



## **D6.1 Communication, Dissemination and Exploitation Plan**

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<b>Deliverable version</b>	Final
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## General Information

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# Table of Contents

General Information .....	2
Abbreviations .....	4
Introduction .....	5
<b>1. General Overview of the INFIMO Project .....</b>	<b>7</b>
<b>2. CDE Definitions, Objectives &amp; Key Messages .....</b>	<b>9</b>
2.1. CDE Definitions and Objectives .....	9
2.2. Project Key Messages.....	10
<b>3. Communication and Dissemination .....</b>	<b>12</b>
3.1. Visual Identity .....	12
3.2. Acknowledgement of EU Funding .....	12
3.3. Communication Guidelines .....	13
3.4. Target Groups .....	14
3.5. Channels and Tools.....	16
3.5.1. INFIMO Website and Partner Websites .....	18
3.5.2. Project Partners' Social Media Channels .....	19
3.5.3. Printed and Virtual Communication Materials.....	20
3.5.4. Press Releases and Articles in Specialised Media .....	21
3.5.5. Project and External Events.....	22
3.5.6. Leveraging Linkages with Relevant Pan-European Networks.....	23
3.6. Key Performance Indicators .....	24
<b>4. Exploitation .....</b>	<b>26</b>
4.1. Approach to Exploitation.....	26
4.2. Project Impact.....	26
<b>5. Obligations, Roles, and Responsibilities of the Consortium .....</b>	<b>28</b>

## Abbreviations

BIA – Baltic Innovation Agency, project partner; legal name of the organisation: Baltic Innovation Agency OÜ

DoA – Description of the Action (included as Annex 1 to the Grant Agreement)

EISMEA – European Innovation Council and SMEs Executive Agency, the granting authority under the powers delegated by the European Commission

GA – Grant Agreement. Written contract between the European Commission (represented by the European Innovation Council and SMEs Executive Agency) and the beneficiaries that forms the basis of carrying out the INFIMO project.

GIC – Georgian ICT Cluster, project partner; legal name of the organisation: Georgian ICT Cluster

ITL – Estonian Association of Information Technology and Telecommunications, lead partner of the INFIMO project; legal name of the organisation: MTÜ Eesti Infotehnoloogia ja Telekommunikatsiooni Liit

KPI - Key Performance Indicator

LP – lead partner, the main contact point for the EU regarding a project implementation. Within the INFIMO project the LP is ITL.

M – Month

MOBINOV – MOBINOV automotive cluster, project partner; legal name of the organisation: MOBINOV –Associacao do Clusterautomovel

WP – Work Package

# Introduction

This document presents the strategy and tools that will be used to implement communication, dissemination, and exploitation (CDE) activities to ensure the visibility of the project and the engagement of its various target groups, supporting its future sustainability. In particular, the document summarises the CDE objectives of the project, identifies its target groups and key messages, maps the main channels, tools, activities, and key performance indicators (KPIs) for communicating, disseminating, and exploiting the results of the project, introduces visual identity elements of the project, and provides clear guidelines for the consortium on how to support CDE activities and adhere to EC's communication requirements.

The CDE Plan is developed in line with the INFIMO Grant Agreement (GA) to be a practical framework for INFIMO's day-to-day communications activities, which will be used to ensure efficient outreach and engagement with key target groups and stakeholders. The content of this deliverable has been developed in alignment with the WP6: Communication, Dissemination and Exploitation, Task 6.1 "Developing the Communication, Dissemination and Exploitation Plan (CD&E Plan)" of the INFIMO project. In case of inconsistencies, the GA shall take precedence over the CDE Plan. The CDE Plan will be continuously updated throughout the project in alignment with the project's progress.

The INFIMO CDE Plan lays the foundation for maximising the impact of the project and its outcomes. Its primary objective is to ensure the execution of suitable initiatives that educate, engage, increase awareness, and advocate for the project, its goals, funding source, and outcomes.

The Communication, Dissemination, and Exploitation efforts play a pivotal role in the core Work Packages (WPs) across the project's duration. They serve to enhance the project's visibility within the target groups and create awareness about its activities, benefits, and impacts among broader audiences. Additionally, they utilise the connections between the Modest and Moderate Innovator ecosystems and pertinent pan-European networks. Furthermore, the WP strategically plans to exploit project results, including efforts to engage additional sectors and innovation ecosystems that could derive value from these outcomes.

The communication activities will raise awareness and promote project activities among target groups, informing a broader audience and the media about the project activities, result utilisation, and benefits. Dissemination activities aim to broadly share project results and outputs, making them accessible to the public and promoting their wider adoption, including exploitation, replication, and best practice expansion. Exploitation efforts involve utilising INFIMO results to enhance innovation capacity and expand innovative solutions within the partnership and across EU innovation ecosystems.



This deliverable targets three primary audiences: consortium members, offering an overview of the project's CDE approach and inviting their input; external organisations and projects, potentially interested in collaboration; and the general public, providing updates on the INFIMO project's CDE activities.

The first chapter of this CDE Plan is focused on providing a broad perspective of the INFIMO project. The second chapter clarifies the definitions for CDE activities, the CDE goals of the project, and its core messages. Communication and dissemination activities of the INFIMO project are respectively detailed in the third chapter of the CDE Plan, covering the visual identity, communication guidelines, target groups, channels, tools and KPIs. The fourth chapter focuses on the project's exploitable results. The obligations, roles, and responsibilities of the INFIMO consortium members are listed in the fifth chapter of the document.

# 1. General Overview of the INFIMO Project

Interconnected and inclusive innovation ecosystems focused on ICT and mobility (INFIMO) is a Horizon Europe project focused on strategic collaboration between clusters and diverse innovation actors from Estonia, Portugal, and Georgia. INFIMO uses information and communication technologies (ICT) for digital and green transition in various economic sectors aligned with the Industry 5.0 (moving towards Industry 6.0) framework.

The main objectives of the project are:

1. **Building a strategic partnership** that engages more diverse innovation actors from Estonia, Portugal, and Georgia to jointly develop their innovation capacities and facilitate the deployment and scale-up of innovative solutions.
2. **Development of two collaboration** models supporting the digital and green twin transition in various economic sectors with the help of ICT:
  - **A generic collaboration model** for supporting digitalisation and sustainability in different economic sectors via the use of ICT. The model will be tested in at least 3 'client' sectors;
  - **An advanced collaboration model** facilitating the twin transition and higher competitiveness in the mobility sector, including joint RD&I pilots and an open innovation competition where startups/SMEs propose solutions to the challenges of large companies. The model can be adjusted for use in other sectors in the future.
3. **Supporting science-based product and service development** and setting up Research, Development and Innovation (RD&I) pilots between innovation stakeholders in the INFIMO ecosystems focused on the field of mobility.
4. **Facilitating stronger involvement of women innovators** and increasing gender-responsiveness of services offered by the partners.
5. **Supporting the exchange of best practices, skills and knowledge development, and mutual learning** by the involved networks and various innovation actors.
6. **Building contacts** and paving the way for collaboration **with relevant networks and innovation ecosystems** in the EU and associated countries.

**The project unites three clusters:**

- Estonian ICT Cluster as the lead partner (legal entity: [Estonian Association of Information Technology and Telecommunications](#) (ITL))
- [MOBINOV](#) automotive cluster from Portugal
- [Georgian ICT Cluster](#) (GIC)

ITL represents a Strong Innovator region and bridges the project with three large European networks, the European Digital SME Alliance, DIGITALEUROPE and ITS Nationals. MOBINOV represents a Moderate Innovator region and leverages the project's outreach to other EU mobility and automotive clusters via the European Automotive Cluster Network. GIC



represents a Modest Innovator region and links the project with other Georgian cluster initiatives and innovation actors in various industrial sectors. The project consortium also includes the [Baltic Innovation Agency](#) (BIA) from Estonia, an experienced innovation management company and a representative of the Enterprise Europe Network in the project.

Together, the partners will act as a driving force to build strategic collaboration between the ecosystems they represent. They will encourage the involvement of more diverse innovation stakeholders in the involved countries as well as build contacts with relevant partners from other countries. Jointly, the four partners will focus on reducing the innovation divide in the partnering countries, facilitating stronger involvement and linkages between different innovation actors such as companies of various sizes, RD&I actors, public authorities, investors, social innovators, civil society, and non-governmental organisations. The project runs for a 24-month period, from 01.06.2023 to 31.05.2025.



## 2. CDE Definitions, Objectives & Key Messages

### 2.1. CDE Definitions and Objectives

The development of the communication, dissemination, and exploitation strategy commences by defining these activities within the INFIMO project, as outlined in Table 1.

*Table 1: Definitions of Communication, Dissemination, and Exploitation*

Activity	Description
<b>Communication</b>	<p>Communication activities will raise awareness and promote the project among diverse innovation actors, including companies (SMEs, startups, with a focus on women innovators), universities, research and organisations, educational institutions, investors, policymakers, civil society groups, and the general public. In a broader context, these activities will inform wider EU innovation ecosystems and the general public, as well as engage the media regarding project activities, result utilisation, and their associated benefits.</p> <p>Communication activities will be strategised at the outset of the project and carried out consistently throughout the project's entire duration.</p>
<b>Dissemination</b>	<p>Dissemination activities aim to widely share project results, making them accessible to the public and supporting broader adoption, including exploitation, replication, and expansion of best practices. This ensures that the project's outputs and outcomes are accessible for others to utilise, build upon, and enhance the project's impact, fostering engagement with the target groups.</p> <p>Dissemination will start promptly as soon as the project's results become accessible.</p>
<b>Exploitation</b>	<p>Exploitation efforts primarily involve using the project's results to boost innovation capacity, deploy innovative solutions, and scale them up within the project's partnership and wider EU innovation ecosystems.</p> <p>Detailed exploitation opportunities will be presented in the INFIMO exploitation roadmap at the end of the project.</p>

The Communication, Dissemination, and Exploitation activities support the core Work Packages (WPs) throughout the project, ensuring visibility and awareness among target groups and leveraging connections with European networks. From the very beginning of the project, extending through its entirety until its conclusion, the CDE Plan is built upon the three primary objectives outlined in the DoA:

1. Ensuring the visibility of the project activities amongst key target groups.
2. Efficiently disseminating the project results in EU innovation ecosystems.
3. Supporting exploitation of the project results with an emphasis on the post-project period.

## 2.2. Project Key Messages

The core messages of the INFIMO project are encapsulated by a series of key statements encompassing the project's vision, objectives, and intended impact. These three overarching messages serve as the project's means of communicating its goals and aspirations to a wide array of audience groups, and they are drawn from the initial messages outlined in the project's DoA and are aligned with the project's objectives.

- **Building a strategic partnership between Estonia, Georgia, and Portugal for more inclusive and interconnected innovation ecosystems.** INFIMO fosters a strategic partnership involving a diverse array of innovation actors from three countries to collectively enhance their innovation capabilities and promote the widespread deployment and expansion of innovative solutions. INFIMO is ultimately advancing more inclusive and interconnected ICT-driven innovation ecosystems that drive sustainable growth and competitiveness in diverse economic sectors.
- **Developing innovation services, tools and resources using ICT to support the twin transition.** INFIMO is committed to promoting collaboration among academia, industry, government, and society (quadruple helix) to advance the digital and green twin transition in multiple economic sectors by creating two distinct collaboration models and enhancing sustainability and innovation with the aid of ICT.
- **Supporting science-based product and service development.** INFIMO is promoting R&D collaboration between stakeholders from the involved clusters and their ecosystems for science-based product and service development, supporting the creation of new, competitive solutions in various fields.
- **Supporting women innovators.** INFIMO is supporting women innovators by establishing a collaborative Women in Tech Coordination Group, tailoring services for improved gender responsiveness, encouraging increased participation of women innovators, and advocating for gender equality and diversity within the activities of the associated innovation ecosystems.
- **Supporting the exchange of best practices, skills, and knowledge.** Enhancing the international competitiveness of cluster members by imparting new knowledge, skills, and competencies is a central objective. This is achieved through ongoing training, skill development, best practice exchange, and numerous project activities aimed at



bolstering the development of competencies and acquiring fresh insights about establishing more inclusive, diverse, and competitive innovation ecosystems.

- **Building contacts and paving the way for further collaboration and synergies in the EU.** The INFIMO methodology and tools are transferable to additional EU innovation ecosystems, and the project partners will proactively seek opportunities for collaboration with similar clusters and networks in different EU regions.

### 3. Communication and Dissemination

After presenting an outline of the communication and dissemination objectives and the roles assigned to each consortium partner, as well as establishing the context for CDE activities, this chapter proceeds to offer an insight into the comprehensive communication and dissemination framework and Key Performance Indicators (KPIs). It delves into specific communication and dissemination strategies, outlining the various actions, channels, and tools to be employed, with a more detailed exploration of exploitation provided in the subsequent fourth chapter.

#### 3.1. Visual Identity

The INFIMO logo was carefully designed to create a cohesive brand identity and enhance the project's visibility. Multiple logo variations were initially conceptualized by the Communication Manager, and a final decision on the logos was collectively made during the Project Management Team meeting on August 16, 2023 (see Figure 1).



*Figure 1: INFIMO Logo*

In terms of visual identity, the INFIMO logo was intentionally crafted with a minimalist approach, prioritising simplicity and clarity for easy recognition, versatility, and memorability. The keywords of mobility, innovation, ICT, and collaboration guided the logo design. It began with a simple font, adding dots to infuse a sense of playfulness while symbolising individual ICT clusters coming together as a cohesive unit. Consideration was given to the logo's functionality, ensuring its adaptability for various materials and purposes beyond the INFIMO website. The primary colour employed is violet blue (HEX: #2E11BD), with a white option available based on the background. Violet blue conveys qualities of intelligence, professionalism, and inspiration.

#### 3.2. Acknowledgement of EU Funding

As a Horizon Europe and EU-funded project, INFIMO is legally obligated to provide clear acknowledgement of its EU funding to ensure transparency and visibility. In managing the

INFIMO project, all partners must consistently adhere to the following requirements in all communication materials and dissemination activities.

To ensure proper acknowledgement of EU support, it is essential to display the EU emblem without any alterations or merging with other graphic elements or text. When presenting multiple logos alongside the EU emblem, the EU emblem should be of at least equal size to the largest of the other logos. Additionally, a funding statement spelling out "Funded by the European Union" should always accompany the emblem (see Figure 2).



*Figure 2: EU Emblem*

Correct versions of the EU emblem and funding statement can be obtained from the "EU emblem" subfolder within the "WP6 Communication" folder of the INFIMO Sharepoint workspace, accessible to all partners. The EU emblem and funding statement should be prominently and easily visible to the public, with proper acknowledgement of EU funding in all public outputs, media interactions, and public declarations. The following disclaimer must be included in reports, blog posts, articles, and any extended public materials:

*"The project is funded by the European Union. Views and opinions expressed are, however, those of the authors only and do not necessarily reflect those of the European Union or the European Innovation Council and SMEs Executive Agency (EISMEA). Neither the European Union nor the granting authority can be held responsible for them."*

### 3.3. Communication Guidelines

1. **Consistency in Messaging:**
  - Maintain alignment with the project's key messages and objectives.
  - Use consistent terminology and UK English for a professional image.
2. **Clear Communication:**
  - Avoid jargon and technical language to ensure clarity.
  - Use vocabulary suitable for the target audience and explain unfamiliar terms.
  - Prioritise brevity and explain acronyms and abbreviations.
3. **Adherence to Visual Identity:**
  - Use approved logos and correctly display the EU emblem.
4. **Accuracy and Fact-Checking:**
  - Ensure all shared information is accurate and from reliable sources.

- Fact-check data and consult consortium members if in doubt.
5. **Consideration of Target Groups:**
    - Tailor communication to meet the needs and preferences of different target groups.
    - Adapt tone and style to resonate with the intended recipients.
  6. **Respect for Confidentiality and Data Protection:**
    - Handle sensitive project-related information with care and follow data protection guidelines.
  7. **Internal Collaboration and Coordination:**
    - Coordinate with the project lead and consortium partners to maintain a unified approach.
    - Share information promptly within the team, respond to inquiries, and adhere to timelines to ensure effective collaboration and project success.

The CDE approach outlines the essential stages, emphasising the unique interests of the target audiences. This emphasis guides the selection of tailored messages and tools, as well as the planning and execution of concrete activities.



*Figure 3: Key steps of the communication, dissemination and exploitation approach*

### 3.4. Target Groups

This section of the CDE strategy focuses on identifying and describing target groups specific to communication and dissemination activities. As INFIMO embarks on a wide array of communication and dissemination initiatives, it is crucial to involve seven target groups, each with distinct capacities and objectives:

1. **Industry:** SMEs, startups, scale-ups and large companies in ICT and mobility ecosystems in the partnering countries, as well as other sectors as partners in activities related to the digital and green twin transition. Wider and stronger inclusion of women entrepreneurs is a particular focus area.
2. **Policymakers, authorities, and regulators** responsible for developing framework conditions for the clusters and related innovation actors, making public investments, etc.
3. **Science, research, and technology organisations:** incl. universities, public and private R&D organisations.
4. **Higher education and vocational training organisations** responsible for formal education in ICT and mobility sectors.



5. **Private investors, accelerators and incubators** supporting the development of innovations.
6. **Non-governmental and civil society organisations and other ecosystem stakeholders**, e.g., educational platforms, organisations promoting diversity and stronger involvement of women in tech areas, and innovation service providers.
7. **General public**

The INFIMO project is primarily oriented toward benefiting quadruple (and quintuple) helix innovation partnerships across diverse European innovation ecosystems, emphasising the digital and green twin transition. The quadruple helix model underscores the importance of four key actors in the innovation system: science, policy/public sector, industry, and society, focusing uniquely on the citizen/end-user perspective. The quintuple helix model extends this by introducing the natural environment as the fifth helix, particularly emphasising socio-ecological interactions in the context of sustainable development.

Overall, INFIMO partners are collectively committed to engaging a well-balanced representation of stakeholders in meaningful dialogue. This includes science (in particular private sector RD&I institutions), higher education and vocational training organisations, policymakers, regulatory bodies, industry players (ranging from large companies to SMEs, startups, and scale-ups), public and private investors, civil society organisations (dedicated to educational platforms and promoting diversity and women's involvement in tech areas), and other relevant stakeholders within partnering ecosystems. Of particular focus in INFIMO is the enhanced involvement of women entrepreneurs and the reinforcement of cluster collaboration with startup ecosystems.

On a broader scale, the project advocates for digitalisation and sustainability across various sectors, involving the broader innovation ecosystems associated with these areas. While in the context of the advanced collaboration model, the project's activities delve deeply into the mobility sector during the project period, the developed model can be adapted for application in other sectors in the future.

At a more extensive level, the communication efforts will disseminate information to a diverse array of actors within EU innovation ecosystems, as well as the general public and the media. This outreach will cover project activities, the utilisation of outcomes, and the positive impacts they are poised to deliver.

Table 2 provides an overview of INFIMO's primary target groups, along with communication objectives and specified messages tailored to each target group's unique characteristics and interests.

**Table 2:** *Communication and Dissemination Target Groups, Communication Objectives and Messages*



Target Group	Communication Objective	Messages
Industry	Engage, build relations	Project key messages used (see chapter 2.2; specific message selected based on the focus of each communication/dissemination activity). Tailored messages can be developed based on the results of the T2.1 Analysis of needs and D2.3 Report on the stakeholder needs in INFIMO innovation ecosystems (due M8).
Policy makers, authorities, regulators	Engage, build relations	
Science, research, and technology organisations	Engage, build relations	
ICT education organisation	Engage, build relations	
Investors, accelerators, and incubators	Engage, build relations	
Non-governmental and civil society organisations	Engage, inform	
General public	Raise awareness	

### 3.5. Channels and Tools

In line with the outlined CDE objectives and the identified target groups (3.4), an array of communication and dissemination channels and tools have been chosen for the project. As the project advances and attains initial milestones, these channels will not only convey project activities but also disseminate INFIMO's findings, making them readily available and usable by others.

The following table provides an overview of the primary communication and dissemination tools and channels, along with their significance in addressing the project's key target groups.



**Table 3: Main Communication & Dissemination Tools and Channels**

Main communication & dissemination tools and channels / target groups <i>G= general information/ addressing general audiences, T= target-group (sub-group) specific information*</i> <i>Deeper colour shows higher importance to target groups</i>	Industry	Policy makers, authorities, regulators	Science & education	Investors	Non-governmental and civil society organisations	General public, citizens
Project website	G	G	G	G	G	G
Project partners' websites (INFIMO-specific sub-sections)	G	G	G	G	G	G
Project partners' social media channels (LinkedIn, Facebook, Youtube)	T	G	T	T	T	G
Flyers/brochures (printed and online)	G	G	G	G	G	G
PowerPoint presentations ( <i>needs-based</i> )	T	T	T	T	T	G
Short video	G	G	G	G	G	G
Press releases & general media articles	G	G	G	G	G	G
Articles in specialised/ professional media, online platforms	T	T	T	T	T	
Project events	T	T	T	T	T	
External events, i.e., ICT and mobility ecosystem events, Industry 5.0 events, events focused on collaboration between clusters and innovation ecosystems	G	G	G	G	G	

*\*If no G or T-marking is used, this means that specific content/materials are not created for this target group, but it still has access to content/materials developed for other stakeholders.*

### 3.5.1. INFIMO Website and Partner Websites

The INFIMO website, accessible at [www.infimo.org](http://www.infimo.org), has been purposefully developed to cater to the specific needs of the project and stands as the primary platform for our communication endeavours.

The website's structure is primarily designed to house editorial content that elucidates the purpose of INFIMO and serves as a repository for tracking and sharing the project's progress. It fulfils a dual role in both communication and dissemination. At present, it provides essential information about the project, with plans to augment the content as the project advances. This augmentation includes communication materials like news updates, official project documents, information about activities, videos, and other relevant material. The website is consistently updated to ensure the prompt sharing of new information.

The INFIMO website will remain one of the project's pivotal channels for engaging with the public and disseminating its editorial content to a broader audience. Technical implementations and updates for the website will be managed by BIA, while all partners will be responsible for validating content where required and providing necessary input and updates to ensure its accuracy and relevance. This collaborative effort ensures that the INFIMO website continues to effectively communicate the project's objectives and progress to its intended audience.

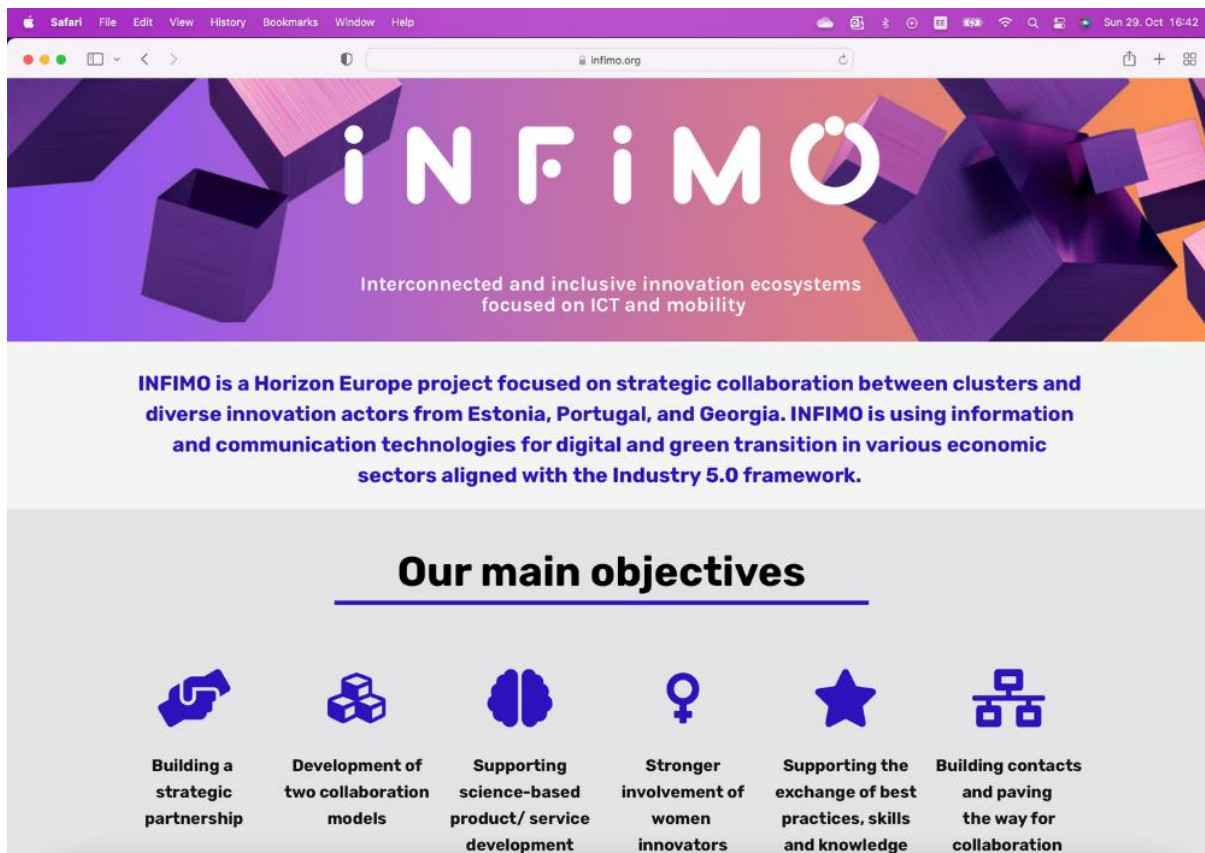


Figure 4: INFIMO website

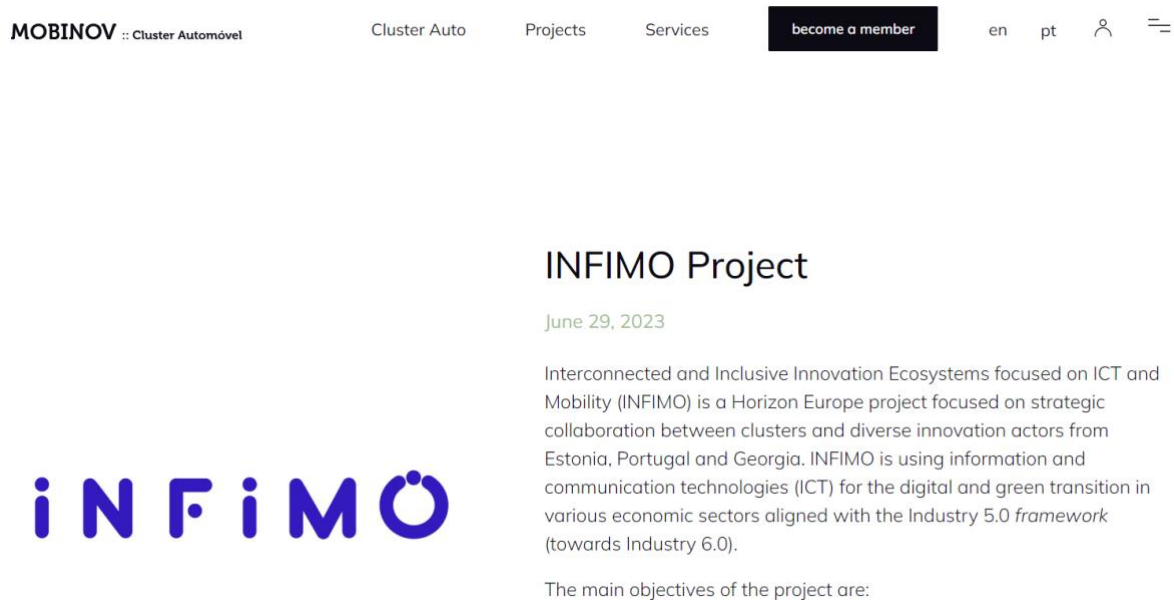


The websites of other consortium members will primarily focus on showcasing the basic information about the INFIMO project and link to the main project's website.

**Table 4:** Websites of INFIMO Consortium Members

Consortium member	Website
Estonian ICT Cluster (ITL)	<a href="https://itl.ee/en">https://itl.ee/en</a>
MOBINOV	<a href="https://mobinov.pt/en">https://mobinov.pt/en</a>
Georgian ICT Cluster (GIC)	<a href="https://ictcluster.ge/en">https://ictcluster.ge/en</a>
Baltic Innovation Agency (BIA)	<a href="https://bia.ee/">https://bia.ee/</a>

Figures 5 showcase a screenshot from the MOBINOV website as an example of how the project description is displayed on the websites of the consortium members:



**Figure 5:** Project description on MOBINOV website

### 3.5.2. Project Partners' Social Media Channels

The INFIMO project recognises the importance of online presence to effectively reach and engage with our target audiences. To achieve this, we leverage the existing social media platforms of our project partners rather than creating separate, project-specific accounts. This approach ensures a broader reach and greater synergy with existing online communities.

Facebook and LinkedIn have been selected as our primary social media channels. Each platform offers distinct advantages for our CDE strategy. These platforms align with our strategy to ensure our project reaches a diverse and engaged audience, fostering collaboration and knowledge sharing in the realm of innovation and sustainability.

Facebook allows engagement with a broad audience, including project partners, stakeholders, and the general public. LinkedIn is a professional networking platform ideal for reaching industry professionals, policymakers, and individuals interested in innovation and sustainability. For video materials, we have chosen YouTube as our dedicated platform. YouTube's extensive reach and user-friendly interface make it suitable for hosting and sharing project-related videos.

**Table 5: Social Media Channels of INFIMO Consortium Members**

Consortium member	Social media channels
Estonian ICT Cluster (ITL)	<a href="#">Facebook</a> <a href="#">LinkedIn</a> <a href="#">Youtube</a>
MOBINOV	<a href="#">Facebook</a> <a href="#">LinkedIn</a> <a href="#">Youtube</a> <a href="#">Twitter</a>
Georgian ICT Cluster (GIC)	<a href="#">Facebook</a> <a href="#">LinkedIn</a>
Baltic Innovation Agency (BIA)	<a href="#">Facebook</a> <a href="#">LinkedIn</a>

Social media accounts can serve various communication purposes, including:

- Meetings, such as consortium gatherings, events, workshops, and study visits.
- Promoting upcoming events.
- Sharing public deliverables, including download links for easy access.
- Disseminating news published on the project website, thereby increasing website traffic.
- Highlighting external news and opportunities relevant to the project's thematic focus.

### 3.5.3. Printed and Virtual Communication Materials

Printed and online materials will be created and updated as required throughout the project's duration, ensuring that our communication efforts remain flexible and responsive to the evolving needs of our target audiences.

**Flyers and Brochures:** These versatile materials are deployed at dissemination events, serving as dynamic tools for conveying our project's objectives and achievements. Both printed and digital versions of these resources are available to ensure accessibility. In addition to providing project information, they include a compelling 'call for action,' inviting participation in project activities and fostering collaboration.

**Short Project Video:** To vividly showcase the project's outcomes, we will produce a concise project video. This video will focus on disseminating the results of INFIMO, encompassing the models and tools developed, the achievements of our pilots, and the innovative solutions stemming from our open innovation contest. This video will be shared on prominent platforms like YouTube and disseminated across various relevant channels, including our project website, LinkedIn, Facebook, and more.

**Official INFIMO PowerPoint Presentation Templates:** To maintain a unified and professional visual identity, INFIMO has developed an official PowerPoint presentation template (see Figure 6). These templates ensure consistency in the presentation of project-related information. Partners can access the template from the "WP6 Communication" SharePoint Folder, fostering a cohesive approach to communication within the consortium. As part of our audience-specific communication strategy, presenters will generate tailored slides as necessary to align with the preferences and interests of specific audiences.

*Figure 6: INFIMO PowerPoint Presentation Template*



### 3.5.4. Press Releases and Articles in Specialised Media

The INFIMO project places significant emphasis on media outreach as an integral component of our CDE strategy. Our aim is to enhance project visibility and create awareness surrounding our key messages and accomplishments.

**Press Releases:** We will employ press releases as a means to disseminate project updates and highlight key results. These releases will be distributed to media outlets, primarily in the countries of our project partners. By targeting national media channels in each partnering country, we ensure that our project and its anticipated impact reach a broad and geographically diverse audience.

**Articles in Specialized Media:** Besides press releases, we recognise the value of opinion articles and in-depth features in external media outlets, including newspapers, magazines, and online publications. These articles offer a platform to share the story of INFIMO, communicate our key findings, and convey our main messages. To effectively engage various tech-focused audiences, we will primarily target specialised media and industry platforms, such as platforms related to European Digital Innovation Hubs (EDIHs) in all participating countries. By doing so, we can strategically reach those who are deeply invested in our project's thematic focus.

Through press releases and articles in specialised media, INFIMO intends to convey our project's achievements, share its unique narrative, and ensure that our main messages resonate with diverse audiences, thereby contributing to our broader goals of knowledge dissemination and impact generation.

### 3.5.5. Project and External Events

In the INFIMO project, our commitment to knowledge exchange and collaboration extends far beyond the boundaries of our consortium. We strategically engage with a two-pronged approach encompassing our project-specific events and participation in external industry gatherings.

#### **Project Events:**

Recognising the inherent value of enhancing skills and innovation capacity within our partner ecosystems, we have devised a multifaceted strategy that includes mutual Study Visits. These visits are meticulously designed to facilitate sharing best practices, foster deeper collaboration, and nurture innovation. Additionally, our Training Initiatives involve organising targeted events to empower various innovation actors. The selection of specific topics aligns closely with our strategic objectives. To further bolster the skills and knowledge of individuals linked to INFIMO ecosystems, we will conduct Online Training Sessions on a range of pertinent topics, including e.g.:

- Design thinking for service customisation, emphasising diversity and gender responsiveness.
- The latest developments in Industry 5.0 and 6.0, exploring their application in partnering ecosystems.
- Nurturing sustainability and managing societal and environmental impact at the company level.

These initiatives are slated to span the course of our project and will significantly augment the activities in WP2, WP3, WP4, and WP6.

### **External Events:**

In addition to our project-specific activities, we appreciate the significance of showcasing our project and forming connections with wider networks and innovation ecosystems. Our approach involves active participation in Industry and Ecosystem Events, which may entail joint stands or individual involvement, depending on the event's nature. Notable events include:

- Global Mobility Summit (MOBI)
- Industry 5.0 Conference (ITL)
- EU Industry Days
- The European Cluster Conference
- Other relevant EU events that bring together diverse innovation ecosystems

Our primary focus is on creating additional connections with similar innovation ecosystems from various countries, particularly those within the Modest and Moderate Innovator regions. Led by ITL, our efforts also encompass Awareness Raising and Networking, entailing participation in key EU and international ICT and mobility sector events.

By representing our partnership in a variety of industry and ecosystem events (with a target of at least 12 events), we can effectively disseminate our project results and continue building valuable connections with other networks and innovation ecosystems. Our commitment to learning, sharing, and collaborating is at the heart of our approach.

### **3.5.6. Leveraging Linkages with Relevant Pan-European Networks**

In addition to the direct advantages realised by the clusters and regional innovation ecosystems engaged in the project, INFIMO plays a role in fostering connections between the Modest and Moderate innovator regions and well-established initiatives and networks that interconnect innovation ecosystems across Europe. Furthermore, it contributes to narrowing the innovation gap in Europe and strengthening the innovation dimension of the European Research Area through research and development pilots and consultations involving both scientific and business stakeholders conducted as part of this project.

The models and tools generated within the project hold potential for broader application in diverse innovation ecosystems throughout the EU and its associated countries, thereby supporting the digital and green twin transition across various sectors. The project will facilitate linkages with and provide inputs to the work of various EU-level networks:

- DIGITALEUROPE, a trade association representing digital industries in Europe, collaborates with INFIMO, connecting the project with a broad network across 30 European countries and aiding in policy input, dissemination, and networking.

- The European Digital SME Alliance, a network of ICT SMEs, partners with INFIMO to promote its collaboration model and tools, focusing on digitalisation and sustainability in various sectors while sharing relevant activities and events.
- Enterprise Europe Network (EEN), the world's largest business support network for SMEs, represented by BIA in INFIMO, supports the project in digitalisation funding, internationalization, cluster cooperation, and sustainability services.
- The Network of European Digital Innovation Hubs (EDIHs) aids companies in addressing digital challenges and competitiveness, with INFIMO partners contributing to EDIH service provision and promotion of related opportunities.
- ITS Nationals, consisting of 27 national networks across Europe, allows ITL to disseminate INFIMO results and collaboration models, especially concerning mobility infrastructure development.
- The European Automotive Cluster Network (EACN) brings together automotive clusters from 11 European countries, with MOBINOV as a member to promote INFIMO's smart and green mobility services collaboration model to clusters across Europe.

### 3.6. Key Performance Indicators

Within the framework of our communication and dissemination strategy, we have defined a series of Key Performance Indicators (KPIs) that serve as the compass for tracking our progress and assessing the impact of our activities. Regular evaluations of these indicators will enable us to adjust our communication and dissemination strategies. The table below outlines the targeted reach across various channels and activities. Our commitment to transparency and accountability is exemplified through our adherence to these KPIs.

**Table 6: Key Performance Indicators on Communication and Dissemination Activities**

Activity/channel	Indicator	Target
<b>Project website</b>	No. of website visitors (measured with Google Analytics)	1000
<b>Partner websites</b>	No. of visitors combined (measured with Google Analytics)	2000
<b>Social media</b>	No. of posts	18
<b>Printed communication materials</b>	No. of distributed printed materials	300
<b>Press releases</b>	No. of press releases	4
<b>Articles in specialised media, online platforms</b>	No. of articles	6
<b>Short project video</b>	1 video produced, indicator in views	500
<b>Industry and ecosystem events</b>	No. of events	12





The reporting of all CDE activities stated above will be performed by all consortium partners and coordinated by BIA. KPIs will be updated throughout the project with what has been achieved already to see how much is needed to reach the goals. The specified KPIs detailed earlier will be subject to ongoing monitoring and periodic revisions throughout the project's duration. To streamline the reporting process, a joint SharePoint spreadsheet will be employed through the "WP6 Communication" SharePoint Folder.

## 4. Exploitation

### 4.1. Approach to Exploitation

The strategic objectives of INFIMO's exploitation initiatives are centred on the practical implementation of project outcomes, facilitating the continuous enhancement of innovation capabilities, and promoting the robust deployment and expansion of innovative solutions. This overarching aim transcends the boundaries of the existing partnership, extending its scope to encompass additional EU innovation ecosystems. The pivotal cornerstones of this aspiration are the two collaboration models designed to catalyse the digital and green twin transition within different industrial sectors.

- The **generic collaboration model** is designed to support digitalisation and sustainability in a variety of economic sectors via the use of ICT;
- The **advanced collaboration model** focuses on supporting the digital and green twin transition in the mobility sector, however, it can be adjusted for various other sectors (with prior contextual analysis focused on the specific needs and challenges of the target sector based on which adjustments need to be made) and used in extending and deepening collaboration with various EU networks and innovation ecosystems in the future.

INFIMO's vision encompasses broader and deeper collaboration with a diverse range of EU networks and innovation ecosystems on the horizon. More specifically, INFIMO seeks to create a contact network comprising clusters and innovation ecosystems across the EU and associated countries to facilitate further collaboration and synergies. This network is envisioned to include approximately 50 organisations towards the conclusion of the project, with a particular emphasis on bridging gaps in Modest and Moderate innovator regions. In this context, the two collaboration models developed and validated throughout the project's lifecycle can be considered the most valuable assets arising from the project, poised to offer significant benefits to organisations within the network. However, additional exploitable results of the project will also be leveraged through the contact network created.

To illuminate the path to successful exploitation, INFIMO is creating a **focused exploitation roadmap** towards the final stage of the project (delivered by M24) that will provide a comprehensive and insightful guide to more specific and tailored exploitation opportunities, offering a blueprint for leveraging the collaborative achievements of INFIMO.

### 4.2. Project Impact

#### Scientific Impacts

The INFIMO project significantly enhances scientific contributions to emerging European innovations, promoting collaboration with diverse stakeholders in the participating ecosystems. By employing an advanced collaboration model, including scientific guidance and collaborative pilot initiatives, INFIMO strengthens innovation models, fostering inclusivity and connectivity in the EU ecosystems. The project's approach bridges innovation gaps, empowering entities to engage in cutting-edge research and innovation. This mitigates disparities, promoting EU growth, prosperity, and resilience. INFIMO supports the equitable distribution of R&I activities across Europe, fostering sustainable and inclusive growth with gender-responsive research and innovation.

### **Economic Impacts**

INFIMO aligns with the EU's industry 5.0 framework and digitalisation targets for 2030. It encourages the widespread adoption of technologies like Cloud Computing, AI, and Big Data, benefiting businesses and supporting start-ups and SMEs. The project's gender-focused approach addresses the innovation gender gap, enhancing diversity. As SMEs embrace digital intensity, INFIMO serves as a versatile tool for the digital and green transition. Collaboration with the EDIH network expands its reach. In essence, INFIMO reduces the innovation gap across EU regions, promoting balanced economic development and the digital single market in Europe.

### **Societal and Environmental Impacts**

INFIMO aligns with the human-centric approach of Industry 5.0 and 6.0, fostering better job prospects and workplace safety across various EU sectors by adopting digital technologies. The project focuses on enhancing mobility to benefit diverse groups, such as older people, children, and people with disabilities, by ensuring safe and convenient travel. Moreover, well-organized mobility services promote work-life balance and women's inclusion in the labour market.

INFIMO's positive societal impacts are coupled with environmental benefits by supporting the European Green Deal's climate neutrality objectives, addressing the pressing challenge of reducing greenhouse gas emissions. By integrating ICT and enabling technologies, the project promotes sustainability and resource efficiency, ultimately reducing energy consumption and lowering emissions in energy-intensive sectors like transport and manufacturing.

## 5. Obligations, Roles, and Responsibilities of the Consortium

To ensure the successful execution of CDE activities within the INFIMO project, it is imperative that all consortium partners fulfil specific obligations. These commitments collectively contribute to effective communication, extensive dissemination, and the appropriate exploitation of the project outcomes.

### Obligations of Consortium Partners:

- **CDE Strategy Development:** Each partner is expected to actively participate in discussions and contribute to the review of the CDE Plan. The goal is to collectively determine a suitable CDE strategy for the project.
- **Adherence to CDE Plan:** All partners must adhere to the guidelines and principles outlined in the most recent version of the CDE Plan. Staying informed about updates or changes to the plan is essential.
- **Advance Notification:** Partners should notify the consortium at least seven days in advance before undertaking any significant communication activities related to the project.
- **Record-Keeping:** Partners are required to document the details of CDE activities and their outcomes using a dedicated joint SharePoint spreadsheet. This spreadsheet aids in tracking communication and dissemination activities, KPIs, and internal scheduling of CDE tasks.
- **Leveraging Networks:** Partners are encouraged to utilize their networks, partnerships, and channels to further promote the project's activities and results, as well as to identify potential collaboration partners.
- **News Sharing:** Partners are required to notify BIA as the WP6 lead of any newsworthy developments by adding relevant information to a dedicated spreadsheet in SharePoint and highlighting these points during bi-weekly meetings or via email.
- **Activity Updates:** Keeping BIA informed about the CDE activities they will be directly undertaking, such as event participation and article publication, is important. This allows BIA to coordinate and support these activities effectively and provide comprehensive reporting.
- **Contact Sharing:** Partners are expected to support the distribution of news and other activities by sharing relevant contacts with BIA or by cascading contents developed by INFIMO within their own networks when privacy regulations prevent direct sharing.
- **Timely Material Requests:** Partners should promptly request materials and provide briefings whenever CDE materials are needed for their activities.

### WP Lead and Lead Partner Obligations:



- **Comprehensive Oversight:** BIA as the WP6 Lead will coordinate all CDE activities of the project, while the LP is responsible for overseeing all strategic CDE activities. The Communication Manager designated by BIA works closely with the Project Manager to manage CDE planning and reporting.
- **CDE Plan Development:** BIA takes the lead in developing and regularly updating all components of the CDE Plan in strategic collaboration with the LP
- **Media Outreach:** BIA and the LP, with relevant inputs from other partners, will ensure the appropriate media outreach of the project. This encompasses actively managing media-related aspects of the project's CDE activities.