



D6.1 Communication Strategy Document

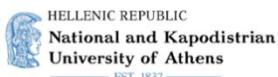
5G-DiGITS

Cross-sectorial education and talent development for beyond 5G Digital and Green Industrial Technologies.



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Abbreviations

AI: Artificial Intelligence

CA: Consortium Agreement

DoA: Description of Action

Dx.y: Deliverable No y of Work Package x

CD: Communication & Dissemination

D&C Committee: Communication & Dissemination Committee

EACEA: European Education and Culture Executive Agency

EC: European Commission

EU: European Union

GA: Grant Agreement

HEI: Higher Education Institution

ICT: Information and Communication Technology

IoT: Internet of Things

KPI: Key Performance Indicator

VET: Vocational Education and Training

PC: Project Coordinator

SME: Small and Medium-sized Enterprise

SWOT: Strengths, Weaknesses, Opportunities and Threats

UN: United Nations

WP: Work Package

Executive Summary

Deliverable 6.1 “Communication and Dissemination (CD) Strategy,” features the communication and dissemination strategy of the 5G-DiGITS project, an initiative to train students and university staff for the digital and green era in relation to 5G technologies and beyond. This project is co-funded by the European Union, in this case by European Education and Culture Executive Agency (EACEA), through the Erasmus+ Program.

The development of a Communication & Dissemination (CD) Plan aims to structure all the information regarding this area of the project to exercise a coordinated strategy among the consortium members. This document will be kept updated during the lifecycle of the project to collecting input along with its progress.

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1. Introduction

Advanced 5G technologies are at the forefront of today's digital transformation, enabling applications such as the Internet of Things (IoT), smart cities, autonomous vehicles, and advanced manufacturing. With faster connectivity, reduced latency, and improved reliability, 5G unlocks unprecedented possibilities. However, the rapid development of these technologies has exposed critical skills gaps in the workforce, particularly in digital, green, and entrepreneurial skills. The 5G-DIGITS aims to bridge these gaps by fostering collaboration between higher education, vocational education and training institutions, and industry leaders to create a skilled and future-ready workforce.

To address the challenges mentioned above, the 5G-DIGITS has four main objectives to fulfil during the project. First, the project will rely on professionals with advanced digital, green, and entrepreneurial skills to address the demands of 5G industries. Second, collaboration between academia, research and industry will be sought to accelerate knowledge transfer and practical uses. Our third mission will also be to ensure broad accessibility to the benefits of 5G by supporting sustainable development. Lastly, cultivating entrepreneurial mindsets will be another priority to inspire innovative solutions to real-world challenges.

The consortium is composed of 12 partner organizations, including 3 higher education institutions (HEIs), 3 vocational education and training (VET) providers, 6 industry representatives, and business support organizations. This diverse composition fosters collaboration and knowledge sharing among partners, creating a robust network for the successful implementation and long-term impact of the 5G-DIGITS project.

In addition to lead entity Envolve (Greece), the 5G-DIGITS consortium will bring together INFOLYSIS, National and Kapodistrian University of Athens, CNC Solutions (Greece), Accelr8 (Malta), F6S IE (Ireland), Finnova (Belgium), Inercia Digital y Universitat Politècnica de València (Spain), Karlstads Universitet (Sweden), TECHNISCHE UNIVERSITAET CHEMNITZ (Germany) and Techin (Lithuania). This collaborative project will position Europe as a leader in the development and deployment of advanced 5G technology, ensuring a competitive and adaptable workforce to meet the demands of a rapidly evolving landscape. The project will last 36 months with a total budget of €1,745,421€ funded by the European Commission. The project aligns with the ERASMUS-EDU-2024-PI-ALL-INNO-EDU-ENTERP call for proposals, addressing the dual digital and green transitions.

1.1. Project Objectives

- Develop a comprehensive, multidisciplinary curriculum in advanced 5G technologies and green skills for higher education (HE) and vocational education and training (VET) institutions.

- Train 200 professionals in deep tech domains through continuous education programs, enhancing their skills and knowledge in advanced 5G technologies, IoT, Industry 4.0, and AI.
- Launch an accelerator program supporting 25 student-led startups in advanced 5G and green technology sectors and implement entrepreneurship courses across participating institutions.
- Organize 3 cross-sectoral networking events and create an online knowledge-sharing platform to strengthen collaboration between HEIs and VET institutions, research organizations, and industry partners.

2. Communication Objectives

The main objective of the *D6.1: Communication Strategy (CS) Document* is to **make the project and its activities visible to the target audiences**, to engage them with the consortium partners, thus responding to the EU's demand for transparency and feedback, and also encourage participation of strategic stakeholders in project activities. The consortium is seeking to increase the level of the stakeholders' contribution by matching the activities with their real interests and needs **thus improving the relevance and impact of the project results**. This plan will establish the communication activities during the life of the project and beyond, and will boost its positioning in Europe especially in the targeted countries involved in order to:

- Foster new, innovative, and multidisciplinary approaches to teaching and learning.
- Support skills development in the deep tech domains.
- Foster the setting up of incubators within education and training institutions across Europe.
- Foster corporate social responsibility.
- Stimulate a sense of initiative and entrepreneurial attitudes, mindsets, and skills.
- Improve the quality and relevance of skills developed and certified through education and training systems.
- Facilitate the flow and co-creation of knowledge between stakeholders.
- Build and support effective and efficient higher education, vocational education and training systems.

All activities and actions that will be carried out in terms of communication are planned to ensure their continuity. Therefore, they aim to achieve the objectives related to the **replicability and transferability of the project results**. For a communication and dissemination strategy to be effective, it is essential to determine delimited lines of action. Therefore, the planned communication and dissemination will be conducted at various levels:

- **Internal communication** between the Project Coordinator (PC), the partner responsible for dissemination and the rest of the consortium.
- **External communication**, aimed at reaching the target audiences and stakeholders of the project, such as policy makers, researchers, practitioners, industry experts, decision makers, planners, destination managers, SMEs in 5G technologies and related sectors, investors, and the public. This will include the use of various channels and tools, such as the project website, social media, publications, events, and press releases.

2.1 Internal Communication Objectives

The internal communication process is not meant as a linear process but as a **multidirectional circular process**, where feedback between the parties is ensured, always trying to create a shared culture and a feeling of ownership and belonging to the project, which generates trust among all the people who make up the project.

To this end, the following specific objectives are established, on internal communication:

- To systematise communication between beneficiaries, as this is essential for the proper management and implementation of the project.
- Establish uniform communication criteria for all consortium partners to foster their commitment, cohesion of actions and support to the development of networks in each region, while maintaining an established coherence.
- To keep beneficiaries informed about common actions, events, activities and administrative, financial, monitoring and evaluation obligations.

2.2 External Communication Objectives

These objectives focus on communicating and disseminating the activities, results and contents generated in the 5G-DiGiTs project throughout its 36 months duration in a continuous, coherent, and structured way and laying a foundation for the exploitation plan and its subsequent continuity period. Beyond the simple transmission of information, it seeks to **establish an active dialogue and collaborative interaction** that connects the project with its specific target groups and with society in general.

To this end, the following specific objectives are outlined, which are fundamental for the external communication processes:

- To give visibility to the project: each target audience must be aware of the project, its activities and products through different communication tools (project information sheet, corporate image, presentations, etc.).
- To inform and offer each target audience data, explanations and news about the project, activities and products in face-to-face conferences, collaboration workshops, website, social networks, minutes of meetings, etc.

- To raise public awareness about 5G technology and to give visibility to European policies related to the project and to inform about the European origin of the funds.
- To broaden the impact of the project to reach European institutions and stakeholders.
- To involve stakeholders and target groups to ensure the continuity of the project beyond its end.
- To share solutions and expertise because of promoting collaboration between HEIs and VET institutions, research organizations and industry partners.
- To influence public policy and practice by reaching European institutions to impact in the law-making related to 5G technologies.
- To develop new communication networks between HEIs and VET institutions, research organizations and industry partners through organising events and creating an online knowledge-sharing platform.

3. Swot Analysis

The SWOT analysis set out below includes the strengths (S), weaknesses (W), opportunities (O), and threats (T) that concern this project, considering both internal and external aspects which must be kept in mind for the correct implementation of the CD Plan.

SWOT	
STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Attractive and current topics that can be communicated engagingly. • Previous experience in communication of projects financed by the European Union, which allows establishing successful communication and dissemination strategies and lines of action. • Team of multidisciplinary experts who know how to effectively communicate the project and who allow for greater rigor and understandability of the project's results. • Experience in stakeholder engagement strategy planning and implementation and value chain driven cross-sector, transdisciplinary and cross-territorial collaboration and business support, green, digital, 	<ul style="list-style-type: none"> • Need to develop an efficient communication plan to position the project from scratch. • Maximum collaboration between the different actors is needed, some of whose have different experiences and capacities, which maximizes management and alignment efforts. • By 2023 penetration of 5G technology would reach only 33% of European population [3].

business and socio-economic innovation cluster development.	
OPPORTUNITIES <ul style="list-style-type: none"> • Multiples initiatives and innovation references concerning the project that can enrich and support the content. • Potential synergies with multiple similar or complementary initiatives, ecosystems and stakeholders interested in 5G technologies that enable greater efficiency and impact but also sustainability and replicability of the project activities and results. • Growing interest in the subject has proliferated studies and articles that can contribute measurable value to the content. • It is adaptable and expandable in the future: with the collaboration of European and international partners, favouring the transferability and continuity of the project after its 36-month period. • 89.3% of household 5G coverage in Europe (mid 2023) [4]. • According to a report by the European Commission, there is a significant skills shortage in the Information and Communication Technology (ICT) sector, with an estimated 756,000 unfilled positions by 2025. (Plenty of positions but little training) 	THREATS <ul style="list-style-type: none"> • Other crisis (geopolitical conflicts, climate challenges, economic crisis, among others) may affect the focus of the public and target groups from 5G technology topics to more urgent existential ones. • The presence of a robust 5G industry, with extensive infrastructure and communication capacity, poses a significant threat, as the project could be overshadowed amidst the overwhelming amount of information generated by this industry. • Subject matter with highly technical vocabulary that can make it difficult for different audiences to understand the messages disseminated.

Table 1 SWOT Analysis and CD planning

4. Target audience

The correct definition of the target audience will allow developing appropriate messages for each audience. In this way, it will be possible to adapt the different communications according to the audience to guarantee a greater reach and the correct execution of the communication tasks.

In any case, the quality of the audience will be prioritised over quantity, seeking to ensure that the audience is active and interacts with the project through its various channels. Communication objectives, strategies and tactics for each of the different target audiences are detailed below.

The different partners of the consortium will contribute to providing a network of contacts of interest that will help maximise the results of the communications. During the first stage, each partner will have to look for stakeholders in their country, to disseminate the project's results and create synergies that will give sustainability to the project once the funding period is over.

4.1. Internal target audience

- 1. Consortium members.** All partners of the 5G-DiGITS project are, indeed, part of the internal communication target audience. All members will have to be up to date about the project developments, communications, actions and events. For this, every consortium member will have to designate a communication officer.
- 2. EACEA and Erasmus+ officers.** As subsidisers of the project, EACEA and Erasmus+ members are part of the internal target audience. They will have to be informed about the project's evolution.

4.2. External target audience

- 1. Early- to mid-career professionals in deep tech domains:** This target audience is one of the most relevant one, as one of the main objectives of the project is to train Europe's workforce in 5G technology. Communication actions and messages for this audience will have to be as precise as possible.
- 2. Higher education (HE) institutions focused on advanced 5G technologies and green skills:** As 5G-DiGITS anticipates collaboration between these stakeholders, communication and dissemination actions will be proceeded to keep them informed about the events held by the project.
- 3. Vocational education and training (VET) providers specializing in advanced 5G and green technologies:** As 5G-DiGITS anticipates collaboration between these stakeholders, communication and dissemination actions will be proceeded to keep them informed about the events held by the project.
- 4. Students pursuing degrees or certifications in advanced 5G and green technologies:** Communication actions will have to be carried out to reach

student-led startups from the consortium members countries to encourage them to participate in specific calls aimed at them.

5. **Small and medium-sized enterprises (SMEs) in the advanced 5G and green technology:** The project also foresees specific communication activities and messages for this target audience. Therefore, to keep them informed about 5G-DiGITS will be relevant so they can benefit from the project's achievements and activities.
6. **Policy Makers:** Another influential target audience, in the way that public administrations are who have the power to create laws to favour the implementation of advanced 5G technologies.
7. **Media and specialized media:** It is fundamental to keep in touch with the media and specialized media, and treat them correctly, as they work as "speakers" and can reproduce the information we share to them and get to a higher number of people.
8. **General Public:** To spread the project's values, it is key to reach as many people as possible. Through the communications channels information of 5G and green industrial technologies will be shared, apart from information related to 5G-DiGITS itself.

5. Communication strategies

Defining communication and dissemination strategies is crucial for generating content and activities that effectively achieve the project's objectives. **Proper communication planning** facilitates the achievement of these goals by considering the defined audience and the tools to be used. This planning also helps to ensure the continuous and cohesive creation of content, thus solidifying the project's brand image and its wider recognition.

The communication and dissemination strategy **aims to attract the target audience while also disseminating a quality message that provides valuable and relevant content and engages them in project activities creating motivation for their contribution and long-term involvement.** The SWOT analysis and the proposed objectives have been considered for its development, with the aim of maintaining cohesion during the design and implementation of the current plan.

Aligned with the target audience, strategic objectives, and the overall collaborative approach to communication, this plan is based on the following three strategic dimensions:

- **Public communication:** this dimension serves as the project's primary showcase to increase visibility and performance. All project partners will contribute to this communication in various capacities. Emphasizing a mixed media approach, it focuses on digital platforms, social media, conventional media, and other actions, including collaboration activities both nationally and transnationally.

The strategy aims for a personalized and close approach, supporting thematic project axes and destination transition to green and digital resilience. Social media content will be reused by partners, amplifying message dissemination.

- **Institutional communication:** this dimension focuses on stakeholders, collaboration, and networking. Strengthening collaborations among external audiences is crucial for the project's aim of green and digital transition for SMEs and target pilot destinations. It serves as an incentive for stakeholder engagement, consultation, collaboration, public-private partnerships, enriches project dissemination and multiplication, and serves as a reference for replicating the model in other European regions. Strategies include raising awareness about socio-economic impact of the green and digital transition in the tourism sector, proposing ecosystem and value chain building processes, collaborative clustering, new business models, and establishing cross-sector and cross-territorial synergies for long-term sustainability.
- **Corporate communication:** this aspect addresses corporate decisions related to the project's identity and image changes, targeting all stakeholders. Its actions aim to position and increase project visibility and trust but also increase the efficiency of the communication efforts.

Taking these dimensions into account, the following communication strategies will be carried out for each target audience specified in the section “4.2. External target audience”.

1. Higher education (HE) institutions

Enhance educational offerings with an innovative, multidisciplinary curriculum that meets industry demands, incorporates state-of-the-art teaching methodologies, promotes lifelong learning, and ensures graduates acquire the digital, green, and resilient skills needed for successful careers in 5G and green technology sectors.

2. Vocational education and training (VET) providers

Boost the relevance and impact of training programs by aligning with industry needs, fostering connections with employers, integrating digital and green skills, and offering continuous education programs that cater to the evolving demands of the advanced 5G and green technology sectors.

3. Students pursuing degrees or certifications

Gain access to cutting-edge, industry-relevant education and training that prepares you for success in the rapidly evolving job market, equips you with essential digital, green, and entrepreneurial skills, and provides opportunities to participate in accelerator programs for launching innovative and sustainable startups.

4. Early- to mid-career professionals in deep tech domains

Europe's professionals are a highly relevant target audience, and the strategy aimed at this audience will have to be precise. Professionals, especially the ones from the counties of the consortium members, will have to be updated about the education programs, events and meetings the project plans to carry out. Communication messages will be delivered to professionals, so they understand the relevance of training in 5G technologies, IoT, Industry 4.0 and Artificial Intelligence (AI).

5. Small and medium-sized enterprises (SMEs)

Benefit from a highly skilled workforce, improved collaboration with HE and VET institutions and research organizations and gain access to innovative ideas and solutions by participating in cross-sectoral networking events and leveraging the online knowledge-sharing platform created by the project.

6. Policy makers

Representatives of the public administration, both at national and European level, are important allies, co-creators, but also results disseminators, replicators and multiplicators to consider.

7. Media and specialized media

Traditional mass media, websites, and social networks: to attract the interest of the media, whether traditional (press, radio, and television) or virtual (online press and social networks), promoting synergies that facilitate the dissemination and awareness of prevention and self-protection measures. Moreover, journals and scientific centres related to the advanced 5G technology sector: to position 5G-DiGITS as a reference for the 5G digital and green industrial technologies, trying to create synergies with the scientific community.

8. General Public

The communication strategy aimed at EU citizens and general public, considers the public dimension and focuses on raising awareness of the advanced 5G technologies and green technology sectors, as well as highlighting how the transition towards green and digital resilience represents the potential solution to promote the quality of life for local people. Through raising awareness on these topics, 5G-DiGITS will be positioned as an example of good practice in this area.

6. Action Plan

This section outlines the communication and dissemination activities and tools that will be implemented throughout the project, in line with the defined objectives and strategy.

6.1. Communication Strategy

As a first step, a comprehensive **Communication Plan** will be developed. This document will be reviewed and updated periodically in coordination with project partners and will be accompanied by a **Visual Identity Manual** to ensure consistent branding across all materials. All defined actions will be monitored based on pre-established KPIs.

To ensure a holistic approach and foster the involvement of all partners, each entity in the consortium will designate a “Communication Officer.” This person will be responsible for coordinating and managing internal project-related communication within their organisation and promoting its dissemination in their local ecosystem.

To ensure proper implementation of the strategy, one to two online coordination meetings will be held per month. These meetings will focus on monitoring the overall communication activities, planning project-related events (internal and external), and identifying opportunities for improvement. Attendance by each partner's Communication Officer will be mandatory.

6.2 Dissemination Strategy

Dissemination will be carried out through a mix of hybrid (online and physical) and online tools, always respecting the project's official visual identity (Annex 1).

6.2.1. Hybrid (Offline And Online) Dissemination And Communication Tools

1. Media:

Mediatic presence of the 5G-DiGITS project will be sought at least at the beginning (project presentation), at mid-term and at the end (presentation of results, with the invitation to national and regional authorities and the media).

2. Specialized media:

Presence in specialized media will be sought. Specialized media is understood as any media that its main topic is related to modern, digital or advanced technologies, telecommunications or information technologies and 5G technologies.

3. External events and European synergies:

Participation and events organized by the project will be useful for communicating and disseminating the project. With national and international forums and representations, such as the European Sustainable Energy Week, the European Research & Innovation Days and the European Green Week, among others, these will bring visibility to the project and will be a good opportunity to spread the 5G-DiGITS values and porpoises. It must be mentioned that this kind of events are perfect communication materials to be released internally and through external media.

6.2.2. Online Dissemination And Communication Tools

Project website:

The project website represents the backbone of 5G-DiGITS communication and dissemination activities. It aims to collect and disseminate general information related to the project, including data such information on the consortium partners, project objectives, detailed information on SMP and publications and press releases related to 5G-DiGITS. It is open to the public trying to reach the broadest possible audience. It is worth mentioning that the content will mostly be available in English. However, this does not imply that some posts or content will not eventually be available in other languages.

The website serves also, as a promotional and consultation tool for the different calls to the project as all the materials and application forms will be available there. Finally, the website will enable interactive communication with all the potential stakeholders to collect information on their interests, needs, constraints, but also resources, initiatives, etc.

The news section is and will be updated when a transnational collaborative activity or an external event that generates synergies is carried out. In addition, it will be kept updated in case of important news or results that are relevant to the external audiences.

Social media:

Social networks are another essential pillar for the effective communication and dissemination of the project, as they allow for the continuous generation of content. Through these platforms, the goal is to expand the reach of the project, establish contacts, and stay updated on the knowledge of the sector in real time. The aim is to regularly publish content highlighting collaborative activities, synergy events, International and World Days, as well as relevant European weeks. Efforts will be made to post weekly, according to the needs of each social network, to encourage participation and engagement from the audience.

Under these objectives, the following social networks will be used to communicate the project:

X (former Twitter):

This social network facilitates the dissemination of daily, fast, and consistent updated content.

Thanks to the high number of users, it facilitates the development of content not strictly related to the project but associated with it, such as news about advanced 5G technologies, digital transformation or green industrial technologies.

The aim is also to include curiosities and updated information that will help **attract a wider audience** and help them understand and engage with the project. To turn the message into engaging and far-reaching content, hashtags about the project will be used.

Regarding the social network, specific actions will be carried out such as:

- Public surveys and awareness raising towards the project.
- Images related to the project.
- Videos related to the project.
- Specific creative actions for this social network.
- Live tweets when there are face-to-face and online events/seminars of the project.

LinkedIn

Being one of the main targets of the project SMEs and entrepreneurs, this social network stands as a highly efficient platform for dissemination and in the creation of contacts that can benefit from or contribute to the project, generating synergies and finding professionals willing to actively support the initiative. Through this platform, it is also possible to share newsworthy content and disseminate events.

A LinkedIn group will be created for the beneficiary companies of the program, where relevant information on its development will be published.

These are some of the actions that will be developed:

- Public surveys and awareness raising towards the project.
- Responses to mentions of the project.
- Images related to the project.
- Videos related to the project.
- Specific actions for the professional network.

YouTube

This social network will centralize all corporate and educational audiovisual material related to 5G-DiGITS. The following types of content will be shared in this platform:

As the project progresses, corporate videos and other audiovisual content will be created that highlight the achievements, progress and experiences of the 5G-DiGITS consortium.

Events organized by 5G-DiGITS will be broadcast live to allow remote audience participation. Subsequently, recordings of these events will be

uploaded to the project channel, creating a video library accessible at any time for those who wish to review or access past content.

Eye-catching audiovisual material will be developed to promote the advanced 5G technologies, providing an exciting and persuasive vision of the opportunities offered by 5G-DiGITS.

The videos and other audiovisual content will be shared on the project's social media platforms, with direct links to the website to give interested parties the possibility to obtain more information and actively participate in the 5G-DiGITS community. This will expand the scope of the project and generate meaningful interactions with the target audience.

Facebook

The strategy for Facebook will be the same as the one for X and LinkedIn. In fact, the posts shared in the 5G-DiGITS profile for this social media will be the same as the ones for LinkedIn.

Actions:

- Public surveys and awareness raising towards the project.
- Images related to the project.
- Videos related to the project.
- Specific creative actions for this social network.
- Live posts when there are face-to-face and online events/seminars of the project.

Official project accounts:

The project 5G-DiGITS has a social media account at:

- X: @5gDigits
- LinkedIn: <https://www.linkedin.com/company/5g-digits>
- Facebook: @5G-digits
- YouTube: @5G-DiGITS
- Website: 5g-digits.eu

Apart from this own media, the Erasmus+ programme has a LinkedIn profile, too, so it will be tagged. The European Education and Culture Executive Agency (EACEA) does not have a LinkedIn profile. So, in LinkedIn posts shared on the project's profile, it will be mentioned as a hashtag:

- EACEA: Mentioned via hashtag: #EACEA (no LinkedIn profile).
- Erasmus+: <https://www.linkedin.com/company/erasmuspluseducation/>

Partners Mentions:

Project partners will be consistently tagged in social media posts to maximize dissemination and interaction.

Twitter (X):

- ELLINIKO VRAVEIO EPICHEIRIMATIKOTITAS (Envolve): [@envolveGR](#)
- UNIVERSITAT POLITECNICA DE VALENCIA (UPV): [@UPV](#)
- ETHNIKO KAI KAPODISTRIAKO PANEPISTIMIO ATHINON (UOA): [@uoaofficial](#)
- INFOLYSIS P.C (INF): [@infolysis_gr](#)
- KARLSTADS UNIVERSITET (KU): [@KAU](#)
- TECHNISCHE UNIVERSITAET CHEMNITZ (TU Chemnitz): [@TUCheMNITZ](#)
- INERCIA DIGITAL SLv (Inercia Digital): [@InerciaDigital](#)
- FINNOVAREGIO (Finnova): [@FinnovaEU](#)
- ACCELER8 LIMITED (A8): [@A8Today](#)
- F6S NETWORK IRELAND LIMITED: [@F6S_Gov](#)
- Vilniaus technologiju ir inzinerijos mokymo centras (TECHIN): **Does not have**
- CNC SOLUTIONS: **Does not have**

LinkedIn:

- [ELLINIKO VRAVEIO EPICHEIRIMATIKOTITAS](#) (Envolve)
- [UNIVERSITAT POLITECNICA DE VALENCIA](#) (UPV)
- [ETHNIKO KAI KAPODISTRIAKO PANEPISTIMIO ATHINON](#) (UOA)
- [INFLYSIS P.C \(INF\)](#)
- [KARLSTADS UNIVERSITET](#) (KU)
- [TECHNISCHE UNIVERSITAET CHEMNITZ](#) (TU Chemnitz)
- INERCIA DIGITAL SLv (Inercia Digital)
- [CNC SOLUTIONS](#) (CNC Solutions)
- [FINNOVAREGIO](#) (Finnova)
- [ACCELER8 LIMITED](#) (A8)
- [Vilniaus technologiju ir inzinerijos mokymo centras](#) (TECHIN)
- [F6S NETWORK IRELAND LIMITED](#) (F6S IE)

Facebook:

- [ELLINIKO VRAVEIO EPICHEIRIMATIKOTITAS](#) (Envolve): EnvolveGR
- [UNIVERSITAT POLITECNICA DE VALENCIA](#) (UPV): UPV
- [ETHNIKO KAI KAPODISTRIAKO PANEPISTIMIO ATHINON](#) (UOA): uoa.official
- [INFLYSIS P.C \(INF\)](#): infolysis
- [KARLSTADS UNIVERSITET](#) (KU): karlstadsuniversitet
- [TECHNISCHE UNIVERSITAET CHEMNITZ](#) (TU Chemnitz): TUCheMNITZ

- [INERCIAS DIGITAL SLV](#) (Inercia Digital): inerciadigital
- [CNC SOLUTIONS](#): cncsolutionsgr
- [FINNOVAREGIO](#) (Finnova): FinnovaEU
- ACCELER8 LIMITED (A8): Does not have
- Vilniaus technologiju ir inzinerijos mokymo centras: Does not have
- F6S NETWORK IRELAND LIMITED: Does not have

Hashtags:

The following hashtags will have to be used in the social media posts about the 5G-DiGITS project:

**#5G #DigitalTransformation #ErasmusPlus #Innovation #Sustainability
#EuropeanUnion #Education #Technology #5GDiGITS #EACEA**

Other hashtags may be created for specific events and actions. Always in coordination with Finnova Foundation.

Monitoring and Evaluation:

A media clipping register will be maintained to collect and analyze all website and social media activity. This will allow regular assessment of impact, stakeholder engagement, and progress toward the project's key performance indicators (KPIs).

6.2.3 Graphic Dissemination Tools

Presentation template of the project:

This general presentation in Power Point format will be carried out in English and will include an overview of 5G-DiGITS.

Videos of the project:

Corporate material to be showed in seminars and similar events.

Newsletter:

The newsletter will be produced on a quarterly basis and will be available in digital format in English. It will contain relevant news, details on the project's actions, results achieved, important calls related to the initiative, as well as any outstanding information about 5G-DiGITS. Two editions will be published each year, one in July and another in December.

This newsletter will be a key tool to keep the audience informed about the progress and opportunities offered by the project. It will be distributed to website subscribers, social media followers, and local ecosystem databases, ensuring wide dissemination. The newsletter will be managed and sent through the **Brevo** platform, optimizing its reach and effectiveness.

Banners:

Banners will be designed to be used in 5G-DiGiTS' social media profiles. They will be useful to make the project more recognisable and easier to identify in the network.

Roll-ups:

Roll ups will be created in English with a precise visual content with the most relevant features and details of the project to disseminate the project.

Leaflets:

These materials will be created to communicate and disseminate the project's events and meetings. For example, for the first in-person meeting of the consortium members that will be held between the 18th and 19th of February of 2025.

6.3 Cross-cutting principles: Gender equality and data protection

6.3.1. GDPR compliance

All communication, dissemination, and engagement activities within the 5G-DiGiTS project will be fully compliant with the General Data Protection Regulation (GDPR – Regulation (EU) 2016/679). This includes the implementation of clear and accessible consent forms for event participants, survey respondents, newsletter subscribers, and any other stakeholders whose personal data may be collected or processed. Data subjects will be informed of their rights, the purposes of data collection, and the retention policies, in line with ethical and legal standards.

Whenever photographs or videos are taken during events, participants will be informed in advance and explicit consent will be requested. All contact databases developed within the project will adhere strictly to opt-in principles, ensuring data minimisation and the right to be forgotten.

6.3.2 Gender balance and inclusive participation

Aligned with the Gender Equality Strategy (Deliverable D1.4), all communication and dissemination activities will actively promote gender equality. Particular attention will be given to ensuring a balanced representation of women and men in project events, panels, and promotional materials.

We aim to achieve at least a 40-60 gender ratio in all public-facing activities, striving for a 50-50 balance wherever possible. Event invitations, speaker selection, media content, and stakeholder engagement efforts will reflect this commitment. Our visual and written communication will also avoid gender stereotypes and will use inclusive language to encourage the participation of all genders across diverse backgrounds.

These principles are not only a matter of compliance or ethics, but pivotal to the excellence and societal impact of the project's innovation efforts.

7. Communication Toolkit

The following is a series of communication tools **available for all members of the consortium**. This section acts as a facilitator aligning the creation of cohesive dissemination contents to all partners. The set of tools will be used in the creation of content, following the guidelines established by the Horizon Europe/Erasmus + program.

It should be clarified that this is a summary of the main material, details of which are specified in the Graphic Identity section (Annex 1).

7.1. Logo



Figure 1 Colour logo of 5G-DiGITS project

7.1.1. Logo variations



Figure 2 Grey logo of 5G-DiGITS project

7.1.2. Colour code and typography

Colour Code

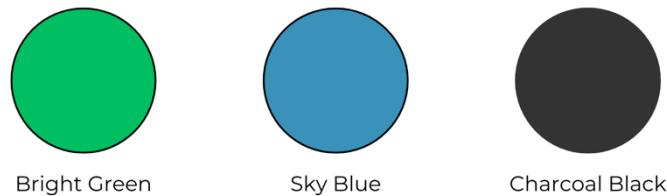


Figure 3 Colour code

No table of figures entries found.	Sky Blue	Charcoal Black
HEX #00bf63	HEX #3a91b9	HEX #333333
RGB 0 / 191 / 99	RGB 58 / 145 / 185	RGB 51 / 51 / 51
CMYK 100 / 0 / 48 / 25	CMYK 69 / 22 / 0 / 27	CMYK 0 / 0 / 0 / 80

Table 2 Visual Identity Colours coding

Typography	Montserrat	Lato
-------------------	------------	------

Table 3 Typography of Logo

The title of the project in communication and dissemination actions included in this plan will be 5G-DiGITS, always in capital letters.

7.1.3. European flag and funding statement

Following the European Union's communication toolkit for projects funded by this institution, in any communication related to the project, the 5G-DiGITS logo will be accompanied by the following EU logo:



**Co-funded by
the European Union**

Figure 4 Image of European Union Funds

Monochromatic reproductions and vertical/horizontal exposure may be used to adapt the logo to the design needs of each piece, considering the indications of the Usage Kit issued by the [European Commission](#).

Additionally, the following legal notice (translated into local languages where applicable) must be used in communication materials:

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

This statement may be omitted from images or videos intended for social networks where, due to space and aesthetics, it cannot be reproduced. In addition, whenever possible, the logos of the consortium partners shall be included:



Figure 5 Image of Consortium members logos

7.2. Website of the project

For the communication dissemination of 5G-DiGITS events, meetings, news, and courses a specific website has been created. This will be the communication pillar both for the internal audiences and external audiences. The project's website is dynamic and will be adapted to the needs of the project. It is built on WordPress, using an Elementor template.

Here below, a screenshot of the home page website is depicted. 5G-DiGITS website:

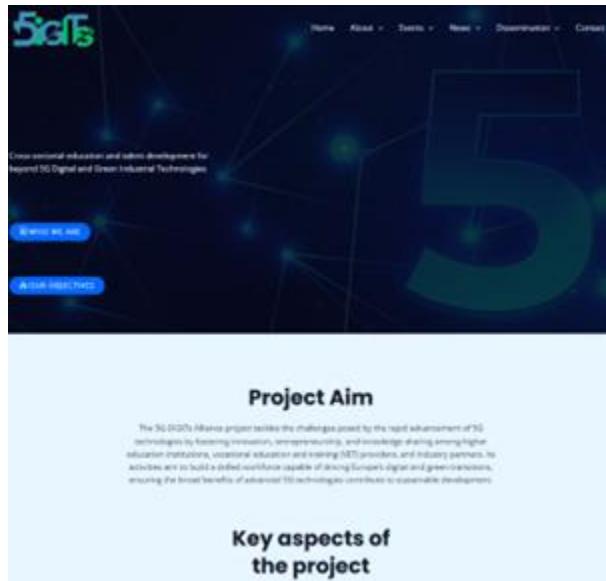


Figure 6 5G-DiGITS website image

Partners will also contribute to the project's visibility by sharing on their websites information about the project. Below there is a sample of one member of the consortium, Inercia featuring on their website a section for 5G-DiGITS (more partners will follow this guideline in the upcoming months) :

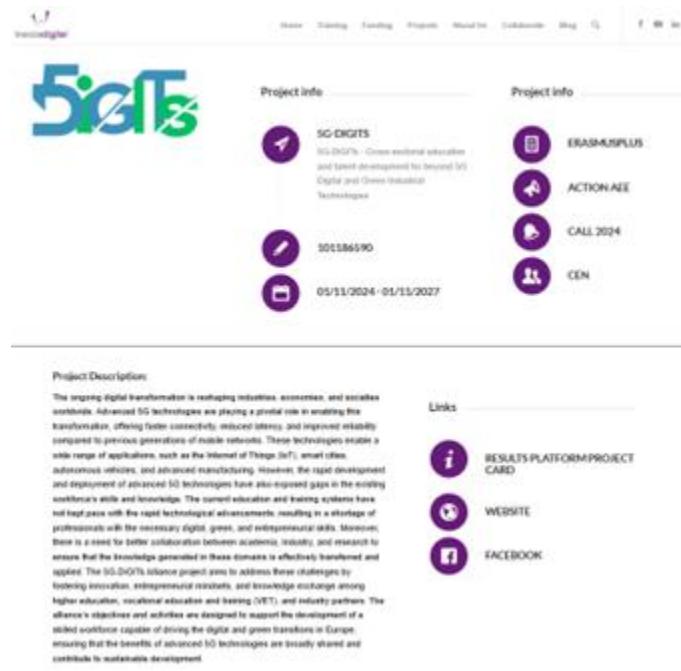

 A screenshot of the Inercia Digital website. The top navigation bar includes 'Home', 'Training', 'Funding', 'Projects', 'About us', 'Collaborate', 'Blog', and 'Contact'. The main content area features the 5G-DiGITS logo and project information. The 'Project info' section lists '5G-DiGITS' (with a brief description), 'ERASME-PLUS', 'ACTION AEE', 'CALL 2024', and 'CEN'. Below this is a 'Project Description' section with text about the impact of digital transformation on industries and the project's role in addressing challenges. To the right is a 'Links' section with icons for 'RESULTS PLATFORM PROJECT CARD', 'WEBSITE', and 'FACEBOOK'.

Figure 7 Inercia Digital's website section for 5G-DiGITS

Project partners will be disseminating the project in their own channels, always in coordination with Finnova Foundation.

7.4. Press releases

To ensure a cohesive message in the communication of the project, the following guidelines must be followed when disseminating information about 5G-DiGITS.

Mandatory elements in any communication about the project:

- The project name, “5G-DiGITS”, and the European Union co-funded logo.
- The logos of the 12 project partners. It must be mentioned that the project leader is *Envolve Entrepreneurship*.
- A specific text indicating the project budget and duration: **1,745,421€ and 36 months.**

Press releases related to 5G-DiGITS will be published and disseminated through the project’s website, in the dedicated section created for this purpose. Additionally, project partners may publish and disseminate news about 5G-DiGITS on their own websites.

Reference information about the project partners:

Below is a description of each of the project partners. This information is available for use in press releases, events, or any other communication activity related to 5G-DiGITS. If additional details about a specific partner are needed, it is recommended to contact the respective organization directly.

◆ **About Envolve Entrepreneurship**

Envolve Entrepreneurship is a startup support organization that has been at the forefront of global entrepreneurial support and innovation, since its establishment, in 2012. The organization envisions to accelerate founders and ignite innovation, through an open ecosystem founded on efficiency, transparency, and growth. Serving as an innovation hub, Envolve acts as a beacon of knowledge, offering cutting-edge upskilling, valuable resources, founders’ support, and impactful extroversion programs to the global community.

◆ **About Universidad Politécnica de Valencia**

The Universitat Politècnica de València (UPV) is a leading public institution in research, teaching, and engagement with its social environment. With over 39,000 members, including students, faculty, and staff, UPV comprises 15 academic centers and five affiliated institutions. The Distributed Real-Time Systems Laboratory (DRTSL) at the Communications Department brings expertise in various ICT fields such as mobile communications, real-time distributed systems, antennas, broadband networks, microwaves, optical fiber, IoT platforms, and cybersecurity mechanisms.

◆ **About National Kapodistrian University of Athens**

The National and Kapodistrian University of Athens (NKUA) is the oldest and largest university in Greece, with a strong tradition in education and research. Its Department of Informatics and Telecommunications offers undergraduate, master's, and doctoral programs, providing students with a solid scientific foundation and hands-on experience aligned with current industry needs. The Communication Networks Laboratory (NKUA-CNL), founded in 1994, is a key unit within the department focused on research and postgraduate training. It contributes to the development of innovative and multidisciplinary curricula for the digital and green industrial sectors, and supports student-led startups focused on advanced technologies such as 5G and IoT.

◆ **About INFOLYSIS**

INFOLYSIS is a technology company specializing in advanced 5G technologies and network architecture. Its sector experience and technical knowledge ensure the development of relevant and practical training programs. The company is also known for its chatbot solutions, messaging platforms, and its interest in ICT ecosystems, 5G/6G technologies, IoT, and sustainable innovation. Through this project, INFOLYSIS seeks to strengthen its profile as an innovative SME driving digital solutions for environmental and societal benefit.

◆ **About Karlstads Universitet**

Karlstad University (KAU) is a higher education institution located in central Sweden, offering a wide range of programs and courses. The Faculty of Health, Science, and Technology promotes professionally oriented education with strong ties to research. The project is carried out within the Department of Computer Science, which specializes in distributed systems, privacy and security, and software quality. KAU contributes valuable expertise in computer science and enhances its educational programs through the integration of cutting-edge advances in 5G, IoT, and emerging digital technologies.

◆ **About Technische Universität Chemnitz**

Technische Universität Chemnitz (TUC) is a renowned university in Germany offering a broad range of programs in engineering, microtechnology, social sciences, information and behavioral technologies. With over 160 professors, 500 researchers, and approximately 10,000 students, TUC is recognized for its strong research capabilities. The Communications Engineering Group, a founding member of the Interdisciplinary Center for Driver Assistance Systems (I-FAS), focuses on communication systems for connected vehicles, edge data processing, distributed data fusion, and 360° perception for

autonomous vehicles. The university brings valuable technical and educational expertise to the project, including infrastructures like the Smart Rail Connectivity Campus, one of Europe's largest cellular testbeds.

◆ **About Inercia Digital**

Inercia Digital is a Vocational Training Center of Excellence specialized in training and innovation in digital skills at an international level. It was appointed member of "Digital Skills and Jobs Coalition" of the European Commission in 2017 and it has received the Young Innovative Company Certificated by AENOR in 2015 and it has been awarded as an innovative company by the Huelva Regional Government in 2023. Their mission is to promote training and innovation in digital skills at an international level, in order to produce significant changes in the field of education, promoting employment and active citizenship in the digital society. Their vision is to become a leader Vocational Training Centre of Excellence specialised in training and innovation in digital skills at an international level.

◆ **About CNC Solutions**

CNC Solutions is a company specialized in designing and manufacturing high-precision, complex metal components and spare parts. Established in 2003, the company recently completed its investment plan, acquiring state-of-the-art CNC machinery, moving to modern facilities, and implementing digitized design, production, and control processes. CNC Solutions contributes its industrial expertise to ensure that the project's technical solutions are practical, innovative, and sustainable.

◆ **About Finnova Foundation**

The Finnova Foundation offers expertise in European funding programs (project management and proposal writing), with a strong track record in programs such as Horizon Europe, LIFE, Interreg, CERV, and Erasmus+. Finnova develops communication and dissemination campaigns to create social impact, promote projects, and encourage citizen participation. It facilitates the creation of synergies between public and private entities, supports thematic networks, and organizes high-level events to identify European funding focused on technology transfer, modernization, and competitiveness. From a regulatory perspective, Finnova also provides support in policy analysis, market consulting services, preparation of technical documents, business model analysis, and the promotion of sustainable innovation.

◆ **About Acceler8**

Acceler8 (Malta) is a strategic R&D partner fostering technology commercialization by promoting business and technology readiness. Its mission

is to develop the digital economy and strengthen digital and green competencies. The team includes professionals with experience in digital manufacturing, automation, IoT, artificial intelligence, data analytics, and sustainable practices. Acceler8 bridges the gap between traditional methods and emerging technologies, driving the digital transformation of organizations and individuals.

◆ **About Vilnius Vocational College of Technologies and Engineering TECHIN**

The Vilnius Vocational College of Technologies and Engineering (TECHIN) is a VET institution with experience in the fields of technology, applied sciences, and engineering. TECHIN contributes to the development of innovative and multidisciplinary curricula aligned with labor market needs in digital and green industrial technologies. Its teaching staff provides practical problem-solving approaches and supports the design of continuous training programs in fields such as advanced 5G, IoT, Industry 4.0, and artificial intelligence. The project enhances TECHIN's educational offer and its capacity to attract students and professionals from diverse backgrounds.

◆ **About F6S Network**

The F6S Innovation team leverages the wide F6S network, reach and assets with a consolidated experience in community building to deliver a high-impact strategy to promote, communicate, and disseminate research & innovation activities and achievements, maximising exploitation impact and designing long term sustainability pathways. We steer community and synergies building with meaningful stakeholder engagement activities to potentiate knowledge transfer and innovation among EU projects and work programmes.

7.5. Leaflets and other promotional dissemination material

- Roll-ups



Figure 8 Roll-up image

- Banners:



Figure 9 Facebook banner

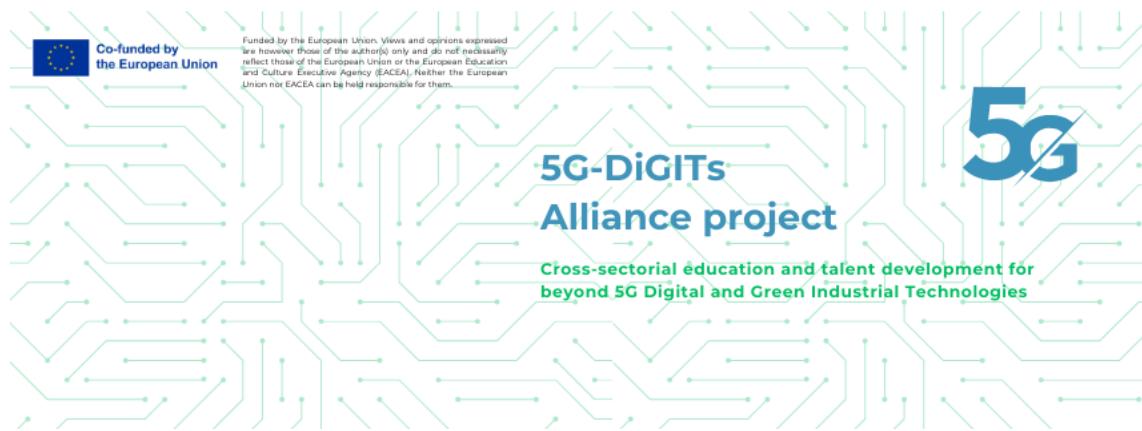


Figure 10 X banner

- Signature control sheet for in-person events

Figure 11 Signature control sheet

- Leaflet and Brochure



Figure 12 Brochure A side



Figure 13 Brochure B side

- Table Sign



Figure 14 Table Sign A



Figure 15 Table Sign B

8. Roadmap

With the aim of amplifying the project's presence at the European and international level, and leveraging synergies with other initiatives, it is agreed that project partners will regularly inform the consortium about relevant fairs, conferences, and other events taking place in their respective countries. This information will allow the consortium to assess joint or individual participation in such events, thereby optimizing dissemination and visibility opportunities for the project.

To facilitate this coordination, an Excel document has been created and shared with all partners, where they can add the events, they plan to attend. This tool will support joint planning and ensure consistent and strategic visibility of the project across different regions.

Figure 16 Excel document to include the consortium events

The following sections are proposed as a planning framework to structure participation in strategic events:

8.1. International Reference Days For The Project

DATE	DAY
24/01/2025	International Day of Education
26/01/2025	International Day of Green Energy
11/02/2025	International Day of Women and Girls in Science
21/04/2025	World Creativity and Innovation Day
27/04/2025	International Girls in ICT Day
17/05/2025	World Telecommunication and Information Society Day
28/09/2025	International Day for Universal Access to Information
24/10/2025	World Development Information Day
02/11/2025	World Digital Preservation Day

Table 4 Relevant International Days

8.2. Events Calendar 2025

DATE	DAY
18-19/02/2025	5G-DiGITS CONSORTIUM MEETING
3-6/03/2025	Mobile World Congress
12-14/03/2025	Transfiere 2025
21-27/04/2025	GLOBAL ACTION WEEK FOR EDUCATION
3-5/06/2025	EUROPEAN GREEN WEEK
10-12/06/2025	EUROPEAN SUSTAINABLE ENERGY WEEK
02/09/2025	DIGITAL LEARNING WEEK
18-22/11/2025	GLOBAL EDUCATION WEEK
Pending	EUROPEAN RESEARCH & INNOVATION DAYS

Pending (3 rd day of October)	ERASMUS DAYS
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Table 5 Proposed Events' Calendar

8.3. EVENTS CALENDAR OUTSIDE EU 2025

DATE	DAY
28/01/2025	International Day of Data Protection
19/03/2025	World Day of Digital Learning
24-31/10/2025	Global Media and Information Literacy Week (UN)

Table 6 Events outside Europe

9. Key Performance Indicators (KPIs)

To ensure that the CD Plan of the 5G-DiGITS project is effectively implemented and that the planned objectives are achieved, a series of Key Performance Indicators (KPIs) have been defined to measure the progress and impact of the activities conducted.

- Number of “Likes” and “Shares” on published posts.
- Impact.
- Number of visits to the website.
- Number of pages visited and time.
- Number of followers on 5G-DiGITS social networks.
- Number of attendees at events, courses, workshops and meetings organised by the project.
- Number of subscribers and views to the project’s newsletter.
- Number of posts and outreach.
- Number of press releases published.
- Number of information published in non-project’s sites.
- Number of events in which 5G-DiGITS beneficiaries participate.

These indicators will be periodically reviewed and adjusted to ensure that they adequately reflect the progress of the project and are aligned with 5G-DiGITS strategic objectives.

- Project website: 5,000 unique visitors total.
- Social media: 1,500 combined followers.
- Newsletter: 500 subscribers.

- Promotional material: 1,000 brochures, flyers and posters.
- Workshops, Webinars and Conferences: 1,000 participants.
- Online Knowledge-Sharing Platform: 500 users total.
- Press Releases and Media Outreach: 10 press releases.
- Publications and Presentations: 5 contributions in specialised media or professional platforms (e.g., online articles, blogs, newsletters, or EU project platforms).
- Networking and Collaboration: 10 relevant initiatives, networks and organizations.
- Social Media Engagement: 250 total reactions.
- Social Media Posts: 150 total posts in each social media.

KPI	Feb-25	May-25	Aug-25	Nov-25	Feb-26	May-26	Aug-26	Nov-26	Feb-27	May-27	Aug-27	GOAL (November 2027)	GOAL PROPOSAL (November 2027)
Project website	-											5,000 visitors per month	5,000 visitors in total
Social Media Followers (Total)	81											-	1,500 combined followers
X	8											2,000 followers	200 followers
Facebook	7											2,000 followers	300 followers
LinkedIn	66											2,000 followers	1,000 followers
Newsletter	0											1,500 subscribers	500 subscribers
Promotional Material	0											1,000 brochures, flyers and posters	1,000 brochures, flyers and posters
Workshops, Webinars and Conferences	0											1,000 visitors	1,000 visitors
Online Knowledge-sharing Platform	-											500 users within the first year	500 users in total
Press Releases and Media Outreach	2											10 press releases	10 press releases
Publications and Presentations	0											5 publications in relevant journals	5 publications in relevant journals
Networking and Collaboration	0											10 relevant initiatives, networks and organizations	10 relevant initiatives, networks and organizations
Social Media Engagement	-											-	250 total reactions
Social Media Posts	-											-	150 total posts (each social media)

Table 7 C&D KPIs and Metrics

10. Conclusions

The communication and dissemination strategy outlined in this document provides a solid foundation for ensuring visibility, engagement, and long-term impact of the 5G-DiGITS project. Through the implementation of structured actions, tailored messaging for diverse target audiences, and continuous evaluation based on KPIs, the project aims to effectively share its objectives, results, and values across Europe. Leveraging a wide range of tools, from social media and newsletters to strategic event participation, the consortium is well-positioned to create strong synergies among educational institutions, industry partners, and policy makers. The approach also

prioritizes inclusivity, sustainability, and adaptability, ensuring the replicability and scalability of the project's outcomes beyond its 36-month duration. As communication efforts evolve, the strategy will be updated to meet emerging needs and opportunities, reinforcing 5G-DiGITS' role as a reference initiative in digital and green transformation through education.

11. References

- [1] 5G-DiGITS Grant Agreement No 101186590.
- [2] 5G-DiGITS Consortium Agreement document.
- [3] Stat taken from Connect Europe. State of Digital Communications 2024.
- [4] Stat taken from the 5G Observatory of the European Commission.