

# **ReSkill4NetZero**

## **Communication Strategy & Tools**

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# GLOSSARY

<b>WP</b>	WorkPackage
<b>RE</b>	Renewable Energy
<b>RESP</b>	Renewable Energy Skills Partnership
<b>DCE</b>	Communication, Dissemination and Exploitation
<b>RESP</b>	Renewable Energy Skills Partnership

## Executive Summary & Structure of the document

The overall objective of this report is to set up and manage an effective communication and dissemination strategy to guarantee the academic, industrial, and public coverage of the **RESkill4NetZero** project's achievements.

The report aims to identify and classify the groups of stakeholders, which are the main target of the project. It also identifies the most relevant and useful communication tools and strategies, to reach out to these identified stakeholders.

- Define the strategic objectives and KPIs for each phase of the communications activity and each year of the project.
- Create an overall brand strategy, positioning and brand identity based on the name RESkill4NetZero and tagline: Powering up key renewable energy career pathways.
- Profile the primary, secondary and tertiary target groups and create a compelling value proposition and messaging for each one.
- Develop a tactical promotional strategy to reach and engage each target group, creating widespread awareness and interest in the project to help increase the size of the stakeholder community across Europe.
- Create a campaign-based strategy to promote various activities, milestones, and initiatives of the project at regular intervals, highlighting key outputs of interest to the stakeholder groups.
- Develop a content marketing strategy to continuously feed the target groups with relevant outputs and content of interest, including a content calendar of website, social media, and email updates.
- Implement a partner / stakeholder development strategy, in line with the Renewable Energy Skills Alliance growth plans, aimed at recruiting and engaging key sector partners as content contributors and promotional multipliers.
- Create the European Renewable Energy Skills Community to include a wider group of sector stakeholders in an online community, centred around an online collaboration tool on the project website and social media channels and groups such as LinkedIn.
- Design and produce the supporting promotional assets and tools and set up project social media channels and email platforms.
- Identify offline marketing opportunities for attendance at EU, regional or national events and associated networking activities.

- Implement an integrated communications programme covering each phase of the project lifecycle and within selected programme countries to maximise adoption of the VET programme.
- Leverage each of the Alliance partners and key stakeholders to coordinate local promotion and localisation of marketing content, in particular the Industry Associations who will have a key role in outreaching to their local members.

The Communication, Dissemination and Exploitation Plan is required by M6 (May 2025) and will be updated as needed throughout the project lifetime.

# 1. Introduction

## 1.1. Purpose of the document

The purpose of this document is to provide a structured strategy for the communication, dissemination, and exploitation efforts of the RESkill4NetZero project. As an Erasmus+ funded initiative, the project is committed to actively engaging stakeholders, promoting project results with a focus on the trainings created, and ensuring the long-term impact and sustainability of its outputs. This plan aligns with Article 17 of the Grant Agreement, ensuring compliance with EU communication and dissemination requirements. Article 17(1) of the Grant Agreement specifies that “the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), [...] and in a strategic, coherent and effective manner.” Additionally, communication activities related to the project must acknowledge the EU support and display the European emblem and funding statement (Article 17(2)).

As such, communication, dissemination, and exploitation are an obligation, as well as an opportunity for a project to shed light on the work done, further scale-up results, and bring added value to the work of the RESkill4NetZero consortium.

The report also outlines the main guidelines for communication and dissemination activities throughout the lifetime of the project. It will ensure that relevant information is shared with appropriate audiences on a timely basis by the most effective means.

As part of WP5, and Task 5.1, deliverable D5.1 consists in the first version of the Dissemination, Communication and Exploitation Plan (CDE Plan), due at M6 (May 2025). The CDE Plan will be updated as needed throughout the project’s lifetime.

## 1.2. Structure of the document

The report is structured in three main sections. The first section offers an overview of the different communication, dissemination, and exploitation strategies. It explains their respective objectives, tools, and provides information on the targeted project stakeholders, and how they can be classified according to their interests and the communication channels best suited to reach out to them.

The second section focuses on the activities that will be realised over the project’s lifespan. They include the development of communication materials and tools, including the project visual identity (e.g. logo, templates, website), the social media strategy, the organisation of events (workshops, conferences), and the drafting of reports. This section also introduces the exploitation plan, collaboration with other initiatives, and the importance of acknowledging EU funding in communication activities.

The third and last section provides an overview of monitoring and KPIs for communication activities.



## 2. Strategic objectives

### 2.1. Objectives

RESkill4NetZero sets out to create and test an EU-wide, scalable skills blueprint for the critical job profiles needed to address the skilled labour shortage across the renewable energy industries. The project focuses on high-demand technical and engineering roles that require transversal competences (particularly in green, digital, and safety-related domains) that are common across sectors such as solar, wind, biogas, hydrogen, and heat pumps.

At the heart of the project lies the development of an innovative skills framework that integrates cross-sectoral competences, rapid acquisition pathways, and industry-recognised certifications. This framework will support the creation of a large, mobile pool of talent capable of contributing immediately to the renewable energy sector's accelerated expansion.

To achieve this, the project will:

- Develop a sector-specific Skills Strategy that maps a career and qualifications tree, enabling structured progression within renewable industries.
- Design a tailored curriculum for the most critical occupational profiles.
- Define clear acquisition pathways for the core skills needed across renewable value chains.
- Promote the programme through a coordinated communication campaign, targeting workers from other sectors and highlighting career opportunities in renewables.

These ambitions guide the **core communication and dissemination** objectives, through a strong and active stakeholders' engagement throughout the duration of the project. They also aim at managing the communication of project results in an effective way, to the appropriate audiences, which are described in section 2.4.

In the specific context of the RESkill4NetZero project, there are 2 core communication objectives:

- Encourage the adoption of the VET training programme across Europe and the widespread dissemination of project results and best practice guides, leading to the highest possible uptake and significant impact.
- Ensure the widespread promotion of the renewable energy sector as a career choice, highlighting the numerous job opportunities and the fast-track VET programmes to access the profession from any career starting point or skills level.

In this context, the communication strategy aims to ensure the effective and inclusive dissemination of project results and knowledge, while actively engaging a broad range of stakeholders throughout the project's life cycle. It also supports long-term behavioural and institutional change by positioning RESkill4NetZero as a lasting reference point for skills policy and training across Europe.

## 2.2. Approach

The objective of the CDE Plan is to outline and explain RESkill4NetZero project's strategy to inform, engage, and mobilise a diverse range of stakeholders throughout the project lifecycle and beyond. While communication, dissemination, and exploitation are closely interrelated, each has distinct goals, target groups, tools, and timing, and they must be deployed in a coordinated and coherent way to maximise the project's visibility, uptake, and long-term impact. .

RESkill4NetZero's overall outreach strategy is grounded in the RACE methodology, as defined in Section 3.2.1 of the project proposal.

RACE stands **for Reach – Act – Convert – Engage**, and provides a structured framework for managing stakeholder interactions:

- **Reach** - Build visibility and awareness: The first step of the strategy focuses on maximising awareness among the project's target audiences, both at the EU level and in participating countries. This includes:
  - Launching and maintaining a multilingual, accessible project website
  - Publishing high-quality project overviews, infographics, and explainer videos
  - Disseminating press releases and partner content via LinkedIn, newsletters, and online platforms
  - Participating in conferences and EU skills-related events to increase visibility
- **Act** - Stimulate interest and initial engagement: After reaching the audience, the next goal is to encourage stakeholders to interact with RESkill4NetZero content and activities. Tactics in this phase include:
  - Promoting participation in project-organised webinars, stakeholder events, and training pilots
  - Making deliverables and skills maps accessible and user-friendly.
  - Driving traffic to the Skills Hub and related training platforms through targeted campaigns
  - Sharing real-world testimonials from learners and training providers to spark curiosity

- **Convert** - Translate interest into concrete action: At this stage, the objective is to move beyond engagement to commitment. The project will:
  - Secure adoption of the training curricula by VET providers and training institutions
  - Gather pledges from national and regional authorities to integrate VET programmes.
  - Encourage companies to upskill employees through RESkill4NetZero training offerings.
  - Support sign-ups to the Skills Alliance and the broader Renewable Energy Skills Partnership
- **Engage** - Foster long-term relationships and sustainability  
 The final phase is focused on maintaining relationships and supporting uptake beyond the project's end. This involves:
  - Sustaining partner and stakeholder interaction via the project's digital platforms
  - Highlighting success stories, replication models, and policy impact in publications
  - Enabling partner organisations to re-use or adapt RESkill4NetZero content for their own networks.
  - Linking project findings to other EU initiatives such as Pact for Skills and the Net-Zero Industry Act

By following the RACE model, RESkill4NetZero ensures that communication is not treated as a one-off effort, but as an integrated process that delivers ongoing value and relevance to stakeholders throughout the project's lifecycle and beyond. These principles are applied across three core outreach dimensions:

- **Communication** aims to inform the public and raise awareness of RESkill4NetZero's objectives, activities, and benefits. It targets the broader public, media, and general stakeholders.
- **Dissemination** focuses on transferring project results (such as data, findings, and training materials) to those who can make use of them, including education providers, researchers, and policymakers.
- **Exploitation** relates to the actual uptake and reuse of project results, particularly through integration into vocational training, policymaking, or business activities.

The following table summarises the differences between all elements:

**Table 1:** *Communication, Dissemination and Exploitation Approaches*

	Communication	Dissemination	Exploitation
<b>Who?</b>	Wider society  Citizens, stakeholders, and the media.	Stakeholders who can learn and benefit from the project results.  Educators, industry, public authorities, policymakers, and civil society	Actors who can take the results forward or invest in them.  VET Providers, Job seekers, industry (also SMEs)
<b>How?</b>	Through the website, social media, press releases, and campaigns with clear messaging.	Via project website, partner newsletters, publications, and events	By developing and sharing training materials, toolkits, and job platforms.
<b>When?</b>	From project start to completion	From month 6 onward, as results emerge	From month 12 onward and post-project, when outputs are validated
<b>Why?</b>	To raise visibility, engage stakeholders, and promote project relevance	To maximise impact, enable knowledge transfer, and facilitate synergies	To encourage real-world uptake, replication, and long-term sustainability

## 2.3. Contributors

SolarPower Europe, as leader of WP5, dedicated to Communication and Dissemination activities, will ensure the coordination and consistency of Reskill4NetZero's communication strategy. CDE activities proposed by SolarPower Europe will be first discussed within WP5, where necessary, in close collaboration with all project partners.

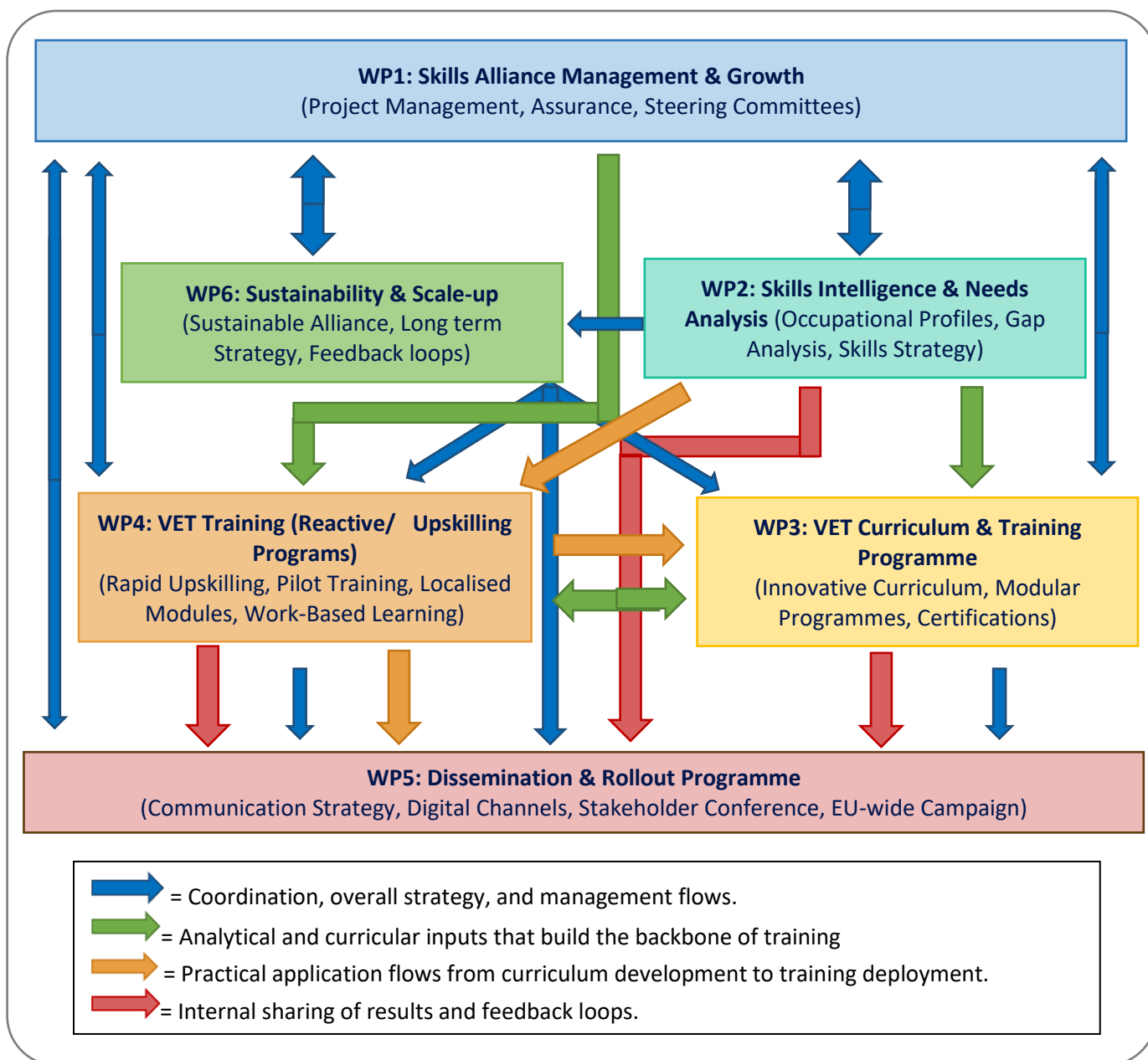
Within the project, several work packages will contribute relevant content and insights to support communication efforts. WP2, coordinated by Abodoo Limited, is focused on identifying current and emerging occupational profiles within the renewable energy sector, mapping their alignment with evolving market requirements, and defining both existing and emerging skills needs for each profile. WP2 will also drive the design, development, and launch of an innovative Renewable Energy Skills Strategy.

WP3, led by EUREC, will oversee the development of a new VET (Vocational Education and Training) curriculum designed to accelerate the upskilling and reskilling of diverse target groups into these identified occupational profiles. This includes the creation of an innovative, modular, and learning outcome-oriented VET programme, as well as the establishment of a European Mobility Programme for Renewable Energy roles, building on existing EU initiatives.

WP4, coordinated by KIC InnoEnergy, will design an agile and targeted upskilling and reskilling programme tailored to the identified occupational profiles. The programme will equip individuals with the necessary competencies to pursue new careers in the renewable energy sector or transition into new roles within existing organisations.

Finally, WP6, also coordinated by KIC InnoEnergy, will develop a long-term action plan to ensure the post-project sustainability of Reskill4NetZero's outcomes, while securing future EU funding opportunities and fostering continuous collaboration between industry and education stakeholders.

*Figure 1: Overview of RESkill4NetZero Work Packages and their relationships*



Project partners will actively participate in communication activities, by creating connections between their network and the project; contribute to the stakeholder database and to the events database; represent the RESkill4NetZero project in workshops, panel discussions; attend relevant conferences and events; input content to the website, training platforms as well as other communication channels; and disseminate project results.

## 2.4. Target audience

To maximise the impact of RESkill4NetZero's upskilling, reskilling, and certification actions, a detailed stakeholder mapping was undertaken. This involved internal brainstorming, work package input, and consultation with associated partners. The result is a comprehensive

overview of stakeholder groups that are both contributors to and beneficiaries of the project across the renewable energy value chain.

This stakeholder-centric approach ensures that communication and dissemination strategies are designed with tailored messages and tools that reflect each group's motivations, needs, and influence within the skills ecosystem. This alignment is key to achieving the project's mission: supporting the growth of a skilled workforce for the green and digital transitions.

## 2.5. Overview and Description of Target Groups

The identification of target groups for RESkill4NetZero was based on a combination of proposal-phase definitions, stakeholder mapping exercises, and internal consultations held during the first phase of the project. The initial categories, such as industry associations, SMEs in the renewable energy sector, VET providers, and individuals seeking upskilling, were taken as a starting point. These were then refined and expanded into a more detailed classification that better reflects the diversity of actors involved in the renewable energy skills ecosystem.

To prioritise outreach efforts, each stakeholder group was evaluated against two core criteria:

1. the level of influence the group can have on achieving the project's objectives, and
2. the potential value or benefit the project can deliver to that group. This dual-impact analysis was conducted by reviewing the project's expected outputs and deliverables, as well as analysing which stakeholders are directly targeted in the project's KPIs. Special attention was given to groups whose engagement is essential to scaling uptake (training providers), ensuring systemic change (regulators), or amplifying communication impact (civil society actors).

The resulting categorisation assigns a priority level to each group (high, medium, low), which in turn informs the depth, frequency, and type of communication and dissemination activities targeted at them. This structured approach ensures that outreach efforts are not only inclusive but also strategically aligned with the project's resources, goals, and implementation timeline.

1. **Education and Training Providers (High priority):**

A core pillar of RESkill4NetZero is the expansion of high-quality education and training across Europe. This group includes vocational education and training (VET) institutions, higher education (HE) organisations, and certification bodies. Their participation ensures that the project's modular curricula and certification schemes are effectively tested and validated (bridging the gap between academic instruction and industry demands.)

2. **Labour Market Actors (Medium priority):**

Employment agencies, social partners, trade unions, and skills councils are key to monitoring labour trends and facilitating transitions from declining sectors into renewable roles. Their engagement ensures the project remains responsive to labour market demands and helps build resilient, future-ready career pathways.

### 3. **Job Seekers and Career Changers (High priority):**

This key stakeholder group includes three profiles:

- a. **Students and recent graduates:** Individuals finishing their education who may lack awareness of opportunities in renewables. The project will provide tailored pathways and certification options to facilitate confident entry into the sector.
- b. **Workers from other sectors:** Individuals transitioning from industries like fossil fuels or construction who need to identify transferable skills and complete targeted training. RESkill4NetZero supports this with modular, accessible learning.
- c. **Job seekers already interested in renewable energy:** Individuals actively seeking green employment who may need to validate prior learning or develop new competencies. The project offers demand-driven, certified training in line with market needs.

By recognising the diversity of this group, RESkill4NetZero fosters inclusive, real-world career support aligned with just transition goals.

### 4. **The renewable energy industry (Medium - high priority):**

This includes companies in solar, wind, bioenergy, hydrogen, and their related industry associations and suppliers. As end users of skilled labour, they are crucial for testing, adopting, and disseminating RESkill4NetZero outputs. The project helps bridge skills gaps and promotes operational excellence across the value chain.

### 5. **Civil Society and Social Partners (Medium priority):**

NGOs, media, and community organisations help raise awareness and strengthen social buy-in. These actors play an advocacy role in communicating the societal value of upskilling and in amplifying the just transition narrative across communities.

### 6. **EU Skills Initiatives, Projects, and Partnerships (Medium - high priority):**

RESkill4NetZero is committed to fostering collaboration and knowledge exchange across the European skills ecosystem. This target group includes other EU-funded projects, large-scale skills partnerships (e.g. under the Pact for Skills), sectoral alliances, and national or regional skills initiatives. These actors are essential for ensuring complementarity, scaling impact, and building a cohesive response to Europe's skills challenges. By actively engaging with this community, RESkill4NetZero will:

- a. Share methodologies, tools, and best practices.
- b. Identify opportunities for joint communication or pilot actions.
- c. Contribute to the long-term sustainability of the EU's skills agenda.

This group also plays a key role in multiplying the project's reach, promoting mutual learning, and reinforcing a Europe-wide upskilling and reskilling movement aligned with green and digital transition goals.

### 7. **Regulatory and Policy Actors (Medium- high priority):**

This group includes EU/national policymakers, regulatory bodies, and standardisation agencies. We will aim to align project output with frameworks like the Green Deal and Net-Zero Industry Act, helping to institutionalise systemic support for skills development in renewables.



8. **Standardisation and Certification Bodies (Medium priority):**

These include national and European standardisation agencies, accreditation bodies, and credentialing authorities. Their involvement ensures RESkill4NetZero's outputs are aligned with qualification frameworks (EQF, NQF) and recognised across borders. They play a critical role in validating micro-credentials and embedding quality assurance.

9. **Research and Innovation Stakeholders (Medium- low priority):**

Research institutions, innovation hubs, and technical pilot projects contribute to the scientific robustness of the project. Their involvement ensures methodologies are evidence-based and scalable, while also supporting synergy with EU research programmes.

10. **Finance Sector, Investment, and Philanthropy Sector (Low priority):**

While RESkill4NetZero is publicly funded, banks, impact funds, foundations, and CSR-driven companies can play a key role in supporting long-term investment in workforce development. Communication will aim to raise awareness of the importance of financing training infrastructure, supporting skills initiatives, and contributing to the sustainability of the energy transition.

Table 2 provides an overview of stakeholders by category:

*Table 2: Overview of RESkill4NetZero stakeholders per category*

Education & Training Providers	Labour Market Actors	Job Seekers & Career Changers	Renewable Energy Industry	Civil Society & Social Partners	EU Skills Initiatives, Projects & Partnerships	Regulatory & Policy Actors	Standardisation & Certification Bodies	Research & Innovation Stakeholders	Finance & Philanthropy Sector
VET institutions and certification bodies	National labour market agencies, employment agencies	Students and recent graduates	O&M services and clean tech installers	SMEs) NGOs and community organisations	EU-funded R&I projects (e.g., Net-Zero, Pact for Skills)	EU and national policymakers	National standardisation and accreditation agencies	Research institutes and innovation hubs	Banks and investment funds
Universities and higher education institutions	Social partners, trade unions	Workers transitioning from other sectors (e.g. fossil fuels)	Project developers and green tech employers.	Media and public awareness groups	Sectoral alliances and skills partnerships	Policy organisations and climate ministries	EQF/NQF qualification framework authorities	Technical R&D projects	CSR-driven companies and foundations
Schools	Skills councils and advisory bodies	Job seekers with RE interest and prior learning	Industry associations and supply chain actors	Environmental and advocacy networks	National and regional skills initiatives	Ministries (Education, Labour, Climate)	Credentialing authorities for micro-credentials	Innovation agencies and incubators	Impact and ESG-focused funds
Lifelong learning platforms & training centres	Regional and local employment initiatives	migrant reskilling initiatives	Companies (large and SMEs)	Youth employment and social inclusion groups	Related EU programmes and collaborative platforms	Member states	Cross-border recognition stakeholders	Academic institutions	Public-private upskilling initiatives (e.g. PPPs)
MOOC platforms	Local/regional job centres:		Installers and technicians' associations	Community energy cooperatives:		Local government departments		EU-level technology platforms (ETIPs):	

## 2.6. Tailored Communication Messages per Stakeholder Group

Each stakeholder group plays a specific role in achieving the RESkill4NetZero objectives. Accordingly, communication strategies and messages will be adapted to their unique needs, incentives, and engagement styles. Five communication types are defined:

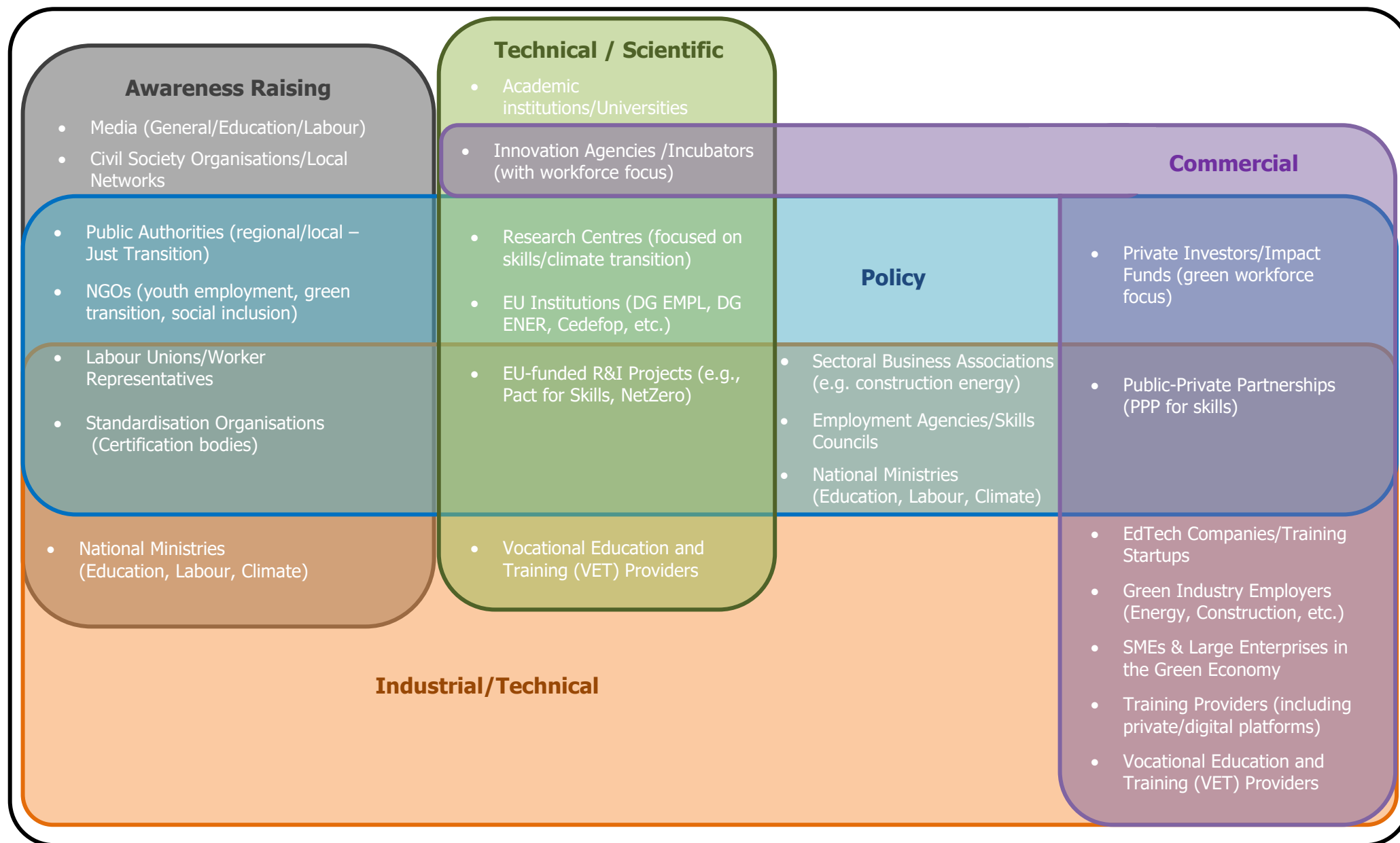
- **Learner and Career Pathway Communication (High priority)**  
**Target:** Job seekers, career changers, students, workers transitioning from fossil fuels or adjacent industries.  
**Focus:** Raise awareness of career opportunities in renewables, support access to training, and provide guidance on transferable skills. Messaging will focus on inclusivity, accessibility, and actionable next steps to join the green workforce.  
**Tools:** Social media, Learner stories, career pathway guides, explainer videos, training brochures, collaboration with employment platforms.
- **Education and Training Communication (High Priority)**  
**Target:** VET providers, universities, higher education institutes (HEIs), professional training centres, certification bodies.  
**Focus:** Promote the adoption and validation of RESkill4NetZero's curricula and training tools. Emphasis will be placed on flexibility, modular design, labour-market relevance, and compatibility with EQF standards. This group is also a channel for reaching students and learners directly.  
**Tools:** Social media, webinars, partner workshops, newsletter, pilots, and case studies.
- **Industry and Labour Market Communication (High priority)**  
**Target:** Renewable energy companies (solar, wind, hydrogen, etc.), SMEs, industry associations, employment agencies, social partners, trade unions, transitioning sectors (e.g. fossil fuels).  
**Focus:** Showcase how project outputs close skills gaps, reduce hiring risks, and support workforce planning. Communication will also highlight the role of modular certification in accelerating recruitment and onboarding.  
**Tools:** Social media, sector-specific webinars, co-branded pilots, testimonials, HR toolkits, use-case stories.
- **Skills Ecosystem & Project Synergies Communication (Medium-high priority)**  
**Target:** EU-funded projects, large-scale skills partnerships (e.g. Pact for Skills), sectoral alliances, national and regional skills initiatives.  
**Focus:** Promote synergies, mutual learning, and complementarity with other initiatives. Share methodologies, identify co-piloting opportunities, and support scaling of proven practices.  
**Tools:** Social media, joint events, newsletters, coordination meetings, shared communication kits, cross-promotion via digital platforms.

- **Policy and Institutional Communication: (Medium–High Priority)**  
**Target:** EU and national policymakers, regulatory bodies, standardisation agencies, ministries (education, labour, climate), and skills councils.  
**Focus:** Align project outcomes with the EU Skills Agenda, Green Deal Industrial Plan, Net-Zero Industry Act, and related frameworks. Messages will highlight systemic approaches to workforce transformation, the integration of modular certification into national systems, and the project’s role in supporting social equity and climate targets.  
**Tools:** Social media, policy briefs, high-level events, advisory board updates, consultation inputs, and deliverable submissions.
- **Standardisation and Certification Communication (Medium–low priority)**  
**Target:** Standards agencies, certification, and accreditation bodies, EQF/NQF authorities.  
**Focus:** Ensure that curricula and micro-credentials are aligned with European and national qualification frameworks. Promote validation and formal recognition of RESkill4NetZero outcomes.  
**Tools:** Technical reports, validation pilots, alignment workshops, coordination with quality assurance bodies.
- **Community Engagement, Civil Society and Awareness-Raising Communication (Medium–high priority)**  
**Target:** NGOs, community groups, youth organisations, local authorities, media, and the general public.  
**Focus:** Build support for the just transition and social inclusion in the energy shift. Share empowering narratives, amplify underrepresented voices, and encourage community participation in upskilling.  
**Tools:** Social media campaigns, local press outreach, testimonial videos, inclusive storytelling.
- **Research and Innovation Communication (Medium–low priority)**  
**Target:** R&D institutions, universities, innovation hubs.  
**Focus:** Ensure scientific credibility, share methodologies, and integrate into wider research ecosystems.  
**Tools:** Scientific briefs, peer-reviewed publications, participation in academic conferences, innovation showcases.
- **Investment and Philanthropy Communication (Low priority)**  
**Target:** Banks, CSR departments, philanthropic foundations, impact investors.  
**Focus:** Raise awareness of the social and economic case for investing in green skills and training infrastructure.  
**Tools:** Impact reports, investor-focused infographics, roundtables, storytelling with ROI framing, alignment with CSR/ESG narratives.

These communication types will be delivered through a wide range of tools. Where relevant, content will be localised and translated into national languages to enhance accessibility and uptake. The communication strategy will be continuously refined throughout the project, incorporating feedback, engagement analytics, and input from key stakeholders.

To streamline engagement, a centralised stakeholder database will be maintained via the internal collaborative platform. This will ensure that each audience group is efficiently targeted with tailored updates and that feedback loops are built into dissemination efforts, helping to inform and adapt future activities.

*Figure 2: Overview of RESkill4NetZero stakeholders and the types of communication directed towards them*



## 2.7. Tools and channels

RESkill4NetZero's communication, dissemination, and exploitation activities will be deployed through a diverse set of tools and channels to maximise outreach across all relevant stakeholder groups and broader public audiences. A combination of project-specific platforms and partner-led outreach will ensure sustained visibility, targeted engagement, and widespread uptake of project outputs.

The project will establish dedicated communication channels, including an official project website featuring a section for the Renewable Energy Skills Partnership, as well as a space to promote renewable energy training opportunities and career pathways. Official social media accounts will be created and tailored to different audience segments. These platforms will provide consistent updates on project activities, results, events, and stakeholder opportunities, serving as a central hub for information and engagement.

Project partners will actively disseminate results at targeted events, including both academic and industry-specific conferences, and through peer-reviewed publications, online webinars, and sectoral workshops. These activities will not only broaden the project's reach but also serve as key forums for collecting feedback, fostering knowledge exchange, and aligning outputs with real-world skills demands.

Special emphasis will be placed on engaging the renewable energy sector, adjacent industries such as construction, digital technology, and transport, as well as the academic and training ecosystem. Co-creation workshops and stakeholder consultation sessions will be organised throughout the project to collect insights on skills needs, promote the adoption of RESkill4NetZero training content and tools, and facilitate stakeholder ownership and uptake.

In parallel, the project and the Renewable Energy Skills Partnership will engage with policymakers and regulatory authorities at EU, national, and regional levels. Communication with this group will aim to demonstrate how Erasmus+ initiatives like RESkill4NetZero contribute to strategic EU objectives, including the Green Deal, the Net-Zero Industry Act, and the European Skills Agenda. This outreach will also raise awareness of the societal and economic significance of building green skills, especially in hard-to-abate sectors.

To strengthen public outreach, the project will highlight the environmental, social, and employment-related impacts of its actions. This will be achieved through accessible, engaging content disseminated via the project website, press releases, and social media platforms. The goal is to enhance public awareness, build momentum for the green transition, and support social acceptance of workforce transformation.

Social media will play a key role in external communications. LinkedIn will be the primary platform during the initial phase, enabling targeted engagement with professionals, policymakers, and labour market actors. As the project produces more visual content such as explainer videos, learner testimonials, and infographics, a dedicated Instagram account will be launched to engage younger audiences, vocational learners, and underrepresented groups.

In addition, all project partners will support dissemination using their own well-established communication channels, including their websites, newsletters, mailing lists, and social media accounts. These channels will be mobilised to promote project milestones, share relevant updates, invite stakeholders to events, and amplify key messages. Strong and consistent communication efforts from all partners will be essential to expand the project's visibility, build momentum across sectors and Member States, and foster collaboration with complementary EU and national initiatives.

A summary of specific outreach approaches and dissemination tools is provided in Annex 1.

## 2.8. Internal communication

Ensuring efficient and effective internal communication within the project, and between consortium partners will be key to highlighting results to external stakeholders.

An internal collaborative Microsoft Teams channel has been set up. The platform organises communication between participants of the project and enhances the official communication inside and outside of the consortium. As such, communication materials will be made available to all partners on the platform throughout the project. The Teams channel offers the opportunity to have a dedicated folder per work package, hence facilitating the sharing and working together on different documents, reports, and deliverables.

Ensuring efficient and effective **internal communication** within the *Reskill4NetZero* consortium is key to achieving smooth collaboration, coherence across work packages, and the timely delivery of results that can be effectively communicated to external stakeholders.

The **dedicated Microsoft Teams platform** is therefore the project's central communication and collaboration hub. The Teams workspace includes:

- **Structured folders for each work package**, enabling easy access to shared documents and deliverables.
- A **dedicated announcements channel** where important updates, deadlines, and project-wide notices will be posted.
- Discussion channels and shared calendars to coordinate meetings, events, and key milestones.

The Teams platform will be the **primary internal communication tool** used throughout the project. However, to ensure responsiveness and awareness, **email notifications** will be used in parallel, especially when urgent actions are needed or to alert partners about new announcements or requests posted on Teams.

Internal communication will be further strengthened by the following practices:

- **Consortium calls** - will be held to ensure alignment on progress, deliverables, and upcoming activities.



- **Work Package-specific meetings** will be organised as needed to coordinate technical tasks and ensure proper implementation. Twice a month for WP5.
- A **contact list and various excel tables to be used as trackers**, will be shared and regularly updated within Teams to facilitate outreach and reporting.

By prioritising a clear, centralised, and user-friendly internal communication structure, *Reskill4NetZero* aims to foster strong collaboration among partners, ensure transparency across all activities, and enhance the overall efficiency and quality of project implementation.

## 3 Communication, Dissemination, and Exploitation Strategy

### 3.1 Visual identity & Branding

To ensure a strong and coherent visual identity, the RESkill4NetZero consortium is collaborating with Canopée Studio, an external design and communications agency specialised in branding and digital communication for EU-funded initiatives. Canopée Studio is supporting the development of the project's visual identity, including the logo, brand guidelines, and website design. Their involvement will help ensure a high-quality and accessible visual presence for the project, tailored to the expectations of both institutional stakeholders and wider audiences. Working with a dedicated design partner will also ensure consistency across all project outputs and communication materials, enhancing the visibility and recognisability of RESkill4NetZero across Europe.

The logo was designed to ensure high recognisability, visual clarity, and alignment with the project's core values, namely, the promotion of skills for the renewable energy transition and the pursuit of net-zero goals. The development process was collaborative, involving several feedback loops between the graphic design agency and project partners to ensure coherence and relevance.

#### 3.1.1 Logo and brand-book

The logo has been developed with the aim to attract the attention of stakeholders, in line with the project's value proposition, aimed at attracting wider recognition. Discussions and rounds of feedback with the project partners and the graphic design agency, facilitated the creation of a coherent, visually appealing logo, symbolising the main objective of the project.

- **Icon Logo:** The standalone icon represents both the Renewable Energy Skills Partnership (RESP) and the RESkill4NetZero project. It incorporates the letter "R" for "Renewable" and a stylised leaf, symbolising clean and green energy more broadly. Instead of illustrating specific technologies such as solar panels or wind turbines, which might suggest a preference for particular sub-sectors, the icon was intentionally

designed to be sector-neutral, reinforcing inclusivity across all renewable energy domains. Its minimalistic yet bold design ensures a modern, clean look with a strong visual impact.

*Figure 3: RESkill4NetZero Icon Logo*



- **Full Logo:** The full logo integrates the project name “RESkill4NetZero” using a modern, clean, and approachable typeface that complements the icon. To enhance readability and highlight the core themes of the project, the words “Skill” and “Net Zero” are rendered in bold, drawing attention to the project’s key purpose, developing skills to support the European Union’s transition to a net-zero future. The typographic design aims to strike a balance between professionalism and accessibility, appealing to both institutional stakeholders and younger audiences.

*Figure 4: RESkill4NetZero logo.*



*Figure 5: RESkill4NetZero logo variations.*

## Logo usage

### Logo variations

Use the full-dark teal logo on light backgrounds.

On dark backgrounds, use the white version of the logo.

Black and white versions are permitted when color printing is not available.



- Colour palette:** A dedicated colour palette was created to support the visual identity across all platforms and materials. The primary colour is green, symbolising sustainability and representing the entire renewable energy sector without prioritising one source over another (e.g., solar, wind, hydro). To complement this, a set of secondary colours (orange, blue, and purple) were selected. These were chosen for their vibrancy and contrast, aiming to draw attention and convey energy, dynamism, and a sense of opportunity. The palette is particularly designed to resonate with a diverse target audience, including younger generations and emerging professionals. Its youthful and inclusive appearance echoes successful branding strategies from similar initiatives such as the [Erasmus Student Network \(ESN\)](#), which shares the objective of engaging young and active communities across Europe.

*Figure 6: RESkill4NetZero colour palette.*

## Colour palette

### Primary colors

The color palette for RESkill4NetZero is a crucial part of the project's visual identity. It ensures that all communications are cohesive and recognizable across different media.

Use RGB for digital materials (websites, emails, online presentations).

Use CMYK for printed materials like brochures, posters, or business cards.

Use Hex when defining colors in HTML, CSS, or other web-based coding.

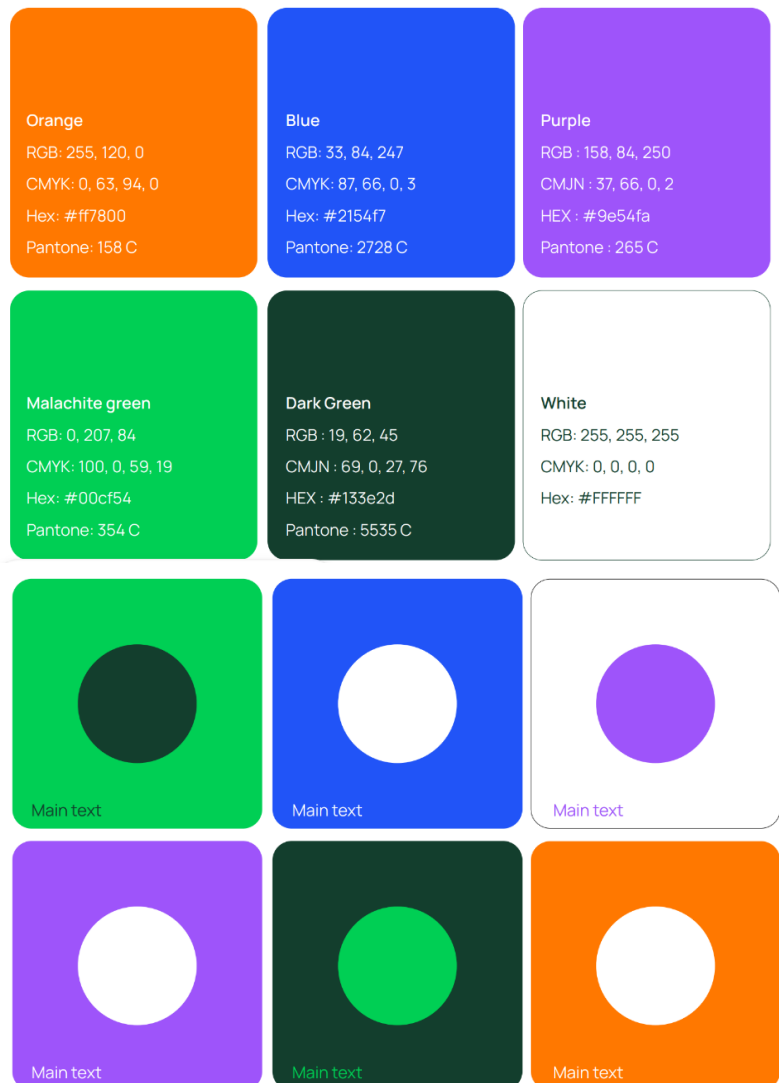
Use Pantone for high-quality printed materials or when working with manufacturers to ensure color accuracy.

## Color palette

### Contrast and accessibility

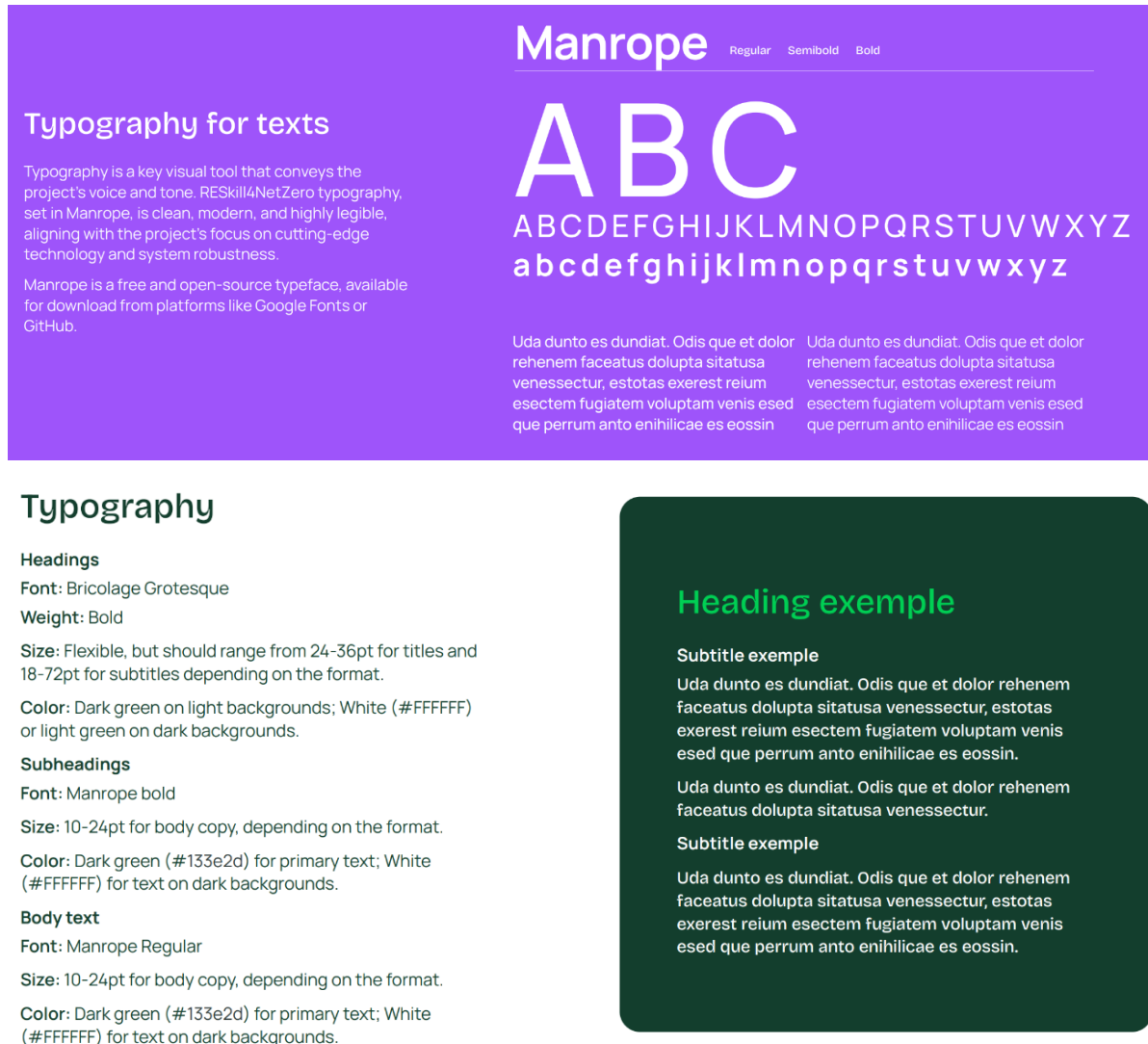
Ensure enough contrast between text and background colors for legibility and accessibility. Use the Dark Green for main text, and white on backgrounds. See the combination examples displayed on the right.

Other combinations are of course permitted for graphic elements that do not include text. However, please limit combinations to a maximum of 3 colours per visual.



- **Typography:** The logo features Manrope regular font. Text for headings use Bricolage Grotesque & the sub- headings use the Manrope bold font. The chosen typeface complements the logo's design and supports a cohesive and attractive visual presence across all channels.

*Figure 7: RESkill4NetZero Typography*



### 3.1.2 Templates

To ensure consistency and professionalism across all communication and dissemination activities, a set of branded templates has been developed in line with the RESkill4NetZero visual identity. These templates are designed to harmonise project communications, enhance brand recognition, and support the visibility of the project and its key outputs across different audiences and platforms.


The available templates include:

- A Microsoft Word template for project deliverables, reports, and press releases, ensuring a coherent structure and visual style for all formal documentation.

- A Microsoft PowerPoint template for internal meetings and external presentations at events such as conferences, workshops, and stakeholder engagements. This template reflects the project's brand identity while allowing flexibility in content delivery.
- A press release template to support timely and consistent communication with media outlets and external audiences, particularly for the promotion of key milestones and results.

All templates are designed for ease of use and are accessible to all partners via the project's internal collaborative platform. Partners are encouraged to use these templates to maintain visual coherence and reinforce the RESkill4NetZero identity across all dissemination outputs. The first versions have been completed; they may be subject to minor edits.

**Figure 8: RESkill4NetZero temporary Deliverable Template**




**ReSkill4NetZero**  
Communication Strategy & Tools

26/05/2025

Co-funded by the European Union

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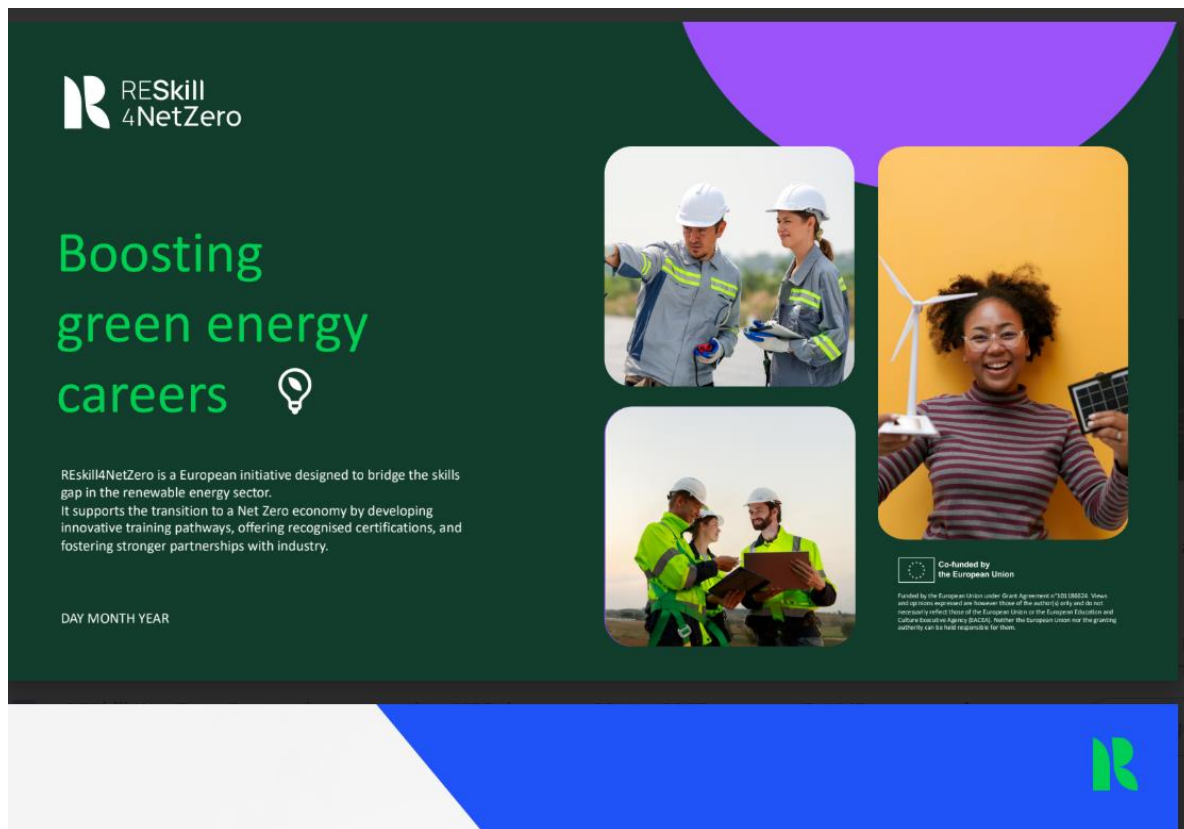
<b>Project</b>	ReSkill4NetZero
<b>EC-Grant Agreement</b>	101186624
<b>Program</b>	ERASMUS +
<b>Client</b>	European Education and Culture Executive Agency (EACEA)
<b>Start of the Project</b>	01.12.2024
<b>Duration</b>	48 months
<b>Document Title</b>	ReSkill4NetZero Communications Strategy & Tools
<b>Work Package</b>	WP5: Europe Wide Dissemination & Rollout Programme
<b>Deliverable</b>	D5.1: Communications Strategy and Ongoing Promotion
<b>Lead Beneficiary</b>	SolarPower Europe
<b>Project Coordinator</b>	KIC InnoEnergy
<b>Dissemination Level</b>	PU – Public
<b>Authors</b>	Jacopo Piccagli (SolarPower Europe) Thérèse O'Donoghue (SolarPower Europe) Lucia Grillo (Schuman Associates) (GCP)
<b>Reviewers</b>	
<b>Description</b>	Create an integrated EU wide communications strategy to promote the skills strategy, VET training programme, project results and best practice guides; with supporting promotional activities, tools, and channels
<b>Status</b>	Draft
<b>Delivery Date</b>	26/05/2025
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Version	Date	Modified by	Comments
1	12.06.2025	SolarPower Europe	Initial Draft (Jacopo Piccagli)
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3	15.06.2025	Schuman Associates	External Review (Lucia Grillo)
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6	28.06.2025	InnoEnergy	Final Version & Upload

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*Figure 9: RESkill4NetZero PowerPoint Template*

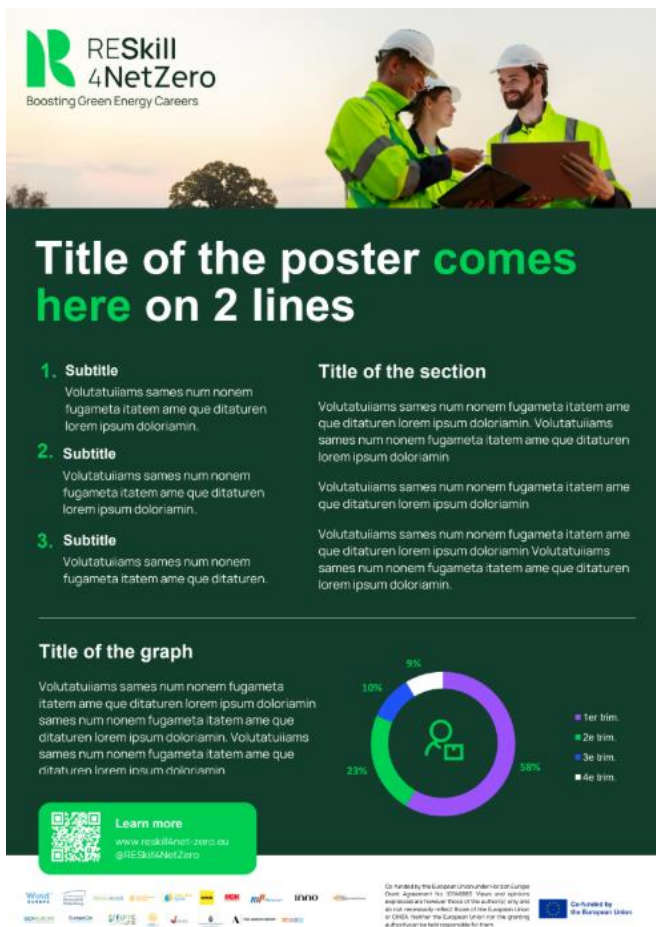


### 3.1.3 Promotional materials

A communication kit has been developed to support RESkill4NetZero’s external dissemination activities. This kit includes a project Trifold-leaflet, poster, and rollup banner, and is designed in strict accordance with the RESkill4NetZero visual identity to ensure consistent, professional branding across all touchpoints. The promotional materials are planned to be finalised and ready for deployment by Month 8, providing sufficient time following the approval of Deliverable D5.1 (CDS) by the granting authority. The communication kit is intended for use at project-related events (such as conferences, exhibitions, stakeholder meetings, and external workshops) as well as for partner-organised presentations. Its purpose is to clearly communicate the project’s core objectives (upskilling and reskilling the workforce to achieve a net zero emissions future) and to support broader dissemination and stakeholder engagement efforts.



**Figure 10: RESkill4NetZero Poster Template**



**Figure 11: RESkill4NetZero Trifold Leaflet**



## 3.2 Website

The [RESkill4NetZero website](https://reskill4net-zero.eu/home/) (https://reskill4net-zero.eu/home/) will serve as the project's **primary digital communication and engagement platform**, which was launch target of **May 2025**. It will provide stakeholders (including policymakers, VET providers, training participants, companies, and the general public) with access to project objectives, updates, deliverables, and training opportunities. Designed to remain active beyond the project's duration, the website will support long-term dissemination and contribute to the legacy of the Renewable Energy Skills Partnership.

### 3.2.1 Website Structure and Rationale

The structure of the RESkill4NetZero website has been carefully designed to balance short-term project needs with longer-term ambitions. In the initial stages, the site will primarily support the dissemination of results and the promotion of training opportunities, especially urgent reskilling programmes under WP4. At the same time, it will lay the foundation for a lasting platform capable of evolving into a European reference hub for renewable energy skills. The inclusion of sections such as the "[Skills Hub](#)" and "[Partnership](#)" reflects this dual ambition: to both share RESkill4NetZero's outputs and catalyse ecosystem-wide collaboration under the Renewable Energy Skills Partnership. Input from all work package leaders, including technical and training-focused partners, has informed the layout to ensure visibility for each strand of work. Special attention is given to the user experience of key audiences such as learners, educators, and companies, making it easy to access curricula, navigate training opportunities, and understand the broader skill strategy. The layout also supports flexibility for content growth, integration with EU-wide initiatives, and eventual expansion into a more interactive skills platform.

### 3.2.2 Website Purpose and Design Principles

The website is designed to:

- Serve as the **central access point for RESkill4NetZero results**.
- Facilitate the **promotion and uptake of training** (including urgent courses)
- Support the **visibility of the project to EU institutions and national stakeholders**.
- Maintain a **simple and intuitive structure** for diverse audiences.
- Remain streamlined **and resource-efficient** under the project's current web development budget, while allowing flexibility for future functional upgrades

It will be **mobile responsive**, include multilingual content (at least five EU languages), and follow **accessibility guidelines** (e.g. WCAG). Content will be regularly updated and integrated with the project's social media presence, especially LinkedIn.

### 3.2.3 Website Structure:

The website will be structured into several key sections, following a **phased development approach** to align with the project's evolving timeline and deliverables.

The first release (scheduled for May 2025) will be a streamlined landing page introducing the



project and providing basic information, including links to early updates and training activities. As the project progresses, additional sections will be developed and launched in line with the availability of results, events, and stakeholder engagement opportunities.

In particular, the **Skills Hub** and **News & Events** sections will be progressively expanded as training materials and pilot initiatives become available under WP3 and WP4. Later in the project, a dedicated **Renewables Alliance** section will be introduced, designed to function as a central gateway to related EU initiatives, funding tools, and strategic partnerships in the renewable energy skills ecosystem. This phased structure ensures a flexible and cost-effective rollout while maintaining a user-friendly experience throughout the project lifecycle.

The website will be structured into several key sections:

- [Home Page/Landing page](#)
  - One-paragraph introduction to RESkill4NetZero, its goals and its link to the Renewable Energy Skills Partnership.
  - **Latest updates:** Teasers for latest news and upcoming events, each linking to the News & Events section.
- [About](#)
  - **Introduction:** Background, goals, and alignment with EU policies.
  - **Partners:** High-resolution logos with links to each organisation's website.
  - [Results](#): Downloadable deliverables, reports, brochures, and infographics.
- [News & Events](#)
  - **Categories:** Toggle between project news and events & partner news and events.
  - **Articles:** Regular updates on milestones, workshops, and industry developments.
- [Partnership:](#)
  - **About:** Mission, goals, and policy context for the Renewable Energy Skills Partnership.
  - **Position Papers:** The existing materials developed as part of the RESP + new materials.
  - **RESP members:** High-resolution logos with partner links.
  - **Join us:** Contact box with email links to RESP coordinators at SolarPower Europe, EUREC and GCP Europe.
- **Renewables Alliance** (This section will be developed as we increase the project's reach)
  - **About:** Objectives and scope of the Renewable Energy Skills Alliance & key findings and proposed actions to close skill gaps.
  - **Ecosystem:** Links to related EU initiatives, tools, and partner projects.
- [Skills Hub](#)
  - **Skills Maps (WP2)** Data and analysis on skill needs, labour market dynamics, and technological advancements.
  - **Training and Education (WP3 & WP4)**
    - Information on training curricula developed through the project.
    - Links to other online courses and educational materials aimed at various target groups.
  - **Career Opportunities in Clean Energy:** Links to clean-energy job-listing platforms.

**General elements:**

- **Header** of website to include RESkill4NetZero logo which includes a hyperlink to the home page allowing the user to easily return to the home page from any page of the website.
- **Footer** of website to contain contact information for the Project Coordinator, EU emblem and funding lines, hyperlink to LinkedIn account + links to Privacy Policy and Disclaimer pages.

### 3.3 Social media strategy

Social media will be a central pillar of the RESkill4NetZero communication and dissemination strategy, enabling the project to engage with a wide range of stakeholders, raise visibility, and share updates in real time. A dedicated LinkedIn page will be created as the primary social media channel, managed by SolarPower Europe (WP5 lead). To ensure active engagement and diverse representation, a posting rotation system will be proposed involving other consortium partners, allowing each to contribute regularly with content aligned to their activities and expertise.

A content calendar will be developed to plan posts in advance, coordinate campaigns with key milestones, and maintain a steady publishing rhythm throughout the project lifecycle. Post performance will be closely monitored through LinkedIn analytics tools, as detailed in Section 4 (Monitoring and KPIs), enabling data-driven adjustments to improve reach and engagement over time.

Content shared via social media will include:

- The introduction of the project and its key objectives.
- Presentation of consortium partners and their contributions.
- Announcements of project events, deliverables, and milestones.
- Press releases, media coverage, and policy-relevant updates.
- Campaigns to promote training opportunities and clean energy careers.
- Posts related to clustering, EU initiatives, and other collaborative efforts.

To ensure consistency in tone, formatting, and messaging, social media content guidelines will be drafted by SolarPower Europe and circulated to all partners. These guidelines will support partners in promoting project content through their own institutional accounts, expanding the project's reach and reinforcing its visibility across multiple networks.

Targeted social media animation and awareness campaigns will be implemented to broaden the project's impact beyond professional networks. These campaigns will aim to engage civil society, young professionals, and the wider public, helping to raise awareness about the project's role in upskilling for the green transition and promoting clean energy as an attractive and sustainable career path.

All key content (particularly project results, training opportunities, and event invitations) will be primarily disseminated via the official Project's website and LinkedIn page, while also being amplified through the social media channels of consortium members to maximise outreach.

### 3.4 Newsletter

A periodic LinkedIn newsletter will be produced and disseminated by SolarPower Europe, with content contributions from all project partners. The newsletter will serve as an essential communication tool to engage the project's online stakeholder community, raise awareness about RESkill4NetZero's progress, and amplify the visibility of key results.

The newsletter will be published via the RESkill4NetZero LinkedIn page, targeting renewable energy stakeholders, education and training providers, policymakers, industry leaders, and the wider public. The format and tone will be designed to ensure accessibility and relevance to a broad readership, while maintaining alignment with the project's visual identity and messaging guidelines.

LinkedIn was selected as the primary platform for this newsletter due to its proven effectiveness in engaging professional audiences, especially within the renewable energy and education sectors. Compared to traditional email newsletters, LinkedIn newsletters tend to generate significantly higher visibility and engagement, particularly among stakeholders who may overlook or deprioritise promotional emails. To maximise visibility and reinforce outreach, newsletters published on LinkedIn will be accompanied by brief email notifications and reminders encouraging partners and stakeholders to view and share the content.

Each edition of the newsletter will feature curated content, including:

- Key project milestones and updates from work packages
- Announcements of events, workshops, and training opportunities
- Interviews or opinion pieces from partners and experts
- Highlights from national and EU-level renewable energy and skills-related developments
- Dissemination of new outputs and resources, such as training modules or reports

The newsletter will be published biannually. Engagement metrics will be monitored, and the editorial strategy will be refined over time to maximise reach and impact.

The LinkedIn newsletter will complement the project's broader dissemination strategy, reinforcing messages shared through the RESkill4NetZero website, social media channels, and targeted outreach campaigns. Stakeholder Events, workshops & Conferences will be a pillar of the RESkill4NetZero communication, dissemination, and exploitation strategy. These stakeholder engagements will ensure broad visibility of the project, promote the adoption of VET training programmes, and facilitate cross-sector collaboration between policy, education, and industry.

Throughout the project, partners will actively contribute to the mapping, organisation, and participation in sector-relevant events to disseminate results and gather feedback from target audiences. These efforts will support the alignment of RESkill4NetZero with national and European skills strategies, while also reinforcing the visibility of the Renewable Energy Skills Partnership.

### 3.4.1 European Renewable Energy Skills Stakeholder Conference

As part of its formal deliverables, RESkill4NetZero will organise a high-level **European Stakeholder Conference** in **Brussels in Month 40**. This hybrid event will bring together stakeholders from across Europe to present the project's results and policy recommendations. It will focus on facilitating political support for integrating the RESkill4NetZero training programmes into national education systems. The conference will target at least **200 high-level participants**, including EU and national policymakers, industry representatives, VET institutions, training providers, and social partners. It will also provide a forum for the launch of policy pledges and public commitments to the Renewable Energy Skills Partnership. The event will be promoted through the RESkill4NetZero platform, and supported by a dedicated registration and outreach campaign.

### 3.4.2 Public Workshops and Webinars

In addition to the main conference, the project will deliver at least two public workshops, foreseen for Months 24 and 46. These events will share interim and final results with broader audiences, and collect structured feedback from training organisations, employment stakeholders, and regional authorities. The workshops will also encourage peer-learning and collaboration among VET providers and sectoral actors. Complementing these, a minimum of three webinars will be held throughout the project, each targeting specific groups, such as career guidance professionals, public employment services, or sector-specific regulators. These online sessions will form part of the project's outreach to national stakeholders, and will help sustain engagement within the Renewable Energy Skills Community established under WP5.

### 3.4.3 National and Sector-Specific Events

In line with the project's multi-level dissemination approach, local and national events will be organised or co-hosted in collaboration with partners, industry groups, and national associations. These will help to align the project's outputs with national skills policies, address local labour market needs, and support regional rollout of training programmes. Events will be tailored to target specific audiences, including employers, SMEs, reskilling platforms, and vocational schools. Where appropriate, these events will be held in local languages and feature best practice case studies from partner countries. The active involvement of all consortium members will be critical to ensuring geographic and sectoral coverage.

*Table 3: Overview of Dissemination Events, Target Audiences, and Partner Responsibilities*

Event Type	Target Audience	Timeline / date	Estimated Audience	Lead / Supporting Partners	Purpose / Focus
European Renewable Energy Skills Stakeholder Conference	EU & national policymakers, industry associations, education authorities, VET providers, RESP members	M40	≥200 participants	SolarPower Europe (WP5), All partners	Present project results; policy integration; public pledges for training programme uptake
Public Workshop 1 (Mid-term)	VET providers, labour market actors, skills agencies, civil society	M24	≥100 participants	InnoEnergy, GCP Europe, National associations	Share progress, gather feedback, showcase training tools
Public Workshop 2 (Final)	Broad multi-stakeholder audience	M46	≥100 participants	EUREC, CDC WPE, All partners	Present final outcomes; promote legacy tools and platform
Webinar Series (3 total)	Career advisors, training institutions, public employment services, regional policymakers	Throughout project	50–100 per session	WP5 Lead + relevant WP leads (WP3, WP4, WP6)	Thematic deep dives; promote uptake of training resources and platform
External Event Participation (e.g. Intersolar, EUSEW, Cedefop forums)	Industry stakeholders, EU institutions, training actors	Ongoing	Variable	All partners, based on relevance	Raise awareness, align with policy agendas, build visibility and networks
National / Regional Events	Employers, VET institutions, SMEs, national agencies	Ongoing	Variable (20–100)	National partners, associations	Support rollout, training adoption, and national policy linkages

## 3.5 Knowledge Sharing and Publications

RESkill4NetZero is committed to open knowledge sharing to support the uptake, replication, and long-term impact of its results. Knowledge dissemination will occur through a variety of formats, ranging from accessible policy briefs and implementation toolkits to formal scientific and technical publications. All publicly shareable outputs will be made available through the project website and other EU dissemination platforms.

### 3.5.1 Open Access and Scientific Visibility

Where relevant, project partners will prepare scientific publications in open-access formats, particularly on topics related to training methodologies, labour market mapping, and skills foresight. These publications will be submitted to peer-reviewed journals or conference proceedings, in line with standard academic practice. While the Grant Agreement does not impose a specific number of publications, the project encourages contributions to the scientific

and vocational education literature, especially where these outputs help to validate methodologies, share findings from WP2–WP4, or contribute to EU-level policy debates.

The project will support visibility by ensuring all publications are deposited in open repositories and indexed appropriately. Authors will be encouraged to create or link to institutional profiles (e.g. ORCID, ResearchGate) and to follow EU recommendations on open science.

### 3.5.2 Applied Knowledge Products and Packaged Results

RESkill4NetZero will place strong emphasis on practitioner-oriented outputs to support the transfer of knowledge into real-world contexts. These "packaged results" will provide clear guidance and actionable tools for use by training providers, companies, education ministries, and career guidance services.

Indicative materials include:

- Training implementation guides: step-by-step documentation to support replication of the RESkill4NetZero VET curricula in other contexts.
- Info packs and policy briefs: summarising recommendations for policy uptake and alignment with national skills strategies.
- Best practice collections: showcasing case studies and pilot examples from partner countries and sectors.
- Stakeholder summary reports: accessible documents outlining project insights for employers, educators, and civil society.

The specific format and scope of these materials will be further defined by the consortium based on stakeholder feedback and aligned with WP6 (Exploitation and Sustainability). All materials will follow the project's visual identity and branding and be disseminated through the official RESkill4NetZero website, social media, newsletters, and during stakeholder events.

## 3.6 Media Outreach and Press Activities

Beyond digital platforms such as the project website and LinkedIn, RESkill4NetZero will implement an initiative-taking media outreach strategy to engage broader public audiences, including civil society, national stakeholders, and mainstream media. By leveraging traditional media formats (such as press releases, news articles, and media partnerships) the project will increase the public awareness of the importance of renewable energy skills and promote participation in upskilling initiatives. These efforts will also serve to highlight the added value of EU support for education, employment, and the green transition.

The media outreach strategy will be designed to communicate major project milestones, announce events and deliverables, and raise the profile of the Renewable Energy Skills Partnership. At least three press releases will be issued over the course of the project, one at to announce the first trainings and achievements of the project, a second at the mid-point aligned

with the release of core training materials, and a final press release presenting the project's outcomes, achievements, and policy recommendations. These press releases will be developed by SolarPower Europe as WP5 lead, in coordination with partners, and disseminated via mailing lists, partner channels, and targeted media contacts.

To extend media coverage, RESkill4NetZero will also target media opportunities by contributing articles to relevant magazines and online platforms focused on energy, sustainability, and vocational education. Project partners may also engage in editorial outreach by submitting opinion pieces or interviews that reflect their role and national context within the project. Key voices from the consortium may function as project ambassadors in the media, particularly in response to EU-level developments such as the Net-Zero Industry Act or new funding under the Pact for Skills. These activities will serve not only to position the project within wider policy debates, but also to present renewable energy careers as credible and attractive opportunities for a new generation of workers.

All media communications will adhere to the RESkill4NetZero visual identity and messaging guidelines to ensure clarity, accuracy, and consistency across languages and audiences. Press engagement activities will be closely coordinated with other dissemination tools to ensure coherence and maximise impact. Performance of media outreach will be monitored using tracking tools and press monitoring services, and results will be reported as part of the WP5 KPI framework.

### 3.7 Fostering Industry-Project Synergies & European Commission's communication channels

RESkill4NetZero is closely aligned with the European Union's broader policy landscape, especially the Net-Zero Industry Act (NZIA) and the European Union of Skills initiative. The project will contribute to this ecosystem by working in active synergy with the Renewable Energy Skills Partnership, one of the NZIA's key support structures. Through this collaboration, RESkill4NetZero will both benefit from and contribute to a wider network of stakeholders committed to building a skilled workforce for the green transition.

The Renewable Energy Skills Partnership, led by SolarPower Europe, EUREC, and GCP Europe, brings together national associations, training providers, and industry players across Europe. RESkill4NetZero will use this existing community to disseminate project results, collect input on training needs, and promote the adoption of its curricula and tools. In turn, the project will feed evidence, best practices, and lessons learned into the Partnership's ongoing policy dialogue with EU institutions and Member States. This reciprocal relationship will help ensure coherence between the project's work and the implementation of the NZIA's skills agenda.

Beyond the Partnership, the project will also seek to collaborate with other large-scale skills partnerships and their blueprint projects, particularly those working in related sectors such as renewable energy, energy-intensive industries, construction, and advanced manufacturing. These synergies will be pursued through direct exchanges, joint events, clustering initiatives,



and mutual promotion of results. Such collaboration will support cross-sector learning, maximise visibility, and avoid duplication of efforts across EU-funded projects.

RESkill4NetZero will also actively scan for new EU-funded projects in both the renewable energy and skills fields, especially those funded under Erasmus+ and Horizon Europe. The aim is to build connections that enhance the project's reach and relevance, while opening up new opportunities for replication and scaling of results.

To support communication at the EU level, the project will make use of official dissemination tools offered by the European Commission. These include the Erasmus+ Project Results Platform, the Funding & Tenders Portal, EPALE (Electronic Platform for Adult Learning in Europe), and other relevant channels such as the School Education Gateway and eTwinning, the Funding & Tenders Portal, [CORDIS](#), and other relevant channels. Content submitted to these platforms will be prepared in coordination with WP5 and WP6, ensuring that project results are visible not only to the general public but also to EU policymakers, investors, and institutional stakeholders.

Through these combined efforts, within the Partnership, across other skills alliances, and through EU-level platforms, RESkill4NetZero will foster strong project synergies that amplify its impact, reinforce its policy alignment, and support long-term sustainability.

### 3.8 Exploitation plan

The exploitation strategy of the Reskill4NetZero project will ensure that its outputs (training programmes, methodologies, tools, and policy recommendations) are widely adopted, sustained, and scaled across Europe both during and after the project. The plan, led by KIC InnoEnergy in the framework of WP6, will be developed in close collaboration with all consortium partners.

The exploitation process will begin with the identification and analysis of Key Exploitable Results (KERs), through a series of internal consultations, webinars, and interviews with partners. Stakeholder mapping will help to profile relevant actors by their influence and interest in each KER, supported by visual tools to define priorities and engagement approaches. In parallel, an assessment of intellectual property (IP) and exploitation rights will be conducted to clarify background and foreground IP, agree on ownership and access, and define an appropriate Intellectual Property Rights framework.

A continuous campaign will be conducted throughout the project to promote the outputs as they are developed, using a robust content and communications strategy to reach targeted stakeholder groups. This will include a steady stream of updates through the project website, newsletters, social media, and promotional materials highlighting key milestones, results, and opportunities for involvement. These actions will also support the gradual onboarding and engagement of new stakeholders into the European Renewable Energy Skills Community, which will function as a growing and active network of practitioners, educators, industry



players, and policy stakeholders. This community will be animated throughout the project and will serve as a multiplier for dissemination, consultation, and co-creation of solutions.

In the final phase of the project, special attention will be given to promoting the EU-wide adoption and institutional uptake of the Renewable Energy Skills Strategy, the Ready-to-Use Training Programmes, and other key outputs. This will include the organisation of a high-level European Renewable Energy Skills Stakeholder Conference, which will gather education authorities, employers, policymakers, and training providers to support mainstreaming of the curricula into national strategies. A broader campaign will target public employment services, career advisors, and recruitment agencies to encourage wider use of the programmes and increase demand among individuals seeking to train, reskill or upskill into the renewable energy sector.

Beyond the project lifetime, a long-term sustainability strategy and rollout plan will be implemented to ensure that Reskill4NetZero's impact continues. This includes maintaining and expanding both the Skills Alliance and the Skills Community, integrating the project's work with initiatives such as the Pact for Skills, other Large-Scale Skills Partnership, and the Net-Zero Academies. Training content will be made openly available in reusable formats and aligned with European frameworks such as EQF, ESCO, Europass and EQAVET, enabling its continued use by VET providers and higher education institutions. A long-term action plan will also create incentives for stakeholders to adopt and promote the programme beyond the scope of EU funding, ensuring it becomes a recognised benchmark for renewable energy skills training across Europe.

### 3.9 Acknowledging EU funding

All communication activities of the project will acknowledge the EU support and display the European flag and funding statement, the instruction as well as communication materials and templates are included [in RESkill4netZero's project folder under WP5 - Acknowledgement of EU funding Guideline](#).

*Figure 12: European flag and funding statement.*



**Co-funded by  
the European Union**

Any communication or dissemination activity related to the action must factually use accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate): “Funded by the European Union under Grant Agreement n° 101186624. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor the granting authority can be held responsible for them.”

More information on how to use the EU emblem and funding statement can be found here:

- [kicinnoenergycom.sharepoint.com/sites/ErasmusBibproposal/Shared Documents](https://kicinnoenergycom.sharepoint.com/sites/ErasmusBibproposal/Shared Documents)
- [https://rea.ec.europa.eu/communicating-about-your-eu-funded-project\\_en](https://rea.ec.europa.eu/communicating-about-your-eu-funded-project_en)

These documents are also uploaded in the above mentioned folder in which we can also find a summary of all the relevant information under in the document titled: [Visibility — European flag and funding statement.docx](#).

## 4 Monitoring and KPIs

### 4.2 Key Performance Indicators (KPIs)

Key Performance Indicators (KPIs) measure the performance of an action and depend on pre-defined objectives. By analysing communication actions through KPIs, the communication strategy can be refined throughout the project to maximise its impact.

RESkill4NetZero aims to expand its outreach to target groups and a broader audience through three main approaches: Communication (CP for project updates, CC for content-related communications), dissemination (D), and exploitation (E). These strategies will be implemented across the four project phases, ensuring their consistent development throughout the entire project duration. By identifying specific target groups, the project will customise communication methods to optimise its impact and engagement. This approach will also foster collaboration among partners and local stakeholders, leveraging their existing outreach channels to achieve cost-effectiveness and enhance the project's overall reach.

#### Objectives

- **Communication on project (CP):** The communication activities under CP are developed to inform about the project and its activities, and to support the uptake of findings, both at the local (pilot), and European level.
- **Communication on content (CC):** The activities under CC aim to spread content (findings, facts, figures) across channels, to ensure the topic is present, the audience is aware of it (resulting in more effective dissemination), and to trigger further search for and engagement with the content. This content will be built up to ensure each stakeholder group advances from what they know to, what they are expected to know.

- **Dissemination (D):** The activities under dissemination provoke engagement, i.e., they steer active participation of the diverse target groups, with activities and content aligned with each of these groups and with their expected knowledge level at that moment.
- **Exploitation (E):** The activities under exploitation support the use and wider uptake, i.e., they incite replication, further development, and market uptake.

### **Impact of Outreach Activities**

Measuring the impact of communication activities will help to understand the reach and sustainability of the project's results and to assess the promotional activities and campaigns in terms of their relevance, quality, and channel selection. Consequently, both qualitative and quantitative indicators will be considered to measure performance, including e.g., the number of viewers, likes, interactions, participants, and others. The outcome of the impact evaluation will be used to validate the approach and success of the outreach and feed the activities for continuous improvement.

The following table summarises the KPIs of the different communication, dissemination, and exploitation activities.

*Table 4: Overview of communication, dissemination, and exploitation KPIs of RESkill4NetZero*

Indicator	Target	Timeline	Target Group	Type
<b>Ready-to-Use Training Package downloads</b>	Min 1000 downloads / requests	M48	VET providers / HEIs / RE	D / E
<b>Adoption of VET training by VET providers / HEIs</b>	Min 100 adoptions	M48	VET sector	E
<b>Engagement of renewable energy companies</b>	Min 100 companies engaged	M48	Renewable energy sector	E
<b>Website visitors</b>	Avg. 2000 visitors/month (Y3 & Y4)	M36 - M48	Public, stakeholders	CP
<b>Community sign-ups</b>	Min 1000 sign-ups	M48	All stakeholder groups	CP / CC
<b>EU &amp; National Stakeholders &amp; policy makers engagement</b>	Min 500 engaged	M48	EU & national policymakers, industry	CC / D
<b>Stakeholder conference attendance</b>	200 attendees	M48	High-level stakeholders, policymakers	D / E
<b>Pledges for national VET integration</b>	Min 20 pledges	M40	Education ministries / authorities	D / E
<b>New students reached by VET providers</b>	Min 8000 students	M48	Learners / youth	E
<b>Employees trained by RE companies</b>	Min 400 employees	M48	Workforce / companies	E
<b>Sign-ups to RES platform</b>	KPIs achieved for platform usage	Phased M48	All stakeholders	CP / CC
<b>Expansion of Skills Alliance</b>	Min 20 new organisations join	M48	EU-wide stakeholder network	E

### 4.3 Monitoring

Effective monitoring is essential to ensure the success of RESkill4NetZero’s communication, dissemination, and exploitation activities. It enables the project to measure the performance and relevance of outreach efforts, optimise resource allocation, and continuously refine the overall CDE strategy based on real-time evidence and partner feedback.

The monitoring process will evaluate both qualitative and quantitative aspects of the project’s communication performance, focusing on reach, engagement, adoption, and long-term impact. It will be based on the KPIs outlined in Section 4.2 and implemented using a combination of automated analytics tools and manual reporting methods across digital and offline channels.

SolarPower Europe, as leader of WP5, will coordinate the monitoring process in collaboration with all project partners. Automated analytics will be gathered from the website, newsletters, LinkedIn, and other digital platforms. In parallel, offline engagement activities (including printed media, conferences, and stakeholder meetings) will be tracked through a centralised reporting template. Partners will contribute regularly to a shared monitoring spreadsheet hosted on the project’s internal collaborative platform, ensuring transparent and up-to-date performance tracking.

The following table outlines the primary communication channels used within RESkill4NetZero, along with their associated measurement tools and parameters:

**Table 5:** *Overview of monitoring tools for communication activities*

Communication channel	Measurement tool	Main parameters
Website	Google analytics	Unique visitors, page views
LinkedIn pages	LinkedIn analytics	Number of followers, impressions, interactions
News and press releases	WordPress analytics	Page views
Deliverables published on the website	WordPress analytics	Number of downloads
Newsletter	Mailchimp or LinkedIn analytics	Number of subscribers / or reactions

Offline activities, such as events and the publication of printed articles, will be monitored collectively by the partners. SolarPower Europe will organise the collection of relevant and complete data through a shared spreadsheet file, available on the online collaborative platform of the project.

Monitoring results will be reviewed on a quarterly basis by SolarPower Europe and discussed with consortium members during WP5 coordination meetings. These findings will inform necessary adjustments to the CDE strategy, ensuring that activities remain aligned with the project’s evolving needs and stakeholder expectations.

The process will also capture partner-level insights on effective national outreach methods, allowing for peer learning and harmonised communication practices across all countries involved. Notable successes and high-performing tools or messages may be replicated more broadly to maximise impact.

Additionally, **Schuman Associates** will support the overall quality assurance process by reviewing all project deliverables throughout the project lifecycle. Their input will help ensure the clarity, consistency, and alignment of materials with RESkill4NetZero's objectives and relevant EU policy frameworks. This external layer of review will enhance the reliability, visibility, and professional quality of all project outputs.

This adaptive and collaborative approach to monitoring ensures that RESkill4NetZero's communication and dissemination efforts remain dynamic, audience-relevant, and targeted, contributing directly to the successful achievement of the project's objectives and KPIs by Month 48.

## ANNEX 1: Overview of Outreach Approaches for RESkill4NetZero

Stakeholder Group	Objective	Type of Communication	Key Tools and Channels
1. Training and Education Providers (VET, HEIs, Certification Bodies)	Promote the uptake, adaptation, and replication of RESkill4NetZero training materials and learning paths.	<p>Educational / Sectoral (European &amp; National Level)</p> <p>Sharing of curricula and modular training frameworks via EU and national networks to support VET implementation.</p>	<ul style="list-style-type: none"> <li>• Project LinkedIn</li> <li>• Project website</li> <li>• Consortium social media channels</li> <li>• Erasmus+ Project Results Platform</li> <li>• EPALE</li> <li>• VET Mobility Charters</li> <li>• National Teams for EU VET tools</li> <li>• SELFIE</li> <li>• Network of EQAVET National Reference Points</li> <li>• HEREs – Higher Education Reform Experts</li> <li>• Direct outreach via Pact for Skills &amp; ETF</li> <li>• Workshops and co-creation events</li> <li>• Project curricula distribution</li> </ul>
2. Industry Representatives (RE companies, sector associations, SMEs)	Ensure alignment between skills provision and industry needs; raise awareness of green upskilling opportunities.	<p>Industrial / Operational (European &amp; National Level)</p> <p>Promote training relevance and implementation through professional networks and sector associations.</p>	<ul style="list-style-type: none"> <li>• Project LinkedIn</li> <li>• Project website</li> <li>• Consortium social media channels</li> <li>• Info-packs &amp; LinkedIn campaigns</li> <li>• Participation in sector events (e.g. Intersolar)</li> <li>• Joint activities with Sector Skills Alliances</li> <li>• Engagement via chambers of commerce</li> </ul>
3. National and Regional Public Authorities (Ministries, employment services)	Support policy uptake and integrate results into national skill strategies.	<p>Institutional / Policy (National level)</p> <p>Encourage institutional uptake and policy alignment at the national and regional level.</p>	<ul style="list-style-type: none"> <li>• Project LinkedIn</li> <li>• Project website</li> <li>• Consortium social media channels</li> <li>• Policy briefs</li> <li>• Dissemination through national skills platforms</li> <li>• Participation in final conference</li> <li>• Erasmus+ National Agencies</li> <li>• Eurydice network</li> <li>• Youth Wiki National Correspondents Network</li> </ul>

4. Young People and Professionals (Students, early-career professionals, jobseekers)	Promote renewables as an accessible, long-term career path; support informed transitions.	<p>Educational / Career Awareness (European &amp; Local level)</p> <p>Awareness-raising through youth and career-oriented platforms and targeted campaigns.</p>	<ul style="list-style-type: none"> <li>• Project Instagram &amp; LinkedIn</li> <li>• Project website</li> <li>• Consortium social media channels</li> <li>• Outreach via eTwinning, School</li> <li>• Education Gateway (SEG)</li> <li>• European Student Card Initiative</li> <li>• Career orientation tools</li> <li>• Social media campaigns (LinkedIn, youth portals)</li> </ul>
5. Workers Currently in the Renewable Energy Sector (Upskilling)	Support the upskilling of individuals already working in renewable energy industries to meet evolving skill demands (e.g. digital, safety, or technical specialisation).	<p>Educational / Sectoral (Local &amp; National level)</p> <p>Employer outreach and VET integration to promote workforce development.</p>	<ul style="list-style-type: none"> <li>• Project Instagram &amp; LinkedIn</li> <li>• Project website</li> <li>• Consortium social media channels</li> <li>• Targeted campaigns via employers and industry associations</li> <li>• Inclusion in Skills Hub and training promotion</li> <li>• Modular and certified training offers tailored to job-specific needs.</li> <li>• Materials distributed through trade unions, VET providers, and RE companies.</li> <li>• Translated materials.</li> <li>• Local social media campaigns</li> <li>• Community presence (events, networks)</li> <li>• Co-design activities for underrepresented groups</li> <li>• Presence in industry internal communication channels</li> </ul>
6. Workers from Transitioning or Declining Sectors (Reskilling)	Facilitate reskilling for individuals from sectors such as fossil fuels, heavy industry, or construction, and provide accessible routes into renewable energy roles.	<p>Awareness / Career-Focused (Local &amp; National level)</p> <p>Targeted campaigns via employers and local networks.</p>	<ul style="list-style-type: none"> <li>• Project Instagram &amp; LinkedIn</li> <li>• Project website</li> <li>• Consortium social media channels</li> <li>• Targeted campaigns via employers and industry associations</li> <li>• Inclusion in Skills Hub and training promotion</li> <li>• Modular and certified training offers tailored to job-specific needs.</li> <li>• Materials distributed through trade unions, VET providers, and RE companies.</li> <li>• Translated materials.</li> <li>• Local social media campaigns</li> <li>• Community presence (events, networks)</li> <li>• Co-design activities for underrepresented groups</li> <li>• Presence in industry internal communication channels</li> </ul>



7. European Policymakers & Institutions (EC DGs, ETF, Cedefop)	Highlight contribution to the Green Deal, European Skills Agenda, and Pact for Skills; foster EU-wide relevance.	Policy / Strategic (European level)  Engagement with EU institutions to ensure visibility and alignment.	<ul style="list-style-type: none"> <li>• Project website</li> <li>• Project LinkedIn</li> <li>• Participation in EC events (e.g., EU Vocational Skills Week)</li> <li>• Cedefop / ETF collaboration</li> <li>• European Platforms such as the Erasmus+ Project Results Platform</li> <li>• Targeted dissemination through Brussels-based multipliers</li> </ul>
8. Social partners (trade unions, employers' organisations)	Ensure social relevance and inclusiveness of training approaches; support sectoral dissemination.	Institutional / Social (National & EU level)  Dissemination through social partner channels and social dialogue structures.	<ul style="list-style-type: none"> <li>• Project LinkedIn</li> <li>• Project website</li> <li>• Consortium social media channels</li> <li>• EU sectoral social dialogues</li> <li>• Confederation co-dissemination</li> <li>• Consultations and roundtables</li> <li>• EQAVET Reference Points</li> </ul>
9. Research & Innovation Stakeholders (Universities, research institutes, HEInnovate)	Promote methodological innovation, evidence sharing, and integration with ongoing R&I efforts.	Scientific/Research (European level)  Sharing methods and results via EU R&I channels.	<ul style="list-style-type: none"> <li>• Project LinkedIn</li> <li>• Project website</li> <li>• Consortium social media channels</li> <li>• Participation in Horizon Europe clustering events</li> <li>• Conference presentations</li> <li>• Grey and academic literature</li> <li>• HEInnovate platform</li> </ul>
10. EU-funded projects and initiatives	Foster synergies and mutual visibility; share best practices.	Project-to-Project (European level)  Direct coordination via EC clustering and CSA networks.	<ul style="list-style-type: none"> <li>• Project LinkedIn</li> <li>• Project website</li> <li>• Joint webinars and newsletters- Participation in EC clustering activities (e.g., GreenComp)- Shared repository of outputs and good practices- Collaboration with CSA-type projects on related topics</li> </ul>
11. Investors & Philanthropy (non-commercial) (Impact funds, CSR organisations, public banks)	Raise awareness of the need for continued public/private investment in green skills initiatives.	Informational/Strategic (European & National level)  Messaging aimed at aligning public/private investment.	<ul style="list-style-type: none"> <li>• Distribution of strategic messaging materials (non-commercial)</li> <li>• Participation in impact-driven forums and skills-focused policy dialogues- Inclusion in dissemination of system-level impact findings</li> <li>• Alignment with EU-level funding mechanisms like ESF+ or Erasmus+</li> </ul>

12. General public and media	Enhance societal understanding of the role of skills in the green transition; raise visibility of EU-funded action.	<p>Awareness/Media (European &amp; Local level)</p> <p>Public-facing outreach through accessible and visual materials.</p>	<ul style="list-style-type: none"> <li>• Project Instagram &amp; LinkedIn</li> <li>• Project website</li> <li>• Consortium social media channels</li> <li>• Media kits and press releases at key milestones</li> <li>• Visual communication materials (infographics, videos)</li> <li>• Participation in public-facing initiatives (e.g., EU Green Week)</li> </ul>
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