

DIGI-SI

DIGI-SI 2.0:

Digital Innovation for Slovenia – from response to resilience

Deliverable D5.1 –

Communication, dissemination and exploitation plan



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**REPUBLIC OF SLOVENIA
MINISTRY OF THE INTERIOR
AND PUBLIC ADMINISTRATION**

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LIST OF ABBREVIATIONS

B2B	Business to Business
CCIS	Chambers of Commerce and Industry of Slovenia
CDEP	Communication, Dissemination and Exploitation Plan
D	Deliverable
DEP	Digital Europe Programme
DIGI-SI	Digital Innovation for Slovenia
DIHS	Digital Innovation Hub Slovenia
DTA	Digital Transformation Accelerator
EC	European Commission
EDIH	European Digital Innovation Hub
EEN	Enterprise Europe Network
EU	European Union
KPI	Key Performance Indicator
M	Month
PoC	Proof of Concept
PUB	Public
R	Report
SME	Small and Medium Enterprise
WP	Work Package



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EXECUTIVE SUMMARY

The Communication, Dissemination and Exploitation Plan (CDEP) establishes the common framework for implementing WP5 activities throughout the 36-month DIGI-SI 2.0 project. It translates the project commitments into a practical approach for reaching target audiences, promoting access to DIGI-SI services, disseminating project results and preparing relevant results and services for continued use beyond the funded period.

Communication is primarily aimed at SMEs, start-ups and public-sector organisations as potential users of DIGI-SI services, while technology providers, business support organisations, EDIHs, European networks, policy makers and other ecosystem actors also play an important role in dissemination, cooperation and multiplication of project results. Communication focuses on practical value and clear opportunities to engage with DIGI-SI, while dissemination increasingly builds on demonstrated results, success stories, good practices and transferable knowledge generated through WP1–WP4.

DIGI-SI 2.0 combines central project channels with the established communication reach of consortium partners and ecosystem multipliers. The DIGI-SI website and platform, newsletter, LinkedIn, Facebook and Instagram are complemented by partner websites, mailing databases and social media, events and direct engagement, media outreach and European networks. A common visual identity, Communication Toolkit and funding visibility requirements ensure a coherent and recognisable DIGI-SI 2.0 presence across these channels.

Implementation follows a shared consortium model. CCIS coordinates WP5, communication and dissemination activities, result and success-story identification and performance monitoring, while DIHS manages the central DIGI-SI communication channels and common communication materials and campaigns. All partners contribute through their own activities, expertise, communication channels, databases and networks.

Performance is monitored through a defined set of quantitative indicators and traceable data sources, including Google Analytics, Mailchimp, social media analytics, registration data, participant feedback and a shared Communication and Dissemination Monitoring Table. The framework covers communication outputs, audience engagement, website use and progression towards services and events. Monitoring results are used not only for reporting but also to adjust channels, content and targeting throughout implementation. Participant feedback provides an additional evidence base for improving activities and identifying successful formats and approaches.

Exploitation is integrated into project implementation from the outset. DIGI-SI 2.0 will identify project results, service methodologies, knowledge, validated use cases and cooperation models with potential for continued use, adaptation, replication, transfer or future market-based delivery. From M6 to M18, a structured assessment process will combine evidence on actual service demand and uptake, beneficiary experience, partner delivery experience and market and ecosystem feedback. The resulting evidence will provide the basis for D5.2 Economic Sustainability and Exploitation Plan, which will further develop viable service, partnership, financial and organisational models for post-project continuation.

The CDEP is therefore a living implementation framework. Communication will progressively move from awareness and service uptake towards result-based dissemination, transfer and exploitation, while monitoring, feedback and implementation experience will continuously inform adaptation. This approach ensures that DIGI-SI 2.0 communication supports not only project visibility, but also service uptake, evidence-based dissemination and the continued value and use of project results.

INTRODUCTION

1.1. Purpose of the document

The Communication, Dissemination and Exploitation Plan (CDEP) defines the common framework for communication, dissemination and initial exploitation activities of the European Digital Innovation Hub DIGI-SI 2.0 (DIGI-SI 2.0) throughout the 36-month project period.

The CDEP translates the objectives and commitments defined under Work Package 5 (WP5) – Communication, Dissemination and Exploitation – into practical arrangements for project implementation. It defines the communication and dissemination objectives, target audiences and key messages, visual identity and funding visibility requirements, communication channels, content priorities, partner responsibilities, Key Performance Indicators (KPIs), monitoring arrangements and the initial approach to exploitation of project results.

The Plan applies to all consortium partners involved in communication and dissemination activities. It provides a common basis for coordinated communication across DIGI-SI channels, partner channels, events, media and relevant national and European networks. In line with the project application, implementation of WP5 is led by the Chamber of Commerce and Industry of Slovenia (CCIS), while communication and dissemination activities involve Digital Innovation Hub Slovenia (DIHS) and, under dissemination and exploitation of results, all consortium partners.

The CDEP covers the full project duration from M1 to M36 and will be updated, where necessary, in line with project progress and communication performance.

1.2. Link to WP5 and other work packages

WP5 aims to ensure high visibility of DIGI-SI 2.0 activities and results among small and medium-sized enterprises (SMEs), public-sector organisations and ecosystem stakeholders; promote success stories and best practices from client engagements; and support the long-term sustainability and exploitation of the DIGI-SI ecosystem.

Communication and dissemination under WP5 are closely linked to the activities and results generated across the project. In particular, communication content will draw on Proofs of Concept (PoCs), prototypes and validation cases, skills and digital transformation journeys, investment-support activities, innovation and networking activities, client success stories and other validated project results. The role of WP5 is to make these activities and results visible to the relevant audiences and support their wider uptake and reuse. The project application specifically foresees targeted communication based on outputs from WP1 and WP2 and dissemination of results generated through WP1, WP2, WP3 and WP4.

1.3. Communication, dissemination and exploitation within DIGI-SI 2.0

Within DIGI-SI 2.0, **communication** supports awareness of the project, its services, activities and opportunities and encourages target organisations to engage with DIGI-SI. **Dissemination** focuses on sharing project results, success stories, good practices and transferable knowledge with stakeholders that can use, replicate or further share them. **Exploitation** focuses on identifying results and assets with potential for continued use, adaptation, replication or transfer, and on preparing viable pathways for their use during and beyond the funded project period.

The three activities are therefore treated as connected parts of WP5. Communication creates visibility and supports access to DIGI-SI services; dissemination makes project results and demonstrated value available to wider audiences; and exploitation builds on this evidence to support the continued use and further development of successful services, methodologies, knowledge and cooperation models.

This CDEP establishes the **initial exploitation framework**, including the identification of exploitable results, evidence gathering and assessment of their continuation potential. The more detailed economic, organisational and sustainability models for the most viable options will be developed under D5.2 Economic Sustainability and Exploitation Plan (M18).

2. COMMUNICATION AND DISSEMINATION OBJECTIVES

2.1. Communication objectives

Communication activities aim to increase the visibility of DIGI-SI 2.0, reach its target audiences and support their engagement with the services and opportunities offered by the project.

The communication objectives are to:

- increase awareness and visibility of DIGI-SI 2.0 and strengthen its position as a recognised point of support for digital transformation in Slovenia;
- reach SMEs, public-sector organisations and other relevant target groups with clear and practical information about available services, training, events and other opportunities;
- encourage target organisations to engage with DIGI-SI 2.0 and use the services relevant to their digital transformation needs;
- communicate the practical benefits of DIGI-SI 2.0 through accessible, needs-based content and concrete examples;
- maintain regular visibility through the DIGI-SI website and platform, newsletter, social media, events, media and partner communication channels;
- extend the reach of central DIGI-SI communication through the communication channels and networks of consortium partners; and
- ensure appropriate visibility of European Union (EU) and national funding across project communication activities and materials.

2.2. Dissemination objectives

Dissemination activities focus on making the results, knowledge and good practices generated through DIGI-SI 2.0 visible and accessible to stakeholders that can use, replicate or further disseminate them.

The dissemination objectives are to:

- identify and disseminate relevant results generated through project services and activities;
- document and promote successful client cases, including PoCs, prototypes, validation cases and digital transformation journeys;
- document and promote **at least 12 best-practice cases** and produce **at least 10 case videos**, in line with the commitments defined in the project application;
- disseminate project knowledge and results through articles, success stories, videos, events and relevant national and European channels;
- share relevant results and practices with other EDIHs, the Enterprise Europe Network (EEN), European initiatives and other innovation ecosystem actors; and
- support the transfer and reuse of successful approaches, knowledge and results beyond the organisations directly involved in DIGI-SI 2.0.

3. TARGET AUDIENCE AND KEY MESSAGES

DIGI-SI 2.0 addresses different stakeholder groups with different needs and roles in digital transformation. Communication is therefore adapted to the relevance of DIGI-SI services and activities for each target audience, while dissemination focuses on stakeholders that can use, replicate or further share project results. The main target audiences, key messages and primary communication and dissemination channels are presented below.

Table 1: Main target audiences, key messages and primary communication and dissemination channels

Target audience	Key message	Main channels
SMEs and start-ups	DIGI-SI provides practical and personalised support for digital and green transformation, from assessing needs and testing technologies to developing skills, accessing finance and connecting with the innovation ecosystem.	Website and DIGI-SI platform, newsletter, LinkedIn, Facebook, events and workshops, partner channels, direct outreach
Public-sector organisations	DIGI-SI supports the uptake of digital technologies, development of digital capabilities and exchange of knowledge and good practices relevant to public-sector digital transformation.	Website, newsletter, stakeholder events and workshops, partner channels, video content, direct outreach
Digital and technology providers	Become part of the DIGI-SI ecosystem and marketplace, connect with potential clients and contribute to a growing network of digital transformation expertise and solutions.	DIGI-SI platform and marketplace, networking and matchmaking events, LinkedIn, newsletter, partner channels, direct outreach
Business support and innovation ecosystem organisations	Cooperation with DIGI-SI enables organisations to combine expertise, reach SMEs more effectively, exchange knowledge and provide more integrated digital transformation support.	Joint events, partner networks, direct communication, newsletter, LinkedIn
EDIHs and European networks and initiatives	DIGI-SI is a partner for exchanging expertise and good practices, cross-border referrals, joint activities and transfer of successful digital transformation approaches.	European Digital Innovation Hubs Network, bilateral communication, European events and meetings, LinkedIn, joint activities and cross-promotion
Policy makers and public authorities	DIGI-SI provides practical evidence and insights from SME and public-sector digital transformation that can contribute to the development and implementation of digitalisation policies and support measures.	Project results and reports, stakeholder and advisory meetings, public events, direct communication
Media and wider public	DIGI-SI demonstrates how European and national support for digitalisation creates practical benefits for Slovenian businesses, public organisations and the wider economy.	Media and press, website, success stories, video content, social media, public events

The messages provide a common basis for project communication but will be adapted to the specific activity, service and channel. Communication aimed at potential users will focus primarily on practical benefits and opportunities to engage with DIGI-SI, while dissemination to professional, ecosystem and European audiences will place greater emphasis on project results, demonstrated practices and transferable knowledge.

The communication and dissemination matrix builds directly on the audience segmentation established in the project application, which identifies SMEs and start-ups, the public sector, Information and Communication Technology (ICT) providers, EDIHs, policy makers and the general public as key audiences and assigns specific messages and channels to each group.

3.1. Communication approach by audience

The primary communication audiences are SMEs, start-ups and public-sector organisations as the main potential users of DIGI-SI 2.0 services. Communication to these groups will focus on concrete needs, available support and clear opportunities to participate rather than on project structures or administrative information.

Technology providers, business support organisations and other ecosystem actors have a dual role: they are audiences for DIGI-SI communication and at the same time important multipliers that can extend project reach through their own networks.

EDIHs, European networks, policy makers and public authorities are particularly relevant for the **dissemination of project results**, transfer of good practices, cooperation and wider reuse of knowledge generated by DIGI-SI 2.0.

Media are primarily used as a multiplier for wider visibility and for communicating significant project activities, results and client success stories to audiences beyond the consortium's own communication channels.

4. MONITORING FRAMEWORK AND SUPPORTING TOOLS

4.1. DIGI-SI visual identity

DIGI-SI 2.0 retains the established DIGI-SI brand and logo to ensure continuity and recognition among existing and new audiences. The visual identity has been updated and extended for DIGI-SI 2.0 to provide a consistent visual framework for the project and its service portfolio.

The **DIGI-SI logo** remains the central element of the visual identity and is used across all project communication and dissemination materials.

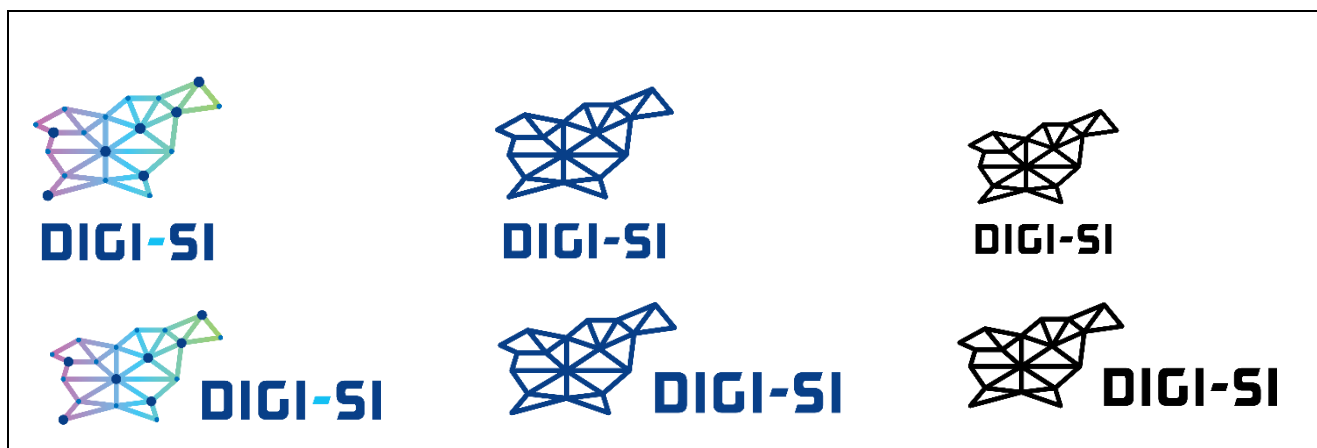


Figure 1: Primary DIGI-SI logo

The **primary DIGI-SI colour palette** is based on the established corporate blue tones, complemented by secondary colours and a dedicated colour system for the four DIGI-SI 2.0 service pillars. The pillar colours enable individual areas of support to be immediately distinguished while preserving a common DIGI-SI identity.

Table 2: Primary DIGI-SI colour palette

Service pillar	Colour	HEX/RGB
Test Before Invest	Orchid pink	#D77DB7 215 125 183
Skills and Training	Lavender purple	#998CC2 153 130 194
Support to Find Investment	Azure blue	#67B9F0 103 185 240
Innovation and Networking	Pastel green	#90CC8C 144 204 140

The pillar colour system is complemented by dedicated icons and graphic elements, which are used consistently in the presentation and promotion of services belonging to each pillar.

TEST BEFORE INVEST



SKILLS & MATURITY



**SUPPORT TO FIND
INVESTMENT**



**NETWORKING &
INNOVATION**



Figure 2: Four service-pillar icons

The visual identity also defines the use of typography, logo variants and safe space, secondary colours, icons, graphic elements and other rules required for consistent application of the DIGI-SI brand. The Open Sans typeface is used as the main project typeface for headings and body text.

The complete visual identity system, including technical specifications and rules for its application, is provided in **Annex 1 – DIGI-SI 2.0 Visual Identity Guidelines**. The Guidelines serve as the common reference for all consortium partners when preparing DIGI-SI 2.0 communication and dissemination materials.

4.2. Application of the visual identity

The DIGI-SI 2.0 visual identity is applied consistently across project communication and dissemination activities and across the different channels used by the consortium. A common set of templates and communication materials has been developed to support this approach and to ensure that DIGI-SI 2.0 remains clearly recognisable regardless of the service, communication channel or partner responsible for the activity.

The visual system is applied to, among others, service and event promotion, website and social media content, newsletters, presentations, promotional materials and official project communication. Templates use the common DIGI-SI identity together with the dedicated colours, icons and graphic elements of the respective service pillars.

The DIGI-SI 2.0 visual identity is applied consistently across project communication and dissemination activities and across the different communication channels used by the consortium. To support consistent implementation, a common DIGI-SI 2.0 Communication Toolkit has been developed for use by all consortium partners.

The Communication Toolkit contains approved visual assets and templates for the practical implementation of the DIGI-SI 2.0 identity. These include service-pillar icons, service and event graphics, presentation and newsletter templates, promotional materials, templates for official project communication, and other digital and print communication assets. The materials follow the common DIGI-SI 2.0 identity and, where relevant, use the dedicated colours, icons and graphic elements of the respective service pillar.

The toolkit is maintained as an internal consortium resource and is not included as an annex to this public deliverable. This allows the communication materials and templates to be updated and extended throughout project implementation in response to new services, campaigns, communication needs, channels and formats, while maintaining a consistent project identity.

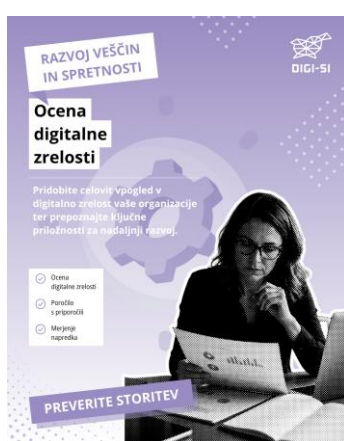
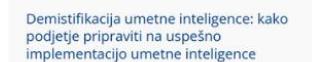
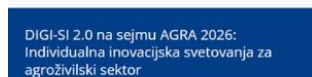
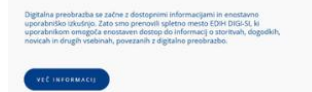


Figure 3: Examples of the application of the DIGI-SI 2.0 visual identity across different communication formats (newsletter, services, ppt presentation)

All consortium partners are required to use the common DIGI-SI 2.0 visual identity and the approved materials and templates from the Communication Toolkit when communicating project-funded services, activities, events and results through their institutional communication channels. This ensures that activities implemented by different partners remain clearly recognisable as part of the common DIGI-SI 2.0 offer.

Partners may use their own institutional identity alongside the DIGI-SI 2.0 identity. However, the DIGI-SI 2.0 identity must remain clearly visible and the applicable European Union and national funding visibility requirements must be respected.

Any additional communication materials developed by consortium partners specifically for DIGI-SI 2.0 must follow the common visual identity and the principles and specifications defined in Annex 1 – DIGI-SI 2.0 Visual Identity Guidelines. This approach provides partners with sufficient flexibility for their own communication activities while ensuring a coherent and recognisable DIGI-SI 2.0 presence throughout the project.

4.3. EU and National Funding Visibility

All communication and dissemination activities carried out within DIGI-SI 2.0 must clearly acknowledge the financial support received from the European Union and the national co-funding provided by the **Ministry of the Interior and Public Administration**. The visibility requirements apply to all consortium partners when communicating project-funded services, activities, events and results.

In accordance with Article 17 of the Digital Europe Programme Model Grant Agreement, beneficiaries must promote the action and its results by providing targeted information to relevant audiences, including the media and the general public, in a strategic, coherent and effective manner.

EU and national funding acknowledgement

DIGI-SI 2.0 uses a common funding acknowledgement across its communication and dissemination materials. The standard visibility elements include:

- the **“Co-funded by the European Union” emblem**;
- the acknowledgement of national co-funding by the **Ministry of the Interior and Public Administration**; and
- the standard DIGI-SI 2.0 funding statement:

“This project has received funding from the European Union’s Digital Europe Programme under Grant Agreement No. 101256803.”

These elements are incorporated into the common DIGI-SI 2.0 communication templates and are used across relevant project communication materials and channels, including the website and digital platform, newsletters, social media content, presentations, posters, event and service promotion materials, publications, videos and other digital or printed materials.

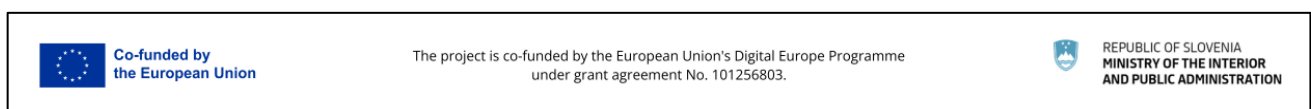


Figure 4: Standard DIGI-SI 2.0 EU and national funding visibility elements

The European emblem must remain distinct and separate and must not be modified by adding other visual marks, brands or text. When displayed together with other logos, the European emblem must be at least as prominent and visible as the other logos.

Application by consortium partners

All consortium partners are responsible for ensuring that the appropriate EU and national funding visibility elements are included when communicating DIGI-SI 2.0-funded services, activities, events and results through their own communication channels.

To ensure consistency and facilitate compliance, approved versions of the funding logos, acknowledgements and statements are provided through the **DIGI-SI 2.0 Communication Toolkit** described in Section 4.2. Partners must use the approved versions and should not independently modify the funding acknowledgement or associated visual elements.

Where partners develop additional communication materials specifically for DIGI-SI 2.0, the same funding visibility requirements apply.

Disclaimer and quality of information

All communication and dissemination activities related to DIGI-SI 2.0 must provide factually accurate information. Article 17.3 of the Model Grant Agreement also requires the applicable disclaimer to be provided in communication and dissemination activities:

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them."

The disclaimer may be translated into the local language where appropriate.

For communication or dissemination activities expected to have a **major media impact**, the granting authority must be informed in advance, in accordance with Article 17.1 of the Model Grant Agreement. The combination of common templates, centralised communication assets and partner-level responsibility ensures that EU and national funding support remains consistently visible throughout DIGI-SI 2.0 implementation.

5. COMMUNICATION AND DISSEMINATION CHANNELS

DIGI-SI 2.0 uses a combination of owned digital channels, consortium partner channels, ecosystem multipliers, events and European networks to reach its target audiences. Channels are selected according to the audience, type of content and intended communication outcome rather than used uniformly for all activities.

Experience from DIGI-SI 1.0 showed that communication is most effective when digital visibility is combined with direct engagement and trusted ecosystem intermediaries. Physical events, workshops and ecosystem engagement proved particularly effective in generating SME interest, while cooperation with regional Chambers of Commerce as multipliers improved reach and engagement. At the same time, DIGI-SI 2.0 maintains and further develops its own digital channels to provide continuous visibility and direct audiences towards concrete services, events and project results. The quantitative targets associated with the communication and dissemination activities described in this chapter, together with their monitoring methods, are presented in Chapter 8. The communication channel mix is summarised below in Table 3.

Table 3: The communication channel mix

Channel	Main purpose	Primary audiences	Main content	Approach / frequency
DIGI-SI website	Central public information point and access to services and events	SMEs, start-ups, public sector, ecosystem stakeholders	Services, events, news, success stories, expert content	Continuous updates; campaigns linked to relevant website content
Newsletter	Regular direct communication with the established DIGI-SI community	SMEs, public sector, ecosystem stakeholders	Services, events, opportunities, results, success stories	Monthly; 36 newsletters planned
LinkedIn	Professional visibility, engagement and traffic generation	SMEs, professionals, ICT providers, ecosystem actors, EDIHs	Services, results, expert tips, events, success stories	Regular communication throughout the project
Facebook	Broader awareness and community reach	SMEs, entrepreneurs, wider public	Services, events, success stories and accessible project content	Regular communication; developed as an additional channel in DIGI-SI 2.0
YouTube / video	Visual storytelling and reusable dissemination content	Multiple target audiences	Success stories, expert content, service and project videos	Produced around relevant activities and results
Consortium partner channels	Extend DIGI-SI reach to established partner communities	SMEs, sectoral, regional and professional audiences	Services, events, opportunities and project results	Partners amplify relevant DIGI-SI communication through their institutional channels
Multipliers and ecosystem networks	Targeted access to existing communities and networks	SMEs, business ecosystem, technology providers	Services, events, opportunities, results	Chambers, business support organisations, EEN and other relevant networks

Events and direct engagement	Build trust, generate interest and enable direct interaction	SMEs, public sector, ecosystem actors	Services, demonstrations, knowledge exchange, networking and matchmaking	3 annual conferences and 27 subnetwork events , complemented by other ecosystem activities
Media	Extend visibility beyond DIGI-SI's own channels	Businesses, policymakers, wider public	Relevant results, success stories and project developments	Selective communication based on relevance and newsworthiness
European networks and channels	Dissemination, exchange and European visibility	EDIHs, EU projects and European ecosystem actors	Results, good practices and cooperation opportunities	EDIH Network/DTA, EEN and other relevant European initiatives

5.1. Digital Communication

Digital communication provides continuous visibility for DIGI-SI 2.0 and supports the transition from initial awareness to concrete engagement with project services and activities. The core digital channels are the **DIGI-SI website, newsletter, LinkedIn, Facebook and Instagram**, complemented by video and other visual content.

The project does not start from an equal baseline across all digital channels. DIGI-SI enters the new project period with an established newsletter audience of more than **1,500 subscribers**, while its social media presence is comparatively less developed. Experience from DIGI-SI 1.0 showed that digital visibility alone does not necessarily translate into SME engagement. For this reason, DIGI-SI 2.0 places greater emphasis on the ability of digital communication to **generate engagement and direct users towards concrete services, events and opportunities**.

Table 4: DIGI-SI 2.0 official digital channels

Media	Link
Webpage	https://digi-si.eu/
LinkedIn	https://www.linkedin.com/company/edihdigisi
Facebook	https://www.facebook.com/edihdigisi
Instagram	https://www.instagram.com/edihdigisi
Youtube	https://www.youtube.com/@edihdigisi

The **DIGI-SI website** is the central public digital information point for DIGI-SI 2.0. It provides information on the four service pillars, individual services, upcoming events and training opportunities, project news, success stories and other relevant project content.

The website also functions as the main destination for digital campaigns. Wherever relevant, newsletters, social media posts, partner communication and event promotion direct users to a **specific service, event or content page**, providing a clear next step from communication to action.

Website performance is monitored through web analytics and campaign tracking. Monitoring focuses not only on overall traffic, but also on whether communication activities successfully direct users towards service- and event-related content.

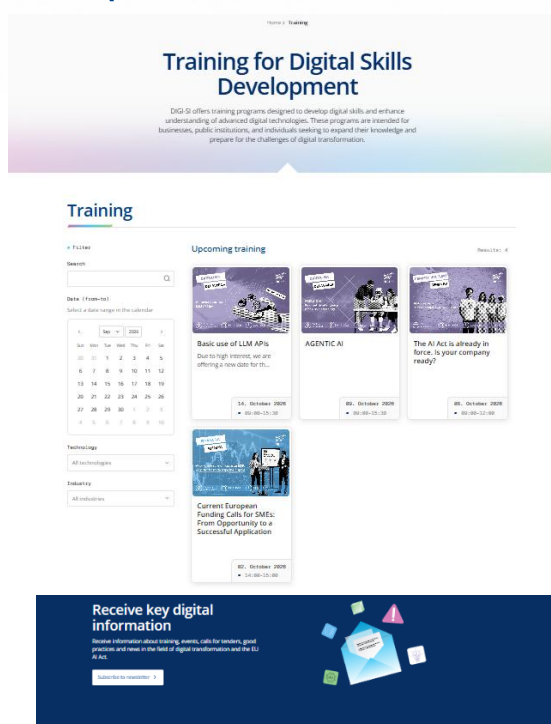
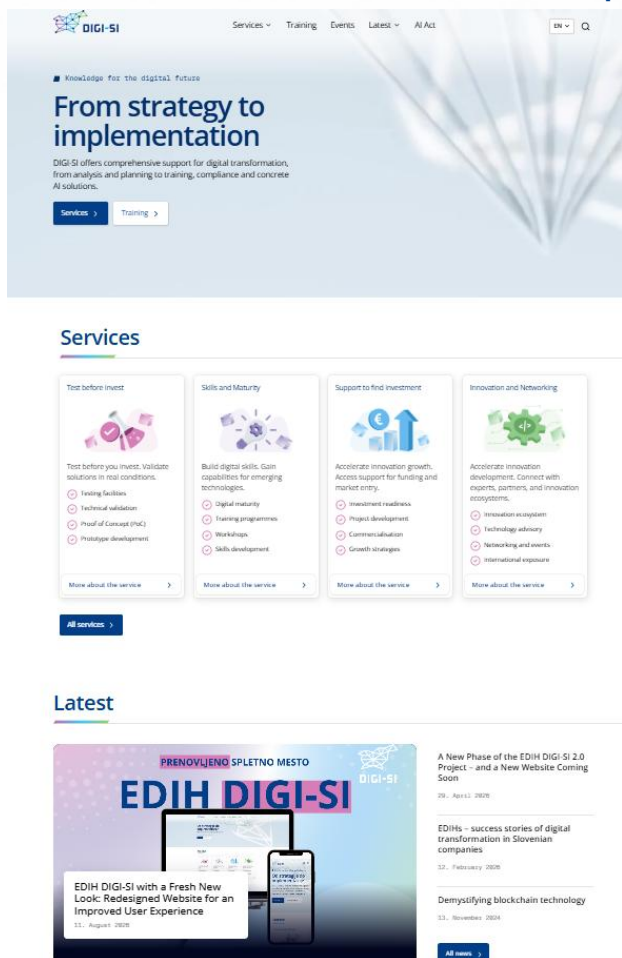


Figure 5: DIGI-SI webpage; <https://digi-si.eu>

The **DIGI-SI newsletter** is an established direct communication channel of more than **1,500 subscribers**. It is used to maintain regular contact with the DIGI-SI community and to promote services, events, opportunities, project results and success stories.

A total of **36 newsletters** are planned during the three-year project period. The target average open rate is **at least 30%**, while the target click-through from newsletter content to promoted services or events is **at least 15%**.

Performance is monitored through Mailchimp analytics and campaign tracking. Results are used to identify the topics and calls to action that generate the strongest audience response and to adapt future content accordingly.

Social media

LinkedIn is the primary professional social media channel of DIGI-SI 2.0, targeting SMEs, professionals, technology providers, ecosystem organisations, EDIHs and other relevant stakeholders.

Facebook and Instagram complement LinkedIn by extending communication towards entrepreneurs, SMEs and the wider public. Instagram is introduced during DIGI-SI 2.0 with a stronger focus on visual and short-form communication. **X/Twitter is no longer used** as a DIGI-SI communication channel.

Social media communication focuses on concrete value and opportunities rather than general project visibility. Typical content includes:

- available DIGI-SI services and calls to action;
- event and training invitations;
- short expert tips and practical information;

- project activities and results;
- client experiences and success stories; and
- relevant digitalisation, AI and regulatory topics linked to the DIGI-SI offer.

Content may be adapted and reused across platforms where appropriate, while formats and messaging are adjusted to the characteristics of individual channels.

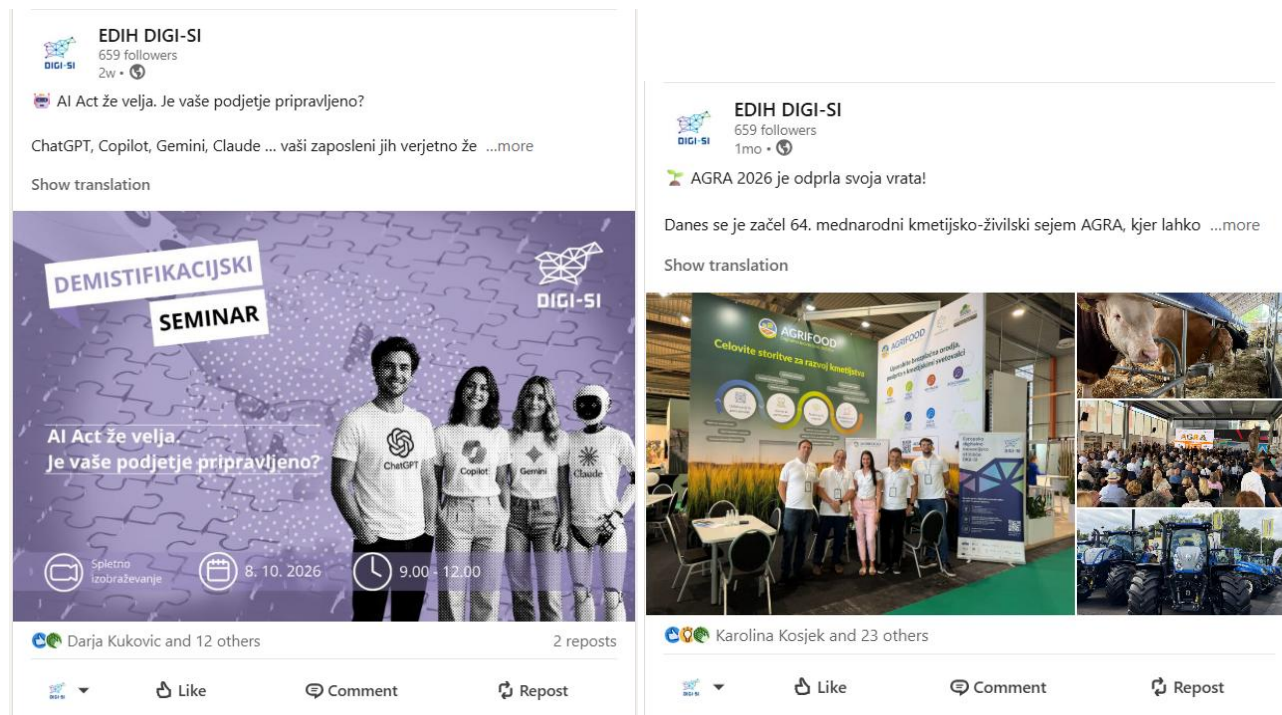


Figure 6: Examples of DIGI-SI 2.0 digital communication materials using the common visual identity and service-pillar differentiation.

The project targets **150 social media posts**, an average engagement rate of at least **4%**, and **300 users referred to DIGI-SI services through social media**. Performance across LinkedIn, Facebook and Instagram is monitored through platform analytics and campaign tracking. Channel-specific reach, audience growth and engagement are additionally monitored to support continuous optimisation of the social media approach.

Video and visual content

Video and other visual formats support communication across the digital channel mix rather than functioning as a separate communication stream. They are used for **client-based storytelling, expert communication, service explanation, event promotion and dissemination of project results**.

Where suitable, one project result or client experience is transformed into several reusable formats - for example, a **written success story, short video, social media content and website article**. This allows the project to make better use of generated content and adapt the same evidence of impact to different audiences and channels.

5.2. Partner and Multiplier Communication

Consortium partners and ecosystem multipliers are an important extension of the central DIGI-SI communication channels. They provide direct access to established **regional, sectoral and professional communities**, enabling DIGI-SI 2.0 to reach target organisations beyond its own communication base.

This approach builds on experience from DIGI-SI 1.0, where cooperation with ecosystem organisations and regional Chambers of Commerce proved effective in increasing SME reach and engagement. In DIGI-SI 2.0, relevant services, events, results and success stories are therefore systematically amplified through **partner websites, newsletters, social media, direct outreach and established business and innovation networks**.

Central DIGI-SI communication provides common messages, campaign materials and visual assets, while partners and multipliers target and distribute them through the channels most relevant to their communities.

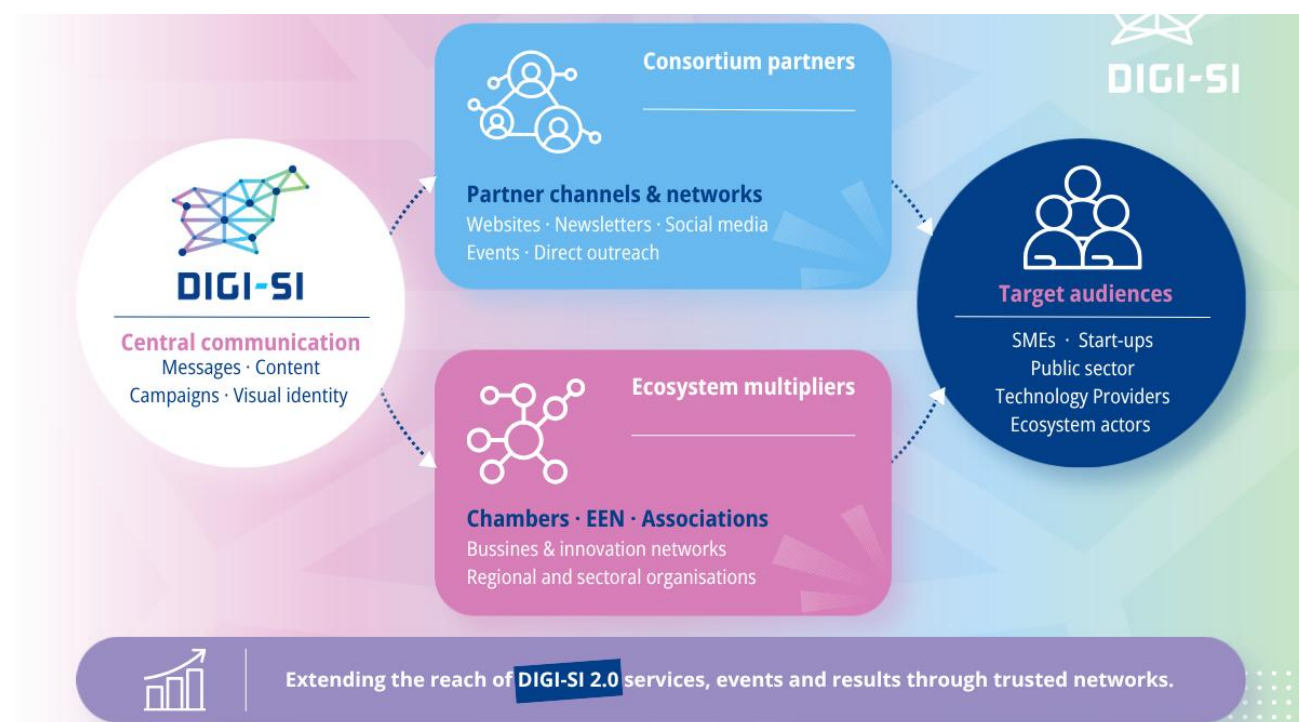


Figure 7: Partner amplification model

5.3. Events and Direct engagement

Events and direct engagement are an important part of the DIGI-SI 2.0 communication approach. Experience from DIGI-SI 1.0 showed that direct interaction through events, workshops and ecosystem activities was particularly effective in reaching SMEs and generating interest in DIGI-SI services.

DIGI-SI 2.0 uses events to increase visibility, connect target groups with relevant expertise and services, and create opportunities for networking and collaboration. The main formats include **three annual DIGI-SI conferences with B2B activities, 27 subnetwork events, Ecosystem Days, seminars, workshops and other service-related events**, as well as participation in relevant external events.

Event communication is supported through the DIGI-SI website, newsletter, social media and partner channels. Where relevant, participants are directed towards related DIGI-SI services or follow-up opportunities, extending engagement beyond the event itself.

5.4. Media and external communication

Media and external communication are used selectively to extend the reach of DIGI-SI 2.0 beyond its own and partner communication channels. Media outreach focuses on developments with clear relevance for businesses, the innovation ecosystem or the wider public rather than on routine project activities.

Relevant topics may include **major project milestones, new service opportunities, significant events, success stories, demonstrated results and developments related to digitalisation and AI where DIGI-SI can provide practical expertise or support.**

Depending on the topic, communication may take the form of press releases, media contributions, interviews, expert commentary or participation in external communication activities. Consortium partners may also support media outreach through their established media relations and sector-specific channels. All external communication follows the common DIGI-SI 2.0 visual identity and EU and national funding visibility requirements defined in Chapter 4.

5.5. European Dissemination Channels and Network

DIGI-SI 2.0 uses European networks and cooperation channels to disseminate relevant project results, exchange good practices and create opportunities for collaboration beyond Slovenia.

The **EDIH Network and Digital Transformation Accelerator (DTA)** provide the main European framework for exchange with other EDIHs. Dissemination is complemented by cooperation with the **Enterprise Europe Network (EEN)** and relevant European projects and initiatives, including cross-promotion, knowledge exchange, referrals and joint ecosystem activities.

Content shared at European level focuses on results with value beyond the individual beneficiary, such as **good practices, service methodologies, successful use cases, lessons learned and opportunities for cooperation.** This ensures that European dissemination is focused on knowledge and results that can be shared, adapted or reused by other organisations and ecosystems.

6. CONTENT AND DISSEMINATION APPROACH

DIGI-SI 2.0 communication focuses on **practical value, concrete opportunities and demonstrated results**. Content should help target audiences understand what support is available, why it is relevant to them and what can be achieved through DIGI-SI services.

As project implementation progresses, communication increasingly shifts from promoting available services and activities towards demonstrating their results and impact. Relevant outputs from WP1–WP4 provide the basis for success stories, expert content, good practices and other dissemination material. The quantitative targets related to content production, dissemination and result-based communication, together with their monitoring methods, are presented in Chapter 8.

6.1. Content priorities

DIGI-SI 2.0 communication is organised around five main content streams in the table below.

Table 5: DIGI-SI communication main content stream

Content stream	Focus
Services and opportunities	Available DIGI-SI services, events, training and opportunities to participate
Expert and practical content	Practical guidance, expert tips, digitalisation and AI topics, regulatory information and funding opportunities
Results and evidence	PoCs, prototypes, testing and validation results, maturity and skills progress, investment-related outcomes
Success stories and client experiences	Concrete examples showing how organisations have used DIGI-SI support and what they achieved
Ecosystem and European cooperation	Partnerships, networking, EDIH cooperation, joint activities and transferable practices

Content is selected according to its relevance for the intended audience and the communication objective. The emphasis is on **useful and evidence-based information rather than general project promotion**.

6.2. Results and success stories

Results generated through service delivery are a central source of communication and dissemination content. DIGI-SI 2.0 will actively identify examples that demonstrate the practical value of the support provided to SMEs, public-sector organisations and other beneficiaries.

Relevant stories may originate from **testing, PoCs and prototypes in WP1; digital maturity, skills and transformation activities in WP2; investment and funding support in WP3; and innovation, networking and ecosystem activities in WP4**.

The focus is on the result rather than the activity itself. Where possible, stories explain the **initial need or challenge, the DIGI-SI support provided and the resulting change, benefit or next step**.



Figure 8: Evolution process

Depending on the strength of the case and the audience, a result can be developed into a website story or article, social media content, visual material or a short video. Not every result requires all formats; content is selected according to its dissemination value.

This definition covers a broad range of technologies, including machine learning systems, generative AI tools, decision-support systems, recommender systems, predictive analytics, computer vision, natural language processing, and AI-enabled automation tools.

6.3. Audience-oriented Content

Messages and content are adapted to the interests and needs of the audience rather than communicated uniformly across all target groups.

Table 6: Audience and content focus

Audience	Main content focus
SMEs and start-ups	Practical benefits, available support, concrete services, examples from other companies and clear next steps
Public sector	Digital capacity, applicable solutions, skills and transferable practices
Technology providers and ecosystem actors	Cooperation, networking, technology uptake and innovation opportunities
EDIHs and European networks	Good practices, methodologies, use cases, lessons learned and cooperation opportunities
Policy makers	Evidence of results, emerging needs and insights from service delivery and ecosystem activities
General public and media	Accessible examples of how European and national support contributes to digital transformation

This approach allows the same project result to be communicated differently depending on who needs to understand, use or further disseminate it.

6.4. Dissemination of Project Results

Dissemination focuses on results and knowledge that have value beyond an individual service recipient and can be **shared, adapted or reused by other organisations and ecosystems**.

Relevant dissemination content may include service methodologies, demonstrated use cases, good practices, practical guidance, knowledge products and lessons learned from project implementation. Public project outputs, including the **SME Guide to Digital Transformation**, will form part of this knowledge base.

7. IMPLEMENTATION, ROLES AND RESPONSIBILITIES

7.1. WP5 Coordination and Central Communication

Communication and dissemination activities are implemented through a shared consortium approach, with a clear division between **WP5 coordination by the CCIS** and the **operational management of central DIGI-SI communication by DIHS**.

CCIS, as WP5 Lead, is responsible for:

- overall coordination of WP5 and implementation of the Communication, Dissemination and Exploitation Plan;
- coordination of communication and dissemination activities across the consortium;
- coordination of the identification and collection of project results and success stories from WP1–WP4;
- monitoring communication and dissemination performance and the achievement of related KPIs; and
- coordinating compliance with the common DIGI-SI visual identity and EU and national funding visibility requirements.

DIHS is responsible for:

- management of the central DIGI-SI communication channels, including the website, newsletter and social media;
- preparation, publication and distribution of central DIGI-SI content;
- **preparation and coordination of common communication materials and campaigns;**
- production or coordination of communication formats such as promotional materials, graphics, videos and other campaign content;
- use of the established DIGI-SI audience, contact base and ecosystem network for communication and dissemination; and
- operational support for the promotion of DIGI-SI services, events, results and success stories.

All consortium partners complement these central activities through their own communication channels, databases and networks, as described in Sections 7.2 and 7.3.

7.2. Consortium Communication Reach

DIGI-SI 2.0 extends its communication reach by using not only the central DIGI-SI channels, but also the **existing audiences, company databases and professional networks of consortium partners**. This is particularly important for targeted outreach to SMEs and sector-specific communities that may not yet follow DIGI-SI directly.

The communication reach of the consortium will be mapped at M6 and used to support the selection of the most relevant channels for individual services, events and campaigns.

Table 7: Existing communication reach of the DIGI-SI 2.0 consortium at M6

Partner	Newsletter / mailing database	LinkedIn	Facebook	Instagram	Other relevant reach / networks
DIGI-SI	1.500+	659	32	New	EDIH and digital innovation ecosystem

CCIS	3500	2057	-	-	National business network / member companies
DIHS	9.405	2.044	1.000	9	Digitalisation ecosystem

7.3. Client data protection measures

Communication and dissemination are a **shared responsibility across the consortium**. Each partner contributes through its own communication channels, company databases, professional networks and direct contacts, particularly when these provide access to relevant sectoral or regional target groups. Partners are responsible for communicating the DIGI-SI 2.0 services and activities they implement, providing timely information on upcoming activities and results, identifying suitable success stories and providing the technical or expert input needed to prepare communication content. Partners also amplify relevant central DIGI-SI campaigns through their own channels and networks.

All partner communication related to DIGI-SI 2.0 must follow the common visual identity and EU and national funding visibility requirements defined in Chapter 4. Partners provide the communication and dissemination monitoring data defined in Chapter 8.

Table 8: Communication and dissemination responsibilities

Responsibility	CCIS – WP5 Lead	DIHS	WP / Service Leads	All Partners
Overall WP5 coordination	•			
Implementation and monitoring of D5.1	•			
Management of central DIGI-SI channels		•		
Common communication materials and campaigns		•		
Visual identity and funding visibility coordination	•			
Provide information on activities and results		•	•	•
Identify potential success stories	•	•	•	•
Provide expert/content input		•	•	•
Promote through institutional channels, databases and networks	•	•	•	•
Amplify central DIGI-SI campaigns	•	•	•	•
Provide communication monitoring data	•	•	•	•

7.4. From results to communication

Communication of project results follows a simple process designed to ensure that relevant outcomes from service delivery are identified and transformed into useful communication and dissemination content.

Service or activity → Result identified by partner → CCIS coordinates the story → Content/material produced → DIGI-SI and partner channels → Monitoring

Partners delivering the services are best placed to identify relevant results, client experiences and potential success stories. They provide the necessary information and expert input, while **CCIS coordinates the selection and development of success stories and other result-based communication.**

Depending on the type of result and target audience, **DIHS or another relevant consortium partner** prepares the appropriate communication format, such as a website story, social media content, visual material, article or video. The content is then disseminated through the central DIGI-SI channels and, where relevant, amplified through partner and multiplier channels.

This process ensures that communication increasingly reflects **evidence and results generated through project implementation**, rather than focusing only on project activities.

7.5. Review and Adaptation

The implementation of the CDEP will be reviewed throughout the project based on communication performance, audience response, progress in service delivery and the availability of new project results.

Monitoring results will be used to identify which channels, content formats and topics generate the strongest engagement and support the uptake of DIGI-SI services. Where necessary, the communication approach, channel mix and content priorities may be adjusted during implementation, while the project objectives and agreed communication and dissemination targets remain the reference framework.

8. MONITORING AND EVALUATION

Communication and dissemination activities are monitored throughout DIGI-SI 2.0 to assess progress against the agreed targets, provide evidence of implementation and support continuous improvement. The monitoring framework combines data from the central DIGI-SI digital channels, communication and dissemination activities implemented by consortium partners, and participant feedback. The main monitoring sources include **Google Analytics, Mailchimp, native social media analytics, the Communication and Dissemination Monitoring Table, registration data and activity feedback forms.**

Each indicator is monitored using a **defined primary data source and calculation method**. Data from different monitoring systems are not combined where this could result in double counting. Complementary information, such as the communication source reported by participants during registration, is used to interpret communication performance rather than to increase the reported KPI value.

CCIS, as WP5 Lead, coordinates communication and dissemination monitoring together with DIHS and the relevant consortium partners. Monitoring results are used to identify effective channels and content, address gaps and adapt communication activities where necessary.

8.1. Communication and Dissemination KPIs

The following indicators provide the quantitative framework for monitoring the implementation and performance of the DIGI-SI 2.0 communication and dissemination strategy.

Table 9: Framework for monitoring the implementation and performance DIGI-SI

Indicator	Target	Primary monitoring source	Measurement method
DIGI-SI newsletters sent	36	Mailchimp	Number of newsletters distributed during the project
Newsletter open rate	≥30%	Mailchimp	Unique open rate
Newsletter readers clicking through to a service or event	≥15%	Mailchimp	Unique readers clicking relevant service/event links ÷ unique newsletter opens × 100
Social media posts	150	Native social media analytics / internal tracking	Number of posts published across LinkedIn, Facebook and Instagram. Content published on more than one platform is counted once per platform.
Average social media engagement rate per post	≥4%	LinkedIn, Facebook and Instagram analytics	For each post: reactions/likes + comments + shares/reposts + saves ÷ impressions × 100. Project result is calculated as the average engagement rate across all posts.

Users referred to DIGI-SI services or events via social media	300	Google Analytics	Unique users arriving from social media on defined DIGI-SI service/event pages; UTM-tagged links are used where applicable.
Website updates/articles	30	Website CMS	Number of published website updates/articles
Unique visitors to the DIGI-SI website	20,000	Google Analytics	Unique users recorded during the project period
Website visitors who proceed to a service	≥10%	Google Analytics	Unique users performing a defined service-related action ÷ unique website users × 100

To ensure comparability across LinkedIn, Facebook and Instagram, social media engagement is calculated using the **common project methodology defined above**, rather than relying on platform-specific engagement-rate definitions.

For indicators accumulated across several campaigns or reporting periods, calculations are based on the underlying aggregated data where appropriate. For example, the overall newsletter click-through rate is calculated using the total number of relevant unique clicks and corresponding unique opens rather than as a simple average of individual campaign percentages.

For website monitoring, a **service-related action** is defined as a measurable action demonstrating that a user has progressed from accessing information towards a DIGI-SI service, such as clicking a registration, application or service-enquiry call-to-action. These actions are monitored through Google Analytics.

Attribution of registrations

Digital analytics are complemented by source attribution collected through relevant service and event registration forms. Participants are asked:

How did you hear about this DIGI-SI service/event?

The standard response options include **DIGI-SI website, DIGI-SI newsletter, LinkedIn, Facebook, Instagram, DIGI-SI consortium partner, another organisation or network, direct invitation/e-mail, search engine and other.**

This information provides additional insight into which communication channels contribute to actual registrations and captures outreach that may not be reliably attributed through digital analytics, particularly **partner communication, direct outreach and multiplier networks.**

Registration-source data are used as **complementary evidence** and are not added to Google Analytics or Mailchimp figures when calculating the project KPIs, thereby avoiding double counting.

8.2. Monitoring Process and Evidence

Communication and dissemination monitoring combines automatically generated digital analytics with information recorded by consortium partners. This ensures that both central DIGI-SI communication and activities implemented through partner channels and external networks are captured.

A shared **Communication and Dissemination Monitoring Table** is maintained on the project Google Drive. Consortium partners regularly record relevant communication and dissemination activities, including, as a minimum, **external events at which DIGI-SI 2.0 is presented or promoted.** Completion of the monitoring table is followed up during consortium meetings to support consistent reporting across the consortium.

Digital communication performance is monitored directly through the relevant platforms. **Google Analytics** is used for website traffic, referral sources and defined service-related actions; **Mailchimp** is used for newsletter distribution, open rates and click performance; and **native social media analytics** are used for social media activity and engagement.

Where available, monitoring data can be exported and retained as supporting evidence, including Mailchimp CSV exports and reports or exports from Google Analytics and social media platforms. Together with the Monitoring Table and relevant activity records, these sources provide a traceable evidence base for reported communication and dissemination results.

Table 10: Monitoring tools

Monitoring source	Evidence / data captured
Google Analytics	Website users, traffic sources, social referrals and service-related actions
Mailchimp	Newsletters sent, unique opens and clicks on service/event links
Social media analytics	Published posts, impressions and engagement
Communication and Dissemination Monitoring Table	Partner communication/dissemination activities and external events where DIGI-SI 2.0 is presented
Registration forms	Communication source reported by registered participants
Activity reports and feedback forms	Participant satisfaction and qualitative feedback

8.3. Participant and Beneficiary Feedback

Participant feedback is collected systematically for DIGI-SI 2.0 seminars, workshops and networking events using a **standardised feedback form**. The same feedback structure is applied across these activities to enable consistent monitoring and comparison of participant experience.

Table 11: Dimensions covered by feedback

Feedback dimension	Measurement
Overall satisfaction with the seminar/workshop	1–5
Improved understanding of the presented digital technologies	1–5, self-reported
Quality of the trainer and delivery	1–5
Interest in participating in a similar activity again	Yes / Maybe / No
Suggestions for improvement	Open feedback

For each completed activity, the **average satisfaction score on a scale from 1 to 5** is calculated and recorded in the respective activity report. This provides a consistent measure of participant satisfaction across seminars and workshops.

The quantitative results are complemented by qualitative comments, which help identify areas for improvement in the content, format and delivery of future activities. Feedback therefore serves not only as evidence of participant satisfaction but also as an input for the continuous improvement of DIGI-SI 2.0 activities.

Where relevant, feedback may also support the identification of successful service formats and approaches with potential for further use and exploitation.

8.4. Use of Monitoring Results

Monitoring results are used not only for reporting purposes but also to support the continuous improvement of communication and dissemination activities. CCIS reviews communication performance together with DIHS and the relevant consortium partners to identify effective channels, content formats and outreach approaches, as well as areas where additional effort may be required.

Based on monitoring data and participant feedback, communication activities may be adjusted during project implementation, including the choice of channels, content formats, campaign focus and targeting of specific audiences. The agreed project targets remain the reference framework throughout the project. Monitoring findings also contribute to the identification of successful practices, communication approaches and service formats with potential for continued use. Relevant findings therefore provide input to the exploitation and sustainability activities further developed under **D5.2 Economic Sustainability and Exploitation Plan**.

9. EXPLOITATION APPROACH

The exploitation approach of DIGI-SI 2.0 is designed to ensure that the value created during the project extends beyond individual service delivery and, where viable, beyond the funded project period. Exploitation therefore covers the **continued use, adaptation, replication and further development of project results, methodologies, knowledge and service formats**, both during project implementation and after its completion.

DIGI-SI 2.0 also represents a transition period towards a more sustainable post-project model. During the funded period, the consortium will use evidence from service delivery, beneficiary feedback, service uptake and demonstrated results to identify which services and project assets have the strongest potential for continued use and future market-based delivery. This evidence will provide the basis for the more detailed economic and organisational sustainability model developed under **D5.2 Economic Sustainability and Exploitation Plan in M18**.

The exploitation approach therefore follows three complementary pathways:

Use and improve during the project → Replicate and transfer validated results → Prepare viable assets and services for post-project continuation

The exploitation approach is structured around four questions. **First, what project results and assets have exploitation potential? Second, how will these results be used, adapted, replicated or transferred during project implementation? Third, how will the project identify and prepare results and services with potential for continuation after the funded period? Finally, how will this evidence feed into the detailed economic sustainability and exploitation model developed under D5.2?**

Accordingly, the chapter distinguishes between the identification of exploitable results and assets (Section 9.1), their exploitation during project implementation (Section 9.2), preparation for post-project exploitation and sustainability (Section 9.3), and the transition towards the detailed Economic Sustainability and Exploitation Plan (Section 9.4).

9.1. Exploitable Results and Assets

DIGI-SI 2.0 generates results that can create value beyond the individual activity or beneficiary for which they were initially developed. These include not only tangible outputs, but also methodologies, service formats, knowledge, experience and cooperation models developed or further validated through project implementation.

In the context of DIGI-SI 2.0, exploitation does not necessarily imply commercialisation. Depending on the nature of the result, value may be created through its **continued use, adaptation, replication, transfer, integration into future services or, where appropriate, future market-based delivery**.

This approach reflects T5.3, which specifically foresees the definition of exploitation pathways for key project assets, including service methodologies and the partnership model.

9.2. Exploitation During Project Implementation

Exploitation starts as project results emerge and is therefore integrated into project implementation rather than treated solely as a post-project activity. The objective during the project is to identify results with potential for further use and progressively test how they can be reused, adapted, replicated or transferred.

Table 12: The main categories of exploitable results and assets

Exploitable result / asset	Value created	Potential users
Service methodologies and delivery formats	Tested approaches for supporting digital and green transformation across the DIGI-SI service pillars	Consortium partners, SMEs, public sector organisations, business support organisations
Test Before Invest results and validated use cases	Practical evidence on the feasibility and application of digital technologies, including results from testing, PoCs and prototypes	SMEs, technology providers, research organisations, EDIHs
Digital maturity and transformation approaches	Structured approaches for identifying digitalisation needs and supporting transformation planning	SMEs, consortium partners, business support organisations
Training formats and knowledge materials	Reusable knowledge and practical learning formats developed through seminars, workshops and other skills activities	SMEs, public sector organisations, training providers, EDIHs
Investment support approaches	Knowledge and methods supporting investment readiness, identification of funding opportunities and development of project ideas and concepts	SMEs, start-ups, business support organisations
Innovation and ecosystem cooperation formats	Tested approaches to networking, brokerage, knowledge exchange and ecosystem cooperation	SMEs, technology providers, EDIHs, EEN and other ecosystem actors
SME Guide to Digital Transformation	Practical step-by-step guidance based on the experience and feedback accumulated through DIGI-SI 1.0 and 2.0	SMEs and the wider business support ecosystem
Good practices, evidence and lessons learned	Knowledge generated through service delivery that can support replication, service improvement and future digitalisation support	Consortium partners, SMEs, EDIHs, policymakers and ecosystem organisations
Partnership and cooperation model	Established expertise, relationships and capacities for coordinated digital transformation support, including potential cooperation with technology and solution providers that can connect their SME clients with complementary DIGI-SI services.	Consortium partners and national and European ecosystem actors

Partners identify relevant results through service implementation, achieved outcomes and beneficiary feedback. Depending on the nature of the result, it may then be improved, documented, incorporated into subsequent DIGI-SI activities, transferred to other partners or shared with the wider ecosystem.

**Result generated → Exploitation potential identified → Evidence and feedback assessed →
Result adapted or documented → Reuse / replication / transfer**

This continuous process enables successful approaches and lessons learned to feed back into service delivery rather than remain isolated project outputs. It also supports the transfer of relevant knowledge and practices across the consortium and, where appropriate, through cooperation with other EDIHs and European networks. Such exchange and transfer of project results is also foreseen under T5.2.

An additional exploitation pathway being explored is **cooperation with technology and solution providers**. Solution providers can act as multipliers by identifying eligible SME clients that could benefit from complementary DIGI-SI services as part of a broader digital transformation process. In this model, the SME remains the beneficiary of the DIGI-SI service, while the DIGI-SI support complements the digitalisation activities delivered by the solution provider. This can extend the reach of DIGI-SI, facilitate SME access to relevant expertise and support, and reduce the overall burden associated with digital transformation.

The approach will be explored during project implementation and assessed based on practical experience, demand and value for SMEs. Its potential for more systematic integration into the DIGI-SI service and partnership model will form part of the sustainability work leading to D5.2.

Overall, exploitation during implementation serves two purposes: it **increases the immediate use and transfer of project results** and, at the same time, generates evidence on which results, services and cooperation models show sufficient value and demand for longer-term continuation. This provides the bridge to the post-project exploitation and sustainability approach described in Section 9.3.

9.3. Preparation for Post-project Exploitation and Sustainability

DIGI-SI 2.0 is also a transition period towards a sustainable model for the continuation of relevant services, results and cooperation structures beyond the funded project. The project application anticipates that DIGI-SI services will need to move towards a market-based model after the current funding period. The consortium will therefore use project implementation to identify which services and other exploitable results demonstrate sufficient value, demand and feasibility for continued use.

Preparation for post-project exploitation will follow a progressive evidence-based process from M6 to M18. Rather than assessing all services only at the end of this period, evidence will be collected during implementation and reviewed at defined points. The assessment will combine four perspectives: actual service demand and uptake, beneficiary experience and future interest, delivery experience of consortium partners, and market/ecosystem feedback.

Table 13: Exploitation assessment process

Phase	Timing	Evidence and stakeholders	Main purpose
1. Initial exploitation screening	M6–M9	WP1–WP4 service portfolio, project results and input from responsible partners	Identify services, results and cooperation models with potential for continued use and define evidence gaps
2. Evidence collection	M9–M15	Service monitoring data; beneficiary feedback; targeted follow-up with selected SMEs; structured input from service-delivery partners; discussions and practical cooperation with solution providers and other ecosystem actors	Assess demand, beneficiary value, future interest, scalability, delivery feasibility, transferability and partnership potential
3. Review and prioritisation	M12–M17	Consolidated evidence reviewed by WP5 together with relevant service owners and partners	Identify the most promising results, services and cooperation models and distinguish between different potential exploitation pathways
4. Sustainability pathway development	M15–M18	Prioritised options, additional targeted market input and partner assessment	Define the options to be further developed in D5.2, including market-based services, service combinations, partner-based delivery and other continuation models

Evidence will be collected from the stakeholder group best placed to provide it. **Beneficiaries** will provide information on perceived value, future need and their interest in using comparable services under different funding conditions. Existing service feedback will be complemented, where relevant, with targeted exploitation questions and follow-up with selected beneficiaries. More detailed willingness-to-pay assessment will focus on services identified as having realistic potential for future market-based delivery rather than being applied indiscriminately to all project activities.

Service-delivery partners will assess operational aspects such as repeatability, scalability, required expertise and resources, opportunities for combining services and feasibility of continued delivery. Actual service uptake and demand will be derived from project monitoring rather than stakeholder perception alone.

Solution providers and other ecosystem actors will provide an additional market perspective. Bilateral discussions and practical cooperation during project implementation will be used to assess whether DIGI-SI services can complement broader digitalisation projects, which services are most relevant for this approach, and whether referral or other partnership-based models could provide a viable route to beneficiaries.

The assessment will consider a common set of dimensions: **demonstrated demand, beneficiary value, evidence from implementation, scalability, market potential, partnership potential, transferability and delivery feasibility**. Not every result is expected to meet all dimensions. A knowledge resource, for example, may have strong potential for continued public reuse and transfer without direct commercial potential, while an advisory, testing or training service may also demonstrate potential for future market-based delivery.

The process will therefore allow exploitable results to be progressively associated with different continuation pathways, including:

continued public reuse and knowledge transfer → integration into partner activities → replication or transfer through ecosystem and EDIH networks → partnership-based delivery → potential market-based service delivery

The findings will be consolidated in the preparation of **D5.2 Economic Sustainability and Exploitation Plan (M18)**, which will further assess the most viable services and service combinations, client segments, market potential, partner roles and appropriate financial and organisational arrangements, as foreseen in the project application.

Detailed service-level assessments, preliminary commercial considerations, partner-specific information and individual stakeholder responses will be maintained as **internal working material** and will not form part of this public deliverable.

9.4. Transition to the Economic Sustainability and Exploitation Plan

The exploitation framework established in D5.1 provides the starting point for the development of the **Economic Sustainability and Exploitation Plan (D5.2, M18)**. While D5.1 defines the exploitable results, the evidence-collection process and the criteria for assessing continuation potential, D5.2 will translate the accumulated evidence into more concrete sustainability and exploitation models.

By M18, the evidence generated through the process described in Section 9.3 will support decisions on:

- which services and results should be prioritised for continued exploitation;
- which services may have potential for market-based delivery and for which client segments;
- whether individual services can be combined into more comprehensive service packages or transformation pathways;
- which results are better suited to continued public reuse, transfer or integration into partner activities;
- which partnership models, including cooperation with solution providers, offer potential for continued delivery or access to clients;
- the roles of consortium and ecosystem partners in possible continuation models; and
- the financial and organisational conditions required to sustain the most viable options.

D5.2 will therefore move from **identification and evidence gathering to economic and organisational model development**. In line with T5.3, this will include refinement of the DIGI-SI business and service model, exploitation pathways for key project assets and consideration of appropriate governance, financial and organisational arrangements for continuation beyond the project.

The relationship between the two deliverables can be summarised as follows:

D5.1 (M6): Identify → Test → Collect evidence → Assess

D5.2 (M18): Prioritise → Develop models → Define roles and conditions → Establish sustainability pathways

The exploitation framework will remain active after D5.2. Evidence from subsequent service delivery, beneficiary feedback and market developments will continue to be used to refine the selected approaches throughout the remaining project period.

10. IMPLEMENTATION ROADMAP

The Communication, Dissemination and Exploitation Plan provides the framework for WP5 implementation throughout the 36-month project period. Activities evolve from establishing the communication framework and generating awareness, through increasingly result-based dissemination and exploitation, towards consolidation and continued use of project knowledge and results.

Implementation is structured around the three main WP5 deliverables.

Table 14: Implementation roadmap

Period	Implementation focus	Main activities	Key WP5 output
M1 – M6	Establish and activate	Establish common communication framework and visual identity; activate central and partner channels; promote services and initial activities; establish monitoring and exploitation framework	D5.1 Communication, Dissemination and Exploitation Plan (M6) / MS14
M7 – M18	Implement, generate evidence and assess	Continuous communication and dissemination; support service uptake; identify and communicate project results; collect monitoring and beneficiary evidence; assess exploitation potential and sustainability options	D5.2 Economic Sustainability and Exploitation Plan (M18)
M19 – M36	Exploit, transfer and consolidate	Increase result-based dissemination; transfer and reuse good practices and project assets; refine exploitation approaches based on further evidence; consolidate project experience into reusable guidance	D5.3 SME Guide to Digital Transformation (M36)

Two processes run continuously throughout the implementation period:

Communication and dissemination → monitoring and feedback → adaptation
Service delivery → evidence and lessons learned → exploitation and reusable knowledge

The roadmap is not static. Monitoring results, beneficiary feedback, service uptake and emerging project results are used throughout implementation to adjust communication priorities and support the progressive development of exploitation and sustainability activities.

11. CONCLUSION

This Communication, Dissemination and Exploitation Plan provides the common framework for implementing WP5 activities throughout DIGI-SI 2.0. It establishes a coordinated approach to project visibility, stakeholder outreach, dissemination of results, performance monitoring and the progressive exploitation of project outcomes.

The plan will guide implementation throughout the project and will evolve as new results, evidence and feedback become available. Monitoring data and implementation experience will be used to refine communication and dissemination activities and to support the development of sustainable exploitation pathways.

Through this approach, DIGI-SI 2.0 aims not only to ensure effective visibility and uptake during the funded period, but also to strengthen the continued use, transfer and value of project results beyond it.

ANNEXES

List of Annexes

Annex 1 – DIGI-SI 2.0 Visual Identity Guidelines

Annex 1: DIGI-SI 2.0 Visual Identity Guidelines



Priročnik celostne grafične podobe DIGI-SI 2.0



Priročnik celostne grafične podobe

**Vizualno komuniciranje ima pravila, s
katerimi se gradi celostna podoba.**

Priročnik celostne grafične podobe DIGI-SI 2.0 je dokument, ki opisuje elemente in pravila neverbalnega - vizualnega komuniciranja podjetja. Konsistentno upoštevanje pravil celostne grafične podobe zagotavlja istovetnost kjerkoli in kadarkoli. Uspeh prepoznavnosti identitete je tako najbolj odvisen predvsem od uporabnikov celostne grafične podobe.

01.1 Primarni logotip

Primarna barvna izvedba v pozitivu.



DIGI-SI 2.0 / Priročnik celostne grafične podobe

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01.1 Primarni logotip

Primarna izvedba v pozitivu.



DIGI-SI 2.0 / Priročnik celostne grafične podobe

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01.1 Primarni logotip

Primarna izvedba v negativu.



DIGI-SI 2.0 / Priročnik celostne grafične podobe

5

01.1 Primarni logotip

Enobarvna izvedba v pozitivu.



DIGI-SI 2.0 / Priročnik celostne grafične podobe

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01.2 Sekundarni logotip

Sekundarna izvedba v pozitivu.



DIGI-SI 2.0 / Priročnik celostne grafične podobe

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01.2 Sekundarni logotip

Sekundarna barvna izvedba v pozitivu.



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01.3 Kompozicijska mreža



DIGI-SI 2.0 / Priročnik celostne grafične podobe

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02. Črkovni nabor

Primer uporabe črkovne vrste Open Sans.

Črkovna vrsta Open Sans

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Sed quis luctus magna.

Mauris auctor tempor felis fermentum gravida. Integer
aliquam sapien quis ipsum sollicitudin fermentum. Duis
semper arcu ut ante tempus bibendum. Suspendisse felis
arcu, rutrum sit amet ipsum nec, faucibus tincidunt ex. Ut
laoreet, urna sed eleifend congue, eros ipsum maximus nibh,
et viverra eros libero ut diam.

Opomba Za vse namene se uporablja črkovna vrsta Open Sans. Ker je ta črkovna vrsta raznolika in
vsebuje več debelin, jo lahko uporabljamo tako za naslove kot za tekste. Dostopna je na Google
Fonts.

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Črkovna vrsta Open Sans

Open Sans Regular a b c d e f g h i j k l m n
o p r s t u v z ž A B C Ć D E F G H I J K L M N
O P R S Š T U V Z Ž 1 2 3 4 5 6 7 8 9 0

Open Sans Italic a b c d e f g h i j k l m n o p
r s t u v z ž A B C Ć D E F G H I J K L M N O P R S
Š T U V Z Ž 1 2 3 4 5 6 7 8 9 0

Open Sans Light a b c d e f g h i j k l m n o p
r s t u v z ž A B C Ć D E F G H I J K L M N O P
R S Š T U V Z Ž 1 2 3 4 5 6 7 8 9 0

Open Sans Light Italic a b c d e f g h i j k l m n
o p r s t u v z ž A B C Ć D E F G H I J K L M N O
P R S Š T U V Z Ž 1 2 3 4 5 6 7 8 9 0

Open Sans Medium a b c d e f g h i j k l m n
o p r s t u v z ž A B C Ć D E F G H I J K L M N
O P R S Š T U V Z Ž 1 2 3 4 5 6 7 8 9 0

Open Sans Medium Italic a b c d e f g h i j k l
m n o p r s t u v z ž A B C Ć D E F G H I J K L M
N O P R S Š T U V Z Ž 1 2 3 4 5 6 7 8 9 0

Open Sans SemiBold a b c d e f g h i j k l m
n o p r s t u v z ž A B C Ć D E F G H I J K L M
N O P R S Š T U V Z Ž 1 2 3 4 5 6 7 8 9 0

Open Sans SemiBold Italic a b c d e f g h i j k l
m n o p r s t u v z ž A B C Ć D E F G H I J K L M
N O P R S Š T U V Z Ž 1 2 3 4 5 6 7 8 9 0

Open Sans Bold a b c d e f g h i j k l m n o p
r s t u v z ž A B C Ć D E F G H I J K L M N O P
R S Š T U V Z Ž 1 2 3 4 5 6 7 8 9 0

Open Sans Bold Italic a b c d e f g h i j k l m n
o p r s t u v z ž A B C Ć D E F G H I J K L M N O
P R S Š T U V Z Ž 1 2 3 4 5 6 7 8 9 0

Open Sans ExtraBold a b c d e f g h i j k l m
n o p r s t u v z ž A B C Ć D E F G H I J K L M
N O P R S Š T U V Z Ž 1 2 3 4 5 6 7 8 9 0

Open Sans ExtraBold Italic a b c d e f g h i j
k l m n o p r s t u v z ž A B C Ć D E F G H I J K L
M N O P R S Š T U V Z Ž 1 2 3 4 5 6 7 8 9 0

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03. Barvni prostor

Barve



Temno modra
HEX: #023f88
CMYK: 100 80 0 20
RGB: 2 63 136



Modra HEX:
#0072bc
CMYK: 100 50 0 0
RGB: 0 114 188



Svetlo modra
HEX: #00c0f3
CMYK: 70 0 0 0
RGB: 0 192 243

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03. Barvni prostor

Barve storitev

			
Orhidejno rožnata HEX: #d77db7 CMYK: 0 42 15 16 RGB: 215 125 183	Sivkino vijolična HEX: #998cc2 CMYK: 21 28 0 24 RGB: 153 140 194	Azurno modra HEX: #67b9f0 CMYK: 57 23 0 6 RGB: 103 185 240	Pastelno zelena HEX: #90cc8c CMYK: 29 0 31 20 RGB: 144 204 140

DIGI-SI 2.0 / Priročnik celostne grafične podobe

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03. Barvni prostor

Gradient

				
				
Bela HEX: #ffffff CMYK: 0 0 0 0 RGB: 255 255 255	Orhidejno rožnata HEX: #d77db7 CMYK: 0 42 15 16 RGB: 215 125 183	Sivkino vijolična HEX: #998cc2 CMYK: 21 28 0 24 RGB: 153 130 194	Azurno modra HEX: #67b9f0 CMYK: 57 23 0 6 RGB: 103 185 240	Pastelno zelena HEX: #90cc8c CMYK: 29 0 31 20 RGB: 144 204 140

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04.1 Vizitka



Opomba Velikost vizitke je 85 x 55 mm.

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04.9 Pasice za socialna omrežja



Profilna grafika velikosti 1080 x 1080 px.



Pasica za socialno omrežje X velikosti 1500 x 500 px.



Pasica za socialno omrežje LinkedIn velikosti 1584 x 396 px.



Pasica za socialno omrežje Youtube velikosti 2560 x 1440 px.

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