

RE4DY

MANUFACTURING DATA NETWORKS

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EXECUTIVE SUMMARY

D6.1, Skills development, knowledge transfer and communication plan is the first deliverable of the WP6. It is set to achieve two of the main objectives of RE4DY, on one hand those objectives relating with the communication by putting together methodologies, assets, models and communities to maximize visibility, mobilization, replication potential and impact in business and standardization. On the other hand, those objectives related with the skills development by elaborating a training plan which fulfills the European Commission standards.

To ensure the implementation of this strategy, the project consortium set up a professional PR office led by the DFA (Digital Factory Alliance – digitalfactoryalliance.eu), identifies six targets audiences' groups, and put in place multiple communication channels and training tools. Within this structure, concrete communication actions are planned.

Overall, the Plan develops a centralized approach to coordinate different sources, contacts and partners networks to make sure that external audience get the appropriate messages of RE4DY therefore creating synergies in all communication efforts. This approach relates to actions e.g. branding, communication materials, website, etc. In the meanwhile, it also provides flexibility and decentralization, allowing each partner to take their own onus to lead the communication in their networks as they see fit, creating a RE4DY ecosystem. It also encourages collaboration with other similar EU initiatives and projects to orchestrate the symphony of retaining European manufacturing competitiveness in the era of Industry 4.0.

In addition, the Plan put the focus on the development of new digital skills which will provide a high value to the companies, moving them towards a more technological and connected environment.



1 Introduction

One of the RE4DY objectives is to keep internal and external audiences, including media and the public, informed in a strategic and effective manner. Dissemination will be one of the key promoters of the creation of Communities and Interest Groups in order to propagate and multiply awareness and knowledge of the project.

1.1 Purpose and scope

Deliverable 6.1 is the first report of WP10 “Skills development, knowledge transfer and communication plans”, due on the first month of the project. This deliverable reports on the communication strategy and action plans, presenting an overarching three-phase strategy to communicate the plan and actions that feed into future achievements and results of the tasks:

- 6.1: Awareness raising, industrial demonstrations, communication and PR office.
- 6.2: Didactic & Learning Factory Network Academy and European Network of DIHs.
- 6.3: Impact analysis & commercial exploitation.
- 6.4: Value network & data space business development.



2 Communication Strategy

RE4DY addresses the full range of potential users and uses along with the related issues concerning the dissemination, exploitation and management of intellectual property rights (IPR), by proactive planning and agreements. The following sections describe in detail the programmed steps and the available tools of the dissemination and exploitation strategy.

Dissemination and communication plan (D&C plan):

The **Communication objectives** are to (i) reach to the public and raise awareness about the projects, its expected results, outcomes and impacts within defined target groups; (ii) to make the project a valid source of information; and (iii) to create synergies and exchange experience with projects and groups active in the field, to join efforts and maximize common potential. On the other hand, the **Dissemination objectives** are: (i) to create public awareness and generate scientific interest; (ii) to directly involve stakeholders that could help bridging the gap between RE4DY and its market application; (iii) to maximise the impacts of the project achievements; (iv) to diffuse acquired knowledge, methodologies and technologies developed and tested during the project, and (v) to facilitate cooperation with other projects.

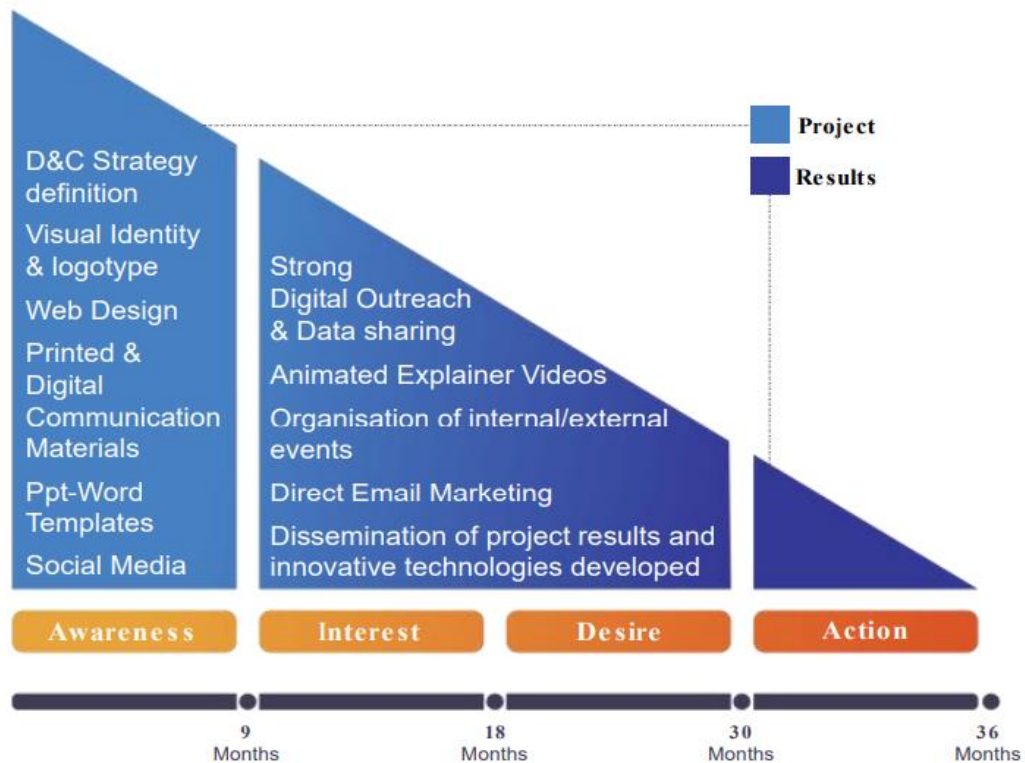


Figure 1 Dissemination & Exploitation Strategy



The first D&C presented below concerns the first months of the project (M1-M9), which in M6 will be consolidated. The overall timeline for the D&C activities is structured in four main phases according to the AIDA model (Awareness, Interest, Desire, Action). It is a model used by a wide spectrum of organisations and is suitable for attracting and building relation with stakeholders. The stages that D&C strategy will follow are:

- **Awareness / Initial Phase / M1-M9:** to build awareness for RE4DY, making the project visible and recognisable, sharing its objectives, values and technological innovation(s). Visual identity and logotype, templates website and social media accounts are set. *Channels & Tools: Website and social media.*
- **Interest / 1st Intermediate Phase / M10-M18:** the early results will be disseminated via publications and scientific papers to journals, to increase the interest to researchers and scientific communities, presenting in conferences and events. Communication actions will continue leveraging the potentials of social media, website and newsletters. Partnering with other projects is another important pursue during this phase. *Channels & Tools: website, newsletters, social media, networks, publications.*
- **Desire / 2nd Intermediate Phase / M19-M27:** this phase will focus on further engagement of the targeted audiences with the project. Dissemination of evolving results through events and publications will create additional interest in RE4DY. Informing target markets about the technological breakthroughs and business benefits of RE4DY is also an important part of this phase that works as a preparatory stage for the final mature phase. *Channels & Tools: website, newsletters, social media, networks, publications.*
- **Action / Mature-Final Phase / M28-M36:** this phase will focus on maximizing target market and industry awareness about RE4DY's exploitable results. All the results will be disseminated through the aforementioned channels. Communications and dissemination efforts will support the project's sustainability and its effective exploitation and market replication. All the efforts made in the previous phases will be leveraged in this final stage. *Channels & Tools: website, newsletters, social media, events/conferences, videos, publications, articles, data.*

2.1 Timing of dissemination activities

The dissemination activities will differ in intensity based on the evolution of the project. The dissemination activities will be carried out in four main phases, spanning throughout the project duration and extend beyond it, starting from the creation of general awareness and concluding with attracting potential supporters and customers/users of the project



results. The dissemination activities of the RE4DY project will be carried out in four main phases. The four phases are summarised below:

Table 1 Phases for the dissemination activities

Phase • Aim • Intensity	Content disseminated	Main target audiences	Dissemination Channels
Phase I: First 12 Months · Awareness raising · Light	Approach-oriented content; project presentation; objectives; expected results	Industrial & Technological communities; Potential end-users.	Website, Exhibitions, Leaflet & Brochures, Conference, Workshops.
Phase II: Till end of Project · Customers & constituency attraction · Medium	Result-oriented content; project intermediate and final results	Potential supporters & end-users, strategic partners.	Exhibitions, Trade fairs, Workshops, Focused publications, Conferences.
Phase III: During the year after the Project · Mature & Commercialise · Strong	Result-oriented content; final results; integrated experiment; showcases & lessons learnt	Potential supporters & end-users, strategic partners	Exhibitions, Trade fairs, Partners leaflets, press releases and publications.
Phase IV: One year after Project end · Commercial · Strong	Commercial components; methodological approaches; SW solution distribution; HW solutions	Business network, customers, strategic partners	Exhibitions, Trade fairs, Partners leaflets, press releases and publications.

2.2 Main messages

Firstly, the main messages to be communicated are the vision and mission of RE4DY and the concept of the project per se:

RE4DY’s mission is to demonstrate how European industry can jointly build unique data-driven manufacturing and supply network active resilience strategies, sustaining competitive advantages through digital sovereign across all phases of product and process lifecycle. RE4DY extends the DFA Zero-X manufacturing connected smart Factory 4.0 model to meet future EFRA Industry 4.0 resiliency challenges.

Secondly, other messages to be communicated, conforming to the strategy above, should be highly relevant to the following topics:

- What is RE4DY about? (RE4DY in a nutshell)
- What are RE4DY impacts and added value to Industry 4.0?
- What is expected to be achieved by RE4DY? (The main objectives and future outputs)
- What are RE4DY activities to achieve such expectations?
- Industrial trends affecting RE4DY progress.



These messages will both be transmitted in visual (e.g., logos, design items, images and videos) and written form. (e.g., press releases, news items, reports, presentations...) Messages will be customized according to different circumstances and the need of partners in a decentralized manner, all serving to convince the target audiences about how RE4DY can achieve its objectives, contribute to retain European manufacturing competitiveness and solve industry 4.0 challenges through its open transformative shared data-driven Factory 4.0 model.

Deliverables available for the public and milestones achieved can be other messages of interest to certain target groups.

2.3 Target audience

Different target groups were identified during the first phase of the project, based on their specialities a series of messages and goals were set. In order to ensure the correct dissemination of the information related there will be different channels established.

Table 2 Audience of approach and message.

KPIs: W: website, N: newsletter, CE: conferences/Events, LF: LikedIn followers, TF: twitter followers, P: publications, V: videos, A: articles, D: datasets

Target Groups	Message and Goal	Channel
Research and scientific community: Universities and Research Institutes (fields on AI, IoT, CPPS, Sustainable production, etc)	Emphasize the developed new concepts, the circular chains and sustainability by design and AI in manufacturing for future research in the Academia and access to Open data repositories.	W, CE, LF, P, D
Manufacturing EU sectors linked to RE4DY pilots: machine and cutting tool industries, automotive sector, megafactories and eBattery industries, aeronautics sector	Show RE4DY objectives and key results, technologies developed and validated, with respective benefits from Connected Factories and Digital 4.0 Continuum	W, N, CE, LF, TF, P, A, V
Related Projects with similar research activity and values as RE4DY	Common ground, interests and actions in the fields of IoT, AI, Intelligent Manufacturing, Industrial Informatics	W, CE, LF, TF, D
EU Organisations, Financial Actors and Policy Makers: representatives of national bodies/ministries, EC and other Institutions	Value for them of the results and knowledge for benefits of being applicable to many sectors	W, LF, TF, P
General Public and Media: EU citizens, online and offline Media, NGOs and other that have geberak interest in technology, innovation and engineering	Create awareness for the project's benefits for the society on sustainably designed products. What's the impact of RE4DY? What's the news?	W, LF, TF, P, V, D
Associations, alliances and DIHs as DARIO, I4MS, EFNMS, EFFRA, AIOTI, ZDM, DFA, CECIMO, BDVA, IDSA, DIHs	Difusse the knowledge and how the results can be used and enabling them to build their own RE4DY value networks.	W, N, CE, LF, TF, P
Manufacturing community, DFA network and DIHs to use AI toolkits and achieve Zero-X processes	Scientific discoveries, knowledge on toolkits and Data as a Service and Federated Learning for resilient manufacturing and Supply Chain	W, N, CE, LF, TF, P



Sustainable manufacturing platforms, DIHs and Research Organizations on Resilient, Sustainable and Human-Centric manufacturing	Difussion of knowledge and benefits of usage of the Action plan and adaptation of Industry 5.0 principles	W, N, CE, LF, TF, V, A, D
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2.4 DFA - Communication organization

The Public Relations and Communication Office (the PR office) has been established to be responsible for organising and conducting communication activities. As mentioned, all activities related with communication will be carried out through the DFA channels.

The PR Office is led by DFA (<https://digitalfactoryalliance.eu/>), who are responsible for all the online presence, including website, social media networks, coordinates among partners, organises webinars and teleconferences, and newsletters.

The PR office constructed a mailing list used in internal communication for reporting as well as coordination activities. It also motivates advisory board to become ambassadors for the project, generating word of mouth effect.

2.4.1 What is the DFA

Industry is slowly and painfully learning that Industrial Internet, AI and big data can bring business value to factory operations. However, the replication of such pilots to other factories is still a very limited, complex, time consuming and expensive process. Initiatives like BOOST 4.0 and Qu4lity evidenced that Industry 4.0 lacks from a common global knowledge platform which facilitates the community to learn from and with the best, accelerating digital transformation leverage.



DFA mission is to take care that such community is nurtured, that such common foundations for data-driven factory transformations are set, shared and maintained and that successful big data driven pilots can leverage higher profits to industry in much shorter time scales.



The four main pillars of the DFA are:

- **Search of knowledge (Body of knowledge):** Practical digital blackbelt guidance, 4Zero-X, 4Resilience, 4SMEs.
- **Search for Solutions (Flagships initiatives):** Large scale trials catalogue, digital factory network.
- **Be part of a community (Innovation campus):** Hands-on digital experimentation, Innovation catalogues.
- **Search for services (Business network):** Business development, Digital alliances, Digital product & solutions marketplace.

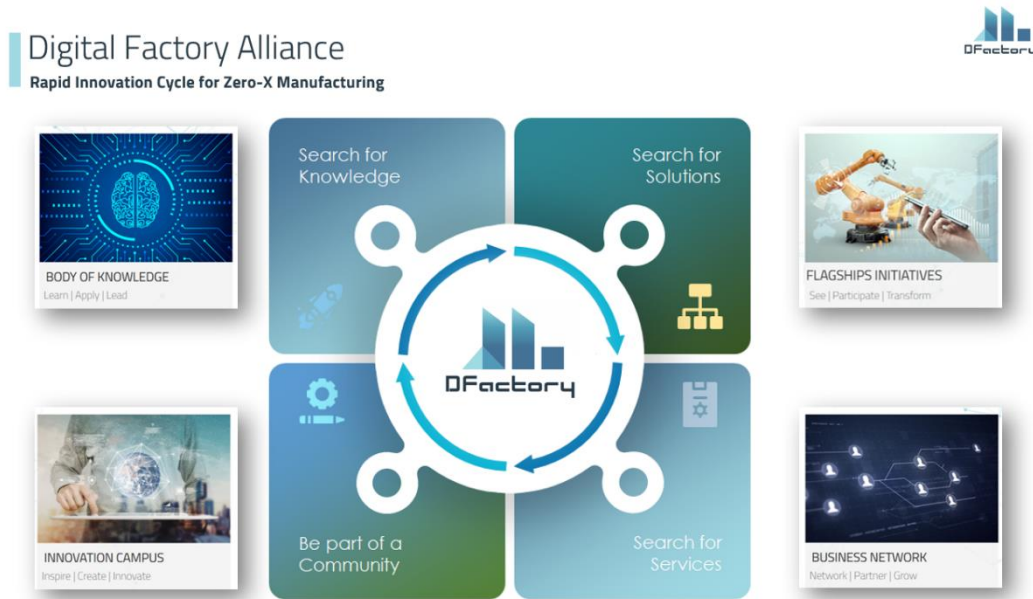


Figure 2 DFA main pillars

2.4.2 DFA communication activities

One of the DFA most important pillars is the communication throughout the individual factories, the intention is to maintain a data-driven network to support the digital development of its members.

The main activities to be carried out search to fulfil the following DFA main objectives:

- Boosting, or accelerating, the innovation and commercial exploitation of digital products that could develop and unfold the paradigms of Zero-Defect Manufacturing and Autonomous Quality, according to the scope and objectives of the RE4DY Project.
- Involving as many European companies as possible, being these both big and small and medium, who perform competitive processes., to advance towards the abovementioned paradigms.



- Pursuing a fast Return on Investment in today's digital investments, without compromising any future decisions, needs and processes regarding digital transformation.
- Advancing towards specific Networking and International Ecosystem-building activities, such as, for example:
 - Having common certification processes of digital components and systems.
 - Hosting a common vision and shared architectures.
 - Promoting the use of Open Standards and common and open data models.

With this approach, the DFA will serve as a multiplier for the project's dissemination and (pre)marketing activities being the only and unique communication and dissemination channel of results and information. The results obtained will be shown in the DFA marketplace.



3 Communication actions and early results

The communication actions in the first-year hammer into disseminating project concepts through branding kit logos, initial communication materials e.g. fact-sheet leaflets, press exposures, events organisation and participation, as well as full online presence (website, twitter, YouTube and LinkedIn Group). This set of communication actions pave the way for further impacts in project achievements, products and business potential.

3.1 Branding logo kit and communication materials

A set of logos and designs items has been created to be used for website, social media accounts, leaflets, rollups, events setting and other occasions.

By the first month into the project, the following communication materials are generated:

- Logo kit
- Social network resources (headers and avatars)
- PowerPoint Presentation template
- Word template
- Newsletter template



Figure 3 RE4DY Logo Kit



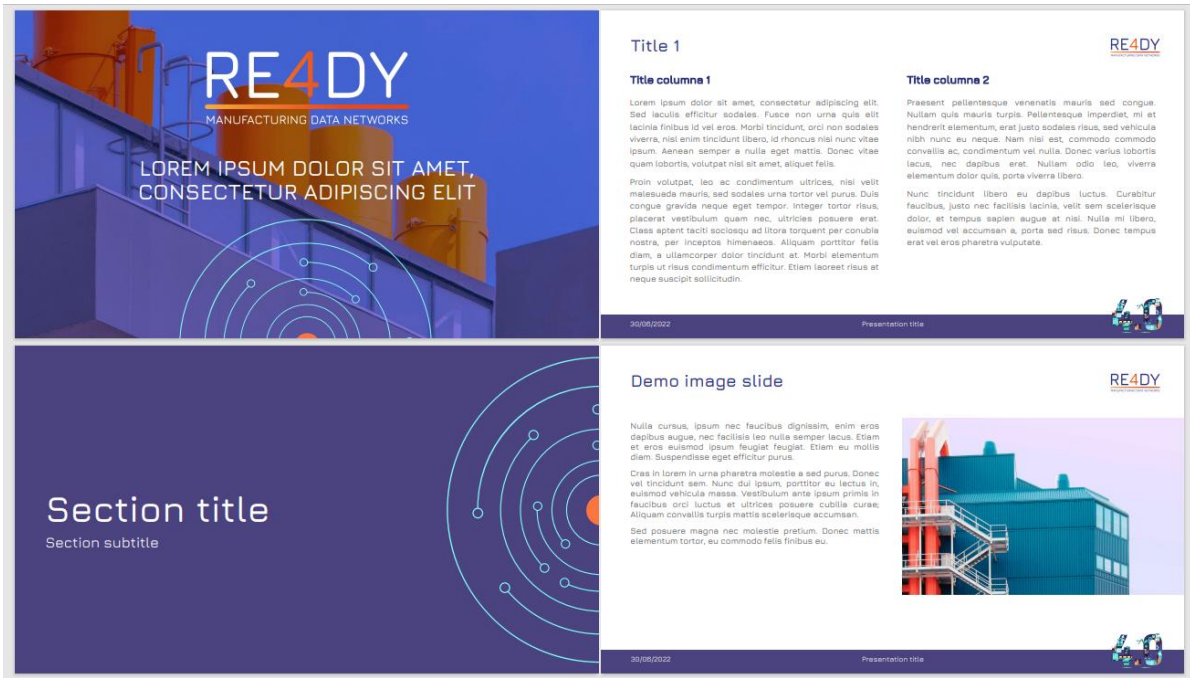


Figure 4 RE4DY PPT template



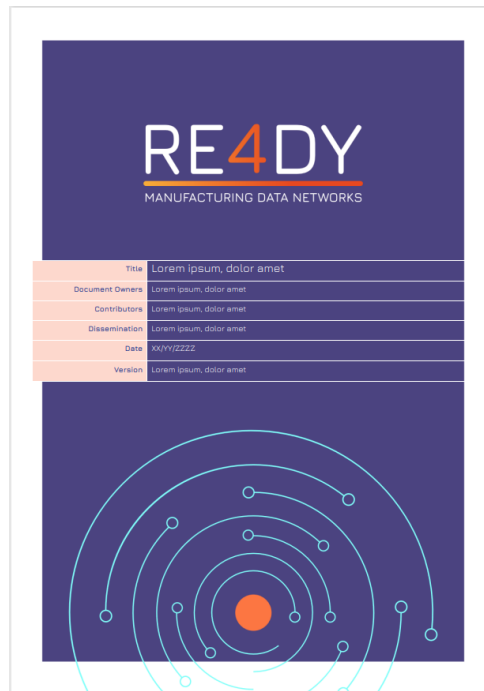


Figure 5 RE4DY Word template



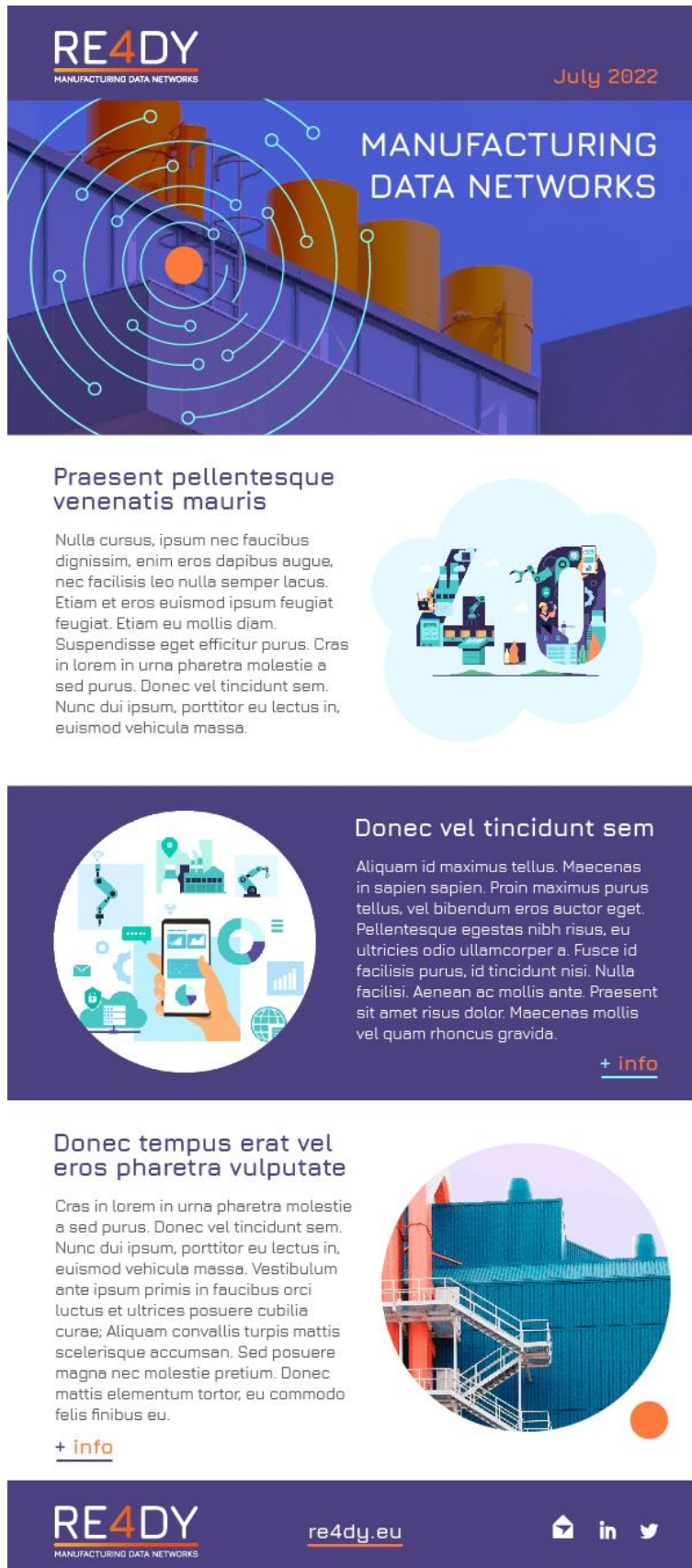


Figure 6 RE4DY Newsletter



The logos and set of communication materials are the fundamentals for future communication activities. Partners should regard them as communication standards set by the Work Package 1 leader and comply with the visual identity guidelines for all relevant dissemination activities.

3.2 Offline dissemination

As planned in the Grant Agreement, the project will set up programmes of industrial demonstrations at major industrial events and fairs; and annual event for the presentation of the RE4DY results to the manufacturing industry in collaboration with major industrial and research associations in Europe.

The chart below shows some of the most relevant events which are already planned and where the partners will attend.

Table 3 Some of the upcoming events



Nº	Type of event	Name of the event	Event Description	Date and duration	City/Country	Type of audience (2)	Estimated # of persons reached
1	Exhibition/Trade shows	Hannover Messe	The world's leading trade show for industrial technology	17-21 April 2023	Hannover/Germany	Industry, SMEs and Entrepreneurs	225000
2	Conference	IoT Week	Each year, numerous thought leaders from the worlds of research, industry, business, tech, and science shed light on the future of technology and its impact on business and life.	June 2023	TBD	Technology Clusters	>1000
3	Exhibition/Trade shows	Mobile World Congress Barcelona	MWC Barcelona is the world's most influential event for the connectivity industry. It's where world-leading companies and trailblazers share the latest thought leadership about the progression and future of connectivity. And it's the best place for networking opportunities with mobile and tech industry influencers.	27/2-2/3 2023	Barcelona/Spain	Industry, SMEs and Entrepreneurs	
4	Conference	QA Test	QA&TEST is a unique conference and will bring together professionals and experts from different sectors such as: Railways, Aeronautics, Medical Systems, Electronic Devices, Banking, Insurance or Telecommunications.	19-21 Oct 2023	Bilbao/Spain	Industry, SMEs and Entrepreneurs	70-80
5	Conference	Metromeet	METROMEET is a unique event and the most important conference in the sector of Industrial Dimensional Metrology	19-20 Apr 2023	Bilbao/Spain	Industry, SMEs and Entrepreneurs	70-80
6	Conference	Technarte	The International Conferences on Art and Technology is an international reference for artists and professionals from the world of technology. It offers a mix between art and technology.	TBD	Bilbao/Spain	Industry, SMEs and Entrepreneurs	70-80



7	Conference	IDSA Summit	As a participant -- "A new event format will be premiered in March 2018: at the Industrial Data Space Association Summit to be held in the PwC Experience Center (Frankfurt am Main) for two days from 22nd to 23rd of March 2018, the focus will be on the development and objectives of Industrial Data Space, and on its members as well. The summit is a chance to get to know more about the user association and the research projects, to actively participate in developments and to continue pushing the internationalization of Industrial Data Space."	TBD	TBD	Industry, SMEs and Entrepreneurs	
8	Conference	FIWARE Global Summit	An event for entrepreneurs, developers, technologists, researchers, startup and large companies working with public administrations and industries. -> Track for demonstrating the EIDS FIWARE CIM Connector	14-15 Sept 2022	Gran Canaria/Spain	Industry, SMEs and Entrepreneurs	
9	Conference	European Big Data Value Forum (EBDVF)	The European Data Forum (EDF) is a key European event for industry professionals, business developers, researchers, and policy makers to discuss the challenges and opportunities of the European data economy and data-driven innovation in Europe. Likewise, the BDVA Summit has quickly grown into a renowned event for all stakeholders in the European data economy. EDF and BDVA join forces to bring you the European Big Data Value Forum.	21-23 Nov 2022	Prague/Czech republic	Technology Clusters	400
10	Conference	IOTSolutions World Congress	Emerging technologies are disrupting industry and technological innovation is rapidly changing our world. Traditional industry lines have blurred, with cross-sector ecosystems even more critical for success in today's digitally transformed, disrupted world.	31/1-2/2 2023	Barcelona/Spain	Technology Clusters	12000



3.3 Science Journals/Seminars

Scientific community is one of the most important target audience groups in the communication strategy. Research partners are encouraged to provide infrastructures and learning materials for higher education and training in the industrialists. Scientific essays and publications in scientific journals are expected as the project develops and shows results.

3.4 Earned media coverage

The PR office deliberately plans and organises to work with media, to cover RE4DY and its campaign in regional and national press, magazines and web-based news media. Media coverage lends added to project credibility and its messages communicated, broaden the reach to general public audiences and enhance campaign visibility.

3.5 Website

The first version of the RE4DY website will is already available. The website will have a responsive design therefore the display will adapt to all devices. The website will serve as the information hub and ultimate reference for all the project activities updates, playing a key role in the online campaign and for communicating online performance evaluation.

The home page will be structured to demonstrate the mission statement, project basic information, RE4DY network map, events and news items, an interactive part to attract webpage visitors to subscribe to newsletters and contact information.



RE4DY
MANUFACTURING DATA NETWORKS

Scope
European manufacturing industry needs to urgently depart from manual operators to integrate and manage their data spaces partitioned, significantly increasing capabilities for cost engineering and management, training and integration. AI & Digital twin continuous delivery.

Mission
RE4DY mission is to demonstrate how European industry can jointly build unique data-driven manufacturing and supply network active resilience strategies and get sustain competitive advantages through digital continuity and sovereign data spaces across all phases of product and process lifecycle, building upon and extending the D4Zero X manufacturing connected smart Factory 4.0 model to meet future D4Zero Industry 4.0 resiliency challenges. Discover the RE4DY solution.

Objectives

- Establish a framework for digital smart products & production value ecosystems in connected factories 4.0
- Increase big data pipelines, data, digital thread and digital twin autonomy and interoperability
- Accelerate and reduce implementation on costs of integrated intelligence in connected factory 4.0 Zero X smart manufacturing
- Facilitate a comprehensive, open, trusted unified data and digital twin governance & deployment plans
- Democratize industrial data spaces and cognitive digital twins
- Try at large scale distributed data-driven resilient manufacturing networks

Partners

igovalia, SIEMENS, netcompany intrasoft, VISUAL COMPONENTS, ENGINEERING, AtoS, CEIT, JPI IL RIVER SANDTEEL, S2i, UNIVERSITA' PAVIA, CMC, UNIVERSITA' ROMA TRE, CENTRI, KU LEUVEN, CHALMERS, POLITECNICO MILANO, UIO, UNINOVA, DATAPIXEL, idFACT, ATLANTIS, core, Fall, VW, AVL, AutoActo, +GF+, fraisa, SWISS SMART FACTORY, INTERNATIONAL DATA SPACES ASSOCIATION

RE4DY | 13170 | 0810 | 82224 | 0644420174

Figure 7 RE4DY website



3.6 Social Media

The PR office designs and implements an integrated social media strategy to maximise the performance and engagement from the target audience, where Twitter, LinkedIn Group and YouTube actively contributes to RE4DY visibility throughout and beyond the project lifecycle. All actions in social media seek to generate synergies to bridge the gaps of communication as to connect the values of the project and related stakeholders on line with the values of target audience specified in the former chapter.

Social media actions aim to lay the groundwork for a future “RE4DY online community” that will be engaging enough to move the project forward, dynamic enough to keep the conversations going among key stakeholders and effective enough to have its members stay in the upfront of the trend of big data in factories, smart engineering, big data pipelines, fog computing and other hot topics in Industry 4.0, etc.

In addition, the social media network also serves as an extension of the reach of the website. Each news published in the website will be re-referenced to social media accounts, attracting more traffic back to the website, thus generating more project visibility.

3.6.1 Twitter Account

The dynamic Twitter presents and the potential number of followers it can attract make it a principal online channel to disseminate RE4DY messages.

Table 4 Key Stakeholders Twitter Networks

Twitter Account	# of followers	Description
EFFRA	3466	Transforming manufacturing in Europe through the Factories of the Future partnership.
BDVA/DARIO	3759	Big Data Value is the Public Private ecosystem around Big Data in Europe.
AIOTI	1889	The European Alliance for Internet of Things Innovation.
CECIMO	2118	CECIMO represents globally the common position of European Machine Tool Industries and related Manufacturing Technologies, and promotes co-operation with other organisations worldwide
DFA	1131	International Trusted Community for Digital Factories to foster Knowledge Sharing and Industrial Collaboration to Achieve Data Driven Digital Transformation
GAIA-X	3584	Initiative that develops a software framework of control and governance and implements a common set of policies and rules that can be applied to any existing cloud/ edge technology stack to obtain transparency, controllability, portability and interoperability across data and services.



The objective of twitter is to generate as much engagement as possible through likes, retweets, replies, profile links, etc. It aims to create a dynamic and fast-moving environment for target audience to always stay up to the trend of RE4DY activities and industry 4.0.



Figure 8 Twitter Avatar and Header

The twitter activities will be monitored and measured using Twitter analytics. Tweet impressions, number of followers, likes, engagement rate, follower demographic, region, profession will be the metrics and KPIs. General data analytics in twitter account performance will be reported in the upcoming versions of communication plan and actions.

3.6.2 LinkedIn Group

LinkedIn Group functions as a professional online networking platform where RE4DY can address very specific and professional target groups. Different from Twitter account, the group does not aim to generate dynamic conversations, nor fast-pace post updates. Its main objective is to create a shared network for members, mainly our target audiences, to find each other and to get access to professional networking and share project outcomes.

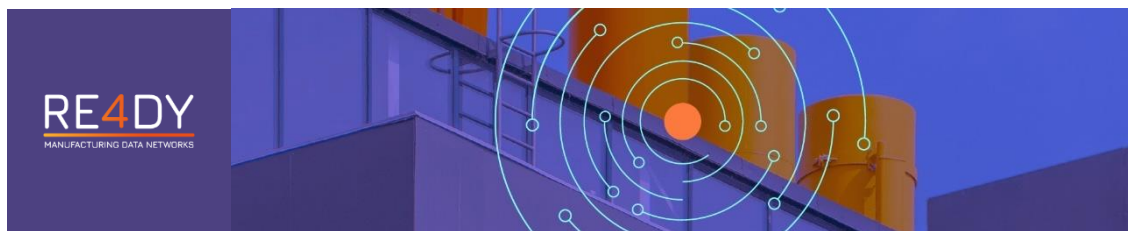


Figure 9 LinkedIn Avatar and Header

3.6.3 YouTube Channel

A YouTube channel will be created in order to upload videos presenting the project profile and general concept and to give visibility to RE4DY activities and facilities. It will represent one of the information pillars with focused messages, being the ad-hoc multimedia material to support presence in booths, fairs and events, enriching the forms of RE4DY representation.



4 Key Performance Indicators (KPIs)

The Plan includes relevant Key Performance Indicators (KPIs) as described in the Table below, these KPIs are established as a success criterion of the project communication progress.

Table 5 Communication KPIs.

Type of Dissemination Activities	Key Performance Indicators (KPIs)	
Events	Industry events/fairs	9
	EU Networking events	9
	Academic/Scientific events	12
	RE4DY Innovation Event	2
	RE4DY Demonstration	10
Website	Average month visits	1000
	Page views	1500
	Average page duration	0,0625
Twitter	Twitter followers	350
	Average month impressions	8000
	Engagement rate	1.5%
News items	Published in media	20
	Published in RE4DY website	20
	Published in partner website	60
YouTube	Video	5
	Views per video	50
LinkedIn Group	# of Members	100
Dissemination materials	Logo branding set	1
	Presentation template	1
	Project factsheet	3
	Poster	15
	Roll up	2
Newsletter	Infographic design	2
	Subscribers	100
	Newsletter post	2



5 Skills development

Since the digital skills have become crucial throughout the 4.0 factories the specialized training programmes have appeared to boost digital capabilities and capacities. For this purpose, the Digital Europe Programme focuses on bringing digital technology to business in order to:

- Support the design and delivery of specialized programmes and traineeships for the future experts in key capacity areas like data and AI, cybersecurity, quantum and HPC.
- Support upskilling of the existing workforce through short trainings reflecting the latest developments in key capacity areas.

The objective of European Commission is to increase the knowledge on digital skills in Europe, which requires cooperation and coordination mechanism, and the implementation of right instruments, to achieve excellence in training in the required competences based on European values.

Several initiatives have been put in place to give support in the development of an education programme specialized in key capacities areas to reskilling and upskilling of the existing workforce, as well as attract more people to the digital trend.

The skills development support for the digital transformation requires a Training Plan for organizations and companies, particularly for the strategic field of data sovereignty and shared data spaces, in order to accelerate the development of these ecosystems and enabling the digital transition in all the domains.

This Training Plan should include specific activities to be carried out in order to meet the training needs of the target audience, that is, a training programme that meets the needs of the identified profiles, in order to acquire the capacity to align with the strategic agendas in the strategic areas of the data economy and in the area of digital transformation, both at national and international level, in the field of shared data spaces.

Infrastructures and learning material provided by the research partners and SME multipliers will be used in higher education and training. The project aims to deliver effective training and education programmes for industrialists – see specific exploitation strategies for academic partners – and students to enable the uptake of the technologies developed by RE4DY. Particular attention will be paid both to industrial users and to SMEs customers. The delivery of the training programme will be carried out both by traditional approaches (such as ‘class-based’ courses, seminars, and workshops) and where



appropriate a modern online platform to personalise and learn at each learner's convenience.



6 Conclusion

Work Package 6 is strategically set to raise awareness and maximise visibility of RE4DY and its vision of building a “Data as a Product” model for manufacturing companies.

To accomplish the objective, a three-phase communication strategy through DFA is defined, with a timeline and main messages. In accordance, communication actions are planned to reach the target audience and achieve impacts. During M1-M6 of the project, the communication strategy focuses on disseminating the information of the project, more oriented to industry, SMEs and related European initiatives, and from M3 and beyond, the focus will be on the Open Calls and project progress and results.

In addition, to strengthen RE4DY message, a Skill Development plan has been elaborated. The activities pursue to provide the necessary knowledge on the digital field across the parties involved.

