



D6.1 Dissemination & Communication Plan – 1st period, Initial version

Q-PLAN INTERNATIONAL

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Authors

First Name	Last Name	Beneficiary
Christina	Balla	Q-PLAN INTERNATIONAL
Michail	Mitsouridis	Q-PLAN INTERNATIONAL
Paraskevi	Rampota	Q-PLAN INTERNATIONAL

In case you want any additional information, or you want to consult with the authors of this document, please send your inquiries to: balla@qplan-intl.gr

Quality Reviewers

First Name	Last Name	Beneficiary
Krisztina	Toth	EUROPA MEDIA NON PROFIT
Fernando	Rullan	FUNDINGBOX
Andreas	Michailides	NOVASPACE
Sofia	Magopoulou	DREVEN
Stefanos	Dosis	DREVEN

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Executive Summary

This document constitutes the first version of the FIERCE project's Dissemination and Communication Plan deliverable (DCP).

FIERCE is a 36-month Coordination and Support Action funded by the European Health and Digital Executive Agency (HaDEA) under the Horizon Europe Programme for Research and Innovation (2021-2027). With a mission to accelerate Europe's green and digital transition, FIERCE will mobilize 2.5 million EUR in financial support for 70 SMEs, start-ups and scale-ups to fuel the development, demonstration and commercialization of green space-enabled solutions. On top of that, FIERCE will support 140 SMEs with specialised technical and business advisory to design business solutions and engage in process innovation using downstream space data in areas such as circularity, raw materials, environmental monitoring and corporate sustainability. In parallel, FIERCE will enable a series of local entrepreneurship initiatives driven by innovation intermediaries and business support networks aimed at creating even more opportunities for space-enabled green innovation through synergies with regional industrial, research and market actors.

This report, titled "D6.1 Dissemination & Communication Plan - 1st period, Initial version", aims to design the strategy, plan, and activities to be implemented under the FIERCE project, with a view to maximising the project's visibility and successfully convey its key messages and content to target audiences, identifying and employing the most suitable channels to spread them. Keeping that in mind, this deliverable outlines the approach to (i) effectively communicate the project and disseminate its results, (ii) guide the partners in designing, planning and implementing their individual dissemination activities and (iii) continuously monitor the efficiency and the timely planning of the actions. In that frame, the deliverable outlines:

1. **What to disseminate** – Chapter two is devoted to the project-related information that will be conveyed throughout the project.
2. **To whom** – Chapter three consists of the key stakeholder groups that will serve as the main audiences for the project's dissemination and communication activities.
3. **How** – Chapter four includes all the channels and tools that will be utilised by project partners in order to successfully implement the dissemination and communication activities.
4. **When** – Chapter five provides a time frame to ensure that the timing of the dissemination and communication activities is appropriate, during the lifespan of the project and beyond.

5. **Monitoring of the process** – Chapter six identifies the indicators to measure success of dissemination and communication actions, enabling partners to refine efforts and actions over the course of the project.

The DCP will be updated in M18, and its final version will be available at the end of the project (M36). The updates will include results and metrics of the dissemination and communication activities by the time of reporting.

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List of Terms and Definitions

Table 1. Terms and Definitions

Abbreviation	Definition
DCP	Dissemination and Communication Plan
KPIs	Key Performance Indicators
SMA	Social Media Accounts
SMEs	Small and Medium-sized Enterprises

1. Introduction

1.1 Scope of the Deliverable

This report, titled “**D6.1 Dissemination & Communication Plan – 1st period, Initial version**”, aims to design the strategy, plan and activities to be implemented under the FIERCE project, with a view to maximising the project’s visibility and successfully convey its key messages and content to target audiences, identifying and employing the most suitable channels to spread them. Keeping that in mind, this deliverable outlines the approach to (i) effectively communicate the project and disseminate its results, (ii) guide the partners in designing, planning and implementing their individual dissemination activities and (iii) continuously monitor the efficiency and the timely planning of the actions. In this respect, the deliverable aims to:

- Describe the types of dissemination channels and tools to be implemented and the required actions and resources
- Define responsibilities among partners
- Summarise the internal monitoring, evaluation, and reporting of dissemination activities
- Provide an indicative timetable/work planning of promotion activities during the project

1.2 Structure of the Deliverable

Taking the above into consideration, the “Dissemination and Communication Plan” is structured as follows:

- **Chapter 1 – Introduction:** Provides introductory information with respect to the DCP
- **Chapter 2 – Dissemination Assets:** Presents the main assets and information that will be disseminated during and beyond its span
- **Chapter 3 – Targeted stakeholder groups:** Presents the key stakeholder groups that will serve as the main audiences for the project’s dissemination and communication activities
- **Chapter 4 – Channels and tools:** Encompasses all the channels and tools that will be utilized for the dissemination and communication activities of the project, such as the project’s website, social media accounts (SMAs), etc.
- **Chapter 5 – Timeline and implementation plan:** Provides the timeframe for the communication and dissemination activities of the project partners

- **Chapter 6 – Key Performance Indicators (KPIs) and monitoring:** Identifies the indicators to measure success in the dissemination and communication actions, enabling partners to refine efforts over the course of the project
- **Chapter 7 – Conclusions:** Pertains to the main decisions and aspects of the Dissemination and Communication Plan as well as the way forward

The Annexes include the dedicated forms for the implementation and reporting of the dissemination and communication activities (guidelines, dissemination and communication reporting lists, etc.) to facilitate efficient collaboration within T6.1.

The methodology of FIERCE for dissemination and communication builds on know-how, tools and templates that were developed internally by Q-PLAN as well as on good practices from the literature. As in previous EU-funded projects, tailored modifications to the methodology were implemented for FIERCE as well, in order to comply with the conditions of the Grant Agreement (GA) and the particularities of the project. Along these lines, this deliverable presents the adjusted methodology as it was further developed and applied in FIERCE as well as presents the results from its application during the project.

2. Dissemination Assets

The assets that follow will be disseminated by all partners with a view to maximising the project's impact and visibility. This information will be conveyed in a meaningful way and well-tailored to each stakeholder group (these groups will be further described in Chapter 3).

- **Vision, objectives and key facts:** The vision, aim and strategic objectives of the project will be widely disseminated along with all the conceptual aspects of the project.
- **Open calls and key activities:** The 4 Open Calls of the project will be widely communicated to all interested parties through events, the FIERCE website, the project's social media, and more importantly through collaborations with external stakeholders such as innovation intermediaries and other business support organizations.
- **News and achievements:** During the project, news, achievements, and results will be published through scientific publications, press releases, on the project's website or partners' websites to inform stakeholders about the project.
- **Key project results and assets:** Key project assets, as depicted in the following Table 2, will be disseminated as widely as possible in order to stimulate interest and nurture the ground for their post-project sustainability and scalability.

Table 2. FIERCE's main assets/results

Main Assets / Results
FIERCE Advisory Services , for SME capacity including the Learning Hub
Local Entrepreneurship Initiatives empowering innovation intermediaries
Strategic Partnerships Network , for advancing the FIERCE opportunities
FIERCE Digital Toolbox , including content and its functionalities
Monitoring and Evaluation Framework , assessing the FIERCE performance
Policy recommendations for informed policies in space-enabled green SMEs
Replication Guide , for inspiration and successful scalability of FIERCE support
Scientific publications , regarding the space-enabled green solutions for SMEs

3. Targeted Stakeholder Groups

The key stakeholder groups targeted via dissemination and communication activities of FIERCE are outlined in the following table:

Table 3. FIERCE's main target groups

Stakeholder Type	Groups
Group 1 – SMEs (Start-ups, Scale-ups, Entrepreneurs)	Businesses that want to build their capacity in downstream space data integration and businesses that look for financing for their innovative green solutions
Group 2 – Large industries	Companies implementing large-scale space-enabled green solutions that want to have first-hand access to innovative solutions and are also interested in making connections with key players
Group 3 – Innovation intermediaries (private or public)	Several organizations supporting SMEs that seek efficient support and networking in order to foster local market growth through downstream space solution development
Group 4 – Investors (Venture Capitals, Business Angels, etc.)	Private investors seeking profitability through investments in innovative downstream space-enabled solutions and generally access to more opportunities for green investment
Group 5 – Policy Makers (EU, national & regional level)	National and EU-level policymakers that aspire to make more informed policies to support the green and digital (twin) transition
Group 6 – Research and Academic institutes (including pilots/OITBs)	Researchers and institutions that are interested in making connections with advanced technical R&D and collaborating with industry/ business
Group 7 – Civil Society	The general public will also be addressed with a view to raising awareness about sustainable practices and green innovations (technical and social)
Group 8 – EU-wide networks (business, expert, investment communities)	Big networks and initiatives (such as EEN, EBN, SME Alliance, etc.) leveraging multi-level connections to maximise the impact and benefits of EU twin transition

4. Channels & Tools

The FIERCE project uses a blend of online and offline communication channels and activities with a view to maximising the project's visibility to its stakeholders. These channels and activities are presented in the list as follows:

- Graphical identity (logo, branded templates for reports and presentations)
- Promotional material (leaflet, poster, QR card), videos and newsletters
- Project website
- Project social media accounts on Facebook, X, LinkedIn, and YouTube, as well as partner's social media accounts
- FIERCE's events (e.g. Roadshows, investment tracks, EU policy roundtable, etc.) and the final conference
- Participation in external events and conferences
- Scientific and non-scientific publications
- Synergies with relevant initiatives and with the Strategic Partners Network

The dissemination and communication assets of the project will be distributed through the above-mentioned channels and tools to all targeted groups. Q-PLAN has provided dedicated guidelines for the expected use of dissemination and communication channels to the consortium. These are listed in Annex I.

The following table lists key channels for dissemination to be used throughout the course of the project.

Table 4. FIERCE's dissemination channels

Channel	Description	Groups*
Open Calls	Open Calls for Advisory Services & Transformation Projects will be promoted on the website, and events (e.g. info days), attracting SMEs and innovation intermediaries.	1,3,8
Project events	Several events (e.g. Roadshows, joint activities with strategic partners, investment tracks, FIERCE final event/ policy roundtable) to promote our results for exploitation.	All
Consortium networks	Project's outcomes will be disseminated via local and EU-wide networks and initiatives, to which our partners have access	All

Third party events	Several events, such as investment, matchmaking, knowledge, exchange, start-up and technology conferences etc. promoting our offerings to SMEs and our results to all interested parties	All
Scientific Publications	Research outputs of FIERCE are expected to result in publications of high quality, and they will be disseminated through top journals in relevant business/scientific fields.	5,6,8
Communication Activities	FIERCE's wide array of communication activities (website, social media, newsletters, video, leaflets, press releases, etc.) will ensure that they key messages are effectively conveyed to all targeted audiences	All

*1=SMEs; 2=Large industries; 3=Innovation intermediaries; 4=Investors; 5= Policy Makers, 6= Research and Academia; 7=Civil Society; 8=EU-wide networks

4.1 Graphical identity and promotional material

The design and creation of the project's graphical identity (i.e., logo, templates, etc.) aim to ensure consistency in the project communication and promotional material throughout its duration. Moreover, press releases (on ad hoc basis), newsletters (on a bi-annual basis and ad-hoc if necessary), leaflets, posters, and infographics will stress and demonstrate with evidence the benefits of FIERCE, providing incentives for the involvement of different stakeholder groups in project activities, as well as foster their exploitation and uptake beyond the end of the grant.

Keeping that in mind, the main promotional material of the FIERCE project is described in the following sub-sections. Each partner will be responsible for translations (if considered necessary) and printing the material according to its specific needs. Partners should always consult and request approval from the Dissemination Manager/ T6.1 Leader Q-PLAN before producing any kind of promotional material.

4.1.1 Project Logo

The FIERCE project logo was developed at the outset of the project (M1) to meet its visual and graphic requirements. During month 1 various logo options were presented to the project partners in order to allow them to express their preferences and select their preferred design. The selected logo of FIERCE was adopted in agreement with the majority of partners. There are several versions of FIERCES's logo and two of them are presented on white and dark background below.



Figure 1: FIERCE's Project Logo

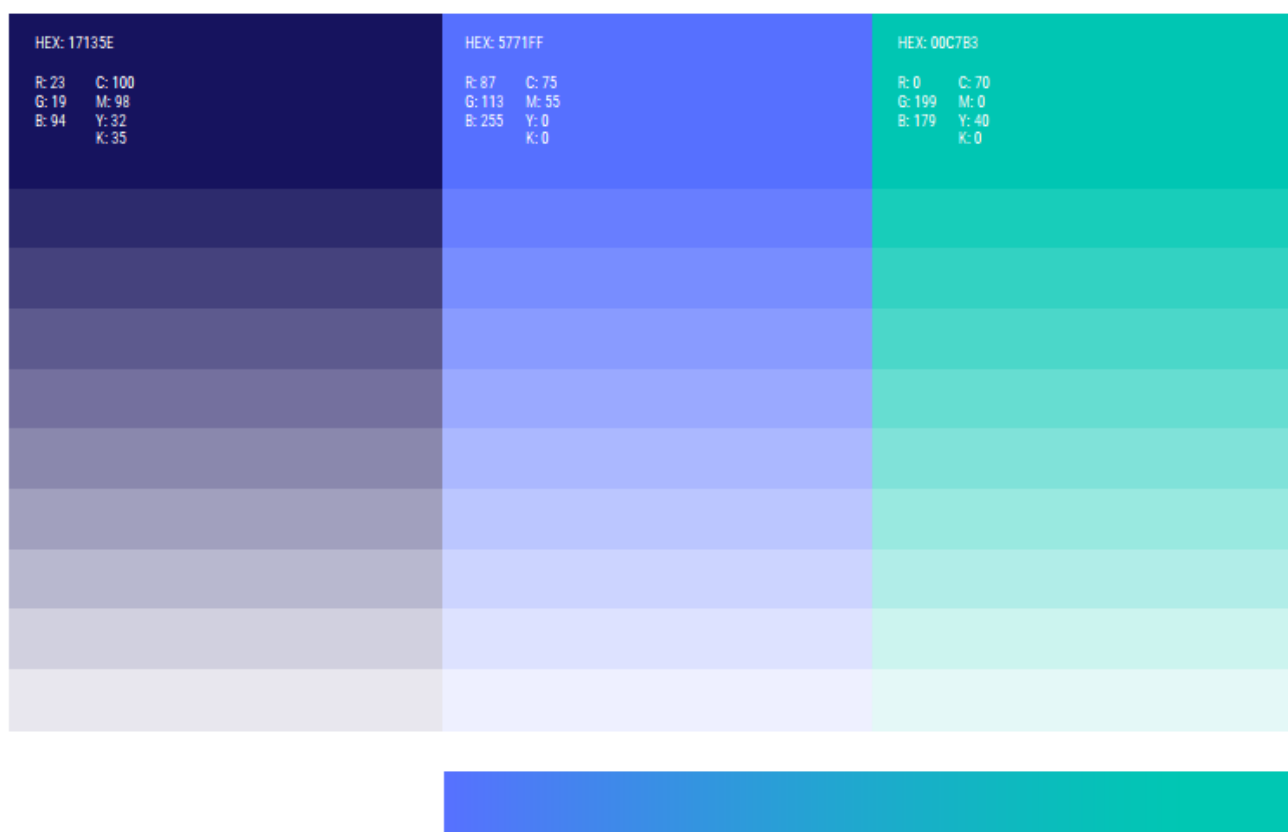


Figure 2: The colour palette of FIERCE

The project's logo is comprised of a combined wordmark and a distinctive pictorial/icon mark. The icon and text are integrated together to create an image.

The logo design for this project is primarily centred around a font-based approach, emphasizing the project's acronym. The name itself is catchy and memorable so, when combined with strong typography the logo helps create strong brand recognition. Furthermore, since the focus is on the project's acronym, a modern font was chosen in order to capture the essence of what the project does. The logo colours are used in all possible circumstances to ensure consistency and to reinforce the visual identity of FIERCE. The chosen tagline for the project is “Making space for green solutions”, making use of the pun “making space” to imply that our goal is to create room for green solutions that use downstream space data within the overall digital and twin transition. The tagline was initially suggested by the CORDIS editorial team that contacted us in order to streamline some basic information about FIERCE on CORDIS.

In any communication material, deliverable, presentation, etc., produced within the scope of the FIERCE project, the EU flag and funding acknowledgement, as depicted in Figure 3, must be prominently displayed.



Figure 3: The EU flag and funding acknowledgement

In compliance with the EU requirements on dissemination of results, as set in Grant Agreement number 101177496, Article 17, any dissemination of results (in any form, including electronic), must display the EU emblem with appropriate prominence and also include the following disclaimer:

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4.1.2 Project Leaflet and Poster

The project leaflet and poster serve as pivotal components, communicating key project information. In figures 4 and 5 the nearly final versions of the promo material are illustrated. They will be finalized once the website address is set and included within.

In addition to the overarching project leaflet and poster, additional promotional materials will be developed to bolster FIERCE events throughout the project duration, in accordance with the needs of the respective partners, for example a QR card. This adaptive approach ensures responsiveness to the specific requirements articulated by individual partners, thereby enhancing the efficacy of communication initiatives associated with the project.

WHO WE ARE AND WHAT WE WANT TO DO

FIERCE is a 3-year Coordination and Support Action, running from November 2024 to October 2027, funded by the European Commission under the Horizon Europe Framework Programme for Research and Innovation 2021-2027.

With a mission to accelerate Europe's green and digital transition, FIERCE will:

- **Mobilise 2.5 million EUR in financial support** for 70 SMEs, start-ups and scale-ups to fuel the development, demonstration and commercialization of green space-enabled solutions.
- **Support 140 SMEs** with specialized technical and business advisory to design business solutions and engage in process innovation using downstream space data in areas such as circularity, raw materials, environmental monitoring and corporate sustainability.
- **Enable a series of local entrepreneurship initiatives** driven by business support networks aimed at creating even more opportunities for space-enabled green innovation.

OUR TEAM

	Q-PLAN INTERNATIONAL qplan-intl.gr	Greece
	NOVASPACE nova.space	Germany, Belgium
	FUNDINGBOX fundingbox.com	Poland, Spain
	EUROPA MEDIA NON-PROFIT www.europamedia.org	Hungary
	TECH TOUR GLOBAL www.techtour.com	Bulgaria
	EIT RAW MATERIALS eitrawmaterials.eu	Germany
	DRAXIS RESEARCH VENTURES draxis.gr/ventures	Greece

PROJECT IDENTITY

Project Title:
Financing and Innovation Ecosystems for SMEs to innovate for Raw materials and Circular Economy solutions and using downstream space technologies

Project Acronym: FIERCE

Grant Agreement No: 101177496

Start Date: 1st November 2024

Programme: Horizon Europe

Topic: HORIZON-CL4-2024-RESILIENCE-01-41

Type of action: HORIZON-CSA

Granting authority: European Health and Digital Executive Agency (HADEA)

Duration: 36 Months

Budget: € 4,999,329.00

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HOW WE WILL DO IT

- We will give 2,5 million EUR to 70 SMEs to support them** in contracting external service providers in order to develop new or adopt available space-enabled green solutions.
- We will provide technical and business advisory to 140 SMEs**, who will receive up to 50 hours of mentoring from experts as well as targeted services to design or improve their solutions using space data/ services.
- We will enable over 15 innovation intermediaries** to deploy local entrepreneurship initiatives for their own ecosystem of SMEs, to support local matchmaking, skills building, community building events, etc.
- We will create the FIERCE Learning Hub** as a reference point for over 50 sector-specific learning sources and tools for space-enabled green entrepreneurship.
- We will facilitate the interaction of SMEs with innovation intermediaries**, external service providers and investors through the FIERCE Network and Community tool.
- We will translate all this experience** into actionable knowledge and policy recommendations for more conducive SME support structures, policies and innovation ecosystems for space-enabled green entrepreneurship.

WHO WILL BENEFIT FROM THE PROJECT?

-  **SMEs, start-ups and scale-ups** from various sectors that want to improve their business by using downstream space-enabled data and services.
-  **Organisations** that provide downstream space-enabled services based on EUSPA data (Copernicus, EGNOS, Galileo, etc.) to SMEs.
-  **Innovation intermediaries** & other business support organisations that aspire to improve their network and offerings to SMEs dealing with green entrepreneurship.
-  **Policy makers** tasked with promoting the green and digital sustainable entrepreneurship.

Figure 4:FIERCE's leaflet





FIERCE

MAKING SPACE FOR
GREEN SOLUTIONS

OUR MISSION

Create awareness, interest and demand for EUSPA's space data, in particular for downstream applications in areas such as circularity, raw materials, environmental monitoring and corporate sustainability.

IN ORDER TO ACHIEVE OUR MISSION WE WILL

- Give 2,5 million EUR to 70 SMEs (up to 50.000 EUR per project) to support them in contracting external service providers of their choice to develop new or adopt available space-enabled green solutions.
- Provide free technical and business advisory to 140 SMEs (up to 50 hours), to design or improve their solutions using space data/ services.
- Enable over 15 innovation intermediaries to deploy local activities for their own ecosystem of SMEs, supporting local matchmaking, skills building, events, etc.

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OUR TEAM



Project Title: Financing and Innovation Ecosystems for SMEs to innovate for Raw materials and Circular Economy solutions and using downstream space technologies / **Project Acronym:** FIERCE / **Grant Agreement No:** 101177496 / **Start Date:** 1st November 2024 / **Programme:** Horizon Europe / **Topic:** HORIZON-CL4-2024-RESILIENCE-01-41 / **Type of action:** HORIZON-CSA / **Granting authority:** European Health and Digital Executive Agency (HADEA) / **Duration:** 36 Months / **Budget:** € 4,999,329.00



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Figure 5:FIERCE's poster

4.1.3 Templates

Templates have been created for the consortium partners to be able to produce their deliverables and presentations. Branded templates are designed to give slide presentations a consistent appearance and ensure uniformity. The branded templates enhance audience brand recognition. FIERCE's presentations include the logo, brand colours, fonts, and brand elements from the project's visual identity. In particular, templates for the project's deliverables and partners' presentations have been created and are available to project partners.

The following templates have been prepared for the FIERCE project:

- FIERCE presentation template.
- Project deliverables and reports template.

The templates are shown below in Figures 6, & 7:

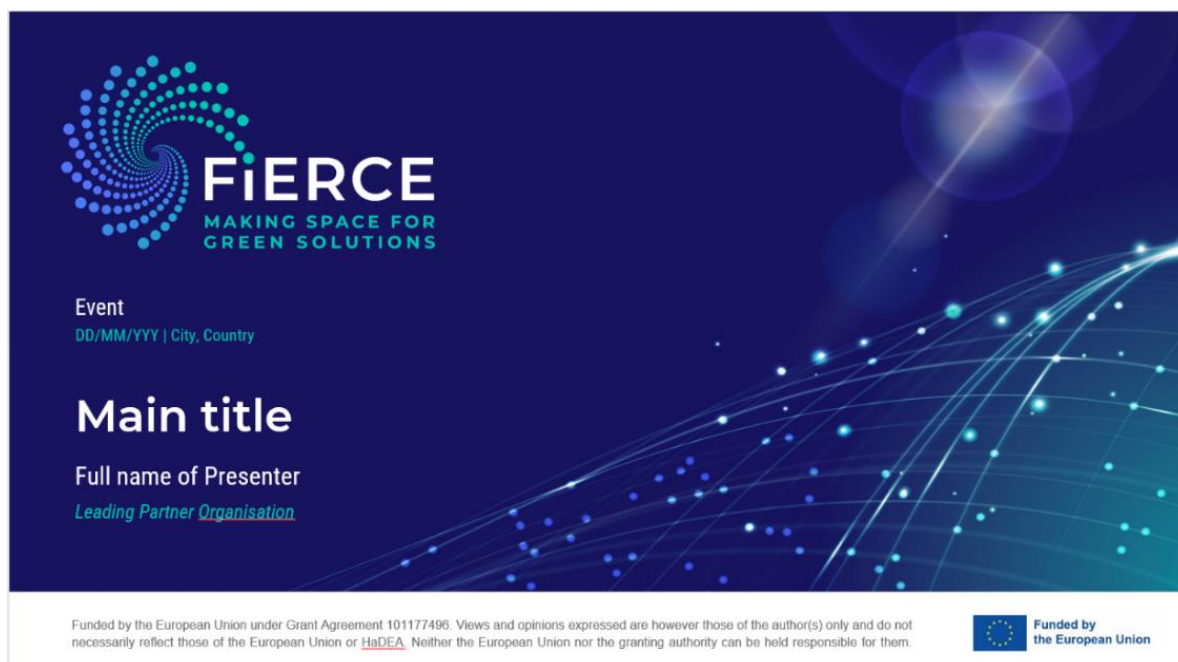


Figure 6: Presentation template



Figure 7: FIERCE's deliverable template cover

4.2 FIERCE's digital presence

4.2.1 FIERCE's website

The project's official website will be accessible online by M4 (February 2025) catering to users on all devices without any limitations or restrictions.

The website will provide a centralised platform for information dissemination and engagement. Users will be able to access the portal seamlessly, fostering an inclusive and user-friendly experience.

It will constitute the main gateway to FIERCE activities, publications, news, and events as well as the open call portal, the Learning Hub, the self-assessment tool and the replication and policy tool. Specifically, it will contain information about the project's concept and objectives, the digital toolbox, the open call portal, the consortium, relevant initiatives, as well as project news. Links to social media accounts of the project and to project partner's webpages but also relevant initiatives will also be included. In addition, it will be equipped with an online newsletter subscription for visitors/ users.

As the project evolves, the website will be further enriched with all public deliverables and promotional material. The news section of FIERCE's website will be updated regularly, whenever an action/activity is taken.

Site visits, statistics, and other information on visitors' views (e.g. number of pages per visit, time on site, most viewed pages, etc.) will be measured using Google Analytics, to which the website will be registered since the first day of its operation.

Q-PLAN is responsible for the design, operation, and update of the project's website. The project website will be mentioned in all publicity material generated by the project consortium. Taking this into consideration, the website will be monitored periodically to assess visibility and outreach on whether the project is on the right path or if increased efforts are needed.



4.2.2 Social Media Accounts

In today's society, the use of social media has become a necessary daily activity, therefore the project's social media accounts (SMAs) are among the main pillars of promoting project's news, events and activities.

FIERCE utilises social media accounts on Facebook, LinkedIn, X, and YouTube. The above-mentioned accounts were launched in M1 (November 2024). The accounts on LinkedIn and X were created by rebranding the accounts of [InnORBIT](#). InnORBIT is a H2020 project coordinated by Q-PLAN that ended in July 2023 and focused on supporting space innovation around Europe. Since the target groups of InnORBIT were quite similar to the ones of FIERCE it was decided to tap on the

existing followers basis and not create new accounts from scratch. The InnORBIT consortium was informed about FIERCE's interest in further exploiting the project and no objections were made.

If any needs arise, other social media may be used in the future. Table 6 contains URL links to the existing social media accounts of FIERCE.

Table 5. Social media accounts

Social media platform	Account name	URL
Facebook	Fierce EU Project	https://www.facebook.com/profile.php?id=61567961803632
LinkedIn	FIERCE Project	https://www.linkedin.com/company/fierceproject
X	FIERCE Project	https://x.com/FIERCEprojectHE
YouTube	FIERCE Project	https://www.youtube.com/@FIERCEprojectHE

The project's social media will be continuously updated in English with news about the project's activities and results, events, and updates from several organisations/ associations that integrate downstream space data as well as news from related EU projects, etc. The frequency of social media posts will depend on the availability of news about the activities and results of the project.

In addition, hashtags are used on the project's posts to help stakeholders easily find them and encourage interaction. The hashtags used on the project's social media accounts are:

#FIERCEProject

#HorizonEurope

#EUSpace

Q-PLAN is responsible for the administration of FIERCE's social media accounts. All partners are requested to follow the social media accounts, disseminate the posts through their own networks, as well as to publish posts and news about the project regularly, through the social media of their organisation.

4.2.2.1 LinkedIn

LinkedIn constitutes a significant networking tool for professionals, offers a more institutional approach and has therefore been selected as the core social media channel. Given that FIERCE, as successor of the InnORBIT project (GA No 101004212), shares many common partners and aligns with the same objectives of empowering innovation intermediaries to foster space-enabled

sustainable initiatives, FIERCE took over management of the InnORBIT LinkedIn account in M1 (November 2024) starting with 673 followers. This LinkedIn page will focus on presenting the FIERCE project, its objectives, and results. All partners are responsible for timely updating and sharing their input to ensure their activities are duly promoted.

4.2.2.2 X

The X account, initially launched for InnORBIT in January 2021 and operated by Q-PLAN, has also been rebranded by FIERCE since November 2024. Starting with 124 followers, the account focuses on fostering engagement with stakeholders and other European projects through the exchange of quick, frequent messages, a format for which X is renowned. That helps project stakeholders understand, quickly and easily, what FIERCE is and what it does. In addition, X can be used as a promotional tool for the project's events and workshops as it can create a buzz around the activity in a short period of time.

4.2.2.3 YouTube

The FIERCE YouTube channel was also established in M1. This channel is chosen to consolidate project videos in a singular, easily accessible location. The primary objective behind creating the YouTube channel is to disseminate promotional videos, leveraging the platform to expose the project to a broader audience.

4.2.2.4 Facebook

Finally, a Facebook account was also created in M1 with the aim of building a strong community in various ways such as posting key project information, upcoming events and other useful, relevant, and interesting links. Facebook provides a fast, free connection to a significant number of stakeholders, so it gives the FIERCE project an opportunity to share news and results. Like all FIERCE social media accounts, the project's Facebook page will be regularly updated either with posts related to the project or other related projects and initiatives.

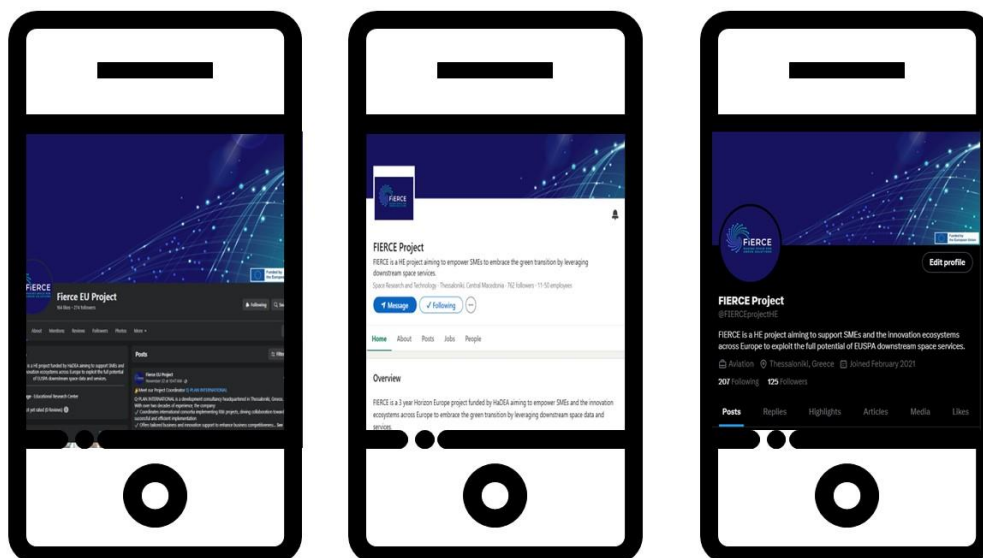


Figure 8: FIERCE SMAs

Some key insights from the social media accounts of FIERCE up to January 2025 can be seen in Table 7.

Table 6. Insights from social media platforms

Social media	Statistics
Facebook	171 page likes / 292 followers
LinkedIn	837 followers
X	155 followers

4.2.3 Online newsletter

An online newsletter will be prepared and distributed through Mailchimp, presenting among others the results achieved, upcoming activities and events, news from similar initiatives and news in the relevant scientific fields. The frequency of newsletter issues will depend on the amount and

importance of news to be presented, with the target to produce a newsletter at least every 6 months, however additional ad-hoc newsletters may be added if deemed necessary.

The recipients' list will be administered by Q-PLAN. The list will be continuously updated during the project, therefore everyone who is interested will be able to subscribe to the recipients' list by registering on the newsletter section of the project's website or unsubscribe, according to GDPR rules.

The newsletter issues will be prepared by Q-PLAN, with the contribution of all partners regarding the content. The content of each issue will be decided and agreed among the consortium members. Partners are also required to disseminate the newsletter issues through their own channels.

4.2.4 Press releases and other publications

During the project, at least 3 scientific publications are expected to be published in international journals and/or conferences. The beneficiaries must ensure open access to peer-reviewed scientific publications relating to their results. In addition, all authors are responsible for identifying any publishing opportunities and for carrying out all necessary actions to ensure the publications of project news and results. Each partner will make effort to produce publications of the highest quality, which not only reflects on the consortium's reputation but also on the FIERCE project as a whole. All publications must cite and/or refer to the EU contribution and project grant agreement number, as required in Article 17 of Grant Agreement No. 101177496.

An indicative list of journals that can be used under the context of the project is given by the following table:

Table 7. Indicative journals for dissemination of FIERCE's results

Title	Impact Factor
Journal of Innovation & Knowledge	18.10
Journal of Business Venturing	8.70
International Journal of Innovation Studies	6.48
Innovation and Green Development	N/A

During M1 (November 2024), the FIERCE project's first press release was issued and generated by Q-PLAN. It communicated the identity of the project, the consortium constellation, the project's purpose and overall objective. The press release was shared with the consortium to be used through their channels for the announcement of the start of the project.

4.3 FIERCE's Events

FIERCE is set to organise a number of events throughout its duration for multiple purposes and audiences. A total of four Roadshow events will be organised with a view to forging new collaborations with strategic partners in parallel with local dissemination. In addition to that, ten online events will be organised along with strategic partners to provide a platform for diverse EU networks to present opportunities related to space-enabled green entrepreneurship. TTG will also organise four (physical) investment tracks alongside Tech Tour or strategic partners' events for FIERCE SMEs and three (online) pitching academies, supporting SMEs to build their pitching skills with business experts, meet investors and request funding. Ultimately, a final conference combined with a Policy Roundtable will be (co-)organised near the end of the project to spread the accumulated knowledge and present the final achievements to SMEs, Industries, Innovation Intermediaries, Policy makers, Civil society, EU-wide networks, and all other interested parties as well as to promote their uptake across Europe, and beyond. To optimise the event's reach and impact, concerted efforts will be made to arrange it as a satellite event within the framework of a prominent international event.

4.3.1 External Events

Partners will participate in several external conferences and events of great interest to the project's target stakeholders to keep in touch with them, communicate the project's offerings and open calls, exchange knowledge, and disseminate results. In addition, the targeted events, will relate to the on-going activities of the project, the sectors it covers as well as the interests of the project's primary stakeholders. The goal is to keep in touch with the latest advances and establish contacts and interactions with key stakeholders, while at the same time communicating the results of the project. External events in which partners will participate include, among others, business events, exhibitions, scientific events, and conferences. Partners should follow the guidelines below:

- If a partner is presenting, the FIERCE project presentation template should be used, unless the external event's organisers mandate speakers to use a different template.
- During the event, it is important to disseminate the project's promotional material (leaflets, poster, etc.).
- A number of photos must be taken.
- The partner is requested to update the dissemination and communication manager about their participation in the event and to share the photos taken, no later than 7 days after the event.
- All partners are requested to fill the tab located in the "Dissemination and Communication reporting" file concerning their participation in external events. Submission is required no later than three weeks after the event. The table can be found in the annexes as well as on the project's repository.

In the table below, an indicative list of external events relevant to FIERCE is provided.

Table 8: FIERCE indicative external events for the dissemination of the project's outcomes

External Events		Description
Space Tech Expo Europe		Europe's largest B2B event for the space industry, bridging start-ups and big industry players, in order to discover their game-changing technologies
European Conference	Cluster	Connects clusters, sets future policy priorities and development to support sustainable industry development and building value chain and ecosystems
EU Space Week		Serves as a central hub, bridging policymakers, entrepreneurs, investors, and users, interested in current and future trends of the EU Space Programme
EU-Startups Summit		Showcases successful startups learnings, boosts networking and inspiration, while gathering founders, corporates, angel investors to build tech companies
International Conference on Remote Sensing for Mineral Exploration		Aims to bring together scientists and researchers to exchange experiences and results on all aspects of Remote Sensing for Mineral Exploration

4.4 Networking and Joint Activities with Relevant Initiatives

In order to reach a wider pool of stakeholders, FIERCE will leverage the consortium partners' extensive reach to establish synergies with key networks and initiatives, as well as Horizon Europe projects, and projects funded under other EU programmes. Q-PLAN, with the support of all partners, will create communication pathways with those projects for collaboration, knowledge exchange, and joint activities.

Table 9. Consortium networks for dissemination and exploitation of results

Networks and Initiatives	
European BIC Network (EBN) Space, Mobility and Defence SIG [Q-PLAN, FBA]	European Association of Remote Sensing Companies (EARSC) [DREVEN]
EIT Knowledge & Innovation Communities (KICs) [EIT-RM]	European Space Agency Business Incubator Centres (ESA BICs) [STP-DE/STP-BE, EMNP, Q-PLAN]

European Business Angels Network (EBAN)
[STP-DE /STP-BE]

European Digital Innovation Hubs (DIHs) [FBC]

European Cluster Collaboration Platform
(ECCP)

Enterprise Europe Network (EEN)

Greenovate! Europe [EMNP]

European Space Policy Institute (ESPI)
[STPDE/STP-BE]

Tech Tour Community
[TTG]

SME4SPACE
[EMNP]

Startup Europe

EIC Accelerator

MANTRA, PhotonQBoost, SURE 5.0, STAGE, GreenSME, Up2Circ, InTransit (HE “Innovate to transform” projects)

A template synergy list, a copy of which is available in the annexes, has been created to facilitate efficient categorization of potential synergies. Throughout the FIERCE project’s lifespan, this list will be enriched, and the revised version will be part of the next version of this deliverable. Emphasising collaborative activities is vital for unlocking the full potential of the FIERCE project. In this respect, the consortium should remain vigilant, actively seeking new collaborations and joint actions to ensure the project’s success.

4.5 EU dissemination channels

A tentative list of EU dissemination channels that may be utilised by FIERCE throughout its duration is provided below:

- CORDIS is the EC primary source of results from projects funded by the EU’s framework programs for R&I;
- Horizon Results Platform is a repository of Key Exploitable Results of EU-funded research and innovation projects.
- Zenodo is a general-purpose open repository developed under the European OpenAIRE program and operated by CERN. It allows researchers to deposit research papers, data sets, research software, reports, and any other research related digital artefacts

5. Timeline and implementation plan

Activity	Responsible Partner	Related WP	2024	2025						2026						2027					
			1st Year								2nd Year						3rd Year				
			November-December	January-February	March-April	May-June	July-August	September-October	November-December	January-February	March-April	May-June	July-August	September-October	November-December	January-February	March-April	May-June	July-August	September-October	
			Development of promotional material																		
Logo	Q-Plan	WP6																			
Templates (report, presentation and letterhead)		All WPs																			
Leaflet, poster, and infographic		WP6																			
Promotional video		WP6																			
			Website																		
Development and operation of project's website	Q-Plan	WPs6,8																			
Publicity through project's website	All partners	All WPs																			
Publicity through partners' website	All partners	All WPs																			
			Social media networks																		
Creation of social media accounts	Q-Plan	WP6																			
Publicity through projects' social media	All partners	All WPs																			
Publicity through partners' social media	All partners	All WPs																			
Publicity through project YouTube channel	Q-Plan	WPs6,8																			
			Digital presence																		
Recipients list creation and update	Q-Plan	WPs6,8																			
E-newsletter	Q-Plan	WPs6,8																			
			Publications																		
Non – scientific (press releases)	All partners	WP6,8																			
Scientific publications and conference papers	All partners	WPs6,8																			
			External events																		
Exhibitions, business events, information days etc.	All partners	WPs6,8																			
Scientific events, conferences etc.	All partners	WPs6,8																			
			Project workshops																		
Roadshows, Investment tracks ,pitching academies	TTG/All partners	WPs6,8																			
Ten online joint activities with Strategic Partners Network	TTG/All partners	WPs6,8																			
Workshops (validation, synergies)	All partners	All WPs																			
			Final Conference																		
Final conference	Q-PLAN	All WPs																			
			Synergies with related projects/initiatives																		
Synergies with related projects/initiatives	Q-Plan, all partners	WPs6,8																			

Figure 9: Dissemination and Communication Time Plan

6. Key performance indicators and monitoring

To measure the success of FIERCE’s dissemination and communication strategy, the following KPIs will be employed, and all dissemination activities will be monitored with their results being compared to the KPIs so as to assess whether is on the right path or if increased efforts need to take place.

Table 10. Key impact indicators for dissemination and communication activities

Indicator	Target (impact)	Indicator	Target (impact)
Visitors of project’s website and Toolbox	≥15,000	Scientific publications / conference papers	3
Social media followers	≥2,000	Printed/Online materials distributed	≥500
Views of promotional videos	≥500	Final Conference / participants	1 / 100
Number of newsletters / subscribers	6 / ≥150	Stakeholders reached /engaged	>5,000
Infographic / factsheets produced	>4	Stakeholders participated in project events	650

To meet target values, project partners are expected to continuously carry out publicity actions and report all publicity and communication outcomes regularly. Q-PLAN will be responsible for monitoring and evaluating FIERCE dissemination activities.

Partners are required to provide details on all communication and dissemination actions through the FIERCE “Dissemination and Communication Reporting”, which will be in the project’s repository. The table can be found in the annexes. Q-PLAN will notify all partners in advance for input collection.

Any promotional material related to the project produced by a partner should be reviewed and approved by the WP6 leader, Q-PLAN. Each project partner should promptly contact Q-PLAN if they identify opportunities, problems, or risks during the planning or implementation of publicity actions.

7. Conclusions

This document, titled “**Dissemination & Communication Plan – 1st period, Initial version**”, provides the framework and guidelines for the successful implementation of dissemination and communication activities throughout the lifespan of the project and beyond. As the project evolves, this document will be updated and refined in order to provide a more detailed analysis of the dissemination actions and plans. The actions and plans of this deliverable answer to the following questions:

- What to disseminate?
- To whom?
- How?
- When?

This document also provides the monitoring mechanism of the dissemination activities, which is based on targeted KPIs. By communicating the project’s tangible and intangible assets through the most effective channels and tools to timely reach the targeted groups, FIERCE will be able to not only go beyond these ambitious KPIs but most importantly lay the foundations for the sustainability of its outcomes. As the project evolves, the DCP will be updated, results will be presented and progress against targets will be measured in the interim, and final versions of this deliverable (M18 and M36 respectively).

Annexes

Annex I – FIERCE Dissemination and Communication Guidelines

Contact details: balta@qplan-intl.gr Dissemination & Communication Guidelines  Q-PLAN INTERNATIONAL 04/12/2024 Funded by the European Union	FIERCE D&C Guidelines This document provides you with key initial guidelines regarding communication and dissemination activities and introduces the main dissemination monitoring tools that you are kindly asked to use throughout the project. Main Guidelines 1. Actively contribute to the dissemination of project results and key messages. 2. Do not forget to include the FIERCE logo and website URL together with the EU logo and the disclaimer. Funded by the European Union under Grant Agreement 101177496. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Q-PLAN. Neither the European Union nor the granting authority can be held responsible for them. In practice, it should look like this: Funded by the European Union under Grant Agreement 101177496. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Q-PLAN. Neither the European Union nor the granting authority can be held responsible for them. When displayed with another logo, the EU emblem must have appropriate prominence. You can download the needed EU emblem in the desired resolution following this link: https://ec.europa.eu/regional_policy/en/information/logo_downloadcenter/ 3. If possible, follow the style guide concerning writing style, formatting options, numbers and currency, abbreviations and acronyms, captions, electronic cross-references, naming conventions, and citation style. In general: • Use <u>Arial</u> for all text in documents. • Always use the same style for references, both for in-text citations and in the bibliography/footnotes. • Be consistent in using currency references (for example, use EUR instead of € throughout). • Be consistent in the numbering format; comply with the British usage (e.g. 75,000,239.23), unless differently indicated by the bid manager. • Make sure to introduce each abbreviation and acronym the first time you use it and create an abbreviation/acronym list at the beginning of the document. • Review the language and the coherence of the structure of the text you drafted. Funded by the European Union under GA no. 101177496. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Q-PLAN. Neither the European Union nor the granting authority can be held responsible for them. @fierce-project
FIERCE GA 101177496 4. Whenever possible, use the templates that are provided to you, i.e. letterhead, presentation, and publication. A leaflet, a poster and a roll-up will be prepared for you to use throughout the project. Other communication materials will be prepared ad-hoc if needed. 5. Always inform Q-PLAN regarding every dissemination and communication activity that you plan to carry out (e.g., organising an event, writing articles for websites or magazines, participating in an external event, etc.) at least one week prior to your activity. This will enable us to publicise it through the FIERCE communication channels in a timely manner. 6. You will have to report in detail all the communication and dissemination actions you undertake (see FIERCE Dissemination & Communication Reporting Template for instructions). This template is in line with the new Horizon Europe programme needs and is sent to all partners by email. • Always report meetings and events you organised and/or participated in the "D&C Reporting" template. • The initial expectation for input collection is every 6 months and Q-PLAN will notify the consortium in due time to start collecting input as well as in case of any changes. Important Note: The reporting information for all D&C activities on the SYGMA platform has been officially defined by the European Commission (EC). This template is mandatory for reporting all such activities. 7. A Synergies List is provided for all partners to fill. Please follow the instructions provided by Q-PLAN via email on deadlines for initial input. For updates during the project period, when suitable opportunities arise, please contact Q-PLAN as soon as there is a list update. In compliance with GDPR requirements, always gather consent, when collecting, using, and storing personal data (i.e., email, photos, etc.) during your events/conferences Guidelines for enhancing FIERCE's online presence This section provides you with some key initial guidelines regarding your expected contribution and use of the FIERCE website and social media accounts (SMAs). Website 1. Actively contribute to the news section of the website. Please send each news item to Q-PLAN (see "News Item Reporting Form"). For all FIERCE activities collect high-quality photos, and videos if possible, and share them with Q-PLAN. This will enable us to use them on the project website and project SMAs. For generic images, that do not pertain to implemented project activities, simply outline your expectations together with content about the activity and Q-PLAN will select a suitable royalty-free image for the post. 2. Inform Q-PLAN regarding every event you organise or take part in for the purposes of the project (e.g., conferences, workshops, seminars etc.) and provide Q-PLAN with a link to the event if available, so that it can be posted online in the dedicated section of the website. Funded by the European Union under GA no. 101177496. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Q-PLAN. Neither the European Union nor the granting authority can be held responsible for them. Funded by the European Union @fierce-project	FIERCE GA 101177496 3. Inform Q-PLAN about news articles (e.g., newspaper article, blogpost, etc.) mentioning your pilot area or the FIERCE project and provide Q-PLAN with a link/scan for giving it more visibility online. Social Media Accounts (SMAs) 1. Register to all FIERCE SMAs (i.e. LinkedIn, Twitter and YouTube) and use them: monitor announcements and posts, comment, like and retweet/repost - share. 2. Do make your own posts to foster discussion and keep the page alive, either in English or in both English and your native language – Make sure to tag FIERCE so that we can follow up accordingly. 3. Promote the FIERCE SMAs within your network of contacts. 4. Suggest FIERCE relevant profiles that we could follow (on Twitter, LinkedIn). 5. Select among the project hashtags when posting on SMAs and add any that you feel is appropriate for your post. Available hashtags are: Mandatory: #FIERCEproject Optional: #HorizonEurope #EUSpace 6. If you make a short video, edit it to enhance the project identity (add the name of the project, the logo, the EU emblem and the disclaimer "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 Q-PLAN. Neither the European Union nor the granting authority can be held responsible for them". Once received, Q-PLAN will upload it on YouTube. The above-mentioned points will be updated, when necessary, to be in line with the project's requirements and progress. Funded by the European Union under GA no. 101177496. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Q-PLAN. Neither the European Union nor the granting authority can be held responsible for them. Funded by the European Union @fierce-project

Annex II – FIERCE Dissemination and Communication Reporting Template

A) Communication Activities

Last Updated		DD/MM/YYYY					
#	Communication Activity Name	Description	Who? Target Audience	How? Communication Channel	Outcome	Status	Comments

B) Dissemination Activities

Last Updated			DD/MM/YYYY				
#	Dissemination Activity Name	What? Type of dissemination activity	Who? Target audience reached	Why? Description of the objective(s) with reference to a specific project output (max 200 characters)	Status of the dissemination activity	Comments	

C) Publications

Last Updated		DD/MM/YYYY		
#	Type of PID	PID (publisher version of record)	PID of deposited publication	Type of publication

Link to publication	Title of the scientific publication	Authors	Title of the Journal or equivalent	Number

ISSN or eISSN	Publisher	Month of publication	Year of publication	Was the publication available in open access through the repository at the time of publication

Peer-reviewed	PID of Book (if applicable)	Book Title	Did you charge OA publishing fees to the project?	Article processing costs that will be charged to the project (EUR)

Annex III – Synergy List

Last Updated		DD/MM/YYYY		
No	Name of Initiative	When does it end?	Type of initiative (e.g. Horizon 2020 & Horizon Europe project, network, standardisation body, association, technology platform, etc)	Short description

Responsible FIERCE partner(s)	How can this initiative feed into our activities?	Name of main contact	Role	E-mail



GA 101177496

Partners



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