

D.C.6.2. CEUP 2030 DIGITAL COMMUNICATION KIT UPDATE

Summary report of the communication
activities

03 2021





Project information	
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1. About the project

The CEUP 2030 project addresses specifically to the topic “1. Industry4.0/advanced manufacturing”. The main objective is to generate stable innovation networks, foster a better understanding & to generate improved knowledge & exchange on new technologies relevant for Central Europe Advanced Manufacturing & Industry 4.0 (CAMI4.0) fostering the exploitation & upstreaming of available outputs/results, leading to an upgraded framework for policymaking & implementation. Thus, the project contributes to the related programme specific objective in setting sustainable structures and processes among triple-helix stakeholders for enhancing the innovation capacity in CE and to make the region more competitive for CAMI4.0. For this reason, CEUP 2030 enhances the CE innovation eco system by establishing a sound Trend & Innovation Network (TIN) scheme working on 4 common CAMI4.0 topics and set policy pilot actions for improving the innovation landscape with the RIS3 Round Tables. Furthermore, trainings in the Policy Learning Labs (PLL) & the elaborated tech radars (in the Policy Intelligence Dashboard [PID]) also increase the innovation capacity. Joint future robust strategies for 2021-2027 and action plans push innovation in a long-term view but with immediate proven test cases to check the relevance for practice. CEUP 2030 involves 30 CE/EU regions and 100 stakeholders from different target groups directly in the project work and addresses at least 250 further ones via conferences.

2. Introduction

This document main aim is to collect and summarize all types of digital activities, including website and social media contents, publications about professional work. Thanks to this we can give a complete overview about the results and the successfulness of the communication work package.

Based on the description in the AF during the communication activities the leader of the communication work package had to ensure the sustainable and effective implementation of the followings:

- continuous update of the website
- digital content publications
- LinkedIn and social media posts - content on PLLs, TINs, Tech Radars, RIS3 Round Tables, conferences

3. Digital communication in the second project period

The digital communication aims at reaching the relevant target groups in order to fulfil the defined communication objectives.

CEUP 2030 project digital communication aims to offer the project a wide visibility, to promote its main objectives, main results, activities, and project related events towards various target groups. For a successful external and digital communication, CEUP 2030 consortium successfully uses a lot of communication tools like poster, leaflet, and roll-up but to be able to communicate the project results successfully the project also uses some digital tools (official project webpage, social media platforms).



3.1. Project website

Peoples' habits are changing. Many are now exclusively looking for information online, therefore the project website becomes an important carrier of information not only about the project and its activities but also about the activities of the partners connected to the project (e.g. presentation of the results of the project in regional and national level too, and project related learning experiences gained by the partners) and as well as activities taking place on national level. The website is thus the natural place for transparently publishing information about the project. Users will be intuitively guided through available content via a clear layout and straightforward navigation. Interactive, barrier-free accessibility and responsiveness will be fully integrated into the website to enable also disabled users to access all information. The responsive, portable device-friendly design will closely reflect the programme's brand identity and allow a smooth integration of social media. It makes available all relevant outputs of the project to stakeholders in a document library. Regular monitoring and continuous web development ensure that the user experience had been maintained and/or improved over the project lifetime. Last but not least it is worth mentioning, that, we are monitoring the unique page views in each period to be able to fulfil the connected communication result indicator namely:

Communication result indicator	Measurement unit	Target	Explanations
Unique visits to the project website (digital reach; monthly average in the reporting period)	Number of Stakeholders reached	200,00	Each PP commits itself to link the CEUP 2030 official project website to its homepage, mirroring critical results. PPs provide insights into project relevant activities (news, events, bilateral engagements) to both home & group website (to optimise traffic). All published results, all social media profiles will include the website link clearly displayed. Target value has been determined based on PPs own analytics from home page & previous project rates via this channel.

Table 1 Communication result indicator

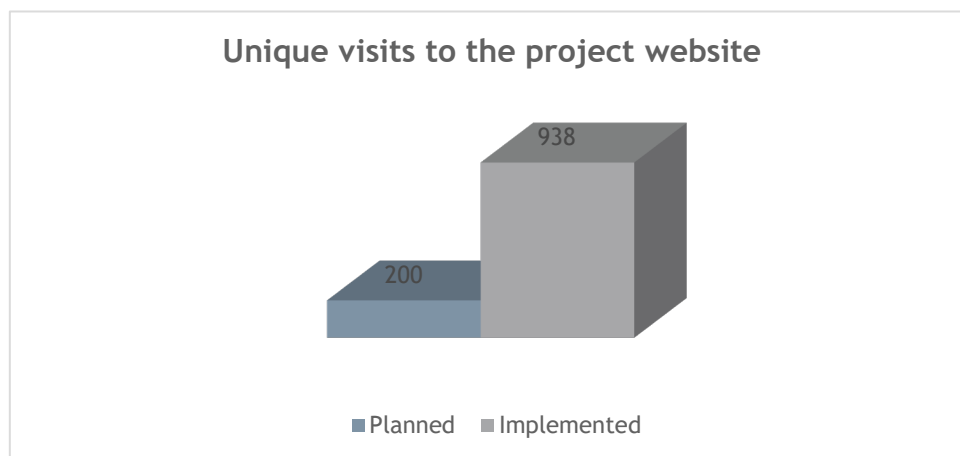


Figure 1 Unique visit to the project website

// Measurement unit: number of stakeholders reached; Examined time period: 01.03.2020-03.03.2021//

As we can see in Figure 1 the planned number of stakeholders reached was 200 connected to the previously mentioned communication result indicator - Unique visits to the project website (digital reach; monthly



average in the reporting period), during the 01.03.2020-03.03.2021 period of the project we implemented (more than the planned indicator) 938.

During the project lifetime to be able to communicate affectively the gained results, PBN as a leader of the communication work package constantly communicating with the project partners, therefore it would be possible to communicate the results of each partners connected to the project.

On the webpage we can distinguish different kind of parts to be able to communicate in a more proper way.

These are the following parts of the webpage:

1. About the project

In this section a short project introduction had been placed, therefore when somebody visit the project website, they can immediately know the main aims of the project.

2. News

In this section firstly it is available the last 3 news connected to the project, and in the 4th section it is available the archive of the news, where the entire project related news had been stored and linked.

3. Satisfaction Survey

Under this label, the visitor can find the QR code of our satisfaction survey. Next to the QR code, we shared the opinion of the participants connected to our already organized events.

4. Events

In the events section the method is the same as in the news section. The first 3 part contains the 3 latest events connected to the projects. And in the archive part all the previously organized and connected events can be founded.

5. Industry 4.0 topics in CE

The purpose of this section is to provide a description connected to the four main topics of CAMI4.0: Intelligent Production Systems, Automation & Robotics, Smart Materials and Artificial Intelligence. These topics have been selected in the framework of CEUP2030 project, since they have been recognized as the most strategic topics to be developed in the Central Europe area to maintain the competitiveness of

6. Project duration

Here it is available the starting date and the end date of the project.

7. Project activities

It contains the summary of the project main activities divided into work packages.

8. Project partners

Here, it had been represented all project partners' institution name and contact person.

9. Contact

The lead partner, the communication manager and the financial manager contact details had been founded here, to be able to reach them if some question will arise.



3.2. Social media activities

Social media is generally defined as a group of internet-based applications that allow the creation and exchange of user-generated content. It will be managed by the communication work using an easy-to-understand, non-technical language where possible. The main language of the communication through social media is English. Social media activities are aimed at increase of the awareness on the project generating traffic to the website. The project’s Facebook page is directed at a wider and more general audience. It offers snippets of news usually based on information provided on the project website. Posts will include photos, infographics, videos and other content that encourages dialogue and discussion between the partners and the stakeholders. The LinkedIn used to strengthen exchange and networking between potential stakeholders, encouraging exchange and networking of project achievements. Additionally, news and stories posted on Facebook are to be spread also via LinkedIn, thus increasing traffic to the project website.

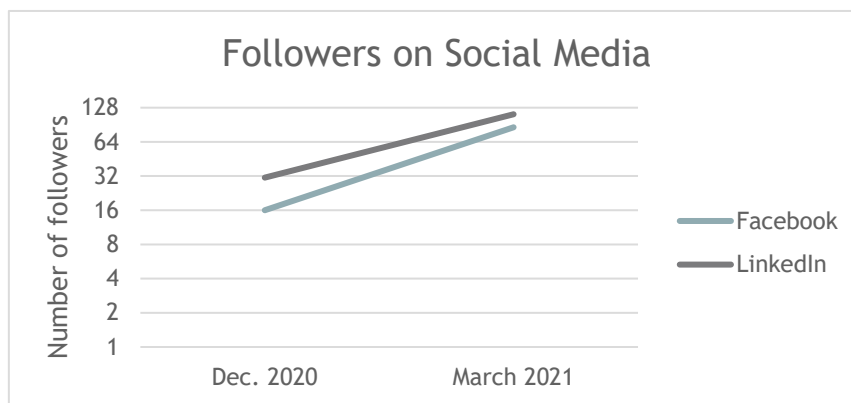


Figure 2 Followers on Social Media

3.3. Media relations

Media relations include all kind of activities leading to the publication of information about the project in printed or digital news media, such as media releases and conferences, journalist onsite visits, editorial office visits, etc. As a general principle, the project did not pay for any publication of information in news media.

It so important to intensify relations with the national media through national contact points to be able to communicate the project achievements. These publications can be founded on social media platforms, or online media channel, but sometimes the partners had a chance to disseminate our results through printed media also.

The following media relations had been implemented in this period by the project partners:

- (1) With the contribution of Verein Industrie 4.0 Österreich (PP3- PIA) a digital press release appeared about a transnational CEUP 2030 Policy Learning Lab in December. The article is available on the website of the organization: <https://plattformindustrie40.at/ki-politikinstrumente-good-practices/>. It was written in German language and it emphasized the importance of industry 4.0, and gives a comprehensive description about the transnational policy learning lab and about the high quality presentations.



- (2) AFIL (Associazione Fabbrica Intelligente Lombardia) was invited to present CEUP2030 and TINs scheme for international audience under the frame of S3HUBsinCE project. In the video “Artificial Intelligence: EU strategies on one of the most disruptive technologies of the 21st century” a reference can be found to CEUP2030 starting at 1.20 min, posted by Consorzio Intellimech. <https://www.linkedin.com/feed/update/urn:li:activity:6767369580831637505/>