



D4.1

D&C&E Plan – First version



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Abstract	This deliverable presents the initial strategy and activities for the RISE-SME project's dissemination, communication, and exploitation, providing partners with guidance on brand identity, target audiences, and key messaging.

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1. Executive summary

Deliverable 4.1, titled “D&C&E plan – First version,” outlines the strategy to follow and activities to be undertaken in the first months of the RISE-SME project. This document is designed to offer project partners clear guidelines on the project’s brand identity, establishing the project’s intended audiences and key messages, and identifying the optimal tools, channels, and activities for enhancing the visibility of project outcomes and supporting dissemination and exploitation initiatives. This deliverable should be considered a living document and will be updated as needed to ensure successful implementation of dissemination, communication, and exploitation activities. A second version of this deliverable is due on M18 (Deliverable D4.2 “D&C&E plan – Second version”), with a final version due on M36 (Deliverable D5.1 – “D&C&E plan and report on activities”).

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1 Introduction

In response to the EU's updated industrial strategy for a resilient single market and strategic autonomy, RISE-SME (Resilient Industry Supply Chain Enhancement for SMEs) aims to mitigate vulnerabilities from external dependencies through a model that enhances supply chain foresight and resilience. The core ambition of RISE-SME is to craft a versatile methodology applicable across various industrial ecosystems. This methodology aims to identify potential disruptions and technological opportunities, thus facilitating the adoption of cutting-edge technologies by SMEs to foster supply chains that are not only adaptable but also agile and robust. Through a series of targeted activities—including the mapping of industrial ecosystems and their supply chains to reveal critical dependencies, developing a method for early disruption detection, scouting for advanced technological solutions, and bridging technology gaps—RISE-SME aspires to transform supply chain processes. By facilitating collaboration between traditional and tech-savvy SMEs through cluster organisations and Digital Innovation Hubs (DIHs), and launching pilot implementation plans across different ecosystems, RISE-SME intends to pave the way for a resilient future, reflecting the EU's strategic vision of reducing dependency and enhancing the autonomy of its single market.

Deliverable 4.1 introduces the RISE-SME plan for Dissemination, Communication and Exploitation (D&C&E) strategy. As RISE-SME encompasses a diverse typology of partners including academic institutions, technology providers, SME representatives, clusters, and DIHs, this document aims to provide an organised approach to leveraging the expertise and resources of each partner category. This is a living document that outlines the visual guidelines, tools, and activities essential for promoting a unified project identity and ensuring impactful outreach.

1.1 Purpose and scope

D4.1 encompasses detailed plans for engaging target groups through tailored messages, utilising a variety of communication materials such as a distinct brand identity, multimedia content, and social media strategies. Additionally, it specifies the roles of partners in these efforts, sets forth key performance indicators for measuring success, and outlines the use of different channels to maximise visibility and impact. The strategy aims not only to disseminate project results but also to foster a broader understanding and adoption of its methodologies and outcomes, directly contributing to the project's overarching goal of creating more resilient, agile, and technologically advanced supply chains across Europe.

1.2 Methodology

The methodology employed in D4.1 involves a systematic approach to crafting the D&C&E Plan at an early stage, focusing on establishing a cohesive communication plan. It encompasses the following steps:

1. **Analysis of Project Objectives:** Understanding the overarching goals and objectives of the RISE-SME project to align communication efforts effectively.
2. **Identification of Target Audiences:** Conducting comprehensive research to identify and segment target groups, including SMEs, policymakers, industrial partners, and research communities.
3. **Development of Key Messages:** Collaboratively defining clear and concise messages that resonate with each target audience, highlighting the project's contributions to supply chain resilience and technological advancement.
4. **Selection of Communication Channels:** Evaluating various communication channels such as websites, social media, newsletters, conferences, and publications to ensure broad and impactful dissemination of project outcomes.
5. **Establishment of Partner Responsibilities:** Defining the roles and responsibilities of project partners in executing communication activities and engaging with stakeholders effectively.
6. **Setting Key Performance Indicators (KPIs):** Establishing measurable KPIs to monitor the effectiveness and impact of communication efforts, ensuring alignment with project objectives.
7. **Revision and Adaptation:** Devising an iterative plan to refine and adapt the D&C&E strategy, ensuring its relevance and effectiveness throughout the project lifecycle.

Through this methodological approach, D4.1 aims to lay the groundwork for successful communication, dissemination, and exploitation activities within the RISE-SME project.

1.3 Structure of the deliverable

Following the introductory Section 1, which outlines the purpose, scope, and methodology of this document, Section 2 delves into the Communication, Dissemination, and Exploitation (C&D&E) strategy of the project. This section discusses the objectives, outlines the communication strategy including target groups, key messages, and key performance indicators (KPIs), delineates partner responsibilities, and details the monitoring and revision process of the C&D&E strategy.

Section 3 focuses on communication materials, detailing the brand identity components such as the project logo, typography, colour palette, and brand guidelines, along with the EU disclaimer. It also introduces templates for Word documents, PowerPoint presentations, and social media visuals, followed by descriptions of print materials, press releases, photographs, and videos.

Finally, section 4 covers the channels through which the project's communications will be disseminated. It describes the website, social media channels (with specific focus on LinkedIn and YouTube), e-newsletter, conferences and events, and publications, providing a comprehensive overview of the avenues through which the project will engage with its audience.

2 Communication, Dissemination and Exploitation strategy

2.1 Objectives

The primary objective of the D&C&E Plan within RISE-SME is to ensure that the project's methodologies, insights, and technological advancements reach and resonate with a broad spectrum of stakeholders across Europe. This strategy is anchored in the project's core ambition to enhance supply chain resilience and technological adaptability among SMEs within the EU's single market. Specifically, the strategy detailed in D4.1, aims to:

- **Promote awareness and understanding:** Elevate the visibility of RISE-SME's objectives, activities, and outcomes to foster a deep understanding among target audiences of the project's contribution to mitigating supply chain vulnerabilities and fostering strategic autonomy in the EU.
- **Facilitate engagement and adoption:** Encourage active engagement with the project among stakeholders, including SMEs, industrial partners, policymakers, and the research community. This engagement is aimed at facilitating the adoption of the project's methodologies and technologies to create more agile, adaptable, and robust supply chains.
- **Maximise impact through tailored communication:** Utilise a variety of communication materials and channels, including digital platforms, social media, and traditional media, to deliver tailored messages that resonate with specific target groups. This tailored approach ensures that the project's key messages are effectively communicated and understood by diverse audiences.
- **Ensure open access and sharing of knowledge:** Align with Open Science practices by ensuring open access to the project's research outputs and data. This commitment to openness and transparency aims to enhance collaboration, foster innovation, and ensure that the project's results are accessible to all relevant stakeholders.
- **Monitor, measure, and adapt strategies:** Implement Key Performance Indicators (KPIs) to monitor the effectiveness of the D&C&E activities and adapt strategies as necessary to achieve maximum impact and outreach.
- **Lay the groundwork for future dissemination and exploitation efforts:** While the present deliverable focuses primarily on communication strategies in its early stages, it also aims to set the foundation for subsequent dissemination and exploitation efforts. As outlined in the Grant Agreement, RISE-SME's exploitation strategy will be developed to advance research and innovation within the industrial sector and to ensure the uptake of project results beyond its lifetime. To this end, RISE-SME has already initiated collaboration with ALICE (<https://www.etp-logistics.eu>). Moving forward, the strategy will involve establishing further collaborations with related projects, engaging with relevant EU networks and initiatives such as CSCMP (<https://cscmp.org>) and the Digital Europe Programme,

as well as forging connections with regional and national initiatives. Additionally, efforts will be made to establish links with EU Commission services and deliver policy recommendations and guidelines to further promote the project's impact and sustainability.

This initial version of the D&C&E Strategy serves as a foundational yet living document, outlining the early-stage communication focus and strategic intentions of the RISE-SME project. Further versions of this deliverable (D4.2 in M18 and D5.1 in M36) will evaluate, expand, and refine the present strategy.

2.2 Communication Strategy

The Communication Strategy of RISE-SME, as outlined in the present report, is formulated to enhance the visibility and impact of the project's progress and outcomes across a broad spectrum of societal sectors, with a particular emphasis on the industrial domain. It is also intended as a comprehensive guide for all project partners to direct their communication efforts effectively and cohesively. It is underpinned by a commitment to promoting the project's contributions in addressing societal challenges through the innovative use of EU funding.

The strategy's execution will be closely monitored and reported to the European Commission, contributing to the continuous evaluation and adaptation of the communication activities to align with the evolving needs of the project and its stakeholders.

Additionally, it should be noted that the project-specific communication channels will primarily utilise English. However, project partners are encouraged to utilise their local languages within their respective institutions/companies' channels to effectively reach relevant audiences.

2.2.1 Target groups

Identifying the target audiences for the RISE-SME project is essential to tailor messages and strategies for dissemination and communication effectively. Stakeholder groups each have unique interests and requirements. Thus, the following strategy focuses on crafting and delivering messages in a manner that resonates with these diverse audiences.

Key audience segments and stakeholders have been identified in the sector prior to the project's commencement, considering European, national, and regional levels. Taking in consideration the partners' area of expertise and working fields, and according to the project's Grant Agreement, RISE-SME has the following target groups (TG):

- **TG1: SMEs:** SMEs in the industrial ecosystems, both traditional and tech-savvy
- **TG2: Manufacturing industry:** EU industrial ecosystems

- **TG3: Supply chain managers/experts**
- **TG4: Technology suppliers**
- **TG5: Industrial cluster organisations and DIHs**
- **TG6: Scientific community:** Universities, research centres.
- **TG7: Policymakers:** Policymakers at regional, national, and European level with interest in technologies in the supply chain (SC) in the medium and long term.

These target groups can also be organised in broader groups: general audience, external audience directly related to the project, and audience directly in connection to the project.

- **General Interest Audience:** Individuals and entities not directly involved with the RISE-SME project but interested in its outcomes and findings.
- **Project-Related External Audience:** Groups that, while not actively participating in the project, have a direct interest in its processes and results due to their industry or field.
- **Core Project Audience:** This category encompasses all identified target groups, particularly focusing on those directly influencing or contributing to the project.

Throughout the project, partners will be expected to provide updates on their interactions, networking, and activities with these identified groups, ensuring a comprehensive and inclusive approach to RISE-SME’s dissemination and communication efforts. For this purpose, a Mailchimp account will be available in order to store and organise these stakeholders’ contacts, ensuring compliance with GDPR regulations. All channels and their usage will be explained in section 4 of the present deliverable.

2.2.2 Key messages

The target groups identified are key players in the industrial ecosystem and in achieving the dissemination and communication objectives mentioned above, so it becomes essential to ensure that messages are appropriately adapted to meet their needs. The channels and activities outlined in this plan are strategically designed to cater to these specific groups.

Table 1 Key Messages

Target group	Key Messages	Channels
General Interest Audience	Awareness about the project, objectives, and results. Future positive impact of the project at the EU and Member State level. Methodology and pilot implementation plans.	Paper materials; press releases; website; newsletters; social media; videos; workshops and webinars; final conference.

	Information about how the project will impact the resilience of the supply chains. Information about main events.	
Project-Related External Audience	Awareness of the methodology developed that could benefit from a joint strategy to increase visibility. Methodology and pilot implementation plans. Enhance and stimulate further research and innovation activities. Create interest to get their involvement and support in RISE-SME.	Paper materials; press releases; website; newsletters; social media; videos; final conference; publications; guidelines; workshops and webinars; clustering events.
Core Project Audience	To participate directly in RISE-SME activities and co-creation process, building the quantitative models for different industrial ecosystems. Methodology, pilot implementation plan. A strong brand image.	Paper materials; press releases; website; newsletters; social media; videos; final conference; guidelines; workshops and webinars; clustering events; final conference.

2.2.3 Key performance indicators

The establishment of KPIs within the RISE-SME project is a critical component of the D&C&E Plan. These indicators serve as measurable benchmarks to assess the effectiveness of RISE-SME's dissemination and communication efforts, enabling the project team to monitor progress, gauge the impact of activities, and make informed adjustments as necessary. The KPIs outlined below are designed to capture the breadth and depth of RISE-SME's engagement across various channels and materials, ensuring that the project's goals and achievements are communicated effectively to the target groups identified in section 2.2.1 above.

Table 2 Key performance indicators

Type	Name	Target	Description	KPIs
Materials	Paper materials	TGI-TG7	Digital and physical brochures and flyers serve as supplementary material for RISE-SME events.	Distributed to more than 3,000 people
	Press releases	TGI-TG7	Press releases mark key moments of the project (project launch, project	10 mass media communications

			events). Project partners will give interviews to traditional or digital media, both aimed at the general public and at specialised audiences.	
	Publications (peer-reviewed)	TG6	Partners will submit scientific articles to peer-reviewed journals in technology and supply chain fields, including the European Journal of Operational Research and Computers & Operations Research.	5 publications
	Guidelines	TG1-TG7	Guides with the implementation plans to launch a pilot per ecosystem will be created in Task 3.3 (WP3).	3 guidelines
Digital Media	Website	TG1-TG7	The project's website is the central hub for RISE-SME information, featuring project details, news, results, event updates, and a repository for materials like reports, articles, newsletters, and videos.	10.000 unique visitors per year
	E-newsletter	TG1-TG7	Newsletters will be distributed globally on a quarterly basis to share project updates, main results, and upcoming events.	10–12 newsletters
	Social Media	TG1-TG7	LinkedIn and YouTube are used to share updates, engage with participants, professionals, and the broader public. Particularly LinkedIn will focus on fostering communication with the professional community (SMEs, investors, technical experts, supply chain managers, entrepreneurs, and researchers).	500 followers and estimation of 200,000 combined views on social media
	Videos	TG1-TG7	Videos will be created: an introductory video at the project's start detailing its goals, and a concluding video showcasing the outcomes and key results, both aimed at increasing awareness among stakeholder groups.	2 videos
Events	Workshops and webinars	TG1, TG3, TG4	Workshops and webinars will be held to achieve two primary goals: to consult relevant stakeholders on supply chain models and technologies (WP1 and WP3), and to engage stakeholders within the ecosystem (WP3).	8 workshops, 300 participants in total
	Clustering events	TG6	The methodology developed under WP2 will be promoted in clustering events.	2 clustering events

	Final conference	TG1, TG3	The final conference (M36) will showcase the project's methodology, implementation plan, and pilot results per ecosystem roadmap (developed in WP3).	250 participants
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To assess the KPIs above, the following evaluation methods will be employed:

- **Website Analytics:** An analysis of the website's performance will be carried out by collecting data indicative of website traffic such as page views, average time on page and other data.
- **Social Media Metrics:** Engagement on social media profiles will be tracked and analysed.
- **Registry of Communication, Dissemination, Events and Publications:** Project partners will consolidate their relevant activities in a designated repository established by F6S, which can be found in the Microsoft Teams SharePoint in the following address: **General > Files > Work Package 4&5 > Excel sheet "RISE-SME Registry Communication, Dissemination, Events and Publications"**
- Partners are required to retain evidence (e.g., photographs, documentation, records of participation...) of the conducted activities. The relevant documents should be placed within the Microsoft Teams SharePoint in the following address: **General > Files > Work Package 4&5 > Partners Activities Evidence**

2.3 Partner responsibilities

F6S assumes the role of leader for Work Package 4 (WP4), coordinating closely with ZLC, the project's lead. However, it is crucial to emphasise that the collaboration and active participation of all project partners are essential for the success of these endeavours.

Following this, the following division of responsibilities has been established:

1. **Overall Coordination and Leadership:** F6S will lead the communication, dissemination, and exploitation activities, ensuring strategic planning and coordination across all partners. This includes managing a calendar of partner contributions and sending monthly reminders to ensure all partners are aligned with the project's timelines and objectives.
2. **Content Creation:** WP Leaders hold the responsibility of contributing to the creation of content relevant to their respective work packages. This content will be disseminated through various channels to effectively communicate project activities and outcomes. Each partner's contribution, as outlined in the partner contribution calendar, will ensure a steady and diverse stream of content throughout the project's lifecycle.
3. **Local, National, and European Communication:** All partners are integral in communicating the project's progress and achievements at local, national, and

European levels. This involves actively engaging with relevant stakeholders and disseminating information about RISE-SME through various platforms and networks.

4. **Utilisation of Communication Tools and Channels:** Partners will collaborate in utilising communication tools and channels effectively to ensure broad outreach and engagement. This includes leveraging digital platforms, social media, traditional media, and other promotional materials planned to reach target stakeholders with maximum impact, as detailed in this deliverable.

By distributing responsibilities in this manner and fostering a collaborative approach, the RISE-SME consortium aims to enhance visibility, promote engagement, and facilitate the exploitation of project results for the benefit of SMEs and stakeholders across Europe.

2.4 Monitoring and Revision of D&C&E Strategy

To monitor and revise the D&C&E Plan, the project will employ the following approach:

- **Registry of Communication, Dissemination, Events and Publications:** The Registry, as mentioned in section 2.2.3, will be available to project partners, who will be required to update it periodically.
- **Iterative Development:** The initial version of the D&C&E Plan represents the foundational framework for RISE-SME's communication efforts. However, recognizing the dynamic nature of the RISE-SME project, subsequent iterations are planned to refine and expand upon this strategy.
- **Planned Deliverables:**
 - *D4.2 – D&C&E Plan – Second Version:* This iteration will offer additional details and potential modifications to the D&C&E plan based on the evolving needs of the project and feedback from stakeholders. It will also include a comprehensive list of activities completed to date and a mid-term assessment of progress against the established KPIs.
 - *Deliverable D5.1 – D&C&E Plan and Report on Activities:* This deliverable will present the final version of the D&C&E strategy, with particular emphasis on the exploitation aspect, which may include sensitive information. Additionally, this deliverable will compile all D&C&E activities undertaken throughout the project duration, building upon the framework established in D4.2.

Through this iterative process, we aim to continuously monitor and refine our D&C&E efforts to ensure their alignment with project objectives and stakeholder needs.

3 Communication materials

3.1 Brand identity

Brand image enables brands to become memorable and visually identifiable to their audiences. A robust image should be consistent, attractive, and straightforward, crafting a narrative that extends beyond what is visible. When developed, it must be used consistently across all materials and publications so that the image created does not fade.

The brand image of the RISE-SME project is conveyed through the Project logo, typography, colour palette, brand guidelines, EU disclaimer, templates and other materials. These components will support the development of the entire project and constitute key communication tools. However, the project's brand identity encompasses more than visual identification, as the tone of the previously defined key messages is also integral to the brand image.

3.1.1 Project logo

The logotype stands as the cornerstone of brand identity, and the RISE-SME Project has crafted a unique and identifiable logotype for this purpose. It will serve as the primary visual representation of the project, integral to all communication and dissemination efforts.

The logo developed highlights the name of the project – RISE-SME – but with a diagonal cut. This visual twist represents disruption and ascension: challenging the status quo in current practices and advancing towards strengthening supply chains through the adoption of new methods, opportunities, and overall innovation.

The colours chosen are red/magenta and blue to highlight the industrial nature of the project. In addition to the colour version of the logo, a monochromatic version has been created for use against both dark and light backgrounds.

Figure 1 Main Logo



Figure 2 Monochromatic version



3.1.2 Typography

The lettering chosen for the RISE-SME project is the Poppins font, as its design evokes innovation and precision. This is a font that offers multiple variants.

Poppins Regular:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Other versions:

Poppins Thin: RISE-SME
Poppins Light: RISE-SME
Poppins Italic: RISE-SME
Poppins Bold: RISE-SME
Poppins Black: RISE-SME

This font is available on Google Fonts: <https://fonts.google.com/specimen/Poppins>.

3.1.3 Colour palette

Colours create feelings and perceptions about brands. For this, RISE-SME requires colours that represent the scope of the project and the vision of its impact. The colours chosen, as mentioned above, were red/magenta and blue. There are also other colours identified that can fit the project's mood board.

Table 3 Colour palette

Main colours

The **red/magenta** translates focus and is associated with energy, strength and vitality.

C=22 M=100 Y=65 K=10
R=178 G=27 B=70
#B21B46

The **blue** represents technology and innovation and is associated with resilience.

C=100 M=94 Y=0 K=1
R=0 G=24 B=169
#0018A9

Other colours

C=0 M=99 Y=99 K=0
R=237 G=28 B=34
#ED1C22

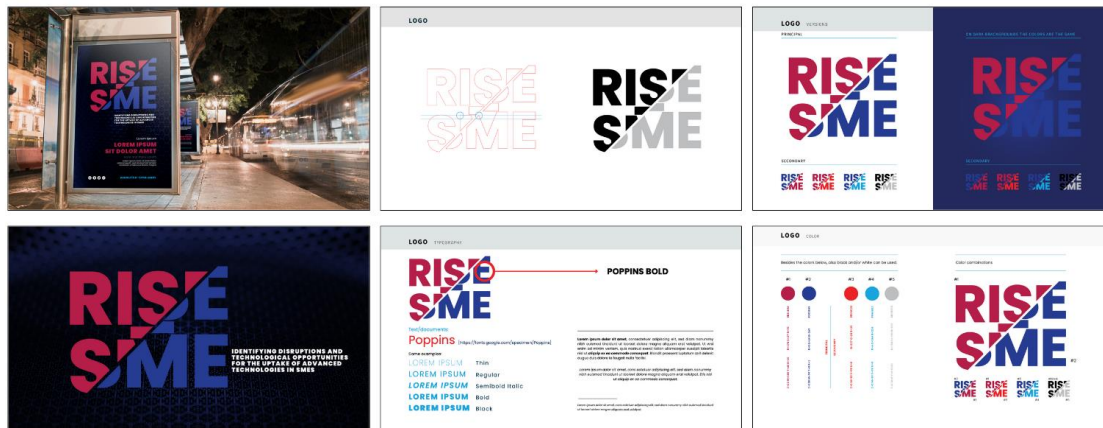
C=0 M=99 Y=99 K=0
R=6 G=166 B=226
#06A6e2

C=0 M=0 Y=0 K=30
R=188 G=190 B=192
#BCBEC0

3.1.4 Brand guidelines

To ensure consistency and effectiveness in the use of the RISE-SME project's brand image, comprehensive Brand Guidelines have been developed. These guidelines offer essential orientation for the consortium, detailing correct application of the brand image across different platforms and media. Principles and standards are meticulously compiled in a document referred to as the Brand Book, designed to uphold the integrity of the project's visual identity and facilitate a unified brand presentation.

Figure 3 Brand Book



The guidelines are available to all partners in the shared consortium folder in: **General > Documents > Templates, logo > PDF file “RISE-SME-Brand Book”**.

3.1.5 EU disclaimer

All communication and dissemination activities should appropriately acknowledge RISE-SME’s EU funding by showcasing the EU emblem and the following text:



This project has received funding from the European Union’s Horizon Europe research and innovation programme under the Grant Agreement number 101138645. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

3.2 Templates

To maintain the project’s image consistency throughout its development, templates compatible with tools commonly utilised by partners have been created. Specifically, two distinct templates for Microsoft Word were developed, recognizing its significance in generating written materials. One simple template is designed for agendas, minutes, and other common documents, while the second is tailored specifically for deliverables. Additionally, a Microsoft PowerPoint template has been crafted for presentations about the project and its outcomes.

These templates are available to the consortium via the shared folder in: **General > Documents > Templates, logo.**

Also, acknowledging the importance of online presence and the impact of social media on the project, templates for LinkedIn and YouTube have also been developed.

3.2.1 Word templates

The Microsoft Word templates have been prepared to ensure that the image of the project is maintained and that there is a good level of usability. To this end, a simplified and flexible template was created, with the EU disclaimer and project logo.

Figure 4 Basic version of Word template

Title 1	Title 2	Title 3
1	5	8
2	6	10
3	7	9
4	8	12
TOTAL	TOTAL	TOTAL

There is also a more complex and complete template for deliverables, which also has the EU disclaimer and project logo, as well as structured sections and examples of tables and graphs. Some of the sections already defined are: executive summary, introduction, purpose and scope, conclusion and references.

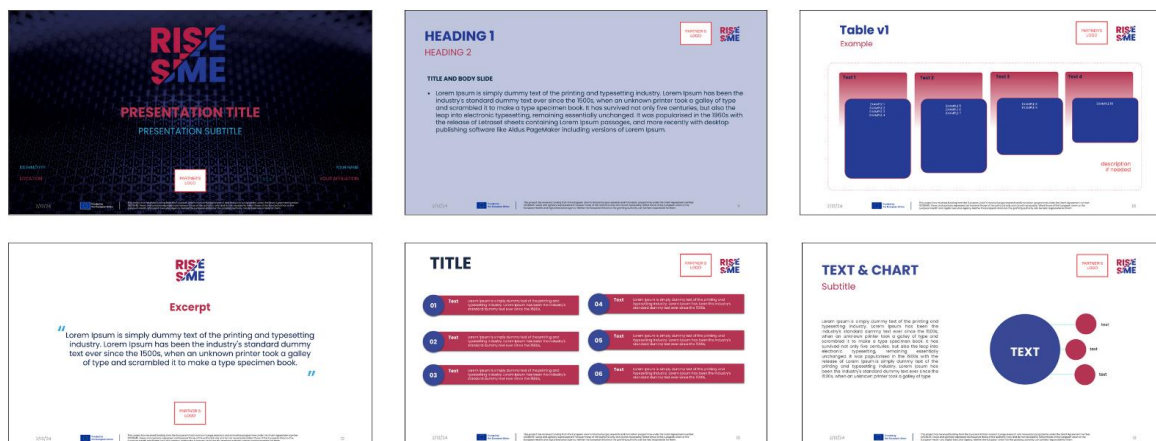
Figure 5 Deliverable Word template



3.2.2 PowerPoint template

The template developed in PowerPoint will serve as the basis for all the project's presentations, whether in internal meetings or at events and conferences. The template has multiple slide options that fit in with the project's image.

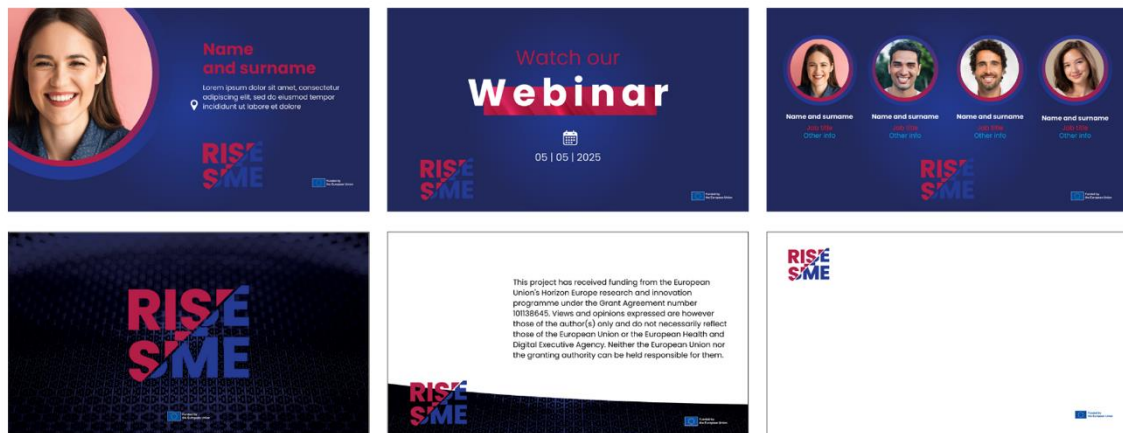
Figure 6 PowerPoint template



3.2.3 Social media visual templates

Maintaining visual consistency across social media platforms is crucial for ensuring the content produced by the project is memorable and trusted. To this end, basic templates have been created for LinkedIn, which will be available in editable format on the Canva website for F6S to use and adapt accordingly to the project's needs.

Figure 7 Social media templates

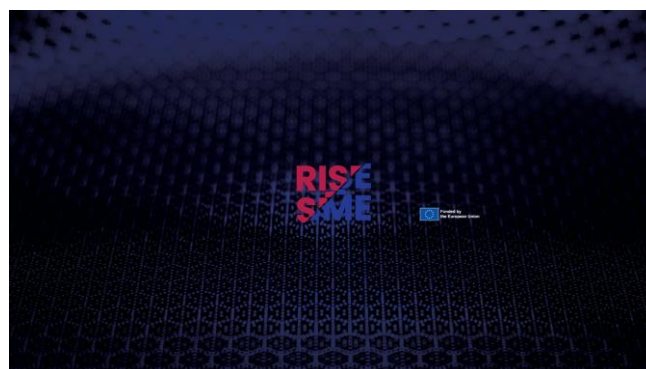


Also, a profile picture and a banner were created and adapted to the sizes of LinkedIn and YouTube.

Figure 8 Profile Picture



Figure 9 Banner



3.3 Print materials

To ensure support for RISE-SME events, brochures and flyers will be designed for different stakeholders and requirements, in a digital format and hard copies.

For the project's digital presence, all produced materials will be available online, on the project's website, on the **"Resources" page > Section "Press Kit"**.

3.4 Press releases

Press releases will be produced to mark the project's milestones and major results. A first press release on the launch of the project has already been disseminated.

Figure 10 First Press Release



Each of these press releases will be uploaded on the website, on the page **"News & Events" > Section "News"**. They will also be available in the project's Microsoft Teams: **General > Work Package 4&5 > Press Releases**. In line with topical news and relevant organised events, partners will give interviews to national television stations, journals, other online media platforms, or specialised magazines (supply chain, digital technology, market/economics, policy and SME-oriented).

3.5 Photographs and videos

To ensure that all the relevant moments of the project are captured and shared, partners will consistently undertake photographic and film coverage. This coverage will occur at events, conferences, presentations and even during internal and progress meetings. These photographs and videos will raise awareness among stakeholders' groups, and should be stored in the Microsoft Teams SharePoint: **General > Files > Work Package 4&5 > Partners Activities Evidence**.

Besides the overall coverage, a minimum of 2 videos will be produced under WP4 & 5, one at the outset of the project outlining what RISE-SME aims to achieve, and another at the end to present the outcomes and main results.

4 Channels

4.1 Website

The project website (<https://rise-sme.eu>) serves as the central hub for all information regarding RISE-SME, featuring sections on the project overview, news, main results and achievements, upcoming and past events, and an archive for produced materials such as reports, articles, newsletters, videos, and documents. The website is structured into the following pages:

- Home
- About RISE-SME
- Partners
- News & Events
- Resources
- Contact Us

Since the project is in its initial phase, additional sections like Deliverables, Main Results and Achievements will be incorporated progressively.

Figure 11 Homepage

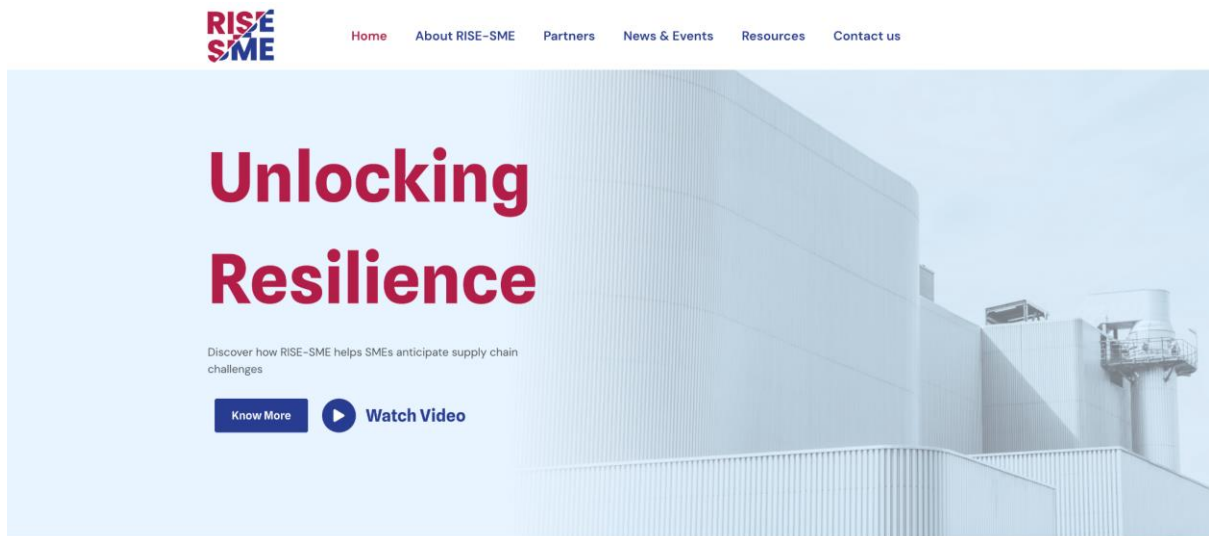


Figure 12 About RISE-SME (1)

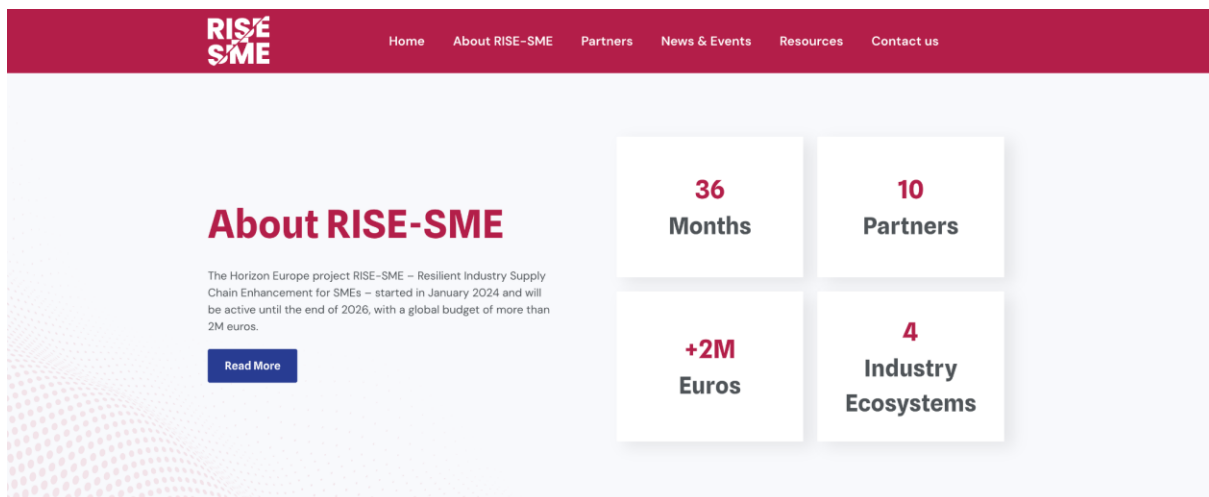
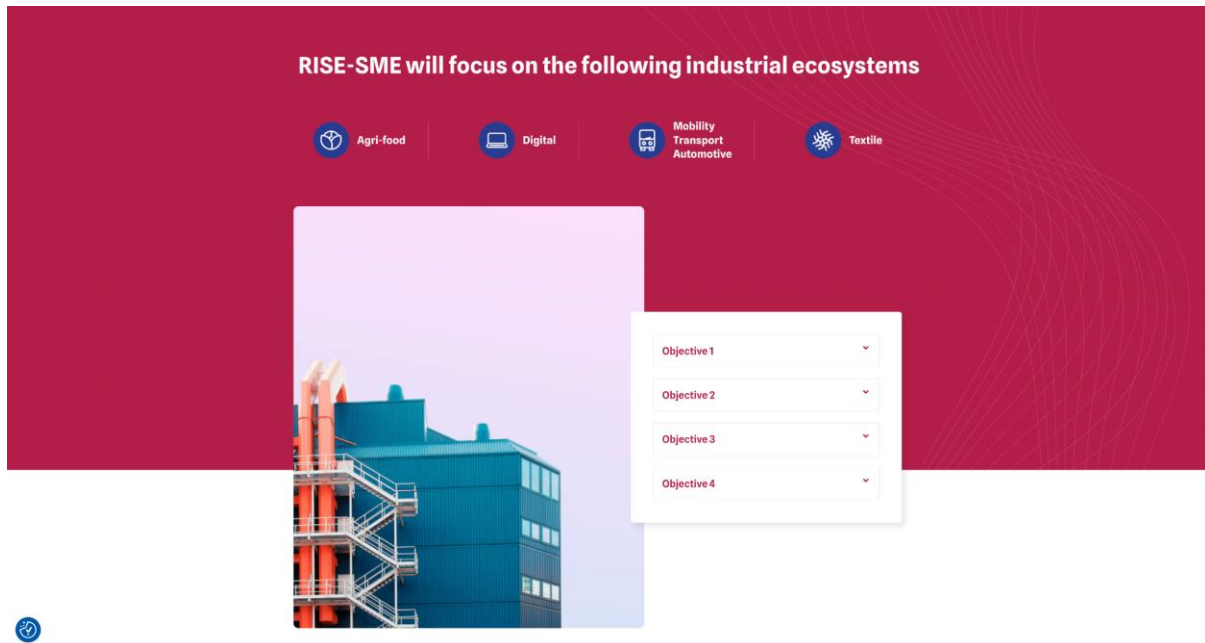


Figure 13 About RISE-SME (2)



To foster engagement, the website will undergo regular updates with new content, be optimised for mobile device use, and maintain readily accessible links to the project's social media channels. This strategy aims to broaden RISE-SME's outreach to both national and international stakeholders.

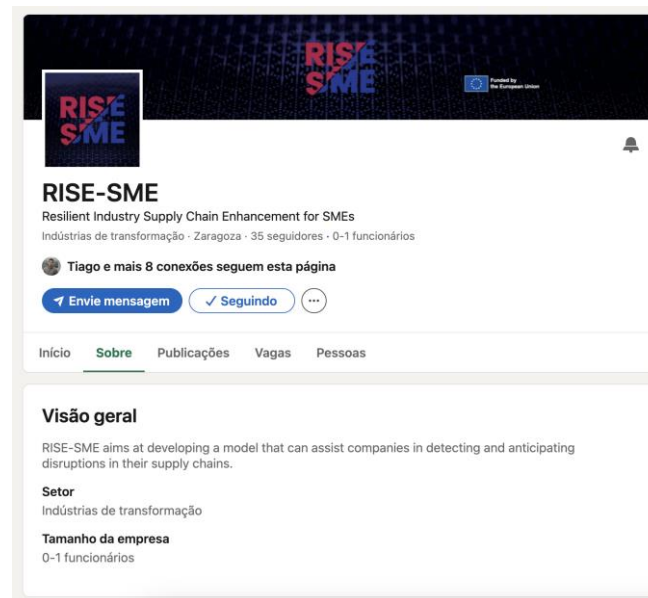
4.2 Social media channels

The project will establish accounts on major social media platforms. Despite the Grant Agreement's initial plan to create a presence on X (formerly Twitter), the consortium has determined that this platform no longer aligns with the strategic goals of the project. Changes to its algorithm and a decline in regular user engagement, including abandonment by online communities, have influenced this decision. Consequently, RISE-SME will focus its social media presence on LinkedIn and YouTube to share up-to-date information about the project, engage in meaningful dialogue with participants, the professional community, and the broader public.

4.2.1 LinkedIn

The LinkedIn Page has been created and can be found here: <https://www.linkedin.com/company/rise-sme/>. LinkedIn will be utilised specially to build communications with the professional community, including SMEs, investors, technical experts, entrepreneurs, researchers, etc.

Figure 14 LinkedIn Page

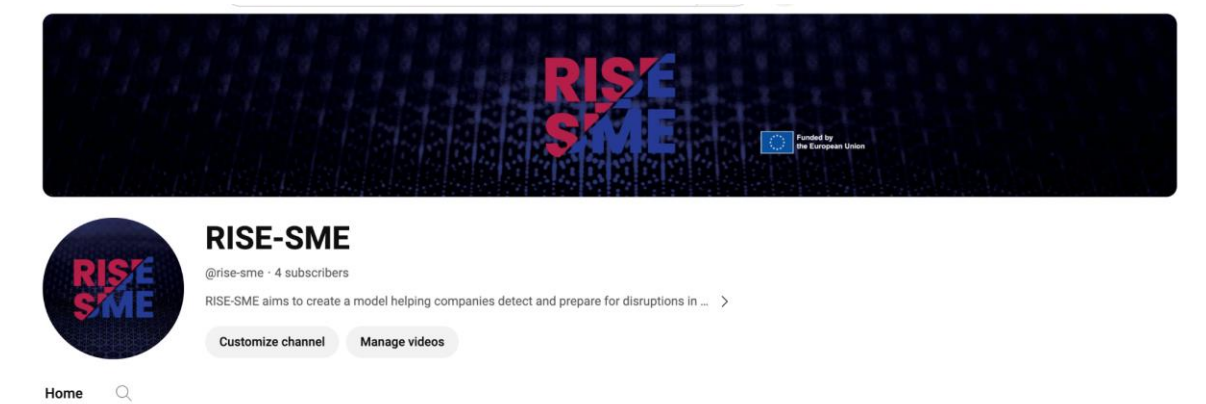


4.2.2 YouTube

Given the production of at least two videos, YouTube emerges as the optimal platform, serving not only as a repository for the videos but also facilitating seamless integration with other channels, including the project's website and LinkedIn.

A YouTube Channel has been created and can be found here: <https://www.youtube.com/channel/UChBYztVos43FKMiCTa8mB7Q>

Figure 15 YouTube Channel



4.3 E-Newsletter

RISE-SME will produce at least 10 newsletters to be circulated globally using a Mailchimp account that has already been created and can store email contacts (newsletter subscriptions). With a quarterly frequency, these e-materials will disseminate the project, its main results, upcoming events and new content. The newsletter will allow the dissemination of RISE-SME among international stakeholders.

4.4 Conferences and Events

Throughout the project's duration, a series of events will be held, including workshops, webinars, clustering events, and a culminating final conference. A minimum of eight workshops and webinars are planned to facilitate stakeholder consultations on supply chain models and technologies, as well as to foster stakeholder engagement within the ecosystem. These events are to be hosted in Brussels and in the countries where consortium clusters and Digital Innovation Hubs (DIHs) are based.

Two clustering events will be organised to disseminate and communicate the developed methodology, creating a unified strategy to enhance visibility.

The RISE-SME final conference aims to showcase the RISE-SME methodology and its pilot implementation plans as per the ecosystem roadmap, targeting all stakeholder groups, including high-level stakeholders, relevant EU networks, and policymakers.

All events will leverage previously produced materials and will be extensively promoted across the project's communication channels to maximise participation. Additionally, coverage of these events will ensure the sharing of outcomes and achievements.

4.5 Publications

Partners will submit scientific content for publication (at least 5) to peer-reviewed journals specialised in the technologies and supply chain sectors, such as **European Journal of Operational Research** and **Computers & Operational Science**.

5 Conclusions

This deliverable serves as the foundational guide for the RISE-SME project's early dissemination, communication, and exploitation efforts, charting a clear path for engaging with key audiences and conveying essential messages. It delineates the strategic approach for brand representation, from establishing a cohesive brand identity with the project logo and typography to selecting targeted communication channels designed to optimise the visibility and impact of the project outcomes.

Moreover, it introduces specific objectives and key performance indicators (KPIs) that will facilitate the measurement of the plan's effectiveness, alongside providing essential templates and tools for consistent and impactful project representation. As a living document poised for iterative updates, Deliverable 4.1 lays the groundwork for dynamic and responsive communication strategies that align with the evolving needs of the project, ensuring that the RISE-SME initiatives resonate widely and effectively with all intended stakeholders. This strategic blueprint aims to bolster the project's goals through focused and effective communication and dissemination activities by all partners.