



D6.2: Regular Updates and Outreach Efforts for Phase 1

November 2023

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KIC Urban Mobility is supported by the European Institute of Innovation and Technology (EIT), a body of the European Union.

Coordinated by





Document information

D6.2: Implementation of the Communication Strategy	
Project/Grant Agreement number	23609
Project title	<i>SKills2Scale: Deep Tech Empowerment for Higher Education Institutes</i>
Project acronym	<i>SKills2Scale</i>
Project start date	01/05/2023
Project end date	31/07/2024
Project duration	15 months
Work Package	<i>WP6</i>
Deliverable lead	<i>TUL</i>
Author(s)	<i>Jitka Buresova, Pavel Pelech, Jana Simanova, Laura Ulatowski, Alejandro Fornés, Michail Mandamadiotis, Kateryna Skubenych, Tetiana Babuka, Nikos Passas, Spyridon Georgoulas, Harilaos Koumaras, Dimitrios Davazoglou, Eleni Charou, Anno Hein</i>
Type of deliverable* (R, DEM, DEC, other)	<i>Report</i>
Dissemination level** (PU, SEN, CI)	<i>PU</i>
Date of first submission	<i>12/12/2023</i>
Revision n°	<i>TBC</i>
Revision date	<i>7/12/2023</i>

Please cite this report as: Buresova, J., (2023), Deliverable Title, D6.2: Implementation of the Communication Strategy of Skills2Scale project.



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Executive Summary

D6.2 focuses on implementing a coherent communication and dissemination strategy for the Skills2Scale Project. This involves implementing a comprehensive plan for disseminating information about the project. Stakeholders included universities, knowledge and innovation communities, policymakers and the general public. The report describes the communication channels, tools, and target groups used throughout the project's life cycle. We aimed to update the original communication plan from activity D6.2 to meet the project's needs and ensure effective communication towards the target audiences, thus guaranteeing the visibility of the project—this communication strategy aimed to effectively share updates and distribute the project results to the intended audience. The first step was the creation of a visual identity for the project and a website that served as a primary communication tool, to which the project's partner referred to communication-based mainly on social sites. The implementation was based on the timeline created in D6.2, the visual identity and the take on the KPIs set in the strategic plan. During the implementation of the communication strategy, the set KPIs were met. The consortium jointly communicated all project activities and thus achieved the project's communication objectives.

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 implementation of the communication and dissemination strategy for the Skills2Scale project. This document shows how the communication plan proposed by the Skills2Scale consortium for effective communication and dissemination of the project activities and results has been implemented. This deliverable provides a comprehensive summary of all communication activities, i.e. dissemination of results, social media posts and measurement of project impact through specific key performance indicators (KPIs). This document also describes the key points and necessary actions to implement as part of the Skills2Scale communication strategy. Key messages, communication channels and tools, the project website, the visual identity and all perspectives needed for successful communication about the project are shown. The communication strategy aimed to spread awareness of the project and its activities among the target groups defined in Chapter 2 and to meet the KPIs related to the number of participants in each online and offline workshop, accelerator programme and MOOC. The sub-objectives of the communication strategy are presented in chapter 3.2. The consortium members followed the rules formulated in D6.2, which enabled them to create effective communication throughout the project life cycle and ensure the visibility of the project as promised.



2 Target groups

The implementation strategy was focused on a set of target audiences to meet the Skills2Scale objectives: (i) for the EIT HEI Initiative, i.e. to communicate the Consortium strategy and report on dissemination activities; and (ii) for the Consortium partners to adequately implement relevant activities and also to activate their respective ecosystems. The consortium identified the target groups in Activity D2.1, described in Deliverables D6.4 Transferability Plan Phase 1. The "future Skills2Scale" ecosystem and target groups are listed below:

High education institutions (HEIs): The project aimed to build capacity and knowledge sharing among HEIs in Beyond 5G technologies, particularly in research, innovation and entrepreneurship. The project benefited HEIs by providing them with the necessary skills and resources to develop and implement innovative Beyond 5G technology solutions.

Knowledge and Innovation Communities (KICs): KICs play a crucial role in fostering innovation and knowledge between industry and academia. The project has helped KICs develop new partnerships with universities and strengthen existing collaborations. The KICs benefited from the project by gaining access to further knowledge in Beyond 5G technology.

SMEs and startups: SMEs and startups are essential economic growth and innovation drivers. This project has helped SMEs and startups, especially student startups, gain access to new technologies and knowledge and develop new business opportunities in Beyond 5G technology.

Students: Students studying Information and Communication Technology (ICT), Engineering and related disciplines had access to training and educational programmes on Beyond 5G technology to enhance their skills and knowledge. The project results prepared them for future careers in the technology sector and provided them with opportunities to strengthen their business and entrepreneurial skills.

Other students: The project provided opportunities for students from different disciplines at the participating universities to learn about Beyond 5G technologies and how they can be applied in their respective fields. This helped to promote interdisciplinary learning and cooperation.

Academics: The project benefited academic university staff, including professors, researchers, and lecturers. These staff had access to training programs, seminars, and workshops on Beyond 5G. This allowed them to develop new skills, knowledge, and expertise in the field and helped them incorporate the latest advances into their teaching and research.

Non-academic staff: Non-academic staff, such as administrative and technical staff, benefited from this project. They had the opportunity to participate in training programs, mentoring and workshops on Beyond 5G technology. This enabled them to acquire new skills and knowledge that they can use in their daily work.

Industry: The project results have benefited the industry, including small and medium-sized enterprises (SMEs), startups and larger companies. The industry had access to a pool of highly skilled graduates and researchers with experience in Beyond 5G technology. This has helped bridge the gap between academia and industry and foster innovation and economic growth.



Policyholders: Policymakers play a crucial role in shaping the innovation ecosystem and its support for new technologies. The project has provided policymakers with new insights and recommendations to support the development and implementation of Beyond 5G technology and the alignment of regional innovation strategies with project activities.

Actors of the regional innovation ecosystem: The project collaborated with other innovation actors, including industry, government agencies and regional development organisations. Efforts were made to ensure that project activities were aligned with regional priorities and that project results could be applied beyond the project's life.

Population as a whole: 5G technology can potentially transform various sectors of society, including healthcare, transportation, education and the entertainment industry. The project has contributed to developing new applications and solutions that can benefit the community as a whole, particularly in improving quality of life, increasing labour productivity and reducing environmental impacts.



3 Implementation of communication strategy

3.1 Awareness, Understanding and Action

The Skills2Scale communication strategy had three main objectives:

1. **Communication for awareness:** raising general awareness of the project and its main subjects through the website, partners' social media, press releases and promotional materials. This level of engagement was aimed at the general public. The messages communicated were delivered in a way that is easily understood by people who do not necessarily have prior knowledge of the 5G topic.
2. **Dissemination for understanding:** the aim was to focus on target groups that already have in-depth knowledge, understand the project topics and have the ability and professional interest to engage with their outputs.
3. **Exploitation for action:** the aim was to involve actors who can build on, amplify and bring about the desired change. The actors were universities, innovation enablers, the 5G ecosystem, policymakers, public authorities and the scientific community. These groups are the ones in a position of authority, able to influence future developments and bring about change for the technology and 5G industry. This level of engagement also applies to the startups involved in the Skills2Scale accelerator's activities.

3.2 Key Objectives

As already mentioned in the introduction, the Dissemination Plan of Skills2Scale aimed to reach audiences across Europe across the higher education, deep tech and 5G sectors and their broader ecosystems to raise awareness of the project and its activities, thus attracting enough participants to the events that were implemented within the project. The specific objectives achieved by the consortium are described below:

- Create awareness of the project and convince existing promising startups to join the project and participate in the accelerator;
- Attract participants to project activities and training;
- Start engaging with actors and stakeholders working in deep technology and beyond 5G;
- Effectively communicate outside the project to the broader public and raise awareness of deep tech, 5G and entrepreneurship;
- Disseminate project results to key target groups such as universities, startups, enterprises, centres and innovation intermediaries working in the 5G and deep tech sectors;
- Raise awareness of the project results through relevant events and conferences across Europe;
- Support partners in communicating and disseminating their work and co-create local dissemination and communication activities with them by identifying, engaging and influencing all key stakeholder groups at EU, national and local levels;



- Raise awareness of the project and coordinate a set of dissemination events implemented by the consortium.

3.3 Communication Plan

The communication plan describes in detail the different communication channels, tools, and activities used to achieve effective communication, as well as the main message for all target groups the project targets. In line with the draft communication strategy (Activity D6.2), the communication plan implemented throughout the project is presented here.

3.3.1 Higher Education Institutions (HEIs)

Communication channels: direct contact was made with university leaders through their participation in PLE - Valencia and PLE - Rovaniemi, respectively, and in other online and offline conferences and events addressed to university leaders.

Communication tools: project website, e-mails, social media posts (mainly Instagram and LinkedIn)

Communication activities: addressed e-mails to university leaders with invitations to events targeted at them. An online library was created on the project website to share project results and best practices in Beyond 5G technology.

The key message communicated: Our project offers a unique opportunity for universities to collaborate with leading experts in 5G and beyond and drive innovation in the sector. By participating in our project, universities will gain access to cutting-edge research and technology and opportunities to showcase their expertise. Joining our project will enable colleges to lead in shaping the industry's future and prepare students to work in deep tech and 5G technology.

3.3.2 Knowledge and Innovation Communities (KICs)

Communication channels: direct contact was made with the leadership of the Knowledge and Innovation Communities at local events organised by the consortium partners. Specific people were invited to the events via e-mails, leaflets and social sites, mainly LinkedIn.

Communication tools: project website, e-mails, social media posts (mainly LinkedIn).

Communication activities: a section was created on the project website to which contributions from KICs and their best practices were added. The KICs organised joint webinars and training on Beyond 5G technology. Other stakeholders were invited to the seminars by e-mail.

The key message communicated: our project is designed to foster collaboration and knowledge sharing between the Knowledge and Innovation Communities and other industry stakeholders in 5G and Beyond Technologies and Entrepreneurship. Knowledge and innovation communities participating in the project will have the chance to collaborate with leading industry experts and foster entrepreneurship and innovation. By collaborating on the project,



KICs can strengthen their networks and gain insights into new trends and opportunities on how 5G Beyond Technologies can support the development of other sectors and contribute to solving social problems.

3.3.3 SMEs and Startups

Communication channels: direct outreach to startups and SMEs, participation of startups in the accelerator programme, and social sites (LinkedIn, Facebook and Instagram).

Communication tools: project website, infographics and visuals, case studies and success stories, webinars and training, accelerator programmes.

Communication activities: Acceleration program to support the development of innovative solutions in Beyond 5G. The program offered mentoring and networking with startups. The aim was to connect them with potential industry partners. The individual consortium members communicated the whole accelerator program through their social sites (Instagram, Facebook and LinkedIn) and internal communication channels towards the startups, mostly from students. Best practices on startup development at universities were published on the project website in the Library folder to inspire aspiring entrepreneurs.

Main message communicated: Our project offers startups and SMEs a unique opportunity to gain access to cutting-edge research, technology and industry expertise. By participating in our project, startups and SMEs can earn valuable experience, build new partnerships, and access top experts' mentoring and coaching. Joining our project can help startups and SMEs stay on the cutting edge, increase their competitive advantage and spur innovation.

3.3.4 Students' related sectors

Communication channels: internal university information system, e-mail communication, university and student networks, and social sites (mainly Instagram).

Communication tools: project website, infographics and visuals, Instagram posts, e-mail invitations to events, and direct communication with students in the classroom.

Communication activities: Through hackathons on Beyond 5G technology, the aim was to connect students from multiple faculties and create a working solution based on Beyond 5G technology.

The key message communicated: Our project offers exciting opportunities for students to gain practical experience, collaborate with top professionals and increase their entrepreneurial capacity. By participating in our project, students can gain valuable skills, expand their networks and prepare for the jobs of tomorrow. Joining our project can help students excel in a competitive job market and become a driving force in the future technological world.

3.3.5 Other students

Communication channels: internal university information system, e-mail communication, university and student networks, and social sites (mainly Instagram).



Communication tools: project website, infographics and visuals, Instagram posts, e-mail invitations to events, and direct communication with students in the classroom.

Communication activities: Organising cross-industry seminars and hackathons on Beyond 5G technology to showcase the potential of Beyond 5G technology in various fields.

The main message communicated: our project offers interdisciplinary opportunities for students to gain new knowledge about new trends. By working 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 broaden their horizons, improve their academic achievement and quickly prepare them for the changing job market.

3.3.6 Academic Staff

Communication channels: internal information system of individual universities, e-mail communication, academic conferences and seminars, social sites (mainly Facebook), university websites

Communication tools: project website, infographics and visuals, case studies and success stories, university press releases, webinars and trainings, faculty workshops and trainings.

Communication activities: Offer training, mentoring and workshops on Beyond 5G technology and related topics for academics. Training on how to set up and monitor initiatives to support HEI launches. Participation of selected staff in PLE Valencia or Rovaniemi.

The key message communicated: our project offers opportunities for academics to collaborate with leading experts, contribute to pioneering research and enhance their professional development. By participating in our project, academics can gain valuable information, build new partnerships, and access expert training and mentoring. Involvement in our project can help academics stay on the cutting edge, improve their research profile and make progress with real impact in the field under investigation.

3.3.7 Non-Academic Staff

Communication channels: internal information system of individual universities, e-mail communication, academic conferences and seminars, social sites (mainly Facebook), university websites

Communication tools: project website, infographics and visuals, case studies and success stories, university press releases, webinars and trainings, faculty workshops and trainings.

Communication activities: Offer training and workshops on Beyond 5G technology for non-academic staff. Training on how to set up and monitor HEI launch support initiatives for non-academics—use of internal communication channels to inform non-academic staff of the milestones implemented in the project.

The key message communicated: Our project offers training for non-academic staff, helping them stay ahead of the curve and improve their skills. By participating in our project, non-academics can gain valuable insights into new trends and technologies, build new connections, and access training and mentoring from top experts. Participating in our project can help non-academics improve their careers.



3.3.8 Industry

Communication channels include direct contact with industry partners, social sites (LinkedIn), and e-mail.

Communication tools: project website, infographics and visuals, case studies and success stories, participation in hackathons, participation in PLEs, and institutional press releases.

Communication activities: invitations to hackathons and networking events to connect industry partners with project stakeholders and potential collaborators. A section on the project website was created to add best practices developed in collaboration with industry partners.

The key message communicated: Our project offers unique opportunities for industry stakeholders to collaborate with top experts, gain access to cutting-edge research and stimulate innovation in their fields. By participating in our project, companies can earn valuable information, build new partnerships and access university know-how on recent trends and technologies. Joining our project can help industry stakeholders stay ahead of the curve, increase their competitiveness and impact their industries through access to new talent.

3.3.9 Policymakers

Communication channels: direct contacts with policymakers and government agencies, social sites (mainly LinkedIn and Twitter), and e-mail communication.

Communication tools: project website, infographics and visuals, webinars and training, project reports, workshops for policymakers, PLE.

Communication activities: organising roundtables at national and transnational levels to share project results, align recommendations with policymakers and align Skills2Scale with RIS3. Policymakers were informed about the events through e-mails and social media posts.

The key message communicated: our project offers valuable insights and opportunities for policymakers to keep abreast of emerging trends and technologies in the industry so they can incorporate these new trends into emerging laws. By working with us, policymakers can gain new perspectives, access cutting-edge research and collaborate with top experts in the field. Our project can also help policymakers make informed decisions. Engaging with our project can be a valuable investment in the future for policymakers, allowing them to create an environment that enables innovation, growth, and sustainability of the industry.

3.3.10 Regional Innovation Ecosystem Actors

Communication channels: direct outreach to regional innovation actors, social sites (mainly LinkedIn), and direct communication via e-mails.

Communication tools: project website, infographics and visuals, case studies and success stories, webinars and trainings, innovation ecosystem mapping reports.



Communication activities: organising regional events and workshops to showcase the project results, connecting with local innovation ecosystem actors, and facilitating knowledge exchange through PLEs.

The key message communicated: our project aims to engage with regional ecosystems and foster collaboration between innovation ecosystems on the one hand and industry, academia and other stakeholders on the other. By collaborating with us, regional ecosystem actors can gain valuable insights into emerging trends and opportunities and thus contribute to the development of a vibrant and sustainable innovation ecosystem. Joining our project can also help regional ecosystem actors build new connections, improve their reputation and gain access to 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 and dissemination strategy committed all partners to be active and independent in the communication of the project. The EIT Communication Guidelines were presented to all partners during the 1st PLE in Valencia on 28-29 June 2023. The week before, all consortium members were required to attend a webinar on EIT project communication. All partners were, therefore, well aware of the Directive and had access to a package of logos and other visual materials constituting the EIT identity throughout the project. It was agreed in the consortium that each institution would nominate two representatives who became part of a communication team that had online meetings throughout the project to fine-tune the joint communication strategy. All partners agreed that the individual organising organisations would be responsible for communicating local events. For the transnational events, the partner that organised the event always created the communication visuals and the other partners translated the materials into their mother tongues and communicated the event independently. Thus, the rule set was that all partners were responsible for disseminating the events and activities of the project to fulfil the set KPIs of the Skills2Scale project. The aim was to communicate effectively so that information about the project or the events organised always reached the right stakeholders.

The activity coordinator, TUL, created a shared file on the project Google Drive containing several bookmarks. The first tab, see Table 1, was a list of the project's most significant events and activities, which had to be communicated by at least some consortium members. Each cell indicated the medium through which the partner disseminated the event or information about the project. The second table, see Table 2, included the posting dates on social media, the social sites and the post metrics. It shows only a section of the table, which is very extensive. The last table, see Table 3, recorded the dates and links to published press releases. TUL, therefore, had an overview of all communication activities and could effectively manage the whole consortium in this area. The spreadsheet was regularly checked by selected TUL staff, and in case of any problems, members of the partner's communication team were contacted. Everything was resolved so that communication activities were coordinated for the whole consortium. At the end of the first part of the project, the metrics in the social media spreadsheet were updated to assess the overall effectiveness of the campaigns and compare them to the KPIs set at the beginning of the project. Thanks to the Google Drive file, all communication activities were managed effectively.



Table 1. The Most significant events and activities (detailed view)

	web page	IVAP Prague	Project selected	PLE - Valencia	Local events	DTAP	1st Webinar	2nd Webinar	Fostering Deep Tech and Beyond 5G Synergies within RIS3	Transnational Brokerage Event	Catalyzing Startup Success in HEIs	Promotion of MOOC	PLE - Rovaniemi
UPV	yes	LinkedIn	LinkedIn	LinkedIn	Linked in, website	linked in, website, Carlos personal contacts (Hubs, Incubators...)	Emails	Emails, LinkedIn, IDEAS contact	Emails, LinkedIn	Emails, LinkedIn	Emails, IDEAS	Emails	LinkedIn
UZHNU	yes	LinkedIn	LinkedIn, Press release	LinkedIn, web UZHNU	next week	linked in, FB, website, instagram, local media	Emails	Emails, LinkedIn	Emails, LinkedIn	Emails, LinkedIn	Emails, LinkedIn	Emails, LinkedIn	Emails, LinkedIn
Fogus	yes	LinkedIn	LinkedIn	reshare Envolve (private)		clients	LinkedIn	LinkedIn	LinkedIn	LinkedIn	LinkedIn	LinkedIn	LinkedIn
ENVOLVE	yes	LinkedIn, Instagram	LinkedIn, Instagram	LinkedIn, Instagram		LinkedIn, Instagram, Press release, cooperation with EIT	LinkedIn	LinkedIn	LinkedIn	LinkedIn	LinkedIn	LinkedIn	LinkedIn
ULapländ	yes	webpage	LinkedIn	LinkedIn	LinkedIn	linked in, website, start up persons	LinkedIn, Emails	LinkedIn	LinkedIn	LinkedIn	LinkedIn	LinkedIn, Mailing list AC and LU	LinkedIn, website tba
Democritos	yes	webpage	LinkedIn, Twitter	reshare Envolve (private), linkedin of NCSR also		stakeholders, start up persons, Twitter, LinkedIn, Emails, Press Release	Emails to network list	Emails to network list	Emails to network list	Emails to network list	Emails to network list		LinkedIn
TUL	yes	LinkedIn	LinkedIn, FB, Instagram, Press release	LinkedIn	yes - LinkedIn, Instagram, FB + insight article (T5.1), press release	LinkedIn, FB, Press release, Student Business Club, Czechitas, University for Entrepreneurship (alliance of Czech Universities with Start UP Clubs)	LinkedIn, e-mails	LinkedIn, e-mails to academic, non-academic staff and students	emails academic and non academic staff, regional RIS3 authority, LinkedIn	emails to academic and non academic staff	emails academic staff	emails to academic and non academic staff	LinkedIn



Table 2. Social media post (detailed view)

Partner	LinkedIn				Facebook			Instagram		
	name of the post	date	No of followers	statistics (like, comments, share)	date	No of followers	statistics (like, comments, share)	date	No of followers	statistics (like, comments, share)
TUL	project has been selected	24.5.2023	18852	35/1/3	26.5.2023	8000	22/0/0	25.5.2023	1701	17/0/0
	project has been selected	24.5.2023	1587	22/0/5	23.5.2023	3100	11/0/0	21.8.2023	4262	66/0/0
	IVAP Prague	31.5.2023	1340	41/1/0	12.9.2023	8000	15/0/0	13.9.2023	4262	51/1/2
	PLE Valencia	18.7.2023	1178	25/0/2	24.10.2023	8000	10/0/2	12.9.2023	4262	15/0/0
	innovative workshop (local event) - invitation	21.8.2023	18783	38/2/5	30.10.2023	3100	10/0/1	24.10.2023	1831	30/0/0
	5G expert seminar	16.11.2023	1522	45/3/6	16.11.2023	16	11/0/1	16.11.2023	1831	43/0/0
	workshop	13.9.2023	18852	44/2/3	6.12.2023	17000	20/0/3			
	DTAP	25.6.2023	546	15/0/3	26.9.2023		5/0/0			
	DTAP	12.9.2023	18852	20/0/4						
	webinar 1	4.10.2023	18852	13/0/5						
	webinar 2	24.10.2023	623	17/0/3						
	Local Event	23.11.2023	742	33/2/3	23.11.2023	1551	21/0/0	23.11.2023	1871	33/0/0
	PLE Rovaniemi	28.11.2023	18188	45/1/8						
Fostering Deep Tech and Beyond 5G Synergies	16.11.2023	18834	41/0/7							
UzhNU	project has been selected	17.07.2023	382	16/0/2	17.7.2023	624	19/0/0			
	PLE Valencia	17.07.2023	164	15/0/1	17.7.2023	754	34/0/10			
	local event	27.07.2023	454	34/0/11	28.7.2023	512	10/0/0			
	local stakeholder event	13.10.2023	156	12/0/2	13.10.2023	654	16/0/11			
	DTAP	20.10.2023	514	42/1/5	22.10.2023	478	15/0/1			

Table 3. Press Releases

Partner	1. Project has been selected	date	2. Acceleration program	date	3. Other press releases	date
TUL	yes	29.5.2023	yes	20.9.2023	yes	29.11.2023
UPV	no		yes	26.9.2023	no	
NCSR	yes	8.7.2023	yes	27.09.2023	no	
FOGUS	no		yes	27.9.2023	no	
UzhNU	yes	08.07.2023	yes	27.09.2023	yes	13.10.2023
ULaplant	yes	18.09.2023	yes	13.19.2023	no	
Envolve	yes		yes	11.09.2023	no	

3.5 Key Performance Indicators

At the beginning of the project, an essential communication framework was set up, including minimum requirements for communication of project activities for each partner within this scope:

- **1 social media post after each physical event:** in addition to the physical events, during the project, the partners also posted information about the webinars, the Accelerator and the launch of the MOOC training course for students and other stakeholders. In total, **86 posts were made**, which received a total of **2667**



interactions (likes, comments, shares). Thus, with this activity, the partners not only met the minimum requirements for communication via social media but even exceeded them. The promised KPIs for social media and the actual results can be seen in Table 4 below.

- **1 press release before the launch of the Accelerator:** the press release was created by Envolve and the other partners. The participating universities adopted it, translated it into local languages and published it on their university websites. In addition to this press release, some partners published other releases. In total, **15 press releases** were published in the project's first phase. For more details, see section 4.3. The promised KPIs for the press releases and the actual results can be seen in Table 4 below.
- **Inclusion of the project on each organisation's website in the "Projects" section:** all partners created project pages on their homepages immediately after receiving the project.
- **A monthly Instagram story to keep up to date with project activities:** Each consortium member published at least one Instagram story per month. Stories were used to quickly inform target groups (mainly students) about upcoming events. These stories aimed to provide up-to-date information about the project or entice target groups to participate in local events.
- Collaborate with other EIT HEI projects.

Table 4. Communication KPIs

Activity	Target	Real numbers (1st phase)	+,-
Skills2Scale website (https://skills2scale.eu/)	Total number of visitors: 2000 (by 2nd phase)	x	x
Social media posts (per partner)	5 in each phase	12.6	+ 7.6
Visibility of each post	30 interactions (like, comment, share)	31	+ 1
Press releases (per partner)	1 in each phase	1.7	+0.7
Number of regional local events organised for external audiences	1st phase (10), 2nd phase (10)	10	x
Number of European events organised for external audiences	1st phase (12), 2nd phase (18)	12	x
Number of accelerator applicants	1st phase (30), 2nd phase (30)	27	-3

It was agreed within the consortium that the Skills2Scale project would not have separate social media accounts, see Chapter 4, Dissemination Tools. The KPIs set at the beginning of the project were therefore formulated on behalf of the project partners. The set KPIs corresponded to each project partner's minimum communication requirements (see Table 4). The first left column of the table breaks down the key activities, and the second column shows the promised target numbers. The third column of the table shows the realised counts and the fourth shows the difference between promised and realised values.



Regional local events organised for external audiences – physical events (10)

1. 1st local Event at TUL (8th September 2023)

The aim of the first local event at TUL, entitled "**Innovation workshop - 5G private networks and new technologies**", was to create a participatory network of the 5G innovation ecosystem. The event took place on 8 September 2023 at the Technical University of Liberec. It was attended by 53 people, including 22 representatives of innovative companies and start-ups, as well as regional entrepreneurship support organisations. The three-hour lecture and discussion forum concluded with a networking session featuring 5G use cases at TUL. The companies were particularly interested in the university's 5G activities and committed to participate (as challengers, mentors and evaluators) in the upcoming semester-long 5G Interdisciplinary Innovation Lab project on 5G/Digital Health.

2. 2nd local Event at TUL (23rd November 2023)

The second local event at TUL was organised with the aim of supporting the regional 5G innovation ecosystem in a concrete way - 4 student innovative projects developed with the mentoring support of innovative companies and TUL academics were presented within the 5G Interdisciplinary Innovation Lab on the topic of 5G/Digital Health (we wrote about [here](#)). The event, which took place at the TUL, was attended by 46 people, including 10 representatives of the participating innovation companies. The three-hour event ended with a networking session.

3. Expert seminar 5G Key Aspects and Future at TUL (30th October 2023)

Expert seminar for students of Business Administration and the general public, at TUL (**62** students, academics and non-academics) "**5G – Key Aspects and the Future**" - we wrote about [here](#)

4. Ideathon "5G/Digital Health" at TUL

Event within new good practice at TUL (5G Interdisciplinary Innovation Lab) for students, academics and non-academics at TUL and innovation ecosystem partners - we wrote about [here](#).

5. 1st Local Stakeholder Event at LU (27th November 2023)

The aim of the 1st local stakeholder event at the University of Lapland was titled "Capacity Building in 5G and Entrepreneurship" and was held at the Arctic Centre. The goal of the local stakeholder event was to introduce the thematic area of Deep Tech in particular 5G technology and beyond to researchers and non-academic staff at the Arctic Centre. A total of 24 participants attended. Since the University of Lapland has a fairly small ecosystem in Deep Tech and Entrepreneurship, dissemination of knowledge as well as capacity building is essential to gradually contribute to the development of such an ecosystem. After initial ecosystem mapping, our team thought it is essential to use the first local stakeholder event to introduce not only Skills2Scale but also Deep Tech to in-house researchers and non-academic staff. Therefore, the first local stakeholder event featured a Skills2Scale project overview, ecosystem mapping activities as well as an introduction to Deep Tech in particular 5G and beyond. After the presentation finished, there were lively discussions and opportunities and challenges in developing an ecosystem in 5G and Beyond at the University of Lapland.

6. 2nd Local Stakeholder Event at LU (30th November 2023)

The second local stakeholder event called "Tech in Business – Networking event" gathered higher education institutes, service providers, businesses, students and student-led start-ups from different faculties to University of



Lapland on 30th of November, 2023. The aim of this hybrid event was to share information and discuss about deep tech, beyond 5G technology and applications with students as well as elaborating possibilities and challenges of technology in business operations in Lapland. The goal of this event was also to network with stakeholders and create new opportunities for future cooperation. A total of 12 participants attended.

The event agenda started with Skills2Scale project presentation by Laura Ulatowski. Then continued with presentation from Tomi Heikkilä, Telia Company Oyj, which is one of the biggest 5G network operators in Finland, describing the benefits of 5G over 4G, and 5G use case categories such as enhanced mobile broadband, possibilities for enterprises and industry, massive machine type communication and critical communication and MTC. There were two business stories featured in the agenda by University of Lapland student-led businesses, animation agency Tarinapaja Oy by Tuomas Toivainen and Saarv Consultancy by Anuradha Nayak. These two companies are nowadays well established and they encouraged students to engage with entrepreneurship.

7. 1st Local Stakeholder Event at UNU (27th September 2023)

The 1st local stakeholder event at Uzhhorod National University was titled "Meeting at UzhNU with Government, Education, and Business Representatives to Discuss Implementation of International Scientific Project Enhancing High-Tech Opportunities for Higher Education Institutions". Representatives from government, education, science, and business in the Zakarpattia region participated in the workshop to discuss the implementation of Beyond 5G technologies across various sectors, including entrepreneurship. Among the event attendees were the Digital Development Office, the Department of Strategic Communications, and representatives from various companies and institutions, including LLC "Management Park Industrial Park Uzhhorod," LLC "Zakarpatenerezbut," LLC "Fresh Plants," the Research and Development Institute of Molecular Microbiology and Mucosal Immunology at UzhNU, LLC "Science Park of Uzhhorod National University," a representative from the mobile communications company PJSC "Kyivstar," the Department of the A.M. Pidhornyi Institute of Machine Building of the National Academy of Sciences of Ukraine, and LLC "Marine Design Engineering."

8. 2nd Local Stakeholder Event at UNU (25th October 2023)

In 2023, there was an innovation competition titled "**Startup-UzhNU: Innovations for the Future!**" The goal of the competition is to stimulate innovative and entrepreneurial activities among students and young scientists. It aims to introduce informational, organisational, educational, and technical support within the university for students, postgraduates, and young researchers who aspire to implement their innovative ideas into production, effectively utilising modern IT technologies. Additionally, the competition focuses on implementing networks and programs such as Beyond 5G in various spheres, fostering economic development in Ukraine in the future. The victory was achieved by two projects: the project "Outsourcing Model for Manufacturing Navigation Templates for Endodontics" by Myroslav Honcharuk-Khomin, an assistant at the Department of Orthopaedic Dentistry of the Dental Faculty. The project aims to establish a production process for manufacturing navigation templates for endodontic interventions using 3D printing technology at a competitively lower cost while ensuring a similar level of clinical validity for the fabricated constructions. And the project "Gas Logger" by Mykola Bilanchuk, a student of the Physical Faculty. Loggers are devices for automatic data recording at a specified frequency. Loggers are used for household safety, monitoring



household fuel and carbon monoxide gases, as well as in the military-industrial complex, in the production of air purifiers, air conditioners, ventilation systems, and so on.

9. 1st Local Stakeholder Event at UPV (14-15th November 2023)

The Polytechnic University of Valencia organized the **V5G Days**, in which Skills2Scale also took part bringing the ideas of the previous Peer Learning Event celebrated in June. The idea of the event was to emerge as a pivotal platform, in its third edition, aimed at fostering innovation and collaboration in the dynamic realm of 5G and beyond. The event sought to build upon the successes of its predecessors, expanding over two days and welcoming an international cohort of attendees and speakers. The decision to maintain a hybrid format, blending physical presence at the Nexus auditorium of the university with virtual engagement, represents the event's adaptability to the evolving landscape of technology and connectivity.

The diverse range of stakeholders participating in V5G Days underscores the event's motivation to create a melting pot of expertise and perspectives. By bringing together policy makers, representatives from universities and research institutes, network operators, prominent companies and SMEs of the 5G realm, and innovation agencies, the event aspired to expand an already collaborative ecosystem. This convergence of varied stakeholders not only facilitates knowledge exchange but also catalyzes innovation by fostering interdisciplinary discussions. The networking opportunities provided by V5G Days are a cornerstone, enabling entrepreneurs and professionals to forge connections that can lead to groundbreaking collaborations and ventures. Moreover, the event served as a springboard for the exploration of the next frontier in mobile technology – 6G. As Spain takes the initiative with the UNICO 5G I+D program, V5G Days provides a platform for leaders in 6G research to share insights into the future of mobile networks. This forward-looking approach positions V5G Days as a catalyst for future technological advancements, making it an essential gathering for those at the forefront of the telecommunications landscape. In essence, V5G Days not only serves as a knowledge hub but also as a nexus for catalyzing innovation, entrepreneurship, and networking in the ever-evolving landscape of connectivity. The event gathered representatives from 21 different stakeholders and more than 70 physical attendees among its two days.

10. 2nd Local Stakeholder Event at UPV (15-16th November 2023)

Organized by the iTEAM research institute of the UPV, in cooperation with HUAWEI, UNICO 6G I+D Spanish framework and Skills2Scale project partners, the **3rd Joint Workshop on 6G Enabling Technologies** delved into the forefront of telecommunications evolution. Prof. Narcís Cardona opened the event, setting the stage for a keynote address by Dr. Weng Tong, CTO of Huawei Wireless, exploring the intersection of ChatGPT and 6G. The workshop featured insightful panel discussions on the necessity of a 6th generation of mobile networks, along with technical talks covering topics like data-driven networks, reliable B5G/6G communications, and the creation of ecosystems for Massive Digital Twins.

While V5G Days primarily focused on broader aspects of 5G technology, the workshop followed with a more specialized focus on 6G enabling technologies. The workshop emphasized technical discussions and advancements in the 6G domain, exploring the rationale behind the need for a 6th generation of mobile networks. The smaller scale, targeted nature of the workshop allowed for in-depth conversations and networking opportunities among



representatives from fewer stakeholders, creating an environment conducive to detailed exploration and collaboration. This shift from a general overview to a specific deep dive reflects the dynamic nature of technological progress and the necessity for specialized discussions to drive innovation in the telecommunications sector. The event was represented by people from 9 stakeholders as well as more than 40 physical attendees.

European events organised for external audiences (12)

- **PLE in Valencia - The role of universities as innovation agents. A round table of representatives from Valencia** (28 - 29. 6. 2023) - we wrote about [here](#)
- **PLE in Rovaniemi - 5G and Entrepreneurship Ecosystem at the University of Lapland** (28 - 29. 11. 2023) - we wrote about [here](#)
- Skills2Scale **Transnational Brokerage Event: Forging Collaborative Frontiers** (22. 11. 2023) - we wrote about [here](#)
Number of participants: 41
- Webinar Skill2Scale Capacity building on start-up programmes for HEIs: **"Catalyzing Startup Success in HEIs"** (22. 11. 2023) - we wrote about [here](#)
Number of participants: 28
- One-to-many mentoring session to the participants of the above webinar **"Catalyzing Startup Success in HEIs"** (22.11.2023)
- 1st webinar **"5G basics and Technological Advancements"** (10. 10. 2023) - we wrote about [here](#)
- **Mentoring session** to the 1st webinar **"5G basics and Technological Advancements"** (10. 10. 2023) - we wrote about [here](#)
Number of participants (1st webinar and mentoring session): 85
- 2nd webinar **"Innovation and Entrepreneurship in the Beyond 5G Industry"** (31. 10. 2023) - we wrote about [here](#)
- Mentoring session to the 2nd webinar **"Innovation and Entrepreneurship in the Beyond 5G Industry"** (31. 10. 2023) - we wrote about [here](#)
Number of participants (2nd webinar and mentoring session): 155
- Skills2Scale Digital Policy Forum: **Fostering Deep Tech and Beyond 5G Synergies within RIS3** (21. 11. 2023) - we wrote about [here](#)
Number of participants: 49
- **Training Event on "5G and Beyond Technology & Business Innovation Potential" MOOC** (7. 12. 2023) - The training covered various topics such as teaching methodologies, curriculum development, student engagement, and effective use of technology in the classroom.
- **Mentorship Event on "5G and Beyond Technology & Business Innovation Potential" MOOC** (7. 12. 2023) - A complimentary session followed that they would discuss potential difficulties they had to overcome while trying to integrate these best practices into their own curriculum. Topics of discussion included 5G



Knowledge Essentials, 5G Use Cases, Best practices in High Education Institutions for 5G&B Education & Entrepreneurship.

Number of participants: **43**

Accelerator applicants (27)

A total of 27 applicants of different countries applied for participating in the start-up acceleration programme of Skills2Scale project. Among them, 10 were selected, following the criteria presented in D3.1. The statistics can be found in the following table:

Table 5. Statistics of the accelerator programme

Country	Applicants	Accepted
Ukraine	6	1
Bulgaria	1	1
Greece	8	1
Portugal	1	1
USA	1	0
Finland	2	1
Czech Republic	5	4
Spain	1	1
Tunisia	1	0
South Africa	1	0
Total:	27	10



4 Dissemination Tools

As mentioned in D6.2, Skills2Scale has decided to use multiple communication tools. The project website became the main channel of dissemination. All news, events, webinars and other essential activities were communicated through this website; see Chapter 4.1. The Skills2Scale project team did not create any new social media accounts, but decided to use the existing social media of the partners. The most significant advantage was the possibility to use the existing pool of followers of already established profiles. Thus, effective communication towards all stakeholders, defined in Chapter 3.3 below see Chapter 4.2 was achieved. Press releases were written to communicate the most important activities of the project. The press release was written by the creator of the activity and the other consortium members took it over and translated it into the local language, see chapter 4.3 below.

4.1 Website

The Skills2Scale website was a priority for the consortium and was created right at the start of the project, i.e. by the end of June 2023. The NCSR was the lead for this activity D6.1. The project website was a central communication channel, with links from most social media posts or e-mails. The main objective was to create a simple, clear and user-friendly website. The website was divided into the following sections:

Home: information about the project and the project team, along with an overview of the individual work packages;

Objectives: introducing our 8 main project objectives;

Consortium: a list of all 7 full partners and 2 associates with links to their homepages;

Activities: presentation of 3 core activities implemented by the project, namely the training program, the Accelerator start-up program and the Best Practices MOOC;

Events: introduction of four PLE sites and networking events together with Policy Forums;

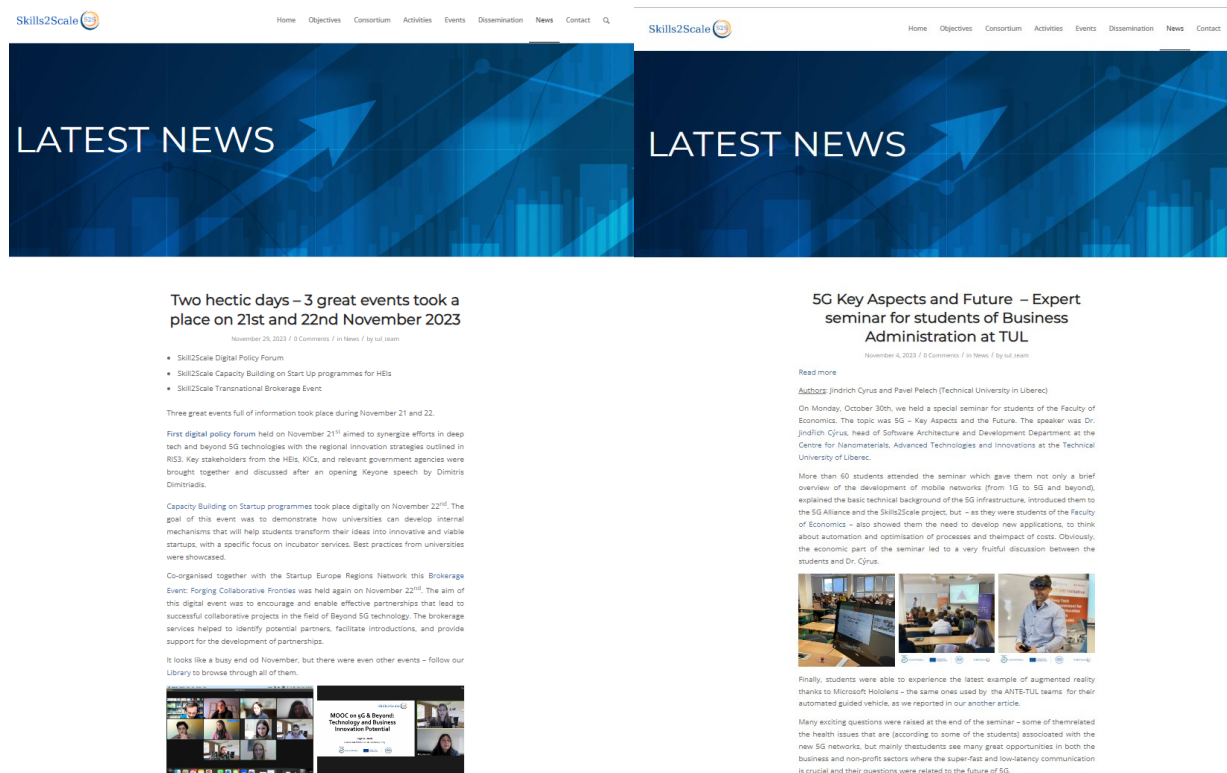
Dissemination: contains two tabs, namely **Deliverables** with an overview table of individual deliverables available for download and **Library** with **17 case studies, best practices, and other materials** related to Beyond 5G technology created by consortium members;

- <https://skills2scale.eu/5g-and-entrepreneurship-ecosystem-at-the-university-of-lapland/>
- <https://skills2scale.eu/final-pitch-deck-tul-students-from-three-faculties-join-forces-to-tackle-5g-digital-health-challenges/>
- <https://skills2scale.eu/skill2scale-transnational-brokerage-event-forging-collaborative-frontiers/>
- <https://skills2scale.eu/skill2scale-digital-policy-forum-fostering-deep-tech-and-beyond-5g-synergies-within-ris3/>
- <https://skills2scale.eu/skill2scale-capacity-building-on-start-up-programmes-for-heis-catalyzing-startup-success-in-heis/>
- <https://skills2scale.eu/skills2scale-mooc-on-5g-b5g-technology-business-innovation-potential-2/>
- <https://skills2scale.eu/uzhnu-startup-center/>



- <https://skills2scale.eu/lapin-5g-project/>
- <https://skills2scale.eu/open-source-technologies-for-deploying-a-lab-grade-5g-environment/>
- <https://skills2scale.eu/5g-key-aspects-and-future-expert-seminar-for-students-of-business-administration-at-tul-2/>
- <https://skills2scale.eu/5g-interdisciplinary-innovation-lab-bringing-together-students-of-technology-natural-sciences-and-economics/>
- <https://skills2scale.eu/promotion-of-innovation-and-the-establishment-of-startups-involving-beyond-5g-technology/>
- <https://skills2scale.eu/unmanned-aerial-vehicle-vertical-applications-trials-leveraging-advanced-5g-facilities/>
- <https://skills2scale.eu/sinco-accelerates-the-construction-testing-and-development-of-service-prototypes/>
- <https://skills2scale.eu/augmenta-a-success-story-transforming-agriculture-with-innovative-technology/>
- <https://skills2scale.eu/the-role-of-universities-as-innovation-agents-a-round-table-of-representatives-from-valencia/>
- <https://skills2scale.eu/insight-article-new-5g-private-network-at-technical-university-in-liberec-unique-open-core-ran-solution-for-various-industrial-applicationsinsight-article/>

News: contains 12 news items that map the individual progress of the consortium in the implementation of the project, including exciting events that have been implemented within the project;



Skills2Scale Home Objectives Consortium Activities Events Dissemination News Contact

LATEST NEWS

Two hectic days – 3 great events took a place on 21st and 22nd November 2023
November 29, 2023 / 0 Comments / in News / by IUL team

- Skills2Scale Digital Policy Forum
- Skills2Scale Capacity Building on Start-Up programmes for HEIs
- Skills2Scale Transnational Brokerage Event

Three great events full of information took place during November 21 and 22.

First digital policy forum held on November 21st aimed to synergize efforts in deep tech and beyond 5G technologies with the regional innovation strategic outlined in RIS3. Key stakeholders from the HEIs, KICs, and relevant government agencies were brought together and discussed after an opening Keynote speech by Dimitris Dimitriadis.

Capacity Building on Startup programmes took place digitally on November 22nd. The goal of this event was to demonstrate how universities can develop internal mechanisms that will help students transform their ideas into innovative and viable startups, with a specific focus on incubator services. Best practices from universities were showcased.

Co-organised together with the Startup Europe Regions Network this Brokerage Event: Forging Collaborative Frontiers was held again on November 22nd. The aim of this digital event was to encourage and enable effective partnerships that lead to successful collaborative projects in the field of Beyond 5G technology. The brokerage services helped to identify potential partners, facilitate introductions, and provide support for the development of partnerships.

It looks like a busy end of November, but there were even other events – follow our Library to browse through all of them.

5G Key Aspects and Future – Expert seminar for students of Business Administration at TUL
November 4, 2023 / 0 Comments / in News / by IUL team

Read more

Author: Jindřich Čížus and Pavel Pelech (Technical University in Liberec)

On Monday, October 30th, we held a special seminar for students of the Faculty of Economics. The topic was 5G – Key Aspects and the Future. The speaker was Dr. Jindřich Čížus, head of Software Architecture and Development Department at the Centre for Nanomaterials, Advanced Technologies and Innovations at the Technical University of Liberec.

More than 60 students attended the seminar which gave them not only a brief overview of the development of mobile networks (from 1G to 5G and beyond), explained the basic technical background of the 5G infrastructure, introduced them to the 5G Alliance and the Skills2Scale projects, but – as they were students of the Faculty of Economics – also showed them the need to develop new applications, to think about automation and optimisation of processes and their impact of costs. Obviously, the economic part of the seminar led to a very fruitful discussion between the students and Dr. Čížus.

Finally, students were able to experience the latest example of augmented reality thanks to Microsoft HoloLens – the same ones used by the ANTE-TUL teams for their automated guided vehicle, as we reported in our another article.

Many exciting questions were raised at the end of the seminar – some of them related the health issues that are (according to some of the students) associated with the new 5G networks, but mainly the students see many great opportunities in both the business and non-profit sectors where the super-fast and low-latency communication is crucial and their questions were related to the future of 5G.



Contact: a contact form through which anyone can contact the project team.

All mandatory logos (EIT, KIC Urban Mobility, EU and Watermark) are at each subpage's footer. The web link is this:

<https://skills2scale.eu/>

4.2 Social Media

As presented in D6.2 - Communication Strategy, the Skills2Scale consortium decided not to create separate social media accounts for the project. The problem with new accounts would be their very low visibility due to the negligible number of fans and zero history. Social site algorithms are currently unforgiving, and posts spread organically to a very limited audience. For this reason, it was more beneficial to leverage the existing infrastructure of the consortium members and post individual posts to their established profiles. This ensured a very good dissemination of posts without having to pay for dissemination. This strategy led to the fulfilment of the set KPIs, see Table 1. The posts reached many users of the individual social media, gained feedback in the form of likes, shares and comments, and managed to attract a sufficient number of participants to the individual online and offline events organised by the consortium or participants of the accelerator programme. The most used social site was LinkedIn, which was used primarily for external stakeholders, while internal stakeholder communication was handled mainly through Facebook for university staff and Instagram for students.

All Skills2Scale social media posters were trained on 13 June in a webinar organised by the EIT on the correct use of logos, tags and Urban Mobility KICs. Thus, all posts met the EIT HEI communication requirements.

The stated goal of the social media consortium was to produce **1 post after each physical event**. As mentioned in Section 3.4, in addition to information about physical events, partners also added information about the organisation of webinars, the Accelerator, and the launch of a MOOC training course for students and other interested parties on social sites. As a result, partners exceeded the target they had set at the beginning of the project. Table 5 shows the statistics for each social site.

Table 6. Social sites metric

Social sites	Number of posts	Mean of fans	Mean of like	Mean of comments	Mean of share
LinkedIn	50	3212	30.9	1.48	4.4
Instagram	17	2631	26.5	0	0
Facebook	16	7345	18.4	0	4.4
Twitter	3	89	5.3	0	0.7

The table shows that 50 posts were made on LinkedIn, the most of any social site. LinkedIn was chosen as the main communication medium apart from the project website as it provided the most interactions from followers. The average number of likes, comments and shares was by far the highest. This result is consistent with our assumption that this social site would best reach the project's target groups. We can say that the users of this social site were



most interested in the project content. Instagram was the second most used network, targeting mainly the youngest target groups, i.e., students. Instagram has long had the advantage of greater fan interaction with content than Facebook, which was confirmed in our case. The relatively smaller number of fan profiles where posts were placed produced more likes than on Facebook. Facebook posts were mainly placed on Facebook because of the larger fan bases available to consortium members. Thus, there was greater reach on this social site, but without audience activation. The social site Twitter is only used by NCSR D, which added 3 posts to it during the project period. Twitter, therefore, became a complementary social site on which the communication strategy was not primarily based.

The most successful social media post was the one posted on LinkedIn on 2/12/2023 by Laura Ulatowski, who first created a post on her private LinkedIn account and then had it shared by consortium members and other individuals involved in the project. The post was shared 9* in total and received 62 likes and 5 comments.



It is evident that creating a post on a private profile and then sharing it is the most effective form of communication. The consortium partners agreed to use this strategy in Phase 2 of the project to make communication even more effective than in Phase 1.

On Instagram, he received the most interactive post from TUL (see picture below), which invited him to an innovation workshop, i.e. a local offline event. This post received 66 likes. It was a contribution intended for TUL students; the aim was to inform them about the event so they could participate.



UzhNU's post became the most successful post on Facebook (see picture below). The article was reported on the discussion round table, attended by university employees and representatives from the business and political spheres. The post received 42 likes and 11* shares.





Twitter used only NCSR D in its communication; it published 3 posts on this network. The post reported on the acquisition of the Skills2Scales project and included a curse on the EIT HEI initiative website. The post received 4 likes (see picture below).



Overall, however, communication through social sites can be assessed as successful. It was possible to generate many more posts than the communication strategy had set out. The posts had a significant reach and adequate feedback from followers, depending on the type of social site.

Examples of social media posts:

- DTAP: <https://www.linkedin.com/feed/update/urn:li:activity:7108034473618763777/>
- Local Event: https://www.linkedin.com/posts/technical-university-of-liberec_tecnickaeruniverzitavliberci-tul-5g-activity-7107616832064233472-oAjS/?utm_source=share&utm_medium=member_desktop
- IVAP: https://www.linkedin.com/posts/ef-tul_highereducation-eitabrhei-ivap2023-activity-7071544847651721217-YMeR/?utm_source=share&utm_medium=member_desktop
- Local Event: https://www.instagram.com/p/Czsw8eTN_Yv/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA%3D%3D
- Webinar: https://www.instagram.com/p/CyxkyICNfz/?img_index=1



- Peer Learning Event: https://www.linkedin.com/posts/laura-ulatowski-838b16181_highereducation-eitabrhei-skills2scale-ugcPost-7135392340000616448-D4yU?utm_source=share&utm_medium=member_desktop
- Peer Learning Event: https://www.linkedin.com/posts/envolve-global_highereducation-eitabrhei-skills2scale-ugcPost-7081896775808094208-bQBI/?utm_source=share&utm_medium=member_desktop

4.3 Press releases

The Skills2Scale consortium used press releases to communicate important events. At KPI, we committed to one press release for the accelerator programme, which the other project partners took up to distribute the same press release (the visual of the accelerator programme is shown in the image below). The task for the consortium members was to translate the press release into their native language and place it in a suitable place where its high visibility would be guaranteed. Evolve created a template for the press release that included the logos of all partners and the project logo. In this way, we achieved a visual identity that set our project apart from others, maximising the project's visibility.

In addition to the press release on the accelerator programme, consortium members published a press release on the acquisition of the project and some partners produced press releases for their local events. In total, **15 press releases** were published. Most often, consortium members placed press releases on their institutions' websites.

Press releases on "Project has been selected":

- <https://tuni.tul.cz/a/tul-se-stane-soucasti-evropske-inovacni-site-na-vyuziti-5g-technologie-diky-novemu-projektu-147603.html>
- <https://www.iit.demokritos.gr/newsevents/skills2scale-project-workshop-takes-place-in-prague-cz/>
- <https://mediacenter.uzhnu.edu.ua/news/tag/skills2scale>,
- <http://m-studio.net.ua/prezentuvali-%D1%96nnovac%D1%96jnjij-pro%D1%94kt/>
- <https://osvita.rayon.in.ua/news/617638-v-uzhgorodskom-u-natsionalnomu-universiteti-prezentuvali-mizhnarodnij-proekt>
- <https://newsmax.in.ua/v-uzhgorodskom-u-natsionalnomu-universiteti-prezentuvali-mizhnarodnij-projekt/>
- <https://uzhgorod.net.ua/news/178314>
- <https://www.arcticcentre.org/news/SKILLS2SCALE-has-received-funding-from-the-EIT's-HEI-Initiative-Innovation-Capacity-Building-for-Higher-Education/39649/2a370b22-ffde-4dfc-957b-c328a555b142>

Press releases on "Deep Tech Acceleration Program":

- <https://tuni.tul.cz/a/nejnovejsi-kampusova-5g-sit-umoznuje-excelentni-vyzkum-i-pripravu-studentu-na-technologie-budoucnosti-149368.html>
- <https://www.iit.demokritos.gr/newsevents/skills2scale-project-launches-open-call/>
- <https://www.uzhnu.edu.ua/uk/news/obgovor-real-projekt-rozshirennya-mozhlivostej-visokih-tehnologij.htm>



- <https://www.uzhnu.edu.ua/uk/announce/2254.htm>
- <https://www.uzhnu.edu.ua/en/news/Heading-towards-innovation-Implementation-of-the-international.htm>
- <https://greece.envolveglobal.org/el/skills2scaleaccelerator/>

Press releases on local events:

- <https://www.ef.tul.cz/ohlednuti-5g-digital-health-pitch-deck-908>
- <https://zakarpazbut.energy/pro-kompaniiu/novini/tolk-vziav-uchast-u-pershii-fazi-mizhnarodnogo-proektu-rozshirennia-mozhlivostei-visokih-tehnologii-dlia-zakladiv-vishchoyi-osviti-skills2scale>
- https://t.me/zoda_inform/11281
- <https://www.ef.tul.cz/ohlednuti-5g-klicove-vlastnosti-a-budoucnost-899>
- https://tuni.tul.cz/rubriky/udalosti/id:151355?fbclid=IwAR0AK74dzw-qkk_ibl0satg-8nMr2-hKmMltcP9eW5DKAvEGzO9-zPeciNA

4.4 Visual Identity

The logo was designed in the 1st month after the launch of the Skills2Scale project. As you can see below, our approach to the logo was minimalistic, with three colours: blue, orange and a darker yellow. It is a circle that surrounds the project acronym "S2S".



This logo was used in all promotional materials, social media posts, press releases, website, etc. In addition, we consider the project's visual identity to be inextricably linked to the other logos, EIT, KIC Urban Mobility and the watermark. Our strategy has been to use these logos as much as possible to build awareness of these brands and, therefore, a coherent identity for all stakeholders. An example of the use of all the logos is shown in the image below, along with the project's dominant colour, dark blue. All visuals were created in a similar style to make it obvious at a glance that this was a Skills2Scale project.

This visual identity has led to a good recognition of our project, as evidenced by the fulfilled KPIs, see Table 5.



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5 Conclusions

The aim of the communication strategy in the first phase of the project was to raise awareness of the project among the target groups and to attract a sufficient number of participants to individual online and offline workshops and events. In order to achieve this goal, a communication strategy was developed within D6.2, which served as the basis for the implementation phase of D6.2. It was agreed that each consortium member would be responsible for communication within the consortium and that TUL would oversee the smooth running and coordination of all messages communicated. The KPIs set in the communication strategy at the beginning of the project were met and in most cases exceeded. It can therefore be said that the consortium communicated effectively with its stakeholders. Thanks to several interesting posts on social sites and the project website, it was possible to increase awareness of the project and reach those interested in the events organised by the consortium. The sharing of posts by members of the consortium, in the case of LinkedIn, the creation of posts on a personal profile and their subsequent sharing by institutions proved very effective. Email was the most effective way of attracting participants to events. Over the course of the project, the consortium has built up a database of contacts that can be used for a possible second phase. We believe that in the second phase of the project we will be able to continue with the chosen strategy and thus achieve the objectives and KPIs for both phases of the project.

