



cove · wendt

Communication plan

Deliverable 5.1



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Introduction

The following document outlines the plan for the communication, dissemination and sustainability strategies that will be employed by the COVE-WENDT project. It provides a comprehensive overview of how the project will be promoted and its results disseminated. The plan covers the following key aspects:

- Target groups: Who will be informed about the project?
- Key messages: What are the main things the project wants to communicate?
- Communication channels: How will the project information be shared?
- Schedule: When will the communication activities take place?
- Responsibilities: Who will be responsible for carrying out the communication activities?
- Impact and feedback: How will the success of the communication efforts be measured?
- Communication materials: Which resources will be used to promote the project?

The plan also provides guidance for each partner to tailor their dissemination and exploitation efforts to their specific national audiences and stakeholders. Partners are encouraged to leverage their existing activities and initiatives to promote the project results. To ensure that all dissemination actions are accounted for, partners are required to keep a record and report them every six months.

1. About the project

The education sector is undergoing a transformation driven by the COVID-19 pandemic. As a result, the e-learning market has grown quickly and is expected to reach \$457.8 billion worldwide by 2026. This growth presents a timely opportunity to address the skills gap hindering the green and digital transition in European businesses, particularly in the welding sector.

Companies are moving toward green industries and new technologies like digitization, green technologies, and artificial intelligence. These technologies are used to reduce the effects of climate change and create healthier communities to achieve climate neutrality and create long-term value for society. However, these innovations are not being fully utilised in welding, which the COVE-WENDT project intends to tackle. The COVE-WENDT project aims to build dynamic skills ecosystems in partner countries to help with the dual transition towards green and digital industries in European businesses, by promoting innovation and entrepreneurship in the welding sector and related industries to

accelerate the green and digital transition. The project will create long-term value for society by involving different stakeholders from European countries. This will foster innovation skills ecosystems to help businesses transition to a green and digital economy.

Therefore, Skills ecosystems for innovation and SMART¹ specialization help businesses get the skills they need to support the green and digital transition.

Collaboration between industry, academia, and other stakeholders is fostered through skills ecosystems. The project aims to create an innovative culture and citizen engagement at regional levels. This will be done through mutual learning and exchanging staff and best practices in a dynamic network of CoVEs. The project will provide learners with the opportunity to acquire professional skills in welding and non-destructive testing, as well as key skills in the green technologies and digital fields. The project will also support the technological transfer of innovation and help create new job opportunities to drive sustainable economic growth. Skills ecosystems also support SMART specialization strategies by aligning education and training programs with the needs and strengths of various regions. This helps promote the development of regional clusters of excellence and facilitates knowledge transfer, co-creation, and collaboration between regions/countries.

The project leverages existing resources like Digital Innovation Hubs (DIH), which provide a range of services to companies and organizations to accelerate their digital transformation and innovation activities; and Living Labs, which are user-centred, open innovation entities that involve various stakeholders in the co-creation, testing, and validation of new products, services, and processes. This approach aims to strengthen connections with VET centres, regional entities/institutions such as development agencies, employment agencies, chambers of commerce and industry, policymakers, universities, and research institutes in the region, companies, and clusters, as well as the people who make up the local community. **The COVE-WENDT project aims to develop ecosystems of competences for innovation, SMART specialisation, and regional development to support the dual transition to a green and digital economy. The Smart Specialisation Platform (S3P) assists Member States and regions to develop, implement and review their Research and Innovation strategies for Smart Specialisation (RIS3).**

The project is scheduled to run for 48 months, starting on the 1st of March 2024, and ending on 29th of February 2028, foreseeing the development of the following set of objectives (O)

¹ https://joint-research-centre.ec.europa.eu/scientific-activities-z/smart-specialisation_en

O1: Extending collaboration partnership between the actors of Quadruple Helix for enhance innovation and co-creation in welding sector and allied technologies for local innovation and regional development;

O2: Developing of an IT platform used as an international collaborative network for CoVEs from different countries to exchange best practices and disseminate new knowledge to promote excellence in VET;

O3: Developing of innovative educational materials and provide relevant training programs for the green and digital transitions in the welding sector;

O4: Improve the level of key competences of the VET trainers in developing and implementing of innovative approaches to tackle societal challenges, to foster innovation in education to increase the quality and effectiveness of existing CoVEs:

- Policy materials (2 curricula & guidelines) and 2 innovative educational materials will be developed to provide learner-centred courses tackling societal challenges to support the transition toward a digital and green welding sector

- 1 transnational IT platform will be implemented and used to exchange best practices, conducting meetings, webinars, and courses and for dissemination

- 1 job board

- 1 network of living labs will be created for testing of innovative ideas, new products & technologies

- 24 digital & green training events, 12 job fairs, 2 training of trainers, 2 campuses, 2 international skill competitions, 16 dissemination events will be organised and the infrastructure of 4 CoVEs will be developed.

2. Partner organizations and network

The consortium was established to ensure that all partners would be able to contribute equally to achieving the project results and to engage actively with local, regional, and national stakeholders. COVE-WENDT partners and associated partners are from South-East Europe (Romanian regions of West and North-West, Hungary regions of Northern Hungary and Central Hungary), and Southern Europe (Northern Region of Italy and the Madrid region of Spain) as well as Central Europe (Belgium), as can be seen in figure 1.



Figure 1 - Partnership coverage.

To establish skill ecosystems in partner countries, the project consortium was created with partners from different entities that form the Quadruple Helix: science, policy, industry, and society.

The network of centres of professional excellence will also be expanded to other regions and countries in Europe, with partners who are members of European Federation of Welding, Joining and Cutting (EWF) and the International Institute of Welding (IIW) and beyond. The project consortium was joined by EWF and IIW. Both institutions, they are strategic key partners who determine policies in the project field. EWF is the promoter of the European/international training, qualification, and certification system in the welding industry, while IIW is the world's leading network in joining materials. They represent the authority on welding at the European and international level and are policy influencers in the welding sector.

The selected regions have specific areas of smart specialization that the project aims to address.

2.1 - Romania

In the VEST region of Romania, the project topics relate to the automotive industry and advanced engineering as well as Information and Communication Technology (ICT).

The Western region of Romania, especially the cities of Timisoara and Arad, are known for their automotive industry and related advanced engineering. The project aims to develop innovative solutions in automotive technology and intelligent production systems, as well as promote entrepreneurship and innovation in the ICT sector.

The Northwest Region of Romania focuses on developing ICT infrastructure and promoting technology innovation, while also having a significant presence in the automotive industry.

2.2 - Hungary

The Northern Region of Hungary supports the technology industry and innovation sector, promoting innovation, technology transfer, start-ups, and collaboration between universities, research centres, and the private sector.

2.3 - Spain

Spanish Welding Association (CESOL) has developed a certification program for welding professionals, as well as training programs and courses for welders. CESOL also works with other organizations and government agencies to promote the development of the welding profession in Spain.

2.4 - Italy

Italian Welding Institute (IIS) provides training and certification programs for welding professionals, as well as research and development activities related to welding technology. The IIS also works with other organizations and government agencies to promote the development of the welding profession in Italy.

The COVE-WENDT project involves partners who have been working in the relevant field for several years. However, the VET centres participating in the project are at different stages of development when it comes to vocational excellence approaches. The centres in Vest and central Europe, specifically in Italy and Spain, have better connections with new digital and green technologies and are more advanced than the VET centres in Romania and Hungary. To ensure that all partners progress together, the project selected partners from different stages of VET development. This way allows for easy transfer of expertise and knowledge between partners, regions, and selected countries.

To strengthen the consortium, it has been joined by chambers of commerce and industry, regional employment agencies, regional development agencies, clusters, and other professional associations actively involved in vocational education and training.

These partners have a close connection with the industry and society. Through dissemination activities, they can raise awareness among companies in the region and the general public about the importance of implementing the double green and digital transition in the welding industry. Additionally, they can ensure the dissemination of the project results, increasing their impact and supporting the collaborative effort to achieve the sustainability of skills ecosystems.

Although the project has a relatively large number of participants from the beginning, the target regions do not have partners from all parts of the Helix Quadruple, nor do they have the necessary links to create a regional skill ecosystem. The project aims to address this issue by building additional partnerships and attracting new stakeholders from each selected region to create functional skills ecosystems.

2.5 Research institutes and academia

The COVE-WENDT project involves partners who have been working in the relevant field for several years. However, the VET centres participating in the project are at different stages of development when it comes to vocational excellence approaches.

ISIM Timisoara is an Approved Training Body **from Romania** that manages international qualification and certification of personnel in the welding field and experts in project management, including ERASMUS+. ISIM Timisoara has a Technological Transfer Centre - CENTA ISIM, which promotes advanced welding technologies, supports industry and academia collaboration, and facilitates the transfer of knowledge and technologies. The project is supported by consortium partners belonging to the Quadruple Helix, who work together for co-creation and to support the exchange of ideas, resources, and expertise among stakeholders.

CESOL is the leading organization **in Spain** for welding and other joining technologies. As a member of EWF and IIW, CESOL is an expert in the certification of people, products, and processes. They offer training, advice, and technical assistance to industries that use welding and other joining technologies. With years of experience, CESOL is the go-to organization for all your welding needs.

IIS Group from **Italy**, is a collection of companies that specialize in welding technologies and material testing. Its subsidiaries include IIS CERT, IIS PROGRESS, and IIS SERVICE. The group offers global services to various industrial sectors, including oil and gas, energy, manufacturing, engineering, transport, and chemicals. IIS is dedicated to promoting and advancing joining techniques and contributing to their knowledge and dissemination.

Additionally, the group has a research and development department that undertakes funded research projects.

The **Miskolc Centre of Vocational Training (SZC)** is a **Hungarian** government institution that provides vocational training and public education. They have a "demand-driven" training system and offer full-time apprenticeships and evening courses for adult education. Students in dual training programs receive practical training at businesses. The centre covers a large part of the Borsod-Abaúj-Zemplén county, with a focus on Miskolc and its surrounding areas.

2.6 - Industrial partners

COMELF S.A., from Italy, specializes in environmental protection equipment, with a focus on dedusting industrial gas and waste-water treatment. They manufacture a diverse range of products including bag-filters, electrostatic precipitators, equipment for wastewater treatment and purification, hydro-mechanical and hydro-energetic equipment, equipment for co-generative power plants and more.

SERCOBE is a **Spanish** National Association of Manufacturers of Capital Goods with more than 120 member companies. Its main functions are to represent the Capital Good Industry to economic agents and promote competitiveness and exports of capital goods from Spain.

CALEF, from Italy, consortium is a non-profit R&D organization established in 1998. It focuses on laser and electron beam industrial applications, process engineering, materials, methods, and production technologies. It consists of over 10 member partners and has run several national and international research projects. In this project, CALEF consortium is a full partner with two affiliated entities, providing support for scientific issues, project management and training documents preparation and dissemination.

Brandware Media, from Hungary, is an SME that specializes in developing custom web and mobile applications, e-learning, software integrations, and data automations. They have been involved in over 100 projects in the past 13 years, including e-learning, for clients in various sectors such as R&D, academia, education, real estate, professional services, financial investments, and social NGOs. They are currently involved in an ERASMUS+ project focused on digital training for European welding inspectors and are looking to expand their partnerships for future EU projects. Their partnership for this project is with complementary organizations that share similar concerns, providing an EU/international dimension to the project.

MATRAI Welding Technique and Vocational Training Ltd in Hungary specializes in welding sector training and certification, offering a mix of traditional and innovative

educational tools. They have a state-of-the-art welding base and offer various international certificate courses accredited by the European Welding Federation and the International Welding Institute. They also focus on developing skills for industry 4.0 with automated manufacturing processes and have developed their lab infrastructure to include virtual welding training with the CS WAVE tool.

The **Chamber of Commerce, Industry and Agriculture Timis** (CCIAT) from Romania actively collaborates with public administration institutions and regional structures to foster economic and social development at the regional level. The CCIAT supports the business community through public-private partnerships, organizing fairs, exhibitions, and economic partnership actions, and offering trainings and courses in various domains. They are also involved in many projects regarding human resources and are part of the EIT Climate KIC community, supporting green startups and organizing events like Climate Launchpad and Climathon.

2.7 - International entities

The **European Federation for Welding, Joining and Cutting** (EWF) is a non-profit organization that represents and promotes the interests of the welding industry in Europe. They facilitate the exchange of knowledge and experience among members, promote training and certification of welding personnel, and support research and innovation in the industry. EWF plays an important role in ensuring quality and safety in welding and has a harmonized training and qualification system. With a network of 31 member countries, 28 Authorized National Bodies, and more than 640 Approved Training Bodies, EWF has a significant network of large companies and SMEs comprising over 50,000 members.

The **International Institute of Welding** (IIW) promote international cooperation in welding and contribute to the development of welding technology and standards globally. IIW develops and updates international welding standards, organizes conferences and technical events, promotes research, and facilitates knowledge exchange among its members. It's recognized as the largest worldwide network and centre of reference for welding and allied joining technologies. IIW plays a significant role in establishing quality and safety standards in the welding industry and promoting excellence in the training and certification of welding personnel.

2.8 - Associated partners

To ensure that the project is successful and sustainable, associated partners will be involved in the regional skills ecosystems. These partners have existing collaborations

with other organizations, and they will aid in spreading the word about COVE-WENDT events in industrial environments.

ADR Vest (Agentia pentru Dezvoltare Regionala Regiunea Vest) is the development agency of the west region of Romania. They have developed the Smart Specialisation Strategy of the West Region 2021-2027 and are the promoters of DIGIVEST, an entity that empowers companies to make the most of digital trends.

AJOFM Timis is a branch of The National Employment Agency in Romania. They manage and implement labour market policies and measures in Timis County, focusing on employment, vocational training, and guidance for job seekers. Their goal is to match job seekers with employment opportunities, support individuals in their job search, and provide services for professional integration and workforce retraining to reduce unemployment and increase employment rates in the county.

Timis County Council oversees the county's activities and public services. It is in Timisoara, a dynamic and innovative city with a rich historical and cultural heritage. Timisoara will be the European Capital of Culture in 2023.

ROSENC (Romanian Sustainable Energy Cluster) is a Romanian business cluster focused on sustainable energy. It unites companies, research organizations, and educational institutions to promote collaboration, research and development, and energy efficiency in Romania. ROSENC aims to create a favourable environment for sustainable energy solutions, benefiting the environment and economy.

ARIES (Romanian Association for Electronics and Software) is the largest organization for IT&C industry in Romania with 4 regional branches. Transylvania IT Cluster is the main IT cluster related to ARIES, promoting sustainable development and entrepreneurship in the region. They facilitate access to resources and funding and promote partnerships with educational institutions and local authorities.

AUTOMOTIVEST is a Romanian business cluster that specializes in the automotive industry. Its aim is to promote collaboration, innovation, and development in the sector. The cluster's objectives include enhancing competitiveness and internationalization of its member companies, developing human resources, stimulating innovation, and promoting the export of automotive products and services. The AUTOMOTIVEST cluster contributes to the consolidation of the Romanian automotive industry and enhances its visibility and impact at the national and international level.

The **Hungarian Association of Welding Technology and Material Testing** (MHTE) has 89 members nationwide. It was established in 1990 and is a member of the European Welding Federation. MHTE offers welder's, material's testers, and welding technology qualification, as well as company certification and professional events/training. The organization also issues International/European diplomas for welding engineers,

technologists, inspectors, and more. MHTE is active in international lifelong learning and e-learning projects, often financed by the ERASMUS+ programme.

The **Chamber of Commerce and Industry of Borsod-Abaúj-Zemplén County** (BOKIK) has been operating since 1994. It has over 2500 voluntary members and helps investors and local enterprises. The chamber offers information and assistance to investors and industrial partners on issues such as economic environment, industrial parks, local taxes, tenders, and more. It also organizes business meetings and introductions and provides vocational works and consultations on various themes such as finance, law, innovation, and trade law. The chamber plays an important role in creating and managing clusters and operating entrepreneurial networks, including the North Hungarian Automotive Cluster (NOHAC).

BAZ CDA is a non-profit organization owned by the Borsod-Abaúj-Zemplén County Self-Government. The agency has partnerships with public and private actors at local, national, and international levels. It offers strategic planning, effective action planning methods, and coordination of networking and communication activities. BAZ CDA has more than 10 years of experience in strategic planning, project management, capacity building, communication, and awareness raising.

TICASS (Tecnologie Innovative per il Controllo Ambientale e lo Sviluppo Sostenibile) is a non-profit association that promotes innovation and technology transfer in environmental control and sustainable development. It collaborates with research and industry to support the local innovation system, focusing on the areas of environment, bioeconomy, energy, hydrogen, and materials. TICASS follows the Sustainable Development Goals of the United Nations, the guidelines of the European Commission, and the Regional Smart Specialization Strategy (S3).

AITeM (Associazione Italiana delle Tecnologie Manifatturiere) is a non-profit that promotes the study and development of technologies and processing systems for manufacturing products. This includes mechanical and technological characterization of materials, process design, management, and quality control for sustainable development.

ANCES is the National Association of European Business and Innovation Centres. The CEEIs or BICs are reference points in the innovation ecosystem of the region they operate in. The network is part of the European Business and Innovation Centre Network (EBN), which includes over 150 certified BICs and 100 organizations that support innovation. ANCES promotes the creation of BICs in other areas, adapting to the needs of the territory.

The **Spanish Association of Non-Destructive Testing** (AEND) is a non-profit organization that brings together individuals and entities related to non-destructive testing. Involved in various activities like studies, courses, seminars, symposiums, and publications

related to NDT. AEND's main objective is to promote professional development and ongoing training in the field of NDT and facilitate teaching these techniques to individuals and entities.

3. Target groups

The transition to green industry is rapidly increasing, which contributes to the demand for digital education. Thus, forcing training centres to adapt to this current trend. However, there is a shortage of lecturers experienced in e-learning, and not all lecturers are prepared for this new approach. The project's target group includes specialists in welding and allied processes, trainers and teachers from academia and R&D institutes, engineers, and other specialists intending to develop their careers in the field of welding or non-destructive testing. It also includes young graduates or individuals seeking to change their career paths by reskilling to become welders or NDT operators. Additionally, the project target group also includes SMEs involved in the welding industry, stakeholders from other related industrial sectors, and Approved Training Bodies (ATBs) who could increase their expertise in the project's field to expand their current offerings as providers of certified personnel.

The project target group, consisting of specialists in welding and allied process, trainers and teachers from academia and R&D institutes, engineers and other specialists who intend to develop their career in the field of welding or non-destructive testing, young graduates or people who want to change their field of work by retraining (to become welders or NDT operators). The project target group also includes SMEs involved in welding industry, stakeholders from other related industrial sectors, having the opportunity to train their own employees, Approved Training Bodies (ATBs) which could increase their expertise in the project field to enlarge their current offer as providers of certified personnel.

The project aims to disseminate information and knowledge about digital education and innovative technologies for green welding to various target groups. These include partner staff, welding specialists, higher education teachers, vocational trainers, and lifelong trainers.

Internal communication – inside of the partnership:

The dissemination activities will be carried out through various events such as face-to-face partner meetings, online meetings, international campuses, and training events.

Indicators: 9 Partners project meeting, 24 digital & green training events, 2 training of trainers, 2 campuses.

External communication - outside of the partnership:

The project also targets SMEs in the welding industry, stakeholders in related industries, and various certification providers and authorities. These stakeholders will be engaged through workshops, conferences, and training courses. Dissemination tools such as flyers, booklets, posters, and roll-ups will be created and distributed during these events. The project partners will use their existing networks to disseminate information at the national, European, and international levels. The associated partners will also participate in the dissemination of events using their own networks. By doing so, the project aims to achieve a proper dissemination of its results and make them widely available to the target audience.

Indicators: 12 job fairs, 2 international skill competitions, 16 dissemination events will be organised and the infrastructure of 4 CoVEs will be developed.

4. Communication, Dissemination and Exploitation Strategy

The main goal of dissemination is to ensure that the project's outcomes are widely spread, used, and valued throughout the project's lifetime. The COVE-WENDT project intends to implement its dissemination and exploitation strategy in three stages, as shown in Figure 1. These stages are aligned with the project's duration years, with each stage having a specific purpose. Each stage will involve the development and delivery of specific tools to achieve its objectives.

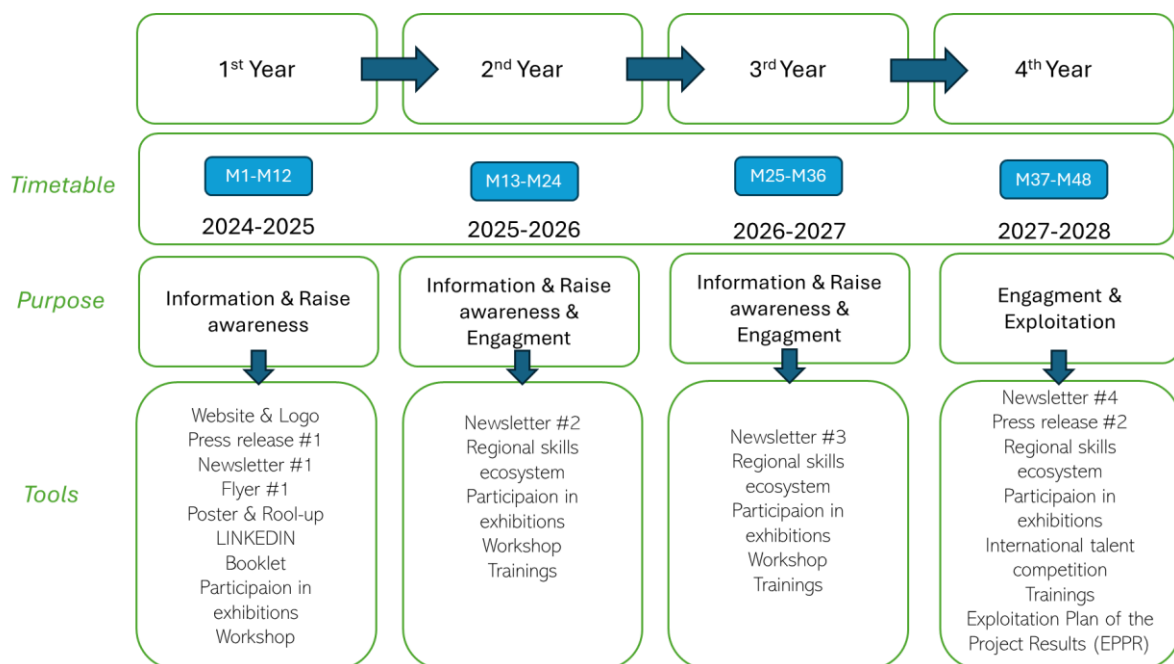


Figure 2 – Timeline of Dissemination, Communication and Exploitation Stages.

All project partners adhere to the rules related to ensuring that all scientific data and deliverables will be shared/disseminated according to the open science practices of EU and FAIR principles (Findable, Accessible, Interoperable and Reusable). The project aims to provide digital tools for e-learning, teaching, and qualifying across different technological fields, sectors, and geographic areas. The primary deliverables that will be disseminated include e-learning training curricula and related educational materials. Additionally, new training courses will be offered on digital training and transition to a green welding industry. The project will also establish a transnational collaborative IT platform and a network of living labs. All partners will be involved in dissemination activities. The consortium recognizes the importance of a strong dissemination strategy from the outset of the project activities to achieve project results and maximize their impact.

The strategy will be implemented across multiple levels: National, European, and International.

At National Level:

Partners from Romania, Spain, Hungary, Belgium, and Italy will collaborate with a network of over 640 Approved Training Bodies (ATBs) and providers of certified personnel, known as Authorized Nominated Bodies (ANBs), at the national level to implement the project results. This collaboration will help partners increase their expertise in the project field, which will provide them with the opportunity to expand their current offer for digital education and innovative technologies. This will eventually lead to the transition to a green welding industry.

Stakeholders at the national level, such as qualification authorities and decision-makers, are targeted during the multiplier events (workshops and conferences). Their engagement is crucial to address emergent technical content in the National VET Systems. The project partners and associated partners will promote these events and training activities through their own networks of partners and beneficiaries. By raising awareness of the guideline and related e-learning course contents, the chances of having national formal recognition of the qualification are facilitated.

At European Level:

Specific dissemination activities and tools are planned to engage industrial stakeholders at the European level. IIW and EWF, as umbrella organizations, will ensure the dissemination and use of the project deliverables at the international/European level.

They will use their own technological community networks of and ATBs from other EU countries to enlarge the adoption of the project deliverables to other EU countries and mainstream project best practices to other international organizations.

At International Level:

The results obtained from COVE WENDT will be used by other transnational partners and implemented at an international level. EWF and IIW will collaborate with their international members, including the International Authorized Bodies, to spread the benefits of the project. Moreover, the project aims to establish connections with European organizations that work in other manufacturing areas, which will help to disseminate the project to other education providers and within the welding field.

In terms of activities, the consortium has organised its dissemination and exploitation activities and products based on the following strategy:

Promotional tools – enabling a clear demonstration and identification of specific project outcomes, i.e., the project website, project newsletters, flyers, video, booklet, and poster.

Media Contributions – enabling a clear multiplication potential outside the consortium, i.e., the preparation of papers or specialized articles in certain publications, the participation of the project in social networking sites.

Events – enabling engagement through the participation of the project in relevant welding industrial or educational events, meetings as well as training sessions.

By utilizing this structure, it becomes simpler to showcase the overview of the dissemination strategy, which is presented in Table 1 - Dissemination Strategy Summary table.

Table 1 - Events meetings and mobility.

Event No (continuous numbering linked to WP)	Date	Participant	Description								
			Name	Type	Area	Location	Duration (days)	Attendees			
E1.1	M1	ISIM and all project partners	Project kick-off meeting (2024)	Partners project meeting	Project management and decision making	Timisoara, Romania	2	28			
E1.2	M6	IIS and all project partners	Second project meeting (2024)			Genoa, Italy					
E1.3	M12	SZC and all project partners	Third project meeting (2024)			Miskolc, Hungary					
E1.4	M18	CESOL and all project partners	Forth project meeting (2025)			Madrid, Spain					
E1.5	M24	EFW and all project partners	Fifth project meeting (2025)			Porto Salvo Portugal					
E1.6	M30	IIS and all project partners	Sixth project meeting (2025)			Genoa, Italy					
E1.7	M36	SZC and all project partners	Seventh project meeting (2026)			Miskolc, Hungary					
E1.8	M42	CESOL and all project partners	Eighth project meeting (2026)			Madrid, Spain					
E1.9	M47	SIM and all project partners	Final project meeting (2027)			Timisoara, Romania					
E2.1	M13-M24	SZC ISIM, CESOL, IIS, CCIAT, Brandware	Continuing training courses for professional development of teachers, trainers and future trainers (2025)	Training	Technical and digital training	Miskolc, Hungary	5	20			
E2.2	M12-M24	ISIM, CCIAT, Brandware	Digital training, distance e-learning (2025)			Digital training, distance e-learning			Timisoara, Romania	3	20
E2.3	M12-M24	CESOL, CCIAT, Brandware							Madrid, Spain		

E2.4	M12-M24	IIS, CCIAT, Brandware	Transition to green welding industry (2025)		Green welding industry	Genoa, Italy		
E2.5	M12-M24	SZC, CCIAT, Brandware				Miskolc, Hungary		
E2.6	M12-M24	ISIM				Timisoara, Romania		
E2.7	M12-M24	CESOL				Madrid, Spain		
E2.8	M 13-M24	IIS				Genoa, Italy		
E2.9	M 13-M24	SZC				Miskolc, Hungary		
E2.10	M 13-M24	ISIM, CCIAT and regional AP	Job fair and career guidance (2025)	Fair	Career guidance	Timisoara, Romania	2	50
E2.11	M 13-M24	CESOL and regional associated partners				Madrid, Spain		
E2.12	M 13-M24	IIS and regional associated partners				Genoa, Italy		
E2.13	M 13-M24	SZC and regional associated partners				Miskolc, Hungary		
E2.14	M24-M36	ISIM, CCIAT, Brandware	Digital training, distance e-learning (2026)	Training	Digital training, distance e-learning	Timisoara, Romania	3	20
E2.15	M24-M36	CESOL, CCIAT, Brandware				Madrid, Spain		
E2.16	M24-M36	IIS, CCIAT, Brandware				Genoa, Italy		
E2.17	M24-M36	SZC, CCIAT, Brandware				Miskolc, Hungary		
E2.18	M24-M36	ISIM	Transition to green welding industry (2026)		Green welding industry	Timisoara, Romania		
E2.19	M24-M36	CESOL				Madrid, Spain		
E2.20	M24-M36	IIS				Genoa, Italy		
E2.21	M24-M36	SZC				Miskolc, Hungary		
E2.22	M24-M36	CCIAT, ISIM and regional associated partners	Job fair and career guidance (2026)	Fair	Career guidance	Timisoara, Romania	2	50
E2.23	M24-M36	CESOL and regional				Madrid, Spain		

		associated partners						
E2.24	M24-M36	IIS and regional associated partners				Genoa, Italy		
E2.25	M24-M36	SZC and regional associated partners				Miskolc, Hungary		
E2.26	M37-M48	SZC, ISIM, CESOL, IIS, CCIAT, Brandware	Continuing training courses for professional development of teachers, trainers, and future trainers (2027)	Training	Technical and digital training	Miskolc, Hungary		20

Table 2 - Dissemination Strategy Summary table.

Activities	Tools	Language	Target Audience	Timetable	Qualitative indicators	Quantitative indicators
Website & Logo	-	EN	Teachers/trainers Students/trainees	M1-M6	Creation and Update	1 No. of links to the project webpages: Min. 10; No. of visits on the project website: Min. 500
Newsletter	-	EN, RO, ES, IT, HU	Workers Operational staff applying Adhesive Bonding	M12 M24 M36 M48		Min. 4 issues No. Of subscriptions No. of audience reached
Flyer	-	EN, RO, ES, IT, HU		M6		Min. 3 issues Min. 800 flyers (200 / country)
Poster/Roll up	-	EN, RO, ES, IT, HU	General Public	M6		4 (1 / country)
Booklet	-	EN, RO, ES, IT, HU	VET Providers Academia	M12		Min. 2 issues Min. 200 (50 / country)
Promotional video	-	EN		M12		No. of views
Publications	Articles Press Releases	EN, RO, ES, IT, HU	EFW Members Partners networks	M1-M48		Press release Min. 3 issues Articles Min. 7 issues No. of audience reached
Social and Professional Network	EU dissemination platform; LinkedIn; Facebook	EN	National Qualification Agencies	M1-M48	Contact Database	Number of adds or posts on social

Activities	Tools	Language	Target Audience	Timetable	Qualitative indicators	Quantitative indicators	
	Email; Phone		Other policy makers			media: min. 1 / event / partner	
Training Activity	2 International campuses for teachers and trainers / future trainers	EN			M1-M48	Satisfaction questionnaire to obtain participants' feedback on the adequacy, usefulness, and transferability of the results.	Min. 240 certificates of trainings issued by the project partners
	12 Training Courses on Digital training	EN					
	12 training courses on Transition to green welding industry	RO, ES, IT					
Events	Dissemination events for Job fair and career guidance	RO, ES, IT, HU		M1-M48	Informal feedback of participants Attitude of external stakeholders towards the results	12 (1/ country/ year)	

Activities	Tools	Language	Target Audience	Timetable	Qualitative indicators	Quantitative indicators
	National workshops on: New trends in welding sector	RO, ES, IT, HU		M12 M24 M36 M48	Satisfaction questionnaire to obtain participants' feedback on the adequacy, usefulness, and transferability of the results	12 (1/ country/ year)
	International conference for dissemination of the COVE-WENDT project deliverables	EN		M12 M24 M36 M48	Satisfaction questionnaire to obtain participants' feedback on the adequacy, usefulness, and transferability of the results	4 (1/ country/ year)

5. Promotional tools and activities

COVE-WENDT will have a wide range of promotional and marketing materials that will provide detailed information on various aspects of the project. These materials will cover topics such as the project's overall goals, the main activities undertaken to achieve those goals, the target audiences for the project, and the notable accomplishments made by COVE-WENDT. To establish the brand identity of the project, the project's logo, and identity, as displayed in Figure 3, will be prominently featured across all marketing and promotional materials associated with COVE-WENDT.



Figure 3 - Project Logo variations.

Throughout the project lifecycle, it is recommended to utilize the COVE-WENDT visual identity in all produced documents and templates. This identity includes standardized communication templates for Word documents (refer to Figure 4 - Word Template) and PowerPoint presentations (refer to Figure 5 - PowerPoint Template). By adhering to these templates, the project team can ensure consistency in their documentation.

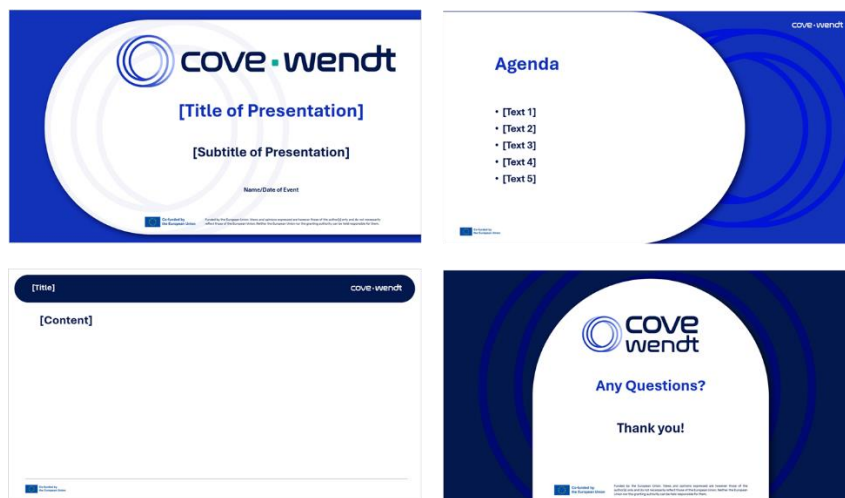


Figure 4 - Powerpoint template.



Figure 5 - Word template.

5.1 – Promotion strategy

To achieve the project's objectives, it's essential to implement an efficient promotion strategy as it will lead to increased awareness among target groups and attract new stakeholders, thereby enhancing the project's visibility. In this regard, a significant amount has been allocated to promotional activities and advertising, that will be done to strengthen the efforts in educating and preparing professionals to adopt and implement sustainable innovative solutions.

Promoting and increasing visibility of the activities and initiatives within the project requires special attention both in face-to-face actions and in the online environment, where we can significantly increase the impact on target audience.

Thus, each partner under the coordination of the dissemination responsible (EWF), within the allocated budget, must advertise own activities, actions, and organized events or in which they participate (E2.1 to E2.38, E3.1 to E3.4, E5.1 to E5.16), please refer to 5.11 topic. Thus, the partners will draw up a multi-year contract for expanding the project visibility to engage the interest of professionals on training and adopting green and digital technologies.

For an efficient promotion will be used a variety of channels and strategies. This will include, as appropriate, the creation and distribution of promotional materials such as: leaflets, brochures, videos, and advertisements (addressed by section 5.4 to 5.10), adds in local or national newspapers, promotion through various professional and social networks and platforms to reach a wider audience. The manner and intensity with which each promotional action will be carried out will be included in the communication plan drawn up by EWF (D5.1), with the support of all project partners.

5.2 - European emblem and disclaimer

All communication activities of the beneficiaries related to the project, all dissemination activities and any infrastructure, equipment, vehicles, supplies, or major result funded by the grant must acknowledge the EU support and display the European flag (emblem) and disclaimer (translated into local languages, when appropriate).

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands, or text.

Apart from the emblem, no other visual identity or logo may be used to highlight EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

All material must carry the EU disclaimer text: "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 EACEA. Neither the European Union nor the granting authority can be held responsible for them."

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 [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.



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Figure 6 - European emblem

5.3 - Website

The **website** development, hosting, and management is an integral part of the project. The public website, accessible at <https://cove-wendt.eu>, will serve as the primary source of information and updates related to the project. It will feature relevant links to national and European resources on various project topics. The website will be regularly updated with the latest news and project results to ensure that stakeholders are informed about the progress and outcomes of COVE WENDT.

5.4 - Press Releases

As part of the project, **two press releases** will be developed to provide updates on the progress and results achieved. The first press release will focus on detailing the project's rationale, outlining its main goals, and describing the activities to be undertaken. Additionally, it will highlight the strengths of the partnership involved in the project. The second press release will emphasize the results achieved and their impact on the community, stakeholders, and the project. It will also provide information about the COVE-WENDT strategy to ensure the long-term sustainability of the project's results. The press releases will be made available on COVE-WENDT's website and social media platforms, ensuring maximum reach and visibility.

5.5 - Flyers

Two flyers will be created to promote awareness about the concept and showcase the results achieved by the COVE-WENDT project to other VET providers in each partner's country. The first flyer will provide a brief overview of the project's background, objectives, and key achievements. On the other hand, the second flyer will highlight the green and digital transitions in the welding sector, its benefits, and other relevant details. These flyers will be distributed to participants during events and will also be made available on the COVE-WENDT website and social media platforms.

5.6 - Newsletters

The project newsletter will serve as an effective tool to promote COVE-WENDT results and keep stakeholders informed about the achievements and major activities. The newsletters will provide a platform to highlight the significance of the training activities, digital learning materials, as well as to showcase the positive impact of the living labs, campuses, competitions, and workshops that are held in each country. A **total of four newsletters** will be produced and made available on the project website for public access.

5.7 – Promotional video

The promotional video will serve as an effective tool to convey its motivation, scope, and purposes to a wider audience. It aims to create awareness and generate interest in the project by showcasing its unique features and benefits. The video will be an interactive and engaging representation of the project that will leave a lasting impact on the viewers. It will be prominently displayed on the official website of COVE-WENDT, as well as on social media platforms and YouTube channel.

5.8 – Poster and roll-up

A **poster and a roll-up** will be created to spread awareness about the project and its objectives. These promotional materials will be displayed at various public events, such as Fairs, Competitions, Workshops, Conferences, and Exhibitions. The project partners will collaborate to decide on the specific details and key messaging to be featured on each of the promotional materials, to best showcase the project's goals and achievements.

5.9 - Articles

As part of the partnership, the participating entities will explore numerous opportunities for developing and presenting informative Articles about the welding sector and allied technologies. These articles will cover a variety of aspects such as the applications of this technology, its benefits in comparison to other methods, and more. Additionally, the articles will emphasize the importance of professionals in the industry undertaking continuous training and becoming certified in this area. The goal is to produce at **least two articles** that will be available on the COVE-WENDT website.

5.10 - Booklet

At least two **booklet** will be developed, focused on the significance and execution of Quality Assurance in the career guidance and validation of prior learning services. These booklets will be based on WP2 " Training and learning," which is expected to be launched by the time of the final conference. The booklets aim to help COVE-WENDT generate a long-term, sustainable impact on training by increasing the likelihood of its success. It will also be published on the COVE-WENDT website and LinkedIn, making it accessible to a wider audience.

5.11 – Meetings, workshops, and conferences

COVE-WENDT aims to create awareness about its activities and results by leveraging every opportunity to **present them during National and/or European meetings, workshops and/or conferences**. These events will serve as a platform for regular engagement and commitment with relevant stakeholders, ensuring future exploitation and sustainability. Various events will be organized to achieve this, such as the presentation of the project within partner organizations and with outside stakeholders, showcasing the results during International Conferences and final events, and the organization of national multiplier events.

5.12 - Social networking

Nowadays, Social networking plays a crucial role in building strong business and professional connections. Therefore, to establish the project's own presence across these platforms, the consortium has decided to **create a COVE-WENDT LinkedIn page** and make use of their individual Facebook accounts, to share project news, updates and disseminate the project outcomes.

5.13 - Dissemination & Marketing portfolio

Dissemination and communication are continuous activities, to be reported in in EU Funding and Tender Portal.

Dissemination aims to guarantee the diffusion, valorisation, and exploitation of the project outcomes through the entire project life cycle. Dissemination Include dissemination activities mentioned in the proposal and new ones. (such as: Clustering activities; collaboration with EU-funded projects; conferences; Education events, meetings; Other Scientific collaboration, etc). Communication on projects is a strategically planned process that starts at the outset of the project and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the project and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.

To ensure the continuous reporting, partners will develop Dissemination & Marketing portfolio, which is a comprehensive guide that offers valuable insights and information on the dissemination activities in line with the communication strategy. It serves as a repository for all the results achieved by every partner involved in the project, including outcomes from National and Final Conferences. The portfolio is designed to be a "live" document, which means it will be continually updated throughout the project lifecycle. To ensure consistency and accuracy, all partners will utilize a common plan/table to identify and report on the results and corresponding

evidence every six months. This process will help to track progress and ensure that the dissemination activities are aligned with the project objectives.

Table 3 - Example of Dissemination table for regular reporting.

Dissemination Report #1						
Code Activity	Action Type	Details	Audience	Impact	Date & Place	Evidence

6. Exploitation and Sustainability

Exploitation is a cornerstone of any project, assuring it has the potential to endure after funding ceases. Within the current plan, exploitation aims at providing a clear understanding on the areas where the results can be transferred and who are the end-users that will benefit from the results. To assure exploitation and valorisation, the consortium will have a shared responsibility in this activity.

COVE-WENDT aims to ensure sustainability by expanding the training offer of the partners. This will be achieved through the integration of intellectual products into current teaching practices, which will be facilitated by new e-learning training courses for digital training and transition to a green welding industry. To achieve this, training courses will be organized at least once a year for the following three years after the project ends. During these three years, the project partners will issue a total of 240 certificates, which will be funded by the registration fees paid by the participants.

It is important to note that all educational materials developed within the project will be published and will be available free of charge. However, the consumables needed for the practical works and the costs of operating the infrastructure will be covered by the course fee.

During the sustainability period, the project's website and the transnational collaborative IT platform will continue to be in place. These platforms will be updated with the latest information regarding the continuation of the e-learning courses, providing a reliable source of information for interested individuals.

After funding ends, it's crucial for transnational collaborative IT platforms to remain operational, due to the data they handle. During platform development, data sets will be identified and clearly described for efficient identification, with documented standards and procedures for archiving and safe storage. Specific protocols for data transfer and exchange with other systems are also planned:

Innovation activities within living lab networks will persist post-funding. Costs for lab infrastructure and staff salaries will be covered by subscription fees based on partnership agreements. Communication and dissemination efforts for the COVE-WENDT project will continue beyond funding, utilizing various channels, stakeholder analysis, and social media. Regular monitoring of platform activity, social media engagement, and event participation will gauge stakeholder involvement.

Mentoring activities aim to expand CoVE networks by attracting new actors relevant to skills ecosystems and fostering connections between Quadruple Helix actors. Clear guidelines on intellectual property enforcement will be included in partnership agreements to mitigate disputes. Partners will seek additional funding from regional, national, or European sources, including private investments and venture capital funds. Detailed plans for ensuring project impact and sustainability are outlined in WP5.

6.1 - Sustainable actions

Opportunities for the long-term sustainability of the COVE-WENDT project outcomes include:

Partnership Collaboration: Partners will continue cooperation post-project through existing EWF welding Working Groups and other European projects. Encouragement will be given to maintain contact and explore future projects in various sectors using the COVE-WENDT framework.

Project Results: COVE-WENDT outputs will be sustained post-project, benefiting all partners including VET providers and HE institutions. Project Results 1, 2, 3, and 4 will expand training offerings in Adhesive Bonding and capacitate educational staff for specific industrial applications.

Free Access: All project results will be published on the project's website, with translations available in partner languages, for free download. Interested stakeholders can access the project resources by requesting via the website's contact form.

Dissemination Tools: Various dissemination tools, including press releases, flyers, booklets, promotional videos, a LinkedIn page, and the website, will facilitate continued exploration of COVE-WENDT. The website will remain accessible for three years post-project, until 20.

National/International Conference: Hosting several conferences provides networking opportunities and enables participants to implement COVE-WENDT results in their organizations and will leverage synergies with the research community.

Sustainable ecosystem: The COVE-WENDT project strategically aligns with established networks and tools such as (Enabling Education Network EENET, European Digital Innovation Hubs EDIHs, European Network of Living Labs EoLL, Knowledge Transfer Networks, Enterprise Europe

Network as well as the networks of the EWF and IIW), leveraging them to enhance its European-level impact. Additionally, it utilizes tools like ESCO (European Skills, Competences, Qualifications and Occupations) for SME counselling and career guidance, facilitating skills development. Moreover, COVE-WENDT fosters collaborations with Horizon Europe, the European Innovation Council (EIC), European Institute of Innovation and Technology (EIT), and other EU programs to maximize its results and impact. By aligning with these initiatives, COVE-WENDT can access additional resources, expertise, and opportunities for collaboration, ultimately contributing to regional development, innovation ecosystems, and entrepreneurship across Europe. Through partnerships with European Regional Development Fund (ERDF), ERDF-funded projects, European Research Infrastructures (ERICs), European Strategic Cluster Partnerships (ESCPs), and European Innovation Partnerships (EIPs), COVE-WENDT expands its network, accesses specialized resources, and fosters cross-regional collaboration to address societal challenges and promote innovation.

Exploitation Planning: Partners will detail planned activities for exploiting the project results post-M46, filling in the Exploitation and Valorisation table to ensure sustained impact and use of the project results.

Table 4 - Example of Exploitation and Valorisation table for planning.

COVE-WENDT: Exploitation & Valorisation						
Partner					Country	
Activity	Short description	Date(s) duration	Place	Level*	Target Group**	Number of people reached ***
* L = Local; R = Regional; N = National; E = EU; O = Outside EU						
** To define						
*** 1-50; 51-100; 101-500; 501-1000; More than 1000						