31-05-2025

Deliverable D 3.2: First year report on the marketing and dissemination activities

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Abstract

This deliverable summarizes the strategies and achievements in promoting the project's goals. Key activities include creating marketing materials, participating in industry conferences, and utilizing digital platforms for outreach. The report evaluates the effectiveness of these efforts and suggests improvements for the future, aiming to enhance RESCHIP4EU's visibility and impact.

Versioning and contribution history

Version	Date	Authors	Notes
0.1	04/04/2025	Romane Léauté (EITD)	Table of content D3.2
0.2	05/05/2025	Romane Léauté (EITD,) Domitilla Mariotti (EITD)	First draft D3.2
0.3	30/05/2025	Romane Léauté (EITD,) Domitilla Mariotti (EITD)	Final draft

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1. Introduction

1.1 Project summary

Reinforcing Skills in Chips Design for Europe (RESCHIP4EU) aims to support the excellence of EU higher education around embedded systems design in a holistic way, from silicon via System-on-Chip design and manufacturing to smart and safety-critical platform and application software.

The holistic nature of the program provides a unique competitive edge to encourage graduates to design, analyse and innovate smart, green and safety- critical embedded systems in Europe. RESCHIP4EU will achieve this goal by designing and delivering a double-degree master's programme (ISCED Level 7, 120 ECTS) in Embedded Systems Design with several specialisations related to the holistic design of embedded platforms safer, greener, smarter, and more efficient and a minor in Innovation and Entrepreneurship. The master's programme will be designed and delivered by 9 higher education institutions from 5 different countries with the collaboration of Semi.org, the global industry association representing the electronics manufacturing and design supply chain, ST Microelectronics, a global semiconductor company, 1 innovative SME expert in delivering education program, communication and dissemination, 1 ASBL (Association internationale sans but lucrative), and EIT Digital, a pan-European organisation with experience in delivering education programmes in advanced digital skills across Europe.

1.2 Deliverable overview

Deliverable D.3.2 represents RESCHIP4EU's First-Year Report on marketing and dissemination activities This deliverable hence covers marketing and dissemination activities from the first year of the RESCHIP4EU project.

The project activities revolve around the development and delivery of education programmes, namely:

- One master's programme in Embedded Systems design, span two years and double-degree programmes (ISCED Level 7, 120 ECTS). It offers students a minor in Innovation and Entrepreneurship (I&E) totalling 30 ECTS, including a summer course on transforming innovative digital technologies into business between the first and second years of the master's programme.
- Standalone learning modules (self-standing modules) on topics related to Embedded systems and chips design, including dedicated sections on Innovation and Entrepreneurship, available for free. These modules target a much broader audience than the master's programmes and lead to certifications. Participants can follow different paths through the modules, resulting in different certifications.

For details on the Marketing and Dissemination plan and strategy, please consult Deliverable 3.1 Report presenting the Marketing and Dissemination Plan for RESCHIP4EU project. The communication and dissemination efforts for the RESCHIP4EU project utilize a range of marketing strategies and channels to increase awareness about the project and the educational offerings developed under the

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RESCHIP4EU framework. These efforts aim to engage relevant stakeholders for promotional purposes and enhance the long-term sustainability of the deliverables. Various communication channels, including online platforms, social media, newsletters, articles, and targeted outreach to industry networks and associations, are employed to reach the target audience. Dedicated marketing campaigns are launched to recruit students into the education programmes while promoting diversity by encouraging the participation of women and individuals from RIS countries.

The communication and dissemination strategy are translated into a set of dissemination actions and promotional campaigns, implemented via the project's communication channels and those of its partners to maximize impact. These efforts follow the objectives outlined below:

- **DO1. Raise awareness**. 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 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 after the project's lifetime.

For the first year of the project, most of the communication and dissemination activities have been focused at *DO2. Engage key stakeholders*, specifically attracting students and learners to enrol to the RESCHIP4EU study programmes. Early results from the RESCHIP4EU project as per DO1 are already disseminated to relevant target audiences, this effort will intensify as the project moved forward and delivers results. As per DO3. Enhance sustainability, the focus in the first months was mainly on fostering and sustain a close collaboration between project partners. Project partners have also expanded and opened partnerships with industry.

The document delivers an overview of the activities undertaken, channels employed, and results achieved up to this point. Conclusively, it analyses marketing and dissemination activities to draw insights into optimal approaches moving forward and identify areas for improvement. Moreover, it serves as an evaluation of the progress in implementing the Marketing and Dissemination Plan (i.e. D.3.1). The initial goal of the plan was to maximize the project's impact, enhance its visibility, and ensure the broad dissemination of project outputs. Building upon the groundwork laid out in D.3.1, the document summarises the achievements in executing the marketing and dissemination activities. It highlights the advancements made to further contribute to the project's overarching objectives and enhance its reach and impact. The management and overall implementation of marketing and dissemination activities are led by EIT Digital. All RESCHIP4EU consortium partners have supported marketing and dissemination activities by providing content, participating in events, and promoting the project along the standalone modules.

It is worth noting that during the first 12 months of the project, EITD experienced a change in the WP3 lead position, disrupting the continuity of work. The position experienced high turnover, with two individuals occupying the role in quick succession and leaving abruptly. This caused significant disruptions and left the

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coordinator responsible for covering the resulting gaps in responsibilities. The consortium partners, other EITD colleagues, and the coordinators built a contingency plan to ensure that this transition did not impact the timely completion of project milestones and deliverables. The situation has now stabilized with the appointment of a new WP3 leader early 2025.

2. RESCHIP4EU Marketing and promotion Activities

2.1 Introduction

The Gantt Chart presented below in Figure 1, presents the projected timeline and plan for effectively communicating and disseminating information related to the RESCHIP4EU project. It includes anticipated actions and milestones in promoting and raising awareness, engaging with the audience, collecting, and sharing key updates and outcomes. The activities carried out in the first year followed this timeline.

COMMS TASKS	M1 - June	M2 - July	M3 - Aug	M4 - Sept	M5 - Oct	M6 - Nov	M7 - Dec	M8 - Jan	M9 - Feb	M10 - March	M11 - Apr	M12 - May
General Communication about Project: News, Events, Workshops	██	██	██	██	██	██	██	██	██	██	██	██
Project branding and marketing guideliness			██	██	██							
Branding & Marketing Materials				██	██	██						██
Website development for the project		██	██									
Master Programmes communication and marketing campaigns				██	██	██	██	██	██	██	██	██
Self-paced modules communication and marketing campaign												

	2026 - 2027

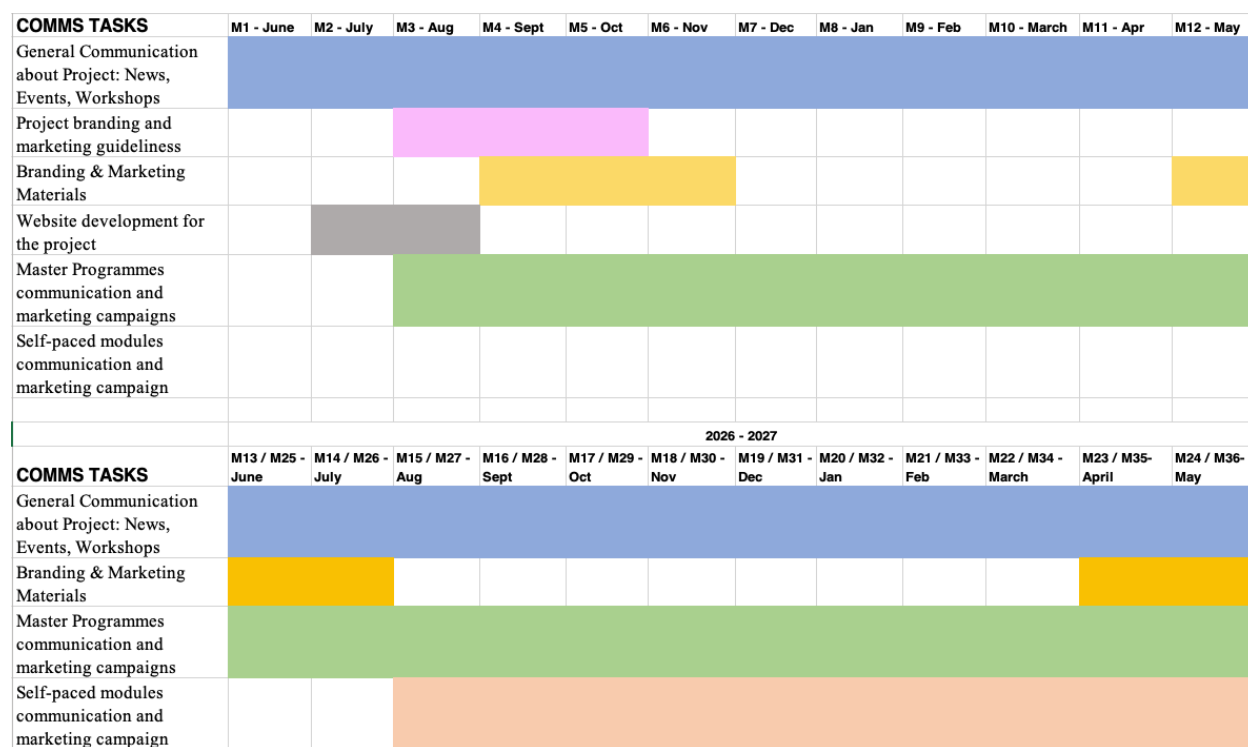| COMMS TASKS	M13 / M25 - June	M14 / M26 - July	M15 / M27 - Aug	M16 / M28 - Sept	M17 / M29 - Oct	M18 / M30 - Nov	M19 / M31 - Dec	M20 / M32 - Jan	M21 / M33 - Feb	M22 / M34 - March	M23 / M35- April	M24 / M36- May
General Communication about Project: News, Events, Workshops	██	██	██	██	██	██	██	██	██	██	██	██
Branding & Marketing Materials	██	██									██	██
Master Programmes communication and marketing campaigns	██	██	██	██	██	██	██	██	██	██	██	██
Self-paced modules communication and marketing campaign			██	██	██	██	██	██	██	██	██	██

Figure 1: RESCHIP4EU WP3 actions timeline

Looking ahead, the Gantt Chart will continue to guide the communication efforts with greater granularity, ensuring all actions are well-coordinated and effective.

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2.2 Brand building

2.2.1 Brand strategy

A comprehensive branding strategy was formulated to establish a unified identity. This involved creating a visual identity, defining a colour scheme, identifying relevant hashtags, and designing a dedicated webpage. These branding elements were applied across all visual communications, campaigns, and documentation for a consistent visual experience. The cohesive branding approach was also implemented in social media communications and webpage landing pages. It was embedded in other communication channels, such as email marketing campaigns. This comprehensive application enhanced recognition and established a professional image, ensuring consistency throughout diverse platforms and contributing to a unified brand presence. Furthermore, partners integrated the project's visual identity with their existing visuals, leveraging their established reputation in local networks. Examples of visuals and campaigns will be presented in this Deliverable.

As part of the branding process, the project's visual identity was introduced and shared in various formats, including banners, templates for project presentations, and other deliverables as planned in D3.1 Marketing and Dissemination Activities Plan, section 4.1.

2.2.2 Graphism

To support the marketing and dissemination activities of the RESCHIP4EU project, visuals and graphism were developed. This included creating PowerPoint presentations Figure 2, Figure 3, and custom graphics designed to effectively convey the project's goals, progress, and outcomes, Figure 4. These materials are tailored to engage various stakeholders, ensuring clarity and consistency in the messaging. By leveraging these tools, the activities aim to enhance awareness, facilitate understanding, and drive engagement with the RESCHIP4EU project across all relevant platforms and audiences.
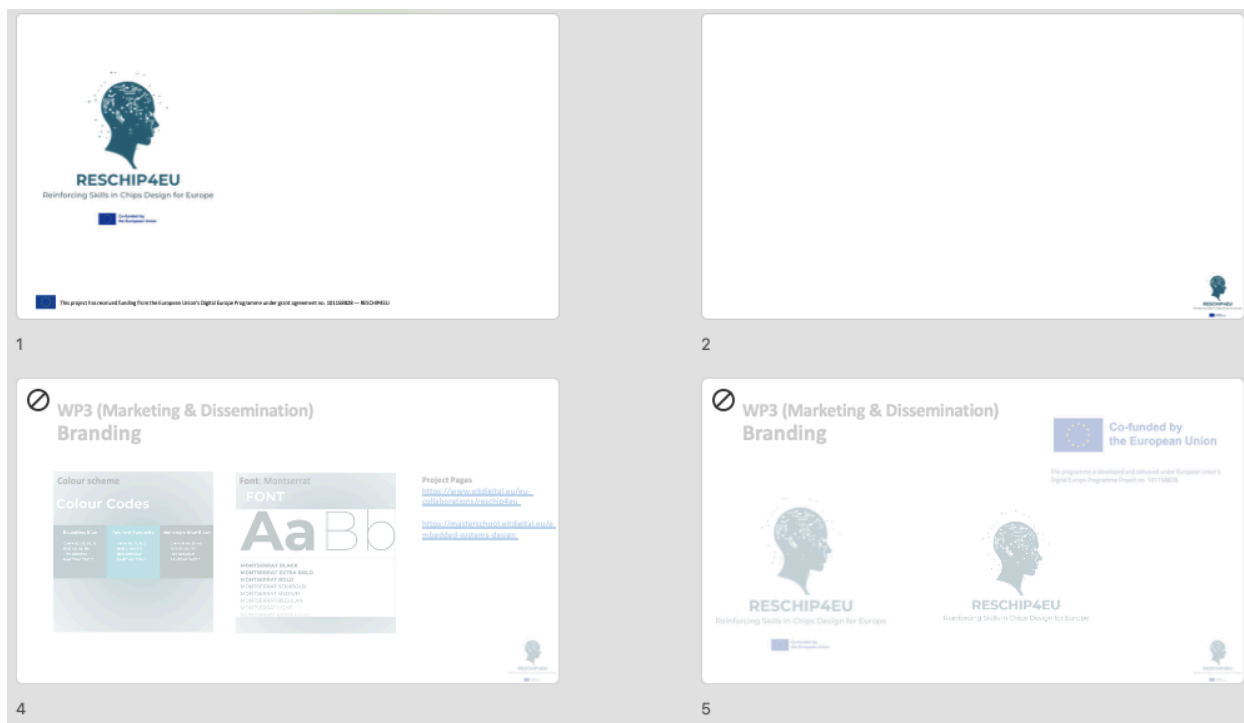
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Figure 2: RESCHIP4EU PPT template

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Figure 3: RESCHIP4EU Word template

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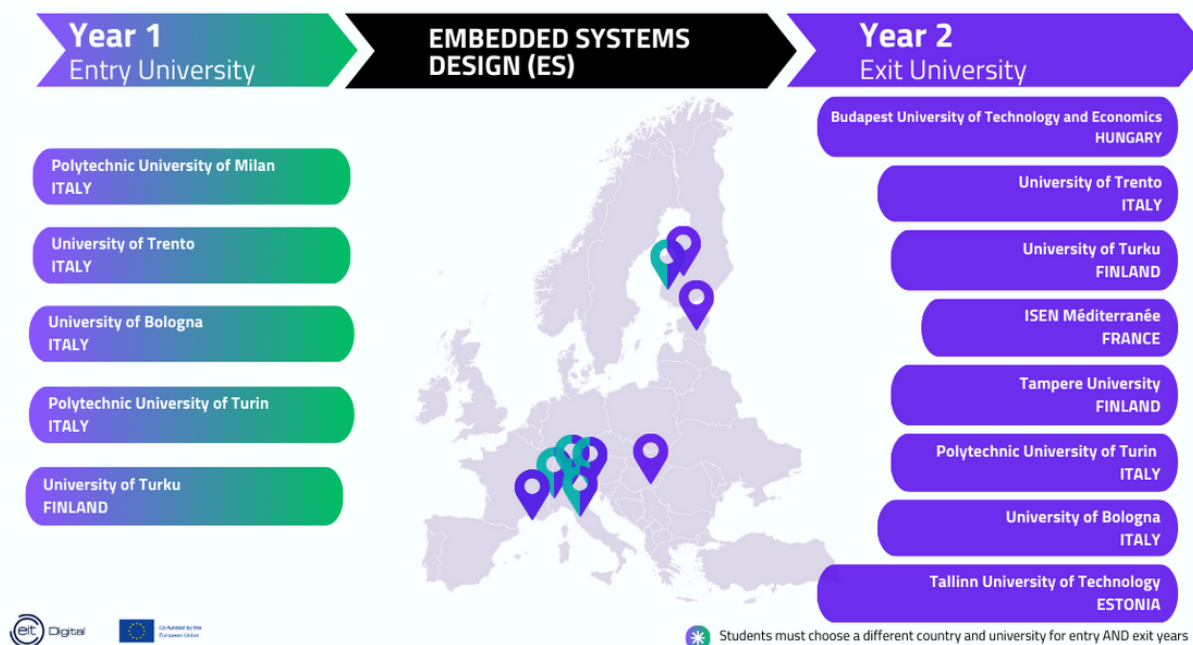
Figure 4: RESCHIP4EU Masters' Entry and Exit universities map

2.3 RESCHIP4EU webpage

As part of establishing a recognizable project identity a webpage dedicated to the project was created under the EIT Digital domain. The webpage (Figure 5) is the primary resource for project-related information. It hosts details about the project and its short-term courses, the consortium, public deliverables, reports, news, and events in their respective sections.
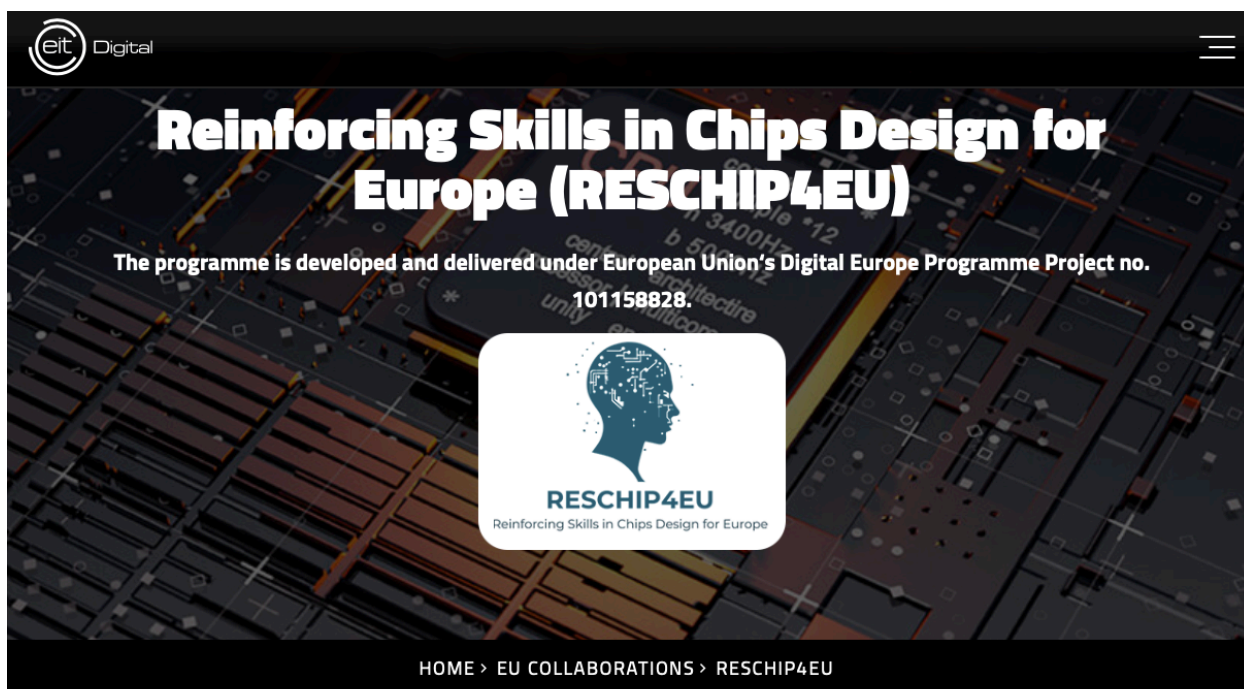
About RESCHIP4EU

Reinforcing Skills in Chips Design for Europe (RESCHIP4EU) aims to support the excellence of EU higher education around embedded systems design in a holistic way, from silicon via System-on-Chip design and manufacturing to smart and safety-critical platform and application software.

The holistic nature of the program provides a unique competitive edge to encourage graduates to design, analyse and innovate smart, green and safety- critical embedded systems in Europe. RESCHIP4EU will achieve this goal by designing and delivering a double-degree master's programme (ISCED Level 7, 120 ECTS) in Embedded Systems Design with several specialisations related to the holistic design of embedded platforms safer, greener, smarter, and more efficient and a minor in Innovation and Entrepreneurship. The master's programme will be designed and delivered by 9 higher education institutions from 5 different countries with the collaboration of SEMI Europe, the global industry association representing the electronics manufacturing and design supply chain, ST Microelectronics, a global semiconductor company, 1 innovative SME expert in delivering education program, communication and dissemination, 1 ASBL (Association internationale sans but lucrative), and EIT Digital, a pan-European organisation with experience in delivering education programmes in advanced digital skills across Europe.
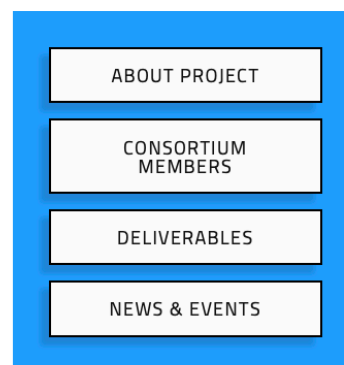
Find out more about our Master School RESCHIP4EU programme:

RESCHIP4EU EMBEDDED SYSTEMS DESIGN

Scholarships

ABOUT PROJECT

CONSORTIUM MEMBERS

DELIVERABLES

NEWS & EVENTS

PROGRAMME

RESCHIP4EU EMBEDDED SYSTEMS DESIGN

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The available scholarships are:

- Scholarships of Excellence (only available to EU applicants) – Full tuition fee waiver and monthly allowance (based on average living costs in the study country)
- Full tuition fee waiver
- Half tuition fee waiver

You apply for scholarships during the application process in the application portal.

Please note that besides the scholarships offered by EIT Digital, our students may also be eligible for other scholarships, grants or financial aid offered by our partner universities. Check all of our Scholarships and Additional Financing Options.

Figure 5: RESCHIP4EU official webpage

2.4 RESCHIP4EU platform for self-standing modules

RESCHIP4EU WP3 leader, in collaboration with the project partner Evolutionary Archetypes (EA), will be designing and creating a dedicated platform to host RESCHIP4EU's self-standing modules. The platform will be following the RESCHIP4EU visual identity and will be user-friendly to those learners that will be registering to self-paced modules. Instructors will have a dedicated space on the platform to upload their content and create their course evaluations.

The platform is currently under development and will be available in M16 (MS5 Self-standing learning modules and related certification schemes completed).

2.5 Organisation of dissemination and outreach

Figure 6 illustrates how the promotional activities for the recruitment of students is organised, among different teams (cross-collaboration with support teams, ie. Master School office, Marketing and Communication team), and among project partners.

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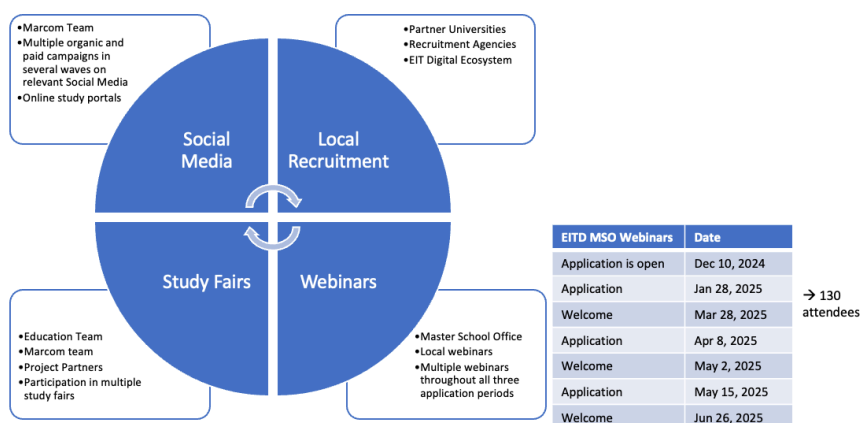
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Figure 6: Organisation of dissemination and outreach

The graph illustrates the recruitment and outreach strategies for the EIT Digital Master School program, categorized into four main areas: Social Media, Local Recruitment, Study Fairs, and Webinars. These strategies collectively aim to attract prospective students through diverse channels.

Social media campaigns, managed by the Marcom Team, include both organic and paid initiatives across various platforms to enhance visibility and engagement. Local recruitment focuses on partnerships with universities, recruitment agencies, and the broader EIT Digital Ecosystem to reach specific regions effectively. Study fairs provide opportunities for direct interaction between the Education Team and prospective students at events held globally. Webinars, organized throughout the application period, serve as virtual sessions to inform and guide applicants, attracting approximately 130 attendees per session. This multi-channel approach ensures broad accessibility and engagement, leveraging in-person events, digital platforms, and collaborative networks to maximize outreach for the program.

2.6   Dissemination channels strategy

There is no dedicated webpage or social media for the RESCHIP4EU project because the consortium agreed it would be more effective to focus the communication strategy on leveraging the existing social media accounts and webpages of the project's beneficiaries. Many of the partners already have well-established, high-traffic digital platforms with strong followings, offering valuable and visible channels to promote RESCHIP4EU's activities, brand, and results. This approach ensures wider and more targeted dissemination by reaching audiences already engaged with the partners' networks. Additionally, since the admission and application processes for the master programme is centrally managed by EIT Digital, it was a natural and practical decision to host the official RESCHIP4EU webpage under the EIT Digital domain. This creates a clear, centralized access point for students, stakeholders, and external audiences.

Twelve months after the implementation of the Dissemination and Marketing Plan (D3.1), the RESCHIP4EU webpage hosted under the EIT Digital domain continues to

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perform well, generating steady traffic and maintaining good visibility and positioning. It still makes sense to keep the page within the EIT Digital ecosystem, ensuring coherence with the admission processes and wider promotional activities. The consortium remains aligned in their view that creating dedicated RESCHIP4EU social media accounts is unnecessary, as it could dilute engagement and fragment the audience. However, the decentralized approach has introduced challenges in reporting, particularly in tracking shared content and engagement metrics. While partners remain collaborative and actively promote the project, reporting often gets overlooked. If these coordination and reporting challenges persist, partners have agreed to reassess the need and relevance of establishing dedicated social media channels to streamline communication, improve visibility, and facilitate easier, more accurate tracking of online activities.

3. Project promotional activities

During the project's initial phase, the primary focus was to generate general awareness about the RESCHIP4EU project and disseminate information to target audience. This involved addressing both Dissemination Objective 1: Raise awareness and Dissemination, and Objective 2: Engage key stakeholders. Communication actions during this initial phase revolved around:

- Promote the project
- Recruit students and learners for the Master programme
- Highlighting the cooperation between project partners

This subsection will present activities that were put in place to reach these objectives, also raising issues and challenges faced. As per project Grant Agreement, the following activities were foreseen:

- Organic social media promotion within the RESCHIP4EU consortium
- Disseminating information about courses through events, both face-to-face and digital, on the EU level
- Publication of press releases, articles, and documents
- Exploration of communication-related synergies within similar initiatives and projects
- Creation of dissemination materials
- e-Newsletter of the project in English in collaboration with all the project partners

This subsection will provide evidence and examples for each of them.

3.1 Organic social media promotion activities

Throughout the initial phase of the project, various organic marketing channels, including social media, email campaigns, and representations at events, were strategically employed to attract attention, enhance visibility, and foster engagement.

In the context of organic outreach, with a specific focus on raising awareness for RESCHIP4EU, social media channels play a key role in the project's communication and dissemination activities. These channels had the potential to enhance post

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visibility and topic exposure through impressions, creating opportunities for increased reach and content visibility.

To support social media dissemination efforts, primary and secondary hashtags were identified for promoting the project and its courses:

Primary #: **#RESCHIP4EU #DigitalEUProgramme #DigitalEurope**
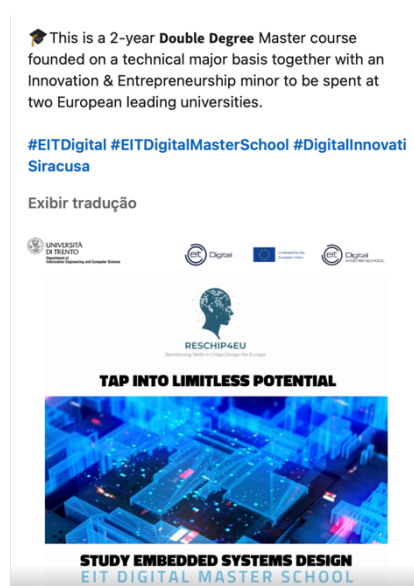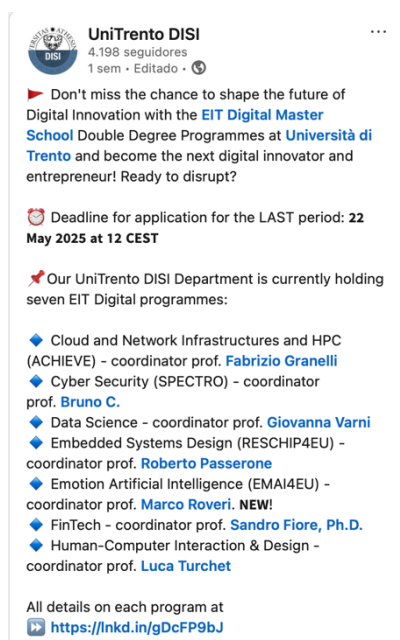
Secondary #: **#ChipDesign #EducationProject #euprojects #SystemonChip #EmbeddedSystems**

The RESCHIP4EU visual identity, including the European Union emblem, and the mention of the co-funding, are compulsory in all dissemination and communication activities of the beneficiaries (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.). The primary hashtags are compulsory in all social media posts.

3.1.1 Social media organic promotion

Consortium partners leveraged their social media channels and their internal contact databases to disseminate project information. The following section provides illustrative examples of the activities undertaken as part of these initiatives.

RESCHIP4EU project's partners have been actively promoting the initiative across their social media channels to reach a broader audience. By leveraging platforms such as LinkedIn, Facebook and Instagram, they are spreading awareness about the RESCHIP4EU project and the diverse master's programs it offers. Through regular posts, engaging content, and targeted campaigns, the partners aim to connect with potential students, industry professionals, and academic communities, highlighting the unique opportunities available within the project. These efforts are part of a coordinated strategy to increase visibility and attract talented individuals to the RESCHIP4EU programs.
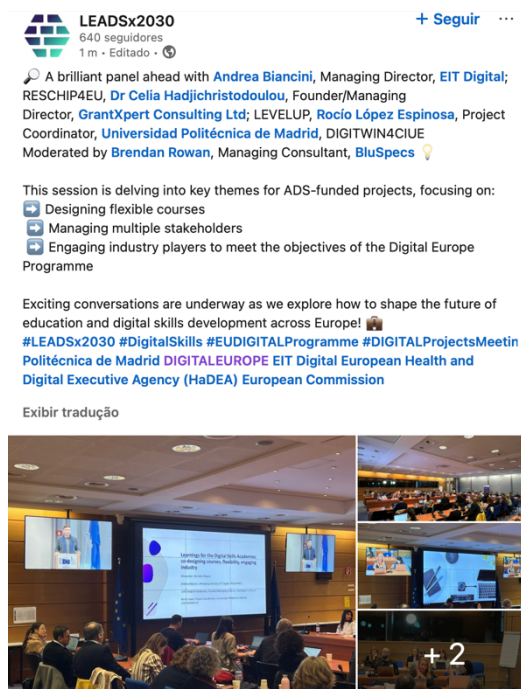
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Figure 7: Social media posts examples

3.1.2 Social media Paid campaigns

For social media paid campaigns were launched to promote the recruitment period and the scholarships available to EU students.

- *Google Search Paid Ads*

Although Google Search Ads were identified early on as a potentially effective tool to reach prospective students actively searching for relevant educational programmes, they were ultimately not launched during the first year. This was due to internal restructuring and delays in WP3 leadership, which required the communication team to prioritise tools with faster deployment and existing operational familiarity. As a result, Google Search Ads were unintentionally deprioritised despite their relevance and high potential for qualified lead generation.

Recognising this missed opportunity, the consortium has made it a priority to integrate Google Search Ads into the Year 2 communication strategy. Dedicated budget and staff resources will be allocated to ensure their effective implementation as part of a multi-channel recruitment campaign.

- *Reddit Paid Ads*

Regarding paid advertisement, the original marketing plan had focused on using Facebook and Instagram to promote the RESCHIP4EU programme. However, starting in 2025, the EIT Digital WP3 team expanded the strategy by exploring Reddit as an additional channel.

REDDIT has grown exponentially since its launch in 2008. With currently 510 million users, 44% of the platform's users fall into the 18-29 age group – which is a great niche

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for our paid campaigns during recruitment periods. With its wide range of niche communities and interest-based forums, Reddit offers valuable opportunities to connect with audiences specifically interested in topics like cybersecurity, autonomous systems, and digital innovation. This new channel complements the existing strategy by diversifying outreach efforts and increasing visibility among highly relevant, digitally engaged student groups. Figure 8 presents an example of a Reddit paid social media post.
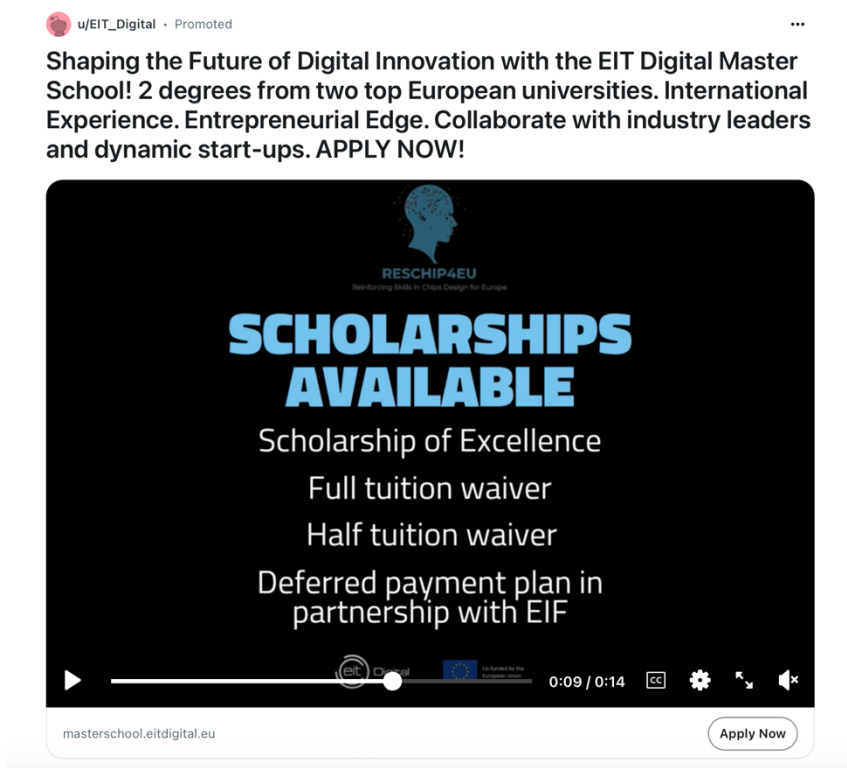
Figure 8: Paid social media, example

3.2   Dissemination of information through events and conferences

3.2.1   Students' recruitment: international fairs and local recruitment

Attending education fairs is a highly effective strategy for attracting students to master's programs. These events offer several key advantages that help connect with prospective students and showcase RESCHIP4EU's offerings.

- Education fairs provide face-to-face interaction with prospective students, which builds trust and allows students to ask specific questions about admission requirements, scholarships, and campus life. This personal engagement is often more impactful than online outreach, as it addresses concerns in real time and helps students make informed decisions. Additionally, fairs create a centralized platform where students can access information

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about multiple institutions, saving time and effort compared to researching universities individually.

- Another benefit is the opportunity for career guidance and personalized counseling. Students can receive tailored advice about programs that align with their interests and career goals. This personalized approach enhances their confidence in choosing the right academic path. Education fairs also allowed to highlight RESCHIP4EU scholarship opportunities, which are crucial for many students when selecting a program.
- Furthermore, these events foster networking opportunities, enabling students to connect with university representatives, alumni, and other attendees who share similar interests. Such interactions often lead to valuable insights about academic programs and future career prospects.

During this first year, RESCHIP4EU benefitted from synergies with the broader EIT Digital Master School programmes funded by the Digital Europe Programme, notably through shared outreach efforts such as the promotional booth set up to represent and promote the Master School offerings. Figure 9and Figure 10 serve as illustrative examples of the shared promotional efforts supporting the Master School programmes, including RESCHIP4EU.

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Figure 9: Booth at World Education Fair, Sofia, Bulgaria, 05/10/2024

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Figure 10: Booth at the Talent Arena, Barcelona, Spain, 03/03/2025

Additionally to the participation to student fairs, many small-scale recruitment activities were organized locally by partner universities to engage with their interested bachelor students. These initiatives include university open days, information sessions, and career days. An example is illustrated in Figure 11

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Figure 11: 28th March 2025, EITD Master school information session at Università di Trento

3.2.2   Conferences and other dissemination activities

The RESCHIP4EU project was represented at 7 conferences, semiconductors dedicated events or symposiums; throughout the first 12 months of the project. Attending these events offered numerous benefits, including networking opportunities with industry professionals and potential collaborators. It significantly increased the project's visibility and brand awareness, allowing the team to highlight the programmes and early outcomes to a wide audience. It allowed a strategies positioning of RESCHIP4EU in the field of chips design. These conferences also provided the RESCHIP4EU team with valuable insights and direct feedback from attendees on the educational offer. Additionally, these events allowed the team to stay updated on the latest industry trends and advancements, boosting the knowledge and strategic positioning in the market.

For example, EITD joined, on May 6th 2025, the Industrial Alliance on Processors and Semiconductor Technologies the first plenary event in Brussels. Bringing together many stakeholders from across the semiconductor value chain, the event marked a milestone in strengthening Europe's technological leadership and industrial resilience in semiconductors. The Alliance members convened to align strategies on critical priorities such as skills, supply chains, and sustainability through three dedicated Working Groups. Participants were informed by key stakeholders and the European Commission on the latest developments and engaged in in-depth sessions led by the co-chairs of each Working Group. RESCHIP4EU was presented as a flagship initiative during this event.

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Figure 12: 6th May 2025, presentation during the Industrial Alliance on Processors and Semiconductor Technologies plenary event

3.3 Creation of dissemination materials

WP3 Communication Coordinator created many dissemination tools, and materials. Each tool and material play a role in marketing and outreach strategy by enhancing visibility, engagement, and communication with prospective students:

- Master School Recruitment Toolkit: Provides standardized resources that ensure consistency in messaging and branding across all recruitment activities, making it easier for project partners to promote the program effectively.
- Local Promotion Designs: Tailored materials for specific regions help address cultural preferences and local interests, increasing relevance and impact in targeted areas.
- Banners, Posters for Fairs: Eye-catching visuals at education fairs attract attention, create a strong first impression, and provide essential information about the program to attendees.
- Thematic Campaigns for Social Media (incl. visuals, reels): Engaging and creative content on social media platforms boosts online visibility, captures the interest of a digital-savvy audience, and drives traffic to application portal.

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Figure 13 presents a sample of dissemination materials created for local promotion or social media campaigns.
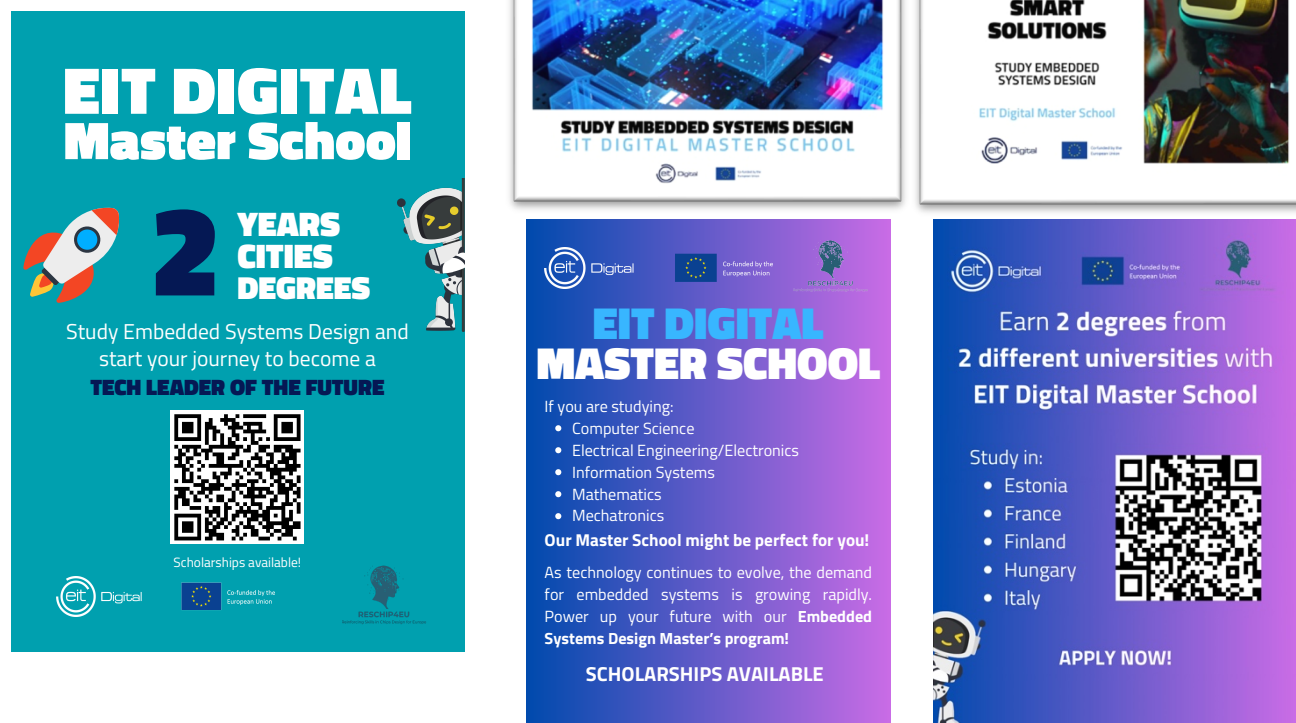

Figure 13: Samples of flyers, posters and screenshots from reels

3.4 Exploration of communication-related synergies within similar initiatives and projects

The RESCHIP4EU educational programmes and self-standing modules are closely connected to the master's programs and self-standing modules from the following projects: ACHIEVE, SPECTRO, and EMAI4EU. Each one is designed to focus on distinct technological domains while sharing a common structure that emphasizes technical excellence, innovation, and entrepreneurship. Marketing and outreach efforts are streamlined to reduce redundancy, enhance brand recognition, and attract a broader audience of prospective students. Collaborative dissemination of best practices, success stories, and outcomes amplifies the impact of these programmes. Shared digital platforms, including a centralized admission portal and self-standing modules, serve as repositories for educational materials and simplify access for students. Consistent branding strengthens the reputation and appeal of the programs while

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adhering to EU communication and dissemination guidelines. Additionally, the RESCHIP4EU master's programme is referenced on the Digital Skills and Jobs Platform (DSJP). Thematic synergies are being explored with other EU initiatives in semiconductors and chips design (i.e. European Chips Skills Academy (ECSA) to foster collaboration, still at an early stage for the moment but this aspect will be strengthened in the future.

3.5 Publication of press releases, articles and documents

RESCHIP4EU Coordinator and project partner regularly publish articles, blog posts and media articles to promote the project activities, share recent project news, and position the project early outcomes as a reference in scientific publications and articles. For example, a news item on the RESCHIP4EU webpage for the launch of the RESCHIP4EU project (Figure 14) and a media article promoting the project's relevance in the context of skills and job shortage (Figure 15).

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News & Events

Meet the RESCHIP4EU Partners

12 June 2024

The RESCHIP4EU project, led by EIT Digital strengthens EU higher education in embedded systems design - covering the full stack from silicon and System-on-Chip (SoC) design to safety-critical platforms and application software. The project kick-off in June 2024 in Brussels. Here are the consortium partners of the project:

Consortium Leader EIT Digital (www.eitdigital.eu) - A European leader in digital innovation and entrepreneurial education.

Academic & Research Partners:

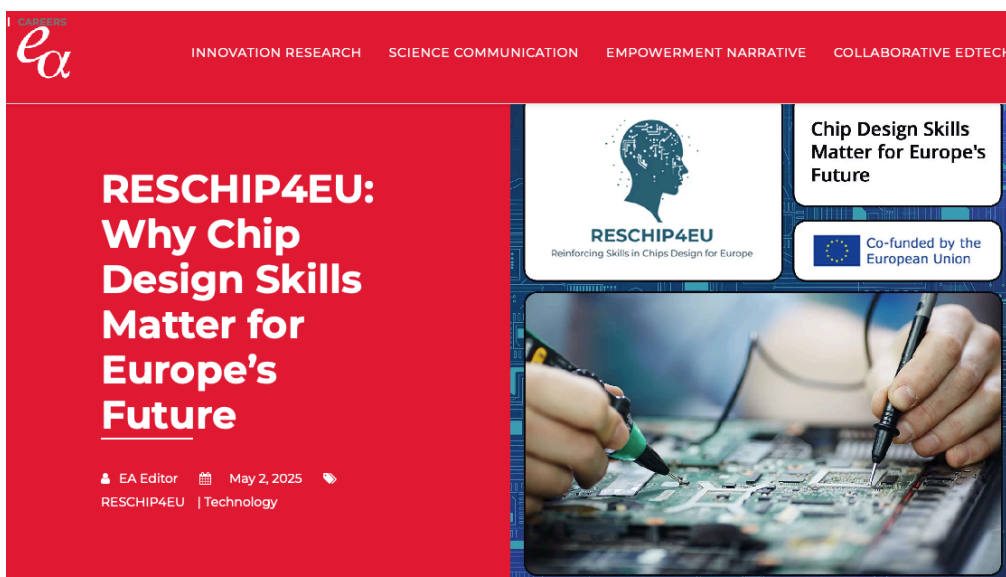- Alma Mater Studiorum - Università di Bologna (www.unibo.it) - Renowned for excellence in engineering and embedded systems.
- Budapest University of Technology and Economics (www.bme.hu) - Leading engineering and tech research in Hungary.
- ISEN Méditerranée (www.yncrea-mediterranee.fr) - French engineering school with expertise in electronics.
- Politecnico di Milano (www.polimi.it) - Leading polytechnic university at the forefront of chip design and innovation.
- Politecnico di Torino (www.polito.it) - Historic university driving ICT and microelectronics research.
- TalTech – Tallinn University of Technology (taltech.ee) - Estonia's top university in ICT and embedded systems.
- Tampere University Foundation (www.tuni.fi) - Renowned for embedded and intelligent

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Figure 14: RESCHIP4EU news item on the webpage, example

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🔍 The Challenges EU is facing:

📐 Severe Skills Shortage: Europe faces a shortfall of over 75,000 technical roles, with critical gaps in hardware engineering (–52%) and technician positions (–31%).

🎓 STEM Pipeline Gap: Only 6% of STEM graduates are entering the semiconductor workforce.

🚫 Gender Imbalance: Women hold just 17% of tech roles, with even lower representation in engineering and leadership.

⚠️ Aging Workforce: About 20% of Europe's semiconductor professionals are aged 55+, increasing the urgency for generational renewal.

🌐 Geopolitical Pressures: In 2023, Europe accounted for only 10% of global semiconductor production. The EU aims to reach 20% by 2030.

🎯 EU's Response:

🏛️ European Chips Act: Strengthens the EU's semiconductor ecosystem focused on workforce development.

👷 Training the Workforce: Initiatives like the METIS Project and European Chips Skills Academy (ECSA) are pivotal in closing the skills gap through targeted education.

🔬 Strategic Investment: The Act is implemented via the Chips Joint Undertaking, pooling around €11B from EU funds, member states, and private partners to boost R&D and innovation.

Sources:

ECSA Skills Strategy 2024: https://tinyurl.com/5n94cymh

McKinsey: https://tinyurl.com/2nn26jn3

Figure 15: Article on EA's career website, example

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3.6 Email engagement and newsletters

To maximize awareness and engagement during the Master School open enrolment period, EIT Digital launched a series of targeted emails. These campaigns strategically guide potential applicants through every stage of the enrolment process to apply to the open programmes, including the RESCHIP4EU one. The emails highlight the unique benefits of the Master School, such as innovative curriculum, industry partnerships, and global networking opportunities. By maintaining consistent communication with prospective students, we aim to inspire and motivate prospective students to take the next step in their educational journey with confidence. While no dedicated RESCHIP4EU newsletter exists yet, project partners have included articles or references to the RESCHIP4EU programme in their own local newsletters to raise visibility and support outreach efforts.

4. Early results, achievements and conclusions

4.1 KPIs and first 12-months results commented

During the 12-months of the RESCHIP4EU project, WP3 launched a diversity of marketing and promotion activities in alignment with the Communication and Dissemination Plan (D.3.1). These efforts aimed to engage relevant stakeholders, raise awareness about the project and its outcomes, and promote the enrolment of students in the programme. The completion of these activities is measured through a set of KPIs established for the entire project. Table 1 below illustrates the early results achieved during the first 12-months of the project, against the overall project benchmarks (KPIs).

KPI	Expected Result *Overall Project*	Actual Results *First 12-months*
KPI19: Number of applications to the education programme:	1,000	45
KPI20: Number of master's programmes listed on the Digital Skills and Job Platform	1	1
KPI22: Number of leads interested in the education programmes:	5,000	9,971

Table 1: RESCHIP4EU Project KPIs

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KPI19 Comment: KPI19 (45) is reasonably low because only includes the number of applications started to the Embedded Systems Design Master's programme. As the self-standing modules are still under development, they are not counted in the number of applications and will be reported for in the next reporting period. As such, the number of applications is expected to grow as the project progresses, and promotional efforts are fully activated.

KPI20 Comment: The Embedded Systems Design Master's programme is listed on the DSJP.

KPI22 Comment: The number of leads interested was calculated aggregating: number of applications started, webinar attendance, emails received to the 'contact me' form, email collected through leads generation forms, registrations to the self-standing platform. The KPI is overpassed which shows a strong interest to the project's educational offer.

The 12-month impact achieved presented in the Table 2 below was measured as follows: the impact of RESCHIP4EU webpages and social media activities—both organic and paid—is measured using analytics tools that track the total number of visitors, impressions, and clicks over a given period. These raw totals are then broken down into a simplified, linear monthly average to provide a consistent and comparable view of performance across time. While actual activity varies—some months see higher engagement due to specific campaigns or events—this average offers a practical way to report and assess communication impact in a structured manner, with comparable figures to the overall project expected impact.

ACTIVITY CHANNEL	Expected Impact *Overall project*	Impact Achieved *First 12-months*
CH1. RESCHIP4EU webpages	1,000/month visitors	1,729/month visitors (2 pages)
CH2. Social media (EITD + partners')	3 posts/month using project-specific hashtags 10,000/month impressions 1/month project mentions	2 posts/month using project-specific hashtags 350/month impressions 1/month project mentions
CH3. Paid advertisement on social media (EITD)	20,000/month impressions 500/month number of clicks	196,194 impressions/month 771 clicks/month
CH4. Paid search advertising on Google (EITD)	25,000/month impressions 1,000/month number of clicks	0/month impressions 0/month number of clicks
CH5. Event, conference, meetings (EITD + partners')	500 persons reached through events	4,486 persons reached through events

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ACTIVITY CHANNEL	Expected Impact _Overall project_	Impact Achieved _First 12-months_
CH6. Scouting and synergies with other initiatives	5 successful partnerships created	0 successful partnerships created
CH7. Dissemination materials	15 brochures, flyers, visuals 3 videos 1/six-month newsletters 25 press releases	4 posters, 1 flyer, 1 brochure 5 videos 1/six-month newsletters 2 press releases

Table 2: RESCHIP4EU Communication Channels – Expected vs. Actual Impact and KPIs

CH1 Comment: This channel performed strongly, exceeding the monthly visitor target.

CH2 Comment: While project mentions met the target, overall social media metrics (especially impressions) appear to be underreported. This is likely due to limited access to analytics across all partner platforms and uncentralised tracking. The actual reach is assumed to be higher. Efforts are underway to harmonize reporting and improve visibility of hashtag use and campaign analytics in Year 2.

CH3 Comment: This channel significantly overperformed, largely due to well-targeted and cost-effective campaigns on platforms like Reddit. The content resonated well with prospective students, resulting in strong click-through rates and visibility. It confirms the effectiveness of paid ads when properly segmented and executed.

CH4 Comment: This channel was not activated during the first reporting year due to internal transitions and prioritisation of other platforms. However, it remains a key component for Year 2. Dedicated resources and budget will be allocated to implement a Google Search campaign as part of the improved strategy.

CH5 Comment: The number of people reached through physical and online events far exceeded expectations. This indicates a high level of partner engagement and strong interest in the project's activities, particularly at academic fairs, info sessions, and stakeholder events.

CH6 Comment: This indicator underperformed in the first year. However, this is expected at this early stage of the project. Partnerships typically develop once results, materials, and best practices are more visible and demonstrable. Engagement efforts are ongoing, and improved results are anticipated in the second reporting period.

CH7 Comment: While the number of printed/distributed materials and press releases is lower than expected, the production of videos has exceeded the target. This suggests a pivot toward more dynamic and digital-friendly content formats. The consortium will continue to balance material types and strengthen press relations in Year 2.

4.2 Future steps and recommendations

- **Attend Targeted Education Fairs:**

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Participating in specialized education fairs will be a key priority for the next recruitment cycle. By attending events that focus on STEM and technology education, the project team can directly engage with prospective students, present the unique features of the RESCHIP4EU master's programme, and provide tailored information on scholarships and career opportunities. This face-to-face interaction is particularly effective for building trust and credibility with students from RIS countries and for encouraging more female applicants to consider careers in embedded systems design.

- **Organise or Attend Local Events:**

Organizing local information sessions, workshops, and open days in collaboration with partner universities and industry stakeholders will help foster community connections and raise awareness at the grassroots level. These events offer opportunities for in-depth discussions, answering specific queries, and showcasing success stories—especially those of women and students from underrepresented regions. Participation in local events also strengthens partnerships with educational institutions and local networks, further amplifying outreach efforts1.

- **Deploy Google Ads Next Year:**

Preparations are underway for the deployment of targeted Google Ads campaigns in the following year. These digital campaigns will complement offline efforts by expanding the project's reach, driving traffic to the official webpage, and supporting the conversion of interest into applications.

- **Recruitment with Targeted Campaigns on Scholarships:**

Dedicated recruitment campaigns will be launched to promote available scholarships, with messaging tailored to the needs and aspirations of students from RIS countries and female applicants. These campaigns will highlight the benefits of the RESCHIP4EU programme, the support structures in place, and the opportunities for personal and professional growth, thereby enhancing the number and diversity of applications received.

- **Targeted Campaigns to Promote Self-Standing Modules:**

Launch dedicated campaigns to raise awareness about the self-standing modules, which will begin rolling out in Fall 2025. These campaigns should leverage both offline channels (e.g., printed materials at fairs and events, presentations, and local partnerships) and, when appropriate, online channels through partner networks. Messaging should emphasize the flexibility, certification, and free access of these modules, appealing to a broader audience including working professionals, women, and learners from RIS countries.

- **Scouting and Synergies with Other Initiatives:**

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Intensify efforts to scout for and establish synergies with other educational and industry initiatives at both the European and local levels. This includes seeking partnerships with organizations running similar programmes, participating in joint events, and sharing best practices. Collaboration will not only extend the reach of RESCHIP4EU's offerings but also enhance sustainability and impact through shared resources and cross-promotion.

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