



Co-funded by
the European Union



27-03-2025

Deliverable D5.1: Marketing and Dissemination Plan

Contractual Date: 31-03-2025
Actual Date: 27-03-2025
Grant Agreement No.: 101190015
Work Package: WP5
Task Item: T5.1/T5.2
Lead Partner: EIT Digital
Document Code: D5.1

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Abstract:

This Marketing and Dissemination Plan (D5.1) plan outlines a strategic approach for disseminating project information and engaging stakeholders effectively. Emphasizing clear messaging and diverse communication channels, it aims to build broad awareness, understanding, and support. Key elements include defined goals, targeted audiences, selected channels, a timeline, and feedback mechanisms, ensuring impactful communication of project achievements.

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The activities leading to these results has received funding from the European Community's DIGITAL Programme under Grant Agreement No. 101190015 (ACHIEVE).

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Versions and contribution history

Date	Version	Contributor	Notes
December 16 th	0.1	Vilma Djala (EITD)	First version
March 19 th	0.2	Vilma Djala (EITD)	First revision, with incorporated comments from various partners , such as TUBITAK and Techvalley
March 27 th	0.3	Vilma Djala (EITD)	Final version

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1 Project abstract

Advanced Cloud and High-performance computing Education for a Valiant Europe (ACHIEVE) aims to enhance the quality of EU higher education in IT infrastructures, particularly High-Performance Computing (HPC). It plans to implement a double degree Master's program focusing on Cloud and Networking Infrastructure, with specializations aligning with the strategic development of advanced, green, and efficient HPC systems in Europe.

ACHIEVE will achieve this goal by implementing a double-degree master's program (ISCED Level 7, 120 ECTS). Additionally, it includes a minor in Innovation and Entrepreneurship. This program will be collaboratively designed and delivered by 8 higher education institutions from 6 different countries, in partnership with major industry associations and companies specializing in cloud computing and HPC, along with an innovative SME for educational program delivery, a non-profit association, and EIT Digital, a leader in advanced digital skills education in the European continent.

2 Executive summary

This document provides a detailed guide to the communication and dissemination strategy used by ACHIEVE, emphasizing the crucial role of communication in a project's success. ACHIEVE employs a systematic approach to effectively convey key information about the project, its relevance, and its outcomes to both specialized stakeholders and the public.

Through strategic communication, ACHIEVE aims to enhance understanding in the advanced fields of embedded systems and chips design, fostering a constructive dialogue among higher education institutions, the workforce, and the public. The project aspires to create a platform for informed discussions that transcend traditional boundaries.

The communication strategy goes beyond raising awareness; it plays a vital role in disseminating project activities and results. By doing so, ACHIEVE seeks to empower a diverse range of stakeholders to comprehend and engage with the rapidly evolving realms of embedded systems and chips design. The

ultimate goal is to promote shared learning, encourage the implementation of digital advancements, and facilitate the dissemination of governance innovations.

The Communication and Dissemination Plan is integral to achieving these objectives, seamlessly supporting all other project activities. Close collaboration with other work packages ensures a two-way communication flow, facilitating efficient information sharing. This collaborative approach maximizes the project's impact by creating synergies among different components and stakeholders, ultimately contributing to a broader societal understanding and adoption of advancements in embedded systems design.

3 Purpose

Advanced Cloud and High-performance computing Education for a Valiant Europe (ACHIEVE) aims at:

- Supporting the excellence of EU higher education strategic development of Cloud and Networking Infrastructure to obtain advanced, green, and efficient HPC systems, updating the academic curricula on this cutting-edge topic through the matching between the industry needs and the academic offer,
- Increasing the awareness of the impact of HPC systems in the society and citizens' daily life, and changing the perception of low exciting discipline,
- Providing startups and SMEs the opportunity of becoming hosts of students' internships.

Cloud and Networking Infrastructure, with the emergence of new trends like High-Performance Computing (HPC), are pivotal in driving Europe's key policy objectives like the Green Deal and digital transformation. The project, Advanced Cloud and High-performance computing Education for a Valiant Europe (ACHIEVE) is designed to enhance the quality of EU higher education

in the domain of IT infrastructures and in particular HPC which is used to solve several complex questions in computational and data-intensive sciences.

It offers a comprehensive approach, covering aspects from cloud computing, network architecture, to the advanced skills on HPC systems and their applications in answering complex questions like the simulation and modelling of physical phenomena (such as climate change, energy production, drug design, global security, and materials design), the analysis of large data sets (such as those in genome sequencing, astronomical observation, and cybersecurity), and the intricate design of engineered products, such as airplanes.

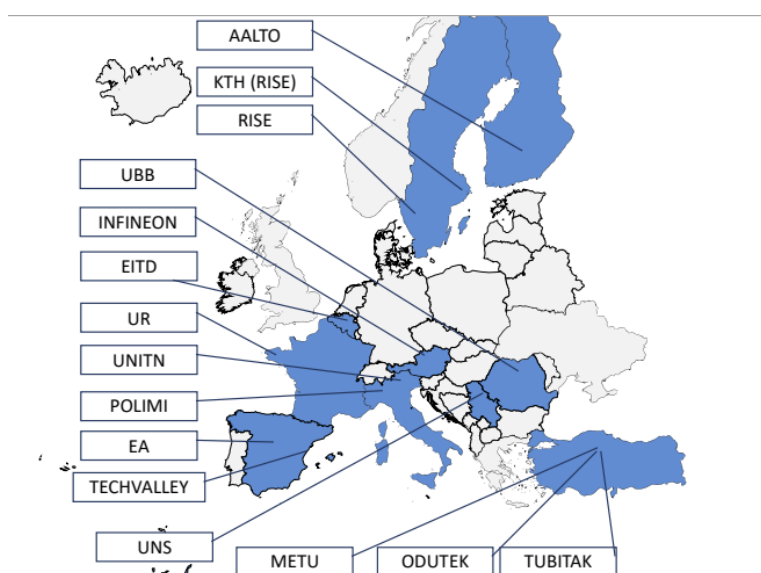


Figure 1: Geographic distribution of ACHIEVE partners.

In fact, the vital element in the European competitiveness in cloud and networking infrastructure not only lies in EU's research and innovation capabilities, but also in the availability of skilled workforce to translate such research capacity into production and manufacturing. Europeans innovate in this domain, but Europe is losing global competitiveness and private sector, and policy makers are pushing for change: private sector investment is expected to pick up in the next two decades, with mega-factories already in the making.

ACHIEVE aims at fostering the development of a high-performing digital education ecosystem, offering excellent education programmes in Cloud and Networking Infrastructure, alongside with the development of a European ecosystem that will help drive innovation and digital breakthroughs in the field of semiconductors. ACHIEVE will strengthen the degree of cooperation between higher education institutions and the private sector across Europe and will contribute to expanding the education offer across Europe and increasing the number of specialists in semiconductors, in line with the general objectives, themes and priorities of the Call DIGITAL-2023-SKILLS-05 — Advanced Digital Skills.

4 Main activities

The aim of ACHIEVE is the development of excellent education and training partnerships, gathering academia, and innovative business to design and deliver a double-degree master's programme (ISCED Level 7, 120 ECTS) in the field of cloud computing and HPC systems with:

- Several specializations in Cloud and Networking Infrastructure
- A minor in Innovation and Entrepreneurship (I&E).

In addition to such master's programme, the ACHIEVE consortium will design and develop related self-standing modules to be delivered both on-line and in-person, leading to two different certifications. These self-standing modules will target a wider audience than the master's programme, especially focusing on professionals in need of up-skilling or re-skilling. Both the master's programme and self-standing modules will be delivered for at least three full cycles regardless the duration of the project, as further detailed in the next sections.

The communication and dissemination strategy for the ACHIEVE project will encompass a variety of marketing efforts and channels designed to raise awareness about the project and its educational offerings. This strategy aims to engage relevant stakeholders for promotional purposes and ensure the long-term sustainability of the project's deliverables. The communication channels will include online platforms, social media, newsletters, articles, and targeted outreach to industry networks and associations. These efforts will help reach the target audience and contribute to training more than the

minimum requirement of 1500 enrolled students per year over two full cycles of educational programs.

Dedicated marketing campaigns will be launched to promote diversity, including the participation of women and individuals from RIS countries. The communication and dissemination strategy will be translated into a set of dissemination actions and promotional campaigns, implemented through both project and partner communication channels to maximize impact, following these objectives:

- DO1. Raise awareness and visibility. Ensure that the key results are disseminated (spread and understood) among the target audiences of the project
- DO2. Engage key stakeholders. Maintain the engagement of the involved stakeholders – including secondary schools - across related projects and further engage other actors vital to or benefiting the outreach.
- DO3. Enhance sustainability long-term. Maintain effective collaboration of key stakeholders during and beyond after the project lifetime. Develop an appropriate structure to coordinate the training implementation beyond the project closure.

5 Target audience

Dissemination campaigns will aim to reach established target groups at the local, regional, national, and European level. The main target groups are:

- Research and Innovation centres: Incubators, accelerators, research staff members (e.g., European Innovation Council, European Digital Innovation Hubs)
- Industry players: SMEs start-ups, scale-ups, business associations and clusters (e.g., Chambers of Commerce and Industry, National clusters of companies)

- Civil society organisations and professional associations: representing members, and employees in the key focus areas of the project (e.g., IT Professionalism Europe)
- Education and training providers: (higher) education institutions, secondary schools, public/private training organisations,
- Public/government bodies and initiatives: policymakers and decision-makers in strategic areas such as employment, education, digitisation (e.g., DG CNECT, DG EAC, JRC, EMPL, EP Cult Committee, Ministers for education).

6 Communication and strategy

The marketing plan will follow a multi-channel strategy. The following list gives an overview of the planned channels (CH) and will explain how the target groups are to be reached, along with other relevant stakeholders, policymakers, and the general public.

6.1 Branding

6.1.1 Logo

As part of the branding process, the full brand guideline was established, along with the (Figure 2) colour scheme and font.



Figure 2: ACHIEVE logo

The word "ACHIEVE" in bold, vibrant purple, suggesting themes of ambition, success, and empowerment. The word is prominently placed, indicating a focus on the concept of achievement as a core value.

Above the text, there is a dynamic design featuring a semi-circular arrangement that resembles a rising sun or a connectivity burst. This design uses a mix of orange and purple lines radiating outward, each terminating in small circles. This creates an impression of nodes or network connections, implying technology, innovation, and forward-thinking solutions.

The combination of colors—purple and orange—conveys creativity, enthusiasm, and high energy, while the overall design emphasizes growth, inspiration, and reaching new heights, aligning well with the concept of achieving goals through innovative approaches.

In short, this logo encapsulates ACHIEVE's vision: a united European effort to strengthen skills and innovation in Cloud and Networking Infrastructure, bringing together education, technology, and human creativity to reinforce Europe's position in HPC systems.

All communication and dissemination activities linked to an EU co funded project, such as: media relations, conferences, seminars, information material, brochures, leaflets, posters, presentations, etc. must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate).

When displayed in association with other logos, e.g. logos of beneficiaries, the emblem must be displayed at least as prominently and visibly as the other logos. In the cases when it is not next to the logo, it must be visually displayed on the same page, clearly indicating that the projects is co-funded by the European Union.

6.1.2 Color scheme

The main color scheme (Figure 3) has been developed specifically for the ACHIEVE project to complement the logo and the rest of the brand.

- **#432981 (Purple Heart):** This rich purple shade embodies creativity, innovation, and ambition, making it an ideal fit for the ACHIEVE Project's

focus on empowerment and technological advancement. The depth of this color reflects a sense of sophistication and forward-thinking, resonating with the project's commitment to fostering collaboration and driving impactful change within the digital innovation landscape. Its unique tone also suggests a fusion of artistry and intelligence, crucial for inspiring fresh ideas in the realm of education and entrepreneurship.

- **#7721B3 (Vivid Purple)**: This striking shade of purple exudes energy, creativity, and ambition. The boldness of this color conveys confidence and forward-thinking, reinforcing the message of empowerment and transformation in the digital landscape. This engaging tone serves to inspire participants and stakeholders alike, encouraging an atmosphere of exploration and growth.
- **#8E95DA (Lavender Blue)**: This blend of blue and purple reflects a balance between innovation and stability, symbolizing the project's commitment to nurturing new ideas while ensuring a strong foundation in digital education. This color not only inspires creativity but also fosters a sense of trust and community, essential for driving meaningful change and progress in the digital space.
- **#D27E4E (Copper Red)**: This warm, earthy shade of orange-brown conveys a sense of warmth, approachability, and energy. This inviting tone can cultivate a positive and supportive environment, encouraging collaboration and the sharing of ideas in the digital landscape.

Together, these colors embody creativity, energy, and collaboration, reflecting the ACHIEVE Project's commitment to empowering individuals and fostering innovation in digital education, strengthening Cloud and Networking infrastructure in Europe.

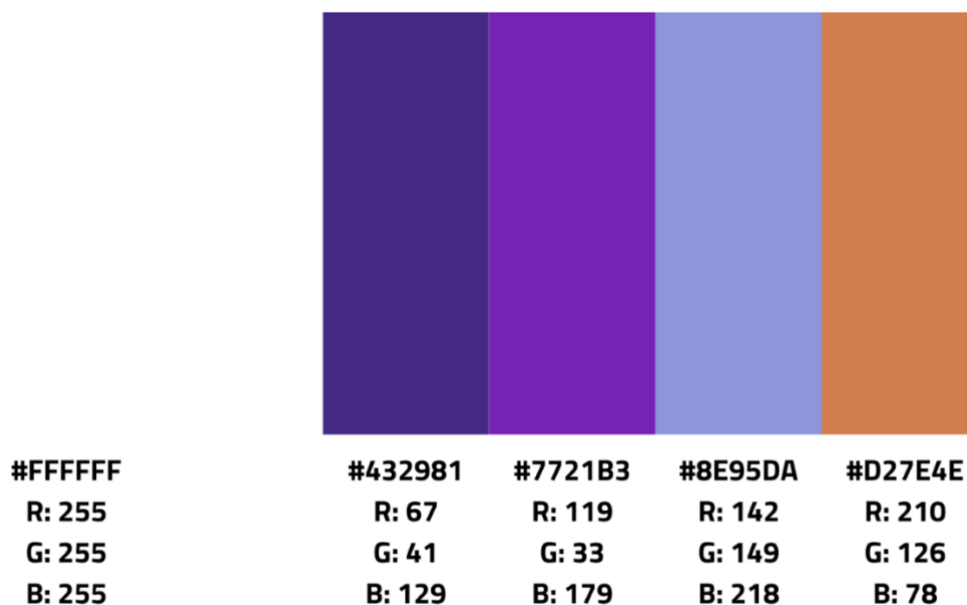


Figure 3: ACHIEVE color palette

6.1.3 Font

The character font (Figure 4) for the ACHIEVE project is **Titillium Web**:

- Titillium Web features a modern and versatile design, characterized by its rounded shapes and clean lines, which provide a friendly, approachable aesthetic, making it suitable for various applications.
- Its adaptability is evident through the wide range of weights and styles available, allowing for flexibility in design expression. The font's thoughtful proportions enhance readability across different contexts, ensuring clear communication whether in headlines or body text.

Titillium Web

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque non elit mauris. Cras euismod, metus ac finibus finibus, felis dui suscipit purus, a maximus leo ligula at dolor.

Symbol & Numeric

1234567890
!@#\$%^&*()

Black	Bold	SemiBold	Regular	Light	Thin
Aa	Bb	Cc	Dd	Ee	Ff

Figure 4: ACHIEVE character font

6.1.4 Social media

Regarding social media dissemination efforts, the following hashtags were identified as relevant for promoting the project and further promoting the developed master programmes and self-learning modules:

Primary #: **#ACHIEVE #DigitalEUProgramme**

Secondary #: **#CloudComputing #EducationProject #euprojects
#NetworkingInfrastructure #Innovation**

These hashtags should be used whenever a new social media post about the project is shared across all partner channels. Furthermore, for any social media activity, HaDEA must be tagged using the appropriate account tags @EU_HaDEA followed by the #DigitalEUProgramme.

6.2 Dissemination channels

By utilising a wide range of marketing outreach channels, the audience reach is extended. The key objective is to increase project awareness and trigger interest for key audiences, but also awareness about the two master programmes and self-taught modules, thus driving student traffic to the

respective landing pages and further generating qualified leads to be converted into student applications and enrolments.

CH1. ACHIEVE webpage:

The go-to place for all the information related to **ACHIEVE** project, will be the project's webpage, hosted under the EIT Digital domain and accessible at <https://www.eitdigital.eu/eu-collaborations/achieve/> by all engaged partners and external stakeholders providing up-to-date information about ACHIEVE (e.g., news articles, press releases, resources). In addition, it will promote the project milestones, outputs, results, and events.

Further, the two master programmes will each have a dedicated webpage with all the information needed for students and used for promotion and to attract student enrolments.

CH2. Social media outreach, organic & paid:

The Social Media channels play a significant role in promoting ACHIEVE project and main activities, organically, but also sponsored, via EIT Digital pages. In terms of organic marketing, Facebook, Instagram, and LinkedIn are the main ones used, and for paid marketing, Facebook, and Instagram.

The promotion on social media will help extend the reach of key dissemination and communication messages to wider geographical audiences, providing an excellent opportunity for better outreach. Social media channels are key great amplifiers where the target ACHIEVE groups may be highly active. Partners will also use their respective communication channels to pass on the key messages and maximise exposure. All the visuals and key communication content will be generated in-house by EIT Digital, following branding guidelines and up-to-date best practices regarding the key audience.

CH3. Events, conferences, meetings:

To ensure the effective dissemination of project results, the partners will be present at the main national and European events related to the Digital Education Action Plan and tertiary educational ICT programmes, by actively participating through presentations or the organisation of specific sessions. Partners will seek to organise and/or participate in third-party topical events and EU-wide conferences to present the project and consolidate links with

related initiatives and market players. A mapping of upcoming event opportunities will be developed and updated regularly with the support of partners.

CH4. Scouting and synergies with other related initiatives and projects:

One key element to the success of the project is cooperation with well-established related initiatives, projects, and networks that have the power and influence to give a boost to the project's visibility. To this end, a stakeholder mapping, managed by project coordinator EITD, will be created and populated by the project partners. EITD will lead the outreach actions toward the identified key stakeholders and promote the project to create new cross-dissemination opportunities and strengthen cooperation.

CH5. Dissemination materials:

The marketing materials will serve to present the partners' activities and objectives with one common approach, both in terms of visuals and through narrative. This will enable all members of the consortium to participate in public events and to create and strengthen the sensemaking and the idea of one unique brand. Different sets will be produced (in English) together with visuals such as an online brochure on the project, a PowerPoint template and official presentation of the project, a roll-up banner, and other online materials. Partners will be invited to localise key materials. All the assets produced will be aligned with the visual identity of the project and include both the project logo and the EU co-funded emblem.

6.3 Monitoring Results and KPIs

Monitoring measures will be implemented to effectively track and evaluate the performance of communication and dissemination activities, optimising efforts and enhancing the promotion of the master's programmes and the self-standing learning modules.

Monitoring of communication and dissemination activities will employ the following approaches:

- Using a tracking system: Implementing a comprehensive system to monitor the different actions at various stages of the project, including the effectiveness of communication channels such as email and social media campaigns, outreach activities, and analytics.
- Data analysis and insights: Regularly reviewing and analysing data to gain valuable insights into the reach, engagement, and conversion rates of different communication efforts, particularly when promoting the courses.
- Monitoring progress against the project proposal: Carefully compare the actual outcomes of communication activities with the defined Key Performance Indicators (KPIs) stated in the project proposal. This evaluation will help assess the impact and success of communication initiatives.
- Continuous improvement: Utilising the findings from the monitoring process to make necessary adjustments to communication strategies and tactics. This iterative approach will ensure the continuous enhancement of the promotion efforts.

6.4 Project's KPIs

In the pursuit of project success and effective performance measurement, Key Performance Indicators (KPIs) serve as integral benchmarks, offering a systematic and quantifiable approach to assess progress and achievements. KPIs are the compass guiding our endeavours, providing a clear framework to evaluate the project's impact, efficiency, and adherence to objectives. By establishing measurable indicators tailored to specific project goals, KPIs empower us to track and analyse performance across various facets.

This proactive approach not only enhances accountability but also enables timely adjustments, ensuring that our efforts align seamlessly with the envisioned outcomes. As we embark on this transformative journey, the selection and monitoring of KPIs will be paramount, contributing to informed decision-making, transparent reporting, and the overall success of the project.

The project KPIs will help monitoring the implementation of the different activities:

- **KPI1:** Number of applications to ACHIEVE education programmes: 1000

- **KPI2:** Number of master's programmes listed on the Digital Skills and Jobs Platform: 1
- **KPI3:** Number of leads interested in the education programmes: 8000

6.5 Project's tools and channels

In designing our communication and dissemination strategy, careful consideration has been given to **selecting channels** that effectively convey the project's key messages and outcomes to a diverse array of stakeholders and members within the target groups. The strategy is crafted with a dual approach, incorporating both information pull and information push mechanisms to ensure a comprehensive reach:

- Information **pull strategies** involve creating accessible platforms, such as **project websites**, allowing stakeholders to actively seek and retrieve relevant information at their convenience.
- Information **push strategies** utilize various tools, such as **social media platforms**, to proactively disseminate project updates to the intended audience.

Recognizing the varied nature of our target groups, the strategy incorporates a spectrum of tools tailored to resonate with different audience preferences and communication styles.

Table 1: ACHIEVE communication tools and channels: Expected impact and KPIs

Activity / Channel	Impact
CH1. ACHIEVE webpages	Visitors: 1,000/month
CH2. Social media	10,000 /month impressions 3 posts/month across partners using project-specific hashtags 1/month project mentions

CH3. Paid advertisement on social media	20,000/month impressions 500/month number of clicks
CH4. Paid search advertising on Google	25,000/month impressions 1,000/month number of clicks
CH5. Event, conference, meetings	500 persons reached through events
CH6. Scouting and synergies with other	5 successful partnership created
CH7. Dissemination materials	15 brochures, flyers, visuals 3 videos 1/six-month newsletters 15 press releases

The thoughtful selection of tools, as described in Table 1, ensures that the project's messages are not only disseminated widely but also in a format that aligns with the preferences and engagement patterns of each distinct target group. The WP3 leader (EITD) and each project participant has budget to fund the personnel and resources needed.

6.6 Recommendations for Partner communication on project outcomes, results, and deliverables

To enhance the visibility and impact of ACHIEVE, all project partners are encouraged to actively support with dissemination and communication activities:

Focus on key milestones. Certain milestones within ACHIEVE demand heightened communication efforts, particularly the recruitment periods for prospective students. These recruitment windows are pivotal to the project's success, as they directly impact enrollment in the double-degree master's

program and self-standing modules. During these periods, the support of all partners is crucial to achieve maximum reach and attract the best-suited candidates. Partners should amplify outreach through their channels, ensuring that recruitment messages reach the targeted audiences.

Utilize diverse communication channels. Each partner should leverage their established communication channels—such as websites, newsletters, and social media platforms—to share project updates and deliverables. Incorporate project-specific branding, visual identity and key hashtags (e.g., **ACHIEVE**, **#CloudComputing**, **#NetworkingInfrastructure**) to create a consistent and recognizable project identity across platforms. This will amplify the project’s reach and attract a diverse audience, from academia to industry stakeholders.

Promote Deliverables and achievements. Partners should highlight significant milestones, and key deliverables when they are published. For broader reach, partners can coordinate with EIT Digital’s digital media team to guide and support the creation of impactful content. This approach will not only enhance visibility but also foster engagement with targeted audiences.

Engage with stakeholders through events. Participation in relevant industry and educational conferences, webinars, and other events is essential. Partners are encouraged to either host sessions or actively promote ACHIEVE at national and European events, thus reaching a wider audience. Engaging in direct dialogue with stakeholders will enhance the project’s credibility and attract attention from potential students, industry professionals, and academic collaborators.

Implement localized communication strategies. Each partner is encouraged to tailor project messages to resonate with local stakeholders, particularly for outreach in RIS (Regional Innovation Scheme) countries and underrepresented groups. Translating key materials or providing localized resources will improve accessibility and foster inclusivity.

Coordinate regular updates and cross-promotion efforts. To ensure a unified approach, partners should coordinate with the lead communication team at EIT Digital. Sharing timely updates and cross-promoting posts through mutual channels will enhance the project’s online presence. Regular check-ins will

maintain visibility and keep the target audience engaged throughout the project cycle.

Measure and share impact data. Partners should actively participate in monitoring dissemination activities and report on metrics such as impressions, clicks, and engagement rates where applicable. These will be reported in a template and analysed at a later stage to optimize their outreach strategies and contribute to the continuous improvement of communication efforts.

7. Timeline

WP3 spans the entire duration of the ACHIEVE project, from M1 to M48. It establishes a timeline for key communication and dissemination tasks aimed at promoting the project, engaging target audiences, and sharing significant updates and outcomes. The planned tasks include:

- General communication about the project, including news, events, and workshops
- Project branding and marketing guidelines
- Development and distribution of branding and marketing materials
- Creation and maintenance of a project website
- Marketing campaigns to raise awareness for the Master Programmes
- Communication and promotion of self-paced learning modules

This timeline is intended as a flexible guide; adjustments may be made as needed to respond to project developments, emerging opportunities, and unforeseen circumstances.

8. Internal communication

The orchestration of all communication, dissemination, and engagement activities within ACHIEVE is centralized under the EITD's Communication team and the leadership of WP3. This cohesive approach ensures a streamlined and targeted communication strategy tailored to diverse audiences, encompassing higher education institutions, students and industry stakeholders. The Communication team collaborates with each work package

contributing to ACHIEVE, guiding them to release specific content relevant to their outcomes, which is then meticulously disseminated.

The team shoulders a multifaceted responsibility, harmonizing content production across the project and its horizontal activities. It undertakes the pivotal role of curating content for communication through the project website and various social networks, ensuring a dynamic and accessible information flow. Collaboration extends to liaising with the European Commission newsletter and relevant press outlets, coordinating the dissemination efforts at conferences, workshops, and exhibitions to amplify the project's impact. The Communication team plays a pivotal role in ensuring a cohesive and impactful communication strategy that resonates both internally and externally, fostering the success of ACHIEVE.

8.1 MS Teams and Sharepoint

EIT Digital offered to ACHIEVE its spaces on Teams and Sharepoint to ease project interaction and the sharing of relevant documents. The Sharepoint platform has been selected as the best way for all project partners to share, edit and save project documentation. The site is hosted by EITD and is a subsite of EITD's Sharepoint. Partners provided their email addresses and were connected to the site. The uploading of project documentation has commenced and is iterative. Microsoft Teams was also added to allow the functionality of project partners to communicate with each other quickly and efficiently.

8.2 Project templates

Templates for presentation slides and deliverables have been created and distributed to all partners.

01-10-2024

Deliverable DX.X: Deliverable title

Contractual Date: 01-10-2024
Actual Date: XX-XX-2024
Grant Agreement No.: XXX
Work Package: WPX
Task Item: TX.X
Lead Partner: PART
Document Code: DX.X

Authors: Name Surname (PARTNER), Name Surname (PARTNER), ...

Abstract:

Write here the abstract of the document. In this abstract session, we invite you to submit concise summaries of the content of the document. Please include activities and results that highlight the core elements of your work. Please keep your abstract within 250-300 words, covering key components such as objectives, methods, findings, implications, and keywords.

ACHIEVE project is developed and delivered under European Union's Digital Europe Programme Project no. XXX.

