

## STRENGTHENING EUROPE'S RENEWABLE VALUE CHAINS



Photovoltaics



Offshore wind



Energy grids

...To BOOST GREEN and DIGITAL TRANSITION for INDUSTRIAL COMPETITIVENESS.

## 6 partners :

*(5 clusters in Denmark, Norway, Spain, France,  
and Bulgaria) + 1 Region (Poland)*

➔ **Representing +1000 SMEs**



The Pomeranian Platform  
for the Development of Offshore Wind  
Energy in the Baltic Sea



Norwegian  
Offshore Wind



POMORSKIE  
VOIVODESHIP



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Eficient de Catalunya



ICT Cluster  
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## DELIVERABLE INFORMATION

**Deliverable Title:** Communication & Dissemination Plan

**Due date:** 26/11/2025

Date of submission: 30/12/2025

Work Package: WP2 – Communication and Dissemination

Dissemination level: Sensitive (only members of the consortium, including Commission Services)

Deliverable leader: Pomorskie Voivodeship (PPOW)

### ABSTRACT

The present deliverable corresponds to D1.4 Communication & Dissemination Plan. It is a definition of the overall strategy and dissemination plan of the project.

The plan sets clear communication objectives, identifying clear target audiences, choosing pertinent messages and using the right media and means, proportionate to the scale of the project.



## Content

- Main objectives
- Target audiences
- Key messages
- Main communication tools
- Communication channels
- Communication scoreboard (impact)

## Main Objectives:

The communication strategy of RENEW-BOOSTER will target the following main challenges:

- Disseminate the activities and calls of the project to Photovoltaics, Offshore Wind and Energy Grids value chains and clusters in Europe
- Establish long-lasting partnerships among partners, SMEs and relevant stakeholders and create contact networks
- Promote Europe as the global leader in research and industry leader in ORE

## Target audiences:

Defining the right target audience is crucial to achieve the communication goals. In the case of RENEW-BOOSTER, there are two main audiences:

### ➤ Internal Communication

- Stakeholders involved in ORE from the clusters that form part of the RENWE-BOOSTER partnership
- Companies, with a special focus on SMES
- R&D organisations, universities & test-sites
- Clusters

## Target audiences:

Defining the right target audience is crucial to achieve the communication goals. In the case of RENEW-BOOSTER, there are two main audiences:

## External communication

- European ORE organisations with a focus on SMEs but also including large companies, R&D organisations, universities & test-sites, public institutions, regulators, other clusters and/or associations
- European Commission (with a focus on DGs related to RENEW-BOOSTER EUROCLUSTER, such as DG GROW, DG REGIO, DG ENER and DG MARE).
- Global actors and key stakeholders involved in ORE sector

## Key messages:

- RENEW-BOOSTER main message highlights the characteristics of the alliance and the importance of collaboration in the Photovoltaics, Offshore Wind and Energy Grids sector :
- “RENEW-BOOSTER will contribute positioning Europe as the world technological and industrial leader in ORE sector intensifying collaboration among EU entities focused implementation of the SME support mechanism developed with a verified methodology”.



## Key messages:

Other relevant messages for RENEW-BOOSTER are:

- ORE is key in addressing one of the EU's biggest challenges, an energy transition to a flexible and interconnected system based on renewable resources
- The European ORE sector is a world leader today, home to the most advanced technology so far, which in emerging offshore renewable markets is critical for being competitive
- This technological advantage, and the need to stay close to the resource to reduce costs, ensures that manufacturing remains mainly local and involves a unique opportunity for European SMEs

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## Main Communication tools



## Main communication tools:

➤ This activities developed under RENEW-BOOSTER dissemination plan will be supported by mainly 4 communication tools, most of them considered as deliverables in the project planning:

- Project logo
- Alliance presentation
- Updated project web site
- Social media – Facebook, Linkedinn

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LOGO



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## Presentation

- The presentation shall summarize the main strengths of the consortium as well as the key activities that will be developed under the RENEW-BOOSTER
- The communication plan is a living document that will be strengthened together tasks development along the project
- RENEW-BOOSTER will develop two types of presentation
  - First one focused on presenting project partners
  - Second will focus on communicating the main activities

## Graphic material

- Two type of brochures will be created.
- The first one will promote internationally the capabilities of the alliance, targeting a large spectrum of stakeholders and entities beyond Europe.
- The second brochure will target European SMEs in the effort to promote the calls and activities of RENEW-BOOSTER.
- The brochures will be drawn up in English, contrasted with the partners, and released in pdf (electronic version).
- The infographic will be created to promote the alliance and its strengths.

## Website update

The website is a complement of RENEW-BOOSTER profile in ECP platform, focusing on the NEW VALUE chains

- The project website will be updated with the new partners of the alliance.
- The website has an clearly structure and is constantly updated
- Besides, the website will be updated with new content about the new objectives - tasks.

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## EU GUIDELINES

All communications will indicate that the action has received funding from the Union and shall display the European Union emblem and the RENEW-BOOSTER logo in the following format.



*The RENEW-BOOSTER project has received funding from the EISMEA's COSME Programme under Grant Agreement 101234706 — RENEW-BOOSTER — SMP-COSME-2024-CLUSTER.*

In material disseminating the project's results, the following acknowledgment excluding the EC's responsibility will also be included:

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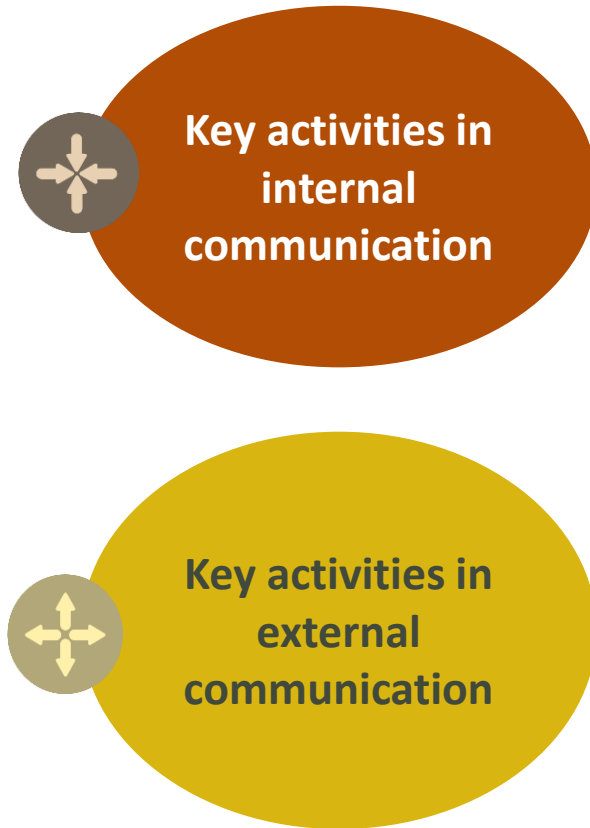
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## Communication channels



## Communication channels



The website is a complement of RENEW-BOOSTER profile in ECP platform, focusing on the NEW VALUE chains

- The project website will be updated with the new partners of the alliance.
- The website has a clear structure and is constantly updated
  - International workshops/Conference
  - Actions developed as part of the usual communication activities of each partner (websites, emails, news, newsletter etc.)

## Internanational Communication

- Regional workshops. These events will have the objective of communicating the activities of RENEW-BOOSTER.
- Here, each cluster will present the RENEW-BOOSTER and the activities to be developed in the main axis of the project: innovation, training. The events will be organized physically or online. The workshops can be organized in parallel to larger local events, like sectorial conferences, to attract a larger amount of entities.
- Other activities. This chapter includes actions developed as part of the usual communication activities of each partner (websites, emails, news, etc.). Each partner must include information of the project in their own website. As an optional method of dissemination, each partner can also post in its own website activities, news or events related to the project.

## EXTERNAL communication

The external communication will be the most important channel, since the RENEW-BOOSTER activities are not only for members of the clusters in the alliance, but also for other European SMEs.

- ECCP website & EU channels. RENEW-BOOSTER will use the ECCP website to post all the activities, news and events, that will occur during the project. Key milestones and public deliverables will be published in the ECCP website. Besides, all the calls for SMEs under the RENEW-BOOSTER project will be published two months before its deadline in the ECCP and the EU Funding & Tenders portal.
- Social media. Social networks will be crucial for the dissemination of project activities and to foster the participation of companies. The consortium will use Facebook and LinkedIn to widely disseminate the implementation of project activities. RENEW-BOOSTER will create a Facebook and LinkedIn company account to disseminate its activities and also the calls for SMEs. To amplify the dissemination, RENEW-BOOSTER will tag in its publications the ECCP, EISMEA or DG GROW.



## EXTERNAL communication - 2

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- Press releases and articles on specialized media. Articles will be issued to reach to a broader audience while explaining in detail the objectives and main activities of RENEW-BOOSTER. These articles will promote the alliance and also give information about the calls for SMEs.
- Webinars. RENEW-BOOSTER will also organize specific webinars to communicate the calls for SMEs, disseminate the activities programmed and resolve any questions regarding the calls or future activities.
- Matchmaking events. These events will be organized in the framework of big international events related with ORE sector (e.g. Wind Europe Copenhagen/Madrid, WIND ENERGY Hamburg, POWER CONNECT, FOWT). The events will be organized in perfect timing with the launch of the calls and will aim to promote the RENEW-BOOSTER, its activities, the launching of the calls for SMEs and communicate the challenges proposed by the “challenge owners” regarding innovation.

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## Communication scoreboard

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## Communication SCOREBOARD



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Brief Description	Target (quantity)
Number of Social Media followers (per Social Media channel used)*	200
Local/Regional/National Workshops organised	14 (2 per partner)
Number of articles published in third-party websites or magazines	3
News and events posted on the ECCP/EU Channels	30
Infographic, Brochures, presentation	4 (1 infographic, 1 brochures, 2 presentations shame)
Webinars	3
Number of events with communication about RENEW-BOOSTER activities*	7

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## Communication SCOREBOARD



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Number of articles published in third-party websites or magazines	3
News and events posted on the ECCP/EU Channels	30
Infographic, Brochures, presentation	4 (1 infographic, 1 brochures, 2 presenattions)
Number of SMEs directly supported through the innovation support scheme and coming from regions and countries different from those of individual ELBE EUROCLUSTER partners*	9
Webinars	3
Number of events with communication about ELBE EUROCLUSTER activities*	7



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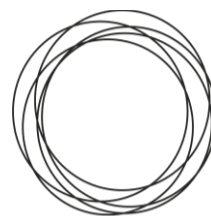
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