

# Deliverable 6.2

**TWIN SYNERGIES**

**COMM Tool kit**

Project Information	
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## List of Abbreviations

EC	European Commission
EU	European Union
ERDF	European Regional Development Fund
GA	Grant Agreement





## TWIN SYNERGIES

HE HORIZON EUROPE

PC Project Coordinator

PM Project Management

PO Project Officer

QM Quality Management

CT Communication Toolkit

DECS Dissemination, Exploitation, Communication Strategy

DEC Dissemination, Exploitation, Communication

SCom Steering Committee

KPIs Key performance indicators

WP Work Package

KER Key Exploitable Results

TG Target Groups

MoM Minutes of Meetings

## 1 Executive summary

The TWIN SYNERGIES Project is a strategic initiative funded under Horizon Europe, designed to bridge the Research and Innovation (R&I) performance gap between European Union (EU) member states. This project aims to foster cooperation and synergy between Cohesion policy instruments and the Horizon Europe program, enhancing the capabilities of less-developed regions to conduct impactful research and innovation activities. The Twin Synergies Project seeks to ensure more balanced and inclusive growth across Europe by leveraging the strengths of more advanced research institutions.





## TWIN SYNERGIES

The **TWIN SYNERGIES COMM Toolkit** (Deliverable D6.2) is a structured communication material and platform developed to support the project's objectives. Its primary aim is to enhance visibility and effectively disseminate TWIN SYNERGIES' goals, activities, and key exploitable results (KERs) among diverse target audiences. The toolkit plays a crucial role in the overall Communication, Exploitation, and Dissemination Strategy (CEDs) by providing the necessary tools to communicate the project's impact and foster stakeholder engagement.

The Communication Toolkit includes several key components designed to address the needs of the TWIN SYNERGIES target groups. One of the main elements is the project website, which serves as a central repository of information, including news, working documents, visual identity guidelines, brochures (flyer) and factsheet. The website is designed to be user-friendly and informative, catering to project partners and external audiences seeking more information about TWIN SYNERGIES.

Social media channels also form the toolkit. Dedicated LinkedIn, Facebook (formerly Twitter) X, and YouTube profiles will be used to share updates and promote the project's activities to reach a broad audience and drive traffic to more detailed information on the project website. Visual content, including infographics and videos, will be developed to make the communication more engaging and shareable across these platforms.

Additionally to digital tools, the Communication Toolkit will include traditional media elements like press releases and articles. These will be published to inform a wider audience about significant project milestones and developments. Localised press releases will highlight the relevance of TWIN SYNERGIES' work to specific regions and emphasise the importance of European funding in supporting these initiatives. Furthermore, the toolkit will include visual materials and templates to maintain consistency in communication efforts.

The TWIN SYNERGIES Communication Toolkit is designed to maximise the project's reach and ensure effective dissemination of its outcomes. The toolkit aims to inform, engage, and inspire action among the project's stakeholders by utilising a combination of digital and traditional media channels and visual and written communication materials. This strategic approach will help achieve the desired impact and support the successful implementation of the TWIN SYNERGIES project.



## 2 Templates and Project Presentation

These templates and the project presentation are essential tools within the TWIN SYNERGIES Communication Toolkit, ensuring effective, consistent, and professional dissemination of project-related information. By using these standardised materials, project partners can efficiently communicate the objectives, progress, and outcomes of TWIN SYNERGIES to a wide audience, fostering engagement and support for the project's goals.

### 1. Templates:

The toolkit includes a variety of templates that are standardised to reflect the project's visual identity and branding guidelines. These templates are developed to facilitate consistent communication across all partners and stakeholders involved in the project. Key templates include:

- **PowerPoint Presentation Template:** this template will be used for internal and external presentations, ensuring that all visual elements align with the project's branding. It will include pre-defined slide layouts for content, visuals, and key messages, helping presenters communicate project objectives, results, and updates effectively.
- **Document Templates:** standardized templates for reports, meeting minutes, and other written communications will be provided. These templates will ensure that all documents are professional, clear, and consistent in their formatting and appearance, essential for maintaining credibility and coherence.
- **Press Release Template:** a press release template will be created to standardise the format of news and announcements shared with media outlets. This template will include spaces for headline, date, body text, and contact information, ensuring that all press releases consistently communicate key messages.

### 2. Project Presentation:



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The project presentation for TWIN SYNERGIES provides a comprehensive overview tailored to introduce the initiative to stakeholders, policymakers, industry representatives, and academic partners. It begins with an introduction to the project's objectives and goals, emphasising the importance of enhancing synergies between Cohesion policy funds and higher education initiatives. The presentation covers the Key Exploitable Results (KERs), highlighting their significance, potential impact, and relevance to various target groups. It includes a summary of project activities, milestones, and timelines, ensuring a clear understanding of progress and future steps. Information about consortium partners, their roles, and the importance of collaboration and knowledge sharing is also presented. The presentation outlines the expected benefits for stakeholders, demonstrating how TWIN SYNERGIES supports green and digital transitions.

All the visual identity-related communication materials are accessible to all partners in the project's internal file-sharing platform, Google Drive: [https://drive.google.com/drive/folders/1GTPRHxfMAFki3Ya7dOellqZY6hC4Pj5G?usp=drive\\_link](https://drive.google.com/drive/folders/1GTPRHxfMAFki3Ya7dOellqZY6hC4Pj5G?usp=drive_link). The Communication map includes all visual identity versions for print or web materials and editable templates for communication and dissemination actions.

The EU emblem is a vital visual identity used to recognise the EU's support for funded projects. It is mandatory for beneficiaries, managing authorities, and implementing partners to display the EU emblem prominently in their communication materials. This includes brochures, posters, websites, social media, equipment, and other infrastructure the EU funds. The emblem's use acknowledges EU support and enhances the visibility of EU funding.

### 1. Visual Presentation:

- the EU emblem must be visible and not overshadowed by other logos. It should be at least the same size as the biggest logo of any other co-funding entity. The emblem should not be modified or merged with other graphic elements.
- The accompanying funding statement (e.g., "Funded by the European Union") should use simple, easily readable fonts like Arial, Calibri, or Verdana. The text should be in Reflex Blue (the same blue as the EU flag), black, or white, depending on the background, for optimal visibility.
- A protection area around the emblem should be maintained, free of any other visual elements affecting its legibility.





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2. **Bilingual and multilingual options:** a bilingual version of the EU emblem and funding statement for projects in multilingual contexts is allowed, but adding a third language is not permitted. The emblem can be reproduced in smaller sizes for small items (e.g., pens), but care should be taken to maintain clarity.

Please also follow the European Commission rules for visual elements:  
[https://ec.europa.eu/regional\\_policy/information-sources/logo-download-center\\_en](https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en).

Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

***“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.”***

Figure 2 depicts the project logo chosen by the project team and the versions created based on the same matrix to be used in different situations, such as light and darker backgrounds and the TWIN SYNERGIES social media.



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Figure 1: Visual Identity (logo of the project)

Four key colours, three secondary or complimentary colours, were added to the brand colour mix to complete the visual brand book and enable numerous colour-matching variations for the project's communication.



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## 2.1 Typefaces

Dubai Regular typography was chosen for the logo. For any document created for the web or web mobile using Office programmes, e.g. Word, PowerPoint, Excel, the typeface will be Arial.

Arial Regular

*for text*

abcdefghijklmnopqr  
stuvwxyzABCDEFGH  
JKLMNOPQRSTUVWXYZ  
XZ0123546789

*Arial Italic*

*for emphasized words in quotes and subtitles*

*abcdefghijklmnopqr  
stuvwxyzABCDEFGH  
JKLMNOPQRSTUVWXYZ  
XZ0123546789*

**Arial Bold**

**for titles and text**

**abcdefghijklmnopqr  
stuvwxyzABCDEFGH  
JKLMNOPQRSTUVWXYZ  
XZ0123546789**

***Arial Bold Italic***

***for subtitles***

***abcdefghijklmnopqr  
stuvwxyzABCDEFGH  
JKLMNOPQRSTUVWXYZ  
XZ0123546789***

**Arial Black**

**for titles**





TWIN SYNERGIES

**abcdefghijklmnopqr  
stuvwxyzABCDEFGHI  
JKLMNOPQRSTUVWXYZ  
XZ0123546789**

### 3 Project website

The [TWIN SYNERGIES website](https://www.twinsynergies.net/) (<https://www.twinsynergies.net/>) will be the project's reference for the DEC's actions. It will gather the essential information related to the project, from its conception to its main results and products. To align with the project graphic identity, it will be developed by the graphic designer who conceived the TWIN SYNERGIES identity under the supervision of the DEC WP leader and the DEC Committee (see Table 2).

Following the same participatory approach used for the project's visual identity (VI), the website map structure was presented to the team members, and all agreed on the final structure. The graphic layout (Figure 2) was presented to the DEC Committee and accepted by all members. A completely functional and operational website is foreseen for M6.





[Home](#) [About project](#) [News](#) [Events](#) [Contact Us](#)



 **Funded by the European Union** This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101160135. This website reflects the views only of the author(s), and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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Figure 2: TWIN SYNERGIES website

On the TWIN SYNERGIES website dedicated pages will present some basic information about the project, the project's objectives, organisation and main work, the institutional partners, their contacts and ongoing tasks, the project contacts and links to the TWIN SYNERGIES social media. The website also hosts all public deliverables in a dedicated section, as well as scientific publications and communication and educational resources, thus fulfilling the level of public dissemination projected at the proposal stage but also making the website an essential resource for anyone interested in the project, including the general public, the scientific community, policymakers, and media.

The website will also feature news on relevant topics or future actions conducted by the team and activities organised by the project or attended by team members. The project website is updated regularly. The WP6 leader will publish the news on the website to keep the page attractive and lively for its visitors.

Active participation from each project partner in content dissemination is crucial for achieving our communication objectives and maximising the impact of our efforts. The WP6 leader has





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distributed the work among project partners equally throughout the lifespan. Each partner is responsible for preparing monthly texts to be posted on the website and social media. The Dissemination Reporting Table outlines the schedule of responsibilities for each partner. The [Dissemination Reporting Table](#) is prepared. The [Dissemination Reporting Table](#) now has a Content variation across platforms (3rd sheet "[Detailed content Plan](#)"). Following the outlined strategy and guidelines, we aim to maintain a strong online presence and effectively engage with our audience throughout the TWIN SYNERGIES project.

Key components of the strategy:

- Each project partner has been assigned specific months to prepare and post content(s) on social media and web pages. A schedule outlining these responsibilities has been shared with all partners. Project partners must review the schedule and familiarise themselves with their assigned months.
- Partners are encouraged to follow specific guidelines when preparing content for posting:
  - Content should be relevant to the TWIN SYNERGIES project and align with its objectives.
  - The tone of the content should be professional yet engaging to capture the audience's interest.
  - Relevant updates, events, or project milestones should be included in the content.
  - Attention should be paid to spelling and grammar to maintain a high-quality standard.
- Partners are provided with a Google Drive link containing the schedule of responsibilities. This link is a reference point for partners to track their assigned months and mark them as completed upon posting the content.

## 4 Social Media platforms





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Today, social media is the centre of information dissemination across heterogeneous target groups. These channels provide on-demand access to content anytime, anywhere, on any digital device or website.

TWIN SYNERGIES utilises social media profiles: [X Profile](#), [Facebook Profile](#), [LinkedIn Profile](#), and [YouTube Channel](#) to share real-time updates, engage with various stakeholders, and promote project activities and events. These platforms will feature regular posts with news, multimedia content, and interactive elements designed to foster engagement. LinkedIn and Facebook will be used for professional networking and detailed updates, while X will focus on concise messages and quick interactions. YouTube will host content (materials, including Project video, generated throughout the project's duration).

### 4.1 Brand book

The [TWIN SYNERGIES brand book](#), also known as brand guidelines or brand style guide, is an essential document that outlines the standards for maintaining a cohesive and consistent visual identity (VI) across all communications and platforms. Serving as a reference blueprint, this guide ensures that all aspects of TWIN SYNERGIES' visual and verbal identity are applied consistently, creating a unified and easily recognisable brand presence. Designed for internal and external use, the brand book helps the project partners representing TWIN SYNERGIES. Developed by the WP6 leader, the TWIN SYNERGIES brand book includes the following key elements:

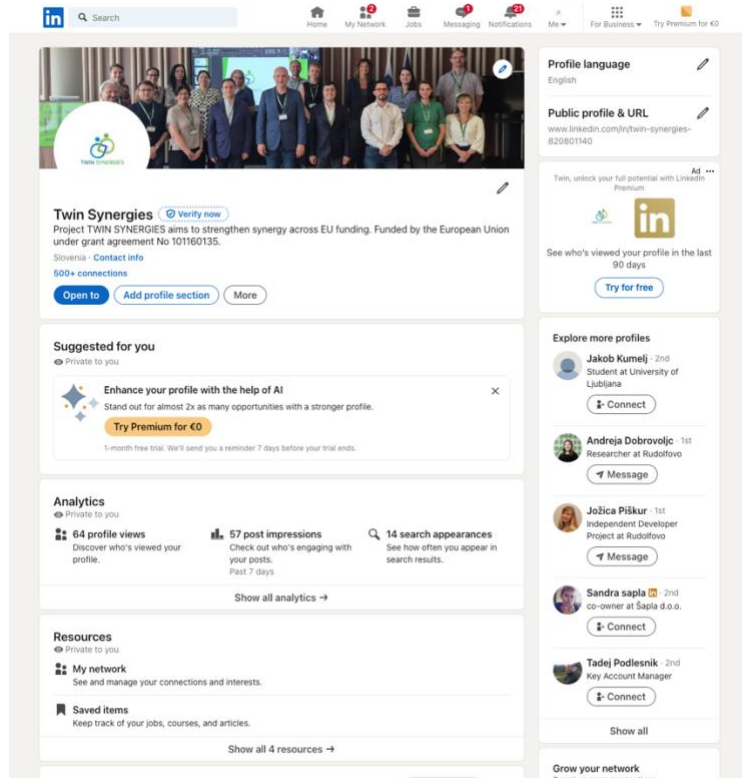
- **Logo usage:** comprehensive guidelines on logo application, covering variations, spacing requirements, colour usage, and sizing to ensure consistent representation across all platforms.
- **Colour Palette:** a designated colour scheme specifying primary and secondary colours for the brand, along with instructions for colour combinations, gradients, and background applications, promoting visual harmony in all materials.
- **Typography:** specifications for primary and secondary fonts used in various applications, including headings, body text, and special formatting. This section ensures readability and consistency throughout all project-related content.





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All TWIN SYNERGIES partners are encouraged to use these guidelines in their materials and project outputs. The brand book and other materials are readily accessible in the shared project space on [Google Drive](#). By adhering to these standards, TWIN SYNERGIES maintains a professional and recognisable identity, delivering a consistent brand experience across all touchpoints.





# TWIN SYNERGIES

- Home
- Explore
- Notifications
- Messages
- Lists
- Bookmarks
- Jobs
- Communities
- Premium
- Verified Orgs
- Profile
- More

Post

**Twin Synergies**  
2 posts

**Twin Synergies**  
@TwinSynergies

TWIN SYNERGIES aims to strengthen synergy across EU funding. Funded by the European Union under grant agreement No 101160135.  
Novo mesto, Slovenia | Joined July 2024  
1 Following 1 Follower

**Posts**   Replies   Highlights   Articles   Media   Likes

**Twin Synergies** @TwinSynergies · Aug 20  
@TwinSynergies launched! Bridging early research research & venture funding in EU science: nine partners, 2-year project to boost innovation across Europe. #TwinSynergies #EUInnovation

**Twin Synergies** @TwinSynergies · Jul 18  
The TWIN Synergies project is officially launched!

On 26. 6. 2024, we kicked off with partners from across Europe to strengthen internationalisation and capacity building in higher education. Stay tuned for more updates! #TwinSynergies #internationalisation #HorizonEU

Search

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- Google @Google Follow
- Science Magazine @ScienceMagazine Follow

Show more

**Slovenia trends**

- 1 - Business & finance - Trending  
**#Bitcoin**  
163K posts
- 2 - Politics - Trending  
**NATO**  
129K posts
- 3 - Politics - Trending  
**America**  
850K posts
- 4 - Sports - Trending  
**Jesus**  
264K posts
- 5 - Trending  
**Covid**  
480K posts
- 6 - Politics - Trending  
**Russian**  
332K posts
- 7 - Politics - Trending  
**Ukraine**  
516K posts
- 8 - Politics - Trending  
**Putin**  
176K posts
- 9 - Trending  
**Europe**  
243K posts
- 10 - Politics - Trending  
**Biden**  
1.47M posts

- Search Facebook
- Manage Page**
- Twin Synergies
  - Professional dashboard
  - Insights
  - Ad Centre
  - Create ads
  - Boost Instagram post
  - Settings
  - Use tools**  
Integrate your business across Meta apps
  - Meta Verified
  - Leads Centre
  - Meta Business Suite

**Twin Synergies**  
16 likes · 23 followers

**How healthy is your page?**  
Complete these actions to keep improving Twin Synergies.

**Page health: good**  
Completed 3 out of 4 tasks with high engagement.

- Link your WhatsApp account
- Add an action button
- Invite friends to like your Page

**INFO**

- Page: Education website
- Location: Novo mesto, Slovenia
- Website: twin.synergies@uni-lj.si
- Not yet rated (0 reviews)

**Featured**  
Project goals: Link between post-grad research and entrepreneurship.

**Posts**

**Twin Synergies**  
Project announcement: May 1, 2024 - April 30, 2026. See more

See insights and ads

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Figure 3: TWIN SYNERGIES social media accounts (X, LinkedIn, Facebook, YouTube)

TWIN SYNERGIES LinkedIn, Facebook, X, and YouTube accounts (Figure 3) were set up by M6 and activated since M3. Through frequent activity and interaction, these accounts will provide visibility to project research, communication, dissemination, and exploitation activities with simultaneous feedback collection.

Tailored hashtags will complement these efforts to ensure a broader diffusion of the TWIN SYNERGIES project: #twinsynergies, #HorizonEurope #wideningcountries.

Hashtags work as links perfect for finding relevant content to share, giving the TWIN SYNERGIES audience an easy way to find content regarding the project and grouping together like conversations. They can increase the chances of getting opinions from people interested in areas where TWIN SYNERGIES works.

## 4.2 Press release

6 press releases or articles on relevant platforms will be published during the project. Press releases strategically announce significant milestones, key events, and important results to the wider public. These are distributed to media outlets, journalists, and news agencies and shared on the project website and social media channels. By doing so, TWIN SYNERGIES ensures that impactful news reaches a broad audience, raising awareness and drawing attention to the project's achievements and collaborations. All project partners will actively communicate on a regional and national level, though FIS will play a preeminent role.

Besides the regular online presence managed by the DEC WP6 leader, project partners will continue to be sustainable and prepare it digitally. Press releases are issued in English, translated into local languages, and adapted to partners' needs.

Press releases on the main activities and developments of the TWIN SYNERGIES project will be prepared and distributed for publication among the national/regional/EU press to promote the project more broadly, as well as in the partner institutions' websites and social media channels.



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In addition to specific project activities, topics covered may include opinions/interviews from experts within and outside the partner institutions or individuals, companies, or organisations with a direct interest in the project theme, attracting media attention to relevant topics. All TWIN SYNERGIES partners will promote continuous cooperation with the press and media. All press releases and news produced from these releases will also be available on the TWIN SYNERGIES website and shared on the project's social media accounts.

The press release shall be at most two A4 pages and pique the journalist's interest to discover the topic further. Professional and attractive press releases should be written:

1. With a captivating headline;
2. Using the “right-to-the-point” style;
3. Using important numbers (if necessary);
4. With access to further information.

A template for the press release can be found on the Google Drive. The template already includes all the project's visual identity requirements.

### **4.3 Workshops, conferences, and other events**

Workshops, conferences, and other events provide opportunities for direct engagement with target groups, enabling the presentation of project results, gathering feedback, and fostering networking and collaboration. These events can be conducted online and offline, facilitating discussions and knowledge exchange among participants from diverse backgrounds, including the scientific community, business support organisations, and policymakers.

The three major events (Kick-off, final and the policy dialogue event) are public and should be attended by a wide range of key stakeholders, final beneficiaries and decision-makers. Partners have to use the event sample documentation:

- Attendance sheet template,
- PowerPoint Template,
- visibility tools (digital templates).





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## 4.4 Reports and brochures/factsheets

Technical reports and brochures/factsheets with key messages related to the scope of the TWIN SYNERGIES project and ongoing work will be prepared in a digital form to be disseminated to the identified target groups.

## 5 Internal communication channel

Internal communication channels within the TWIN SYNERGIES consortium include emails, phone calls, WhatsApp, Viber, virtual meetings (Teams, Webex, Zoom,...), and Google Drive. These common communication tools require no further explanation as they are widely used in daily interactions.

Project implementation issues, progress, and activities will be discussed during online and on-site meetings as planned by the Grant Agreement.

Zoom is the primary internal communication tool with a user-friendly interface, versatile functions, and cost-free availability for external project members. It also provides a centralised interface for using other Microsoft apps like Excel, Word, PowerPoint. All project-related discussions, including implementation progress, will occur during online and in-person meetings per the Grant Agreement.

The project's working plan foresees the execution of different events, virtual meetings, Kick-off, the final event, and several workshops. To allocate the events, cost and time efficiently, the WP6 leader creates a calendar of events, workshops and training for the project partner. This calendar provides an overview of each partner's preferred dates and contributions. The dates for the workshops and training have been discussed with all involved partners during Virtual Meetings, which are held every 3<sup>rd</sup> Wednesday of the month (the consortium uses Teams, Webex, Zoom), to facilitate virtual consortium meetings. This way, project partners further have the chance to agree on content, procedure and distribution of tasks. Also, the common email was prepared, including all email addresses from the project consortium: [consortium.twin.synergies@fis.unm.si](mailto:consortium.twin.synergies@fis.unm.si).





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## 5.1 Virtual meetings

Virtual meetings have been conducted since the start of the project and serve as the primary platform for discussing each WP, each activity, objective and overall project progress. The project coordinator distributes, after the meetings, the minutes of the meeting (MoM) to remind partners of tasks and other project-related requirements. Project partners can also comment on results, share experiences, and raise questions directly with the project coordinator and WP leaders. Early in the project, full participation from all partners was crucial to clarify objectives and activity structures. Virtual meetings can also be held bilaterally to plan upcoming workshops, events, and training sessions.

## 5.2 Responsibilities

The WP6 Leader (and project coordinator FIS), with the SEZ support in T6.4, coordinates and implements the DEC Strategy and Implementation plan. This includes developing the strategy, managing communication and dissemination activities, and overseeing the creation of promotional materials. Manage day-to-day communication activities, create content, schedule posts, track engagement metrics, and organise events such as webinars or workshops.

The project coordinator oversees the overall execution of the project, including the DEC Strategy and Implementation plan. Project partners guide and support the WP6 Leader, assisting in resource allocation and problem-solving, contributing actively to dissemination and communication efforts, providing content, participating in events, and sharing project results within their networks.

# 6 Exploitation and dissemination

## 6.1 Dissemination activities

One of the core activities of TWIN SYNERGIES involves participating in external events such as conferences, workshops, and seminars. By presenting at these events, the project showcases its progress and results to a diverse audience of experts, policymakers, and practitioners. This direct





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engagement helps disseminate key findings and foster connections that can lead to further collaboration and utilisation of the project's outcomes.

The project will actively organise its events to present its results and facilitate stakeholder dialogue. Workshops and events specifically focused on the dissemination of results will be organised by TWIN SYNERGIES. These sessions will present detailed findings, discuss their implications, and engage stakeholders to explore practical applications. Such targeted activities ensure the project's results are effectively communicated, facilitating their application and integration into practice.

TWIN SYNERGIES will collaborate with other relevant EU projects to broaden its reach and impact. By aligning with similar initiatives, the project can share knowledge, integrate insights, and amplify its results within a larger network. This collaboration helps leverage synergies between projects and enhance the visibility and relevance of TWIN SYNERGIES' findings across the European research landscape. In this regard, the capitalisation of the project will take part in all external events. In this regard, the project consortium's duty is to effectively capitalise on the project by promoting the results and sharing knowledge through targeted communication, such

Maintaining an active presence on social media platforms such as LinkedIn, Facebook, YouTube, and X will be a cornerstone of the communication strategy. These platforms regularly update followers on key results, share insights, and promote project activities. YouTube will host video content, including project summaries and interviews, visually presenting the project's achievements and developments.

A communication toolkit, also in detail described in T6.2 and D6.2, will be developed to support consistent and effective communication. This toolkit will provide project partners with customisable templates for newsletters, invitations, and promotional materials. Using these resources, partners can easily share updates and engage with their networks, ensuring the project's results are communicated effectively and uniformly. However, starting from the M1, target groups engagement is a key component of the exploitation process.





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## 6.2 Exploitation of Project Results

Exploitation of TWIN SYNERGIES results and outcomes aims to promote wide uptake and replication of the results during the project's lifetime and beyond, maximising the practical use and impact of the project's outputs.

The exploitation strategy's heart is the Report on exploitation WS and roadmap (T6.4, D6.4), which will provide a detailed plan for leveraging the project's key exploitable results (KERs). The roadmap begins with identifying the KERs and significant outputs from the project that hold potential for practical application. These results will be then characterised to understand their technical, business, and policy implications, helping to define their value and potential impact.

The roadmap will specify the ownership rights associated with each KER, ensuring clarity on how these results can be used, communicated and internationalised. In this regard, ownership and IP considerations are crucial.

## 7 Monitoring communication activities

Monitoring communication activities and efficiently using communication tools are paramount to successfully implementing the DEC Strategy and Implementation Plan. The WP6 leader regularly checks how the planned activities reach the project's communication objectives.

### 7.1 Dissemination Table Report

The important monitoring tool is the "[\*Twin Synergies Appendix 1- DTR compiled with inputs from all partners\*](#)". The WP6 leader prepares this template, and each project partner must fill in all their executed dissemination activities. The Excel table encompasses sheets for promoting the project. The WP6 leader asks each partner for a monthly table update. The template will be available on the Google Drive.





## 7.2 Event concept note

Dissemination activities also include the organisation of events and workshops. In close collaboration with the WP6 leader, the project partner in charge of the Quality Management (SEZ) prepared a template that supports project partners in planning their events in a timely and purposefully.

## 7.3 Monitoring involvement

Each project partner contributes to the project communication activities because they have regional and national networks. These contacts shall be informed about the project's outcomes using social media. A target table for each partner and social media channel will be created to ensure the project partners actively contribute to the network extension.

By employing these monitoring and evaluation criteria, TWIN SYNERGIES ensures that its activities are effectively managed, outcomes are systematically assessed, and lessons learned are integrated into ongoing and future projects. This approach supports the project's commitment to achieving meaningful and sustainable impact. Table 1 provides a clear overview of how the project's communication and dissemination activities will be measured and evaluated.

Table 1: Table detailing the tools, their descriptions, and Key Performance Indicators

Tool	Description	KPI	Target
<b>Project Website</b>	Central online platform providing information about the project, including news, documents, and visual materials.	- Website created - Visitors - Deliverable downloads	- 1 website created - 2,000 visitors - 200 downloads
<b>Social Media (SM)</b>	Platforms used to share updates and engage with a wide audience, including LinkedIn, Facebook, YouTube, and X.	- SM channels created - Followers - Posts	- 4 channels created - 1,000 followers - 120 posts
<b>Project Video</b>	A visual representation of the project's goals, progress, and results, shared on YouTube and the project website.	- Video created - Views	- 1 video created - 300 views





<b>Traditional Media</b>	Communication through news portals, targeted websites, radio, and television to reach broader audiences.	<ul style="list-style-type: none"> <li>- Press releases/articles</li> <li>- Brand book</li> <li>- Visual materials</li> </ul>	<ul style="list-style-type: none"> <li>- 6 releases/articles</li> <li>- 1 brand book</li> <li>- 10 visual materials</li> </ul>
<b>Conferences and Events</b>	Organized meetings to present results, including the final event and policy dialogue workshops.	<ul style="list-style-type: none"> <li>- Final event organized</li> <li>- Event attendees</li> <li>- Policy dialogue workshops</li> </ul>	<ul style="list-style-type: none"> <li>- 1 final event</li> <li>- 80 attendees</li> <li>- 3 workshops</li> <li>- 60 attendees at policy dialog and cross-fertilisation workshoops events</li> </ul>
<b>Dissemination Events and Meetings</b>	Meetings and presentations to discuss and spread project results with stakeholders and relevant audiences.	<ul style="list-style-type: none"> <li>- Working meetings with authorities</li> <li>- Events with PPs as speakers</li> <li>- Event participation</li> </ul>	<ul style="list-style-type: none"> <li>- 4 meetings</li> <li>- 9 speaking events</li> <li>- 12 event participations</li> <li>- 540 participants at events</li> </ul>
<b>Cooperation with other projects</b>	Engaging with similar projects to exchange knowledge and foster collaboration.	<ul style="list-style-type: none"> <li>- Outreach to related projects</li> </ul>	<ul style="list-style-type: none"> <li>- 18 outreach efforts</li> </ul>

## 8 TWIN SYNERGIES DEC Committee

A DEC Committee has also been created to facilitate internal communication and decision-making processes (Table 2).

Table 2: DEC Members Committee

Role	Legal name	Member
COO	FAKULTETA ZA INFORMACIJSKE STUDIJE V NOVEM MESTU	Erika D. Ursic



## TWIN SYNERGIES

BEN	RAZVOJNI CENTER NOVO MESTO SVETOVANJE IN RAZVOJ DOO	Janez Gorenc
BEN	UNIVERSITATEA DIN CRAIOVA	Leonardo-Geo Manescu
BEN	AGENTIA PENTRU DEZVOLTARE REGIONALASUDVEST OLTENIA	Mihai Marian
BEN	VSB - TECHNICAL UNIVERSITY OF OSTRAVA	Martin Duda
BEN	MORAVSKOSLEZSKE INOVACNI CENTRUM OSTRAVA	Tereza Novotná
BEN	SVEUCILISTE ALGEBRA	Maja Šarić (Leo Mršić)
BEN	RAZVOJNA AGENCIJA ZAGREB ZA KOORDINACIJU I POTICANJE REGIONALNOG RAZVOJA	Ines Kos
BEN	STEINBEIS 2I GMBH	Miljana Cosić

This DEC committee includes nine (9) DEC members. It is responsible for overseeing, planning and organising the multiple DEC activities in the TWIN SYNERGIES, by its initiative or by the partners' suggestion, and under the coordination of the DEC WP6 leader and the Project Coordinator.

Changes within the consortium shall be communicated to the project coordinator (and WP6 leader) as soon as possible so they can react and inform the other partners on time.



## 9 CONCLUSION

The TWIN SYNERGIES aims to create synergies at both the operational and governance levels, emphasising human resource development and internationalisation within the context of Smart Specialization Strategies. Efficient DEC strategies are crucial for the project's success, as outlined in the Communication, Exploitation, and Dissemination Strategy (D6.1).

The TWIN SYNERGIES Communication Toolkit is a comprehensive resource that empowers project partners and stakeholders to effectively disseminate and promote the project's objectives, activities, and outcomes. The toolkit ensures that all project communications are consistent, professional, and aligned with TWIN SYNERGIES' brand identity by providing standardised templates, clear guidelines, and versatile communication tools. This unified approach strengthens the project's visibility and impact, fostering engagement with diverse target groups and enhancing the potential for long-term collaboration and synergy.

As part of the broader CEDS, the toolkit will support the project throughout its lifecycle, ensuring that key messages reach the project target groups. By following the toolkit's guidelines, partners can contribute to a cohesive and recognisable project presence across all platforms, building stakeholder trust and credibility. This strategic and practical approach to communication sets a strong foundation for TWIN SYNERGIES to achieve its goals and maximise its impact within the EU research and innovation landscape.