



REED

Responsive and Reconfigurable value network for the manufacture of bulky parts

Type of action: HORIZON Research and Innovation Actions

Work programme topic addressed: HORIZON-CL4-2024-TWIN-TRANSITION-01-03

Deliverable 7.1 Dissemination and communication plan

EC Grant Agreement number: 101178405	
Start date of project: 1 st of October 2024	Duration: 36 months

Lead beneficiary of this deliverable: #INTRA	Due date of deliverable: 30/04/2025
Work Package: WP7	Task: T7.1
Actual submission date: 24/04/2025	Status: Final

Project funded by the European Commission within the Horizon Europe Programme (2021-2027)		
Type		
R	Document, report excluding the periodic and final reports	X
DMP	Data Management Plan	
DEM	Demonstrator, pilot, prototype	
OTHER	Software, technical diagram, etc.	
Dissemination level		
PU	PUBLIC Information	X
SEN	SENSITIVE, restricted under conditions set out in Model Grant Agreement	

DOCUMENT HISTORY

Version	Date	Description / Reason of change	Author
v1	25/02/2025	D7.1 ToC creation	INTRA
v1.1	31/03/2025	D7.1 Consortium contribution about the individual dissemination plans	All partners
v2	07/04/2025	Document first version creation	INTRA
v2.1	16/04/2025	Aggregated document review process completed	I3b
v3	17/04/2025	Document final version creation	INTRA

AUTHORS, CONTRIBUTORS AND REVIEWERS

AUTHORS

Partner	Name
INTRA	Vasiliki- Eleni Provopoulou

CONTRIBUTORS

Partner	Name
i3B	Pedro de la Peña, Unai Arenal
SIN	Phu Nguyen
IDK	Miren Zelaia
LMS	Panagiotis Mavrothalassitis
TUDa	Benjamin Rähmer
SMT	Alberto Cerezal Perez
2LC	Martí Rufi-Salís
MOD	Eva Berckmann
SOR	Xabier Mendizabal
MAT	Hendric Matzat, Philipp Jacob
KOM	Collin Andrew, Iveson Ethan
WWR	Jean-Pierre Heineck

REVIEWERS

Partner	Name	Review Objectives
I3B	Pedro Maria De la Peña Tejada	The aim of the review was to ensure that what is presented in the document is aligned with the work carried out within WP7 and with the objectives set within Reed for this WP.

DISCLAIMER

This document does not represent the opinion of the European Union, and the European Union is not responsible for any use that might be made of its content. This document and its contents remain the property of the beneficiaries of the REED Consortium and may not be distributed or reproduced without the express written approval of the REED General Assembly. The commercial use of any information contained in this document may require a license from the proprietor of that information.

Neither the REED Consortium as a whole, nor a certain party of the REED Consortium warrant that the information contained in this document is capable of use, nor that use of the information is free from risk, and does not accept any liability for loss or damage suffered by any person using this information.

ACKNOWLEDGEMENT

This document is a deliverable of REED project. This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101178405

Table of Contents

1. Executive Summary	8
Executive Factsheet	8
Executive Summary	8
1. Introduction	10
1.1 Overview and scope	10
1.2 Document's structure	10
1.3 Internal communication	11
2. Dissemination and communication strategy	12
2.1 Objectives	12
2.2 Target Audiences	12
3.1 Dissemination and communication plan	14
4. Communication actions	15
4.1 Visual identity	15
4.2 Website	20
4.3 Blog	23
4.4 Social media	23
4.5 Zenodo community	27
4.6 EFFRA Innovation Portal	27
4.7 Newsletters & Press releases	28
4.8 Promotional material	29
4.9 Synergies	31
5. Dissemination actions	31
5.1 Events organization and participation	31
5.2 Publications	32
5.3 Individual dissemination plans	33
6. Impact monitoring	37
6.1 KPIs for dissemination	38
6.2 Monitoring tools- The REED "Impact tracker"	39
7. Next steps	40
8. Conclusions	41

Table of Figures

Figure 1: REED logos	16
Figure 2: The REED Brand guide	17
Figure 3: REED Power Point presentation	18
Figure 4: REED Deliverable's word template	19
Figure 5: REED Meeting minutes word template.....	20
Figure 6: REED website menu breakdown	21
Figure 7: The REED website	22
Figure 8: REED's LinkedIn page.....	24
Figure 9: REEDs X profile	25
Figure 10: REED's YouTube channel.....	26
Figure 11: REED's Link tree	26
Figure 12: REED's Zenodo community profile	27
Figure 13: REED's EFFRA Innovation Portal profile	28
Figure 14: REED's first Press Release	28
Figure 15: REED's communication tools background	30
Figure 16: REED's roll-up banner	30
Figure 17: REED's brochure.....	30

Table of Tables

Table 1: REED Color Palette	16
Table 2: REED publications' list	33
Table 3: REED project KPIs	38
Table 4: Planned D&C actions (2025)	40

Glossary

Abbreviation / Acronym	Meaning
ACM	Association for Computing Machinery
BIEMH	Bienal Internacional de Máquina-Herramienta (Spanish Machine-Tool Biennial)
D&C	Dissemination and Communication
DCE	Dissemination, Communication and Exploitation
DoA	Description of Action
DOI	Digital Object Identifier
DPP	Digital Product Passports
EMO	Exposition Mondiale de la Machine-Outil (Machine Tool World Exposition)
FAIR	Findable, Accessible, Interoperable, Reusable
FormNext	A leading international trade fair dedicated to Additive Manufacturing (AM)
GA	Grant Agreement
JIMTOF	Japan International Machine Tool Fair
KPI	Key Performance Indicator
LCA	Life Cycle Assessment
MaaS	Manufacturing as a Service
MS Teams	Microsoft Teams
RIA	Research and Innovation Actions
VSET	Visual Standard Execution Tool/ Technique

1. Executive Summary

Executive Factsheet

Who should read this deliverable? Who are the stakeholders concerned by this deliverable? (distinguish different types of organisations, roles in organisations and interest focus)	Why should s/he read this deliverable? What will s/he learn from this deliverable?	Which part of the content is most relevant for him / her?
All REED partners and beneficiaries.	Partners are advised to read this deliverable to familiarize themselves with the guidelines and procedures for dissemination and communication of the Project. It provides clarity on which channels to use, the key messages to convey, and the appropriate timing for their outreach activities.	Section 2-7

Executive Summary

This deliverable outlines the **Dissemination and Communication (D&C) Plan** of the **REED project – Responsive and reconfigurable value network for the manufacture of bulky parts**, funded under the **Horizon Europe Research and Innovation Actions (RIA)** programme. The D&C plan defines the framework, tools, activities and responsibilities for ensuring the visibility, outreach and long-term impact of REED’s results throughout the project lifecycle.

The document first establishes the **objectives of REED’s communication efforts**, including raising awareness, engaging stakeholders, promoting research outcomes and supporting the adoption of the project’s innovative Manufacturing-as-a-Service (MaaS) platform. It identifies and profiles the **target audiences** and details the **messages and channels** most appropriate for reaching them.

A comprehensive overview of communication actions is provided, covering the development of REED’s **visual identity, website, blog, social media profiles** (LinkedIn, X, YouTube), **newsletter and press releases**. The plan also introduces REED’s presence on key platforms such as **Zenodo** and the **EFFRA Innovation Portal**. In terms of dissemination, the deliverable includes partner-level strategies, expected scientific publications, participation in events and the fostering of **synergies with sister projects and EU clusters**, including 4ZDM.

To support continuous improvement and accountability, the deliverable includes the **Key Performance Indicators (KPIs)** along with the **REED Impact Tracker tool**, which enables real-time monitoring of D&C activities. It also outlines the first planned communication actions and defines a roadmap of upcoming activities scheduled for the next months.

This plan will be reviewed and updated throughout the project to reflect progress, new opportunities and feedback from stakeholders. All Consortium partners play an active role in the implementation of this strategy, ensuring that REED's innovations are communicated effectively and widely adopted across the European manufacturing ecosystem.

1. Introduction

1.1 Overview and scope

This deliverable outlines the D&C Plan for the REED project. It sets the framework for how the **project's vision, activities, progress** and **results** will be effectively communicated and disseminated to relevant stakeholders throughout the project lifecycle.

The purpose of this document is to define a strategic, structured and coherent approach to maximize the visibility and impact of REED at both European and international levels. It distinguishes between **Communication**, which focuses on raising general awareness about the project among broader audiences and **Dissemination**, which involves the targeted sharing of results and knowledge with stakeholders who can make practical use of them.

The D&C plan covers:

- The overall objectives and guiding principles for D&C activities
- Key target audiences and stakeholder groups
- Presentation of the D&C channels and tools
- Messaging strategies
- Consortium partners individual dissemination plans
- Introduction of the impact assessment monitoring tool

All partners are encouraged to actively participate in dissemination and communication efforts, ensuring their activities are consistent with the established plan. This deliverable will serve as a living document, periodically updated to reflect the evolving needs and progress of the REED project.

1.2 Document's structure

This deliverable is structured as follows, providing a clear roadmap of REED's D&C strategy:

Section 1 – Introduction: Outlines the purpose, scope and structure of the document.

Section 2 – Dissemination and Communication strategy: Defines the main goals, key audiences and principles guiding REED's outreach activities.

Section 3 – Communication actions: Describes the tools and channels used to communicate project activities and results, including the website, social media, blog and promotional materials.

Section 4 – Dissemination actions: Details the types of dissemination efforts, such as participation in events, scientific publications, individual partner plans and collaborative synergies.

Section 5 – Impact Monitoring: Presents the KPIs and tools used to track the progress and effectiveness of D&C activities, including the introduction to the REED Impact tracker.

Section 6 – Next steps: Highlights upcoming D&C actions and milestones scheduled for the following months.

Section 7 – Conclusions: Summarizes the deliverable and reflects on the progress made, while setting the stage for future communication and dissemination efforts.

1.3 Internal communication

Efficient internal communication is essential to ensure coherence, coordination and consistency across all D&C activities in the REED project. WP7, which oversees the D&C strategy, relies on regular interaction among partners to align messaging, share progress and coordinate outreach efforts.

To support this, a **dedicated monthly WP7 meeting** has been scheduled. These meetings take place on the last Tuesday of each month from 13:00 to 14:00 CET and are held via Microsoft Teams. The meetings are focus to:

- Monitor the implementation of the D&C plan.
- Share updates on communication assets (e.g. social media, website, press releases, events).
- Review upcoming dissemination opportunities (e.g. conferences, publications, stakeholder events).
- Collect inputs and feedback from partners regarding sector-specific outreach.
- Coordinate upcoming joint activities.
- Ensure alignment with overall project milestones and WP interdependencies.

The meeting recording and minutes are circulated in advance and stored in the project's repository to ensure transparency and traceability. All WP7 partners are encouraged to participate actively and contribute to the execution of the communication tasks outlined in the Grant Agreement (GA) and Description of Action (DoA).

In addition to the monthly calls, ad hoc meetings may be scheduled when needed, particularly in terms of major dissemination events or publications.

This structured and predictable communication process helps maintain a high level of engagement and operational synergy across the Consortium, supporting the REED project's visibility and impact.

2. Dissemination and communication strategy

2.1 Objectives

While Dissemination and Communication are often used interchangeably, in this document they refer to distinct activities. **Communication** in the context of the REED project focuses on raising awareness about the project and promoting its mission, vision, and relevance. **Dissemination**, on the other hand, involves the targeted sharing of knowledge, insights, and results generated by REED with relevant stakeholders, industry actors, and the broader research and innovation community.

Throughout the duration of REED, all partners are expected to actively contribute to both communication and dissemination efforts, to achieve the following objectives:

- Foster a dynamic ecosystem around REED through proactive partners engagement and dialogue.
- Increase knowledge and public awareness of REED's goals, activities, and expected impact on smart manufacturing and the capital goods sector.
- Maximize visibility of REED's contributions to sustainable, efficient, and flexible manufacturing processes for bulky parts.
- Promote the uptake and external impact of REED's results.
- Build a strong and credible public profile for the project, associated with excellence and innovation.

These objectives form the foundation of REED's D&C strategy, as laid out in this deliverable. All partners are expected to align with these objectives and take an active role in their implementation. This plan outlines the appropriate channels, key messages, and the roles and responsibilities of each Consortium member in achieving REED's outreach goals.

2.2 Target Audiences

An effective D&C depends on clearly identifying and understanding the key target groups relevant to the REED project. These groups include a diverse range of stakeholders across the manufacturing ecosystem, such as industry actors (OEMs, SMEs), technology providers, researchers, policy makers, environmental bodies and the general public, each with specific needs and expectations. REED's D&C strategy is designed to deliver tailored messages to each group through the most suitable channels, ensuring that the project's outcomes reach the right audiences in the right way.

Target groups have been mapped based on their potential to benefit from REED's results, their influence on adoption and replication, and their relevance to the project's broader objectives. For each group, have been identified target groups primary needs, the messages that best align with their interests, and the most effective channels to engage them.

As the project evolves, the list of target groups will be continuously revised, updated and enriched. New stakeholders may emerge due to technological developments, regulatory changes, or shifts in market demand. To ensure the D&C activities remain relevant and impactful, the REED Consortium will periodically review stakeholder engagement through partners' feedback. This adaptive approach allows the project to respond proactively to opportunities and challenges in stakeholders' engagement.

The table below provides a detailed breakdown of the REED project's target groups, outlining their specific needs, the appropriate messages to convey, and the channels through which they will be reached.

3. **Table: Target Groups, Needs, Messages, and Channels**

Target Group	Stakeholder needs	Appropriate message(s)	Channels
Manufacturing industry (OEMs, end-users)	<ul style="list-style-type: none"> Efficient, flexible production of bulky parts Sustainability Traceability 	<i>REED enables agile, high-quality manufacturing with reduced costs and environmental footprint.</i>	Industrial fairs, B2B events, technical magazines, LinkedIn, newsletters
SMEs in manufacturing	<ul style="list-style-type: none"> Access to advanced technologies and digital tools Support for innovation 	<i>REED empowers SMEs with cutting-edge digital tools and access to wider value networks.</i>	Events (workshops, webinars), Social media (LinkedIn, YouTube, X), industry associations, REED website
MaaS Platform providers	<ul style="list-style-type: none"> Integration with other services Ecosystem growth 	<i>REED offers new integration and collaboration opportunities within a scalable MaaS ecosystem.</i>	Direct meetings, (LinkedIn, YouTube, X), white papers
Environmental Agencies	<ul style="list-style-type: none"> Sustainable practices Data for compliance and analysis 	<i>REED supports greener production with verifiable data and digital product passports.</i>	Reports, policy briefs, webinars, conferences, Social media (LinkedIn, YouTube, X)
Policymakers and regulators	Insights to shape industrial and environmental policies	<i>REED provides evidence-based insights for digital, green, and resilient manufacturing policy.</i>	Policy briefs, high-level events, newsletters
Research Institutions and Academia	<ul style="list-style-type: none"> Research collaboration Access to use cases and data 	<i>REED is a living lab for experimentation, co-creation and skills development.</i>	Publications, conferences, Social media (LinkedIn, YouTube, X), webinars

Industrial Associations and Clusters	<ul style="list-style-type: none"> ▪ Sector-wide knowledge sharing ▪ Strategic alignment 	<i>REED brings value chain players together to exchange knowledge and foster collective growth.</i>	Joint activities (cluster newsletters, events, webinars, workshops), engagement with EFFRA community
Technology providers	New markets and integration paths for their solutions	<i>REED offers a platform-ready environment to deploy your technologies at scale.</i>	Technical events, demo days, Git repositories, Social media (LinkedIn, YouTube, X), REED website
General Public and society	Awareness of industrial innovation and sustainability	<i>REED contributes to more sustainable, efficient, and resilient European manufacturing.</i>	Social media (LinkedIn, YouTube, X), public events, REED website, press releases, newsletters

3.1 Dissemination and communication plan

3.1.1 Key messages

The REED project is committed to advancing Europe’s capabilities in data management, sharing and innovation through the development of a trusted, sustainable and holistic data infrastructure. The following key messages will guide all dissemination and communication activities, ensuring consistency, clarity and impact.

1. Empowering Europe’s Data economy

REED supports the creation of secure, interoperable and sovereign Data Spaces (focused on the bulky parts of the manufacturing sector) that boost cross-sector innovation and strengthen Europe’s position in the global digital economy.

2. Resilience and trust at the core

By prioritising privacy, security and ethical data governance, REED fosters resilient and trustworthy data ecosystems, aligned with European values and regulatory frameworks.

3. Driving interoperability and reusability

REED promotes FAIR data principles (Findable, Accessible, Interoperable, Reusable) to ensure that data can be efficiently exchanged and reused across domains and applications.

4. Innovation through collaboration

The project brings together key actors from research, industry and policy to co-develop scalable solutions that meet the real needs of European data users and providers.

5. Sustainability and long-term impact

REED is designed to create long-lasting value, contributing to the European Data Strategy and paving the way for a sustainable and inclusive data-driven future.

6. Supporting strategic domains

Through targeted use cases, REED demonstrates how data spaces can deliver benefits in key sectors such as energy, mobility, health and manufacturing.

These messages will be adapted and fine-tuned for specific audiences and communication channels throughout the project lifecycle.

4. Communication actions

4.1 Visual identity

A strong and consistent branding identity has been developed to ensure clear recognition and visibility of the REED project across all communication channels and stakeholder interactions. The branding elements are designed to reflect the project's core values of trust, resilience, digital innovation and European collaboration in the context of emerging data spaces.

4.1.1 Logo

At the center of this identity is the REED **logo**, which combines modern typography with a distinctive symbol representing connectivity, interoperability and secure data flow. The icon is inspired by a chain-link motif, visually evoking the concepts of trusted data exchange, federated networks and strong connections between sectors and systems. The use of blue, white and orange signifies professionalism, clarity and energy, aligned with REED's mission to advance Europe's digital sovereignty.

The logo is designed for flexible application and is available in multiple versions (color, monochrome, horizontal) for use in digital and print formats. To ensure consistency, a comprehensive visual identity package accompanies the logo, including:

- A distinct **color palette** reflecting trust (deep blue), clarity (white) and innovation (orange). Also, the color palette is related to the projects pilots. Additionally, the color scheme has been strategically aligned with the thematic focus of the project’s pilot activities: **orange** represents the **yellow goods sector** pilot, **dark blue** corresponds to the **machinery equipment sector** pilot and **white** reflects the **energy sector** pilot.
- **Typography guidelines** using clean, futuristic fonts aligned with REED’s technological scope.
- Standardized **templates** for deliverables, presentations and promotional materials.

The REED branding will be consistently applied across the project’s communication channels, including the website, social media, events, newsletters, printed material and publications, reinforcing a strong and coherent visual identity throughout the project lifecycle.



Figure 1: REED logos

On the following table is presented the color palette of the REED logo and templates.

Table 1: REED Color Palette

COLOR DESCRIPTION	HEX CODE	RGB VALUES
DEEP BLUE	#001F4D	(0, 31, 77)
BRIGHT ORANGE	#F6A800	(246, 168, 0)
WHITE	#FFFFFF	(255, 255, 255)

For standard communication materials (as seen in the PowerPoint template), the **Aptos font** is used, offering a modern and clean look suitable for presentations, while ensuring readability and compatibility across systems.

All the above information regarding the logos, the color palette and the templates fonts, are available on the “**REED Brand guide**” (*Figure 2*) which is available on the project’s repository together with all the visual identity material mentioned in this section.



Figure 2: The REED Brand guide

4.1.2 Templates

4.1.2.1 Power Point presentation

A dedicated PowerPoint template has been developed to support the REED project's internal and external communication needs. The template reflects the project's visual identity, incorporating the official logo, color palette and typography to ensure a consistent and professional presentation style across all partners. It includes pre-designed slide layouts for titles, content, images and disclaimers, allowing for clear and effective messaging during meetings, conferences and other dissemination activities. The template will be used throughout the project for all official presentations, ensuring brand alignment and recognisability.



Figure 3: REED Power Point presentation

4.1.2.2 Deliverables word template

A standardized Microsoft word template document has been created for all REED project deliverables to ensure consistency, professionalism and alignment with the project's visual identity. The template includes the REED logo, project details, official disclaimer and pre-formatted styles for headings, body text, tables and references. This uniform structure facilitates clear documentation, improves readability and ensures that all deliverables adhere to the project's branding and reporting requirements.

The template is available in both **.docx** (editable version) and **.dotx** (word template version) formats and can be accessed through the project's shared folder.

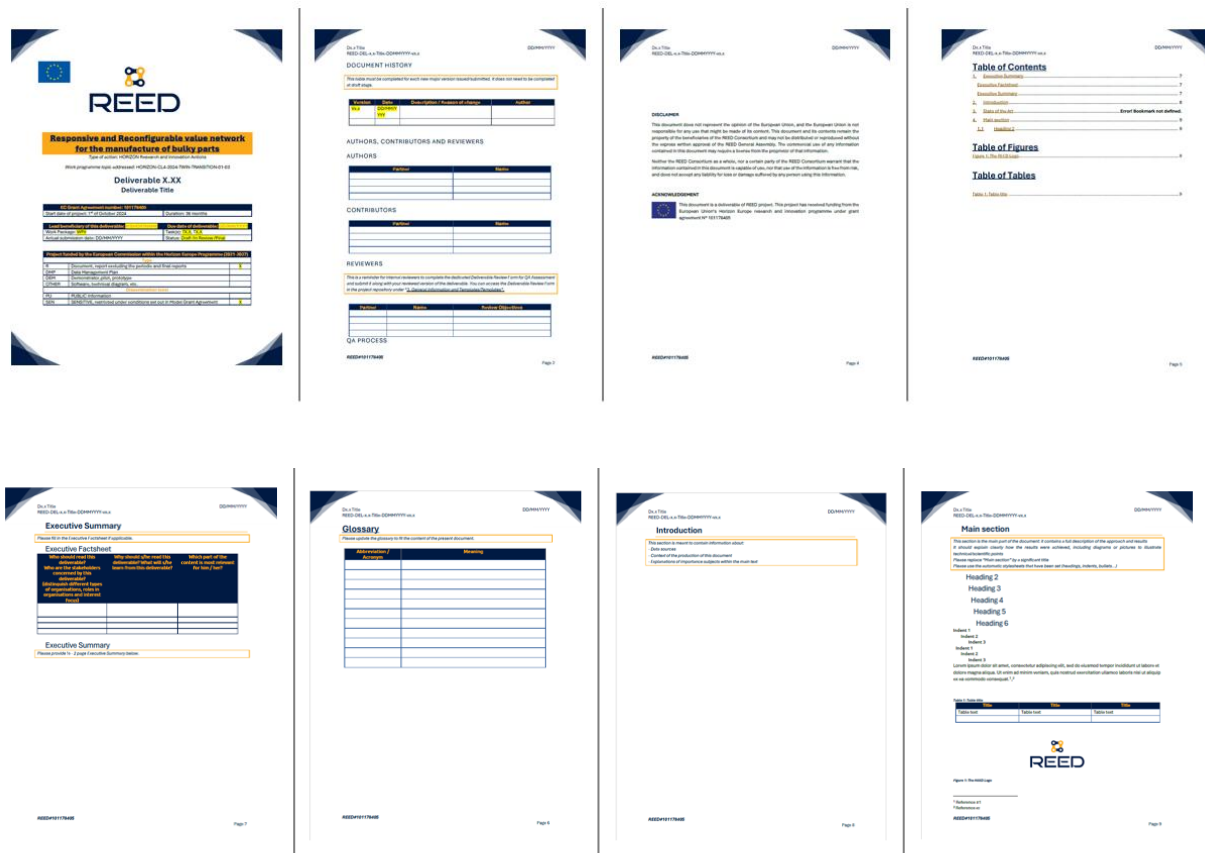


Figure 4: REED Deliverable's word template

4.1.2.3 Meeting minutes word template

A dedicated Microsoft word template has been created for documenting meeting minutes across the REED project. The template ensures consistency in recording key discussion points, decisions, action items and responsibilities discussed during the project meetings. It includes structured sections for meeting details (date, time, attendees, host(s)), objectives, agenda topics and follow-up actions.

Designed in alignment with the project’s visual identity, the template promotes clarity, traceability and efficient communication among partners. It is available in both **.docx** and **.dotx** formats and is stored in the project’s shared folder for easy access and use as well.

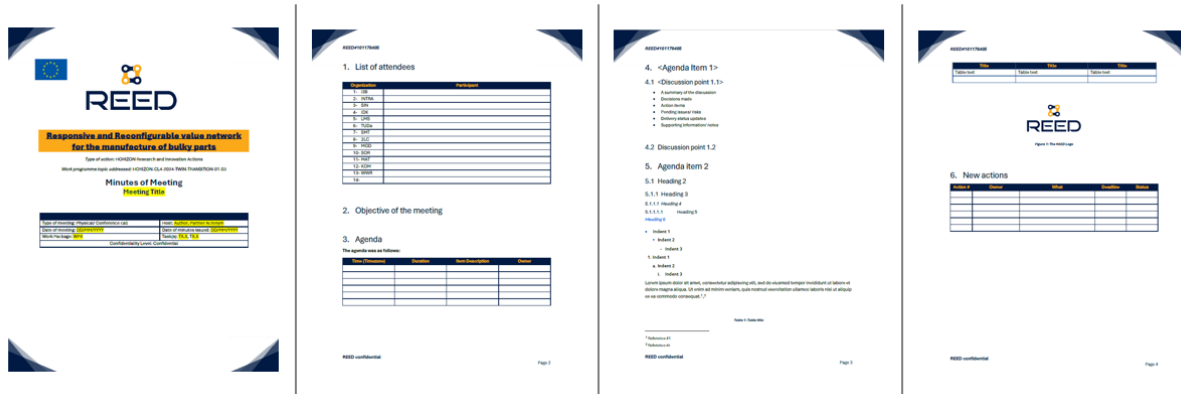


Figure 5: REED Meeting minutes word template

4.2 Website

The official REED website, accessible at <https://reed-eu.eu>, serves as the central online point of reference for public communication, dissemination and stakeholder engagement. It provides an overview of the project’s objectives, work plan, partners, news, events and key outcomes. The website is designed to ensure accessibility, clarity and alignment with REED’s visual identity too. It will be regularly updated with project deliverables, publications, pilot results, relevant resources and last but not least an introduction of the REED MaaS platform, together with the interconnection through a link with the project’s platform which will be developed in terms of WP5. Thus, the REED website acts as a key channel for reaching a broad audience including researchers, industry stakeholders, policymakers and the general public.

Below is presented the website’s structured breakdown of the main menu categories and their subcategories:

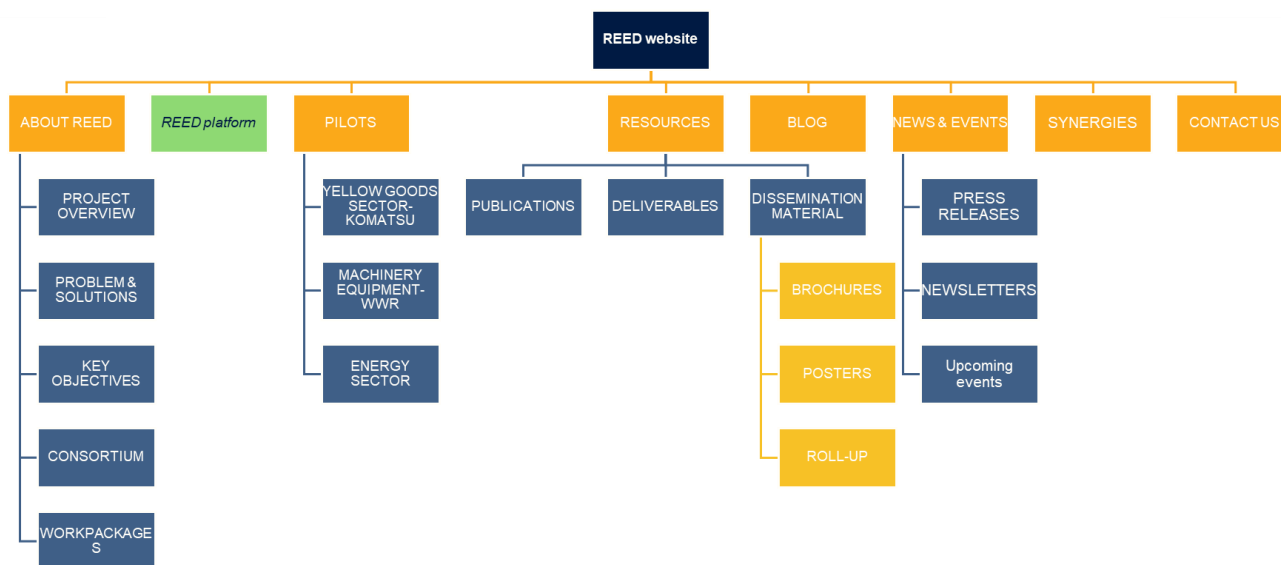


Figure 6: REED website menu breakdown

1. About REED

- **Project overview:** Offers a summary of the REED project and its goals.
- **Problem and solutions:** Details the challenges addressed by REED and the proposed solutions.
- **Key objectives:** Lists the primary objectives and targets of the project.
- **Consortium:** Introduces the Consortium's organizations involved in the project.
- **Work Packages:** Describes the different Work Packages and their tasks within the project.

2. REED Platform

- Provides information about the MaaS platform that will be developed by the REED project, including a description of its features and functionalities.

3. Pilots

- **Yellow Goods Sector:** Details the pilot case related to the yellow goods industry that will be led by KOM.
- **Machinery Equipment:** Focuses on the pilot case involving the machinery equipment sector, with WWR serving as the pilot leader.
- **Energy Sector:** Covers the pilot project within the energy industry.

4. Resources

- **Publication:** Consists of the published materials and articles related to the project.

- **Deliverables:** Provides access to the project deliverables and reports.
 - **Dissemination material:** Displays visual materials and posters associated with the project.
5. **Blog**
 - Features the blogposts related to the project and will be created from the REED Consortium.
 6. **News & Events**
 - Announces the latest news, events and developments, through Press releases and Newsletters related to the REED project.
 7. **Synergies**
 - Highlights collaborations and connections with the Sister projects of the HORIZON-CL4-2024-TWIN-TRANSITION-01-03.
 8. **Contact**
 - Provides contact information and a form for inquiries related to the REED project.

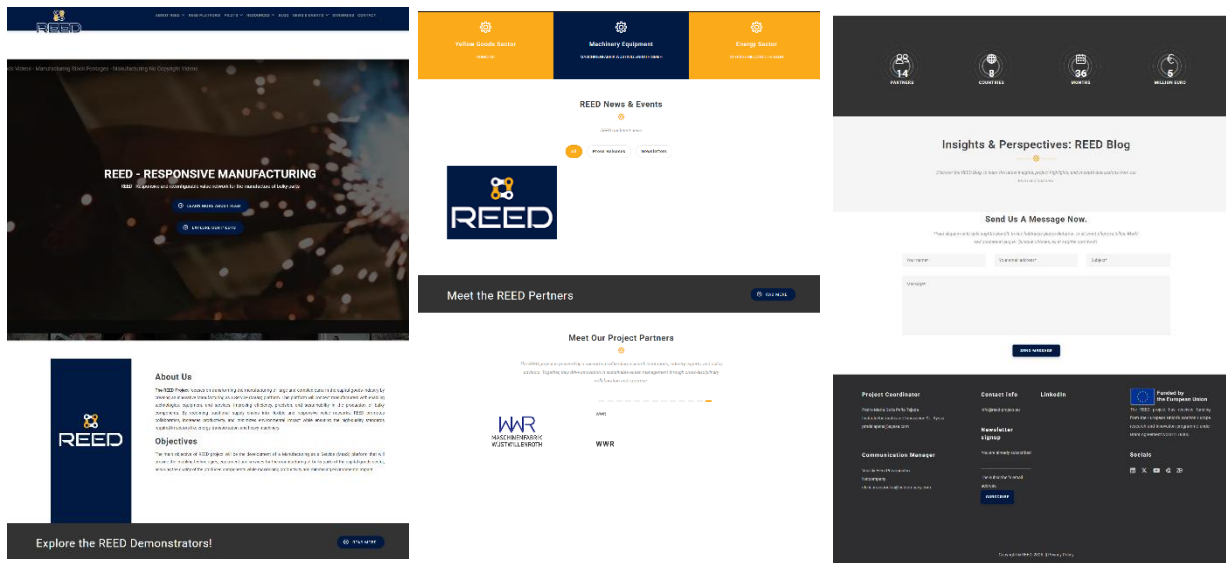


Figure 7: The REED website

4.3 Blog

The **Blog** of the REED project serves as a place for sharing insights and perspectives from the Consortium. It will feature regularly updated blog posts authored by project partners, highlighting key developments, technological breakthroughs and reflections on emerging trends relevant to REED's mission. This category is designed to provide an accessible and engaging narrative around the project's progress and impact, complementing the more formal deliverables and publications. By offering behind-the-scenes looks, partner spotlights and experts' viewpoints, the Blog fosters a stronger connection with the broader public, industry stakeholders and the research community, while reinforcing REED's visibility and thought leadership. Moreover, a dedicated schedule for blog posts has been created, assigning each partner a designated date to contribute a blog article.

4.4 Social media

REED maintains an active presence on **LinkedIn**, **X** (formerly Twitter) and **YouTube** as key channels for communication, engagement and visibility. Project's accounts on these social media platforms have already been created and are used to share project updates, promote events and publications, highlight partner activities and amplify the impact of REED's results.

4.4.1 LinkedIn

REED's **LinkedIn page** (<https://www.linkedin.com/company/reedeuproject>) is the project's professional communication channel flagship, designed to connect with stakeholders from industry, academia, policy and the broader innovation ecosystem. The page is and will be regularly updated with content including project milestones, partner activities, blog post highlights, event participation and relevant news from the manufacturing and digital innovation sectors. By leveraging LinkedIn's professional network, REED aims to foster dialogue, encourage knowledge exchange and build a community around the project's vision of responsive and reconfigurable manufacturing. All Consortium members are encouraged to actively engage with and share content from the REED's LinkedIn page to amplify the project's reach and visibility.

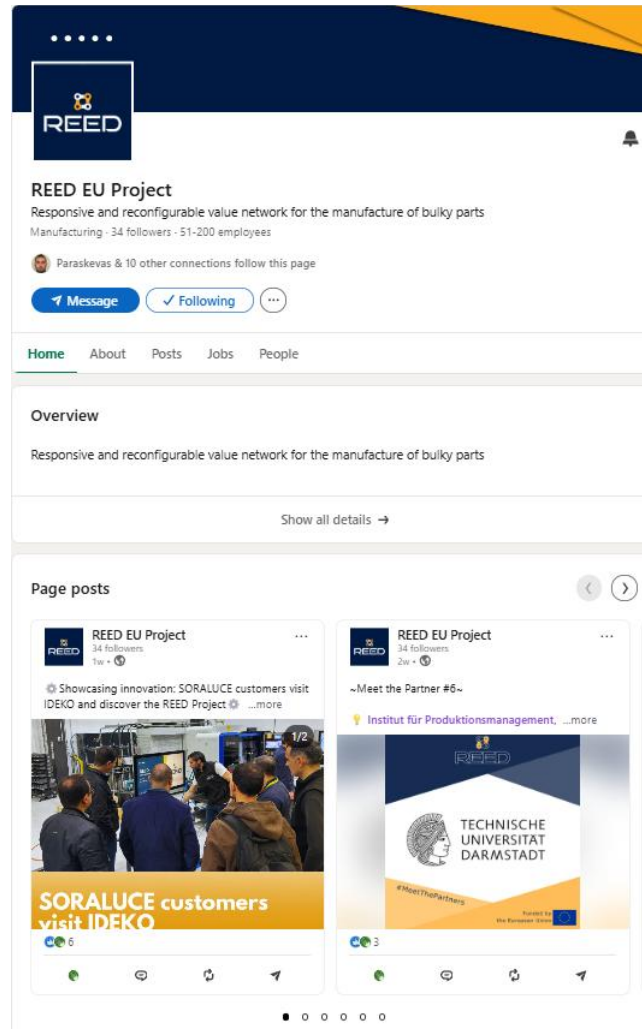


Figure 8: REED's LinkedIn page

4.4.2 X

REED's profile on X (<https://x.com/ReedEUProject>) serves as a fast-paced channel for real-time communication, outreach and engagement with the wider tech, research and communities. It is used to share project updates, news, event announcements, partner highlights and relevant content from the smart manufacturing and digital innovation landscape. The platform will be especially valuable during live events, workshops and conferences, where REED can interact with followers, use event hashtags and amplify its visibility. Through short, impactful posts and regular interaction with related initiatives and EU-funded projects, REED's presence on X will help to maintain momentum and broaden its digital footprint in the innovation ecosystem. In addition to using X, INTRA is currently in discussions with the Consortium about the potential transition to **Bluesky**. A final decision on this will be made in the coming months.

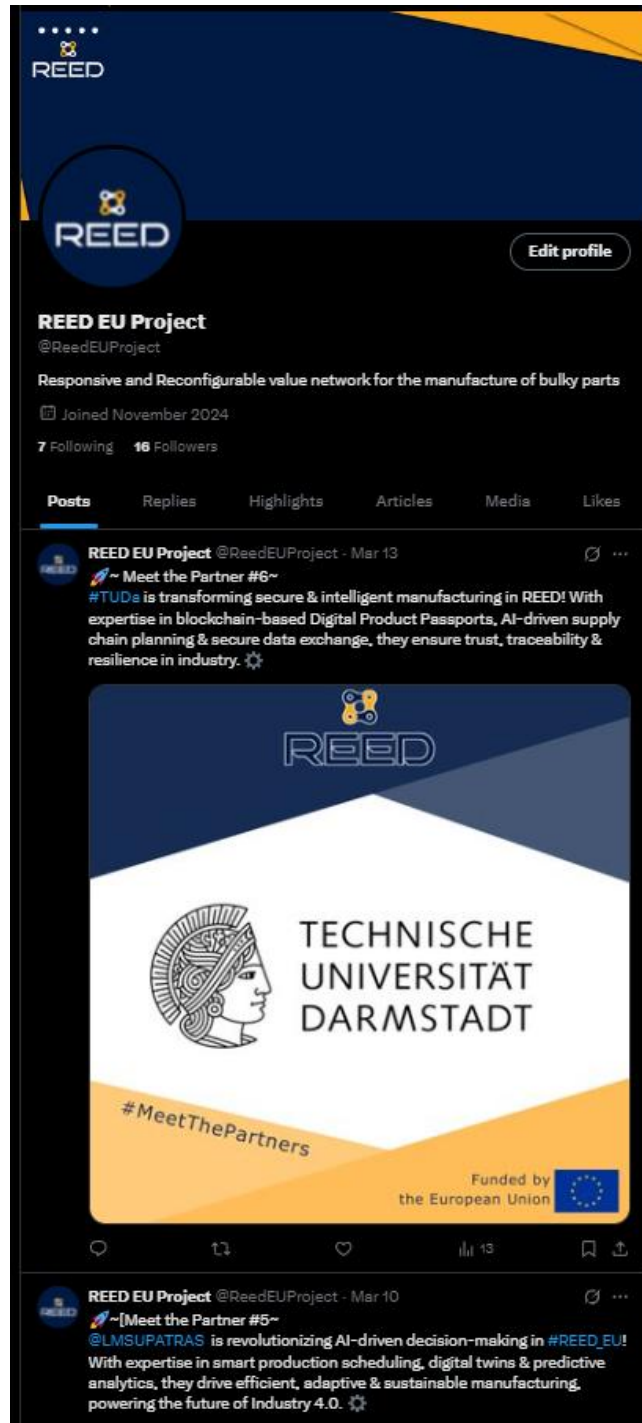


Figure 9: REEDs X profile

4.4.3 YouTube

REED's **YouTube channel** (<https://www.youtube.com/@REEDProjectEU>) serves as a central place for all video-based communication activities. It will host engaging multimedia content such as project overviews, partner interviews, technology demonstrations, recorded webinars and highlights from key events. The channel is designed to visually showcase REED's innovations, progress and impact in a format that is accessible to both technical and non-technical audiences. By leveraging the storytelling power of video, REED aims to enhance visibility, improve knowledge transfer, and support dissemination efforts across stakeholder groups. All videos will be also shared via the project's website and other social media platforms to maximize reach and engagement.

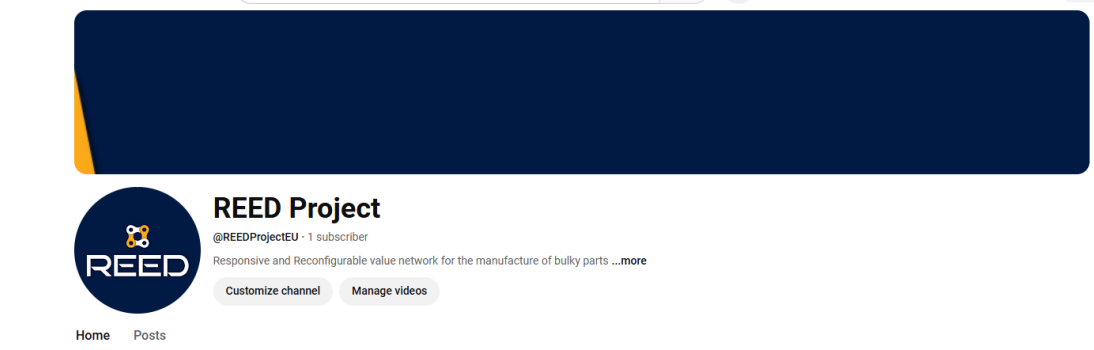


Figure 10: REED's YouTube channel

4.4.4 Linktree

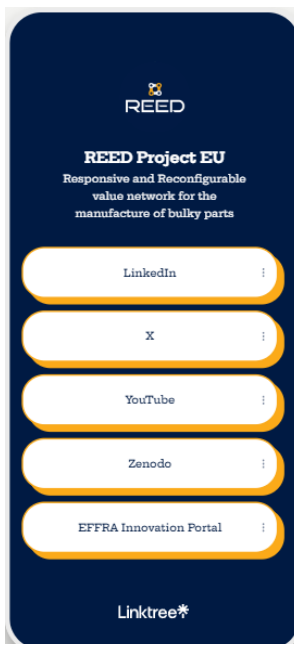


Figure 11: REED's Link tree

To ensure easy and centralized access to all REED's online channels and resources, a dedicated **Linktree** (<https://linktr.ee/reedprojecteu>) has been created. This user-friendly landing page includes direct links to REED's social media and other platforms' profiles (LinkedIn, X, YouTube, Zenodo and EFFRA Innovation Portal). The Linktree will be especially useful for quick sharing on social platforms and during events, enabling stakeholders to seamlessly explore and engage with REED's content.

It will support the project's goal of maintaining a consistent and accessible digital presence across platforms, helping to boost visibility and engagement with a wider audience.

4.5 Zenodo community

REED maintains a dedicated **Zenodo community profile** (<https://zenodo.org/communities/reed-eu/records?q=&l=list&p=1&s=10&sort=newest>) to ensure open access to its scientific and technical outputs, in alignment with the Horizon Europe open science policy. This repository will host a range of materials including public deliverables, peer-reviewed publications, conference papers, datasets, presentations and other relevant project results. Zenodo provides a reliable platform where stakeholders, researchers and the general public can freely access and share REED's knowledge and findings. Each uploaded item is assigned a DOI (Digital Object Identifier), ensuring long-term visibility, traceability and academic recognition. The Zenodo profile is an essential part of REED's dissemination strategy, supporting transparency, knowledge transfer and the sustainability of project outcomes beyond its duration.

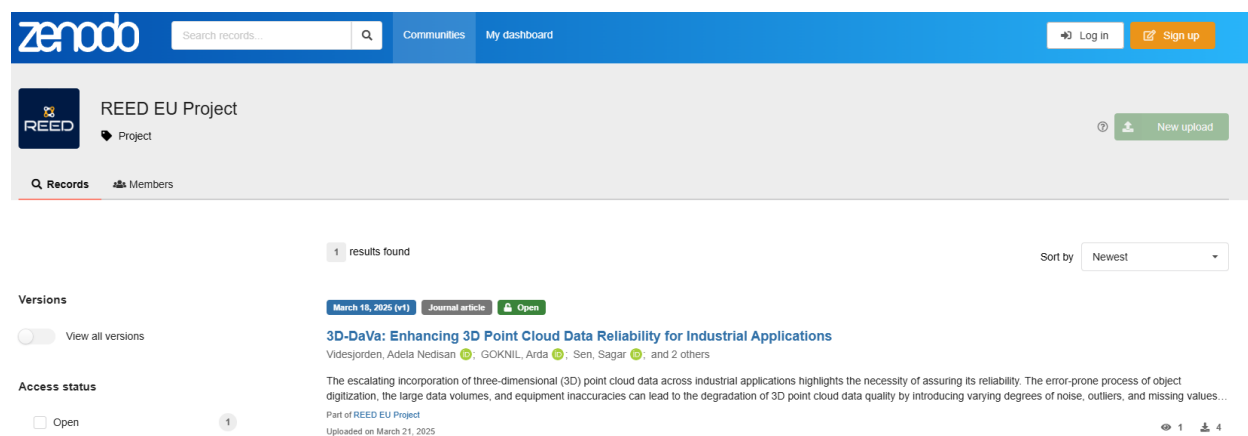


Figure 12: REED's Zenodo community profile

4.6 EFFRA Innovation Portal

REED's profile on **EFFRA's Innovation Portal** (<https://portal.effra.eu/project/50590>) serves as a strategic platform to showcase its cutting-edge solutions in the field of smart manufacturing. The profile offers an in-depth overview of REED's objectives, highlighting the project's contributions to flexible and reconfigurable manufacturing practices for bulky parts. It features detailed project descriptions, key achievements, multimedia content and publications that demonstrate the innovative approaches and results generated by the Consortium. By maintaining an active presence on the EFFRA portal, REED not only increases its visibility among industry experts and policymakers but also fosters collaboration and knowledge exchange within the broader European manufacturing ecosystem. This engagement supports REED's goal of driving forward industrial innovation and sustainable production practices.

Projects / REED
REED | Responsive and REconfigurable value network for the manufacture of bulky parts

Summary

The demand of large and complex part manufacturing is growing rapidly in the capital goods sectors, such as energy generation, yellow goods or railway, due to increasingly required energy generation efficiency, larger infrastructures and cost effective means of transport, respectively. The manufacturing process of bulky parts usually involves high labour intensity workpiece handling and set up, as well as a final assembly stage. Many of these tasks are completed manually and this occasionally leads to low precision, low efficiency, poor stability, and high physical burden. Difficulties in the manufacturing of bulky parts result in a shortage of companies capable of producing components within the required standards, even when they have the production equipment to do so. The homologation process of subcontractors is very sensitive and it is usually based on a trust relationship between customer and supplier. Manufacturers' accessibility to auxiliary equipment for workpiece setup, handling and modelling is cumbersome and based on word of mouth, leading to rigid supply chains and a lack of flexibility to find alternative partners. This rigidity in the supply chain of bulky components contribute to the need to identify, monitor, and reconfigure traditional supply chains into more flexible and responsive value networks, in order to effectively address supply chain distresses. The main objective of REED project will be the development of a Manufacturing as a Service (MaaS) platform that will provide the enabling technologies, equipment and services for the manufacturing of bulky parts of the capital goods sector, assuring the quality of the produced components while maximising productivity and minimising environmental impact. The REED platform will redefine the B2B relationships through a networked digital productive model.

Resources [Show all and search \(0\)](#)

Unfold all / Fold all

More information & hyperlinks

Web resources:	https://cordis.europa.eu/project/id/101178405
Start date:	01-10-2024
End date:	30-09-2027
Total budget - Public funding:	- 5 295 168,00 Euro
Twitter:	@ReedEUProject

Cordis data

Search

Contacts

Vasiliki-Eleni Provopoulou

Latest news

No news messages yet.

[Go to project news](#)

Figure 13: REED's EFFRA Innovation Portal profile

4.7 Newsletters & Press releases

Project newsletters and press releases are essential tools in REED's dissemination strategy, providing timely updates, project milestone and highlights from Consortium activities to external audiences. These communication materials will be designed to keep stakeholders, industry actors, researchers and the general public informed and engaged throughout the project lifecycle.

As of November 2024, the first official press release (Figure 14- https://reed-eu.eu/REED_Press_Release.pdf) has been created following the kick-off meeting held in Bilbao. This press release introduced the REED project, its goals and the outcomes of the launch event. It is shared via the project's website to maximise visibility and outreach.

Future newsletters and press releases will be developed at key milestones, such as major technical achievements, demonstrator results, participation in high-level events, or joint activities with sister projects and clusters. These materials will be published in open-access formats (.pdf documents) and disseminated

REED
Funded by the European Union

Press Release

Bilbao, November 2024

REED project kicks-off in Bilbao to redefine Manufacturing of bulky parts through MaaS Innovation

The REED project (Responsive and reconfigurable value network for the manufacture of bulky parts), funded under the **Horizon Europe Research and Innovation Actions (RIA) programme**, officially launched with a two-day kick-off meeting held on **14-15 November 2024** at the **Parque Tecnológico de Bizkaia in Derio, near Bilbao**. Led by **INSTITUTO IBERMÁTICA DE INNOVACION SL (I3B)**, the REED consortium brings together **14 partners from 8 European countries**, including leading research institutions, technology providers and industrial end-users. The project aims to develop a **Manufacturing-as-a-Service (MaaS)** platform to enhance flexibility, transparency, and sustainability in the production of bulky components for capital goods sectors such as energy, construction, and transport.

The kick-off meeting gathered the project partners for an intensive two-day agenda focused on aligning technical visions and setting the foundation for collaborative work. Highlights from the meeting included:

- An overview of REED's objectives and expected impact, presented by project coordinator I3B and the Project Officer from the European Commission.
- Partner introductions and first insights into the project's innovative concept and architecture.
- Presentations on all Work Packages and technical implementation plans for the core modules of the REED platform.
- Sessions dedicated to the integration of components, related initiatives such as DIMOFAC and Market 4.0.

In addition to presentations and planning, the meeting fostered a collaborative spirit among partners and set the tone for the REED project's ambitious goal: to create a dynamic and reconfigurable value network that enables the **smart, sustainable, and agile production of large, complex parts**, while addressing a critical gap in current industrial supply chains. Over the next **36 months**, REED will deliver a set of enabling technologies and services to transform how manufacturers collaborate, optimize production and reduce environmental impacts. Stay tuned for more updates on REED's social media channels as REED moves forward in reshaping the future of European manufacturing.

Figure 14: REED's first Press Release

through REED's website, social media channels, online platforms, the Zenodo repository and relevant stakeholder networks.

The first newsletter is planned for release in Spring 2025, summarizing progress from the first months of the project, including technical highlights, upcoming events and stakeholder engagement initiatives.

4.8 Promotional material

As part of REED's communication and dissemination strategy, **a set of promotional materials** has been developed to visually represent the project and support its presence at events and online platforms. These materials help to increase brand recognition, convey key messages and attract interest from various stakeholders. Currently, the available promotional items include the **REED project roll-up banner**, the **project brochure** and the **communication tools' background (MS Teams background)**.

- The **roll-up banner** will be used at physical events and presentations to provide a clear and visually engaging introduction to the project.
- The **brochure** will offer a concise overview of REED's objectives, Consortium, expected impacts and contact information. The first brochure is available for both digital and print distribution.
- The background for communication tools has been shared with the Consortium and is already in use during internal project meetings. Partners are also advised to use this background when participating in external online meetings conducted via platforms such as MS Teams, Google Meet etc.

Additional materials, such as posters and branded templates, will be developed as the project progresses to further enhance outreach and visibility.



Figure 16: REED's roll-up banner



Figure 15: REED's communication tools background



Figure 17: REED's brochure

4.9 Synergies

To maximise the impact of its communication and dissemination activities, REED actively seeks synergies with other EU-funded projects, clusters and strategic platforms working on smart manufacturing, digital transformation and sustainable industrial value chains. These collaborations support mutual visibility, knowledge exchange and joint outreach opportunities that align with REED's objectives and amplify its reach beyond the immediate Consortium.

Since November 2024, REED's Dissemination and Communication Manager has been participating in the monthly meetings of the **4ZDM – Zero-Defect Manufacturing Cluster** (<https://zdmanufuture.org/>), coordinated by IKERLAN. This engagement was initiated following a proposal from **SINTEF**, which is a partner in both REED and the DAT4.zero project. While REED currently plays a secondary role within this cluster (given that many of this cluster projects are nearing completion during REED's first year) this enrolment provides a valuable opportunity for future collaboration and visibility within the ZDM community.

In addition, a joint kick-off meeting had been organized on 8 April 2025 with REED's **sister projects** under the **HORIZON-CL4-2024-TWIN-TRANSITION-01-03 Cluster**. These include **MaaS AI, Lasers4MaaS, MEDUSA, UniMaaS** and **REED**. The Consortiums launched a **bi-monthly meeting series** to facilitate knowledge exchange, align D&C and exploitation plans, while exploring joint activities and collaboration opportunities. This structured engagement is expected to enhance impact and foster a shared vision across the cluster.

Beyond these initiatives, REED will also connect with broader platforms such as **EFFRA** and explore synergies with Horizon Europe and Horizon 2020 projects focusing on Manufacturing as a Service (MaaS), Digital Product Passports (DPP), Life Cycle Assessment (LCA) and industrial interoperability. REED already has an established profile on the EFFRA platform, as outlined in detail in section 4.6.

Updates on synergies and related activities will be regularly published on the REED website and reflected in future deliverables as the project evolves.

5. Dissemination actions

5.1 Events organization and participation

Participation in trade fairs, conferences and industry events is a key component of REED's dissemination strategy. Such engagements provide valuable opportunities to raise awareness, share progress and foster connections with relevant stakeholders across the manufacturing, digitalisation and research communities.

As of **April 2025**, REED Consortium partners have not yet participated in external events due to the early phase of the project. However, several high-impact trade fairs and conferences have been identified as strategic opportunities for dissemination in the coming months and years.

These include:

- **EMO 2025** (September 2025): One of the world's leading trade fairs for metalworking and advanced manufacturing technologies.
- **The Manufacturing Congress** (October 2025): A prominent event gathering industrial leaders, innovators, and policymakers.
- **Advanced Factories / Metal-Madrid** (November 2025): A major platform for Industry 4.0 technologies and digital transformation in manufacturing.
- **Meetech – FEDIT** (November 2025): A Spanish event connecting research centres and technology providers with industry stakeholders.
- **BIEMH 2026 (Bienal Española de Máquina-Herramienta)** (March 2026): A major international fair focused on machine tools and industrial innovation.

Participation in these events will involve attending as speakers, exhibitors, or delegates, depending on the nature of the event and REED's project timeline. The Consortium will leverage these opportunities to present key achievements, engage potential adopters, promote the REED platform and build strategic synergies with related project's and initiatives.

As the project progresses, participation in additional scientific and sector-specific events will be planned, ensuring broad visibility and impactful knowledge transfer to target audiences.

5.2 Publications

Scientific dissemination plays a key role in REED's knowledge-sharing strategy, aiming to contribute to the broader research and innovation community. Partners are encouraged to publish high-quality scientific and technical papers that reflect the project's innovations in areas such as smart manufacturing, data interoperability, digital product passports and edge-cloud architectures.

All publications resulting from REED are expected to follow **open access principles** in line with Horizon Europe requirements and will be shared through the project's communication channels, including **Zenodo**, **LinkedIn** and the **project's website**. These publications help build REED's academic footprint while enhancing visibility among researchers, technology developers and policymakers.

As of **March 2025**, two peer-reviewed publications related to REED have been accepted and published and are presented on the following table.

Table 2: REED publications' list

#	Title	Organisation	Author (s)	Date	Link
1	<i>Advanced Context-Sensitive Access Management for Edge-Driven IoT Data Sharing as a Service.</i> ACM Transactions on Internet Technology.	SIN	Phu Nguyen, Huu-Ha Nguyen, Phu Phung, Hong-Linh Truong, and Thomas Cheung	March 2025	https://doi.org/10.1145/3721430
2	<i>3D-DaVa: Enhancing 3D Point Cloud Data Reliability for Industrial Applications.</i> Journal of Data and Information Quality 17(1), Article 3	SIN	Adela Nedisan Videsjorden, Arda Goknil, Sagar Sen, Erik Johannes Husom, and Phu Nguyen	March 2025	https://doi.org/10.1145/3711817

More publications are expected as the project advances, particularly as technical validations, use case developments, and demonstrator outcomes mature.

5.3 Individual dissemination plans

In this section, each Consortium partner outlines their organizations' individual dissemination strategies and planned contributions to REED's overall communication and outreach efforts. These tailored plans reflect each partner's expertise, target audiences and role within the project, ensuring that dissemination activities are well-aligned, complementary, and impactful across different sectors and stakeholder groups.

I3b

- Participate in industry conferences to present the outcomes of the project from 2026 onwards.
- Active contribution to the newsletter, website and blog content of the project.
- Promote REED-related content for dissemination through AYESA channels (the group to which I3B belongs), including websites and social media platforms.
- Publish press releases in newspapers and magazines in the sector to publicise the results of the project.

- Publish a scientific publication to be defined during the upcoming months of the project.

INTRA

- Coordinate and lead the overall D&C strategy of REED project, including the deliverables preparation such as this one D7.1 (Dissemination Plan) and also D7.3 (Mid-term Dissemination, Communication & Exploitation- DCE report) and D8.1 (Final DCE report)
- Develop and maintain the project website, blog and social media presence across platforms including LinkedIn, X and YouTube.
- Design, edit and disseminate visual materials such as brochures, posters and newsletters for REED to ensure coherent project branding.
- Produce project videos (e.g., overview, use case highlights, partner interviews) and manage their publication on the REED YouTube channel.
- Create and share press releases, including the publication.
- Organize and/or participate in cluster meetings and cross-project activities.
- Engage with the EFFRA Innovation Portal and other EU platforms to increase REED's visibility and alignment with European industrial policy.
- Contribute to the preparation and submission of scientific publications and collaborative book chapters reflecting REED research outcomes.
- Actively monitor and update the impact tracker tool to ensure transparent and consistent tracking of all D&C activities and KPIs.
- Leverage the organization's extensive audience and EU-wide network (spanning public institutions, SMEs, large enterprises and EU bodies) to promote REED and its outcomes.
- Explore opportunities to participate in digital manufacturing industrial events to showcase REED's progress and impact.
- Lead the creation and publishing of REED-related content across INTRA's team dissemination channels, including blog articles and social media posts.

SIN

- Have synergies with other projects to conduct joint research and publish results on the topics of (standardized) secure data sharing, data quality.
 - Two journal articles have been published at the ACM Transactions on Internet Technology and the ACM Journal of Data and Information Quality.
 - One conference paper entitled "Context-driven Edge-based Data Sharing for Industrial IoT Data Spaces" has been accepted for publication and presentation at the 40th ACM/SIGAPP Symposium on Applied Computing.
 - Conduct research and prepare other research papers with new results during the project.
- SINTEF has published the project overview page on the SINTEF website: <https://www.sintef.no/en/projects/2024/reed-responsive-and-reconfigurable-value-network-for-the-manufacture-of-bulky-parts/>
- Active Contribution to the Project's newsletter, website and blog content where applicable.

- Promotion of the REED-related content on social media platforms.
- Join efforts with the other projects, e.g. in the 4ZDM Cluster to make better impact regarding communication, dissemination and exploitation.
- Contribute to education such as giving invited lectures, e.g. at universities, industrial events, summer schools.

IDK

- Participate in industry-focused events such as the Machine Tool Congress and Transfiere, sharing project insights and results with industrial stakeholders, technology centers and universities.
- Attend and contribute to major international industrial fairs and conferences, such as BIEMH and EMO, to present the project's outcomes to the wider manufacturing ecosystem.
- Prepare IDEKO's facilities and demonstrators to showcase project advancements to visitors and stakeholders during guided tours and open house sessions.
- Publish two scientific articles in peer-reviewed journals during the course of the project.
- Present one conference paper at a relevant international scientific event.
- Leverage synergies with other European projects, particularly within the 4ZDM Cluster, to enhance dissemination impact through joint communication and visibility actions.
- Actively contribute to the project's website, newsletter, and blog content, including regular technical updates and highlights.
- Publish the project overview page on IDEKO's website: <https://www.ideko.es/en/services-for-industry/projects/reed-3>
- Promote project-related content through IDEKO's institutional communication channels (LinkedIn, YouTube).
- Feed and support the project's dedicated social media accounts to ensure consistent, engaging communication throughout the project.
- Publish press releases in industry newspapers and magazines to maximize public and professional outreach.

LMS

- Promotion of the REED's achievements, events, and publications through social media.
- Contribute articles to the REED project blog.
- Publication of research results in international journals and conferences.
- Participation and presentations at key European events and conferences.
- Engagement with academic and industrial stakeholders through workshops and technical webinars.

TUDa

- Prepare three research papers over the course of 24 months. All three are targeted either as conference papers or for publication in academic journals.
- If a paper gets accepted at a scientific conference, present the results of the project at a conference.
- Prepare a REED project overview site on the TUDa Website.
- Prepare a university newsletter. LinkedIn post about the project.
- Active contribution to the Project's newsletter, website and blog content where applicable.
- Promotion of the REED-related content on social media platforms where both REED and TUDa are present.

SMT

- Share REED's milestones, events and published content across social media platforms.
- Develop content pieces for publication on the REED project blog.
- Attend and represent the project at conferences and other events.
- Connect with industry audiences by participating in workshops and technical webinars.

2LC

- Active contribution to the newsletter, website and blog content of the project.
- Promote REED-related content for dissemination through 2.-0 LCA consultants' channels, including website and LinkedIn, through reposting content from other REED partners and own content related to 2.-0 LCA consultants' tasks in the project.
- Publish a scientific publication to be defined during the life of the project.

MOD

- Participate in industry conferences (EMO, AMB, JIMTOF, FormNext)
- Active contribution to the newsletter, website and blog content of the project.
- Promote REED-related content for dissemination through ModuleWorks channels (LinkedIn and YouTube).

SOR

- Attend and exhibit at major industrial trade fairs (EMO, BIEMH).
- Promote the project among existing and potential customers, partners and suppliers.

- Actively engage relevant stakeholders through the company’s client network and communication platforms.
- Explore synergies with complementary initiatives and sectoral clusters to reach a broader industrial audience.
- Organise open house events and technical workshops at the company’s facilities to present the technological advancements achieved in the project (Soraluce Summit).
- Publish regular updates about the project on social media platforms.

MAT

- Dissemination of REED’s news and updates via social media channels.
- Contribution of insightful blog posts to the REED website, showcasing project developments and organization’s expertise.
- Active involvement in conferences and events to represent REED.

KOM

- Raise awareness of REED across social media platforms like LinkedIn. Share relevant posts, engage with followers and contribute to building a stronger online presence for the project.
- Promote REED-related content on KOM website and LinkedIn by reposting content from REED partners and posting KOM’s own original content. This will help increase visibility and support the dissemination of key information.
- Contribute regularly to the project’s newsletter, website and blog. Share updates, success stories and relevant insights to keep stakeholders informed and engaged.
- Support onsite improvement proposals like VSET systems by providing valuable feedback and helping implement any necessary changes to improve processes and outcomes.

6. Impact monitoring

To ensure the effectiveness of REED’s dissemination and communication activities, a structured **impact monitoring tool, the “REED Impact tracker”** has been created. This tool enables the Consortium to track progress toward communication objectives, assess outreach effectiveness and make data-driven adjustments throughout the project lifecycle. Key Performance Indicators (KPIs) have been defined across various channels, including website traffic, social media engagement, event participation, publication reach and stakeholder interactions. These indicators are regularly reviewed during WP7 meetings and form part of the continuous reporting process. Monitoring tools such as analytics dashboards, platform insights (e.g., LinkedIn, X, YouTube) and feedback from events and stakeholders will be used to measure visibility, engagement and knowledge transfer. This ongoing evaluation process ensures that REED’s communication efforts remain dynamic, relevant, and aligned with the project’s overarching impact goals.

6.1 KPIs for dissemination

The following table presents the KPIs defined to monitor and evaluate the effectiveness of REED's dissemination activities. These KPIs cover digital presence, stakeholder engagement and outreach efforts across multiple channels. They serve as measurable benchmarks to ensure the project's visibility, impact and alignment with its communication objectives. As of **April 2025**, initial progress toward several KPIs (social media engagement) has shown a promising upward trend, with continuous tracking in place to support informed decision-making and strategic adjustments throughout the project.

Table 3: REED project KPIs

Type	Objective	KPIs	Current KPI
REED website	Website-based Project promotion and Communication Strategy	3,500 unique visitors	NA
		20 blog posts	NA
		Google analytics implemented	NA
		200 downloads of materials	NA
Promotional material	Distribution Strategy for promotional materials	3 brochures	1 brochure
		3 posters	
		1 roll-up	1 roll-up banner
		6 newsletters	
Social media (LinkedIn, X, YouTube)	Effective communication and interactive dissemination of Project news and outcomes	at least 2 social media profile	3 Social Media Profile (LinkedIn, X, YouTube channel)
		200+ posts	Total: 21 <ul style="list-style-type: none"> • LinkedIn: 11 • X: 10 • YouTube: -
		650 followers aggregating all social media profile	Total: 61^{1*} <ul style="list-style-type: none"> • LinkedIn: 42 • X: 16 • YouTube: 3
Project videos	Publication and educational utilization of Project videos on YouTube	1 YouTube channel created	1 YouTube channel
		20 videos published	-
		• 1 project overview	-
		• 1 per use case	-

¹ It should be noted that the metrics presented correspond to the status as of 17 April 2025.

		• interviews to researchers	-
		• results presentations	-
Scientific publications	Assessment and Dissemination of REED outcomes through Academic publications	6+ publications in conference Proceedings	1 publication
		4+ publications in peer reviewed journals	1 publication
Collaborations, synergies, liaisons with project's clusters and initiatives	Enhancing impact through synergies with EU-Funded Projects and initiatives	List of relevant EU-funded projects	1. MaaSAI 2. Lasers4MaaS 3. MEDUSA 4. UniMaaS
		5 virtual cluster meetings	1. 4ZDM (21.11.2024) 2. Sister projects KoM (08.04.2025) 3. - 4. - 5. -
		3+ joint activities	-

* The KPIs highlighted in green indicate those targets that have already been achieved.

6.2 Monitoring tools- The REED “Impact tracker”

To ensure systematic tracking of D&C activities, the Dissemination Manager of the REED project has developed a dedicated monitoring tool, the REED **Impact tracker**. This excel-based tool serves as the central monitoring system for collecting, organizing and evaluating all key D&C actions and outputs across the Consortium.

The tracker is structured into multiple thematic sheets, including:

- **Publications & Magazines** to monitor scientific and editorial contributions.
- **Blog Posts Schedule** which serves as a reference point, outlining the blog post contributions assigned to each Consortium partner on a monthly basis.
- **Events** where partners register their participation in/and organization of relevant conferences, trade fairs, workshops, webinars and any other event that will be related with the project.
- **Synergies** to document cross-project collaborations and outreach activities with the Sister or projects or other initiatives.
- **Stakeholder engagement** to identify and map potential stakeholders relevant to the project.

- **KPIs** to track the D&C KPIs related to digital visibility, material downloads, stakeholder engagement and promotional reach.

The REED Impact tracker is accessible through the WP7 shared folder in the project’s repository ([REED Impact tracker.xlsx](#)) and all partners are expected to regularly update their respective entries to maintain consistency and provide up-to-date insight into REED’s overall impact. This monitoring tool supports both internal assessment and external reporting, enabling the project to stay aligned with its dissemination goals and Horizon Europe requirements.

7. Next steps

As of November 2024, the REED project has successfully established its D&C framework, including partner-level plans, initial outreach activities and the publication of its first press release. With the foundational structure in place, the focus will now shift toward **scaling up outreach, engaging stakeholders** and **highlighting technical progress** as the project advances into its implementation phase.

In the coming months, the D&C team will prioritise the launch of the project’s website, activation of regular content production with Consortium’s valuable contribution (blog posts, newsletters) and participation in relevant industry and research events. Emphasis will also be placed on strengthening synergies with sister projects and contributing to European platforms such as EFFRA.

Below is a summary of upcoming actions foreseen in the D&C roadmap:

Table 4: Planned D&C actions (2025)

MONTH	PLANNED ACTIVITY
APRIL 2025	Launch of the official REED project website .
APRIL 2025	KoM of the Sister projects call.
APRIL 2025	First blog post published by partner I3b.
MAY 2025	Completion of the “ Meet the Partners ” series on REED’s social media.
MAY 2025	Creation and distribution of the REED’s newsletter .
JUNE 2025	Launch of the video series focused on content related to the 2 nd GA meeting.
BY DECEMBER 2025	Joint D&C activity (workshop) with the sister projects.

These next steps will continue to strengthen REED’s communication impact and stakeholder engagement as the project’s technical development will be accelerated. Ongoing monitoring through the **Impact Tracker tool** will ensure that KPIs are met and adjustments will be made where necessary to enhance visibility and outreach.

8. Conclusions

Deliverable 7.1 defines the foundation for REED's D&C strategy, setting the direction for how the project will reach and engage with its key stakeholders over the course of its 36-month duration. With the visual identity in place, the initial press release published, the Impact Tracker tool developed and partner-level dissemination plans defined, the Consortium is positioned to build awareness, foster engagement and amplify the visibility of upcoming REED's outcomes.

The next steps will focus on the official launch and update of the project website and the activation of digital channels, followed by the release of regular blog posts, newsletters and participation in strategic events. The dissemination and communication activities will continue to evolve dynamically, aligned with project progress and technical milestones, while synergies with sister projects and other European platforms such as EFFRA will enhance REED's reach and long-term impact. Ongoing monitoring and adaptive planning will ensure that REED's outreach efforts remain effective, inclusive and aligned with the expectations of the Horizon Europe programme.