



DeepTechSeeds

Fostering Talent Ecosystems for Early-Stage Researchers in Deep Tech

Deliverable D6.1

Communication and Dissemination Plan



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Keywords

Communication; Dissemination; Stakeholder engagement; Event Roadmap Horizon Europe

¹ SEN = Sensitive, only members of the consortium (including the Commission Services). Limited under the conditions of the Grant Agreement

PU = Public

Executive Summary

Deliverable D6.1 – *Communication and Dissemination Plan* establishes the communication and dissemination strategic framework, tools and monitoring mechanisms for all communication, dissemination and stakeholder engagement activities of the DeepTechSeeds project. The document defines how the project will ensure visibility, stakeholder outreach, knowledge transfer, uptake of results and long-term impact in full alignment with Horizon Europe requirements, the Description of Action (DoA), and European Commission guidance on communication, dissemination and visibility.

DeepTechSeeds aims to build resilient European deep-tech talent ecosystems for Early-Career Researchers (ECRs) by strengthening links between academia, industry, innovation actors and policy stakeholders. In this context, communication and dissemination are treated as core enabling instruments for ecosystem building, institutional change, cross-sector mobility and policy uptake.

The Deliverable provides a coherent and integrated approach covering:

- visual identity and EU acknowledgement
- communication and dissemination Framework and Plan
- Monitoring of communication and dissemination activities

Communication activities focus on visibility, awareness-raising, engagement and community building across European deep-tech ecosystems, targeting ECRs, higher education institutions (HEIs), research-performing organisations (RPOs), industry, innovation intermediaries, policy actors and the wider public. Dissemination activities ensure the targeted transfer of project results, including frameworks, methodologies, training modules, tools, guidelines, mobility models and policy recommendations, to organisations and stakeholders capable of applying and scaling them in practice.

The Plan operationalises communication and dissemination through a multi-channel model combining a central project website, social media platforms, newsletters, events, publications, partner institutional channels, collaborative platforms and European networks. These channels are coordinated through a phased implementation logic aligned with project milestones, ensuring progressive transition from awareness-building to engagement, uptake, institutionalisation and long-term sustainability.

A structured monitoring and evaluation system ensures continuous performance tracking, evidence-based optimisation of outreach activities, accountability and compliance. Quantitative and qualitative indicators are used to assess visibility, engagement, reach, participation, uptake and impact, supported by digital analytics tools, internal repositories and structured dissemination logs.

The Communication and Dissemination Plan functions as a living framework, with actions and priorities continuously adapted to the project's evolving needs. It will be regularly updated throughout the project lifecycle to reflect project evolution, stakeholder feedback, monitoring results and emerging opportunities, and will culminate in the final Communication and Dissemination Report (D6.3).

Overall, this deliverable provides a robust, credible and evaluator-compliant framework that ensures DeepTechSeeds' results are visible, accessible, transferable, usable and sustainable, thereby maximising the project's scientific, societal, institutional and policy impact at European level.

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Acronyms and abbreviations

Term	Description
AGORA	Digital community platform by EIT Manufacturing connecting European manufacturing professionals, students and innovation actors
C&D	Communication and Dissemination
DoA	Description of Action
EC	European Commission
ECR(s)	Early-Career Researcher(s)
EITM	EIT Manufacturing
ERA	European Research Area
EU	European Union
EURA	EurA AG (European Research and Innovation Consultancy)
FB	Facebook
GDPR	General Data Protection Regulation (Regulation (EU) 2016/679)
GA	Grant Agreement
Gantt	Project planning timeline chart
HEI(s)	Higher Education Institution(s)
HR	Human Resources
HR Award	HR Excellence in Research Award
INF / INFOLYSiS	INFOLYSiS Ltd. (project partner)
KPI(s)	Key Performance Indicator(s)
M	Month (project timeline reference)
NCSRD	National Center for Scientific Research DEMOKRITOS
R&I	Research and Innovation
RPO(s)	Research Performing Organisation(s)
RRI	Responsible Research and Innovation
SAB	Skills Advisory Board
SME(s)	Small and Medium-sized Enterprise(s)
T	Task
TUL	Technical University of Liberec
UPV	Universitat Politècnica de València
WP(s)	Work Package(s)
X	Social media platform formerly known as Twitter

1 Introduction

1.1 Purpose of the Deliverable

The purpose of this deliverable is to present a comprehensive Communication and Dissemination Plan (C&D Plan) for the DeepTechSeeds project and identify the activities that will run under T6.2. Outreach, Collaboration and Dissemination Actions. As an ERA-funded initiative supporting the development of talent ecosystems for Early-Career Researchers (ECRs) in deep-tech domains, the project requires a coherent and well-structured approach to communication, dissemination, and stakeholder engagement. This document defines the objectives, principles, tools and monitoring processes, that will guide these activities throughout the project lifecycle. It also serves as a reference point for partners, ensuring consistency, visibility, and alignment with European Commission requirements.

Moreover, the Communication and Dissemination Plan establishes how DeepTechSeeds will ensure visibility of the project, support stakeholder engagement and contribute to the uptake and sustainability of its results.

In addition to strengthening the dissemination of project outputs, the C&D strategy directly supports several core objectives of DeepTechSeeds:

- **Uptake of the European Charter for Researchers and the HR Excellence in Research Award** by raising awareness, promoting good practices and supporting institutional engagement across the pilot organisations.
- **Cross-sector mobility and connections between academia, industry and innovation ecosystems**, particularly through activities implemented in WP4 and WP5, where communication plays a central role in reaching employers, ECRs and ecosystem actors.
- **Capacity-building for Early-Career Researchers (ECRs)** by ensuring broad access to training materials, tools, events and peer-learning opportunities developed during the project.

Any changes to the communication and dissemination strategy that arise during the project will be incorporated and reflected in the **Final Reporting Deliverable** (D6.3 – Communication and Dissemination Report, M36).

1.2 Methodology

The Communication and Dissemination Plan was prepared by Task 6.1 Communication and Strategy using a structured, collaborative methodology. Inputs were gathered through internal consultations with WP leaders and review of the Grant Agreement (DoA).

Intended Audience

This deliverable is intended for:

- the project consortium and WP leaders,
- communication officers of partner institutions,
- the European Commission as part of project reporting,
- external stakeholders interested in communication, dissemination, and uptake of project results.

1.3 Structure of the Document

The document is structured into 5 thematic chapters covering communication and dissemination framework objectives, target audiences, KPIs, event roadmap and, and monitoring and reporting mechanisms, including 1 ANNEX Relation to Other Project Activities and WPs.

Communication and dissemination (C&D) activities are integrated across the project, supporting all work packages and taking feedback from them.

Interaction with other WPs:

WP2 – Needs Analysis & Framework Co-Design: WP2 insights guide messaging, target audiences, and communication priorities.

WP3 – Skills Gap & Competence Mapping: Identifies stakeholder needs, shaping tailored dissemination formats (guidelines, training summaries, evidence-based messages).

WP4 – Training & Capacity Building: Promotes modules, learning outcomes, and ensures stakeholders are informed about training opportunities.

WP5 – Mobility & Challenge-Based Activities: Supports outreach to universities, companies, and clusters for placements, challenges, and cross-sector mobility.

WP6 – Communication & Sustainability: Provides frameworks, guidelines, governance, and channels to ensure consistent and effective dissemination across all WPs.

All public dissemination adheres to the Data Management Plan, ensuring open access, responsible sharing, and GDPR-compliant handling of personal data.

Communication and Dissemination Definitions

For clarity and alignment with Horizon Europe requirements, this section distinguishes the two core concepts that guide the project's outreach activities: communication and, dissemination.

Communication refers to activities aimed at raising awareness about the project, its objectives, activities, events and societal relevance. Communication targets broad audiences including the general public, media, ecosystem actors and early-career researchers. Its purpose is visibility, engagement and fostering interest in deep-tech skills and talent development.

Dissemination concerns the targeted sharing of project results with stakeholders who can benefit from them or apply them in practice. Key outputs include methodological frameworks, training materials, competence development tools, guidelines, RRI-related insights, policy briefs, mobility schemes and models for institutional cooperation. Dissemination ensures that these outputs reach universities, research organisations, industry partners, clusters, public authorities and ecosystem actors who can make practical use of them.

Communication addresses broader audiences; dissemination engages stakeholders who can use the results via dedicated presentations in conferences, organisation of events, workshops, etc.

2 Visual Identity & EU Acknowledgement

Before proceeding with the Dissemination and Communication chapter, the DeepTechSeeds Visual Identity must first be established to ensure a consistent and impactful public image.

Consistency is essential to maintain a coherent visual identity, while the design should clearly reflect and communicate the project's objectives.

This section outlines the key elements of the DeepTechSeeds branding and provides practical guidance for applying them across materials, serving as a reference to ensure aligned and cohesive communication across the consortium.

Additionally, in this chapter, the compliance with EU branding and acknowledgement guidelines will be presented.

The visual identity unifies current communication outputs and includes:

- project logo and colour palette,
- templates (Presentations, Deliverables etc),
- Compliance with EU branding guidelines, using the correct logos, funding acknowledgment and disclaimers.

2.1 Project Logo



Figure 1: Project Logo

The DeepTechSeeds logo was created in M1 and combines the symbolism of a tree with circuit-like branches and roots, representing the growth of talent ecosystems in deep technology.

The roots reflect strong scientific foundations and early-stage researchers, the trunk symbolises stability and connection, and the branches express the expansion of innovation networks and knowledge exchange.

By merging nature (growth) with technology (innovation), the logo visually captures the project's mission to nurture deep-tech ideas from their earliest stages into impactful outcomes.

Logo Typography

DeepTech wording in blue gives the logo its technological and scientific identity, conveying trust, reliability, and expertise.

Seeds in purple emphasise creativity, transformation, and human development.

The split-colour typography reinforces the project's dual nature: advanced technology combined with the nurturing of talent. The use of purple also signals a next-generation perspective, distinguishing the project from more traditional, technology-only initiatives.

Color Palette

The color palette of the Logo, including variations and different shades will be used in all the material developed during the project. The secondary colors or shades are recommendations, and they can be changed according to the needs of the communication objectives.

Primary Colors:

1. Deep Blue: #0d1872
Purple (Neon Pink): #832c92

Secondary Colors

1. White
2. Black
3. Shades of Blue
4. Shades of Purple

2.2 Presentation Template

The project's Presentations Template was shared since M1 with the Consortium via the project's repository, and they are used for internal and external communication.

The PowerPoint template shown below, has been created for partner's presentations at events, internal meetings, etc.

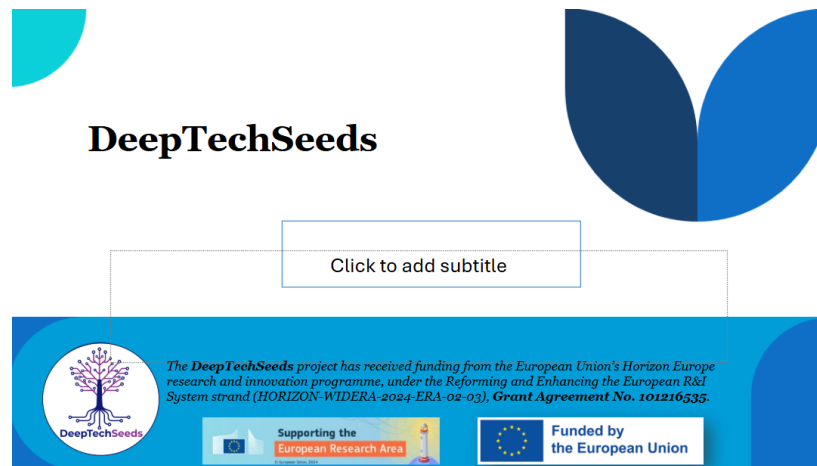


Figure 2: DeepTechSeeds presentation template

2.3 Project's Deliverable Template

Furthermore, a common template has been developed for all deliverables, including clear definitions and formatting guidelines for headings, tables, figures, and other content. The Georgia font has been selected, with predefined header and footer settings applied. This structure enables all partners to efficiently produce consistent and well-organized deliverable documents.

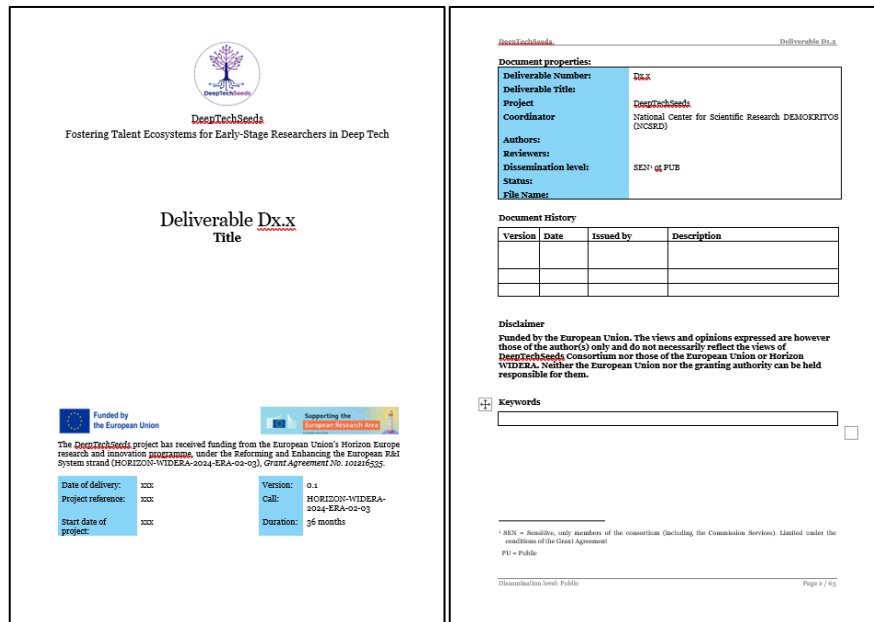


Figure 3: DeepTechSeeds deliverable template

2.4 EU Acknowledgement

All communication materials must include the following disclaimers

1. “The DeepTechSeeds project has received funding from the European Union’s Horizon Europe research and innovation programme (HORIZON-WIDERA-2024-ERA-02-03), Grant Agreement No. 101216535.”
2. ‘Funded by the European Union. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the Reforming and Enhancing the European R&I System. Neither the European Union nor the Reforming and Enhancing the European R&I System can be held responsible for them.’

Additionally, the two following EU logo must be included and the following visual element:

1. EU Funded Logo



Figure 4: European Union Funding Official Logo

2. The European Commission communication banner “**Supporting the European Research Area**” as a contextual visual element in selected dissemination channels, in order to highlight the project’s alignment with European Research Area (ERA) policy objectives, in line with the scope of the WIDERA programme.



Figure 5: European Research Area Support Official Banner

3 Communication and Dissemination Strategic Framework

Communication and Dissemination activities will support the following Project's Milestones:

M10: Release of the Deep Tech Implementation Framework.

M13: DeepTech talent Ecosystem Platform

M18: Publication of "Deep Tech Skills Outlook" training modules.

M24: Completion of Open Innovation Knowledge Training curriculum.

M33: Launch of the final DeepTech Framework.

M36: Publication of the Research Careers Evaluation report and Policy Recommendations Guide

3.1 Communication and Dissemination Overview

The following sections present a comprehensive dissemination, communication, and stakeholders engagement plan to ensure the effective outreach and visibility of DeepTechSeeds. The strategy aims to raise project awareness and to clearly communicate and share its progress and results with the target audiences.

To ensure the effectiveness of the DeepTechSeeds communication and dissemination plan, a dynamic, ongoing process is established, consisting of the following key actions:

- **Primary Target Audience Identification and Stakeholders:** Clearly define target audiences and stakeholders to tailor communication strategies effectively. (See Target Audiences and Stakeholder Mapping)
- **Set Communication and Dissemination Objectives:** Set objectives and align the dissemination and communication strategy with the project's objectives. (See Communication and Dissemination Objectives)
- **Communication Channels and Means of Dissemination:** Identify and utilize appropriate channels of communication and means of dissemination to maximize reach and engagement. (See Communication Channels and Dissemination Means)
- **Action Plan Development:** Develop a detailed Communication and Dissemination Action Plan, with regular updates to reflect project progress and emerging opportunities and establish KPIs (See Communication and Dissemination Action Plan)
- **Implemented mechanisms for monitoring and evaluation.** (See Monitoring of Communication and Dissemination Activities and controlling of processes)

3.2 Target Audiences and Stakeholder Mapping

Effective communication and dissemination in DeepTechSeeds require a clear understanding of the stakeholders who can benefit from, contribute to, or influence the uptake of the project's outputs. This chapter identifies the project's target audiences, outlines their roles within the talent ecosystem, describes the expected benefits for each group, and presents recommended communication approaches tailored to their specific needs.

As the output is generated across different tasks and Work Packages (WPs) affect each target audience in different ways, the figures below illustrate **not only** the communication and dissemination channels that will be used to engage them, but also the specific task outputs associated with each audience.

This stakeholder mapping follows the structure defined in WP2.1 Needs Analysis, which identifies three primary stakeholder clusters and corresponding target audiences.:

1. **Early-Career Researchers (ECRs)**
2. **Research Organizations (HEIs and RPOs)**
3. **Industry and Employers**

Additional groups, including policy makers, regional innovation ecosystems, intermediary organizations, EU-level networks and the general public, play an essential supporting role for scaling, adoption and long-term sustainability of the DeepTechSeeds Framework.

The mapping is a **living component** of the Communication and Dissemination Plan. It will be updated throughout the project as new insights emerge from WP2 Needs Analysis, WP3 Gap Assessment, WP4 training activities and WP5 mobility schemes.

1. Early Career Researchers (ECRs)

Role in the project: Core beneficiaries of the training modules, mobility schemes, DeepTech Framework, mentoring, Talent Matching Events and Innovation Challenges.

What they need: Clear information on training opportunities, mobility placements, career development pathways, cross-sector collaboration and skill-building resources.

Communication approach: Targeted messaging through the website, Social Media Platforms newsletters, Career Workshops, World Café events, and institutional channels of HEIs.

Tools and activities	"DeepTech Skills Outlook" training	Open Innovation Knowledge Training	Deep Tech Insight symposia	Open innovation challenges	Project Platform
Lead partner	UPV	EURA	EITM, INF, UPV	INF	NCSR
Task	Task 4.2 (M9-M18)	Task 4.3 (M10-M24)	Task 4.5 (M12-M33), T5.3 (M18-M36)	Task 5.2 (M13-M36)	Task 5.1 (M9-M36)
Channels: Academic journals, professional networks, project website, social media (LinkedIn, X), webinars, conferences					
KPI	Train 500 ECRs	90% reporting significantly enhanced deep tech competencies		200 ECRs participating in open innovation challenges.	
WP	WP4	WP4		WP4	

Figure 6: ECRs Target Group Tools and Activities, Comm/Diss Channels and KPIs per WP

2. Research Institutions and Universities

Role in the project: HEIs and RPOs implement the DeepTech Framework, provide training environments, adopt HR practices aligned with the Charter & Code, and support mobility.

What they need: Practical tools, institutional guidelines, HR processes, policy recommendations, examples of best practice, and evidence of impact on ECR development.

Communication approach: Tailored content for HR departments, research support offices, doctoral schools, supervisors and management, via webinars, toolkits, institutional meetings and policy dialogues

Tools and activities	Framework toolkit and implementation workshops	Organizational change support materials	Best practices guides	HR Excellence Award support sessions	Cross-sector collaboration events
Lead	EURA, ENVOLVE	Acceler8	ENVOLVE	Acceler8	EURA
Task	Task 2.2 (M5-M9), task 3.4 (M16-M33)	Task 3.2 (M15-M21)	Task 4.4 (M12-M25)	Task 3.2 (M15-M21)	Task 3.5 (M28-M33)
Channels: Institutional newsletters, academic conferences, project workshops, webinars.					
KPI	100% of participating institutions applying for HR Excellence in Research Award	20 institutions piloting the framework	50% increase in industry-academia joint projects		
WP	WP2, WP3	WP2, WP3, WP5	WP3, WP5		

Figure 7: Research Institutes and Universities Target Group Tools and Activities, Comm/Diss Channels and KPIs per WP

3. Deep Tech Industries and Businesses

Role in the project: Offer placements, host cross-sector mobility, engage in open innovation challenges, participate in talent matching events, and help define relevant deep-tech skills.

What they need: Clear value proposition for participating (access to skilled ECRs, visibility, innovation support), concise guidelines and low administrative burden.

Communication approach: Direct outreach, event invitations, success stories, industry-friendly materials and LinkedIn campaigns.

Tools and activities	Open innovation challenge	Industry placement program	Talent matching events	Industry-academic knowledge exchange programs
Lead	INF	Envolve	Envolve	EITM
Task	Task 5.2 (M13-M36)	Task 5.3 (M18-M36)	Task 5.3 (M18-M36)	Task 4.5 (M12-M33)
Channels: Industry forums, tech conferences, project website, LinkedIn, direct outreach.				
KPI	30 companies participating in open innovation challenges	50 new internships/placements	500 company profiles on the platform	
WP	WP5	WP5	WP5	

Figure 8: DeepTech Industry and Businesses Target Group Tools and Activities, Comm/Diss Channels and KPIs per WP

1. Policy Makers and Government Entities

Role: Adoption of policy recommendations, system-level scaling, alignment with national and EU strategies.

Communication approach: Website, LinkedIn, leaflets with project’s outputs.

Tools and activities	Policy recommendation guide	Best practices toolkit	Impact assessment reports	Presentation at EU research forums	One-on-one briefings with key decision-makers
Lead	EITM	EITM	EITM	EITM	EITM
Task	Task 6.4 (M30-M36)	Task 6.4 (M30-M36)	Task 6.4 (M30-M36)	Task 6.4 (M30-M36)	Task 6.4 (M30-M36)
Channels: Policy briefs, high-level roundtables, targeted reports, EU platforms.					
KPI	8 policy briefs disseminated		2 high-level roundtables organized		5 national/EU-level policies incorporating project recommendations
WP	WP6		WP6		WP6

Figure 9: Policy Makers and Government Entities Target Group Tools and Activities, Comm/Diss Channels and KPIs per WP

5. Wider Research and Innovation Community

(Clusters, innovation hubs, chambers of commerce, accelerators)

Role: Act as multipliers, support industry engagement, strengthen cross-sector cooperation and enable scaling.

Communication focus: Events, newsletters, ecosystem actions.

Tools and activities	DeepTech Framework	Training module summaries	Best practices guides	Knowledge-sharing events; webinars	Conference presentations	Social media campaigns
Lead	EURA	UPV, EURA	EITM	EITM	EITM	INF
Task	Task 3.5 (M28-M33)	Task 4.2; Task 4.3 (M9-M18); (M1-M24)	Task 6.4 (M30-M36)	Task 4.5 (M12-M33)	Task 6.2 (M1-M36)	Task 6.2 (M1-M36)
Channels: open access repositories, project website, social media, academic and industry conferences.						
KPI	1000 downloads of the Framework toolkit		Reach 5,000 stakeholders through project communications		50% annual increase in participation in project events and platform	
WP	WP3, WP6		WP6, all		WP5, WP6, all	

Figure 10: Wider Research & Innovation Community Target Group Tools and Activities, Comm/Diss Channels and KPIs per WP

In addition to the target audiences described above, DeepTechSeeds will also engage a set of broader stakeholders that play a key role in amplifying the project’s impact and ensuring long-term sustainability. These include EU-level networks, peer Horizon Europe projects funded under the same call, the general public, and gender equality advocates as well as underrepresented groups in deep tech. While not all of these groups are direct beneficiaries of the project’s outputs, they contribute to replication, knowledge exchange, clustering activities, promotion of diversity and inclusion, wider dissemination, and increased societal awareness of deep-tech talent development.

3.3 Stakeholder Analysis Matrix

The project’s **Stakeholder Analysis Matrix** (see Annex 1 – Stakeholder Mapping Matrix) provides a summarized view into the needs, motivations, expectations, preferred channels, engagement levels and potential contributions of each stakeholder group.

T6.2 will use this matrix as a **dynamic operational tool**, updated every six months, to steer message development, channel selection, and prioritization of communication and dissemination activities. It supports the tailoring of materials to stakeholder needs identified through the WP2 Needs Analysis and WP3 Gap Assessment.

3.4 Communication and Dissemination Objectives

To strengthen the project's communication impact, DeepTechSeeds adopts a clearly defined set of strategic communication and dissemination objectives, in line with the project's ambition to build resilient and inclusive deep-tech talent ecosystems. The communication strategy focuses on seven overarching goals, as presented during the first Plenary Meeting:

1. **Maximise Visibility and Awareness** – Increase recognition of the project, its mission, and activities among the European research and innovation community.
2. **Foster Collaboration and Engagement** - Connect early-career researchers (ECRs), higher education institutions (HEIs) industry actors, and policymakers across pilot regions.
3. **Enhance Knowledge Transfer and Exchange** – Ensure that insights, lessons learned, and outputs are widely accessible to relevant stakeholders.
4. **Promote Gender Equality and Diversity** – Support balanced representation within deep-tech fields and across project activities.
5. **Support Impact Measurement and Sustainability** – Monitor communication and dissemination activities systematically to secure long-term visibility and uptake.
6. **Showcase Innovation and Career Opportunities** – Highlight talent pathways, mobility schemes, and open innovation initiatives.
7. **Maximise Uptake of Project Results** – Make outputs available to the audiences best positioned to use them, thereby expanding impact and the value of project outcomes.

These strategic objectives directly support the implementation of WPs 2–6 as follows:

1. WP2 – communication enables recruitment of stakeholders and supports needs analysis.
2. WP3 – visibility of DeepTech Framework development increases institutional interest and early adoption.
3. WP4 – communication boosts participation in skills modules and showcases training results.
4. WP5 – outreach strengthens employer engagement, mobility hosts, and Talent Matching events.
5. WP6 – communication ensures coherence, brand consistency, and long-term sustainability of project outputs.

3.5 Communication Channels

The official project communication channels are used for all public communication activities and constitute the authoritative space for disseminating project news, events, outcomes, and materials. They ensure professional outreach, accessibility, and compliance with EU visibility requirements.

3.5.1 Project Website (<https://deeptechseeds.eu/>)

The project website was released in M1 (October 2025). The website serves as the central hub for news, events, deliverables, guidelines, training resources, and open-access materials. As the project advances the website will be updated in order to serve the needs of the project.

Website Characteristics

- Live by the end of M1,
- Developed in WordPress,
- Hosting provided by INFOLYSIS,
- Designed, developed and maintained by INFOLYSiS,

- Copywriting and content updates by INFOLYSiS,
- Google Analytics will be monitored, enabled and performed by INFOLYSIS,

Navigation Panel

The website features a top navigation panel that provides clear and intuitive access to the main sections of the platform. The navigation panel includes the following menu items displayed horizontally across the top banner:

1. [Home](#)
2. [About Us](#) (Consortium details)
3. Impact ([Publications](#), [Presentations/Lecturers/Podcasts](#), [Deliverables](#), [Communication Material](#), [Surveys](#), [Newsletter](#))
4. [News](#)
5. [Contact Form](#)

The DeepTechSeeds project logo is positioned on the left side of the navigation panel, ensuring strong brand visibility and immediate project identification. On the right side of the navigation panel, social media links are displayed, offering direct access to the project's official social media channels and enhancing user engagement.

Home Menu

The Home menu provides an overview of the DeepTechSeeds project and presents the core information to first-time visitors. It introduces the aim of the project, explains why the project matters, and outlines the purpose and expected outcomes. It also included a carousel with partners logos.

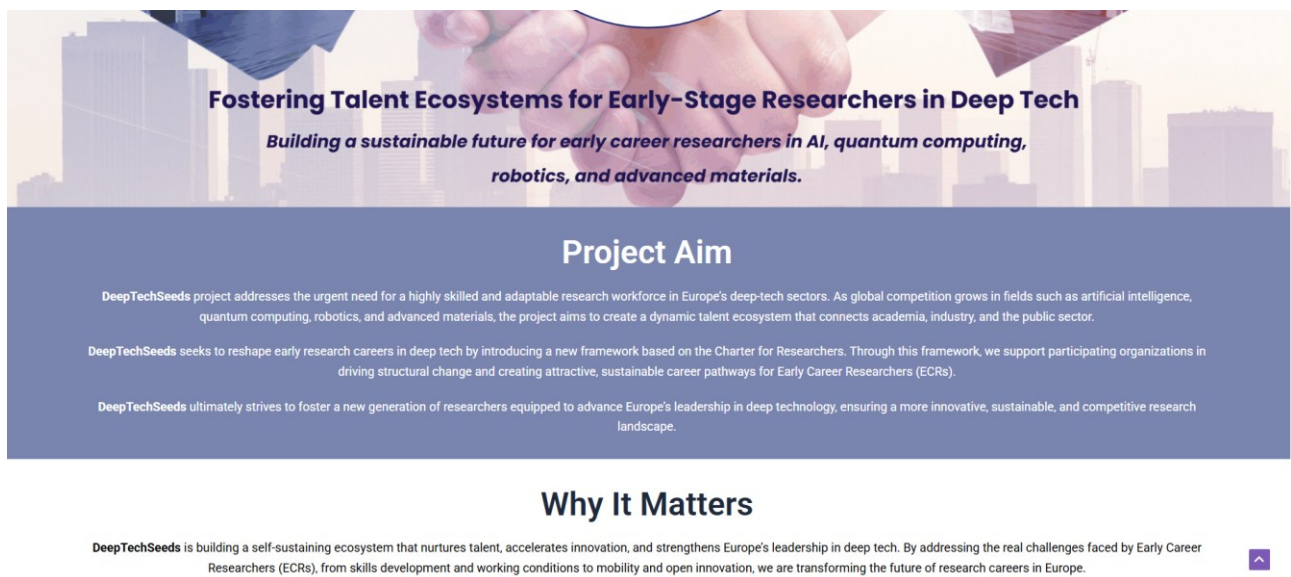


Figure 11: Home Menu

About Us Menu

The About Us Menu has information about the partners who form the Consortium.



Figure 12: About Us Menu

Impact Menu

The Impact menu is designed as an evolving section of the website and will be continuously updated throughout the project’s lifetime, in line with the project’s dissemination and communication needs.

As shown in Figure 13, the Impact menu consists of five sub-menus, which collectively host and showcase all dissemination, communication, and outreach activities of the project. These sub-sections provide structured access to project results, promotional materials, engagement activities, and other impact-related content, ensuring visibility and accessibility for a wide range of stakeholders. In line with the strategy that the website will be updated following the project’s needs, the ‘Surveys’ sub-menu was created to support the WP2 Activities.

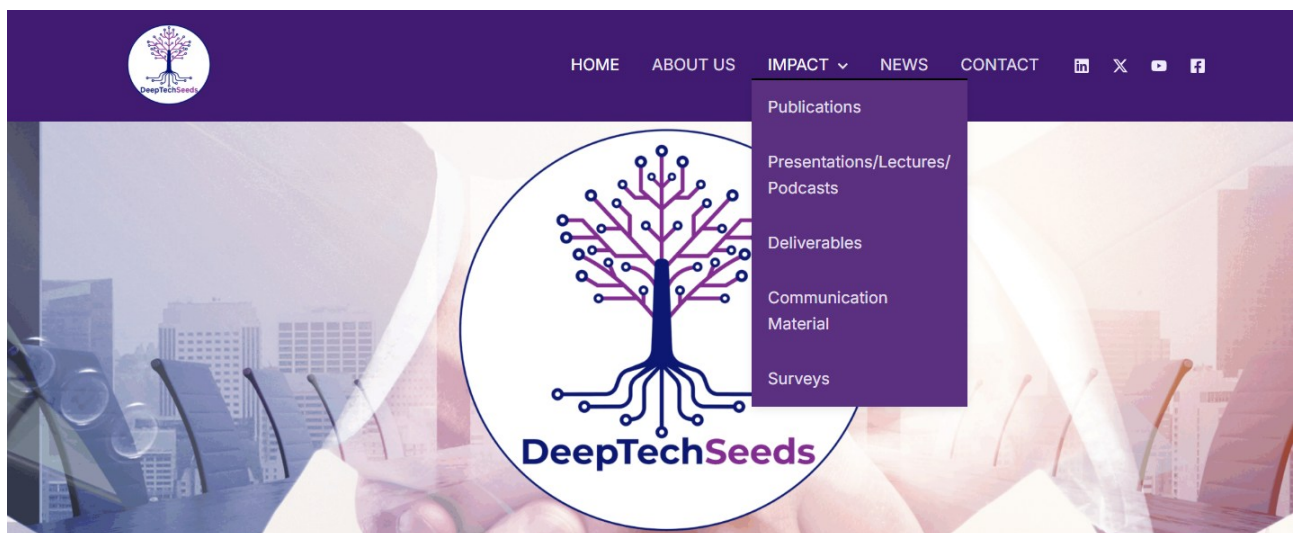


Figure 13: Website Impact Menu

News Menu

The News Menu, is also an evolving sub-menu where all the project News will be announced.

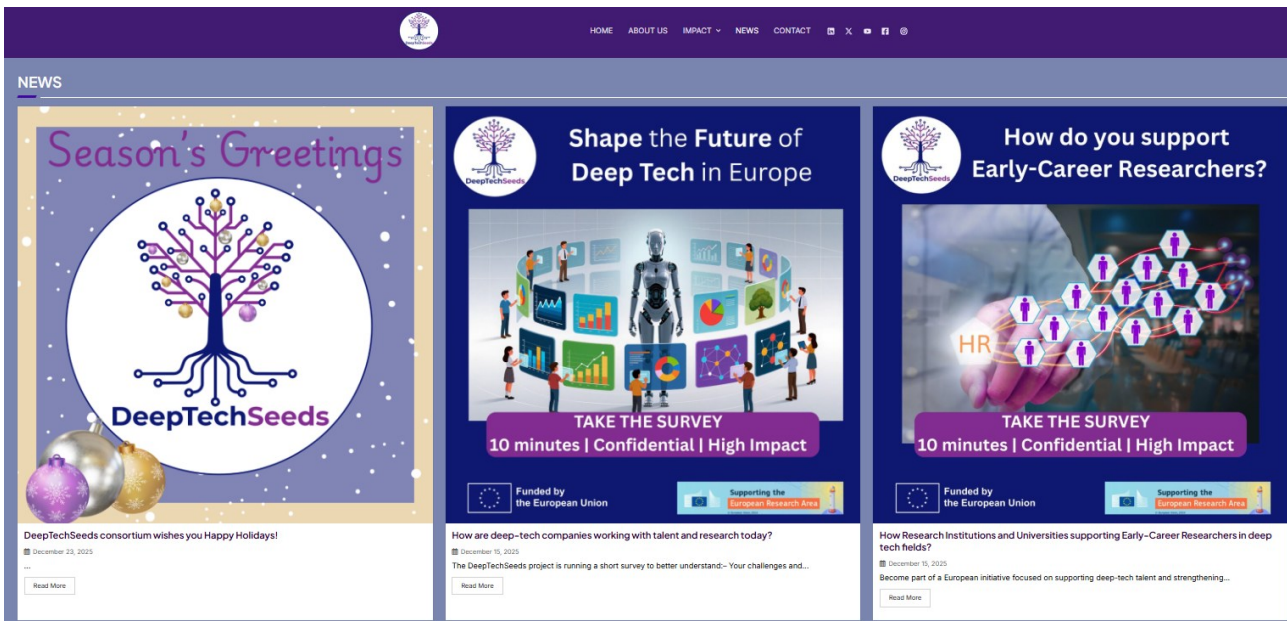


Figure 14: Website News Menu

Contact Menu

In the Contact menu, a contact form is provided through which interested parties can submit their enquiries directly to the project. Requests are received by the Project Coordinator and the Communication Team.

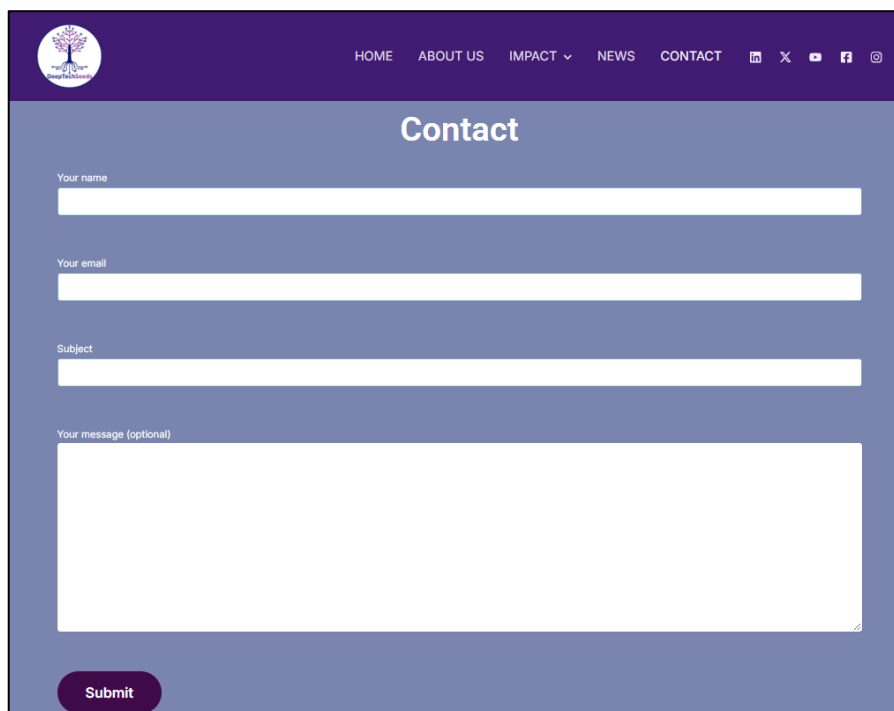


Figure 15: Contact Menu

3.5.2 Project Social Media Platforms

3.5.2.1 LinkedIn Platform (<https://www.linkedin.com/company/deeptechseeds>)

LinkedIn will serve as the primary social media platform for the DeepTechSeeds project, providing a professional channel to engage with key stakeholders, including ECRs, HEIs, RPOs, Industry, policymakers, and innovation actors. The platform enables the dissemination of project progress and

results, promotion of events and opportunities, and networking with related European initiatives and sister projects. Its strong presence within the research and innovation community makes LinkedIn particularly suitable for increasing the project’s visibility, fostering collaborations, and ensuring sustainable outreach.

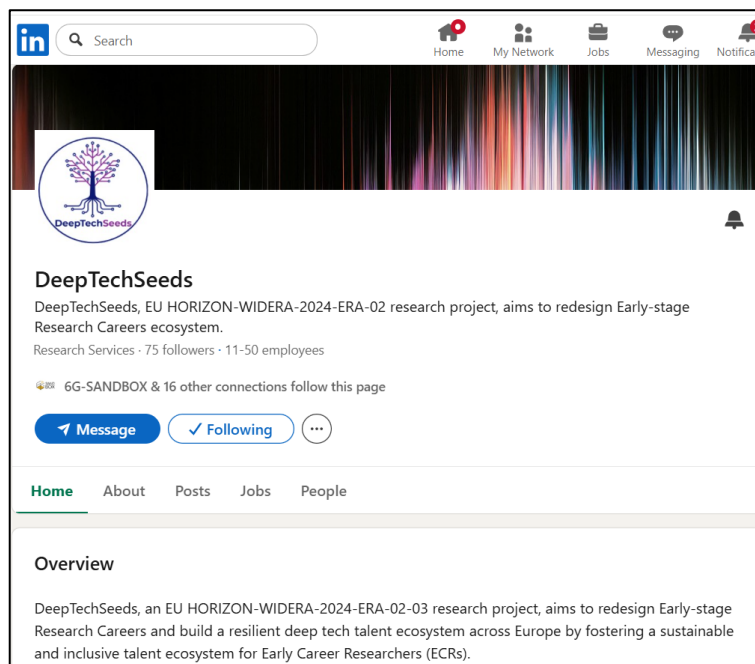


Figure 16: LinkedIn Page

3.5.2.2 X Platform

X will be used for short live updates, event highlights, cross-tagging with partners, and participation in EU-wide conversations around research careers, deep tech and innovation.

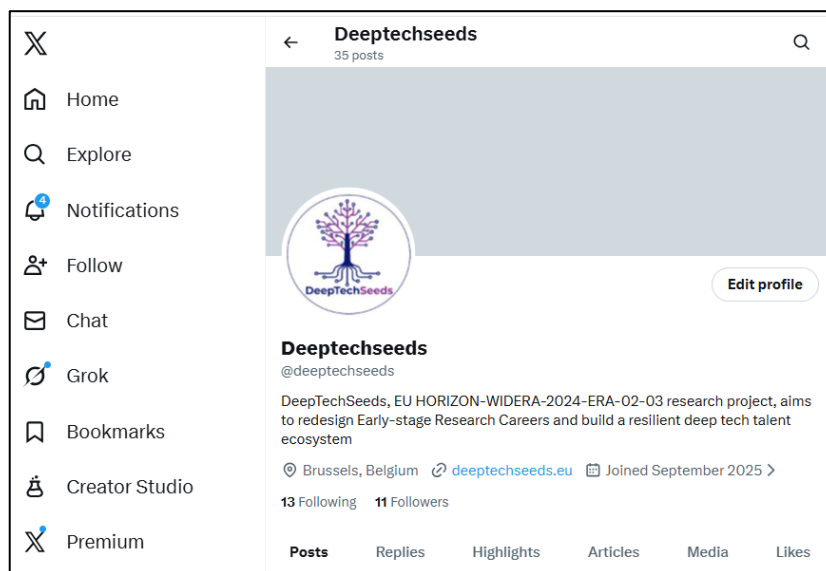


Figure 17: X Page

3.5.2.3 Facebook Platform (<https://www.facebook.com/deeptechseeds>)

Facebook platform was created to target the wider community and general public, particularly, regional audiences, and non-academic stakeholders, while promoting project news, events, and opportunities.



Figure 18: Facebook Page

3.5.2.4 Instagram Platform (<https://www.instagram.com/deeptechseeds/>)

The Instagram Platform was selected following discussions at the 1st Plenary Meeting to better engage students. It serves as a visually oriented channel for reaching early-career researchers and students through event visuals and short announcements.

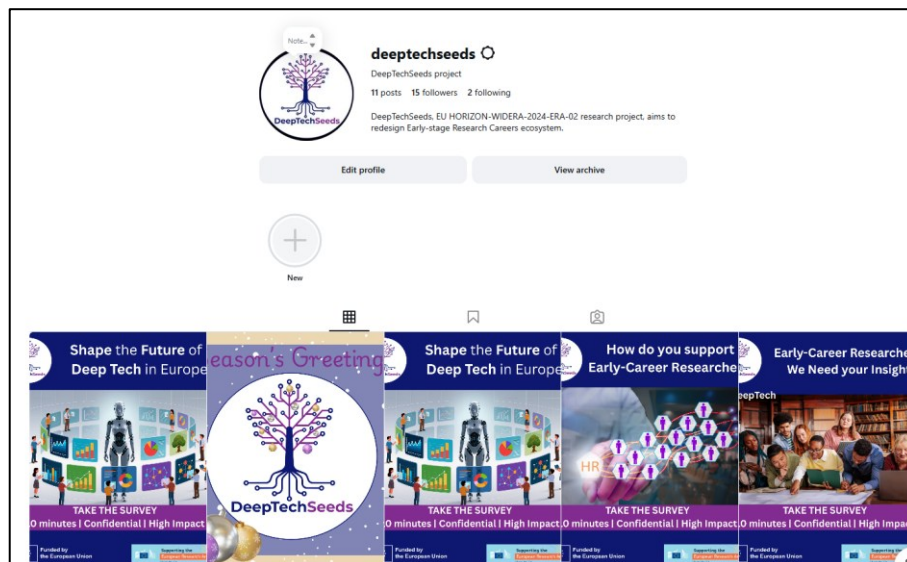


Figure 19: Instagram Page

3.5.2.5 YouTube Channel (<https://www.youtube.com/@DeepTechSeeds>)

The YouTube channel was created to host a variety of multimedia content, including podcasts, expert and stakeholder interviews, recordings of key events, and training-related materials.

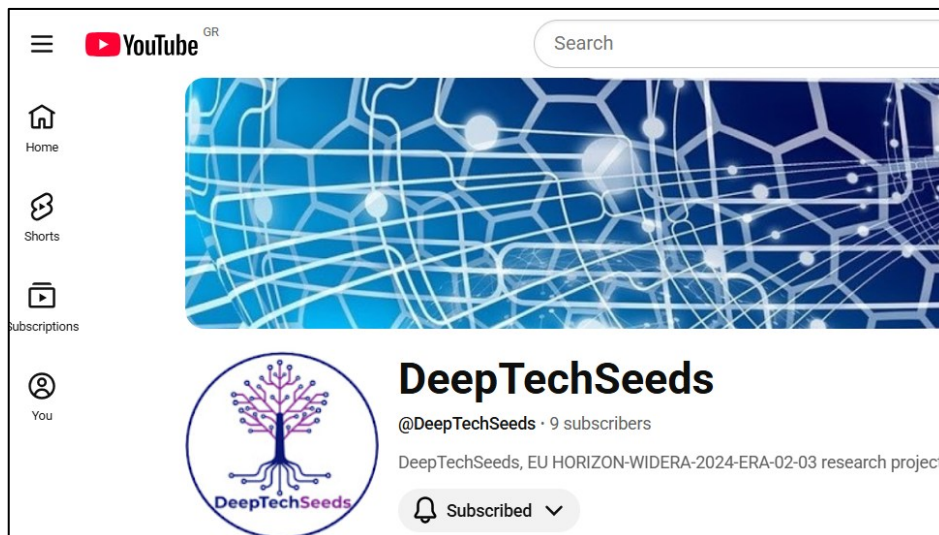


Figure 20: YouTube Channel

3.5.3 Project Newsletter

The project newsletter provides periodic updates and serves as a one of the strategic communication tools to share progress, results, and success stories with stakeholders and target audiences, enhancing visibility, encouraging engagement, and supporting the uptake, replication, and long-term impact of the project's outcomes.

3.5.4 Project Leaflet and other communication material

The project leaflet, flyer or brochure is developed primarily for distribution at events, workshops, conferences, and stakeholder meetings. It supports face-to-face communication by providing a clear and tangible overview of the project's objectives, activities, and expected impacts, while directing audiences to additional information channels such as the project website, social media, and newsletter. In addition, other engaging communication materials may be developed in both print and digital formats to further support outreach and dissemination activities, including infographics, roll-ups, posters, and other visual assets.

3.5.5 Media and Public Relations

Press releases, articles, interviews, podcasts and other media and public relations activities will be implemented according to the project's needs, particularly around major milestones and key achievements. These materials will be disseminated through the project's communication channels as well as partners' communication offices and established media networks, where applicable. In addition, communication outputs developed independently by project partners will also be considered part of the project's overall communication and dissemination activities. **Partner**

Partner Institutional Channels

Partners may amplify official project content through their institutional channels, following internal approval procedures. If a partner's Communication department wishes to communicate about the project, the project communication team should be contacted for branding and messaging guidelines.

3.6 Dissemination Means

In this section, the Means of Dissemination are briefly outlined. This means of dissemination are also outputs of other WPs, however, hereby and especially in the next chapter Communication and Dissemination Plan we accumulate all the dissemination effort of the project so as the reader to have

a clear view of the planned events. Dissemination uses a multi-channel approach aligned with project milestones (M10, M18, M24, M33, M36).

3.6.1 Presentations and Events, Workshop, Conferences etc.:

Presentations delivered by project partners at events constitute an important dissemination channel. Through their participation in conferences, workshops, webinars, and other relevant events, partners actively promote the project beyond consortium-organized activities. These presentations showcase the project's objectives, progress, and results to key target audiences, while demonstrating each partner's commitment to effective dissemination.

Such engagements enable direct interaction with stakeholders, raise awareness of the project's outcomes, foster networking and collaboration opportunities, and contribute to maximizing the project's overall visibility, impact, and uptake.

3.6.2 Industry Events, Technical fora, Conferences

The project will seek participation, through partners' broader activities, in relevant industry events, technical fora, STEM fora and conferences where representatives from industry, research, and innovation communities typically gather. Indicative examples include, Open Community events (e.g. Eclipse OCX), EuCNC & 6G Summit, and other international or local events. Such participation provides valuable opportunities to engage a broad audience, raise awareness of the DeepTechSeeds project, and highlight its objectives, achievements, and added value, leveraging partners' active involvement and networks to maximize outreach and impact.

3.6.3 Publications

The project will produce scientific papers, white papers etc. In addition to targeting academic and policy audiences, selected outputs will also be disseminated through popular science media and science communication platforms in order to reach broader societal audiences and increase public awareness of the project's results and impact.

3.6.4 Project's Organised Events and Community-Building Efforts

The project will organize a range of activities to engage its primary target audiences. A detailed list of these activities, along with a Gantt chart, is provided later in this Deliverable. In addition to the chronological roadmap presented above, the DeepTechSeeds project structures its engagement efforts into several key event categories. These formats reflect the diversity of engagement and learning mechanisms applied throughout the project and were introduced during the 1st Plenary Meeting to ensure their consistent implementation and communication across all partners.

- **Virtual Symposia** – high-level thematic online events bringing together experts, ECRs, and stakeholders to discuss emerging deep-tech trends.
- **Open Innovation Challenges** – structured competitions where ECR teams work on industry-defined problems; two editions will be organized during the project.
- **Talent Matching Events** – in-person events connecting ECRs with employers, offering internships, placements, and early-career opportunities.
- **Career Workshops** – training sessions supporting ECRs in CV writing, interview skills, cross-sector career planning, and mobility readiness (three workshops led by TUL).
- **Cross-sector Collaboration Workshops** – events fostering interaction between academia, industry, clusters, and innovation partners to strengthen talent ecosystems.
- **Online World Café Series** – recurring virtual dialogue spaces enabling stakeholder consultations, peer exchange, and co-design of the DeepTech Framework.

- **Demonstrations and VR-enhanced Learning Sessions** – applied sessions showcasing tools, prototypes, or training approaches using immersive technologies.

3.6.5 Collaborative Platforms and EU Horizon Networking

The project will actively engage with collaborative platforms and networks to maximise visibility, impact, and knowledge exchange. This includes cooperation with peer Horizon Europe projects to share best practices and align dissemination activities, participation in joint clustering initiatives for cross-project dissemination, and the deposition of public project outputs in open-access repositories. In addition, **DeepTechSeeds will leverage AGORA by EIT Manufacturing**, a digital community platform connecting over 3,500 European manufacturing professionals and students from more than 40 countries, to strengthen outreach towards industry-relevant audiences. Through specialised events, a dedicated matchmaking tool and the sharing of insights on manufacturing and innovation, AGORA provides a trusted space to initiate connections, transform ideas and foster a sense of belonging within the European manufacturing ecosystem. DeepTechSeeds will use AGORA to disseminate project successes, lessons learnt, surveys and upcoming events, thereby reaching core dissemination targets and reinforcing links between academia, industry and innovation communities.

3.7 Communication and Dissemination Action Plan

This section provides a detailed overview of the DeepTechSeeds Communication and Dissemination Action Plan, outlining how the key channels will be utilised, together with the main implementation guidelines, including the DeepTechSeeds Communication and Dissemination Timeline (see Table 1), the defined KPIs (see Table 2), and the procedures established to ensure effective and impactful project communication.

The Communication and Dissemination Timeline, structured into three phases, is a key planning tool, as it sets clear boundaries, defines priorities, and supports the timely initiation and coordination of actions throughout the project lifecycle.

Table 1: Communication and Dissemination Timeline

# Phases	Phase	Communication Objectives	Dissemination Objectives
Phase A	Visibility and Awareness (M1-7)	<p>CO1: Define Target audience Establish the project's communication strategy, visual identity, and key messaging.</p> <p>CO2: Launch and activate core communication channels (website, social media, newsletter, promotional material).</p> <p>CO3: Build initial awareness and visibility among primary target audiences and stakeholders.</p>	<p>DO1: Map key stakeholder groups and dissemination means.</p> <p>DO2: Introduce the project's vision, objectives, and expected impact through early presentations, events, and networking activities.</p> <p>DO3: Initiate collaboration with peer projects and relevant ecosystems to prepare future knowledge exchange.</p>
Phase B	Engagement and early results sharing (M8-18)	<p>CO4: Grow and maintain an active community of followers and stakeholders across communication channels.</p> <p>CO5: Promote project progress, activities, and intermediate achievements through regular updates and media outreach.</p> <p>CO6: Encourage interaction</p>	<p>DO4: Share early results, methodologies, and good practices with targeted audiences through workshops, events, and publications.</p> <p>DO5: Engage ECRs and deep tech industry stakeholders, to foster collaboration. To participate in trainings, events etc.</p> <p>DO6: Strengthen clustering and cross-project dissemination with Horizon Europe initiatives.</p>

Phase C	Maximizing impact and ensuring legacy (M19-36)	<p>CO7: Consolidate the project’s visibility and position DeepTechSeeds as a reference initiative in the Deep Tech skills ecosystem.</p> <p>CO8: Communicate success stories, impact, and long-term benefits to broader audiences and policymakers.</p>	<p>DO7: Disseminate final results, tools, trainings, and policy recommendations through scientific publications, reports, and targeted events.</p> <p>DO8: Facilitate adoption, and replication of project outcomes by relevant stakeholders.</p> <p>DO9: Ensure sustainability and legacy through partnerships, networks, open repositories, and continued collaboration beyond the project lifetime.</p>
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3.7.1 Communication Plan and KPIs

The communication strategy provides a coherent framework for how DeepTechSeeds will position its mission, engage stakeholders, and ensure visibility and uptake of project activities. The strategy follows Horizon Europe rules, builds on the Project Management Handbook (D1.1), and ensures cross-WP coordination - especially with WP2 (DeepTech Framework), WP3–WP5 (training, piloting, mobility), and WP6 (Outreach, Sustainability and Policy Impact).

What DeepTechSeeds Communicates through its channels:

Communication activities will focus on promoting the project’s main practical outputs, including:

- Dissemination activities organised by the consortium or individual partners (e.g. partners’ presentations, participation in or organisation of events, webinars, etc.)
- The DeepTech Framework and related institutional implementation pathways
- Skills modules, training materials, and learning resources
- Mobility schemes, internships, and cross-sector exchanges
- Talent Matching Events and Innovation Challenges
- Policy briefs and recommendations
- Best practices and success stories emerging from the pilot regions
- Collaboration and interaction with other sister projects

Communication activities will develop content to inform and educate the community about broader European initiatives relevant to the project, such as Research Competence and related actions. The objectives and messages are aligned with the communication priorities presented during the First Plenary Meeting in Brussels (November 2025), including visibility, engagement, diversity, knowledge transfer, innovation showcasing and sustainability. These priorities guide all WP6 activities and are embedded into the event roadmap, the publication schedule, and the consortium-wide communication workflows.

Communication KPIs as described in the DoA are realistic, meaningful metrics for a **capacity-building project**.

3.7.2 Website KPIs

8,000+ unique visitors

This number will be achieved by regular content publishing, traffic from partners’ websites, DeepTech Social Media by using links at the posts and systematic use of QR codes across all communication materials and events.

3.7.3 Social Media KPIs

- 1,000,000 social media impressions
- 50+ media mentions annually

To maximize reach and impressions, the following hashtags and tags will be used depending on the nature and context of each post (indicative, not exhaustive)

Project Identity and Initiative:

#InsideDeepTechSeeds is the hashtag to be use in all the posts related to our project. More over we wil use #DeepTechSeeds, #DeepTech, #DeepTechTalent, #DeepTechImpact

EU & Funding Context

#HorizonEurope, #Widera, #EuropeanFrameworkForResearchCareers, #CharterforResearchers

Research & Audience

#Researchers, #EU_Researchers, #ResearchComp

Consortium Visibility:

Wherever possible, posts will tag participating institutions, companies, or their representatives, especially when highlighting participation or organisation of events and other contributions etc.

Impressions KPI:

The of DeepTechSeeds' social media presence will be monitored via total impressions, with a target of 1M impressions across all platforms. This will be achieved through:

- organic posts highlighting project news and content from the ecosystem.
- partner amplification and cross-posting
- consistent use of hashtags and direct tags
- engagement-driven content such as surveys, videos, and event promotions and registrations
- Consortium nay consider paid ads in order to promote events.

In addition to impressions, engagement metrics (likes, shares, comments, clicks, and interactions) will be tracked to assess the overall value and impact of the posts every 6 months, ensuring that reach translates into meaningful stakeholder interaction and awareness.

This combined approach will allow the consortium to monitor and optimize the effectiveness of social media dissemination while promoting DeepTechSeeds' visibility within the EU research and innovation ecosystem.

Example Post Concept:

An engaging post introducing DeepTechSeeds' website to the broader public, incorporating relevant hashtags and tagging key consortium partners, served to maximize impressions and broaden project reach.

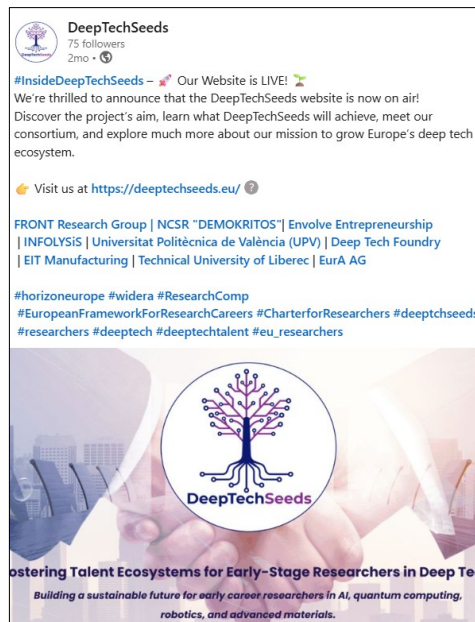


Figure 21: Social Media Post example

3.7.4 Newsletter KPIs

- **6 project newsletters released** during the project lifetime (2 per year, in line with the DoA)

Achieved through coordinated editorial planning and regular dissemination of project updates, results, events and opportunities to academia, industry and policy stakeholders.

3.7.5 Participation & Engagement KPIs

- **5,000 stakeholders reached through project communication activities**

Achieved through targeted newsletters, social media campaigns, press releases, partner networks, and dissemination activities at relevant sectoral events website.

Table 2: Communication KPIs

DeepTechSeeds Communication KPIs	
Website	Number of Visitors > 8000 in 3 years
Social Media Platforms	1M Impressions 50+ media mention annually
Press Releases by project and by partners	Number of Press Releases >10
Engaged Stakeholders through Communication and Dissemination Activities	5,000 stakeholders
Number of e-Newsletters	6

3.8 Dissemination Plan and KPIs

The dissemination strategy defines how DeepTechSeeds will ensure that its practical output methods, frameworks, training materials, mobility schemes, policy insights and cooperation models—are transferred to organisations that can apply and benefit from them. Dissemination focuses on usability, uptake, institutional strengthening and cross-sector cooperation.

3.8.1 Purpose and Scope of Dissemination Activities

The purpose of dissemination is to ensure broad adoption and long-term use of project results by higher education institutions, research-performing organisations, companies, regional innovation actors and policy makers. Dissemination supports:

- institutional implementation of the DeepTech Framework,
- improved HR and talent development practices aligned with the Charter & Code,
- enhanced skills, cooperation and mobility opportunities for ECRs,
- integration of policy recommendations into organisational and regional strategies,
- scaling and replication across Europe.

3.8.2 Material from other WPs that supports Dissemination activities.

DeepTechSeeds through its WPs produces operational, user-oriented materials that enable direct application, including:

- training modules, curricula and supporting learning resources,
- toolkits, guidelines and handbooks for institutional adoption,
- policy briefs, recommendations and the DeepTech Policy Guide,
- success stories and case studies based on pilots and placements.

3.8.3 Event Roadmap (Detailed Overview)

As reported in the Dissemination Means mean section, the project will organize a series of events. For clarity, these are presented below with their **type, main objectives, target audiences, and associated KPIs**.

While each event stems from the work of multiple WPs, this consolidated list offers the reader a **complete view of the project's outreach activities**. The roadmap complements the Gantt Chart in section Activity Timeline (Gantt Chart) by adding narrative clarity and ensuring that all events contribute to measurable project outcomes.

Table 3: Event Roadmap Table

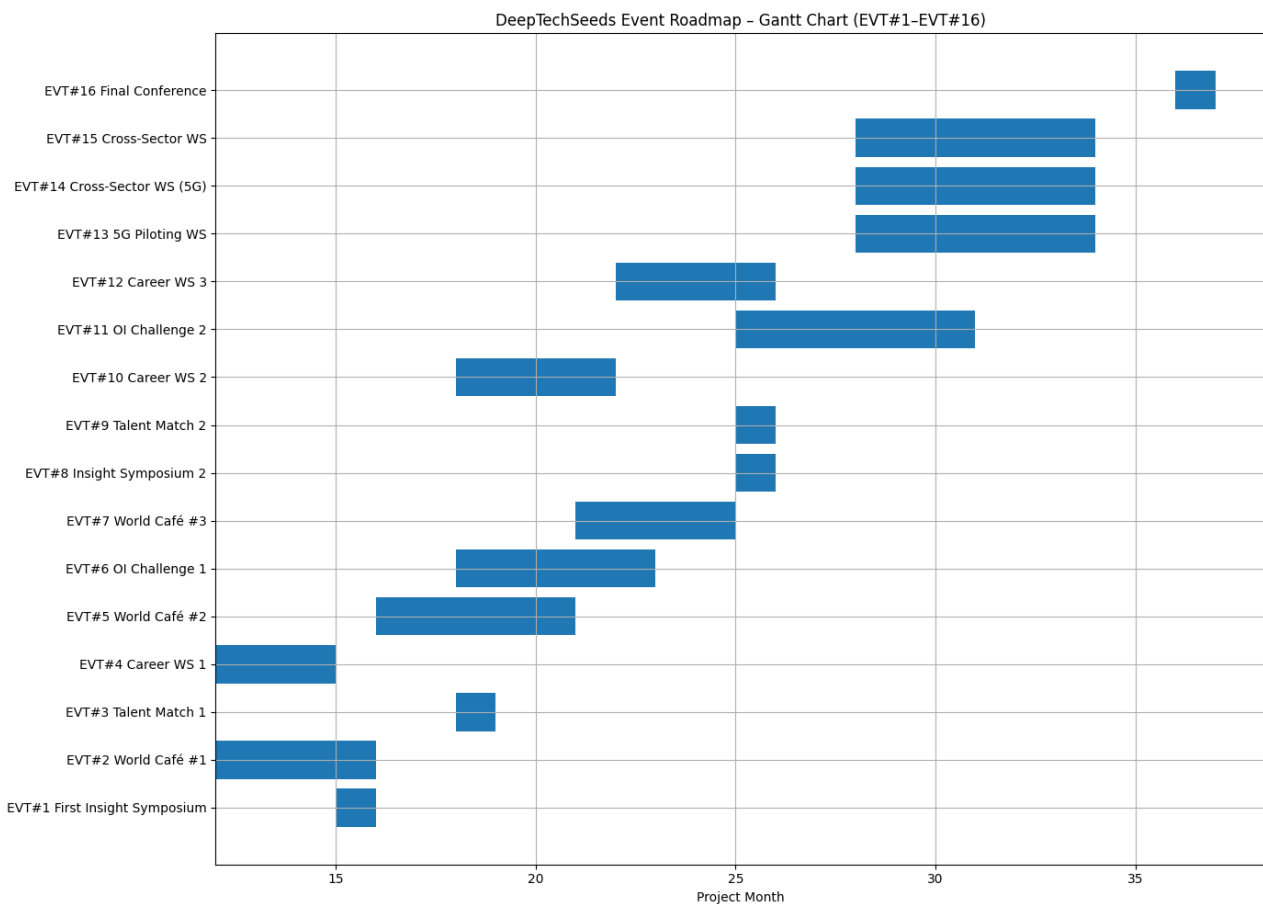
EVT#1 – First Deep Tech Insight Symposium (M15)	Type: Physical Main objectives: Showcase deep-tech trends and foster cross-sector networking. Target groups: ECRs, academia, industry.
EVT#2 – Deep Tech Virtual World Café #1 (M12–15)	Type: Virtual Main objectives: Engage ECRs and stakeholders on thematic discussions and gather data for WP3/WP4. Target groups: ECRs, academics, industry representatives.
EVT#3 – Talent Matching Event #1 (Malta, M18)	Type: Physical Main objectives: Facilitate ECR–employer connections and placements. Target groups: ECRs, employers, HR agencies.
EVT#4 – Career Workshop #1 (M12–M14)	Type: Virtual Main objectives: Training in CV writing, sector-tailored applications, and cross-sector career preparation. Target groups: ECRs.
EVT#5 – Second Deep Tech Virtual World Café (M16–20)	Type: Virtual Main objectives: Deep thematic discussions and community building across deep-tech fields. Target groups: ECRs, academic and industrial communities.

EVT#6 – Open Innovation Challenge #1 (M18–22)	<p>Type: Mixed</p> <p>Main objectives: Enable ECRs to solve industry-defined challenges and foster innovation skills.</p> <p>Target groups: ECRs, companies, mentors.</p>
EVT#7 – Deep Tech Virtual World Café #3 (M21–24)	<p>Type: Virtual</p> <p>Main objectives: Continued community engagement and knowledge exchange.</p> <p>Target groups: ECRs, academia, industry.</p>
EVT#8 – Second Deep Tech Insight Symposium (M25)	<p>Type: Physical</p> <p>Main objectives: Present pilot results and strengthen collaboration within the deep-tech ecosystem.</p> <p>Target groups: All stakeholders.</p>
EVT#9 – Talent Matching Event #2 (Portugal, M25)	<p>Type: Physical</p> <p>Main objectives: EU-wide ECR–employer matchmaking and placement opportunities.</p> <p>Target groups: ECRs, employers.</p>
EVT#10 – Career Workshop #2 (M18–21)	<p>Type: Virtual</p> <p>Main objectives: Interview preparation and deep-tech recruitment skills.</p> <p>Target groups: ECRs.</p>
EVT#11 – Open Innovation Challenge #2 (M25–30)	<p>Type: Mixed/Online</p> <p>Main objectives: Large-scale EU-wide innovation challenge for cross-border collaboration.</p> <p>Target groups: ECRs, companies, mentors.</p>
EVT#12 – Career Workshop #3 (M22–25)	<p>Type: Virtual</p> <p>Main objectives: Strengthen networking and cross-sector mobility competencies.</p> <p>Target groups: ECRs.</p>
EVT#13 – Framework Piloting in 5G Sectors Workshop (M28–33) EVT#14 – Cross-Sector Collaboration Workshop (M28–33)	<p>Type: Physical</p> <p>Main objectives: Exchange piloting progress and benchmarking within 5G-related organisations.</p> <p>Target groups: 5G pilot organisations, experts.</p>
EVT#15 – Cross-Sector Collaboration Workshop (M28–33)	<p>Type: Physical</p> <p>Main objectives: Share results from mobility, piloting and collaboration; develop best practices.</p> <p>Target groups: Academia, industry, policymakers.</p>
EVT#16 – Project Final Conference & Showcase (M36)	<p>Type: Physical/Hybrid</p> <p>Main objectives: Present project outcomes, sustainability plan, and long-term ecosystem developments.</p> <p>Target groups: Entire ecosystem (ECRs, academia, industry, policymakers).</p>

3.8.4 Activity Timeline (Gantt Chart)

This section provides a chronological overview of all WPs activities across the three-year project lifecycle, in alignment with the Event Roadmap and internal workflows.

Figure 22: Event Roadmap Gantt Chart



4 Monitoring of Communication and Dissemination Activities and controlling of processes

Monitoring ensures that communication and dissemination activities are effective, measurable, and aligned with project objectives. This section outlines how these activities will be tracked throughout the DeepTechSeeds project to guarantee alignment with the defined Key Performance Indicators (KPIs) and overall project goals.

For communication activities, analytics platforms have been implemented to measure reach, engagement, and impact. For dissemination activities, an internal tracking tool and the Events GANTT Chart (see Activity Timeline (Gantt Chart) on page 30) have been established to closely monitor progress and allow timely adjustments. This comprehensive monitoring framework enables the Consortium to evaluate performance, identify areas for improvement, and ensure that the project consistently achieves its visibility and outreach objectives.

4.1 Internal Repository and Communication Evaluation and Monitoring Process

As mentioned above, the consortium uses the SharePoint to share information. For T6.2 and communication material, two folders have been created:

- a. The **Communication Material** folder, where material such, as newsletters, leaflets, etc will be stored and will be available to all partner to use

- b. The **Dissemination Folder**, where partners are required to save their presentations, publications, and the photos from the events in order to be used for communication purposes.
- c. The **social media and website dashboards** folder, where the statistical dashboards are saved.

4.1.1 Social media and website performance evaluation and statistical dashboards

To systematically monitor and assess the effectiveness of communication activities in DeepTechSeeds, Google Analytics and Looker Studio Dashboards are employed as primary tools for processing and visualizing performance data from all communication channels and the website. Data is analyzed and compiled into graphical dashboards, which are internally shared via URLs on the project's SharePoint in T6.2 folder. Indicatively the dashboards for the 3 months quarter are shown in the next figures.

The DeepTechSeeds social media and website Statistical Dashboards are issued quarterly, with the flexibility to generate reports over custom timeframes (e.g., six-month or annual overviews). Each communication channel (Website, LinkedIn, X, Facebook and Instagram) will be monitored through a dedicated dashboard, featuring a set of KPIs such as:

Website:

1. Total Users,
2. Sessions,
3. Sessions per user,
4. Views,
5. Events per Session,
6. Event Count,
7. Engagement Rate,
8. Social Media Acquisition,
9. Country Breakdown,
10. Device Breakdown,

The DeepTechSeeds website dashboard provides valuable insights into user behaviour and audience engagement. Metrics such as total users, sessions, and sessions per user indicate the size of the visitor base and the level of returning interest, while pageviews and event counts reflect how actively users interact with the project's content. A high engagement rate and a strong number of events per session suggest meaningful interest in the project's updates, resources, and activities.

As illustrated in the figure below, performance during the first trimester of DeepTechSeeds was promising, with 221 total users, an engagement rate of 48.90%, and 6.22 events per session, clear indicators of high-quality visits and early interest in the project. This traffic can also be partly attributed to three surveys conducted via social media, which successfully directed users to the website.

Regarding traffic acquisition from social media, the Direct source consistently appears first in the list. However, it should be noted that this category often also captures traffic originating from LinkedIn. This typically occurs when users access the website through untracked links, shared posts, or private messages, causing LinkedIn visits to be recorded as Direct rather than Social media traffic.

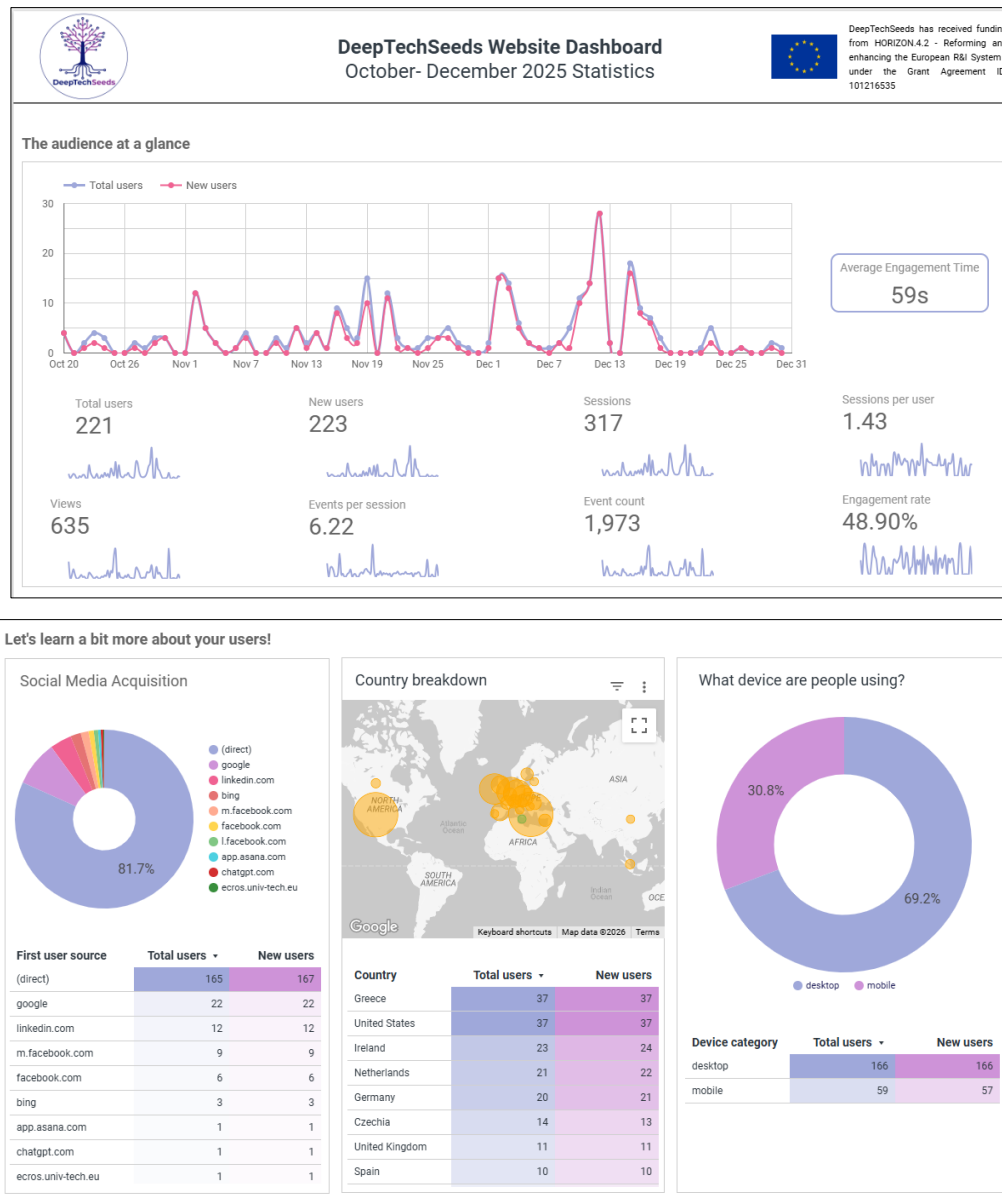


Figure 23: Website Statistical Dashboard

Social Media Metrics

Depending on the platform, statistical dashboards provide a range of key performance indicators to monitor communication effectiveness. These typically include:

1. Followers – the size of the audience reached.
2. Engagements/Engagement rate – total interactions with content (e.g., likes, comments, shares, clicks).
3. Number of posts – the volume of published content and overall activity level.
4. Impressions – the number of times content is displayed to users.
5. Likes – direct positive reactions to posts.
6. Reshares/Retweets – the number of times content is shared, indicating amplification beyond the immediate audience.

Together, these indicators provide a comprehensive overview of communication performance, audience reach, and content effectiveness. Based on these data, the **engagement rate** can be calculated, which is a key metric that measures the level of audience interaction relative to audience

size, offering insight into how effectively the content resonates with the target community. For e.g below the engagement rate in LinkedIn, those 3 months is 17%, which a very strong engagement rate.

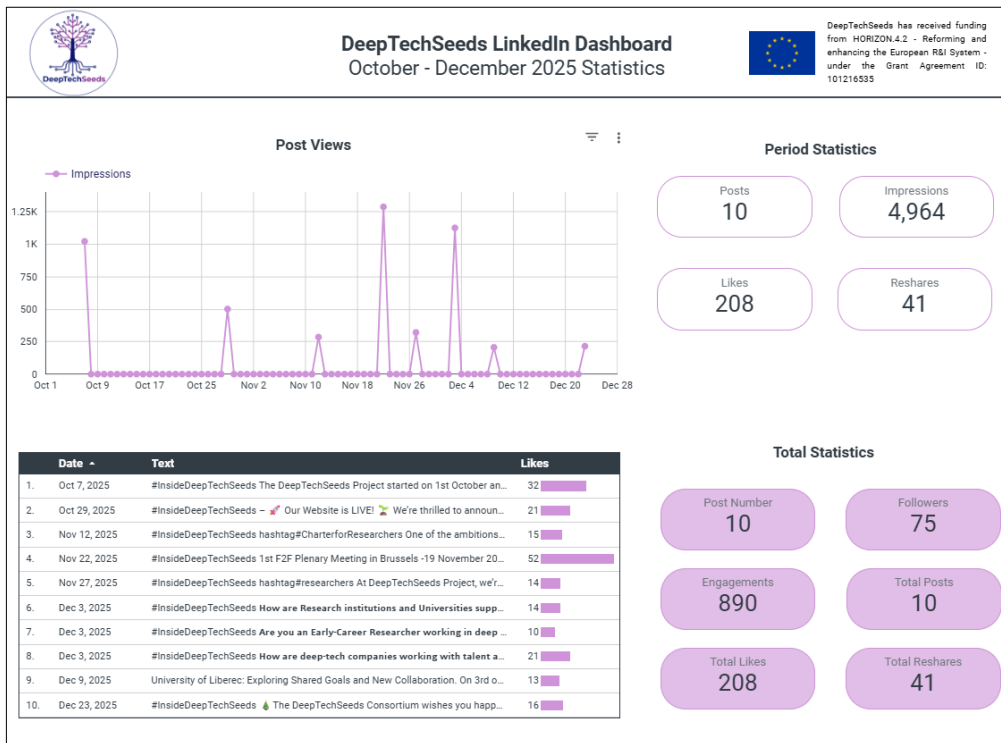


Figure 24: LinkedIn Statistical Dashboard

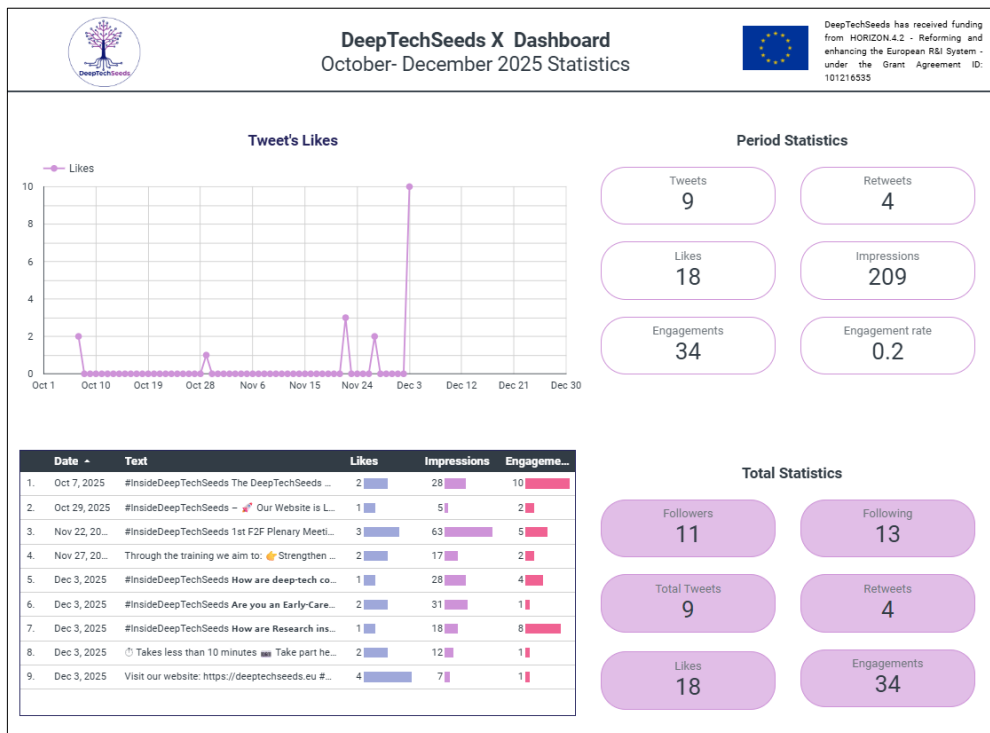


Figure 25: X Statistical Dashboard

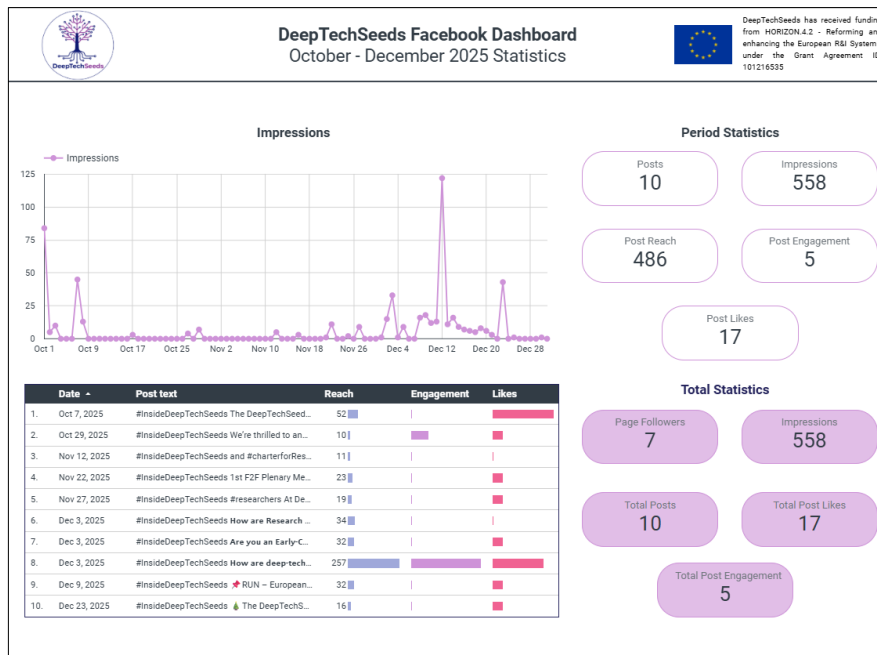


Figure 26: Facebook Statistical Dashboard

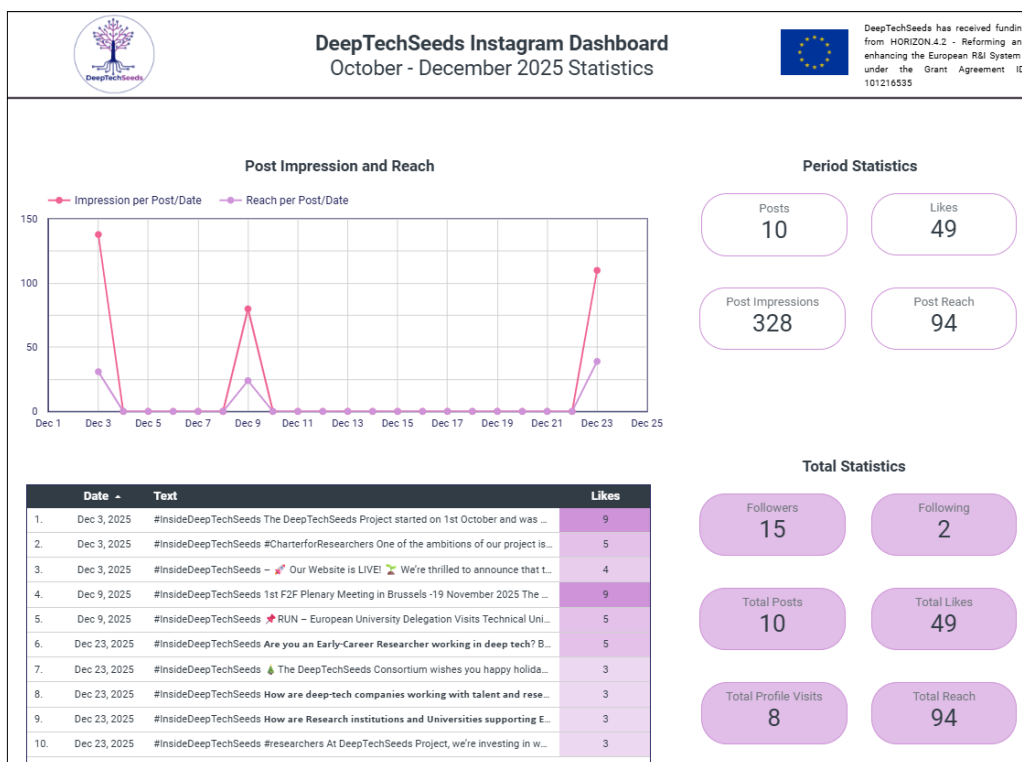


Figure 27: Instagram Statistical Dashboard

The comparison of dashboards over different periods enables the identification of positive trends, and any deviations or performance drops. These insights help the Consortium adapt the communication strategy proactively, ensuring continuous improvement in audience reach, engagement, and project visibility.

4.2 Internal Repository and Dissemination Evaluation and Monitoring Process

The DeepTechSeeds Consortium utilizes the Microsoft SharePoint platform as the central online repository for storing and sharing project-related material. To facilitate cooperation and ensure organized distribution of content, this digital environment is systematically structured into folders and subfolders, categorized by Work Package.

SharePoint plays a pivotal role in supporting collaborative work across the Consortium. Its online editing feature is especially valuable for drafting, reviewing, and updating communication content in real time.

In WP6, all Tasks have their own Folder as seen below.

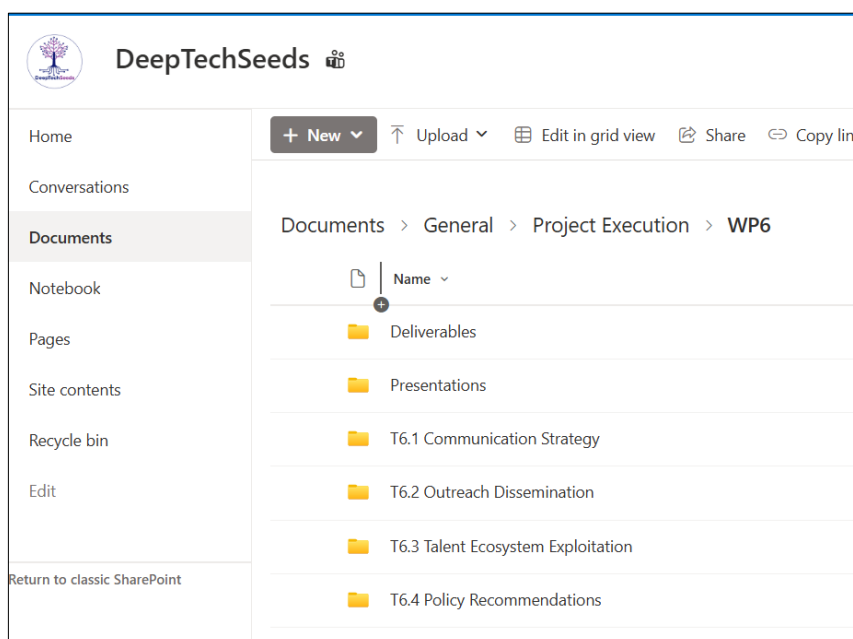


Figure 28: WP6 folder on SharePoint Platform

As a result, T6.2 Outreach, Collaboration and Dissemination owns a relevant folder.

To efficiently track dissemination activities, a structured process has been implemented using a dedicated Excel file.

1. **Activities Tracking File** – This file is to be filled in after a partner completes a dissemination or communication activity. It includes fields such as:
 - a. Authors/Partners
 - b. Type of Activity (pre-selection menu)
 - c. Date
 - d. Name of the Event
 - e. Description of the Event
 - f. URL
- Each partner uploads dissemination evidence (screenshots, links, visuals, presentations) to the T6.2 SharePoint folder.
 - The partner's communication contact is responsible for ensuring completeness and accuracy.
 - T6.2 leader validates the log during semi-annual monitoring cycles.

A No	B Partners	C Type of Activity	D Date	E Name of the Event/Journal etc	F Description of Event for Communication Purposes	G Link if available
1	ALL	Project meeting	03/10/2025	Kick-off Meeting		
2	ALL	Project meeting	19/11/2025	1st Plenary Meeting	1st F2F Plenary Meeting in Brussels -19 November 2025 The DeepTechSeeds consortium gathered in Brussels for our 1st Plenary Meeting, a full-day exchange dedicated to aligning our vision and shaping the next steps of this ambitious HorizonEurope initiative.	
3	TUL	Presentation	3/12/2025	RUN – European University Delegation Visits Technical University of Liberec: Exploring Shared Goals and New Collaboration.	On 3rd of December, the Technical University of Liberec (TUL) welcomed 50 representatives from 9 European universities from the RUN-EU alliance. The visit highlighted the synergies between TUL and its partners, particularly in applied research, regional engagement, and cooperation with industry. During the meeting, the Vice-Dean of the Faculty of Mechatronics, Petr Šidlof, presented DeepTechSeeds, as a newly launched Horizon Europe project at TUL supporting early-stage researchers through skills development, mobility, and collaboration with industry in deep-tech fields. With RUN-EU and DeepTechSeeds sharing a common mission - bridging academia and practice - the delegation was invited to join future collaboration within DeepTechSeeds framework.	

Figure 29: Dissemination Activities Tracking file

To ensure continuous monitoring and effective coordination of dissemination and communication activities, T6.2 actions will be regularly discussed during the project’s weekly teleconferences, ensuring alignment with overall project developments and facilitating collaboration across the consortium. In addition, the Events GANTT chart (see Activity Timeline (Gantt Chart) on page 30) will be reviewed during these calls, enabling the consortium to track upcoming events and initiate timely preparation for their launch.

5 Conclusion

This Communication and Dissemination Plan sets out a structured and practical approach to maximise the visibility, adoption, and long-term impact of the DeepTechSeeds project, in full accordance with the Description of Action (DoA), Horizon Europe obligations, and European Commission guidelines. It combines strategic direction, multi-channel communication, stakeholder engagement, and systematic performance tracking into an integrated and coordinated framework.

The Plan promotes effective communication to increase awareness and stimulate participation across Europe’s deep-tech ecosystem, while ensuring the targeted dissemination of project outcomes to stakeholders who can implement, replicate, and sustain them. By establishing measurable KPIs, monitoring processes, and reporting procedures, it supports transparency, responsibility, and continuous improvement throughout the project’s duration.

Designed as a dynamic and evolving document, the Plan will be refined based on evaluation results and stakeholder input, ultimately leading to Deliverable D6.3 and contributing to the project’s long-term sustainability and enduring impact at the European level.

Annex 1 – Stakeholder Mapping Matrix

Table 4: Stakeholder Mapping Matrix

Stakeholder Group	Role in Project	Needs / Interests	Expected Benefits	Preferred Channels	Engagement Level	Frequency
Early-Career Researchers (ECRs)	Core beneficiaries; participants in trainings, mobility, challenges	Training opportunities; mobility; career guidance; skills development	Access to skills, mobility, mentors, industry; visibility	Website, LinkedIn, newsletters, workshops, World Cafés	High	Monthly–continuous
HEIs & RPOs (HR, RSOs, doctoral schools, supervisors)	Implement DeepTech Framework; adopt HR processes; support pilots	Practical guidelines; HR tools; processes for Charter & Code; capacity building	Better HR practices; improved training; access to ecosystem	Webinars, guidelines, symposia	High	Monthly–quarterly
Industry & Employers	Hosts mobility; co-design skills; provide challenges	Clear value; low admin burden; profile visibility; talent access	Skilled ECRs; innovation ideas; cooperation opportunities	LinkedIn, direct outreach, Talent Matching Events	High	Quarterly
Policy Makers	Integrate policy recommendations; upscale practices	Evidence; concise briefs; EU alignment	Ready-to-adopt recommendations; insights from pilots	Website, LinkedIn, newsletters, Communication Material	Medium	Twice yearly
Regional Innovation Ecosystems	Multipliers; support cooperation; mobilise SMEs	Knowledge sharing; regional best practices	Strengthened ecosystem; talent pipeline	Events, newsletters, clustering actions	Medium	Quarterly
EU-level Networks (EUA, EARMA, EARTO, ERRIN, Science Europe)	Dissemination multipliers; cross-project collaboration	Good practices; policy alignment; pan-EU visibility	Uptake, joint statements, shared tools	LinkedIn, newsletters, working groups	Low–Medium	Ad hoc
Peer HE Projects (ERA 2024–02–03)	Synergy; clustering; co-dissemination	Joint visibility; shared methods	Cross-project visibility; ecosystem scaling	Meetings, shared publications	Medium	Semi-annual
General Public	Awareness; societal understanding	Clear and accessible messages	Better understanding of deep-tech talent	Website, social media	Low	Ad hoc

References

- [1] **European Commission.** *Grant Agreement No. 101216535 – DeepTechSeeds, Description of Action (DoA)*. Brussels: European Commission, 2025.
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- [4] **European Union.** *Regulation (EU) 2016/679 of the European Parliament and of the Council (General Data Protection Regulation – GDPR)*. Official Journal of the European Union, 2016.
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- [6] **DeepTechSeeds Consortium.** *Data Management Plan (DMP)*. Version 1.0, 2025.