMEs and startups through case studies and final conference.

Communication Message: Our project offers a unique opportunity for startups and SMEs to gain access to cutting-edge research, technologies, and industry expertise. By participating in our project, startups and SMEs can gain valuable exposure, build new partnerships, and access mentoring and coaching from top experts. Joining our project can help startups and SMEs stay ahead of the curve, enhance their competitive edge, and drive innovation in their industries.

3.3.4 Students ICT related sectors

Communication channels: university and student networks, campus events, social media channels (e.g. Facebook and Instagram), university newsletters and mailing lists.

Communication tools: project website, project brochure, infographics and visuals, case studies and success stories, webinars and training sessions, project reports and publications.

Communication Activities: Develop and implement an online training program on entrepreneurship on Beyond 5G technology for students. Use social media and student-oriented platforms (e.g. LinkedIn, Handshake) to engage with and recruit students.

Communication Message: Our project offers exciting opportunities for students to gain hands-on experience, collaborate with top experts, and increase their entrepreneurial capacities. By participating in our project, students can gain valuable skills, expand their networks, and prepare themselves for the jobs of tomorrow. Joining our project can help students stand out in a competitive job market, enhance their academic credentials, and make a real difference in the world.

3.3.5 Other students

Communication channels: university and student networks, campus events, social media channels (e.g. Facebook and Instagram), university newsletters and mailing lists.

Communication tools: project website, project brochure, infographics and visuals, case studies and success stories, webinars and training sessions, project reports and publications, interdisciplinary student projects and collaborations.

Communication Activities: Organize interdisciplinary seminars and workshops to showcase the potential applications of Beyond 5G technology in different fields. Develop and share case studies and success stories of Beyond 5G technology projects that involve cross-disciplinary collaboration through the project Library. Use social media and newsletters to keep other students informed about project progress and opportunities for involvement.

Communication Message: Our project offers interdisciplinary opportunities for students to work together and gain new perspectives on emerging trends and challenges. By collaborating with us, students from different disciplines can gain valuable skills, build new connections, and contribute to cutting-edge research and innovation. Joining our project can help students expand their horizons, enhance their learning experience, and prepare them for a rapidly changing job market.

3.3.6 Academic Staff

Communication channels: university networks and events, academic conferences and seminars, social media channels (e.g. LinkedIn and Twitter), university newsletters and mailing lists.

Communication tools: project website, project brochure, infographics and visuals, case studies and success stories, webinars and training sessions, project reports and publications, faculty workshops and training sessions.

Communication Activities: Offer training, mentoring and workshops on Beyond 5G technology and related topics for academic staff. Organise training and mentoring on how to set up and monitor start up support initiatives in the HEI's structure. Organise PLE. Organize webinars and seminars to showcase best practices and case studies of Beyond 5G technology projects. Use email newsletters and social media to keep academic staff informed about project progress and opportunities for involvement.

Communication Message: Our project offers exciting opportunities for academic staff to collaborate with top experts, contribute to ground-breaking research, and enhance their professional development. By participating in our project, academic staff can gain valuable exposure, build new partnerships, and access training and mentoring from leading experts. Joining our project can help academic staff stay ahead of the curve, enhance their research profile, and make a real impact in their fields.

3.3.7 Non-Academic Staff

Communication channels: university networks and events, professional development and training programs, social media channels (e.g. LinkedIn and Twitter), university newsletters and mailing lists.

Communication tools: project website, project brochure, infographics and visuals, case studies and success stories, webinars and training sessions, project reports and publications, non-academic staff training programs and workshops.

Communication Activities: Offer training and workshops on Beyond 5G technology for non-academic staff. Organise training on how to set up start up support structures for non-academic staff. Participate in PLE. Create an online Library to share project updates and best practices in Beyond 5G technology with non-academic staff.

Use email newsletters and internal communication channels to keep non-academic staff informed about project progress and opportunities for involvement.

Communication Message: Our project offers valuable training and professional development opportunities for non-academic staff, helping them stay ahead of the curve and enhance their skills. By participating in our project, non-academic staff can gain valuable insights into emerging trends and technologies, build new connections, and access training and mentoring from top experts. Joining our project can help non-academic staff enhance their career prospects, better support the startup ecosystems, and make a real difference in their organizations.

3.3.8 Industry

Communication channels: industry events and conferences, direct outreach to industry partners and networks, social media channels (e.g. LinkedIn and Twitter), industry newsletters and mailing lists.

Communication tools: project website, project brochure, infographics and visuals, case studies and success stories, webinars and training sessions, project reports and publications, industry partnership programs and local networking events.

Communication Activities: Organize networking events to connect industry partners with project stakeholders and potential collaborators after each PLE.Use social media, email newsletters, and industry-focused platforms (e.g. LinkedIn, TechCrunch) to disseminate project updates and engage with industry partners.

Communication Message: Our project offers unique opportunities for industry stakeholders to collaborate with top experts, access cutting-edge research, and drive innovation in their fields. By participating in our project, industry stakeholders can gain valuable exposure, build new partnerships, and access trained staff in new trends and technologies. Joining our project can help industry stakeholders stay ahead of the curve, enhance their competitive edge, and make a real impact in their industries through having access to new talents.

3.3.9 Policy makers

Communication channels: policy maker networks and events, direct outreach to policy makers and government agencies, social media channels (e.g. LinkedIn and Twitter), policy maker newsletters and mailing lists.

Communication tools: project website, project brochure, infographics and visuals, policy briefs and white papers, webinars and training sessions, project reports and publications, policy maker workshops. PLE events.

Communication Activities: Host policy briefings and roundtables at national and transnational level to share project outcomes and recommendations with policy makers and align Skills2Scale with RIS3.Use email newsletters and social media to keep policy makers informed about project progress and opportunities for engagement. Publish reports and whitepapers on the policy implications of Beyond 5G technology and the project's contributions to the field and a policy recommendation report highlighting the impact of the project on policy making and regional development.

Communication Message: Our project offers valuable insights and opportunities for policy makers to stay abreast of emerging trends and technologies in the industry and how they can incorporate these new trends on the regional policies. By collaborating with us, policy makers can gain new perspectives, access cutting-edge research, and engage with top experts in the field. Our project can also help policy makers make informed decisions and shape policies that are responsive to the needs of the industry and society. Joining our project can be a valuable investment in the future, helping policy makers create an enabling environment for innovation, growth, and sustainability in the industry.

3.3.10 Regional innovation ecosystem actors

Communication channels: innovation ecosystem events and networks, direct outreach to regional innovation actors and organizations, social media channels (e.g. LinkedIn and Twitter), regional innovation newsletters and mailing lists.
Communication tools: project website, project brochure, infographics and visuals, case studies and success stories, webinars and training sessions, project reports and publications, ecosystem mapping and analysis reports, collaboration and partnership programs.
Communication Activities: Host regional events and workshops to showcase the project's outcomes and engage with local innovation ecosystem actors and facilitate knowledge exchange through the PLE. Create a dedicated section on the project webpage to highlight regional partners and their contributions to the project. Use email newsletters and social media to keep regional partners informed about project progress and opportunities for engagement.
Communication Message: Our project aims to engage with regional ecosystem actors and foster collaboration among industry, academia, and other stakeholders. By collaborating with us, regional ecosystem actors can gain valuable insights into emerging trends and opportunities, and contribute to the development of a vibrant and sustainable innovation ecosystem. Joining our project can also help regional ecosystem actors build new connections, enhance their reputation, and access new resources and funding opportunities. Together, we can create a thriving innovation ecosystem that drives economic growth and addresses societal challenges.

3.4 Partners Responsibilities

The Skills2Scale Communication & Dissemination Strategy obligates all the partners to be active regarding the communication and the dissemination of the program. During the 1st PLE in Valencia on the 28th and 29th of June, all partners were introduced to the EIT Communication Guidelines that were presented in the Communications Webinar and, thus, are familiar with them. All partners have access to the logo pack and are registered in the Resource Hub. This means that all partners have responsibility to disseminate the project's events and activities in order for the Skills2Scale project to reach high visibility and maximum impact. These responsibilities are simple and easy to measure:

- 1 social media post after each physical event.
- 1 press release prior to the Accelerator activities (Call Launch, Kick-off etc.)
- Incorporation of the project in each organisation's website, in the section about "Projects" (if exists)
- Monthly Instagram Story to update about the project's activities.
- Interact with other EIT HEI projects.

We decided to keep the communication responsibilities easy to achieve. From a micro perspective, they might seem insufficient. However, from the macro perspective, and if all partners comply with these responsibilities, the Skills2Scale will have an equally distributed promotion of its activities, will raise awareness among all the countries involved and will maximise the visibility of the project

3.5 Key Performance Indicators

Since the Skills2Scale project will not have separate social media accounts, we decided to measure the KPIs per partner. The KPIs set are respective with the responsibilities that each partner has regarding communication activities.

Table 1. Communication KPIs

Activity	Target
Skills2Scale website (https://skills2scale.eu/)	Total number of visitors: 2000
Social media posts (per partner)	5 in each phase, 10 in total
Visibility of each post	30 interactions (like, comment, share)
Press releases (per partner)	2
Number of regional local events organized for external audiences	20
Number of European events organized for external audiences	28
Number of accelerator applicants	60

The KPIs are set after internal discussion and agreement. We have set realistic goals, that in the meantime will fulfil our ambitions for the project. 5 social media posts per partner is 35 social media posts in 15 months and 14 press releases. We believe that these activities will increase traffic in our website and will make the Skills2Scale project visible and recognizable.

4. Dissemination Tools

Skills2Scale will not utilise multiple communication tools. The **main dissemination channel will be the project's website**. All the news, events, calls, webinars and other important activities will be communicated through our website. Additionally, no social media accounts will be created representing Skills2Scale. On the other hand, each consort partner will use its own social media to promote the project's activities.

By leveraging a diverse array of social media channels, the project aims to expand its reach and enhance its social impact in a cost-effective and efficient manner. Recognizing that establishing a new account and generating awareness can be time-consuming, the consortium has made the decision to utilize the existing social media channels of the consortium partners.

This approach allows the project to tap into the pre-established audience bases and followers of each partner, thereby accelerating the dissemination of project-related content and messages. By utilizing these established channels, the project can benefit from a wider exposure to diverse audiences, effectively increasing its outreach and maximizing its social impact.

In the meantime, the website will operate as the centralised unit to leverage the communication messages. This model combines the flexibility that is necessary for this nature of projects, so that each partner and HEI has the freedom to approach its audience successfully, while also incorporating a necessary centralised mobilisation of communication activities that are coordinated by the website.

Last, regarding the most important events, press releases will be used from each partner separately, in order to maximise the impact of Skills2Scale. There will be a strategy that will help the partners to be aligned and follow a common path when distributing press releases, so we make sure that all partners are equally engaged and aligned with the plan.

4.1 Website

The Skills2Scale website was a priority for the consortium to be developed as soon as possible. As mentioned above, it will operate as the central communication channel, and all the activities will be mobilised there. NCSRD was the leader of this particular task and had the website completed by the end of June. The website link is this: https://skills2scale.eu/
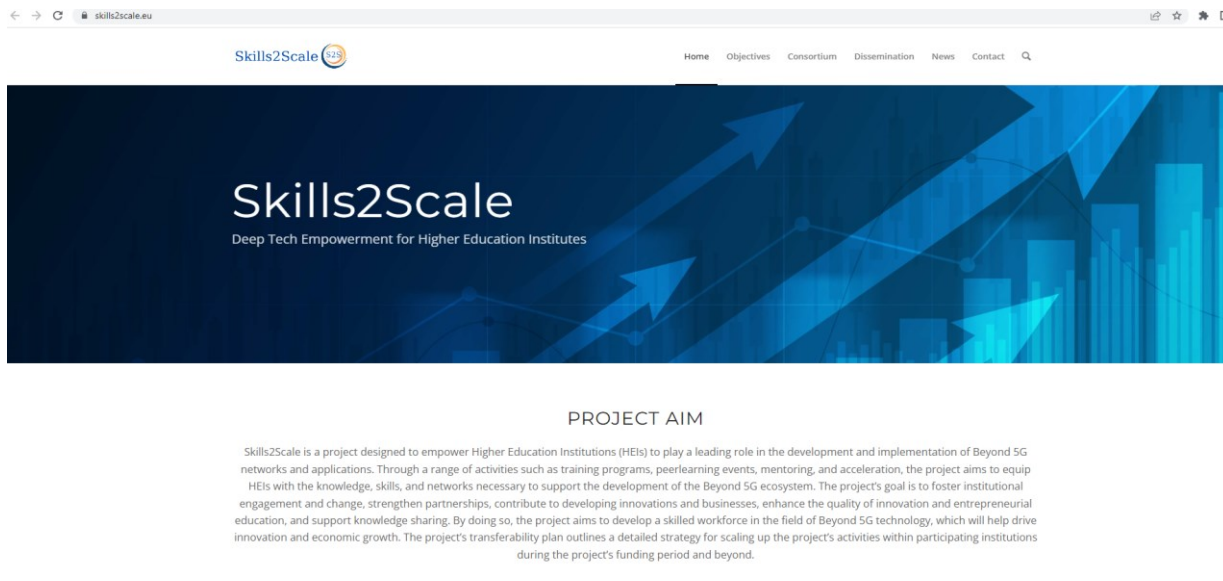
Our approach is to have a website that is minimal, user-friendly and allows the visitor to get all the necessary information by glance. The website is parted in sections that divide the information about the project's activities, objectives, upcoming events, consortium members, contact info from the home landing page. This way the data is distributed and easy for the user to find.
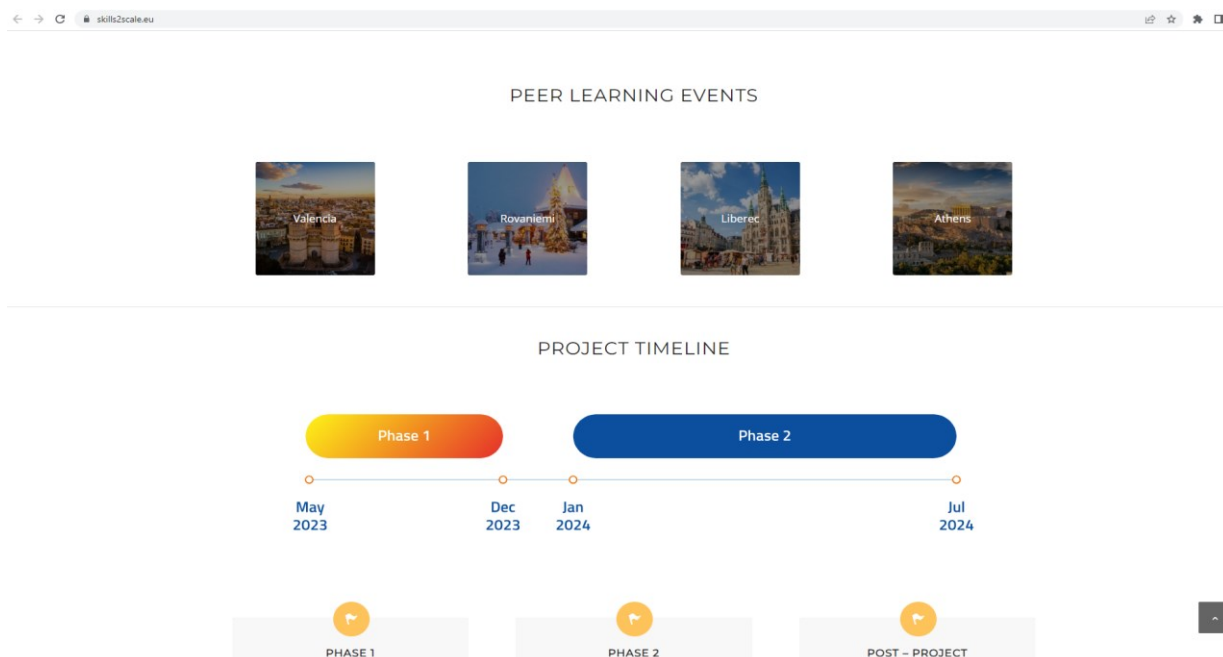
As it is clear from the above picture, all the important information of the project and the core events can be found in the homepage. The user has the ability to find more information about each event by, simply, clicking it.
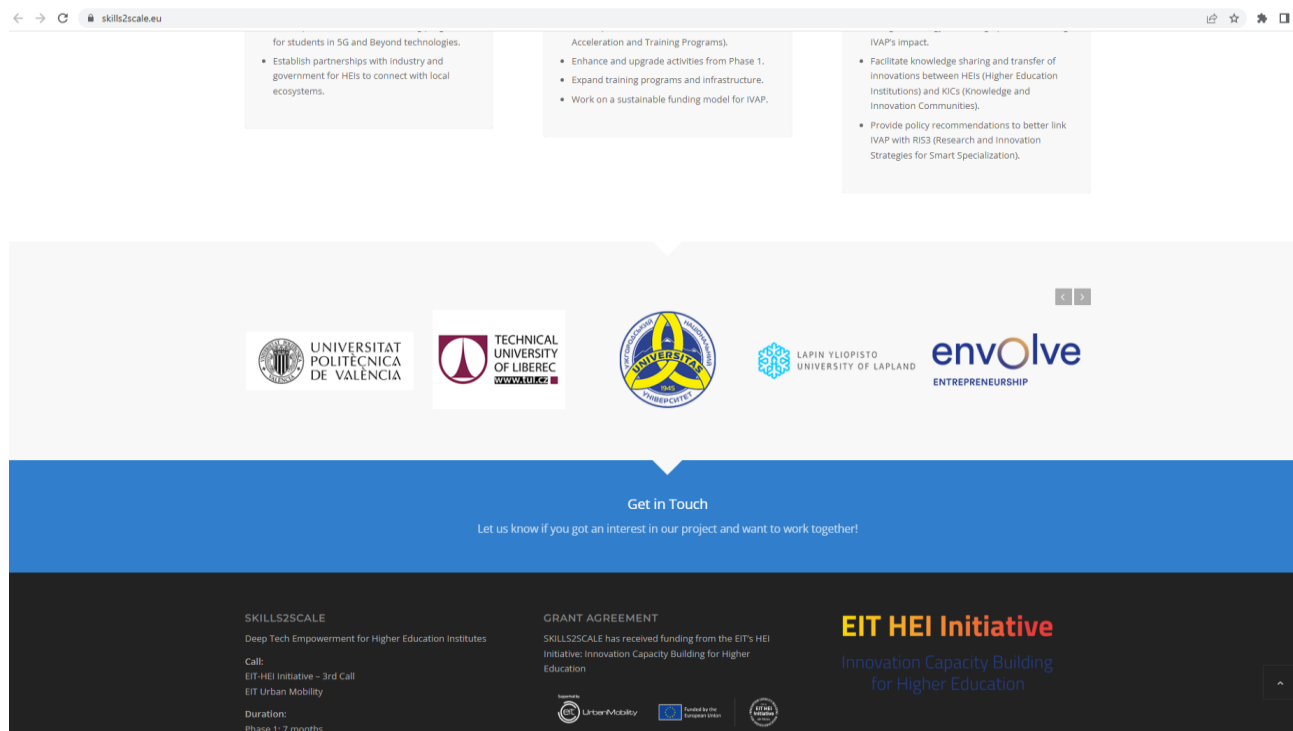

Last, all the obligatory logos (EIT, KIC UrbanMobility, EU and the Watermark) can be found in the footers section. Additionally, the logos of the consortium members are there, so that anyone can find out more about them when he clicks on them. This click will redirect them to their official page.

As the project goes on, more and more content will be created to enrich the website. Material from the webinars, training sessions, the training program, communication events and other activities will create the necessary content to boost the project's visibility and make it more attractive.

4.2 Social Media

The Skills2Scale consortium has decided not to create distinguished social media accounts for the project. Our thought has been that the nature of the project, with HEIs from different countries, would limit the project's visibility, rather than widen it. Specifically, taking into consideration that building a new account and raising awareness might take longer, we thought that using our existing audience and network would be more beneficial. The partners have already begun to communicate through Instagram and LinkedIn the activities of the project, specifically the IVAP workshop in Prague and our 1st PLE in Valencia, the 28th and 29th of June.
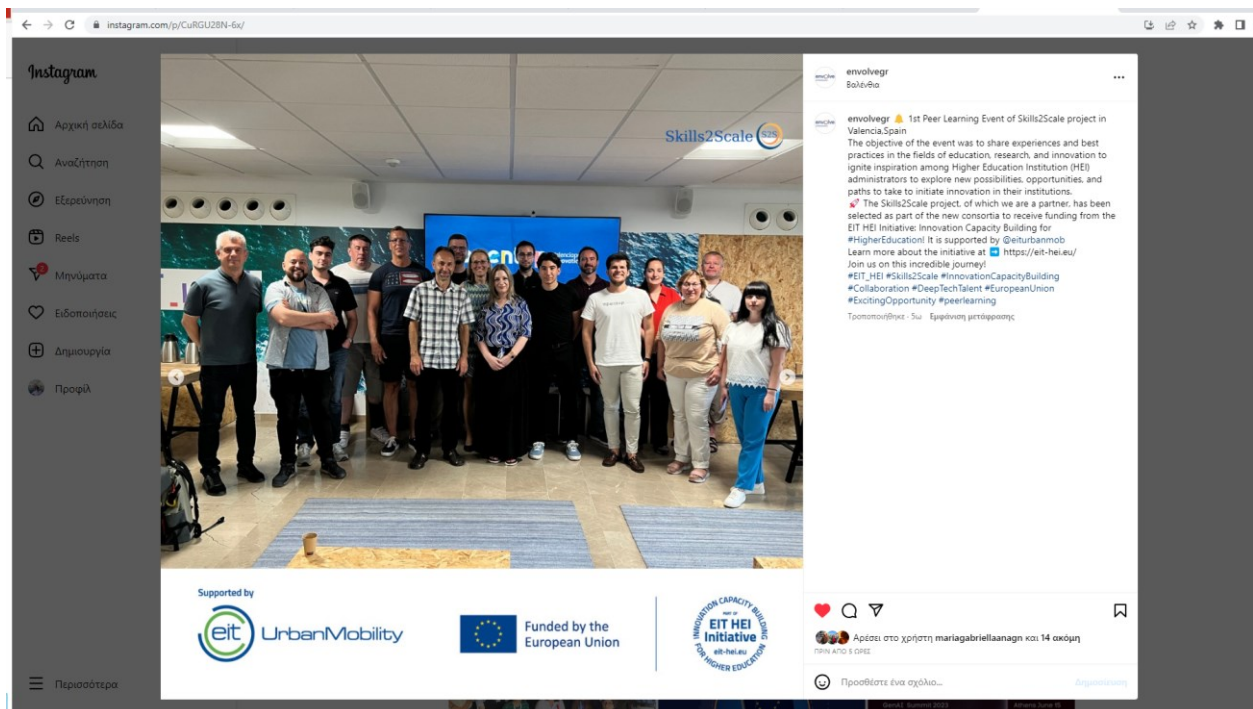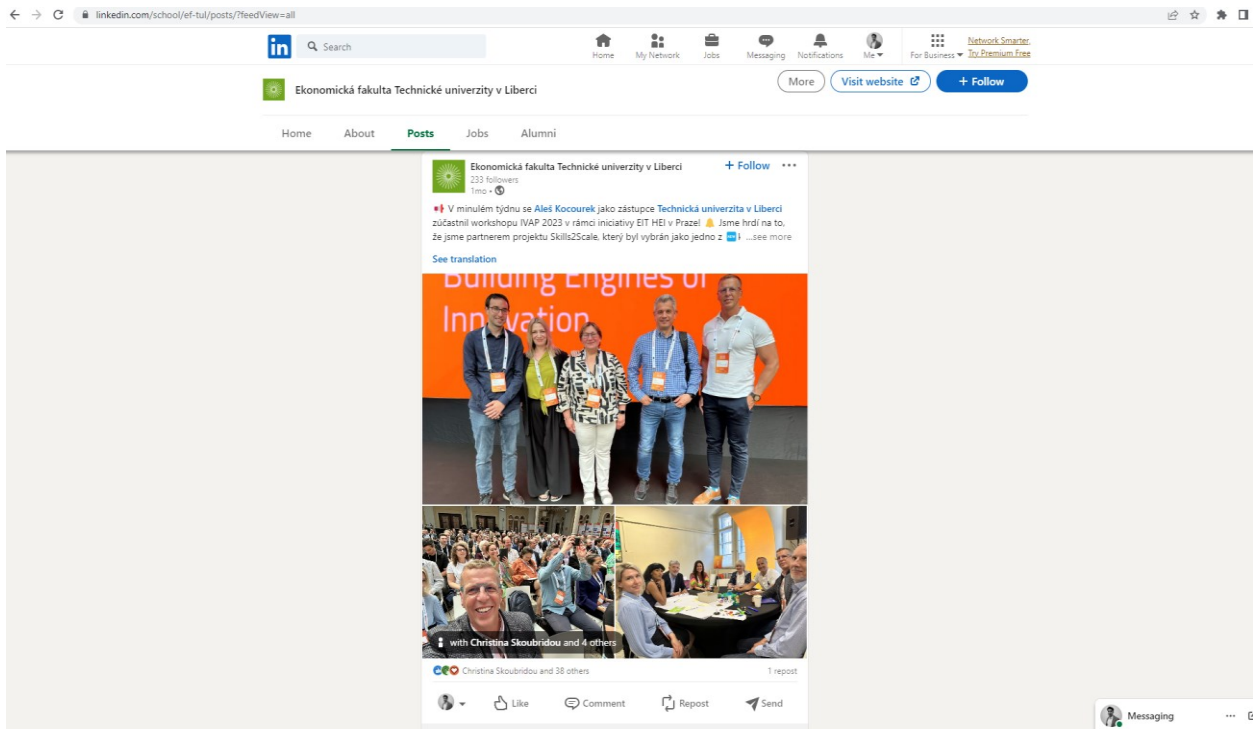
The Communication Officers strictly follow the communication guidelines of the HEI Project Office, that were introduced to us at the Communication Webinar on the 13th of June, presenting all the logos necessary and tagging the EIT and our respective KIC, KIC UrbanMobility.

4.3 Press Releases

The Consortium of the Skills2Scale Project will use Press Releases to communicate important events, such as the Accelerator Program. For such core activities, all partners will be aligned in order to distribute common Press Releases, each partner in language of their own preference. Envolve will create a Press Release template which all the partners will use and adjust their announcements to. This way we want to achieve a visual identity that will distinguish our project from others, will make our logo and brand recognizable in the EIT HEI community and, thus, maximise the project's visibility, helping to maximise the impact, as well.

5. Visual Identity

The logo of the Skills2Scale Project was designed in the 1st month after the beginning of it. As you can see below, our approach for the logo was also minimal, with three colours, blue, orange and a darker yellow. A circle is shaped that encircles the project's abbreviation "S2S". This logo is used as it is in the project's deliverables, press releases, social media posts, website and any other communication activity. Its transparent form is also used when more appropriate.

Moreover, we consider the visual identity of the project inextricably linked with the other logos, EIT, KIC UrbanMobility and Watermark. Our strategy is to use these logos as much as possible, so that, on the one hand we follow the typical guidelines by the Office, while on the other hand we build a brand that is connected with these entities. As easily concluded by the pictures at the above sections, we use the entire logo pack in all our communication activities, such as social media posts on Instagram and LinkedIn and in our website.