



D6.4 Dissemination & Communication Plan – 1st period, Interim version

Q-PLAN INTERNATIONAL

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Executive Summary

This document constitutes the interim 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 mobilise 2.5 million EUR in financial support for 70 SMEs, start-ups and scale-ups to fuel the development, demonstration and commercialisation 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 "D6.4 Dissemination & Communication Plan - 1st period, Interim version", aims to depict the progress made in the strategy set out in D6.1 as well as report on the activities implemented so far, with a view to maximising the project's visibility and successfully conveying its key messages and content to target audiences, identifying and employing the most suitable channels to spread them.

By M3, the first D&C framework had been established. From that point until M18, the project implemented actions based on this plan while continuously refining them to achieve stronger results. A strong and recognisable visual identity was established with a logo, templates, and promotional materials that supported consistent messaging. The project website and social media accounts were launched and have been maintained with regular updates. Three videos were produced and widely promoted, while three newsletters and 6 press releases were issued. Events have also played a key role, with partners organising, co-organising and participating in a range of external events, including conferences, expos, summits, and webinars, to present project activities at both national and international levels.

In addition, dedicated promotional campaigns were implemented in relation to the project's Support Programmes. These campaigns supported the promotion of: (i) the two OCs related to the Advisory Services Support Programme, (ii) the 1st OC for the Financial Support Programme, and (iii) the Ecosystem Building Programme. The promotional campaigns included the development of dedicated communication materials, targeted social media campaigns, and their promotion through the various events organised (e.g Roadshows, Info Days, How to Apply Webinars) or attended by the FIERCE project partners, aiming to maximise outreach and engagement with relevant stakeholders. Promotional activities also included dissemination through external communication channels, stemming from our synergies with Strategic Partners and the Advisory Board. As a result of the D&C activities, FIERCE has already reached more than 60,000 stakeholders at European level.

The updated DCP is reflected through the present interim version, and its final version will be available at the end of the project (M36). The final version will capture the full scope of activities and outcomes achieved over the entire project lifecycle.

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List of Terms and Definitions

Table 1. Terms and Definitions

Abbreviation	Definition
DCP	Dissemination and Communication Plan
D&C	Dissemination and Communication
KPIs	Key Performance Indicators
SMA	Social Media Accounts
SMEs	Small and Medium-sized Enterprises
OCs	Open Calls

1. Introduction

1.1 Scope of the Deliverable

This report, titled “**D6.4 Dissemination & Communication Plan – 1st period, Interim version**”, aims to evaluate the progress made since the initial plan, highlight key lessons learned, document the actions implemented so far and introduce updated and new actions designed to further enhance the project’s outreach, visibility, and engagement with its target audiences, while clarifying the roles and responsibilities of all project partners. In this respect, the deliverable aims to:

- Describe the types of dissemination channels and tools utilised and the associated actions
- Clarify and update responsibilities among partners
- Summarise the internal monitoring, evaluation, and reporting of dissemination activities
- Provide an updated indicative 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 interim version of the DCP
- **Chapter 2 – Dissemination Assets:** Presents the main assets and information disseminated during the project, including updates introduced in the interim phase
- **Chapter 3 – Targeted stakeholder groups:** Presents the key stakeholder groups serving as the main audiences for the project’s dissemination and communication activities
- **Chapter 4 – Channels and tools:** Encompasses all the channels and tools utilised 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 an updated timeframe for the communication and dissemination activities for the upcoming period.
- **Chapter 6 – Key Performance Indicators (KPIs) and monitoring:** Reviews the indicators used 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 conclusions of the Dissemination and Communication Plan, as well as the way forward.

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 have been, and will continue to 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 are widely disseminated along with all the conceptual aspects of the project.
- **Open calls and key activities:** To date, three Open Calls of the project have been widely communicated to all interested parties through Roadshows, online and physical 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 organisations. The 4th Open Call will be communicated likewise, building on the experience gained and the established dissemination network.
- **News and achievements:** During the project, news and achievements have been and will continue to be published through press releases, Social Media, newsletters, the project's website or partners' channels to inform stakeholders about the project. The submission of scientific publications is scheduled for the 2nd period of the project.
- **Key project results and assets:** Key project assets, as depicted in the following Table 2, are 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 or 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 organisations 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 who 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, banner, QR cards, promotional presentations, 1-pagers, infographics, etc.), videos and newsletters
- Project website
- Project social media accounts on Facebook, X, LinkedIn, and YouTube, as well as partners' social media accounts
- FIERCE's events (e.g. Roadshows, online events, investment tracks, EU policy roundtable, etc.) and the final conference
- Participation in online and physical 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 are 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 guidelines are provided as Annex in D6.1 (DCP – initial version).

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 are utilised to communicate the FIERCE Support Programs and attract promising applicants	1,3,8
Project events	Several events (e.g. Roadshows, online events, joint activities with strategic partners, investment tracks, FIERCE final event/ policy roundtable) to promote our Open Calls and results	All
Consortium networks	Project's outcomes are 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
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Communication Activities	FIERCE's wide array of communication activities (website, social media, newsletters, video, leaflets, press releases, etc.) will ensure that the key messages are effectively conveyed to all targeted audiences	All
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*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), leaflets, posters, and infographics stress and demonstrate with evidence the offerings/ benefits of FIERCE, providing incentives for the involvement of different stakeholder groups in project activities.

Keeping that in mind, the main promotional material of the FIERCE project is described in the following sub-sections. Each partner is 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 FIERCE's logo and two of them are presented on white and dark background below.

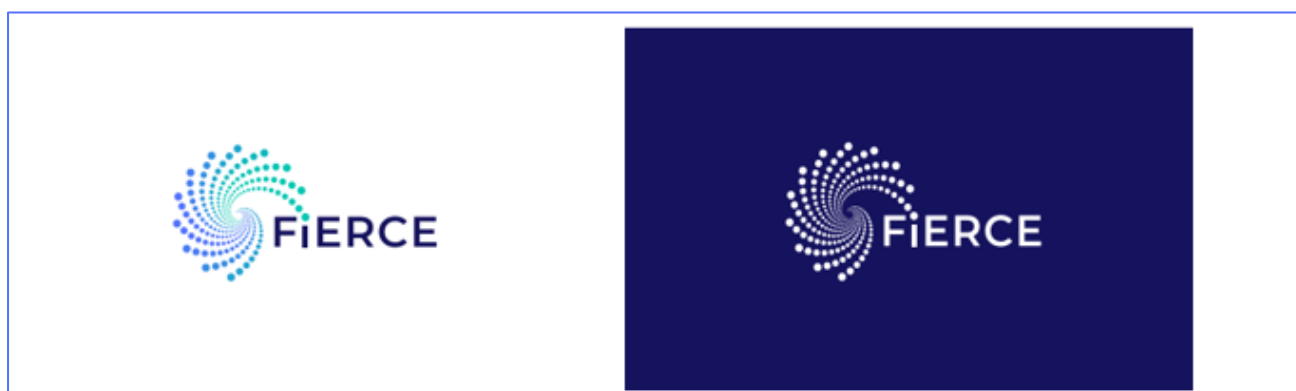


Figure 1. FIERCE's Project Logo

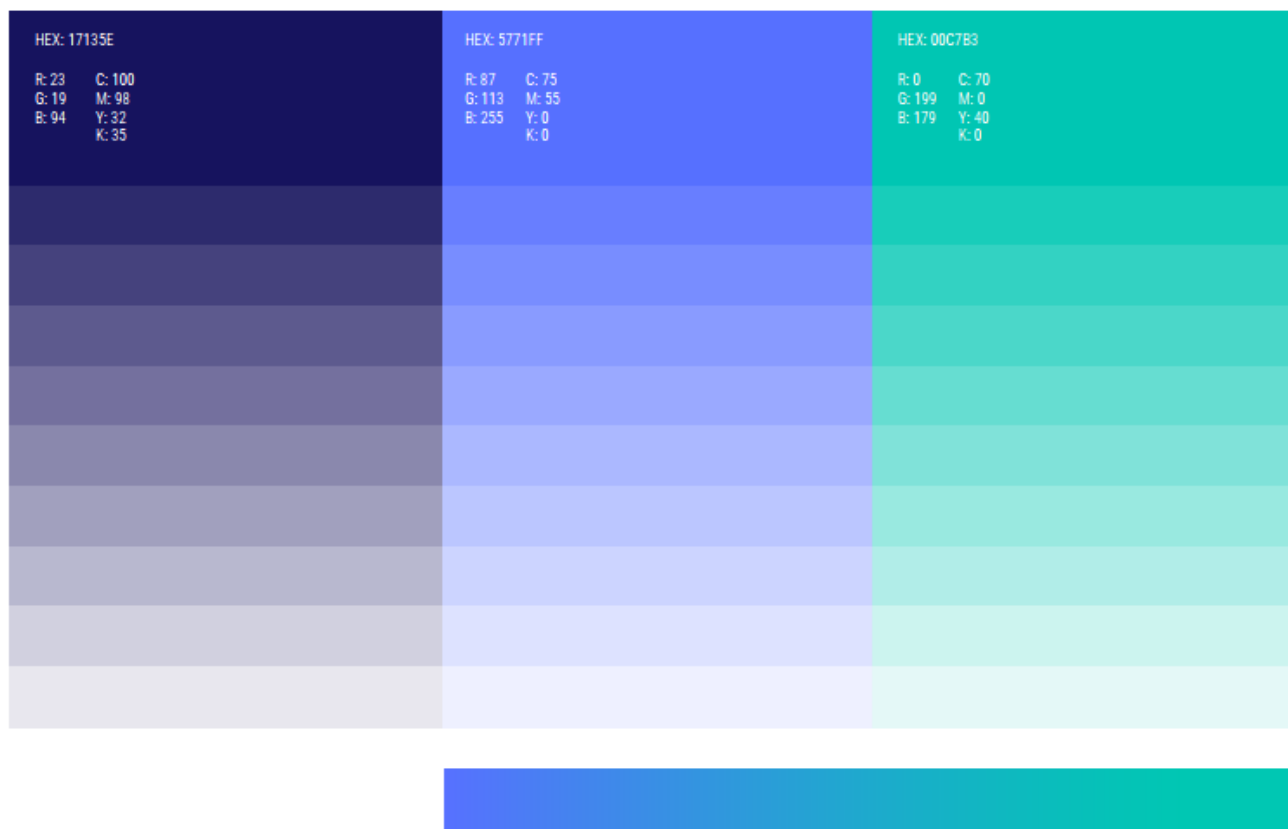


Figure 2. The colour palette of FIERCE

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, emphasising 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 add 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, Poster and presentation

The project [leaflet](#) and [poster](#) together with the main promotional presentation of FIERCE (Figure 6), serve as pivotal components within the framework of communication activities, disseminating crucial project information encompassing its key offerings, objectives, partners, and other pertinent details.

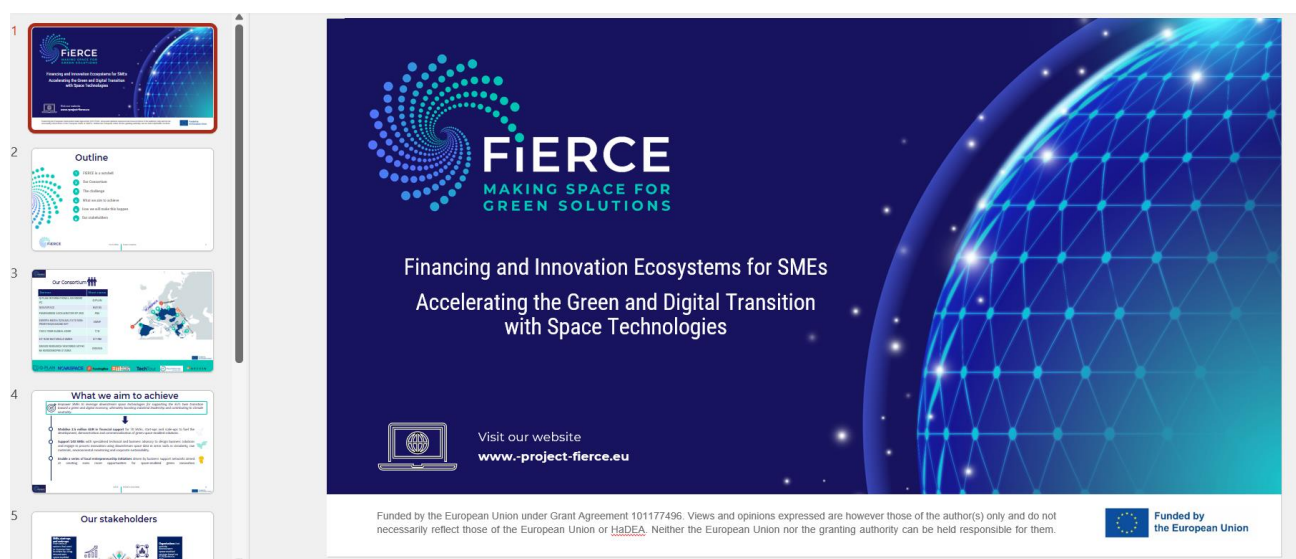


Figure 4. FIERCE promotional presentation

In addition to the overarching project leaflet, poster and presentation, additional promotional material was developed to bolster FIERCE support programs throughout the project duration, in accordance with the needs of the respective partners, as outlined in section 4.1.4. This adaptive approach ensures responsiveness to the specific requirements articulated by individual partners, thereby enhancing the efficacy of communication initiatives associated with the project.

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.

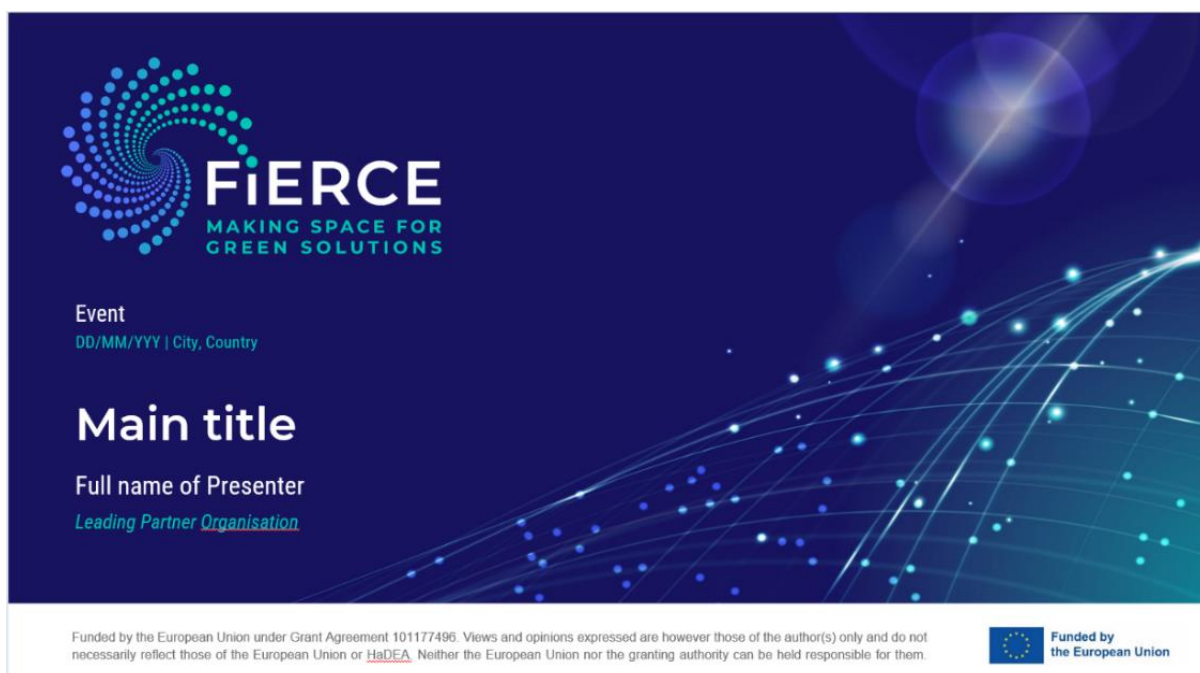


Figure 5. Presentation template

4.1.4 Promotional Material for the Support Programs (Open Calls)

Building on the core graphical identity assets, a series of dedicated promotional material has been developed to support the communication and promotion of the project's Open Calls, targeting SMEs and relevant stakeholders. This material has been designed in line with the project's visual identity to ensure consistency across all dissemination channels and formats.

Indicatively, some of the material produced is outlined below, whereby more information on why they were produced and how they were used is available in D3.1 and D3.2 under the respective section that describes the OCs communication strategy and activities.

- An [infopage](#) for SMEs presenting the first two OCs of the project, covering both the Advisory Services Support Programme and the Financial Support Programme.
- An info page for innovation intermediaries used mostly promote our offerings within EBN
- A promotional banner featuring a QR code, providing direct access to the project's website, social media channels, and application pages for the OCs.
- Booth banners (expo wall) developed for use at partner booths during external events (e.g. PODIM Roadshow, Ecomondo Roadshow), aimed at increasing visibility and facilitating engagement with potential applicants.
- Business cards incorporating QR codes, enabling quick access to relevant online resources and OC information.
- A wide variety of promotional presentations tailored to diverse online events, promoting the FIERCE Open Calls to the specific audiences.
- An [infographic](#) presenting the results of the 1st OC for the Advisory Services Program, featured on the project's webpage.

- A wide variety of visuals used for the social media and for events (e.g. tailored visuals provided to HaDEA for the promotion of FIERCE's participation in the Web Summit 2025).

Figures below illustrate some of the promotional material developed to support the OCs' communication strategy.



STRONG PROPOSALS WIN GRANTS

FIERCE
MAKING SPACE FOR GREEN SOLUTIONS

Our Advisory Services Program helps you get there
In 2026, FIERCE is giving up to 50.000 EUR to 35 SMEs in order to integrate downstream space data in their business

The vouchers will be given as lump sum grants to the winners so as to contract external service providers to help them with:

1. Designing, upscaling or commercializing a product / service that minimizes the environmental impact of its users. **OR** 2. Integrating downstream space data in their own processes, with a view to reducing their own environmental impact.

To help SMEs get ready for this program, we are running a preparatory program right before, to help participants set their technical and business requirements, get matched with external service providers, and generally build their capacity to utilize space data.

ADVISORY SERVICES PROGRAM 2025 <i>preparatory program</i>	FINANCIAL SUPPORT PROGRAM 2026
Application period 1/9/2025 - 30/11/2025	Open Call launches on Early January 2026
~ 100 Winners	35 Winners
Applications are open APPLY HERE 	Pre-registrations are open PREREGISTER 

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Figure 6. Infopage for SMEs



FIERCE
MAKING SPACE FOR GREEN SOLUTIONS

APPLY
to our
OPEN CALL
here



VISIT: project-fierce.eu

FOLLOW US:  [fierceproject](#)  [FIERCEprojectHE](#)  [@FIERCEprojectHE](#)  [Fierce EU Project](#)

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-GT-0005-REIS-IRAC-01-01 / **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 7. Promotional Banner

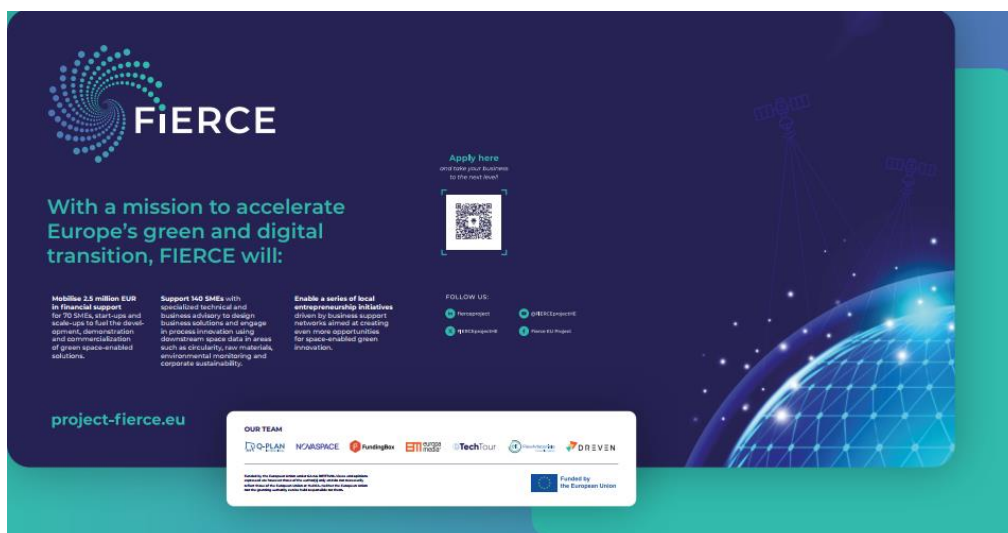


Figure 8. Booth banner for PODIM 2025 Roadshow



Figure 9. Back wall for Ecomondo 2025 Roadshow



Figure 10. Front and back sides of the FIERCE business card 1



Figure 11. Front and back sides of the FIERCE business card 2



Figure 12. Promotional presentation used during the DILICHANCE event

4.1.5 Videos

Videos constitute an effective dissemination and communication tool, as they enable key information to be presented in a clear, engaging, and easily understandable manner through visual storytelling. Within the FIERCE project, videos have been primarily used to support the promotion of the first two Open Calls, related to the Advisory Services Support Programme and the Financial Support Programme, while also communicating general information about the project's scope, objectives, and overall approach.

4.1.4.1 Animated videos

Two animated videos were developed during the first project period to support the dissemination and promotion of the first two FIERCE Open Calls, namely the Advisory Services Support Programme and the Financial Support Programme. The videos were designed to present application-related information in a quick, concise and visually engaging format, facilitating outreach to SMEs and relevant stakeholders.

[The first of the animated videos](#) was produced with the support of an AI-based video creation tool (Synthesia), enabling the efficient development of audiovisual content aligned with the project's dissemination needs. The [second animated video](#) -developed in light of our participation in the Web Summit 2025 upon HaDEA's invitation- complemented this effort by reinforcing key messages related to the OCs, while also providing general information about the FIERCE project.

The animated videos have been disseminated through the project's digital communication channels, in a LinkedIn advertisement as well as in events (e.g. Web Summit 2025) contributing to increased visibility and engagement around the OCs.

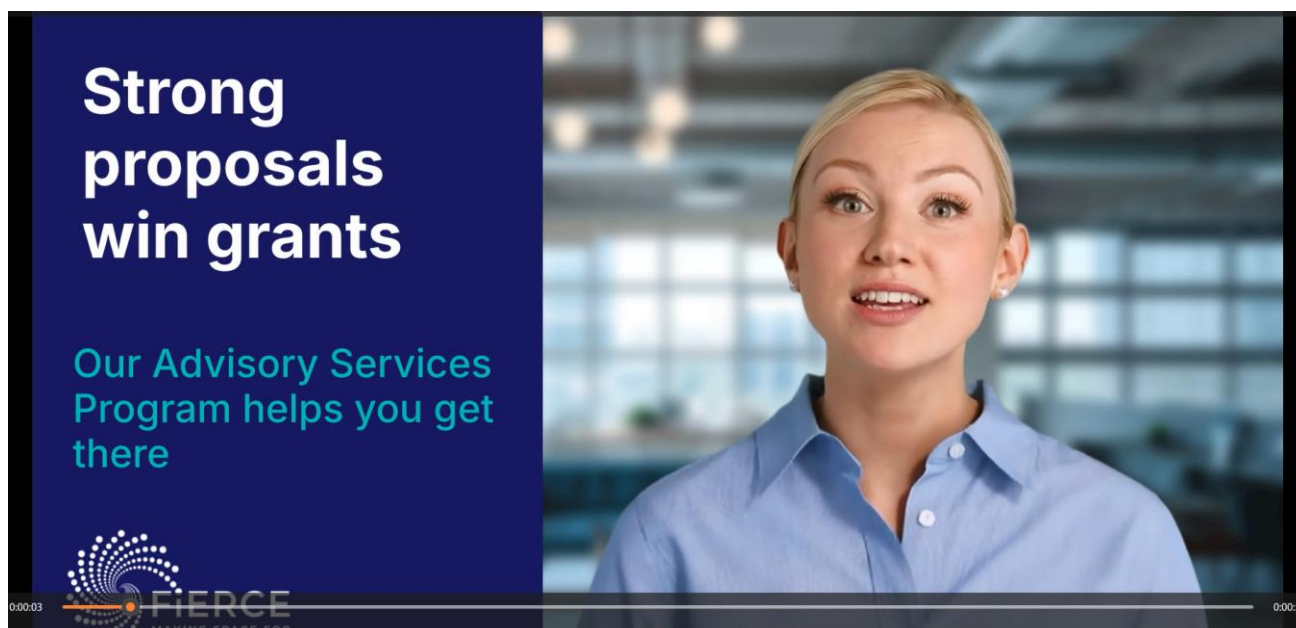


Figure 13. 1st Animated video

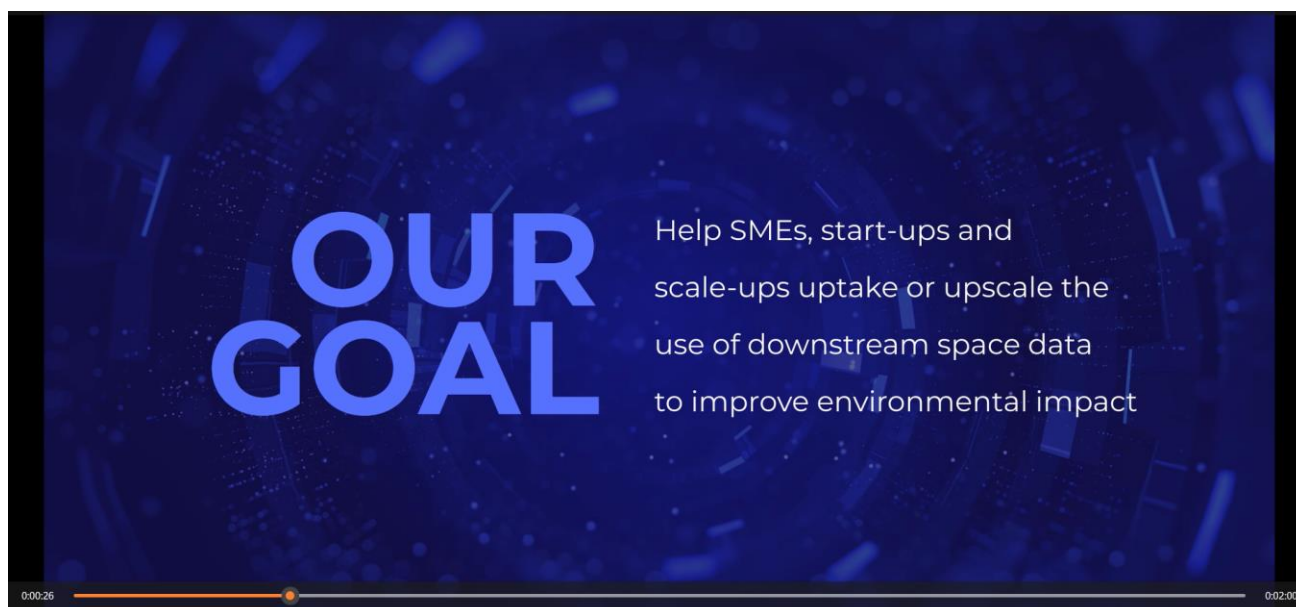


Figure 14. 2nd Animated video

4.1.4.2 Q&A video

Additionally, a [short Q&A video](#) featuring consortium partners was produced at the eve of the project. In the video, project partners present the FIERCE initiative and discuss its objectives and expected impact, offering a more direct and engaging perspective on the project. The video was disseminated through the project's social media channel and website to further support communication and outreach activities.

4.2 FIERCE's digital presence

4.2.1 FIERCE's website

The [project's official website](#) has been accessible online since early Month 4 (February 2025) catering to users on all devices without any limitations or restrictions. The website provides a centralised platform for information dissemination and engagement. Users are able to access the portal seamlessly, fostering an inclusive and user-friendly experience. It constitutes the main gateway to FIERCE-related information, such as consortium, Advisory Board, activities, publications, news, and events as well as to the FIERCE digital toolbox i.e. the Open Call portals, the Learning Hub, the Self-Assessment tool and the Replication and Policy tool. Links to social media accounts of the project also included. In addition, it is equipped with an online newsletter subscription for visitors/ users.

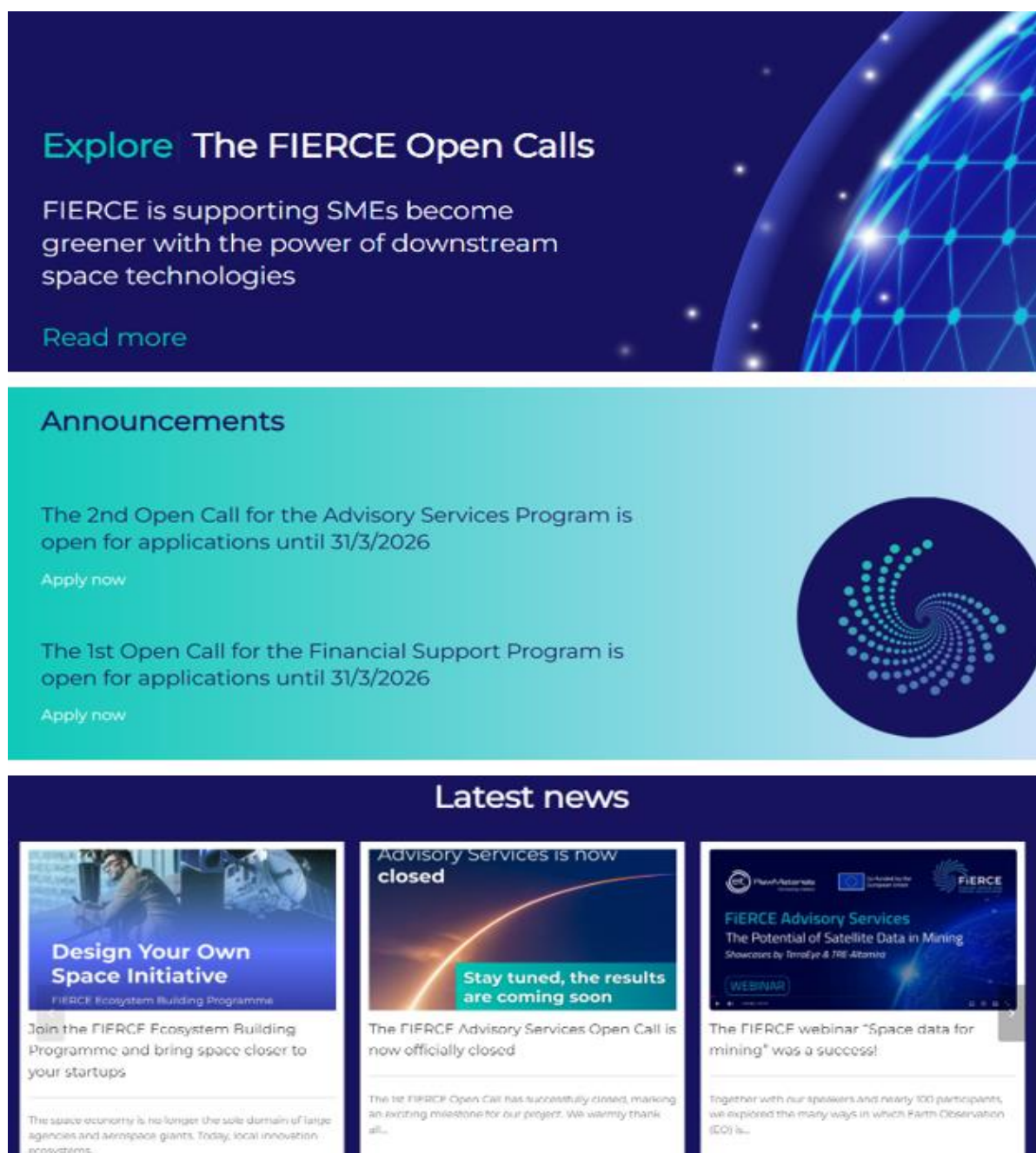


Figure 15. Website homepage

As the project evolves, the website will continue to be enriched with updates on the individual webpages, improvements on the tools as well as with all public deliverables and promotional material. The [news section](#) of FIERCE's website is updated regularly, whenever an action/ activity is taken, **with 27 online articles/ news items published so far.**

More information on the website and the FIERCE digital toolbox is available in D2.1 deliverable "FIERCE Digital Toolbox".

Site visits, statistics, and other information on visitors' views (e.g. number of pages per visit, time on site, most viewed pages, etc.) are measured using Google Analytics, to which the website has been registered since the first day of its operation. From the start of its function through the current period (February 2025 - April 2026), the website has attracted 11.000 new users (as illustrated in Figure 16), progressing substantially towards the overall target of 15.000 visits across the whole website and toolbox. The data captured follow the provisions of the project' [Privacy and Cookie Policy](#).

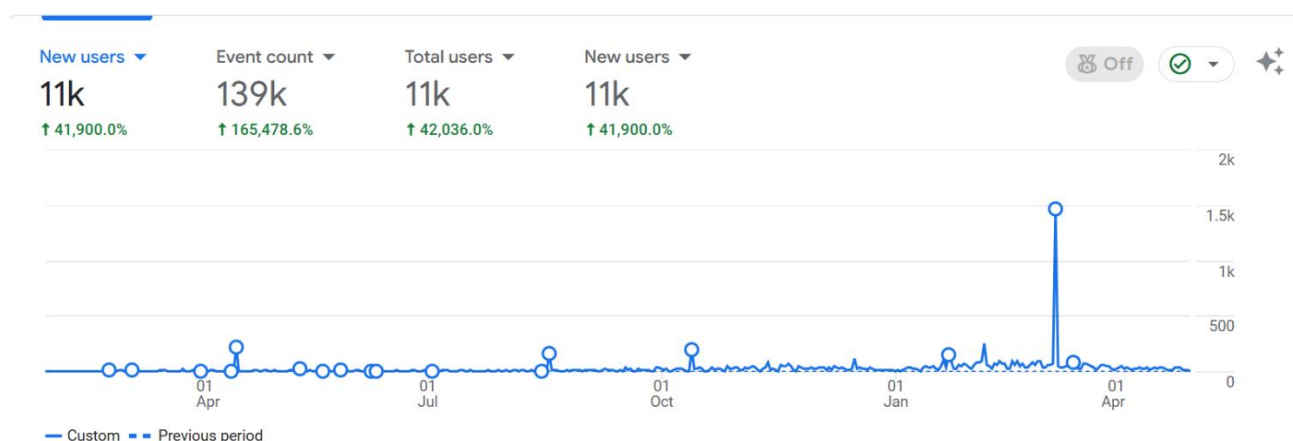


Figure 16. Website analytics overview presenting visitor activity on the website

Q-PLAN is responsible for the design, operation, and update of the project's website. The project website is mentioned in all publicity material generated by the project consortium. Taking this into consideration, the website is and will continue to be periodically monitored 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 account 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 follower 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 5 contains URL links to the existing social media accounts of FIERCE.

Table 5. Social media accounts

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 frequency of social media posts depends on the availability of news about the activities of the project, keeping a **baseline of 2 posts per week** with news from the project or the broader community. Currently, **455 posts** with news have been made in FIERCE's LinkedIn, Facebook and X accounts.

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. As seen in Figure 17, partners have shown strong and consistent support-by resharing posts, engaging through comments, and publishing their own content referencing the project.

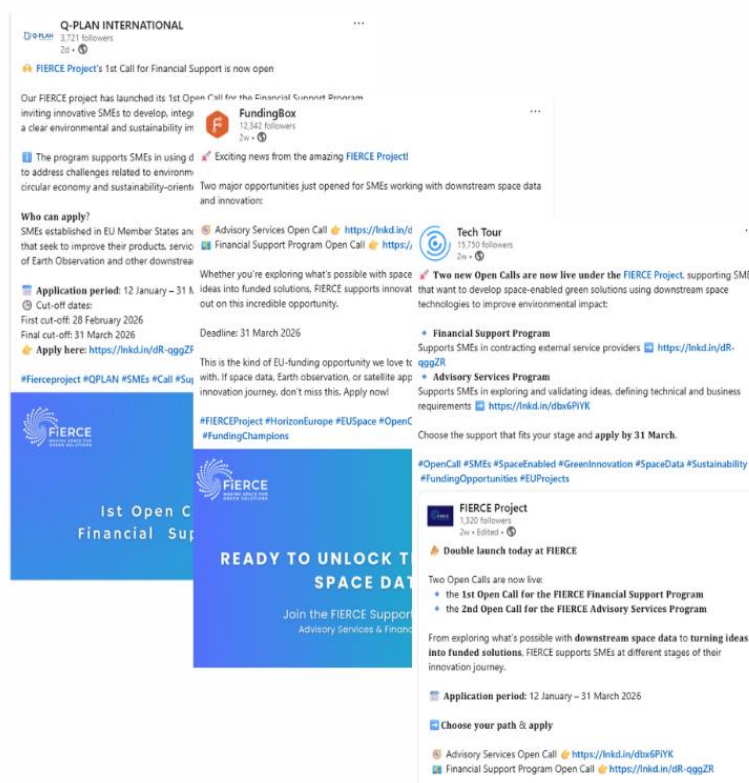


Figure 17. Partners' SMAs

Ecosystem actors (e.g. representatives from the Enterprise Europe Network) have actively promoted the FIERCE project through LinkedIn within their regional innovation communities, further extending

outreach to targeted downstream space and sustainability stakeholders. Figure 18 provides an indicative example of such engagement.

Webinaire : Les financements européens pour le secteur spatial en 2026

Le réseau **Enterprise Europe Network** organise un webinaire exclusif dédié aux dispositifs de financements européens pour le secteur spatial en 2026.

Au programme le 23 janvier à 12h :

En présence des Points de Contact Nationaux, seront présentés un panorama des principaux dispositifs :

- Horizon Europe
- EIC (European Innovation Council)
- Eurostars
- Cascade Funding : **FIERCE Project** pour les PME innovantes utilisant des données satellites pour le développement durable

<https://lnkd.in/ev7q2tr8> ✓

Show translation



Webinaire : Les financements européens pour le secteur spatial en 2026
entreprise-europe-sud-ouest.fr

Figure 18. Presentation of FIERCE to a regional innovation network

These actions go beyond simple mentions, constituting active cross-promotion and ecosystem mobilisation, significantly amplifying the outreach of the project.

4.2.2.1 LinkedIn

[LinkedIn](#) constitutes a significant networking tool for professionals 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 focuses on presenting the FIERCE project, its objectives, OCs and results. All partners are responsible for timely updating and sharing their input to ensure their activities are duly promoted. As shown in Figure 19, the LinkedIn page currently has 1,411 followers.

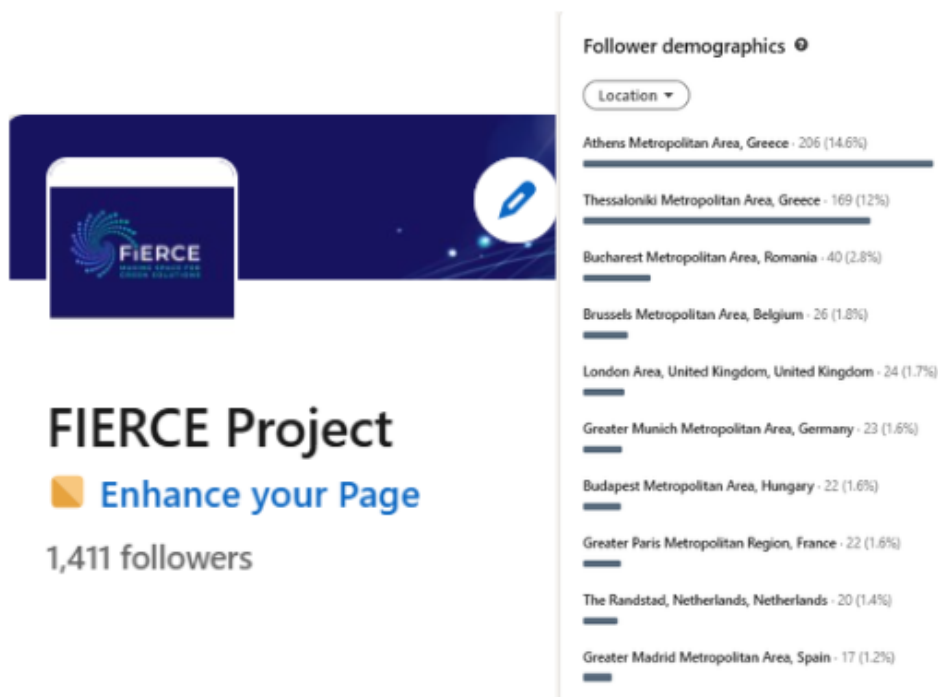


Figure 19. The FIERCE LinkedIn page and follower demographics

In parallel, the project expanded its LinkedIn presence through the establishment of the FIERCE Network and Community functionality, a dedicated LinkedIn group designed to support networking, identification, interaction, and targeted communication among key stakeholders, including potential applicants and external service providers of the Transformation Projects.

The group is regularly updated with information and insights related to the Open Calls and project activities, strengthening engagement within the FIERCE ecosystem.

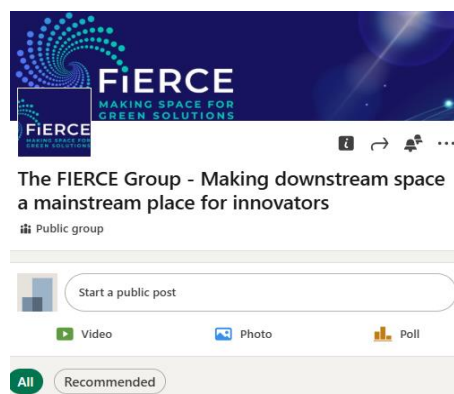


Figure 20. The FIERCE LinkedIn Group

To further reinforce outreach during the implementation of the OCs, a targeted paid LinkedIn campaign was implemented from 4 to 28 November 2025, supporting the promotion of the 1st Open Call for the Advisory Services Support Programme and enhancing visibility among relevant professional audiences. The campaign was viewed by 25,770 accounts, contributing significantly in addressing additional audiences and therefore attracting new applicants.

Furthermore, a second targeted paid LinkedIn campaign was implemented from 27 February to 20 March 2026 to support the promotion of the 2nd Open Call for the Advisory Services Support Programme, further strengthening the visibility of the call among relevant professional audiences and potential applicants within the downstream space and innovation ecosystem. The campaign was viewed by 26,193 accounts.

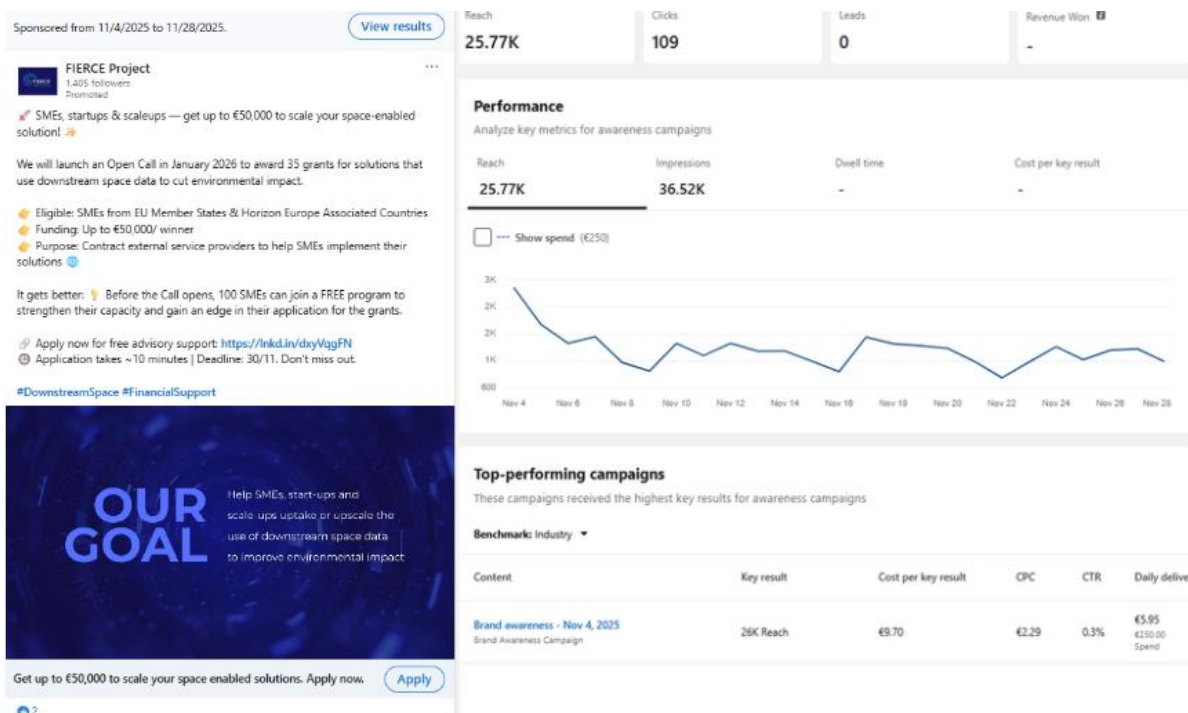


Figure 21. Paid LinkedIn campaign promoting the 1st Open Call for Advisory Services (left) and the corresponding campaign performance metrics (right), including reach, impressions and clicks

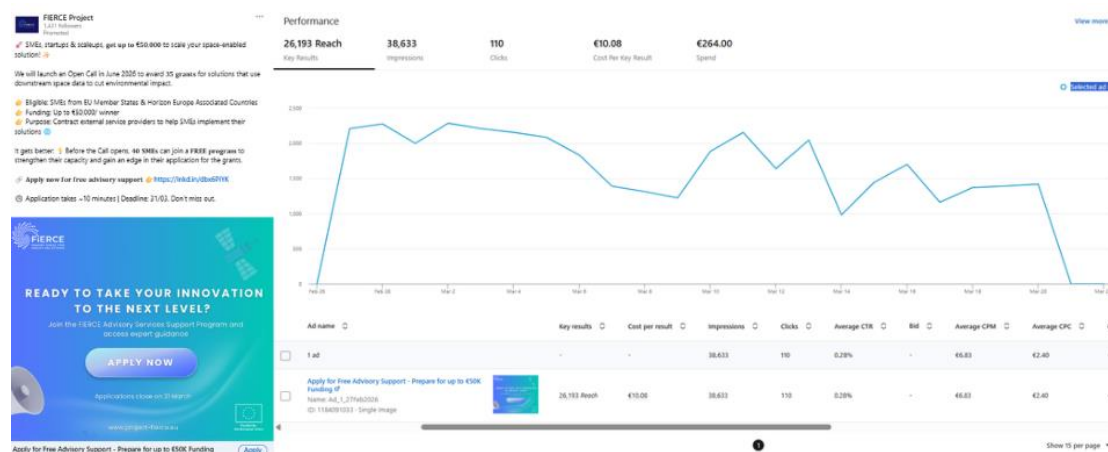


Figure 22. 2nd Paid LinkedIn campaign promoting the 2nd Open Call for Advisory Services (left) and the corresponding campaign performance metrics (right), including reach, impressions and clicks

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. As shown in Figure 23, the X page currently has 183 followers.



Figure 23. The FIERCE X page

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. As shown in Figure 24, the channel was created to serve as a central hub for all project videos-including info days, workshops, webinars and Masterclasses-ensuring easy and open access for a broader audience. To date, the channel has 24 subscribers and all videos have collectively received 1,120 views.

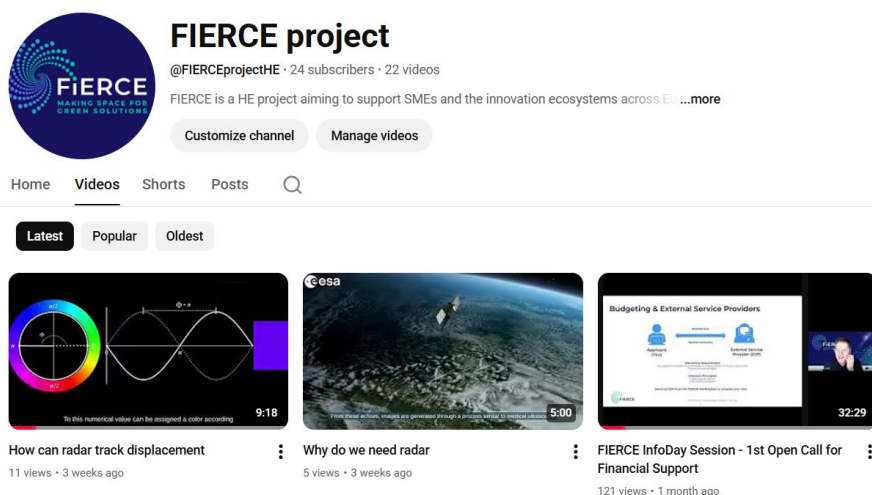


Figure 24. The FIERCE YouTube channel

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 is regularly updated either with posts related to the Open Calls and the project or other related projects and initiatives. The project's Facebook page has 305 followers.



Figure 25. The FIERCE Facebook page

Table 6. Insights from social media platforms

Social media	Statistics
Facebook	305 followers
LinkedIn	1,411 followers
X	183 followers
You Tube	24 subscribers

4.2.3 Online newsletter

Online newsletters are prepared and distributed through both Mailchimp and LinkedIn, 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 depends 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 is administered by Q-PLAN. The list is continuously updated during the project, therefore everyone who is interested is able to subscribe to the recipients' list by registering on the newsletter section of the project's website or unsubscribe, according to GDPR rules. At this stage, three (3) online newsletters were prepared and distributed through MailChimp and LinkedIn: M6 (April 2025), M11 (September 2025, a little earlier than foreseen but deemed beneficial to announce the

launch of the 1st Open Call) and M17 (March 2026, a little earlier to attract last minute applications to the 2nd OC for the Advisory Services Program and the Financial Support Programme).

The newsletter issues are prepared by Q-PLAN, with the contribution of all partners regarding the content. Partners are also required to disseminate the newsletter issues through their own channels.

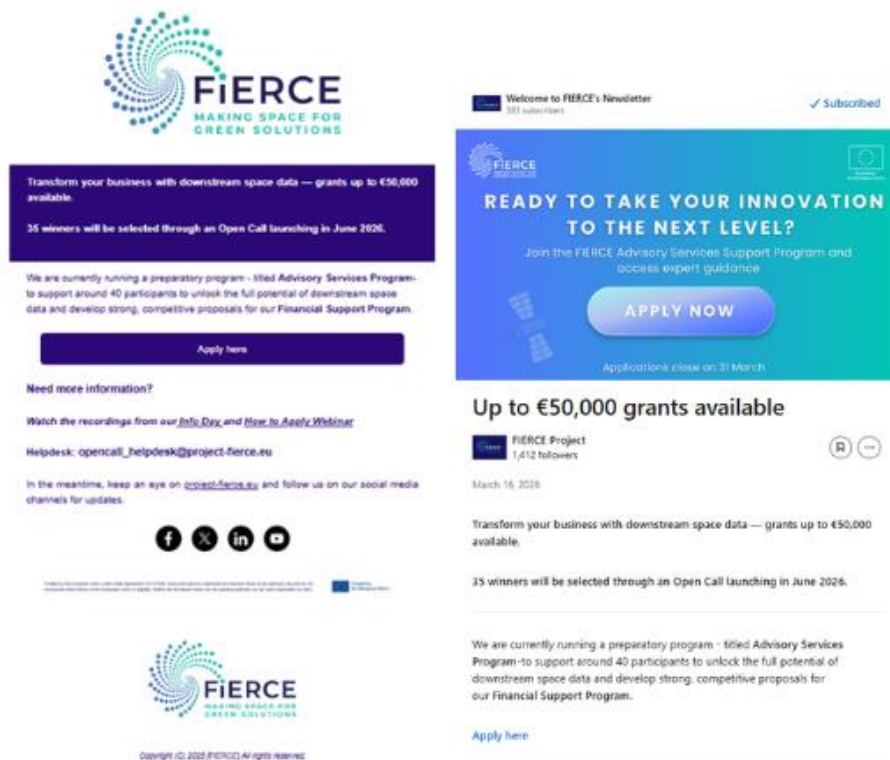


Figure 26. The 3rd issue of the FIERCE newsletter shared via Mailchimp (left) and LinkedIn (right).

In parallel to the newsletters issued by the project per se, FIERCE and its Open Calls was featured in additional newsletters operated either by project partners (e.g. Tech Tour Global, FBA, etc.) and by Strategic Partners (e.g. EBN, the European Agency for the Space Program – EUSPA, synergy projects such as Ice2Thrust, etc.).

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.

The planning for the 2nd project period is that Q-PLAN, DREVEN and EIT-RAW MATERIALS will each publish 1 scientific publication in business/ academia oriented journal, based on the research conducted in the framework of T1.1 and T1.2.

To date, **6 press releases** have been issued. Three of them were published on Q-PLAN's website, one on TTG's, one was disseminated through the Brussels-based [Greenovate! Europe](#) network's newsletter (16th issue, October 2025), and one was published through the Greek [RawMatHub magazine's](#) communication channels, including its [magazine](#) and [LinkedIn page](#), as well as its [newsletter](#) (January 2026).

The [Greenovate! Europe press release](#) promoted the launch of the first Open Calls for both the Advisory Services Support Programme and the Financial Support Programme, while the [RawMatHub one](#) supported the promotion of the second Open Call for the Advisory Services Support Programme to Greek SMEs, further strengthening outreach and engagement with potential applicants.

4.3 FIERCE's Events

4.3.1 Project events

FIERCE is set to organise a number of events, such as the Design Sprint, Info Days, "How to Apply" webinars, Roadshows, investment tracks, etc., throughout its duration for multiple purposes and audiences.

To date, **a total of 3 Roadshow events have been organised** with a view to forge new collaborations with strategic partners, support local dissemination and promote the project's Open Calls to prospective applicants and other relevant stakeholders.

- [Roadshow 1: PODIM 2025 in Slovenia](#)
- [Roadshow 2: ECOMONDO 2025 in Italy](#)
- [Roadshow 3: TechTour Bio-Based Industries in Germany](#)

A detailed description of these events is provided in Deliverable D6.3 "Strategic Network Development – 1st period", developed under Task 6.3.

In addition to that, **5 online events were co-organised** to promote the FIERCE opportunities:

- [Sure 5.0: Promoting SME Support for Sustainability](#)
- [S34I Final Conference: Empowering Mining SMEs with Space Data](#)
- [DiLiCHANCE Online Event](#)
- [TechTour Venture Academy](#)
- [Space Data for Mining webinar](#)

In addition, a [Design Sprint](#) was organised in April 2025 in Warsaw, Poland, to facilitate the co-creation of the FIERCE Support Programs, with the participation of 28 stakeholders. The Design Sprint provided a structured environment for engagement, feedback, and knowledge exchange between project partners and participating SMEs. More information on this event is available in D1.3.

Moreover, **3 Info Days** and **3 "How to Apply" webinars** (1 pair of Info Day- How to apply webinar for the 1st OC of Advisory Services, 1 for the 2nd OC of Advisory Services and 1 pair for the OC of the Financial Support Programme) have been organised by FIERCE partners to engage and familiarise potential applicants with the application procedures and the services offered under each Open Call. These events aimed to support SMEs and other relevant stakeholders in better understanding the scope, eligibility criteria, and benefits of the project's support programmes. These events are

described in the corresponding project deliverables, Deliverable D3.1 – “Results of SME Advisory Services – 1st period” and Deliverable D3.2 – “Results of the Transformation Projects – 1st period”

Along these lines, [3 online Sessions](#) were organised in the context of Task 3.3 to engage innovation intermediaries, provide an overview of the Ecosystem Building Program, exchange knowledge and explore opportunities for collaboration. More information on these events can be found in D3.3, to avoid duplication.

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.

4.3.2 External Events

The project has actively participated in a range of external events, including conferences, expeditions, summits, webinars, education and training events. These participations have enabled the consortium to maintain close contact with key audiences, exchange knowledge, and effectively communicate the project’s opportunities and activities. The selected events, both business-oriented and ecosystem-focused, aligned with the project’s knowledge domains, target sectors, and stakeholder interests. During the first project period, partners participated in 7 on-site events, as shown in the table below:

Table 7. On-site events attended by partners

Event Name	Location	Date	Partner	Short description
Forward Green 2025	Greece	15/3/2025	Q-PLAN	FIERCE participated in the Forward Green Expo 2026 in Thessaloniki, where Q-PLAN engaged with green SMEs and startups, showcasing how downstream space data and the project’s support services can contribute to sustainable and digital innovation.
Raw Materials Summit	Belgium	13-15/5/2026	NVS, EIT RM	From May 13–15, two FIERCE consortium members participated in the Raw Materials Summit 2025 in Brussels, a pivotal event shaping the future of Europe’s raw materials sector.
EBN Congress	Spain	18-20/6/2025	Q-PLAN	FIERCE participated in the 2025 EBN Congress held on 18–20 June, in

Barakaldo, Spain, promoting our offerings to major business support organisations across the EU.

LarioSpace 2025	Italy	11/9/2025	EIT RM	FIERCE showcased its mission to empower SMEs and startups to harness downstream space data for green and digital innovation, while strengthening its presence in the European space ecosystem.
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Web Summit	Portugal	11-12/11/2025	Q-PLAN	As part of the European Health and Digital Executive Agency's (HaDEA) activities at Web Summit 2025, our coordinator Christina Balla took part in the Masterclass "Investing in future technologies: How to get EU funding for your project?", contributing insights on how EU programmes support innovation.
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Open Coffee Thessaloniki	Greece	27/2/2026	DREVEN	On 27 February 2026, FIERCE was presented at Open Coffee Thessaloniki, a key meeting point for the local startup and innovation community. During the session DREVEN introduced the project and presented the Advisory Services and Financial Support Open Calls, highlighting opportunities for companies active in downstream space and the wider innovation ecosystem.
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Agrotica Expo 2026	Greece	12/3/2026	Q-PLAN	On 12 March 2026, Q-PLAN attended Agrotica 2026 in Thessaloniki, a major exhibition dedicated to agricultural technologies and innovation. During the visit, the FIERCE project was introduced to companies active in smart agriculture and digital farming, highlighting the potential of downstream space data and services to support sustainable and data-driven agricultural practices.
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During external events, partners are requested to follow the dissemination and communication 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 project's repository.

The table below provides an overview of the events co-organised/ attended by the project partners.

Table 8. FIERCE events for the dissemination of the project's outcomes

Events organised/ co-organised/ attended	Date
Forward Green 2025	15/3/2025
Design Sprint	09/4/2025
PODIM 2025 (Roadshow)	12-14/5/2025
EIT Raw Materials Summit	13-15/5/2025
Sure 5.0-"Funding Opportunities for SMEs' Sustainability Transition" event	3/6/2025
S34I Final Conference	12/6/2025
EBN Congress	18-20/6/2025
DiLICHANCE Online Event	8/7/2025
LarioSpace 2025	11/9/2025
Ecomondo 2025 (Roadshow)	4-7/11/2025
Web Summit 2025	10-13/11/2025
TTG Bio-Based Industries event (Roadshow)	14/11/2025
The potential of Space Data for mining	17/11/2025
Open Coffee Thessaloniki	27/2/2026
Agrotica Expo 2026	12/3/2026
Info Day for the 1st OC of the Advisory Services Program	1/10/2025

Info Day for the 2nd OC of the Advisory Services Program	27/1/2026
Info Day for the 1st OC of the Financial Support Program	3/2/2026
How to Apply Webinar for the 1st OC of the Advisory Services Program	8/10/2025
How to Apply Webinar for the 2nd OC of the Advisory Services Program	29/1/2026
How to Apply Webinar for the 1st OC of the Financial Support Program	10/2/2026
1st Info Session for the Ecosystem Building Program	9/9/2025
2nd Info Session for the Ecosystem Building Program	26/1/2026
Knowledge exchange event for the Ecosystem Building Program	24/4/2026

4.4 Networking and Joint Activities with Relevant Initiatives

Strategic synergies have been established with initiatives such as [NGI Sargasso](#) (through the signing of a Memorandum of Understanding) and [Ice2Thrust.Space](#), including coordinated communication actions, mutual social media promotion and reciprocal dissemination activities. All actions related to joint activities with other initiatives and the development of synergies within the framework of the FIERCE project are described in Deliverable D6.3 “Strategic Network Development – 1st period”, developed under Task 6.3. Emphasising collaborative activities remains 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:

- Funding and Tenders Portal, featuring the Open Calls for the Financial Support Programme
- HaDEA’s social media accounts and website (news section) actively supporting FIERCE’s communication efforts
- The European Agency’s for the Space Program (EUSPA) newsletter issues
- 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																			

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 9. Key impact indicators for dissemination and communication activities

Indicator	Target (impact)	By M18
Visitors of project's website and Toolbox	≥15,000	40,330 (11,000 across FIERCE Website, 24,630 in the 3 FIERCE Open Call Portals, 4,700 in "ESP marketplace"/ OnePass visits not included)
Social media followers	≥2,000	1,923
Views of promotional videos	≥500	10,258
Number of newsletters / subscribers	6 / ≥150	3/478
Infographic/ factsheets produced	>4	1
Scientific publications / conference papers	3	-
Printed/Online materials distributed	≥500	540 (counting only the printed material)
Final Conference / participants	1 / 100	-
Stakeholders reached /engaged	>5,000	65,000/5,000
Stakeholders participated in project events	650	1,054

Even though we have surpassed most of our C&D targets, project partners will continue to carry out publicity actions and report all publicity and communication outcomes regularly. Q-PLAN is responsible for monitoring and evaluating FIERCE dissemination activities.

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, Interim version**”, builds upon the foundations laid in the initial Dissemination and Communication strategy and reflects the progress achieved during the first project period. While the initial version focused on establishing the core dissemination framework, this interim version demonstrates how these structures have been translated into concrete dissemination and communication actions supporting the objectives of the FIERCE project.

Regarding communication performance, the project is progressing on an excellent trajectory. The consortium has demonstrated a high level of commitment and strategic coordination in disseminating the project’s activities and opportunities to the broadest possible range of relevant stakeholders.

In alignment with the ambitious targets, namely the provision of advisory support to 140 SMEs and financial support to 70 SMEs, the partners have implemented a comprehensive and proactive outreach strategy. All available communication channels and networks have been effectively mobilised to promote the Open Calls, ensuring extensive visibility across national and European ecosystems. The intensity and coherence of these communication activities reflect a clear understanding of the competitive landscape for SME engagement in EU-funded initiatives. The consortium’s approach has been structured and results-oriented, maximising reach while maintaining message consistency and alignment with programme objectives.

Overall, communication activities are not only meeting, but positioning the project to exceed its engagement targets, thereby reinforcing its capacity to deliver tangible impact within the space-enabled innovation ecosystem.

The final version of this deliverable, to be submitted at the end of the project (M36), will capture the full scope of dissemination and communication activities implemented throughout the project lifecycle.



GA 101177496

Partners



NOVASPACE

