

## D8.1. Dissemination & communication strategy

Actual Submission Date: **31/05/2025**

Produced by: Institute of Entrepreneurship Development (iED)

# Accurate

<https://accurateproject.eu/>

**HORIZON-CL4-2023-TWIN-TRANSITION-01-07: TWIN GREEN AND DIGITAL TRANSITION  
2023**

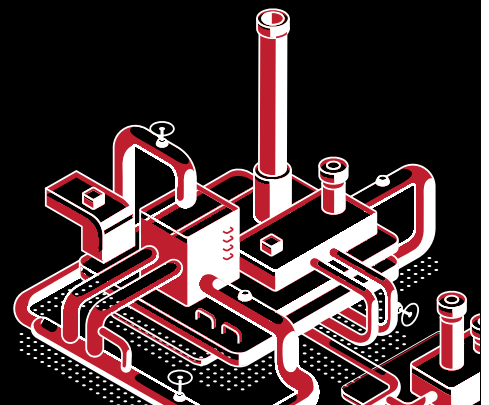
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**DELIVERABLE FACTSHEET**

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<b>Dissemination level</b>	
<b>x</b>	PU = Public
	PP = Restricted to other programme participants (including the EC)
	RE = Restricted to a group of the consortium (including the EC)
	CO = Confidential, only members of the consortium (including the EC)

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**Terms and abbreviations**

GP	General public
KPIs	Key Performance Indicators
MaaS	Manufacturing as a Service
PM	Policy Makers
RP	Research Projects
SC	Scientific Community

## **Public Summary**

The ACCURATE project is dedicated to transforming the European manufacturing sector by delivering resilient and sustainable Manufacturing as a Service (MAAS) solutions. These innovations aim to enhance the competitiveness, performance stability, and sustainability of manufacturing companies and value chains, enabling them to better navigate both long-term disruptions and immediate challenges. This deliverable, D8.1, presents the project's Dissemination and Communication Strategy, which is a carefully crafted plan to ensure wide visibility and engagement with diverse stakeholder groups including industry professionals, researchers, policymakers, and the general public. The strategy outlines key communication channels and activities such as scientific publications, conferences, digital media campaigns, workshops, and collaboration with EU initiatives and networks. Through these efforts, ACCURATE seeks to facilitate knowledge sharing, foster collaboration, and support the exploitation and uptake of project results, ultimately contributing to the digital transformation and sustainable growth of Europe's manufacturing industry.

## 0 Introduction

### 0.1 About this deliverable (D8.1)

This document compiles and presents the dissemination and communication strategy for the ACCURATE project. It considers the preliminary information presented in the project proposal, which has since then been adapted according to the changing social, research, and project execution conditions, as well as the preparatory activities of the project. Clear, specific, and measurable objectives are key to the success of any communications strategy.

### 0.2 Document structure

The document is organized into **six main sections** to comprehensively present the **ACCURATE project's communication and dissemination strategy**. It begins with **introductory information**, including terms and abbreviations, a public summary, and an overview of the deliverable's purpose and its connection to other tasks. The **first section** details the overall communication and dissemination strategy, covering objectives, target audiences, key messages, branding, and online presence. This is followed by the action plan (**section two**) outlining dissemination activities, key performance indicators, and contingency plans. The **third section** focuses on specific communication activities such as platform development, social media campaigns, newsletters, and engagement with EU platforms and industry. The dissemination activities section (**section four**) highlights events, publications, workshops, and participation in major industry forums, as well as integration into relevant marketplaces. Open science practices are addressed in the **fifth section**, emphasizing transparency and compliance with EU open access policies. Finally, the document concludes with a section on monitoring, evaluation, and reporting (**sixth section**), describing methods to assess the effectiveness and impact of dissemination efforts throughout the project lifecycle.

### 0.3 Relation with other tasks and deliverables

**Deliverable 8.1 – Dissemination & Communication Strategy** acts as the foundational document guiding all dissemination and communication efforts across the ACCURATE project. It is closely interconnected with the other WP8 deliverables and integrates inputs from multiple work packages to ensure a coherent and effective outreach approach.

- Link with D8.3, 8.4 (Exploitation Pathway and IPR Methodology):

The dissemination and communication strategy (D8.1) informs and supports the exploitation activities outlined in D8.3, 8.4 by identifying key messages, target audiences, and communication channels that maximize the impact and uptake of ACCURATE's research outputs. Coordination ensures that dissemination efforts align with intellectual property rights management and commercialization pathways.

- Link with D8.5, 8.6 (Stakeholder Engagement Strategy):

Effective dissemination depends heavily on understanding and engaging the relevant stakeholders. D8.1 works in synergy with D8.5, 8.6 by utilizing stakeholder mapping and

engagement plans to tailor communication efforts and ensure targeted dissemination towards industry, policymakers, researchers, and other key actors. Regular feedback from stakeholder interactions enriches the communication strategy.

- Link with D8.7, 8.8 (Standardization Methodology):

Dissemination activities outlined in D8.1 incorporate updates on standardization progress, promoting ACCURATE’s alignment with relevant industry standards. This connection ensures that the project’s communications highlight compliance and contribute to awareness and adoption of these standards within the broader manufacturing community.

### 1 ACCURATE Communication and Dissemination Strategy

Dissemination activities address raising awareness and getting the necessary feedback, as well as building understanding and facilitating adoption of project results by the different stakeholder groups who can directly benefit from the project. Dissemination activities are performed at different geographical levels (i.e., local, regional, and European). The Plan for Dissemination and Communication strategy defines the identification and classification of the target audience, the dissemination methods and goals, the schedule and complementarity of the activities, the measures to assess the impact of the dissemination activities, and the conditions to follow to ensure proper dissemination of the generated knowledge with regards to confidentiality, publication, and use of the knowledge.

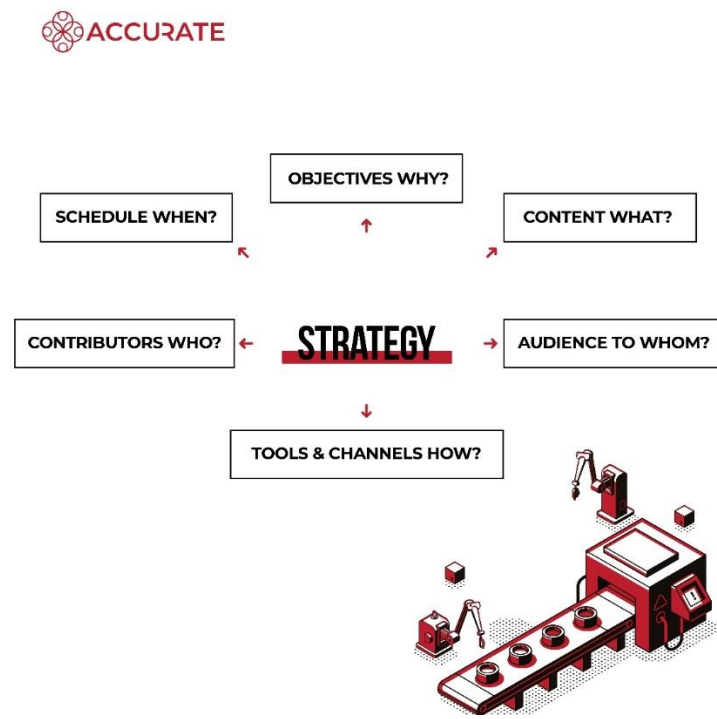


Figure 1: Overview of Communication and Dissemination Strategy

## 1.1 Scopes and objectives

The objectives of the dissemination and communication strategy for the project ACCURATE are to:

### 1. Maximize project impact and visibility

To increase the project's visibility and amplify its impact by disseminating information about its goals, achievements, outcomes, and benefits to key stakeholders, including the manufacturing industry, technology providers, the scientific community, policy makers, business accelerators, standardization bodies, and the general public.

### 2. Ensure effective dissemination and communication

To identify and utilize strategic and appropriate dissemination and communication channels tailored to the needs of different target audiences, ensuring the project's messages are effectively conveyed at local, national, and EU levels.

### 3. Support project objectives through dissemination activities

To contribute directly to achieving the project's broader objectives through well-planned and relevant dissemination efforts aligned with the project's overall strategy.

### 4. Expand stakeholder engagement and the ACCURATE ecosystem

To continuously identify and engage additional relevant target groups and stakeholders, thereby fostering the growth and sustainability of the ACCURATE ecosystem.

### 5. Implement optimal technology and innovation management

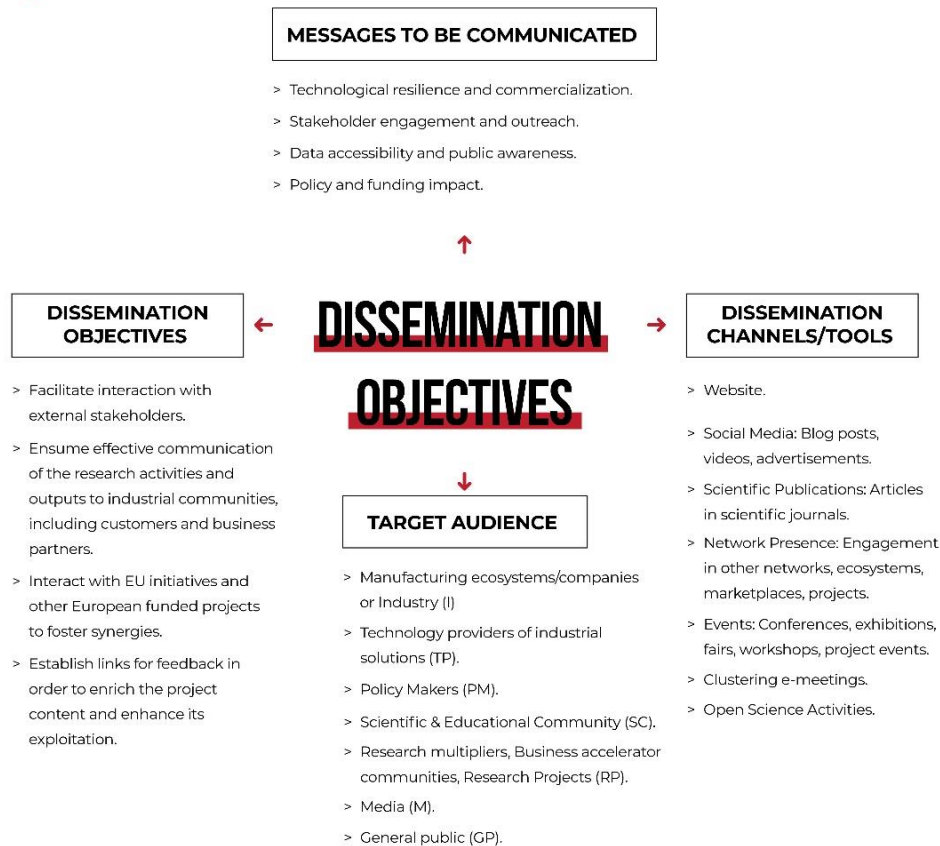
To conduct value chain gap analysis and implement effective innovation management practices, including the development of business plans and IPR strategies, to ensure the project's results are effectively managed and deployed.

### 6. Maximize exploitation and market readiness

To facilitate the exploitation of project results by supporting access to market and financing opportunities, ensuring a clear path from research to real-world application.

### 7. Establish and monitor Key Performance Indicators (KPIs)

To define and monitor dissemination-specific KPIs that measure the success and effectiveness of communication, stakeholder engagement, and impact activities throughout the project's lifecycle.



**Figure 2: Overview of Communication and Dissemination Objectives**

## 1.2 Target audience

The ACCURATE project addresses a wide range of stakeholder groups, each playing a key role in the uptake, exploitation, and sustainability of the project's results.

### 1. Manufacturing industry and end users

Includes industrial manufacturers, technology adopters, and end users who stand to benefit from ACCURATE solutions. Communication will highlight:

- Technical feasibility and industrial benefits
- Pilot results and validated use cases
- Participation in trade fairs and industry-specific events

### 2. Technology providers and solution developers

Targets integrators, equipment manufacturers, and developers of digital/automation tools. Activities will focus on:

- Technical interoperability and integration opportunities
- Joint exploitation potential
- Involvement in technology showcases and demonstrations

### **3. Scientific and research community**

Covers universities, research centres, and domain experts in robotics, AI, energy systems, and smart manufacturing. Dissemination includes:

- Peer-reviewed publications and open-access research
- Conference presentations and technical workshops
- Research collaboration and data sharing

### **4. Policy makers and regulatory bodies**

Addresses national and EU-level institutions responsible for industrial, digital, and sustainability policy. Engagement will involve:

- Policy briefs and position papers
- Participation in relevant policy events and consultations
- Evidence-based insights supporting EU strategies (e.g., Digital Europe)

### **5. Business accelerators and financial stakeholders**

Includes incubators, venture capitalists, and innovation support actors. Focus will be on:

- Business models and investment-ready outcomes
- Exploitation roadmaps and commercialization pathways
- Visibility in investor forums and start-up networks

### **6. Standardization bodies**

Targets relevant working groups and committees developing or maintaining industrial standards. Contributions will include:

- Technical documentation and interoperability guidance
- Recommendations for pre-normative activities
- Participation in relevant standardization initiatives

### **7. General public and civil society**

Ensures openness and transparency about the project's goals and benefits. Public-facing dissemination will include:

- Social media updates, news items, and short videos
- Website content in accessible language
- Public engagement at local, national, and EU levels

The Excel document "ACCURATE Stakeholder Mapping" (figure 3) contains a detailed stakeholder mapping for the ACCURATE project, categorizing key groups such as

manufacturing companies, technology providers, policymakers, researchers, business accelerators, media, and the general public. It outlines their roles, interests, and relevance to the project, serving as a strategic tool to tailor communication and dissemination efforts effectively across different audiences.



No	Target groups	Description	How to reach them	Key message
1	Manufacturing companies/ Industry (I)	Private companies, assembly and production line managers and workers. Factory owners and their teams OR Industry associations looking into establishing industrial data spaces (e.g. EuProGigant, Catena-X)	Project events / workshops, online and face-to-face, social media, marketplaces of solutions.	ACCURATE technologies increase the resiliency of manufacturing/ value networks in case of unforeseen events. Presentation of advantages for factory owners as future endusers to pave the way for post-project commercialisation
2	Technology providers of industrial solutions (TP)	Private companies participating to digitalise industry by providing latest AI-based technologies	Exhibitions, fairs, workshops, media, articles and conferences, marketplaces of solutions.	Exploit, further develop and commercialise ACCURATE technologies
3	Policy Makers (PM)	EP ITRE Committee, DG CONNECT, the European External Action Service (EEAS), The European Organisation for Security (EOS), Ministries working with Data and Ministries working towards citizens' protection,	Invitation to project events and workshops, online and face to face meetings, social media.	Invitation to project events and workshops, online and face to face meetings, social media.
4	Scientific & Educational Community (SC)	Manufacturing researcher experts, data scientists, circular economy expert, simulation experts, University students, early entry professionals <small>EIT Manufacturing, EDHs and DIHs of the</small>	Publications, conferences, workshops, networks, clustering, marketplaces	All data and information created /collected during the project, not bound to IPR constraints, will be available.

Figure 3: ACCURATE Stakeholder Mapping

### 1.3 Key Messages and Target Groups

The success of the ACCURATE project hinges on delivering targeted, clear, and relevant messages to well-defined audiences. Recognizing the diverse stakeholders involved and impacted by the project, ACCURATE tailors its outreach strategies and messages to primary target groups: industry and market actors, the scientific community, policymakers, and the general public.

Each of these groups has distinct information needs, expectations, and levels of technical knowledge. ACCURATE's communication approach addresses these specificities to maximize engagement, foster trust, and promote the uptake and use of project results.

Table 1 outlines the primary target groups identified in the ACCURATE project, along with their key needs and the tailored messages designed to engage and inform them effectively.

Table 1: Overview of ACCURATE target groups

Target groups	How to reach them	Key message
<b>Manufacturing companies/ Industry (I):</b> Private companies, assembly and production line managers and workers. Factory owners and their teams OR Industry associations looking into establishing industrial data spaces (e.g. EuProGigant, Catena-X)	Project events / workshops, online and face-to-face, social media, marketplaces of solutions.	ACCURATE technologies increase the resiliency of manufacturing/ value networks in case of unforeseen events. Presentation of advantages for factory owners as future end-users to pave the way for post-project commercialisation

<p><b>Technology providers of industrial solutions (TP):</b> Private companies participating to digitalise industry by providing latest AI-based technologies</p>	<p>Exhibitions, fairs, workshops, media, articles and conferences, marketplaces of solutions.</p>	<p>Exploit, further develop and commercialise ACCURATE technologies.</p>
<p><b>Policy Makers (PM):</b> EP ITRE Committee, DG CONNECT, the European External Action Service (EEAS), The European Organisation for Security (EOS), Ministries working with Data and Ministries working towards citizens' protection,</p>	<p>Invitation to project events and workshops, online and face to face meetings, social media.</p>	<p>Amplifying the messages sent out to policymakers via website and social media.</p>
<p><b>Scientific Community (SC):</b> Manufacturing researcher experts, data scientists, circular economy expert, simulation experts</p>	<p>Publications, conferences, workshops, networks, clustering, marketplaces</p>	<p>All data and information created /collected during the project, not bound to IPR constraints, will be available.</p>
<p><b>Research multipliers, Business accelerators communities, Research Projects (RP):</b> EIT Manufacturing, EDIHs and DIHs of the manufacturing and industrial sectors, AI and cybersecurity, Competence Centers, Horizon Europe, Horizon 2020 and other EU programmes addressing innovative industrial technologies.</p>	<p>Clustering activities, common workshops/ dissemination activities</p>	<p>Leverage partnerships to maximise impact and reach as many stakeholders as possible.</p>
<p><b>Media (M):</b> Websites, YouTube, internet / social media, local TV, newspapers, online blogs.</p>	<p>Articles, blog posts, videos, advertisements.</p>	<p>To further amplify the project messages and reach the general public</p>
<p><b>General public (GP):</b> EU Citizens interested in understanding the digitalization of industry</p>	<p>Social media, public events, publications, videos, websites, podcasts.</p>	<p>EU funding allow better resiliency of industry</p>

### 1.4 Branding identity

Establishing a clear and coherent project identity is essential for ensuring consistency, visibility, and recognition across all communication, dissemination, and exploitation activities. The ACCURATE identity embodies the project’s commitment to advancing precision, innovation, and impact within the industrial technology ecosystem.

At the heart of this identity is the ACCURATE logo (*Figure 4*), which visually represents the project's values of collaboration, technology excellence, and European-level ambition. The

logo is available in three distinct versions — full-colour, black, and white — to ensure flexibility and adaptability across various communication formats and channels:

**Full-colour version:** This is the primary logo and is used across digital platforms (e.g., project website, social media), presentation decks, newsletters, and printed materials when full-colour reproduction is available.

**White version:** Designed for use on dark or colored backgrounds, such as website headers, social media banners, and promotional visuals, where contrast is essential to maintain visibility and legibility.

This consistent use of the ACCURATE visual identity ensures strong brand recognition and reinforces the project’s presence across all stakeholder and public-facing communications.



Figure 4: The ACCURATE logo versions

To ensure professional, consistent, and unified communication across all channels, the following branded materials have been developed in alignment with the ACCURATE visual identity:

**Official Word Template (Figure 5):** A standardized template for all project documents and deliverables, ensuring coherence in formatting and presentation across consortium outputs.

**PowerPoint Presentation Template (Figure 6):** A visually aligned slide deck format to be used in all internal and external project-related meetings, events, and presentations, supporting a consistent and recognizable project image.

**Social Media Visuals (Figure 7):** Custom-designed profile pictures and cover images for the project’s LinkedIn and YouTube accounts, tailored to reflect the ACCURATE branding and ensure a cohesive and professional online presence.

These materials contribute to reinforcing the project’s identity and enhancing its visibility and impact across diverse dissemination and communication contexts.

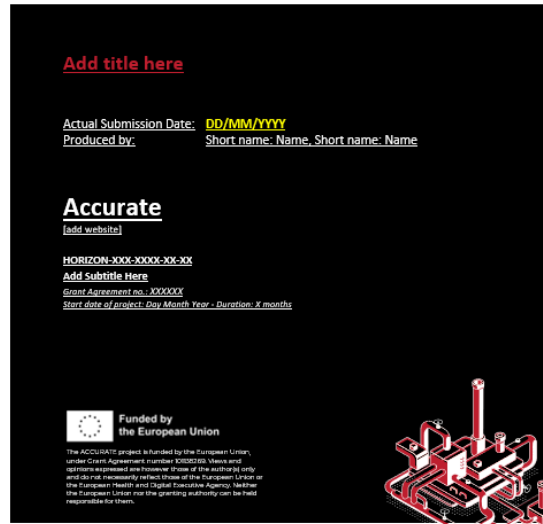
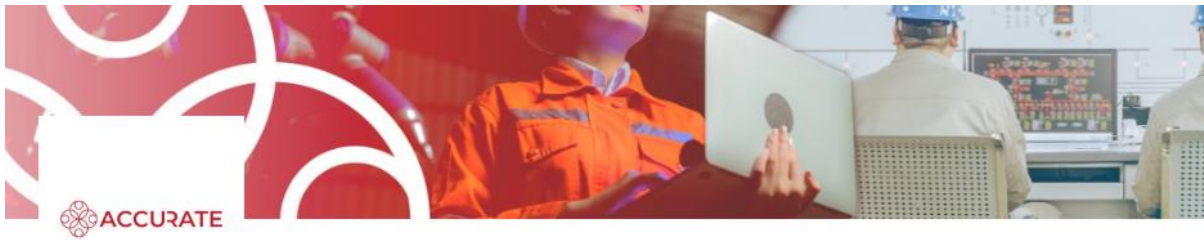


Figure 5: The ACCURATE word template



Figure 6: The ACCURATE ppt template



## ACCURATE Project

Achieving Resilience Through Manufacturing as a Service, Digital Twins, and Ecosystems.

Non-profit Organizations · 456 followers · 2-10 employees

Figure 7: Social Media Accounts Branding

### 1.5 ACCURATE project website

The official **ACCURATE project website** ([www accuratoproject.eu](http://www accuratoproject.eu)) is a primary dissemination and communication tool, serving as a dynamic platform to inform, engage, and connect with stakeholders across Europe and beyond. It is designed to ensure high visibility of the project's objectives, activities, and outcomes.

Key features of the website include:

- **Clear project overview:** An accessible summary of the project's goals expected impacts, and its relevance to the European industrial and innovation landscape.
- **Partner information:** Detailed profiles of the consortium members, highlighting the collaborative and multidisciplinary nature of the project.
- **Work Package structure:** A section dedicated to explaining the project's technical and strategic structure, including its key areas of work.
- **News & Events:** Regular updates on project progress, participation in industry and scientific events, and other dissemination actions.
- **Public outputs:** A dedicated space for downloadable deliverables, publications, and other public-facing documents to ensure transparency and knowledge sharing.
- **Contact and social media:** Links to the project's LinkedIn and YouTube profiles, as well as contact information to facilitate interaction with the wider community.

The website is regularly maintained and updated to reflect ongoing progress, new results, and upcoming activities.

**The website includes the official EU funding disclaimer**, in accordance with Horizon Europe communication and visibility requirements. This ensures compliance and acknowledges the support received from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101138269.

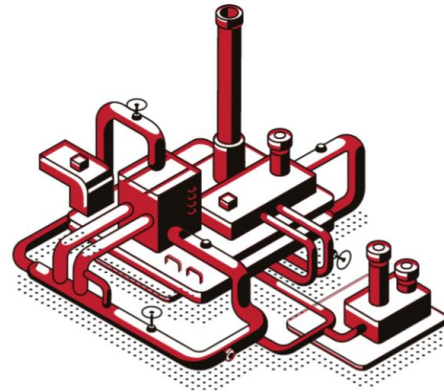



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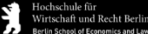



  
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Start: 01/12/2023  
Finish: 30/11/2026

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in X

Figure 8: ACCURATE Website

### 1.6 ACCURATE Social Media pages

To effectively communicate the ACCURATE project’s progress, results, events, and activities, dedicated social media accounts have been created on LinkedIn and X (Twitter). These

platforms aim to foster ongoing engagement with target audiences and drive traffic to the project's official website.

The project's social media profiles were established at the beginning of the project, and the official links are:

- **LinkedIn:** <https://www.linkedin.com/company/accurate-project/>
- **X (Twitter):** <https://twitter.com/AccurateEU>

Responsibility for the maintenance and administration of these social media accounts will be shared among all project partners. Each partner will be granted administrative or moderator access to ensure collaborative management.

All partners are encouraged to actively contribute by sharing relevant content, such as articles, videos, news, and updates related to the project.

To support consistency and effectiveness across platforms, the Dissemination Leader will develop and distribute a set of social media guidelines to all stakeholders.

## **1.7 Acknowledgement of EU Support**

Acknowledging the support of the European Union is a fundamental requirement for all communication, dissemination, and visibility activities carried out under the ACCURATE project. These obligations are outlined in Article 17 of the Horizon Europe Grant Agreement – Communication, Dissemination, and Visibility, and will be strictly followed by all consortium partners.

To ensure proper recognition of EU support and full compliance with Horizon Europe communication rules, the following elements will be included in all ACCURATE-related communication and dissemination materials:

### **Use of the EU Emblem**

The EU emblem will be prominently displayed on all project materials intended for public distribution, including:

- The project website and social media channels
- Newsletters, brochures, posters, and flyers
- Public deliverables, reports, and white papers
- Presentations, press releases, and event-related materials

The emblem will be used in accordance with the European Commission's visual identity guidelines to ensure consistent and appropriate visibility across all outputs.

### **EU Funding Statement**

All written materials will include the following funding acknowledgement:

*This [document, article, website, etc.] was produced in the course of the ACCURATE project, which received funding from the Horizon Europe Programme of the European Union under Grant Agreement no 101138269.*

This statement will be placed in a visible section of each material, typically near the EU emblem or in the acknowledgements section.

### **EU Disclaimer**

To ensure clarity and transparency, the following disclaimer will be included in all ACCURATE dissemination outputs, including publications, presentations, and digital content:

*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 Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.*

## **2 Action Plan for Dissemination and Communication**

### **2.1 Planning of the project's dissemination strategy**

Systematic communication and dissemination support the development of project activities. The dissemination measures require a summary of the progress of the project at certain intervals. On the other hand, dissemination sets intermediate goals for the project. If dissemination activities really engage and influence the intended target groups, they can provide critical feedback at different stages of the project and thus, ensure that the project is progressing in the right direction.

The main purpose of the Dissemination and Communication Plan is to ensure that those who can contribute to the development, evaluation uptake and exploitation of the project outcomes, can be identified and encouraged to interact with the consortium on a regular and systematic basis. For this purpose, it will ensure that the project's research and practical outcomes are widely disseminated to the appropriate target audiences, at appropriate times along the project lifecycle, and particularly at key milestones, via appropriate methods.

It is important to maximize the impact on stakeholders outside the project consortium, to ensure that:

- The project is focused on the innovation needs of the sectors.
- The knowledge gained is available to all interested parties.
- The project outputs can be adequately exploited.

Dissemination activities address raising awareness and getting the necessary feedback, as well as building understanding and facilitating adoption of project results by the different stakeholder groups who can directly benefit from the project. Communication activities complement the dissemination activities towards increasing the outreach of the project's results and enhancing its visibility to stakeholders out of the core target groups who can directly benefit from the project and permitting a two-way exchange.

As emphasized in the Horizon Europe Work Programme 2023-2024, effective communication is strategically planned rather than being ad-hoc. Accordingly, the objectives of the dissemination and communication activities are systematically deployed in stages throughout the project's lifetime. In addition to the central objective specified above, other objectives will be targeted in these stages as follows:

### **Stage 1 (M1-M8) | MS1**

Objective: Lay Foundation of General Awareness

- Inform, promote, and communicate the project to achieve visibility and engage stakeholders.
- Generate market demand and showcase the success of European collaboration.
- Broaden awareness of the project's activities, outcomes, and advantages across various platforms.
- Create dissemination materials tailored to specific contributions and expertise within the development process.

### **Stage 2 (M8-M14) | MS2,3**

Objective: Promote Deeper Understanding

- Promote a deeper understanding of new knowledge and results for various audiences who can benefit from the project.

### **Stage 3 (M14-M22) | MS4**

Objective: Highlight Technical Milestones

- Communicate the completion of technical milestones, such as the first version of the DTDSS and MAAS.

### **Stage 4 (M22-M26) | MS5**

Objective: Prepare for Piloting Phase

- Prepare stakeholders for the piloting phase by disseminating information about the readiness of the ACCURATE ecosystem.

### **Stage 5 (M26-M34) | MS6**

Objective: Demonstrate and Validate Results

- Demonstrate and validate the technical and methodological outcomes in realistic use cases.
- Showcase the benefits of the ACCURATE framework, services, and ecosystem across multiple industrial environments.

### **Stage 6 (M34-M36) | MS7,8**

Objective: Support Uptake and Implementation

- Focus on the uptake of project outputs and support the implementation of the Exploitation Plan.

Table 2 outlines the planned communication and dissemination activities within the ACCURATE project, detailing their expected timeline, frequency, and responsible partners. This structured approach ensures effective coordination, timely execution, and consistent implementation of outreach efforts across the entire project lifecycle.

Table 2: ACCURATE Activity Plan

Activity	Timeline	Frequency	Responsible Partner(s)
Development of the Communication and Dissemination Plan	M18, M36	Ongoing	iED
Establishment of the project’s identity	M6	One-time	iED
Development and release of the project’s platform access area	M6	One-time	iED
Creation of the project's social media accounts	M6	One-time	iED
Launch of social media campaigns	M6	Ongoing	iED
Networking and clustering activities	M6 - M36	Ongoing	All Partners
Press releases	M1 - M36	Aligned with WP progress	iED, Milestone Leaders
Newsletters	First issue: M3	Every 6 months	iED, All Partners
Publication of general articles in non-scientific magazines	First article: M13	Ongoing	All Partners
Collaboration with other projects	M13 - M36	Ongoing	All Partners
Development of additional materials	To be determined based on project requirements	As needed	iED, All Partners
Organization of events	M33-M42 (Final year of the project)	As needed	Simavi, All Partners

## 2.2 Key Performance Indicators (KPIs)

### Monitoring and Evaluation of Communication and Dissemination Activities

To ensure the effective implementation of the Communication and Dissemination Plan, ACCURATE establishes a set of Key Performance Indicators (KPIs) to monitor, assess, and guide all outreach efforts throughout the project lifecycle.

These KPIs are directly aligned with the project’s overarching objectives and encompass both quantitative and qualitative indicators of impact, visibility, and stakeholder engagement. They span a wide spectrum of activities, including digital communications, scientific publications, event participation, stakeholder engagement, and industry outreach.

The KPIs serve three primary functions:

- **Tracking progress** of planned communication and dissemination actions.

- **Measuring the effectiveness and impact** of outreach efforts.
- **Supporting continuous improvement** through data-driven insights and stakeholder feedback.

Table 3 outlines the core KPIs defined for the ACCURATE project’s communication and dissemination activities, including specific target values and corresponding measurement criteria.

Table 3: KPIs for ACCURATE communication and dissemination activities

Activity	Target	Metric
Project Website	≥140,000	Total website visits
	≥300	Downloads per project deliverable
Social Media Accounts (LinkedIn, Twitter)	≥1500	Total followers per platform
Promotional materials (e.g. flyers)	≥2000	Recipients
Integration of ACCURATE assets into marketplaces	>1000 views / downloads	Total views /downloads
Newsletter Releases	6	Total number of newsletters
	≥600	Recipients
Press Releases	6	Number of press releases
General Articles in Non-Scientific Media	6	Articles published
Scientific Publications	>15	Articles in peer-reviewed journals
Conference Participation	>15	Scientific conferences attended
Clustering and networking activities	>10	Joint actions
Demonstrators' exhibition's days organised by use case providers (individually)	>80	Total participants
Workshops	3	Total workshops organized
	≥450	Participants
Video Releases	1	Videos produced
	>10,000	Views
Presence at trade shows and events	≥60	Events
Visits to schools (university, college, high school or elementary school)	≥48	Schools

### 2.3 Adaptation strategies in case of failure

To ensure the ongoing effectiveness and impact of the Communication and Dissemination Plan, the ACCURATE consortium has established adaptation strategies to be implemented if planned activities fall short of their expected performance or fail to meet defined KPIs.

These strategies are designed to allow for timely response, course correction, and continuous improvement throughout the project’s lifecycle.

Table 4 summarizes the key anticipated challenges, their likelihood and potential impact, along with the corresponding mitigation and adaptation measures to address them effectively.

**Table 4: Risk Mitigation Plan for Communication and Dissemination Activities**

<b>Risk Description</b>	<b>Possibility</b>	<b>Impact</b>	<b>Proposed Mitigation Measures</b>
Low engagement with project website or deliverables	Medium	High	Improve SEO; update content regularly; promote through partner networks and social media; add interactive features.
Underperformance of social media channels	Medium	Medium	Reallocate effort to more effective platforms; test alternative content formats (e.g. infographics, short videos).
Low attendance at workshops or public events	Medium	High	Extend promotion period; use direct mailing lists; involve well-known speakers; co-host with relevant projects or networks.
Limited newsletter reach or low open rates	Low	Medium	Tailor content per audience segment; use engaging visuals and headlines; cross-promote via LinkedIn newsletter feature.
Delays in publication of scientific or general articles	Low	Medium	Plan publication pipeline early; ensure budget for OA fees is accessible; engage communication teams early in the process.
Insufficient coordination among partners for outreach	Medium	Medium	Establish D&C focal points in each partner institution; provide templates and support materials; conduct regular check-ins.
Lack of engagement from industry stakeholders	Medium	High	Organize focused user-group sessions; engage industry early via associations; tailor messages to investment and market needs.

### 3 Communication Activities

#### 3.1 Development and Maintenance of the ACCURATE Platform

As outlined in Section 1.5, the **ACCURATE** project website serves as the central digital hub for all communication and dissemination activities. Fully operational, it provides continuous updates on project progress, outcomes, and events, while ensuring strong stakeholder engagement and visibility. Designed for clarity, accessibility, and alignment with the project’s visual identity, the platform integrates seamlessly with other communication tools such as newsletters and social media channels.

## 3.2 Digital Outreach and Social Media Initiatives

Social media will be a key pillar of the ACCURATE project's communication and dissemination strategy, offering a fast, accessible, and interactive way to engage a wide range of audiences. A dedicated LinkedIn account has been established, with potential expansion to platforms such as YouTube for hosting video content. These channels will be used to share project updates, milestones, results, and relevant insights, enhancing visibility and engagement among stakeholders, industry professionals, policymakers, researchers, and the general public.

### 3.2.1 Social media campaigns

Although digital outreach will occur continuously throughout the project, content will be structured into thematic social media campaigns to drive engagement and maintain ongoing interest.

**Consortium Partner Highlights:** A campaign introducing each partner, showcasing their role, expertise, and specific contributions to ACCURATE. This personalizes the project and strengthens transparency and trust.

**Spotlight on Work Packages:** Brief, accessible overviews of activities within individual work packages, helping audiences understand the technical work in a more relatable way.

**Key Milestones:** Posts celebrating important project achievements—such as major deliverables, platform launches, prototypes, or participation in high-profile events—to keep audiences informed and involved.

**Did You Know? Series:** Informative posts featuring compelling facts, figures, and expected impacts related to ACCURATE's innovations and their broader relevance.

**Event Coverage:** Real-time content from project-related events, including visuals, quotes, and takeaways, to boost visibility and encourage online interaction.

**Research and Result Highlights:** Simplified summaries and announcements of publications, deliverables, or technical breakthroughs, linking to full content when applicable.

**Policy and Sustainability Focus:** Posts connecting ACCURATE's outcomes to broader EU policy priorities to underline the project's societal and policy relevance.

### 3.2.2 Outreach Objectives and Strategy

The core goal is to build and sustain a vibrant, engaged online community around the ACCURATE project. Content will be carefully adapted to various target audiences, from technical experts to the general public. Visual storytelling (graphics, videos, infographics) coordinated partner sharing, and strategic use of hashtags will enhance reach and visibility.

Performance will be tracked through analytics tools, allowing continuous optimization of content strategy. Social media efforts will be closely aligned with major project milestones, publications, and events to ensure timely and impactful communication.

### **3.3 Newsletters and Press Releases**

As part of ACCURATE's comprehensive communication strategy, newsletters and press releases will play a vital role in sharing progress, insights, and outcomes with a wide range of stakeholders over the course of the project. These formats offer complementary functions: newsletters foster continuous engagement, while press releases are geared towards enhancing public visibility and media coverage.

#### **3.3.1 Newsletters**

Biannual newsletters will be issued starting after the project's first year, offering structured updates on technical advancements, partner contributions, upcoming events, and engagement opportunities. Each edition will highlight key developments within ACCURATE and share insights tailored to its diverse audience.

Target recipients include stakeholders from industry, research institutions, academia, policymaking bodies, and civil society groups. Additionally, outreach will extend to broader communities such as engineering networks, alumni associations, and technology enthusiasts. Content will be carefully curated to align with the interests and informational needs of each group.

Newsletters will be distributed via email to registered subscribers through the project website, using GDPR-compliant email marketing tools.

To amplify visibility, each issue will also be:

- Shared via the ACCURATE LinkedIn newsletter feature to benefit from platform-based subscriptions and sharing functions;
- Promoted through partners' official websites and communication channels, including social media.

Visually engaging elements such as infographics, graphics, and multimedia content will be included, along with links to deliverables, publications, videos, and event pages. Beyond informing, the newsletters aim to stimulate ongoing interest and encourage participation in project activities.

#### **3.3.2 Press Releases**

Press releases will be issued at key milestones, such as project launch, major breakthroughs, demonstrator unveilings, or the publication of impactful results. These will be:

- Posted on the official project website;
- Distributed to targeted media outlets and online platforms;
- Shared via partner websites and digital channels.

Crafted in a clear, engaging, and accessible style, press releases will follow ACCURATE's visual identity and meet all EU visibility and communication standards. These releases will support

public awareness and establish ACCURATE's presence in both professional and general media landscapes.

### **3.4 Utilization of EU Communication Platforms and Engagement with Industry**

The ACCURATE project will actively leverage the European Commission's communication and dissemination platforms to maximize the visibility, accessibility, and impact of its outcomes at both EU and international levels. In full alignment with Horizon Europe communication standards, ACCURATE will ensure its results are widely disseminated and recognized within the broader research and industrial communities.

Project insights, achievements, and progress updates will be promoted via established EU channels such as:

- Horizon Magazine
- Research\*eu
- CORDIS Project Stories
- Other relevant EC-supported dissemination platforms (online and print)

These platforms will support present ACCURATE's contributions to resilient and sustainable Manufacturing as a Service (MaaS) in engaging and digestible formats for a wide range of audiences, including citizens, policymakers, industry professionals, and academic stakeholders. ACCURATE will also participate in EU-wide visibility campaigns and contribute materials to thematic showcases and coordinated dissemination initiatives.

In parallel, ACCURATE will implement a strong industry outreach strategy targeting relevant players across the smart manufacturing ecosystem. Engagement will focus on:

- MaaS platform providers
- Digital Twin developers and integrators
- Cloud and edge computing stakeholders
- Industrial automation technology firms
- Supply chain solution providers
- Manufacturing SMEs and large enterprises adopting smart factory solutions

To foster adoption and ensure industrial relevance, the project will host dedicated user-group sessions and focus groups to gather input from end-users, validate solution usability, and demonstrate value in real-world conditions. These activities will directly feed into the project's exploitation planning and refinement processes.

Moreover, ACCURATE will build strategic connections with key European alliances and networks, including:

- EIT Manufacturing
- Made in Europe Partnership
- GAIA-X initiative (data sovereignty in manufacturing)
- European Digital Innovation Hubs

These networks provide direct access to industry thought leaders and innovation ecosystems, offering high-impact dissemination opportunities and fostering collaboration on technological adoption and policy alignment.

By combining EU-level communication tools with targeted industry outreach, ACCURATE ensures a well-rounded and effective dissemination strategy—enhancing visibility, fostering stakeholder engagement, and accelerating the exploitation and real-world impact of its resilient and sustainable MaaS solutions.

## **4 Dissemination activities**

To ensure the effective dissemination and long-term exploitation of ACCURATE's research outcomes and technological tools, the project will implement a comprehensive set of dissemination activities across multiple channels.

### **4.1 Events**

Project events and external gatherings, including conferences, and workshops—provide essential opportunities for engaging the project's key audiences: the scientific community, private sector actors, policymakers, public institutions, and the general public. These face-to-face interactions foster dynamic discussions and enable effective knowledge exchange.

To capitalize on these opportunities, the Consortium will organize a series of dedicated project events designed to facilitate direct engagement with target stakeholders. These events will not only enhance the project's visibility and promote its outcomes but also support community building and create avenues for exploitation. By strategically scheduling these events alongside major industry and European gatherings, and collaborating with relevant stakeholders and initiatives, the Consortium aims to maximize exposure and participation. The overarching goal is to raise awareness among local stakeholders and the broader public about the project's achievements and impact.

In addition, Consortium partners will continuously identify and monitor pertinent external events throughout the project's duration to support promotional and dissemination efforts. This systematic tracking will be recorded and maintained in a centralized Events Mapping and Monitoring Tool for ongoing reference and planning.

Moreover, partners will actively present the project to specific target groups and organizations within their networks, providing tailored information about the project's objectives and results. This targeted outreach will attract organizations that can benefit from and further exploit project outcomes, thereby strengthening and enriching the overall exploitation strategy.

From the outset, the Consortium has identified several relevant programs, initiatives, and projects that offer excellent platforms to showcase ACCURATE's achievements. Noteworthy examples include participation in prominent trade shows and conferences such as Made.dk, EDIH DIVA, EIT Manufacturing, and Competence Centers. These venues facilitate networking with business and scientific communities, accelerate knowledge transfer, and enhance the dissemination of results to local SMEs and other stakeholders.


				Targeted Confe Industrial and : Informatics, At
No	Name	Type	Date	
1	<a href="#">20th Global Conference on Sustainable Manufacturing</a>	Conferece	9 - 11 October, 2024	
2	<a href="#">57th CIRP Conference on Manufacturing Systems 2024</a>	Conference	29-31 May, 2024	
3	<a href="#">Institute of Industrial and Systems Engineers (IISE) Annual Meeting</a>	Conference	18-21 May, 2024	
4	<a href="#">International Conference on Industrial Engineering and Systems Man</a>	Conference	13-15 November 2024	
5	<a href="#">INDIN 2024</a>	Conference	17-20 August, 2024	
6	<a href="#">ICCAD 2024</a>	Conference	15-17 May, 2024	
7	<a href="#">Circular Economy Stakeholder Conference</a>	Conference	15-16 April, 2024	
8	<a href="#">MSE 2024</a>	Conference	24 - 26 September 2024	

Figure 9: Events mapping and monitoring tool

### 4.2 Scientific Publications

The ACCURATE consortium aims to publish more than 15 high-impact papers in leading scientific journals to share cutting-edge research results. Target journals include the *International Journal of Production Research*, *CIRP Annals of Manufacturing Technology*, *Journal of Manufacturing Systems*, *Journal of Intelligent Manufacturing*, *IEEE Transactions on Automation Science and Engineering*, *International Journal of Production Economics*, *Journal of Cleaner Production*, and others. These publications will help establish scientific credibility and reach both academic and industry researchers.

### 4.3 Conference Presentations

ACCURATE will present at least 15 scientific papers and posters at prestigious international conferences to disseminate project progress and findings. Targeted conferences include the *Global Conference on Sustainable Manufacturing*, *CIRP Conference on Manufacturing Systems*, *IISE Annual Meeting*, *International Conference on Industrial Engineering and Systems Management (IESM)*, *MACH*, *Automa.Net*, *IEEE International Conference on Industrial Informatics*, *Automatica*, *IFAC*, *Circular Economy Stakeholder Conference*, and the *Circular Materials Conference*. These events will provide opportunities to engage with experts and gather valuable feedback.

### 4.4 Clustering and Community Building Meetings

The project will foster collaboration and knowledge exchange through a series of clustering e-meetings. At least six sessions will be organized with sister projects funded under Horizon Europe’s Twin Transition calls, especially those under the Made in Europe Partnership focused on Manufacturing as a Service (MaaS). Additionally, four meetings will engage with initiatives like AIM-NET, GAIA-X (data dimension), and European Digital Innovation Hubs (DIVA, EDIH4MANU, TechCircle EDIH). A dedicated clustering meeting with the OTPaaS project is

planned to explore synergies around edge computing infrastructures, supporting ACCURATE adoption.

#### 4.5 Participation in major industry events

ACCURATE will actively participate in over 20 prominent events, exhibitions, and trade fairs focused on AI, manufacturing, automation, and robotics. These include *Automatica*, *WMF and Manufacture*, *Manufacturing Expo*, *AMB Stuttgart*, *Productronica Munich*, *AI and Robotics Industry Exhibition*, *Hannover Messe*, as well as events under the AI, Data, Robotics EU Partnership and Made in Europe EU Partnership. Presence at these venues will enhance project visibility and enable direct engagement with industrial stakeholders.

#### 4.6 Dedicated Workshops

Three major workshops will be organized to share knowledge and showcase results:

- The **first workshop** (M20-22) will present initial scientific findings from work packages related to digital twins and cloud-based MaaS solutions, targeting academics in AI and manufacturing, with an expected attendance of around 100 participants.
- The **second workshop** (M30) will provide a preliminary demonstration of ACCURATE's framework, focusing on its impact on industrial resilience and sustainability. This event aims at solution providers and invited partners, expecting around 150 participants and will be co-located with Made in Europe events.
- The **final workshop and conference** (M34-36) will highlight industry engagement through demonstrator videos and validation metrics, attracting around 200 participants, and will coincide with Hannover Messe.

#### 4.7 Integration into Marketplaces and Repositories

To facilitate long-term exploitation and industrial uptake, ACCURATE's data, software, and code repositories will be disseminated through recognized platforms. These include the *AI Assets catalogue* managed by AI4Europe, the *INTO-CPS Association* toolchain repository, and potentially the *AI Marketplace* underpinned by GAIA-X's secure data space framework. The project will also contribute to the FIWARE-supported *Smart Data Models* platform as an initial step towards marketplace integration. This approach ensures broad accessibility and encourages reuse by the manufacturing community.

### 5 Open Science Practices

The ACCURATE project is strongly committed to the principles of Open Science, ensuring that all research outputs are shared openly, responsibly, and in alignment with European Union policies. The project promotes unrestricted access to scientific knowledge to foster

collaboration, accelerate innovation, and support transparency across manufacturing and digital services sectors.

### **5.1 Commitment to open science and research transparency**

The academic and research partners within the ACCURATE consortium actively participate in both national and international Open Science initiatives. The Project Coordinator has formally endorsed this commitment by signing the relevant national Open Science declarations, encouraging all partners to apply best practices in open and transparent research. This includes openly publishing research results, data, and analyses in ways that make them accessible and reusable, while respecting confidentiality and intellectual property rights. Open Science is regarded as a core value underpinning ACCURATE's collaborative research and stakeholder engagement approach.

### **5.2 Open access publications and preprint repositories**

All ACCURATE scientific publications will be made openly accessible via Open Access channels. Consortium members are encouraged to publish in Open Access journals and deposit manuscripts in preprint repositories and institutional platforms. Additionally, preprints and accepted manuscripts will be actively promoted through academic and professional networks such as ResearchGate and LinkedIn, ensuring project findings reach diverse audiences including industry, policymakers, and academia.

### **5.3 Agreements with publishers for gold open access**

To provide immediate and unrestricted access to research outputs, the academic institutions in ACCURATE maintain agreements with major publishers, including Elsevier and Springer, enabling Gold Open Access. When Gold OA is not available, partners will ensure publications are accessible through Green Open Access by self-archiving manuscripts in repositories within six months of publication.

### **5.4 Compliance with EU open science policies**

ACCURATE's Open Science practices fully comply with the European Commission's Horizon Europe guidelines on Open Access and Open Science. The project will:

- Ensure all peer-reviewed publications are freely accessible;
- Use Creative Commons licenses (preferably CC BY) to facilitate reuse where possible;
- Disseminate results via open-access platforms and community repositories;
- Promote awareness of Open Science principles across consortium members and stakeholders.

Through these efforts, ACCURATE contributes to the EU's broader goals of making publicly funded research openly available, thereby enhancing innovation, reproducibility, and societal impact in the manufacturing sector.

## 6 Monitoring, Evaluation, and Reporting

### 6.1 Monitoring and Assessing Dissemination Effectiveness

To guarantee that the ACCURATE project achieves its communication and dissemination goals, a robust system for monitoring and evaluation will be implemented. Central to this system is the Dissemination Tracker (figure 10), an Excel-based tool designed to systematically record, analyze, and measure the reach, quality, and impact of all dissemination activities.

ACCURATE  
Project agreement no. 101138269

Dissemination reporting list

\*Please fill in the table with the activities that are implemented in the framework of the project, adding as many rows as necessary  
\*\*Evidence is required for every reported activity. Please add the respective link and the name of the respective photo file (screenshot).

A/A	Partner	Country	Type of activity	Description of the dissemination activity	Level	Place	Date	Target groups	partic
	Partner	Partner's country	publication; event; post on the partner's website; post on the partner's social media	Description of the dissemination activity	Regional, national or EU level	venue for the meeting or event; link to the website; social media etc.	Date	Specify the target group of the activity	parti ever

Figure 10: ACCURATE Dissemination Tracker

The Dissemination Tracker will be continuously updated throughout the project’s duration, serving as a dynamic record of every communication action undertaken. This enables the consortium to:

- Track the number and types of dissemination efforts;
- Identify the most effective channels and formats;
- Measure audience reach and engagement levels;
- Collect evidence to support internal reviews and formal reporting.

Each recorded activity will include detailed descriptions along with both quantitative and qualitative indicators to evaluate its success. This approach supports ongoing monitoring as well as cumulative impact assessment.

The information captured in the Dissemination Tracker will include:

- Activity reference: A unique code for easy reference;
- Date of activity execution;
- Activity type, such as conferences, webinars, press releases, newsletters, or events;
- A brief summary outlining the purpose and format of the activity;
- Estimated audience size, including views, attendees, or recipients;
- Engagement metrics like shares, comments, likes, or participation rates;
- Geographic scope of impact (local, national, European, or international);
- Reference to supporting documentation (e.g., screenshots, attendance sheets, media copies);
- Evidence type and location, such as file names or URLs.

Each consortium partner will be responsible for documenting their dissemination efforts in their individual trackers, which will then be consolidated by the dissemination coordinator into a master log. This centralized resource will inform:

- Regular dissemination progress reports;

- Monitoring of key performance indicators (KPIs);
- Ongoing optimization of the dissemination and communication strategy to maximize outreach and impact.

## 7 Conclusion

This deliverable, **D8.1 – Dissemination and Communication Strategy**, defines the strategic approach adopted by the ACCURATE consortium to ensure the visibility, accessibility, and uptake of the project's results. By outlining the key communication channels, target audiences, messages, and planned dissemination activities, this document sets the foundation for effectively informing and engaging stakeholders throughout the project lifecycle.

The strategy supports the project's broader objectives by promoting awareness of ACCURATE's technological advances and fostering dialogue across scientific, industrial, policy, and public communities. Through proactive digital outreach, scientific publication, event participation, clustering actions, and integration with EU-level platforms, the consortium aims to maximise knowledge sharing and stakeholder mobilisation.

To ensure transparency and accountability, the plan integrates performance indicators and robust monitoring tools such as the Dissemination Log, allowing for ongoing tracking and evaluation. This enables the communication and dissemination efforts to remain responsive, measurable, and aligned with both project priorities and EU expectations.

As a living document, this strategy will evolve through continuous feedback and implementation insights. Mid-course corrections, refinements, and strategic shifts will be informed by internal evaluations, stakeholder responses, and coordination with related EU projects and initiatives.

The work carried out under this deliverable will be complemented and concluded by **Deliverable D8.2 – Dissemination & Communication Strategy: Final Version**, which will be submitted at the end of the project (M36). D8.2 will consolidate all communication and dissemination activities, report on key performance metrics, reflect on lessons learned, and propose recommendations for sustaining impact beyond the project's duration.

Together, D8.1 and D8.2 form a cohesive framework to ensure that the ACCURATE project not only reaches its intended audiences but also contributes meaningfully to European goals for industrial innovation, sustainable manufacturing, digital transition, and open science.