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D5.1 DISSEMINATION & COMMUNITY BUILDING STRATEGY

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Abstract	This document defines the community building and communication strategy and describes the activities LEADS pursues to guarantee broad visibility, promotion and up-take of Advanced Digital Skills while supporting the establishment of a cohesive and synergic ecosystem, exploiting the LEADS study activities, and fostering broad engagement and new learning opportunities.
Keywords	Dissemination, Communication, Events, Stakeholders Engagement, Community Building, website, social media

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EXECUTIVE SUMMARY

This deliverable details the LEADS community building and communication strategy, as defined in Task 5.1 (Communication and dissemination) of Work Package 5 (WP5) (LEADS Dissemination and Community building for Digital Skills). In particular, this deliverable presents in detail the LEADS outreach strategy and framework focusing on the value proposition of the project toward different stakeholders, and updates accordingly the envisaged dissemination and communication activities, as well as the impact measures. Moreover, it explains more the terms of collaboration of liaisons that were already established or will be established in the future.

This deliverable guides the project's partners regarding the main objectives and planned communication and dissemination activities and a common framework for coordination with other main parties such as the European Commission and other related specialised projects.

The main objectives of LEADS community building and communication strategy are to:

- Support the establishment of a digital skills ecosystem engaging the consortia of all the actions funded under this programme and embracing other relevant initiatives in Europe.
- Support know-how exchange, technology transfer and collaboration in the ecosystem by organising dedicated initiatives, such as promo campaigns, mailings, webinars, workshops, and surveys.
- Facilitate the mobility between companies and universities, increasing the visibility of Master Programmes as defined by the DIGITAL-2021-SKILLS-01-SPECIALISED actions.

To achieve the above goals, LEADS will reach out to the projects funded under the DIGITAL-2021-SKILLS-01-SPECIALISED call, as well as organisations involved in EC-funded research and innovation and to the outside world of research, industry, public authorities, policy makers, and end users.

Knowledge and results generated by LEADS will be shared with the identified target groups through dedicated tools and channels operated by WP5. All key outcomes will be made accessible and understandable by all target audiences.

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ABBREVIATIONS

EC	European Commission
WP5	Work Package 5 - Dissemination and Community Building for Digital Skills
DEP	Digital Europe Programme
ADS	Advanced Digital Skills
R&D&I	Research, Development, and Innovation
IoT	Internet of Things
DIHs	Digital Innovation Hubs

1 INTRODUCTION

1.1 Purpose of the document

This deliverable is part of the “Work Package 5: Dissemination and Community building for Digital Skills” activities, aiming to develop an overall community building and communication strategy for LEADS outreach and impact creation, taking into account the characteristics of the information that needs to be disseminated, the target audiences and groups and the results to achieve. The expected outcomes and impacts, assessment metrics and tools are defined. This strategy provides the framework for the different awareness-raising, promotional and community-building activities that will be carried out during the project.

The LEADS consortium will leverage its unparalleled experience in coordinating large portfolios of projects to drive communal success to establish sustainable and value-driven working structures and practices, providing direct recommendations for future scoping of projects to ensure the overall impact of the [Digital Europe Programme \(DEP\) \(1\)](#) is realised.

The overall goal of this deliverable is to ensure the successful exploitation of insights, knowledge, guidance, and best practices generated by the LEADS project, reaching the changing advanced digital skills (ADS) demands within a dynamic technological development context and current digital transformation to equip skills suppliers (education and training).

The purpose of this deliverable is to outline an inclusive communication and community-building plan for the realisation of the above-stated goals in particular to:

- The development of a well-established brand identity and brand kit.
- Curate the multimedia content development to effectively disseminate the results of LEADS across the relevant stakeholders.
- Manage social media and support the activities of the project.
- Create a dedicated area within the Digital Skills & Jobs Platform to engage the community around thematic blogs contributions and consultations:
 - upload relevant reports, and policy briefs generated by LEADS;
 - engage with stakeholders to contribute to thematic discussions and consultations;
 - illustrate the key findings through short news, info graphics, and other means.
- Organise dedicated ADS events and promote at other high-level conferences with stands and speakers.

1.2 Structure of the document

The sections of the deliverable at hand are organised in the following manner. After the introductory Section 1, Section 2 depicts the mission of LEADS and the fundamental aspects of the community building and communication strategy, including the main objectives, the description of the target audiences and the strategic planning of the envisioned activities. Section 3 presents the various types of dissemination activities and tools that will be used in order to support the project’s dissemination and communication activities. Section 4 depicts the metrics for evaluating the dissemination and communication activities. Section 5 concludes the document.

1.3 LEADS, acting across three key areas within developing key knowledge

LEADS will act across three key areas within which it will develop key knowledge and insights that will be translated into actions and guidance through active engagement with the broader education and training community and the SPECIALISED cohort of projects, enabled by a constant communication and dissemination activity to reach all stakeholders.

2 COMMUNICATIONS AND DISSEMINATION STRATEGY

Efficient community building and communication actions during the LEADS lifetime ensure the short and long-term success of the project. Therefore, promotion, dissemination, stakeholder engagement and impact creation activities are central to the whole LEADS effort and will be closely coordinated among the various WPs to create a cohesive plan of action for the effective engagement of all target stakeholders in the advanced digital skills ecosystem. The LEADS activities, including developed content, tools, actions, and services, are geared towards the creation of value out of the DEP offering as the most direct way of creating socio-economic impact from a multi-stakeholder and multi-disciplinary perspective.

2.1 LEADS dissemination & communication objectives

The ambition of LEADS Communications, Dissemination and Engagement activities is to maximise the awareness and the impact of the Advanced Digital Skills Initiative, supporting the establishment of a cohesive and synergic ecosystem. LEADS dissemination and community building objectives are to:

- Support the LEADS study activity: promoting the stakeholders' participation to surveys and activities aimed at collecting their contributions to the advanced digital skills demand and gaps mapping, and validating the respective results.
- Create a sustainable, dynamic, and scalable ecosystem that fosters broad engagement, collaboration, synergies and exchange of knowledge and expertise towards new learning opportunities, including current and newly funded/established initiatives under the SKILLS-01-SPECIALISED, DEP, HE and beyond.
 - Facilitate the collaboration and cross-dissemination of the DIGITAL-2021-SKILLS-01-SPECIALISED projects to achieve an orchestrated multiplier effect.
 - Support know-how exchange, technology transfer and collaboration in the ecosystem between Academia, Industries and SMEs.
- Increase the visibility of Master Programmes as defined by the DIGITAL-2021-SKILLS-01-SPECIALISED actions to ensure students are aware of the programmes offered and successfully enroll to them.
- Disseminate the LEADS key results to relevant target stakeholders to ensure:
 - Knowledge providers exploit the demand mapping and forecasting of advanced digital skills, including current needs and forecasted gaps in 5 years.
 - Policy makers Roadmap exploit LEADS guidelines and recommendations to cover the gap between demanded and supplied digital skills in the next 5 years.
- Ensure media and citizens at large are aware of the European Commission efforts to close the advanced digital skills gaps across EU countries and support the European leadership in the ICT sector.

2.2 LEADS stakeholders

Advanced Digital Skills is still an active research area, while also being of extreme relevance for the direct and indirect support of industrial commercial R&D&I. By bridging the gap between education and industries, this project will provide recommendations to multiple stakeholders, including policymakers, education professionals, students, and workers on how to bridge the skill gaps for the future of work. LEADS will, through inter-project collaboration and through the

profiling, mapping and ecosystem formation carried out amongst all partner nationalities, further strengthen collaboration between universities, training providers and the industry.

Target groups:

- Supply
 - Academia and Educational Institutions: The 41 European Universities alliances involve more than 280 higher education institutions from 26 EU Member States. The upcoming new alliances formed through the ERASMUS-EDU-2022-EUR-UNIV-2; the consortia funded through the call "DIGITAL2021-SKILLS-01-SPECIALISED; the twinning projects funded through European Excellence Initiative (WIDERA Calls); the four Masters in Artificial Intelligence to be funded through the Connecting Europe Facility (CEF) Telecom programme.
 - Training providers
- Demand Generators
 - Relevant Horizon and Horizon Europe initiatives and communities among the others the Next Generation Internet, the Horizon Cloud Community, the Next Generation Internet of Things Community which include a network of high-profile educational institutions and upskilling resources.
 - Industry associations
- Demand
 - Industries, including corporations and SMEs
 - Digital Innovation Hubs as a network of networks of innovators, SMEs and research centres/academia
 - Master students across scientific and humanities disciplines
- Others
 - Policymakers involved in education/training and industry policies at EU, national and regional level

2.3 SPECIALISED projects

Creating visibility for LEADS project

One of LEADS main goals is to create visibility for and connect with the SPECIALISED projects active in Europe. We intend to reach out to all European-funded SPECIALISED projects, informing them about LEADS aims and objectives and inviting them to share their project information with us. Using this information, we shall curate a dedicated page listing all European-funded SPECIALISED projects on the LEADS portal.

In addition, we shall invite all SPECIALISED project coordinators and their Communication and Dissemination Managers to join the LEADS Communication Task Force. This Task Force will aim to amplify and orchestrate the communication efforts of the Digital Europe Programme on Digital Skills. During the Communication Task Force meetings, every participant has the opportunity to share news, events and foster collaboration with other projects. The community will be informed about relevant activities and news and will be channelled through the LEADS portal.

When the SPECIALISED projects will be engaged, we will organise the first Communications Task Force meeting end of January 2023/ beginning of Feb 2023, where WP5 leader will coordinate the call by introducing the projects and providing guidelines on how to best collaborate on communication and dissemination exchanges between the projects and LEADS consortium.

2.4 Summary of communication and dissemination of planned activities

Asset	Target groups	Goal	Channel	Activity	M
Portfolio branding	All	Develop a recognisable identity in association with quality and innovation	Offline	Develop common brand book and design assets	M0 1
Social media (Twitter/Facebook/LinkedIn)	All	Keep the community and the general audience updated about the results achieved, upcoming events, and LEADS output.	Social media	Inform the community about LEADS outputs and events.	M0 1 – M1 8
Digital skills and job platforms	All	Disseminate results	Website	Editorial content production Upload of LEADS research results/policy recommendations	M0 1 – M1 8
External events	Academia educational and training centres	Raise the winners of digital skills initiative and engage academia/educational / training centres	Events	Participation in external events present LEADS findings and promote project's activities	M0 1 – M1 8
6 thematic webinars	Public educational agencies at national and regional level, industries, SMEs, academia, masters students organisations, training providers	Engage representatives of the key stakeholder groups (DIHs, industry, SMEs, academia) in thematic webinars to present LEADS findings and foster adoption	Webinar	Organise webinars	M0 4 – M1 6

LEADS study results presentation	Target national and regional policymakers	Present the policy roadmap and recommendations outlined by WP3	Policy event, website and social media promotion, press activation	Organise event	M12
Final high-level conference	EU and national policymakers	Present LEADS results	Conference, website, and social media promotion, press activation	Organise event	M18

Table 1: Communication and dissemination plan

3 COMMUNICATION PLAN

3.1 Project's brand identity

As an EC co-funded Coordination and Support Action project, a clear project brand identity needs to be implemented in order to have an impact with the dissemination of the respective work and achievements.

The recognition and perception of a brand is highly influenced by its visual presentation. A project's visual identity is the overall look of its communications. Effective visual brand identity is achieved by the consistent use of particular visual elements to create distinction, such as specific fonts, colours, and graphic elements.

The visual identity and sets of guidelines have been finalised since the early stage of the project in order to secure a strong and unique brand. It will be incorporated in all promotional and dissemination materials produced during the project and will be used by all project partners in their communication activities.

The LEADS logo (see Figure 1) is built with a graphic element on the left side and the name at the right side. The illustration is an abstraction of clusters that when joined together, they forms a hexagon. Thanks to the colouring and the shape itself it creates a feeling of movement, evolution, circularity, embracing and gathering. The font has a contrast between rounded and straight shapes, with a solid thick and a slightly darker shade for the "LEADS" name. The font is modern, very stable, well readable (even on small sizes) and the subtle aspect makes it moderate and non-aggressive, which are important aspects for a coordination action.



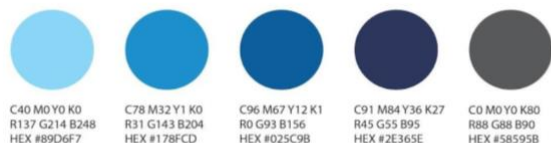
Figure 1: LEADS LOGO

The guidelines of the brand identity are composed of visual elements such as the fonts, colour palette and templates for documents and presentations. The palette of LEADS corporate colours presented in Figure 2 is inspired by innovation, creativity and technology together with the complementary grey scale colours. This palette will help to create a solid identity for the project, using both the "warm" and the "cold" colours of the shading for different purposes, elements and/or messages.

A general "brand guidelines" document has been developed and distributed to the partners since the beginning of the project to ensure a consistent look and feel in all of LEADS communication activities. This is the base of a solid identity and facilitates the recognition of LEADS wherever is presented. All dissemination materials refer to the project name, the project's website and Digital Europe Programme with associated graphic elements in line with the European Commission's guidelines.

A PowerPoint presentation template was created to be used by the partners to create their presentations for all external and internal events, meetings, etc., based on a common look and feel.

Corporate colour palette:



Headings

Alata regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Body

Arial regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Arial Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Figure 2: LEADS colour palette and corporate fonts

3.2 Umbrella brand

Advanced Digital Skills EU is the umbrella brand for LEADS. The concept of the umbrella branding is to align LEADS visual identity and brand outreach as part of the Digital Skills and Jobs platform initiative, under the Digital Europe Programme.

The Umbrella brand, Advanced Digital Skills EU is currently in the design phase and the branding will need to undergo approval from the European Commission in the coming weeks/months.

3.3 Stakeholders' engagement

LEADS activities will coordinate and support the communities, including programme communications and marketing, stakeholder engagement, organisation and orchestration of the necessary structures to mobilise the communities, events logistics and orchestration at the project and the programme levels. This will also include organising the two major events on LEADS Study Results in M12 and LEADS Final High-Level Conference in M18.

Significant resources are dedicated to disseminating and exploiting LEADS work and values.

Purpose	Target audience	Method
---------	-----------------	--------



Promote the project and raise awareness of the project	Journalists, lobbyists, media, politicians, education and training institutions, vertical industries facing skill gaps.	LEADS online presence, publications, promotional materials (Flyers, posters, roll-ups ...)
Share activities and promote key findings	LEADS stakeholders, vertical industries facing skill gaps, education institutions, lobbyists, politicians.	Newsletter, Online, publications, news & blog post, events
Familiarise members of LEADS projects	LEADS stakeholders, vertical industries facing skill gaps, education and training institutions.	Newsletter, news & blog post, task force calls

Table 2: Dissemination resources

3.4 Online tools and channels

3.4.1 LEADS landing page

The LEADS project landing page <https://advancedskills.eu/>, (see Figure 3) is a temporary functional website that contains comprehensive information on LEADS aims and objectives with easy access and a friendly interface to retrieve information and any public material generated within the project.

In the long-term, a fully functional website will be developed within the Digital Skills and Jobs Platform with the umbrella branding, **Advanced Digital Skills EU** (Refer to 3.2). The website intends to operate as the entry point for all the SPECIALISED Projects and the advanced digital skills community players / stakeholders (existing and newcomers) to the activities, services, material and information that LEADS is planning to create, collect and share.

Web design experts within the project consortium conceived its design and structure to promote the outcomes to the relevant target groups. The design of the website is strongly brand-oriented to consolidate the image of the LEADS identity. The dissemination material produced within the project and for the interaction with social networks will use the website as

a reference, in order to have a consistent communication and an easy-to-recognise image/brand.

To support multimodal access, the LEADS landing page adopts responsive design principles to provide an optimal viewing experience: the interface adapts the layout to the viewing environment by using fluid, proportion-based grids (see Figure 4). Further updates in line with the umbrella branding will be promptly applied as necessary at the beginning of 2023.

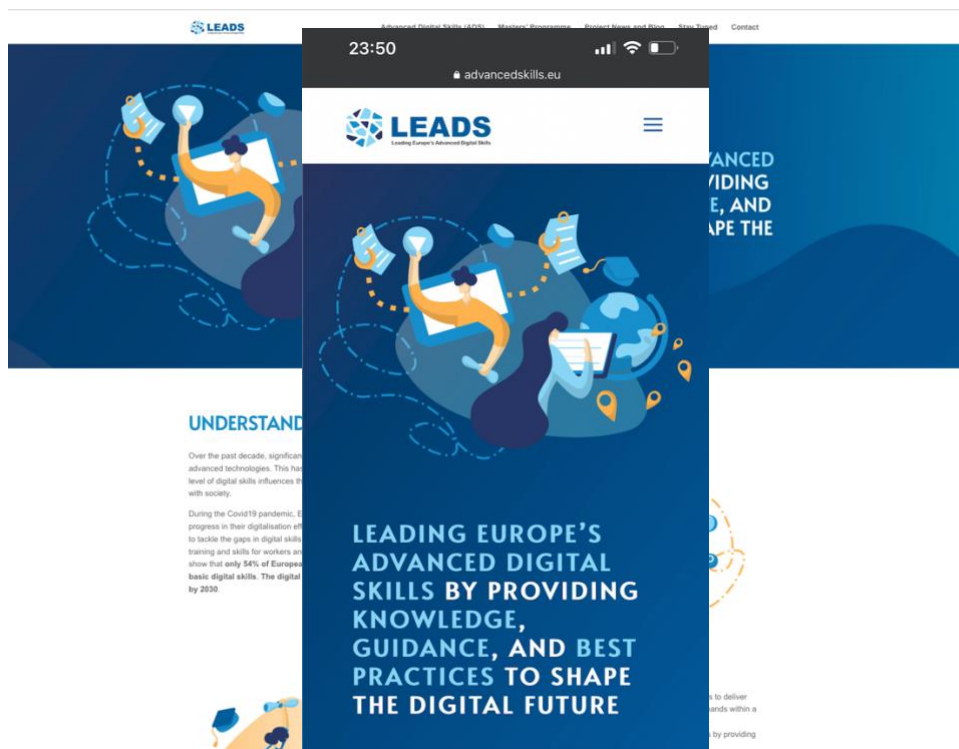


Figure 3: LEADS landing page

LEADS
OBJECTIVES.

Figure 4: LEADS landing page mobile interface

3.4.2 LEADS social media channels

Various social networks are made available by the Digital Skills and Jobs Platform as marketing tools to promote project activities and outputs, while encouraging a wider discussion on the topics related to advanced digital skills activities. Thus, LEADS will share an active presence on Twitter and Facebook, which are both already existing social media platforms used by the Digital Skills and Jobs Platform community.

Below we present a brief overview of the social media channels shared by the Digital Skills and Jobs Platform community, including LEADS.

Twitter

Twitter is a very dynamic social network that covers the news in real time at a global level. LEADS will share the twitter account with the Digital Skills and Jobs Platform community, with their already existing and active Twitter account ([@DigitalSkillsEU](https://twitter.com/DigitalSkillsEU)) and LEADS has chosen

the hashtag #AdSkillsEU for its tweets. The Twitter account will be used for promoting and disseminating the development of LEADS, including news, events, outcomes, etc. Moreover, re-tweets are made of relevant and interesting content from disparate sources.

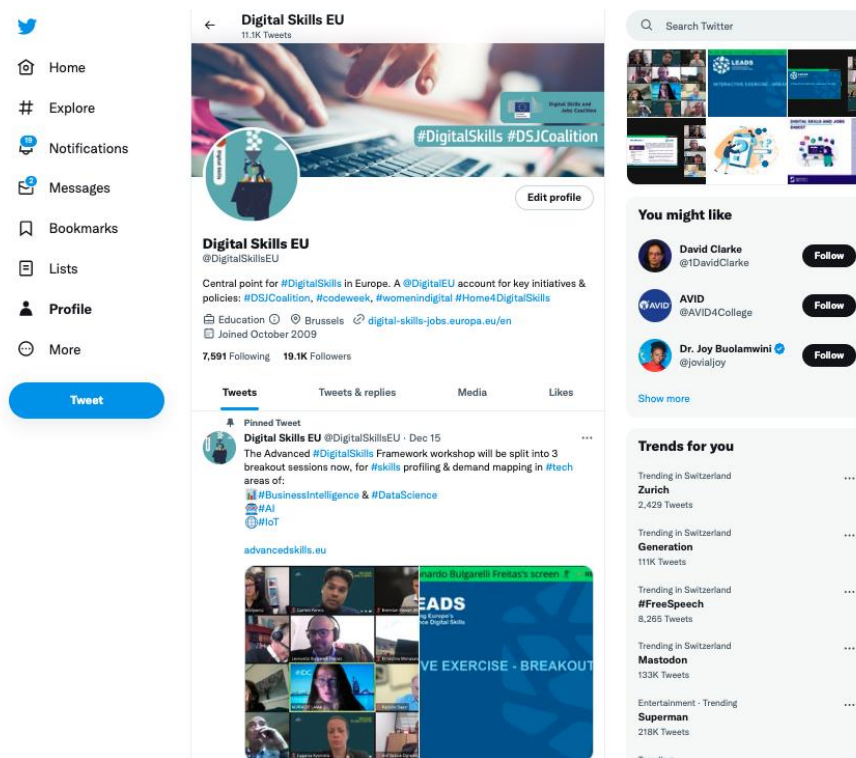


Figure 5: Digital Skills EU Twitter

Facebook

Facebook can help expand brand awareness, increase coverage and bring conversions to the different target audiences with the respective interest on advanced digital skills. On policy matters and campaigns, facebook is prone to have large interactions within Eastern Europe. Thus, making it an important tool for LEADS. LEADS will share the facebook page (<https://www.facebook.com/DigitalSkillsEU>) together with the Digital Skills and Jobs Platform community. To expand the post reach, LEADS has chosen the hashtag #AdSkillsEU.

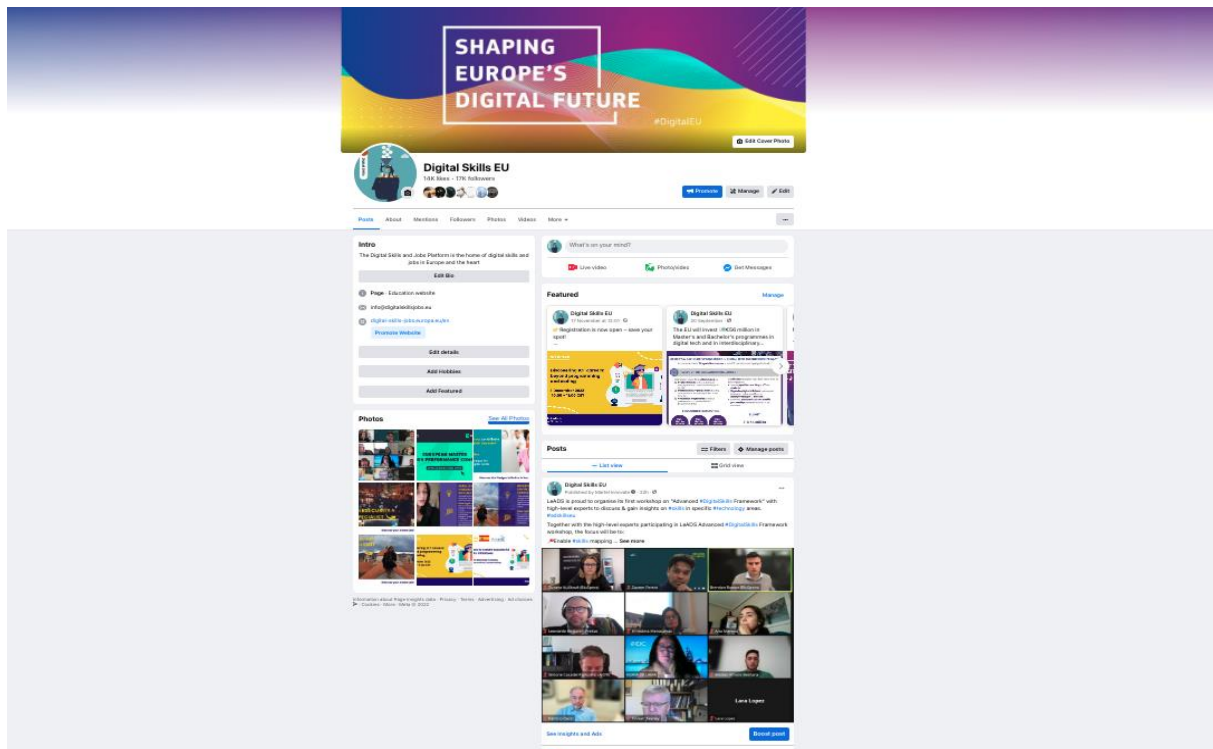


Figure 6: Digital Skills EU Facebook page

3.4.3 LEADS forums

Through the use of the Digital Skills and Jobs Platform, the project will create forums (communities) centred around the topics which will welcome direct input from the broader community to complement the outcomes of the workshops and seminars. The animation of the community will be bi-directional channelling inputs from the members of key associations and networks to make their contributions and stimulating debate through questioning and highlighting areas of deficiency. Strong contributors may be invited to join in subsequent workshops to provide their inputs directly and become part of the community.

3.4.4 LEADS e-newsletter

An e-Newsletter will be produced by the LEADS consortium on a quarterly basis. It will provide regular updates on trends of Advanced Digital Skills research and innovation practices, project findings and results, news from industrial partners, the SPECIALISED projects, among others. The newsletters will also contain information regarding upcoming events. As such, a typical e-newsletter of the project will contain highlights (major outcomes, links, contacts, and dissemination activities), the most important news, announcements and a schedule of the major upcoming events. Project partners will provide information for the e-Newsletter and ensure that the content is accurate. The first issue of the newsletter will be published in January. All the e-Newsletter issues will be uploaded on the project website.

A mailing list has been created at the moment, based on subscription, giving the possibility to share the e-newsletter via mass mailing and inform interested users about project news,

achievements and events planning. A registration functionality allowing interested visitors to subscribe to the e-Newsletter is already available on the LEADS landing page (See Figure 7).

3.4.5 Press releases

Press releases will be developed on a regular basis (approximately every six months) and

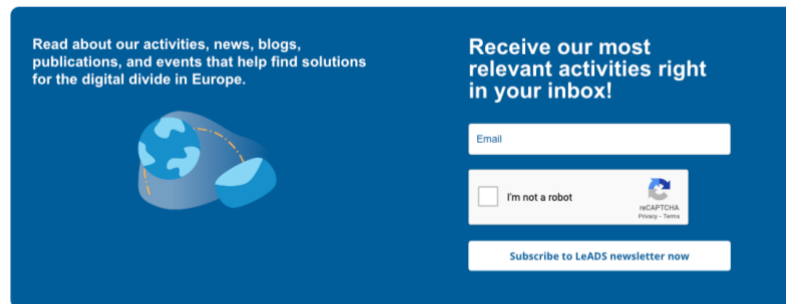


Figure 7: Newsletter mailing list subscription on LEADS landing page

coincide with key project achievements (e.g. organisation of a large event, implementation of key activities within the project, etc.).

Press releases will be published in national and European media, thus contributing to the wider dissemination of the project. All partners will be responsible for engaging with their local media outlets to ensure a wider reach of the press release. All press releases will be published on the project's website.

[LEADS first press release was published on 18 November 2022.](#)

3.4.6 Surveys

A survey will be designed and run to collect primary data to complement the existing sources and for further iteration and improvement of data in particular for dimensions such as detailed skill distribution, demand of skills per role, expectations on future demand.

LEADS will use the survey methods of CAWI (Computer-Assisted Web Interviewing) and CATI (Computer-Assisted Telephone Interviewing). CAWI provides high-quality, targeted responses to be obtained via online surveys. CATI is widely used in business (B2B) research when surveying ICT and non-ICT (business) decision-makers and is best suited to structured questionnaires, where most of the possible answers are known from previous research and can be listed as pre-coded responses.

The surveys for primary research can complement other engagement (survey-like) tools more openly available through the website of the project. There will be a dedicated area in the LEADS portal where stakeholders will be able to engage in surveys and illustrate the LEADS key findings. The survey will also be exploited via the LEADS e-Newsletter to the relevant mailing lists and on the Digital Skills EU social media platforms (Twitter and facebook), targeting on the related audiences.

Moreover, the data collected from the surveys will be leveraged to measure current supply gaps.

3.5 LEADS scientific publications

WP2 - Supply mapping will conduct a detailed and multidimensional mapping of the education and training offerings (programmes, courses) in Europe based on the LEADS taxonomy. The results will be presented to the public on M8 through the D2.1 - Programme and course analysis and mapping report. Next, taking into account the results of the digital skills demand forecast (T1.3), the LEADS gap analysis will be conducted and validated, with the respective report being published on M10. This report will provide an overview of the Advanced Digital Skills supply in Europe, accompanied by the gaps in the current and future market (skills). Both reports will become publicly available online through the LEADS website, and key results will be disseminated through the social media.

3.6 Offline tools and channels

3.6.1 LEADS promotional materials

A first version of a LEADS bookmark has been created (see Figure 9) that will be used for informing interested people about the project's objectives and activities. The bookmark was used at the [EBDVF2022](#) conference in Prague, and will be shared as a printed version during additional relevant events.



Figure 8: LEADS promotional bookmark

3.7 Events

Events-based dissemination is a critical part of the LEADS strategy and activities. It targets liaison with stakeholders and SPECIALISED projects via the organisation of dedicated events and coordinating participation in major EC/Non-EC conferences and events. These activities will contribute to our goal to better utilise and reinforce the research and innovation excellence

of Europe in the field of Advanced Digital Skills, to maximise the awareness and the impact of LEADS guidance and knowledge, as well as to identify the digital divide gaps in the European market, meanwhile, supporting the establishment of a cohesive and synergic ecosystem.

In the project's lifetime 18 months, 2 major events will be organised by LEADS. The first one entitled "LEADS Study Results" on M12 and the second event, entitled "Final High-Level Conference" on M18, will be hosted by network alliances within the consortium.

No	Event	Date	Place
1.	<u>Startech's Days</u>	13 November 2022	Ciney, Belgium
2.	<u>IRECONF 2022</u>	18 – 22 November 2022	Amsterdam
3.	<u>EBDVF2022</u>	21 - 23 November 2022	Prague, Czechia
4.	<u>World Skills Poland 2022: Skills are the future</u>	23 – 25 November 2022	Gdansk, Poland
5.	<u>Lifelong Learning Week 2022</u>	28 Nov – 2 Dec 2022	Brussels
6.	<u>The EU's Digital Decade</u>	11 January 2023	Hybrid
7.	<u>Digital skills</u>	8 February 2023	Online
8.	<u>DIDACTA 2023</u>	7 – 11 March 2023	Stuttgart
9.	<u>Masters of Digital 2023</u>	8-9 March 2023	Brussels
10.	<u>Data Week</u>	12 - 15 June 2023	Ulea, Sweden
11.	IoT Week 2023	19-22 June 2023	Berlin, Germany
12.	AIOTI Signature Event 2023	4 October 2023	Brussels

Figure 9: List of events

3.7.1 Workshop and seminar series

A series of tailored events will be organised throughout the project to disseminate insights and capture inputs from practitioners on successful examples and challenges for ADS talent development. Depending on the category of the audience, the format will be either as an in-person workshop, in-person seminar, online seminar or even within existing summer schools.

The participants will be sourced through the existing networks of the partners (e.g., Irish University Association, Erasmus University Alliances, Chartered Institute of Personnel and Development (CIPD), National Forum for the Enhancement of Teaching and Learning, Young Universities For the Future of Europe (YUFE), European Engineering Learning Innovation and Science Alliance (EELISA), Universities Denmark) and will also benefit from the access to thousands of training delivery partners from the Cisco Networking Academy with open invitations extended to members of the Digital Skills and Jobs Coalition 600 strong base.

Workshops will focus on the integration of inputs to identify the challenges and shape solutions while seminars will address central demands sourced through the study activities and will provide best practices and success cases. Seminars will be online in nature while workshops will be hosted in the partner countries and will be European-level for the education community and regional for the training communities. Consortium members of the SPECIALISED projects will also be invited.

LEADS webinars and workshops

Six thematic webinars will be focused each on different verticals of interest (E.g.. automotive, energy, agriculture and construction) and will bring together representatives from the Industry, SMEs, SPECIALISED projects, and universities and training providers to discuss (based on the LEADS methodology and initial findings) skill gaps; successful collaborations/specialised training delivered between industries/universities/DIHs. The objective of the webinars is to create opportunities for

- direct dialogues between the ecosystem actors
- create awareness about the SPECIALISED programmes beyond the existing community, engaging new players (both from industry and academia)

LEADS organised its first webinar relating to Work Package 1 on Advanced Digital Skills Framework workshop on 15 December 2023. The workshop was joined by over 40 participants from various areas of technology specialisations, including cloud and edge computing, and IoT communities. Together with the experts, the workshop was divided into 3 breakout sessions on business intelligence and data science, artificial intelligence, and Internet of Things (IoT) for skills profiling and demand mapping exercises.

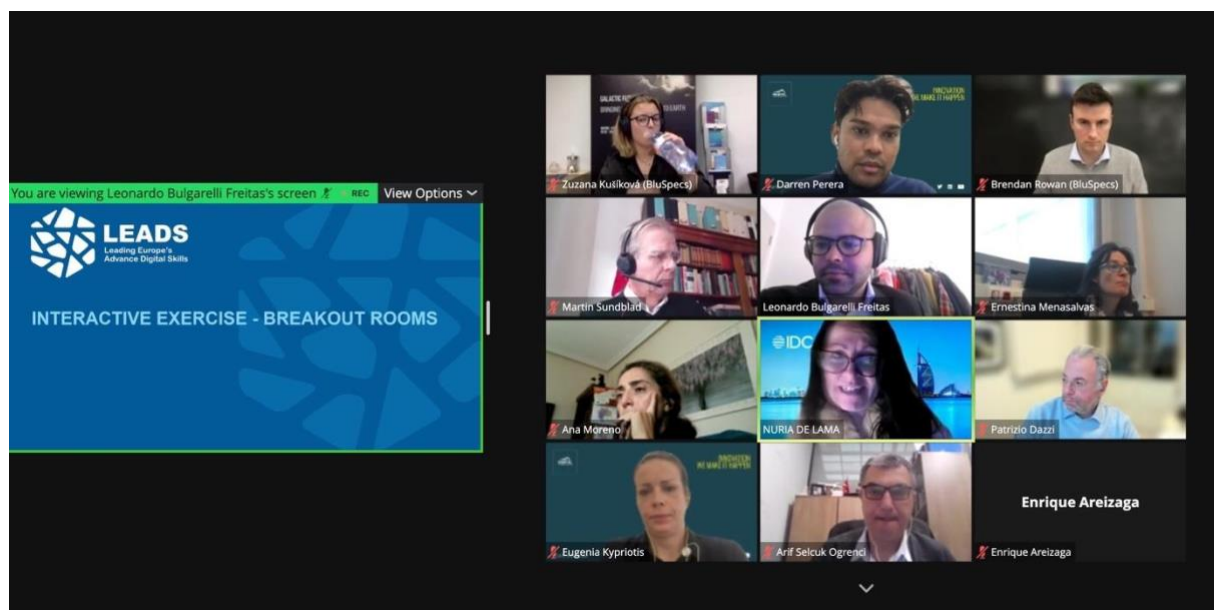


Figure 10: Advanced Digital Skills Framework Workshop

4 LEADS DISSEMINATION & COMMUNICATION KPIs MONITORING

By implementing the LEADS Community Building and Communication Strategy, we expect to communicate relevant outcomes to each of the target groups, as well as to attract their interest and generate engagement that will influence the overall impact of the project. The complete set of communication and dissemination activities will be closely monitored and evaluated by the WP5 lead in order to keep track of all ongoing activities. The deliverable D5.1 - "Dissemination & Community Building Strategy" will document all the related conducted activities in two versions: D5.2 (M12) and D5.3 (M18).

The evaluation of the Communication Strategy concerns both qualitative and quantitative indicators. Once measurable objectives are defined, we will then evaluate to what degree the project has achieved the objectives set. Process evaluation will involve examining the progress of the strategy's implementation and will refer to an outreach activity that is quantifiable through the attendance of persons present from the audiences, the quantity of material distributed, the number of events participated in, the development and dissemination of messages and materials, the media presence and the traffic created in social media.

There are various key issues associated with measuring and controlling the outreach and impact creation strategy and plan. Achievement is often more difficult to measure and compare and thus needs to be carefully quantified and measured according to the specific type of action involved. The objectives chosen must be realistic, clearly defined, relevant, and coherent; the means of measurement must be objective, clearly defined and quantified, and the measurement process must not involve significant levels of cost relative to the objectives themselves. The evaluation needs to be continuous or incremental as much as possible, in particular for non-repetitive actions. Finally, measuring different actions must allow some degree of comparison with other actions and/or alternatives.

The proposed analysis framework will aim to measure various quantitative Figures, as well as the impact of promotional efforts on the attitude of the receivers of the communications messages. This will be feasible through the combination of a set of measurement procedures, which will provide a clear view of the promotional activity outcomes in terms of behavioural trends.

In full accordance with the LEADS needs, we take on a five-step measurement cycle model, spanning from objective identification to data driven optimisation:

- We identify our core objectives (e.g. raise awareness, increase engagement – i.e. acquire more contacts, acquire more participants to our events).
- We set goals for our promotional tactics. We concentrate on how to accomplish our objectives (e.g. inform visitors through the content of our website, intensify events promotion, etc.).
- We identify our Key Performance Indicators (KPIs). These metrics play a crucial role in the success of the aforementioned utilised tactics and set the expected achievable qualitative and quantitative targets.
- We measure the progress and impact of the conducted activities based on these metrics on a regular basis. Such metrics will give us a constant view of the amount and effectiveness of the dissemination activities conducted.
- We adjust and optimise the communication strategy towards achieving the expected outcomes and maximising visibility.

The tools, products and activities outlined in this strategy will be monitored, measured, evaluated and realigned on an ongoing basis.

4.1 Specifically targeted indicators during the 18-month

The consortium has targeted specific indicators to be reached during the 18-month period, including:

- 1000 survey participants contacted
- 600 courses analysed
- 10 workshops delivered
- 250 ecosystem members engaged
- More than 150 participants to the two LEADS events.

4.2 Milestones and Deliverables

No.	Name	Lead	Due	Description
D5.1	Dissemination & Community Building Strategy	MAR	M3	This document will define the community building and communication strategy and describe the activities we will pursue / guarantee broad dissemination PDF/EN
D5.2	Updated dissemination activities	MAR	M12	An updated version of D5.1 provided with the progress reporting PDF/EN
D5.3	Final dissemination report	MAR	M18	This document will report the results of the dissemination and communication activities throughout the project lifecycle

Table 3: LEADS milestones

5 CONCLUSIONS

This deliverable presents the LEADS Community Building and Communication Strategy, providing guidelines and a consistent framework for all planned activities to disseminate and sustain the concepts, achievements, as well as knowledge results developed within the project.

Dissemination, communication, and engagement activities are essential to achieving the LEADS mission and objectives, possibly impacting advanced digital skills policy-making as well as planned research and innovation priorities and investments. It will be a coordinated and cooperative effort throughout the project's lifetime and integrated into all its work packages. The present plan clearly illustrates the rationale behind the strategy. It clarifies all dimensions and tools necessary to communicate the core messages of the project in a very effective and comprehensive way.

Various activities will be realised throughout the project's lifetime in order to help LEADS achieve its purpose. Promotion of the project online and via participation in events (possibly online), organisation of webinars, writing of news, producing high-quality promotional material, as well as collaboration with other projects and relevant initiatives are essential planned activities.

The current report will act as a handbook for every project partner in order to perform their dissemination activities, as it lists all stakeholders, communication channels, dissemination activities and corresponding key performance indicators. It also addresses the European Commission, which will be an essential partner in the realisation of this plan.

In order to measure the achieved progress and impacts of the proposed strategy and plan, a monitoring and evaluation framework has been defined, and a number of indicators have been recognised and reported. Knowing that some activities might be impacted by the COVID-19 crisis even further, close coordination with the EC will be pursued so that any corrective measures might agilely implemented.