

# Deliverable 6.1

**TWIN SYNERGIES**

## **DEC Strategy and Implementation Plan**

Project Information	
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### Versioning and Contribution History

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### 4 List of Abbreviations

- EC European Commission
- EU European Union
- ERDF European Regional Development Fund
- GA Grant Agreement
- HE HORIZON EUROPE
- PC Project Coordinator
- PM Project Management
- PO Project Officer
- DEC Dissemination, Exploitation, Communication
- SCom Steering Committee
- KPIs Key performance indicators



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WP Work Package

KER Key exploitable results

TG Target Groups

MoM Minutes of Meetings

WS Workshop

## 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. The D6.1 document, “DEC Strategy and Implementation Plan,” is a cornerstone of the TWIN SYNERGIES Project, funded under Horizon Europe and identified by Project Number 101160135. This strategic document outlines the essential framework for communication, dissemination, and exploitation (DEC) activities, which are critical to ensuring the project’s outcomes achieve maximum visibility, reach, and impact. The TWIN SYNERGIES aims to bridge the research and innovation performance gap among EU Member States, fostering enhanced collaboration and synergies between the Cohesion policy and Horizon Europe initiatives.





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## 2 Introduction

At its core, TWIN SYNERGIES is built on “twinning,” a mechanism that promotes collaboration between leading and less-developed institutions and peripheral regions to promote and support the overall balanced development of Member States and their regions by reducing regional disparities. This collaboration will focus on key thematic areas critical for regional development and competitiveness, including digital transformation, green technologies, and sustainable innovation. By connecting expertise, sharing best practices, and facilitating joint research efforts, the project will enhance the institutional capacities of partners, thereby contributing to a more cohesive European Research Area.

One of the primary objectives of the TWIN SYNERGIES is to strengthen the institutional networks that enable knowledge transfer and capacity building. This involves comprehensive activities, including joint training sessions, workshops, research exchanges, and collaborative projects.

The project also strongly emphasises the communication, dissemination, and exploitation of its results. Effective communication strategies will be implemented to raise awareness of the project’s objectives and achievements among stakeholders, including policymakers, industry leaders, academic communities, and the general public. Dissemination activities will be designed to ensure that knowledge generated by the project is widely shared and accessible, thereby maximising its impact. Furthermore, the exploitation plan will identify opportunities for commercialisation and policy influence, ensuring that the project's outcomes bring tangible benefits to society.

### 2.1 Consortium structure

The consortium is designed to ensure a broad geographical representation, covering multiple regions in Slovenia, Romania, Czechia, Croatia, and Germany. This diverse partnership facilitates the project's objective of leveraging synergies between Horizon Europe's research initiatives and regional development policies. The project aims to foster knowledge exchange, collaboration, and





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the practical application of R&I results across Europe by involving academic institutions, regional development agencies, and innovation centres.

These partners will work collaboratively to implement the project's objectives, focusing on enhancing R&I capacities, supporting regional growth, and ensuring that the outcomes have a lasting and meaningful impact on both local and broader EU levels.

Partners involved:

1. Coordinator:

- FAKULTETA ZA INFORMACIJSKE STUDIJE V NOVEM MESTU (FIS); Role: Leading the project and coordinating activities among all consortium members.

2. Other Beneficiaries:

- RAZVOJNI CENTER NOVO MESTO SVETOVANJE IN RAZVOJ DOO (RCNM)
- UNIVERSITATEA DIN CRAIOVA (UCV)
- AGENTIA PENTRU DEZVOLTARE REGIONALA SUD-VEST OLTENIA (SW Oltenia RDA)
- VSB - TECHNICAL UNIVERSITY OF OSTRAVA (VSB)
- MORAVSKOSLEZSKE INOVACNI CENTRUM OSTRAVA (MSIC)
- SVEUCILISTE ALGEBRA (AU)
- RAZVOJNA AGENCIJA ZAGREB ZA KOORDINACIJU I POTICANJE REGIONALNOG RAZVOJA (DAZ)
- STEINBEIS 2I GMBH (SEZ)

### 3 The DEC Strategy and Implementation Plan

As the Work Package (WP6) “Dissemination, Exploitation, and Communication” coordinator institution, the Faculty of Information Studies (FIS) is responsible for ensuring that the project's results reach the widest possible audience and have a lasting impact. FIS will lead the development and implementation of a comprehensive dissemination and communication strategy





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that aligns with the overall objectives of the TWIN SYNERGIES. This strategy will include tailored approaches to effectively communicate the project's findings to key stakeholders, including policymakers, industry representatives, academic institutions, and the general public.

FIS will also oversee the creation of various communication materials, such as brochures, newsletters, press releases, and digital content, designed to enhance the visibility of the project and its outcomes. To ensure broad reach and engagement, these materials will be disseminated through multiple channels, including social media, websites, academic publications, and public events.

The D6.1 document will monitor and evaluate the effectiveness of the dissemination, exploitation, and communication activities throughout the project's lifecycle. By setting clear Key Performance Indicators (KPIs) and regularly reviewing progress, FIS will ensure that the strategy remains aligned with the project's goals and can be adapted to respond to new challenges or opportunities. This proactive approach will maximise the visibility, relevance, and impact of the TWIN SYNERGIES, contributing to the overall success of the initiative and the advancement of the European Research Area.

The D6.1 – DEC Strategy and Implementation Plan is vital to the success of the TWIN SYNERGIES. By providing a structured approach to communication, dissemination, and exploitation, the strategy will help maximise the project's visibility, enhance stakeholder engagement, and ensure that its results contribute meaningfully to the broader goals of reducing disparities in research and innovation performance across the EU.

The primary objective of the DEC Strategy and Implementation Plan is to ensure that the knowledge, results, and innovations generated by the TWIN SYNERGIES are effectively communicated to diverse audiences, including the general public, academic and research communities, industry stakeholders, and policymakers. The strategy aims to inspire engagement, foster collaboration, and encourage the adoption of project outcomes by raising awareness and understanding of the project's goals and achievements. This will be achieved through traditional and digital communication channels, tailored messaging, and targeted outreach activities.

The DEC Strategy and Implementation Plan aims to raise awareness and understanding of the project's goals, progress, and achievements through targeted communication efforts. Dissemination activities are designed to share research findings, best practices, and innovative





solutions with key audiences, contributing to scientific advancements and informing policy decisions. The exploitation component seeks to identify and promote practical applications of the project's results, ensuring they are utilised to their full potential for socio-economic benefits, technological advancements, and policy improvements.

Exploiting the project outcomes is another critical aspect of the DEC Strategy and Implementation Plan. The plan identifies potential intellectual property (IP) and outlines commercialisation and Innovation & Technology Transfer (I&TT) pathways. By engaging industry partners and exploring market opportunities, the strategy aims to translate research findings into practical applications, enhancing the project's socio-economic impact. Furthermore, policy recommendations derived from the project's findings will be disseminated to influence policy development and implementation, thereby supporting regional innovation ecosystems.

Table 1 outlines the key tasks, timelines, and deliverables associated with WP6 within the communication, exploitation, and dissemination strategy for the TWIN SYNERGIES project.

Table 1: key tasks, timelines, and deliverables associated with WP6

Work Package	Tasks	Timeline	Lead	Involved	Deliverable
<b>T6.1: Developing the Communication, Exploitation, and Dissemination Strategy (CEDS)</b>	<ul style="list-style-type: none"> <li>- Define objectives, target audiences, messages, and communication channels</li> <li>- Plan communication activities, timing, materials, events, and initiatives</li> </ul>	Start: M1 – End: M6	FIS	All PPs	D6.1: DEC Strategy and Implementation Plan (FIS, M6)
<b>T6.2: Developing TWIN SYNERGIES Communication Toolkit (COMM Toolkit)</b>	<ul style="list-style-type: none"> <li>- Develop platforms for CEDS implementation (website, social media)</li> <li>- Create content (factsheets, visualizations, brochures, videos, press releases)</li> <li>- Disseminate</li> </ul>	Start: M1 – End: M6	FIS	All PPs	D6.2: Communication Toolkit (FIS, M6)





	through social media and localized press releases				
<b>T6.3: Executing Planned Communication, Exploitation, and Dissemination Activities</b>	<ul style="list-style-type: none"> <li>- Organize project final event and support regional events</li> <li>- Disseminate Key Exploitable Results (KERs)</li> <li>- Build connections with other European projects</li> </ul>	Start: M3 – End: M24	FIS	All PPs	D6.3: Report on CED Activities and Materials (FIS, M24)
<b>T6.4: Towards the exploitation of the TWIN SYNERGIES key results</b>	<ul style="list-style-type: none"> <li>- Organize two exploitation workshops to define exploitation paths, IP management, protection options, and stakeholder engagement.</li> </ul>	Start: M18 – End: M24	SEZ	All PPs	D6.4: Report on Exploitation WS and Exploitation Roadmap (SEZ, M24)

### 3.1 Aims and Objectives of the DEC Strategy and Implementation Plan

**Communication is a cornerstone for disseminating and exploiting the TWIN SYNERGIES project**, designed to enhance visibility, awareness, and engagement around the initiative’s goals throughout the project’s lifespan. Effective communication serves multiple purposes, including educating stakeholders, building partnerships, and promoting the integration of Cohesion policy funds with Horizon Europe (HE). The DEC Strategy and Implementation Plan is built on the principle that clear, consistent, and targeted messaging can drive success by ensuring that all relevant parties are informed, engaged, and actively involved in the project’s objectives.

**The aims of the TWIN SYNERGIES DEC Strategy and Implementation Plan are:**

- to raise awareness among key stakeholders, policymakers, the media, and the general public about improving synergies between Cohesion policy funds and Horizon Europe. By doing so, the project aims to build a broad understanding of how these synergies can contribute to sustainable growth;





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- Promote the project's activities and outcomes, and the communication efforts highlight the project's activities, milestones, and achievements. In this regard, regarding the project's progress and results, TWIN SYNERGIES seeks to maintain visibility and ensure its work is recognised by relevant audiences, enhancing its credibility and impact;
- effective communication in engaging with various stakeholders, including EU policymakers, industry representatives, academia, and other relevant EU projects, to foster collaboration, share knowledge, and create a supportive network to implement the project's objectives successfully;
- to inform and influence policymakers by providing them with relevant insights, findings, and recommendations from the project. By doing so, TWIN SYNERGIES can contribute to shaping policies that enhance the integration of Cohesion policy funds and Horizon Europe, thereby maximising their impact.

### **To reach the aims mentioned above, TWINS SYNERGIES need to follow 6 key objectives:**

1. establish a clear and structured communication plan that outlines key messages, target audiences, communication channels, and timelines, serving as a roadmap for all communication activities and ensuring consistency and coherence across all efforts.
2. Leverage a variety of communication channels to reach different audiences effectively. This includes participating in external events and meetings, organising project-specific events such as conferences and workshops, and utilising traditional media (press releases, newsletters) and social media platforms (LinkedIn, Facebook, YouTube, X).
3. Develop a set of customisable templates and resources (T6.2) to support project partners in sharing updates, inviting participants to events, and disseminating key findings. This toolkit will ensure all communication materials align with the project's branding and messaging.
4. Establish and manage project-specific profiles on social media platforms to increase reach and engagement. Regular updates will be shared to inform followers about key results, upcoming events, and project developments. YouTube will be utilised to host video content, providing a visual and engaging way to share project insights.
5. Actively engage with other relevant EU projects and initiatives to share knowledge, best practices, and lessons learned that will help create synergies, foster innovation, and enhance the impact of TWIN SYNERGIES.





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6. Regularly assess the effectiveness of communication activities through feedback, analytics, and engagement metrics to help refine strategies, improve messaging, and ensure communication efforts meet their objectives.

TWIN SYNERGIES will carry out these key objectives on four core actions:

- develop the project's Communication Toolkit (COMM Toolkit), including the website, templates (Word, PPT,..), social media profiles, brand book, project e-mail,.., based on the visual identity and information touchpoints, the dynamisations of social media, and the delivery of press releases;
- ensure maximum exposure of project results and outputs through designed dissemination, communication and exploitation activities, as well as guaranteeing public access to the materials produced in the project;
- initiate discussion and two-way communication with the relevant stakeholders and defined target audiences, using developed communication materials, to raise awareness on the potential usage of the concepts and solutions developed within the project;
- undertake the exploitation activities to enable the uptake of the project results.

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 Google Drive Communication map includes all visual identity versions for print or web materials and editable templates for communication and dissemination actions.

## 4 Target Groups (TG)

For the TWIN SYNERGIES project, it is crucial to identify, engage, and communicate effectively with various target groups. These groups have been divided into primary and secondary categories based on their direct involvement with the project outcomes and their ability to influence or benefit from the synergies being developed. DEC activities are tailored to each





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group’s needs and objectives, ensuring that information is shared effectively and that collaboration opportunities are maximised.

TWIN SYNERGIES is designed to deliver significant benefits to a range of target groups through its activities and outcomes. The primary pathway towards achieving the project’s impact is to provide clear and valuable propositions to these groups, ensuring their effective involvement in the project’s operations. This engagement is crucial for meeting the project’s objectives and contributing to broader impacts. Below is a detailed breakdown of the target groups, their specific value propositions, and how these align with the project’s expected outcomes.

### 4.1 Target Groups and their value propositions

Primary target groups (Table 2) are those directly involved in or impacted by the outcomes of the TWIN SYNERGIES project.

*Table 2: Target Groups, their value propositions and DEC activities*

Target Group (TG)	Description	TWIN SYNERGIES key values	DEC Activities
<b>TG1: Scientific Community</b>	Focus on Widening countries, but also EU-wide, including HEIs, academic institutions, and research and innovation institutions.	- Build capacity on increasing non-scientific skills related to preparing competitive project proposals for EU funding and I&TT related skills (KER1).	<ul style="list-style-type: none"> <li>- Using social media and/or participate in events to share methodologies and findings (e.g., methodology for Twinning, Green and Digital Technologies).</li> <li>- Using social media and research findings, methodologies, and best practices.</li> <li>- Participating on conferences and other relevant scientific meetings.</li> </ul>
		- Provide sound methodology for Twinning (Peer-to-Peer exercise) and summarize the development and application of Green and Digital Technologies such as HPC, AI, and Data Analytics in specific application areas (KER2).	
		- Inform about detailed and transferable concepts for internationalization, HR development, and better use of infrastructure (KER3, KER4, KER5).	





<p><b>TG2: Policymakers, Managing Authorities, and Funding Institutions</b></p>	<p>Includes local/regional development agencies, ministries, NCPs, EC authorities (DG REGIO, DG RTD), and JRC.</p>	<ul style="list-style-type: none"> <li>- Build a better understanding of the importance of early engagement and collaboration at local, regional, and EU levels, particularly in defining and aligning thematic priorities and value chains (KER6).</li> <li>- Improve ability to promote local/regional technology-related potentials and developments, including existing R&amp;I infrastructure and their applications (KER5).</li> <li>- Support the creation of simplified framework conditions for internationalization and achieving synergies at the operational level (KER3, KER6).</li> </ul>	<ul style="list-style-type: none"> <li>- Facilitate discussions with policymakers to align on priorities and framework conditions through participating on strategic meetings.</li> <li>- Using social media, web page and communication toolkit.</li> </ul>
<p><b>TG3: Business Support Organisations</b></p>	<p>Includes innovation agencies, chambers of commerce, accelerators, and business incubators.</p>	<ul style="list-style-type: none"> <li>- Acquire a better understanding of local potentials, such as internationalization demands and existing R&amp;I infrastructure (KER4, KER5).</li> <li>- Gain insights into the synergies among different EU funds and how these can be increased at the operational and governance levels (KER6).</li> </ul>	<ul style="list-style-type: none"> <li>- Host and/or participate in events to connect with business support organizations.</li> <li>- Provide insights into EU funding synergies and operational strategies.</li> <li>- distribute toolkits and reports to support business support organizations in leveraging funding opportunities via social media/website and other relevant channels formal and informal.</li> </ul>
<p><b>TG4: I&amp;TT and Intermediary Bodies</b></p>	<p>Includes TTO officers, innovation managers, and project managers.</p>	<ul style="list-style-type: none"> <li>- Provide training and coaching methodologies (KER1, KER2) that can be adapted for their own purposes.</li> <li>- Understand local potentials related to internationalization demands and existing R&amp;I infrastructure (KER4, KER5)</li> </ul>	<ul style="list-style-type: none"> <li>- Sharing the I&amp;TT methodologies and coaching.</li> <li>- Using all communication channels to present case Studies and best practices related to I&amp;TT and innovation management.</li> </ul>





		to initiate I&TT based on Quadruple Helix collaboration at local, regional, and EU levels.	
<b>TG5: Private Sector</b>	Includes SMEs and startups with specific technological know-how.	<ul style="list-style-type: none"> <li>- Better inform about local potentials related to existing R&amp;I infrastructure at universities and their applications at local, regional, and international levels.</li> <li>- Gain insights for possible I&amp;TT-related activities and partnerships (KER5).</li> </ul>	<ul style="list-style-type: none"> <li>- Using social media, other channels, formal and informal connections to facilitate matchmaking and partnership-building activities.</li> </ul>

Secondary target groups may not be directly involved in the project but can benefit from its outcomes or contribute to its success indirectly. These groups include the **general public, NGOs, media, educational institutions, and local authorities via newsletters/press releases and social media**. Engaging these secondary groups ensures broader awareness and support for the project, enhances knowledge dissemination, and facilitates local implementation of project findings.

#### 4.1.1 Pathway to Impact

The pathway towards achieving impact through the TWIN SYNERGIES is structured around delivering clear value propositions to each Target Group. To ensure that these groups are effectively involved and benefit from the project’s outcomes, the following steps are anticipated:

1. TARGET GROUP will gain improved knowledge and skills through targeted training and capacity-building activities to maximise their engagement with EU funding and synergies.
2. The project will foster stronger collaborations among various stakeholders, including scientific communities, policymakers, and business support organisations, leading to more effective partnerships and alignment of priorities.
3. The project will enhance the efficiency and impact of EU and local funding mechanisms by providing insights into funding synergies and simplified operational frameworks.





- 4. Disseminating methodologies and concepts related to Green and Digital Technologies, internationalisation, and infrastructure use will drive innovation and application in relevant sectors.
- 5. The involvement and benefits to Target Groups will contribute to sustainable development and growth, aligning with the broader objectives of the TWIN SYNERGIES.

#### 4.1.2 Key Exploitable Results (KERs) and their connection with target groups

KERs of the TWIN SYNERGIES project are specific outputs that can potentially create a significant impact and provide value to the target groups. Each KER is linked to a different target group through its specific value propositions. The following table outlines the KERs and their relevance to each target group (Table 3):

Table 3: Key Exploitable Results (KERs)

KER	Description	Target Groups (TG)
<b>KER1</b>	Training and Coaching methodology	TG1, TG4, TG3
<b>KER2</b>	Twinning methodology and lessons learned, including Green and Digital Transition	TG1, TG3, TG4, TG2
<b>KER3</b>	Internationalization strategy	TG1, TG2
<b>KER4</b>	HR development concept	TG1, TG4
<b>KER5</b>	Roadmap for better use of R&I infrastructure	TG1, TG4, TG5
<b>KER6</b>	Pathways towards improved synergies (Policy briefs)	TG2, TG3, TG4

## 5 TWIN SYNERGIES visual identity

### 5.1 Branding guidelines for EU-funded projects

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,





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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.

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.

### 3. **Restrictions:**

- The EU emblem should not create an impression of a direct connection between the project and EU institutions beyond funding. It should be placed apart from other logos to avoid confusion.
- The emblem cannot be registered as a trademark or intellectual property.
- Any misuse, modification, or inappropriate association of the EU emblem with unrelated activities can lead to legal action by the European Commission or Council of Europe.

4. **Co-Branding scenarios:** it should be equally prominent when the EU emblem is displayed alongside other logos (e.g., project partners or sponsors). Using the emblem does not require prior approval from the EU granting authority, but exclusive rights are not granted to use the emblem.





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### 5.1.1 Duties and obligations for DEC actions

Unless the granting authority requests or agrees otherwise, or unless it is impossible, any dissemination, exploitation and communication activity and/or material on any media must indicate that the project has received funding from the EU, following *ARTICLE 17 — COMMUNICATION, DISSEMINATION AND VISIBILITY* of the Grant Agreement (GA). In particular, *17.2 Visibility — European flag and funding statement* should display the EU flag (emblem; Figure 1) and the funding acknowledgement (Table 4).



Figure 1: EU flag (option of emblems)

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).

Table 4: Funding statement of the acknowledgement of funding by the EU

Context	Guidelines
<b>In Publications and Reports</b>	Include the Disclaimer statement: “This project has received funding from the European Union’s Horizon Europe research and innovation program under grant agreement No 101160135.”
	Add the EU emblem/logo next to the acknowledgement text.
<b>On Project Website and Online Platforms</b>	Display the funding statement prominently on the homepage or a dedicated project information page.
	Include the EU emblem/logo with a hyperlink to the Horizon Europe website.
<b>In Presentations and Event Materials</b>	Insert the funding statement on the first slide of presentations or at the bottom of printed materials.
	Include the EU emblem/logo alongside the statement.
<b>In Press Releases and Media Communications</b>	Mention the funding acknowledgement in the body of the text, ensuring it is clear to the readers.
	Use the EU emblem/logo if visual content is provided.





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<b>On Social Media Posts</b>	Where possible, include the funding acknowledgement.
	Use hashtags such as #TwinSynergies #HorizonEurope or #EUTwinSynergies.
<b>Additional Notes</b>	Always ensure the EU emblem is used in accordance with the guidelines provided by the EC.
	Consistent use of the funding acknowledgement statement reinforces the visibility of the EU's contribution to the project.

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.”***

The TWIN SYNERGIES project visual identity (logo) was created within the Project Coordinator PR department. The DEC WP coordinator/FIS team coordinator and the project coordinator communicated the key ideas and images of TWINSYNERGIES to the PR Department. They presented the most appropriate version of the logo according to the FIS team members' suggestions and delivered the final product. All project partners agree.

Figure 2 depicts the project visual identity – image and colours – 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.

The colour palette of the Twin Synergies project comprises shades of blue and lime green, which together symbolise innovation, sustainability, and technology. The blue hues convey a sense of trust, reliability, and professionalism, reflecting the project's commitment to rigorous scientific research and collaboration. Meanwhile, the vibrant lime green represents growth, sustainability, and forward-thinking approaches, aligning with the project's goals of fostering digital transformation and green energy solutions. This combination enhances the project's visual identity and helps establish a recognisable and cohesive brand presence across various communication and dissemination platforms.





## TWIN SYNERGIES

Figure 2: Visual identity (logo of the project)


Four key colours, three secondary or complimentary colours, were added to the brand colour mix (Figure 3) to complete the visual brand book and enable numerous colour-matching variations for the project's communication.



Figure 3: TWIN SYNERGIES colour palette

Throughout the project's lifetime, the TWIN SYNERGIES project visual identity will be included in all the project dissemination materials, documents and communication tools, such as the website, deliverables, technical documents, guidelines and social media. The EU emblem must have appropriate prominence when displayed with another logo, such as the partner institutional logo (Table 5).

Table 5: Project partners' Institutional logo

Role	Short name	Logo
COO	FIS	 <p>Fakulteta za informacijske študije Faculty of information studies</p>








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BEN	RCNM	 <b>razvojni center novo mesto</b>
BEN	UCV	 UNIVERSITATEA DIN CRAIOVA
BEN	SW Oltenia RDA	 ADR SUD VEST <b>LTENIA</b> DOLJ • GORJ • MEHEDINȚI • OLT • VĂLCEA
BEN	VSB	 <b>VSB TECHNICAL UNIVERSITY OF OSTRAVA</b>
BEN	MSIC	 <b>MS!C</b>
BEN	AUC	





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		 <b>ALGEBRA</b> 
BEN	DAZ	
BEN	SEZ	 





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### 5.1.2 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**

**abcdefghijklmnopqr**  
**stuvwxyzABCDEFGH**





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**JKLMNOPQRSTUVWXYZ  
XZ0123546789**

## 6 Communication tools

The DEC strategy and implementation plan for TWIN SYNERGIES is designed to effectively promote project activities, engage stakeholders, and ensure the wide dissemination of results. The strategy employs a variety of communication tools and channels, ensuring that different target groups are reached efficiently and effectively. The portfolio of communication tools planned for TWIN SYNERGIES are:

- Project website
- Social media platforms
- Newsletters
- Press releases
- Workshops, conferences, and events
- Brochures and factsheet
- Video content
- Scientific publications
- Project reports and deliverables
- Networking and collaboration

It is important to add all designs to acknowledge European Union funding support, which should be clearly stated.

### 6.1 Templates

The templates with the EU format guidelines are used internally (for deliverables, such as Word template documents) and externally (PowerPoint templates). They are available on the cloud for the project consortium ([Google Drive](#)).





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The deliverable templates also include passages of assistance that help the partners develop the deliverable in a professional and project-related manner.

The partners use these materials in all DEC activities, such as lectures, seminars, public presentations, stakeholder invitations, press releases, or trade fair participation. These materials were designed in line with the project's visual identity (VI) to promote its recognition.

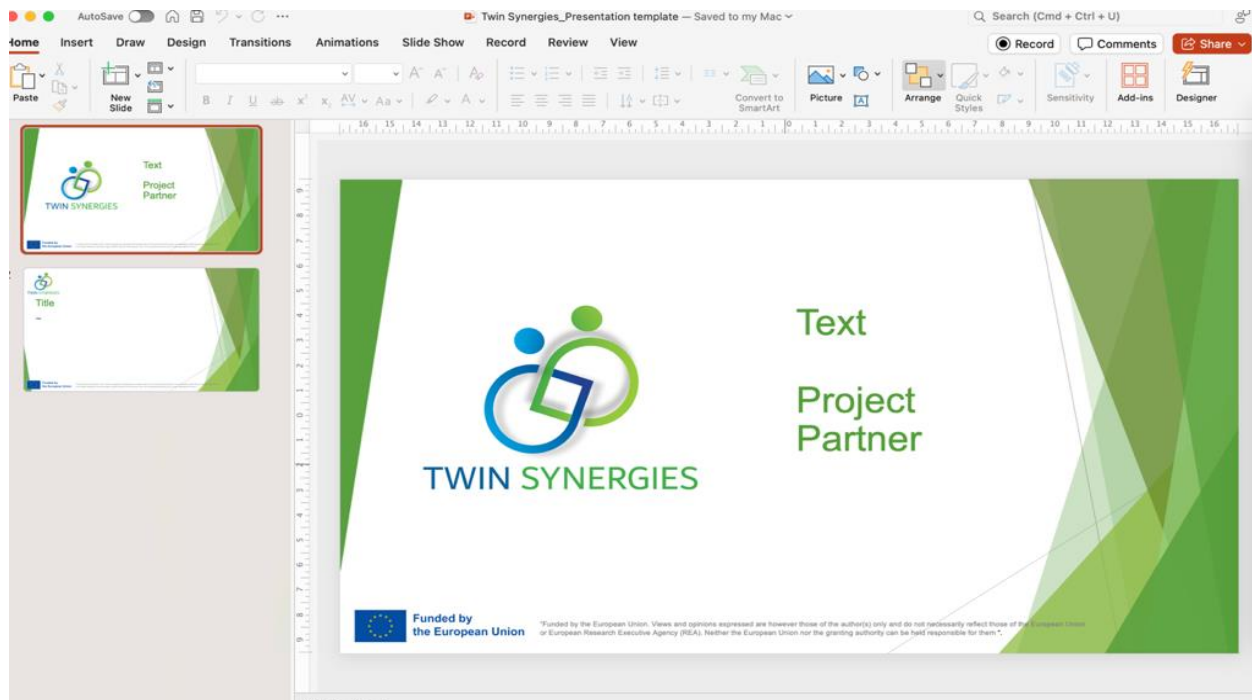


Figure 4: TWIN SYNERGIES PPT Template





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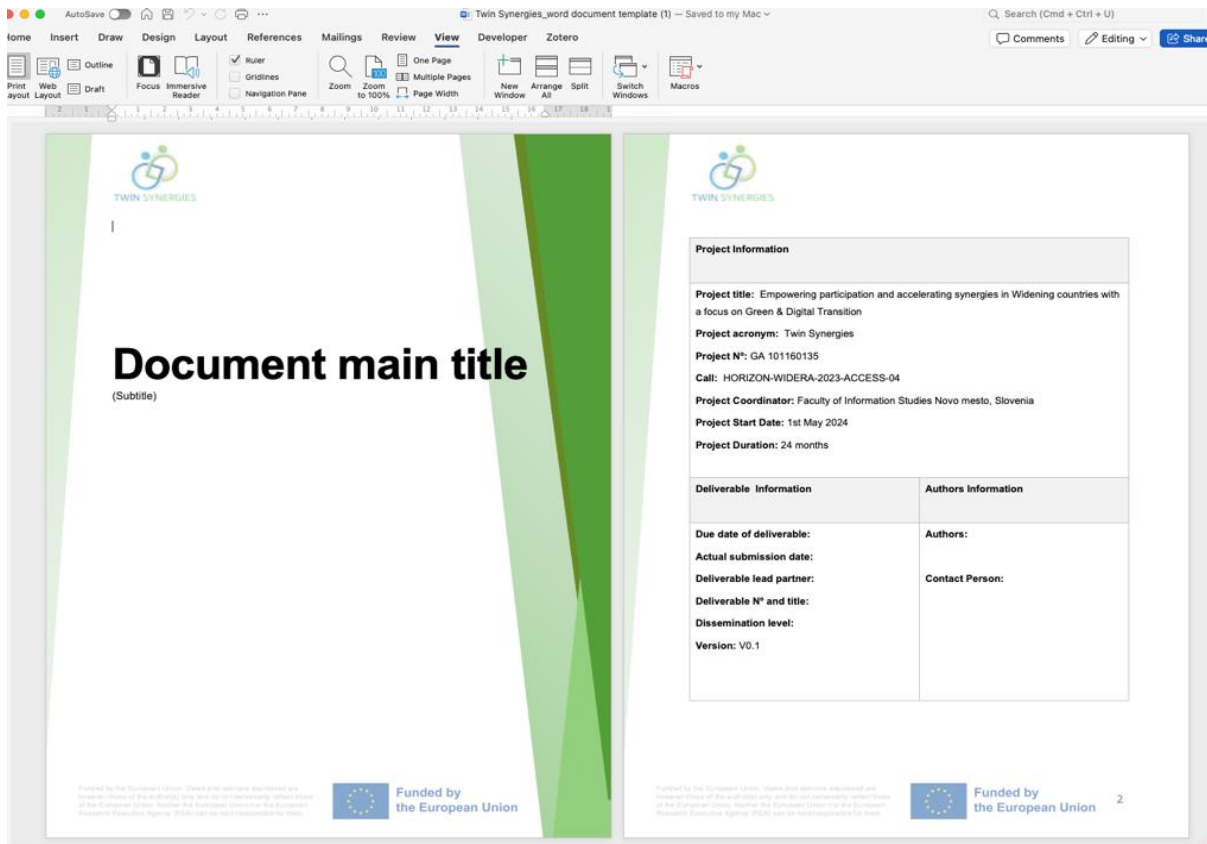


Figure 5: TWIN SYNERGIES Word Template

## 7 External communication channels

External communication channels are essential for the TWIN SYNERGIES project to reach its target audiences, share information, disseminate project outcomes, and build stakeholder relationships. These channels help promote the project's visibility, enhancing engagement and ensuring that the key messages are delivered effectively.

### 7.1 Project website

**The Project Coordinator and partners must refer to the website for all their communication materials, outputs, and deliverables.** The [TWIN SYNERGIES website](https://www.twinsynergies.net/) (<https://www.twinsynergies.net/>) will be the project's main reference for the DEC's actions. It will





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gather the essential information related to the project, from its conception to its main results and products. To align with the project's graphic identity, it will be developed by the graphic designer who conceived the TWIN SYNERGIES identity. Following the same participatory approach used for the project's visual identity, the website map structure was presented to the team members, and all agreed on the final structure. The graphic layout (Figures 4 and 5) was presented to the DEC Committee and accepted by all members. A completely functional and operational website is foreseen for M6.

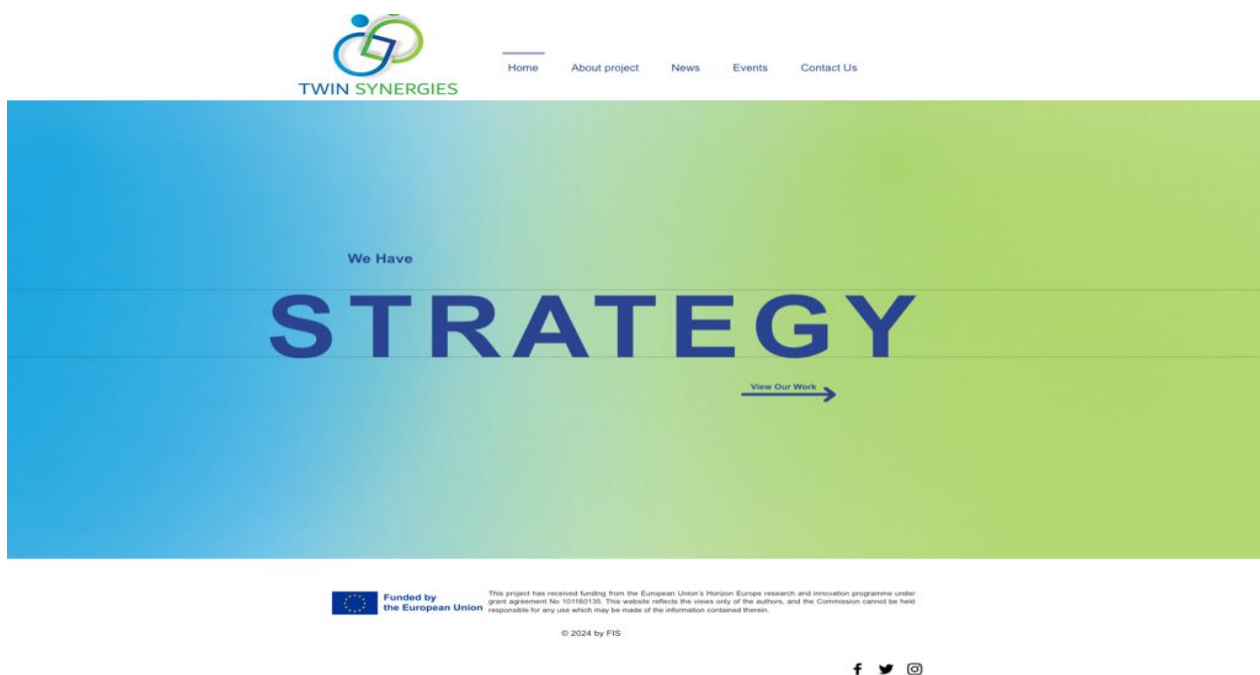


Figure 6: TWIN SYNERGIES website

On the TWIN SYNERGIES website (<https://www.twinsynergies.net/> in Figure 6), 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.





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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 will be updated regularly.

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 distributed the work among project partners equally throughout the project lifetime. 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.





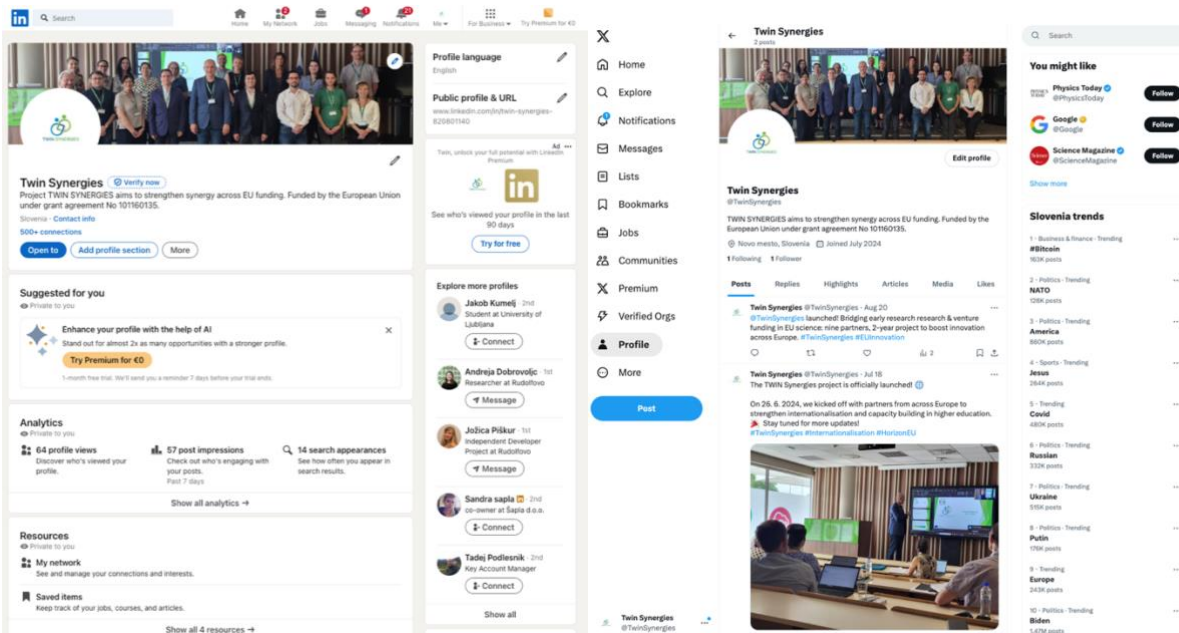
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## 7.2 Social Media platforms

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 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 video content (materials, including Project video, generated throughout the project's duration).

TWIN SYNERGIES social media profiles (LinkedIn, Facebook, X, and YouTube accounts as in Figure 7) were set up by M6 and have been active since M3. Through frequent activity and interaction, these accounts will provide visibility to project research, communication, dissemination, and exploitation activities with simultaneous feedback collection.



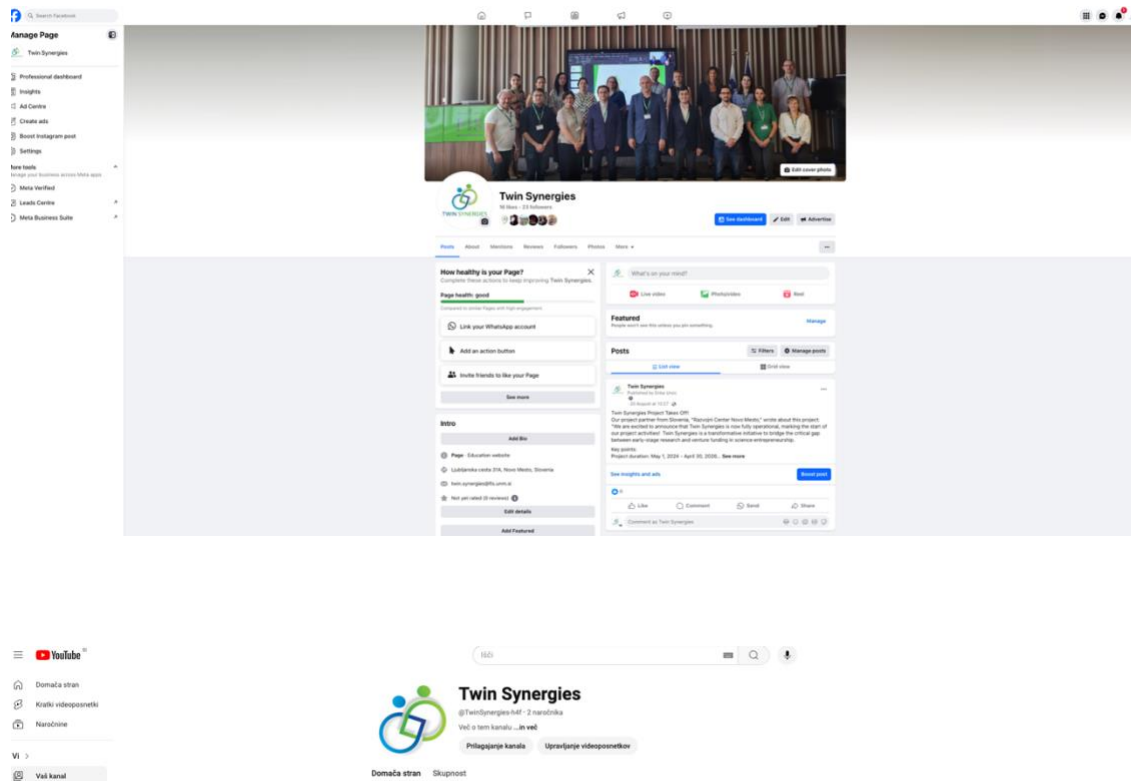


Figure 7: TWIN SYNERGIES social media platforms (X, LinkedIn, Facebook, YouTube)

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.

### 7.3 Press release

6 press releases or articles on relevant platforms will be published during the project duration. 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



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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, we will continue to be sustainable and prepare digital press and other media outlets. 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. 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:

- With a captivating headline;
- Using the "right-to-the-point" style;
- Using important numbers (if necessary);
- 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. All project partners are responsible for finding the proper press where the press releases will be published.

## 7.4 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





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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).

## 7.5 Reports and brochure

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

## 8 Internal communication channel

Internal communication channels within the TWIN SYNERGIES consortium include emails, phone calls, WhatsApp, Viber, virtual meetings (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, and Outlook. All project-related discussions, including implementation progress, will occur during online and in-person meetings per the Grant Agreement.





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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).

## 8.1 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.

## 8.2 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. They ensure that dissemination and communication activities align with project goals and timelines and handle communication with the European Research Executive Agency (REA). They guide and support the WP6 Leader, assisting in resource allocation and





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problem-solving. Project partners contribute actively to dissemination and communication efforts. They provide content, participate in events, and share project results within their networks. Their tasks include co-authoring scientific papers, presenting at conferences, distributing materials, and identifying collaboration and exploitation opportunities.

## 9 Exploitation and dissemination

### 9.1 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 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.

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





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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, stakeholder engagement is a key component of the exploitation process.

## 9.2 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 goal is to ensure that the innovations and methodologies developed during the project are effectively applied and integrated into relevant sectors.

The exploitation strategy's heart is the Report on the exploitation workshop 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.



## 10 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.

### 10.1 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.

### 10.2 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.

### 10.3 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 6 provides a clear overview of how the project's communication and dissemination activities will be measured and evaluated.

Table 6: 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.	- Press releases/articles - Brand book - Visual materials	- 6 releases/articles - 1 brand book - 10 visual materials and templates
<b>Conferences and Events</b>	Organized meetings to present results, including the final event and policy dialogue workshops.	- Final event organized - Event attendees - Policy dialogue workshops	- 1 final event - 80 attendees at final event - 3 workshops - 60 attendees at policy dialog and cross-fertilisation workshops events
<b>Dissemination Events and Meetings</b>	Meetings and presentations to discuss and spread project results with stakeholders and relevant audiences.	- Working meetings with authorities - Events with PPs as speakers	- 4 meetings - 9 speaking events - 12 event participations





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		- Event participation	- 540 participants at events
<b>Cooperation with other projects</b>	Engaging with similar projects to exchange knowledge and foster collaboration.	- Outreach to related projects	- 18 outreach efforts

## 11 TWIN SYNERGIES DEC Committee

A DEC Committee has also been created to facilitate internal communication and decision-making processes (Table 7).

Table 7: DEC members Committee

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





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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 communication, dissemination and exploitation 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.

## 12 Conclusion

The TWIN SYNERGIES DEC Strategy provides a structured and impactful approach to ensure that key stakeholders widely know, understand, and utilise the project's objectives, activities, and outcomes. This strategy ensures that project results are communicated consistently and effectively through an integrated suite of tools, including the Communication Toolkit, Brand Book, and defined channels such as digital media, traditional media, and events.

The DEC strategy focuses on raising awareness and engagement and aims to foster collaboration across the consortium and beyond. By setting clear targets and leveraging a mix of communication and dissemination activities, the strategy supports the project's commitment to enhancing synergy between Cohesion Policy funds and Horizon Europe. This structured approach will maximise the visibility of TWIN SYNERGIES, promote stakeholder participation, and facilitate the successful uptake and exploitation of the project's KERs.

This strategy provides the roadmap for all partners to align their communication efforts, ensuring a unified and professional brand presence for TWIN SYNERGIES. By following this plan, TWIN





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SYNERGIES will achieve its dissemination goals, build valuable connections, and secure a lasting impact, reinforcing the project's contribution to green and digital transitions across Europe.

