

## 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.



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## Content:

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

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## 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.



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## 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 – sharing RENEW-BOOSTER posts (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 consortium 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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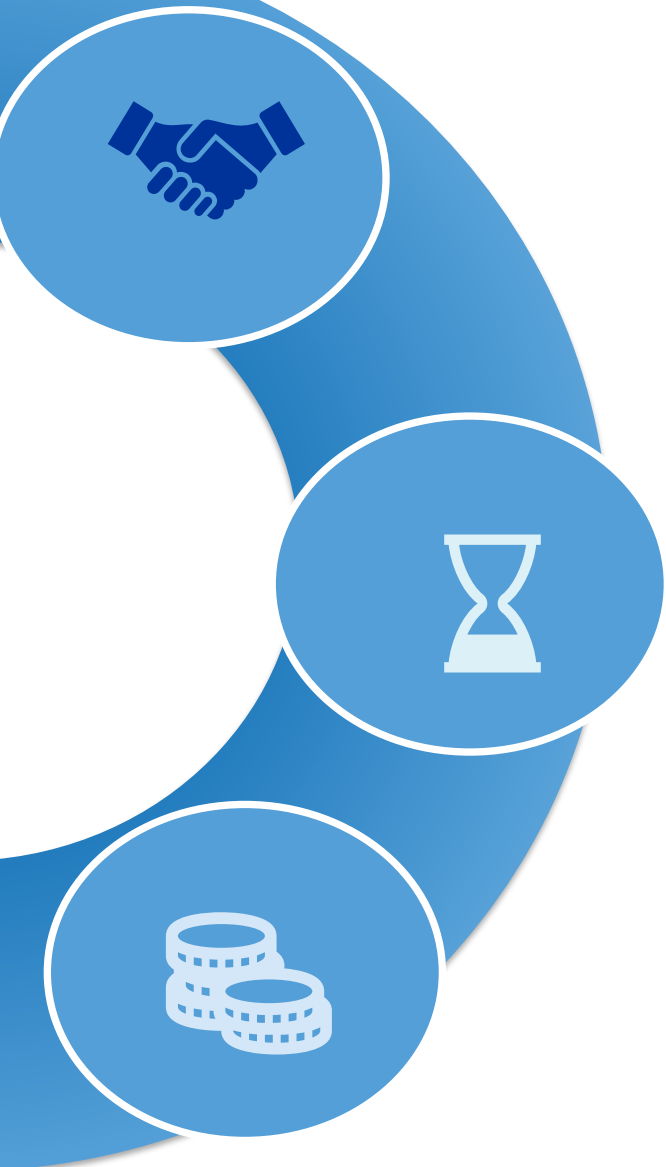


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## Main Communication tools



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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
  - Consortium presentation
  - Updated project website as a bookmark on partner websites
  - Social media ([Facebook](#), [LinkedIn](#))

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LOGO:



## RENEW-BOOSTER



## 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 consortium 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 consortium and its strengths.

## Website update

- There will be no standalone website developed for the RENEW-BOOSTER project. 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.
- Project-related content will be regularly updated across partner websites and on the ECCP profile
- Additionally, new content regarding the project's objectives and activities

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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:

Funded by the European Union. However, the views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or EISMEA. Neither the European Union nor the funding body can be held responsible for them.



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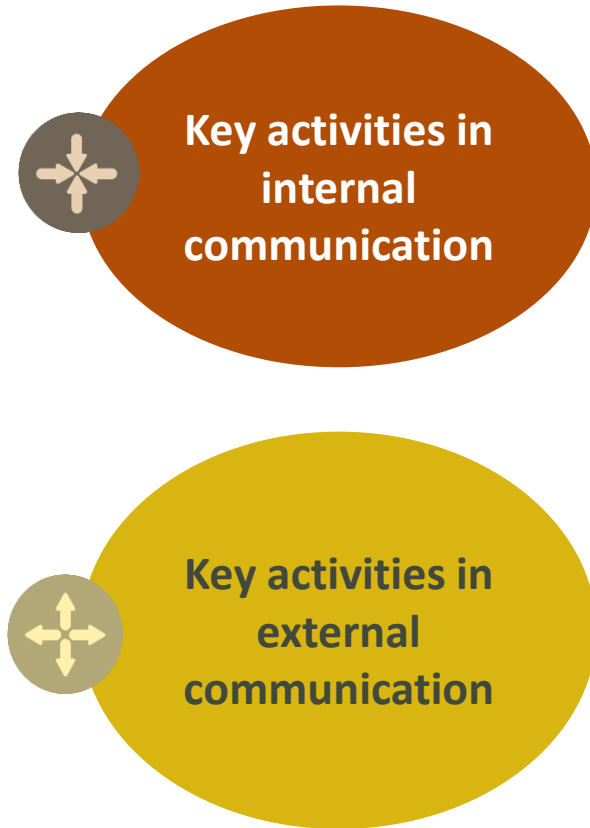
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## Communication channels



## Communication channels



- The website complements the RENEW-BOOSTER profile on the ECCP platform, with a focus on new value chains.
- As new SMEs participate in project activities, 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.
- The website is clearly structured.
- 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 are expected to post project-related activities, news or events on their own websites.



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## International Communication - 2

- Since RENEW-BOOSTER activities are open not only to members of the consortium partner, 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 partnership. The consortium will use Facebook and LinkedIn to share information about project activity implementation more widely. RENEW-BOOSTER will create project 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 and DG GROW.



## International Communication - 3

- The newsletter is an voluntary tool used by some partners (2 per year, audiance are SME's, Parter GDPR). Its purpose is to share information about current application calls and webinars within the RENEW-Booster project.
- It is sent to designated representatives of the project partners.
- Each partner uses the newsletter according to their own rules. The processing of personal data is governed by the newsletter's terms and conditions.

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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)*   | 1 900  |
| 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<br>(1 infographic,<br>1 brochures,<br>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<br>(2 per country;<br>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)<br>Number Facebook | 1400 –<br>Facebook<br>500 – LinkedIn          | All partners<br>(PPOW – lead)                                |
| Number of post  | 80 – <u>Facebooks</u><br>50 - <u>LinkedIn</u> | All partners<br>(PPOW – lead)                                |
| Number of conferences attended by consortium members to disseminate project results | 10  | All partners<br>(2 per country)                              |
| Number of participants attending the project organised 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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**RENEW-BOOSTER**



**energy** Cluster  
Denmark



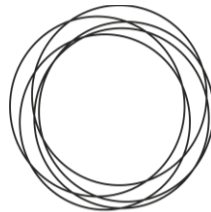
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