

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**



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DELIVERABLE INFORMATION

Deliverable title: Communication and Dissemination Plan

Due date: 26/11/2025

Date of submission: 30/12/2025

Work package: WP2 – Communication and Dissemination

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

Deliverable leader: Pomorskie Voivodeship (PPOW)

Abstract

This deliverable corresponds to D1.4, the Communication and Dissemination Plan. It defines the project's overall strategy and dissemination plan.

The plan establishes clear communication objectives, identifies target audiences and selects relevant messages, as well as the appropriate media and proportionate resources for the project's scale.



Content:

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

Main Objectives:

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

- Disseminating the project's activities and calls to the photovoltaics, offshore wind, and energy grids value chains and clusters in Europe.
- It will also establish long-lasting partnerships among project partners, SMEs and relevant stakeholders, as well as creating contact networks.
- It will also promote Europe as the global leader in research and the industry leader in offshore renewable energy.

Target audiences:

Defining the right target audience is crucial for achieving communication goals. In the case of RENEW-BOOSTER, there are two main target groups.

➤ Internal Communication - Project Partners

- Stakeholders involved in offshore renewable energy from the clusters that form part of the RENEW-BOOSTER partnership:
 - Small and medium-sized enterprises
 - Research and development organizations, universities and test sites
 - Clusters
 - Official partner profiles are available online (for example, on LinkedIn).

Target audiences:

Defining the right target audience is crucial for achieving communication goals. In the case of RENEW-BOOSTER, there are two main target groups.

External communication

- The European Offshore Renewable Organisation comprises organisations focusing on SMEs, large companies, research and development (R&D) organisations, universities, test sites, public institutions, regulators, and other clusters and/or associations.
- The European Commission focuses on directorates-general (DGs) related to RENEW-BOOSTER, such as DG GROW, DG REGIO, DG ENER and DG MARE, as well as the European Cluster Collaboration Platform (ECCP).
- It also involves global actors and key stakeholders in the offshore renewable energy sector.

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Key messages:

- The main message of RENEW-BOOSTER is to highlight the characteristics of the alliance and the importance of collaboration within the photovoltaics, offshore wind, and energy grids sectors.
- RENEW-BOOSTER will help Europe to maintain its position as a world leader in technological and industrial innovation in the offshore renewable energy sector. It will also strengthen collaboration between EU entities focused on implementing the SME support mechanism, which has been developed using a verified methodology.

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Key messages:

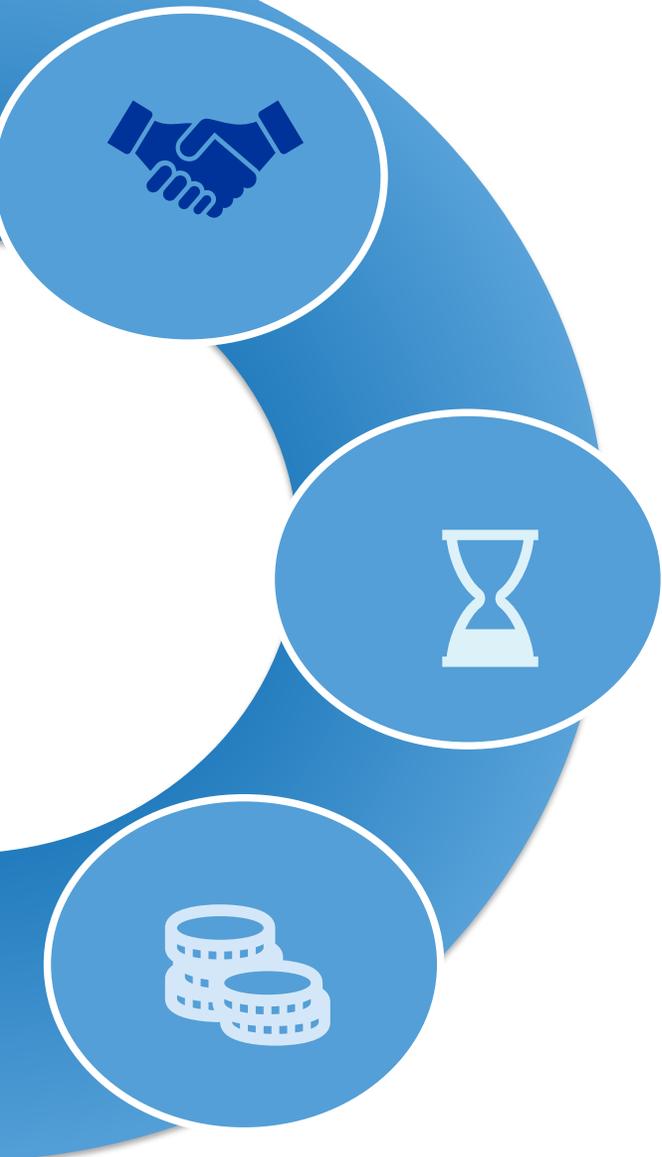
Other relevant messages for RENEW-BOOSTER include:

- Offshore renewable energy is key to addressing one of the EU's biggest challenges: transitioning to a flexible, interconnected system based on renewable resources.
- The European offshore renewable energy sector is a world leader, boasting the most advanced technology to date. In emerging offshore renewable energy markets, this technological advantage is crucial for competitiveness.
- Coupled with the need to stay close to the resource to reduce costs, this technological advantage ensures that manufacturing mainly remains local, providing a unique opportunity for European SMEs.

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Main Communication tools



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Main communication tools:

- These activities, which form part of the RENEW-BOOSTER dissemination plan, will be supported by four main communication tools, most of which are considered deliverables in the project plan.
- These tools are:
 - Project logo
 - Alliance presentation
 - Updated project website as a bookmark on partner websites
 - Social media (Facebook, LinkedIn)

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LOGO:



RENEW-BOOSTER



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Presentation

- The presentation will summarise the consortium's main strengths, as well as the key activities to be developed under RENEW-BOOSTER.
- The communication plan is a living document that will evolve as tasks are developed throughout the project.
- RENEW-BOOSTER will develop two types of presentation.
- The first will introduce the project partners.
- The second will communicate the main activities.

Graphic material

- Two types of brochure/presentation will be created.
- The first will promote the alliance's capabilities internationally, targeting a wide range of stakeholders and entities outside Europe.
- The second will target European SMEs, promoting the calls and activities of RENEW-BOOSTER.
- Both brochures will be written in English, agreed with the partners, and released as a PDF.
- An infographic will also be created to promote the alliance and its strengths.

Website update

- There will be no standalone website developed for the RENEW-BOOSTER project. Instead, dedicated project information will be published on the websites of each project partner, ensuring visibility across multiple networks and audiences. These pages will complement the RENEW-BOOSTER profile on the European Cluster Collaboration Platform (ECCP), with a particular focus on promoting new value chains and project results.
- Information about new partners joining the alliance will be added to the project website.
- The website has a clear structure and is regularly updated.
- Additionally, new content regarding the project's objectives and activities will be added to the website.

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EU guidelines

All communications must indicate that the action has received funding from the Union. The emblem of the European Union and the RENEW-BOOSTER logo must be displayed in the following format:



The RENEW-BOOSTER project has received funding from the Single Market Programme under Grant Agreement 101234706 — RENEW-BOOSTER — SMP-COSME-2024-CLUSTER .

The following acknowledgement, excluding the EC's responsibility, will also be included in material disseminating the project's results:

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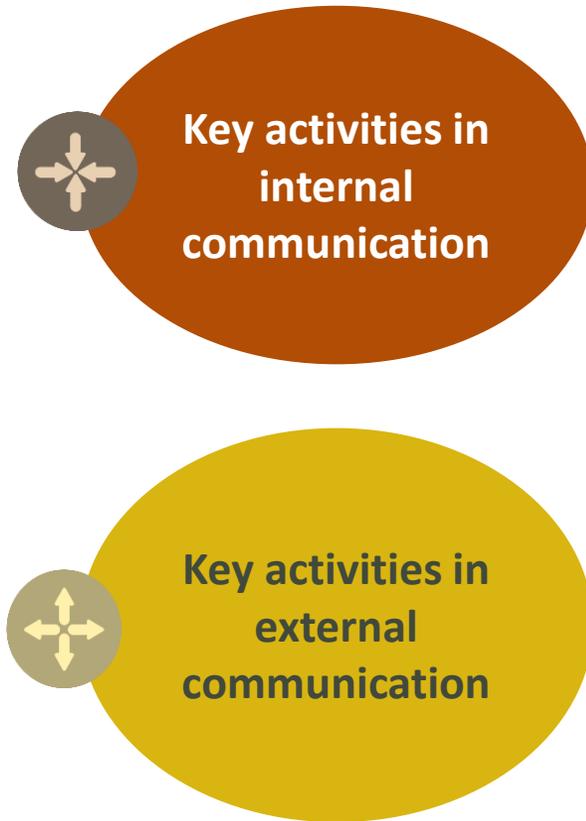
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Communication channels



Communication channels



- The website complements the RENEW-BOOSTER profile on the ECCP platform, with a focus on new value chains.
- As new partners join the alliance, the project website will be updated and can be accessed via a bookmark on the partners' websites.
- It has a clear structure and is constantly updated.
- Activities include international workshops and conferences, as well as actions developed as part of each partner's usual communication activities (websites, emails, news, newsletters, etc.).

Communication channels – internal communication

- Email and Google Drive.
- The project website will be updated to include the new alliance partners and a bookmark will be added to their websites.
- The website is clearly structured and constantly updated.
- Actions will be developed as part of each partner's usual communication activities, such as websites, emails, news and newsletters.

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International Communication:

- Regional workshops. These events aim to communicate the activities of RENEW-BOOSTER.
- Each cluster will present the project and its main focus areas of innovation and training, as well as the activities to be developed within them. These events can be organised as physical or online meetings. They can also be held alongside larger local events, such as sectorial conferences, to attract a greater number of participants.
- Other activities: This section includes actions developed as part of each partner's regular communication activities, such as websites, emails and news. Each partner must include project information on their website. Partners can also post project-related activities, news or events on their own websites as an optional method of dissemination.



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International Communication - 2

- Since RENEW-BOOSTER activities are open not only to members of the Alliance's clusters, but also to other European SMEs, international communication will be the most important channel.
- The ECCP website and EU channels will be used for this purpose. RENEW-BOOSTER will use the ECCP website to publicize all project activities, news and events. Key milestones and public deliverables will also be published on the website. In addition, all calls for SMEs under the RENEW-BOOSTER project will be published on the ECCP website and the EU Funding & Tenders portal two months before the deadline.
- Social media: Social networks will be crucial for disseminating project activities and fostering company participation. The consortium will use Facebook and LinkedIn to share information about project activity implementation more widely. RENEW-BOOSTER will create company accounts on these platforms to publicize its activities and the calls for SMEs. To increase the reach of these publications, RENEW-BOOSTER will tag the ECCP, EISMEA or DG GROW.

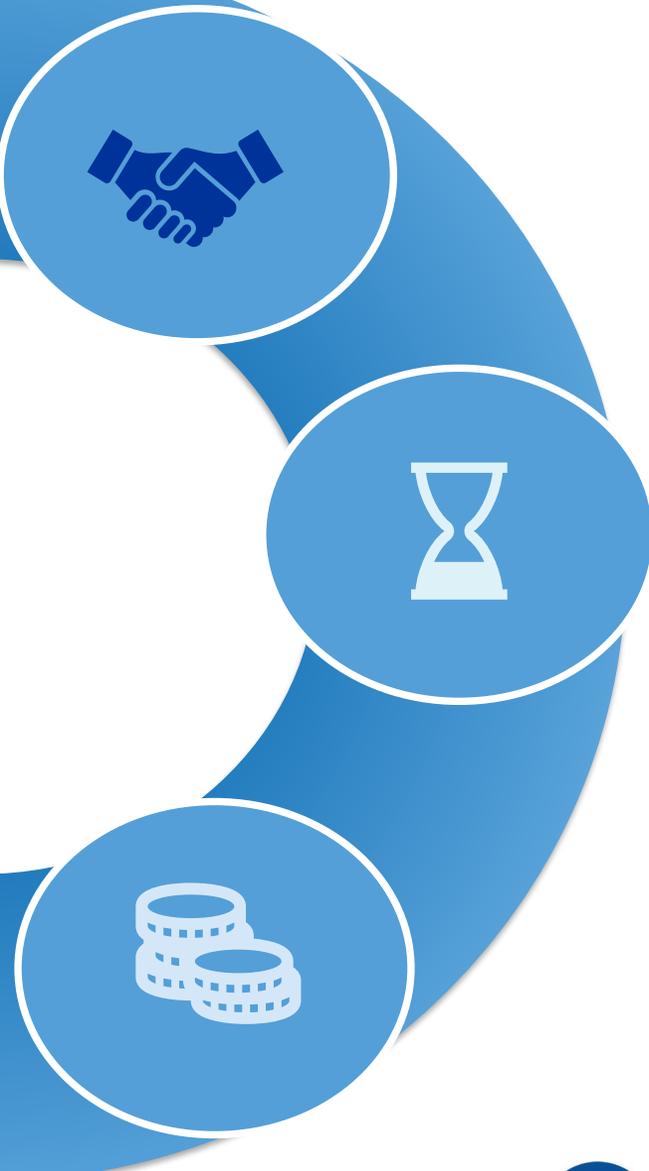
International Communication - 3

- Since RENEW-BOOSTER activities are open not only to members of the alliance's clusters, but also to other European SMEs, external communication will be the most important channel.
- Press releases and articles will be published in specialised media outlets such as Offshore Wind Poland. These articles will reach a broader audience while providing detailed explanations of the objectives and main activities of RENEW-BOOSTER. They will promote the alliance and provide information about calls for SMEs.
- Webinars: RENEW-BOOSTER will organise webinars about the calls for SMEs, share information about planned activities, and answer questions about calls and future activities.
- Matchmaking events: These will be organised within the framework of major international events in the offshore renewable energy sector (e.g. Wind Europe in Copenhagen and Madrid, Wind Energy in Hamburg, Power Connect and FOWT). They will coincide with the launch of the calls and aim to promote RENEW-BOOSTER and its activities, as well as the launch of the SME calls. They will also communicate the innovation challenges proposed by the 'challenge owners'.

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Communication scoreboard



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Communication SCOREBOARD

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)
Webinars	3
Number of events with communication about RENEW-BOOSTER activities*	7

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KPI	Target	Responsibility
Number of articles about the project published in press	15	All partners (2 per country; 3 in international media)
Number of newsletters produced during the project	8	All partners (2 per country)
Number of social media followers (per social media channel used) Number Facebook	1400 – Facebook 500 – LinkedIn	All partners (PPOW – lead)
Number of post	80 – Facebooks 50 - LinkedIn	All partners (PPOW – lead)
Number of conferences attended by consortium members to disseminate project results	10	All partners (2 per country)
Number of participants attending the project organized events	200	All partnes (30 per country)



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Examples of relevant events



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Name of the event	Organisers	RENEW-BOOSTER Partners attending
Clusters Meet Regions	ECCP	
C2Lab	ECCP	
RAW Materials Week	European Commission	
InterSolar Europe	Solar Promotion and Freiburg Wirtschaft Touristik und Messe	
WINDEUROPE Annual Event	WINDEUROPE	
EDIH	European Commission	
EUSEW	CINEA and DG Energy	
Solar Quality Summit	InterSolar & Solar Power Europe	
Belgian Offshore Days	Belgian Offshore Cluster	
DigiWeek Expo&Conference	ICT Burgas	
PowerConnect Energy Summit	PPOW	



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energy Cluster
Denmark



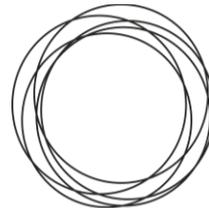
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