



Initial Plan for
Dissemination,
Exploitation,
Communication, and
Training Activities

Deliverable

5.1

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Glossary

Terminology/Acronym	Description
CEN	European Committee for Standardization
CENELEC	European Committee for Electrotechnical Standardization
CSA	Coordination and Support Action
DoA	Description of Action
DG	Directorate General
ETSI	European Telecommunications Standards Institute
EC	European Commission
GA	Grant Agreement
H2020	Horizon 2020
HE	Horizon Europe
IEC	International Electrotechnical Commission
ISO	International Organization for Standardization
ITU	International Telecommunication Union
KPI	Key Performance Indicator
NSB	National Standard Body
REA	(European) Research Executive Agency

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Executive Summary

This document provides an update and plan for communications, dissemination, exploitation and training activities in the HSbooster.eu project. It reports on activities to date and provides an effective and overarching plan of action to promote the HSbooster.eu services to EC-funded project and to attract members of the European Standardisation ecosystem to become HSbooster.eu standardisation experts.

The deployment of the plan is decisive to achieve HSbooster.eu's strategic goals:

1. Develop a thriving and continually growing community of European Standardisation Experts, especially by increasing participation of research performers;
2. Increase influence on and development of new standards;
3. Supporting the sharing and valorisation of project's research outputs;
4. Facilitate a marked alignment of strategic research with society needs, expectations and values as well as favour the uptake of new technologies deriving from interrelated Standardisation activities.

This document describes the overall methodology, strategy and explains how specific stakeholder groups are targeted through a series of communications and dissemination activities. These include H2020 and Horizon Europe projects, standardisation experts, standardisation organizations and policy makers including the European Commission. As well as providing a status on communications activities with these stakeholders, the document also provides information on the range of communications channels leveraged to perform and execute the plan. This includes the project website, social media channels, email campaigns and events. At Month 9 (November 2022) a healthy community has been built and this is also described.

Looking ahead, the project is now moving into a critical phase as services are delivered. The document provides a detailed overview of specific communications actions targeting target stakeholders based on open call topics. It also provides a timely introduction and next steps for the soon-to-be-released Training Academy. Finally, we provide a high-level overview of future plans to develop the exploitation plan in Year 2.



1 Introduction

This document provides an initial plan for communications, dissemination, exploitation and training activities in the HSbooster.eu project and is the first of four deliverables to be submitted under WP5 Training, dissemination and communication.

Originally planned for submission in M6 we have taken the decision to postpone this to M8 so that the plan is released as we start the first Premium services in M10.

Therefore, the document focusses on how we communicate the HSbooster.eu services (see D3.1 Service Matrix) and recruit, on one hand, EC funded projects and their beneficiaries to apply for services, and individuals working in standardisation to become an HSbooster.eu “expert”.

In section 2 we explain the methodology and in section 3 the various target stakeholders that communications and dissemination activities will target. We then provide information on the various communications channels in section 4 including both online and physical channels. In section 5 we look at the current HSbooster community.

Based on the information in sections 2 – 5, section 6 provides a sample overview of planned communications activities based on the open call topics. In section 7 we provide an overview of training activities and finally in section 8 we provide a brief plan on future exploitation activities which will be carried out in Year 2.

1.1 Relation with other project deliverables

This deliverable is related to other project deliverables, a number of which are referenced.

- D3.1 Service Matrix –in relation to service delivery and the identification of project assets.
- D4.1 Stakeholder engagement plan – in relation to target stakeholder and engagement activities which use some communications channels.
- D2.2 Interim call monitoring report – this report provides statistics on the community created through open call activities.

2 Methodology

The HSbooster.eu Communication Methodology and Stakeholder Engagement Journey (see the Figure below) ensures that every single communication, dissemination and engagement activity is connected to the goals of the project. The project engagement strategy is provided in D4.1 which was submitted in M3 (June 2022).

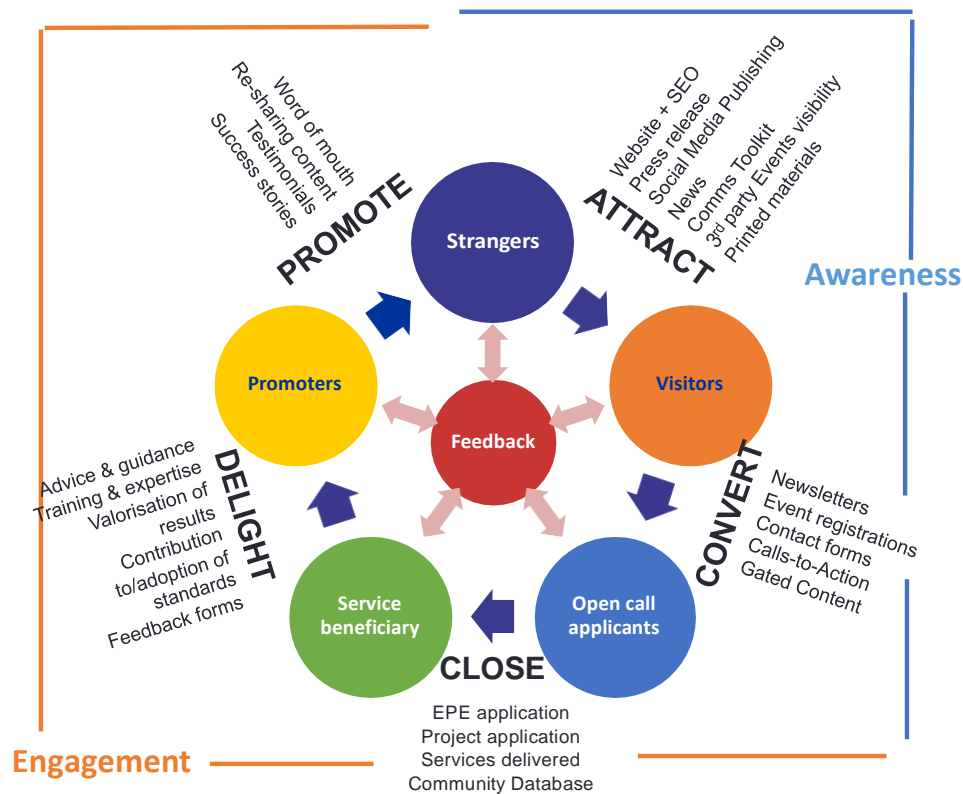


Figure 1 – Communications, dissemination and engagement methodology

The applied approach is derived from the inbound methodology, which combines targeted content marketing, automation, SEO and other techniques to maximise the results of communication and engagement activities.

Every communication and dissemination activity will be mapped to the **Attract – Convert – Close – Delight – Promote** process. This ensures a logical progression through the following profiles:

- ★ **Stranger**, i.e., project or standardisation expert who is not familiar with the project.
- ★ **Visitor**, i.e., project or standardisation expert who interacts with the digital content or with project partners.
- ★ **Open call applicant**, i.e., HSbooster.eu’s target stakeholders who apply to project or EPE open calls.
- ★ **Service beneficiary**, i.e., a standardisation expert who has delivered an HSbooster service or project that have been the recipient of a service. Both have actively participated in services and is

interested in either delivering a new service (EPE member) or using standards or contributing to standardisation as part of their project (project applicant).

- ★ **Promoter**, i.e., stakeholders who are so pleased with their interactions with HSbooster.eu that they are happy to promote the project's outputs, services and results. Promoters, in turn are a key element to attract new strangers, who can initiate the cycle again.

The phases Attract to Convert are more focused on awareness raising and pure communication which are important for the communications activities described in this deliverable. The Close to Promote phases are fundamentally the expression of engagement and dissemination actions.



3 Strategy and target stakeholders

The HSbooster.eu communication and dissemination strategy adopts a holistic, coordinated, and interconnected approach to successfully promote the project's Open Calls for projects and experts and to disseminate its primary outcomes using a set of channels to target the multiple network of Stakeholders involved.

This section outlines the different types of targeted stakeholders, the outreach strategy envisaged for each of them and corresponding set of actions to be carried out to address the communities more closely related to each of the Open Call's key topics.

The specific objectives of the plan for communications and dissemination activities can be summarised as follows:

1. Develop a branding and visual identity strategy to ensure the full recognition of the HSbooster.eu brand across the European and potentially international Standardisation landscape, also leveraging the "booster" brand and services which are already widespread across the large community of European Research & Innovation projects.
2. Deliver a strategic plan for Communication & dissemination to achieve the broadest reach of Open Calls to a contextualised audience, to attract skilled standards professionals under multiple areas to join the pool of experts and onboard growing audience to our workshops and trainings.
3. Disseminate the impact of services on projects and how these have contributed to help them to increase and valorise project results.
4. Provide a comprehensive description of the major Stakeholders and the outreach strategy to be adopted to ensure continuous support of the project's uptake through the establishment of long-lasting partnerships.

HSbooster.eu activities and communications activities are mainly based on two continuously open calls which focus on:

- Recruiting applications from projects to apply for HSbooster.eu services. Open since September 2022.
- Recruiting the External Pool of Experts (EPE). Open since June 2022.

The open calls are based on standardisation priorities grouped in thematic topics. Topics have been defined and selected with close cooperation between the Project Management Board, EAG and also in collaboration with the European Commission. Topics for the calls have also been selected based on call priorities in the EC's funding programmes, active standardization committees and relevant EU regulation, standardization mandates and standardization requests from the Commission (SREQs).

More details on the open call topics can be found in D3.1 Service Matrix and also on the project website¹. Three hierarchical levels are described with the high-level topics being:

- Health
- Resilience
- Sustainable digitalisation

¹ <https://hsbooster.eu/hsboostereu-open-call>

- Green transition in Europe
- Smart cities and circular economy in Europe.

An overview of the services delivered by HSbooster are also provided in D3.1, namely:

- Automated: Practical guidance and support projects to standardisation pathways and application to Premium services.
- Proactive: Direct engagement with H2020 and HE projects to understand needs and potentially push to Premium services.
- Premium: One-to-one support services delivered to projects by standardisation experts.

In the following sections we describe the current status of communication activities and in particular the main target stakeholders that we target for these purposes.

3.1 H2020 and Horizon Europe Projects

H2020 and Horizon Europe projects are targeted to apply for HSbooster.eu services. They lie at the very core of the HSbooster.eu initiative. Standardisation-related tasks and objectives are often part of the project work plans, with the ultimate goal of using existing standards or contributing to the revision of existing standards or the creation of new standards. Further details on the importance of standardisation to H2020 and HE projects can be found in D4.1 Stakeholder engagement plan section 3.1.

HSbooster.eu provides services to provide expert guidance for projects in a number of areas:

- Planning for and understanding the correlated Standardisation landscape.
- Using the right standards.
- Contributing to Standardisation.
- Better understanding of the overall Standardisation lifecycle development.
- Helping the projects with an exhaustive Standardisation readiness assessment.

HSbooster.eu will continuously reach out to H2020 and HE projects by scoping the principal EC's sources, such as the CORDIS search engine repository, the European Research Executive Agency (REA) network, the updated releases of the "[Scoping study for supporting the development of a code of practice for researchers on standardisation](#)", the [EC Innovation Radar Platform](#), the [EC's Horizon Results Platform](#) and by contacting projects that have applied for Dissemination modules (Service 1 Modules A and B) of the EC's [Horizon Results Booster](#) which are delivered by Trust-IT (the EC initiative which aims to maximise the impact of public funded research within the EU).

Major details on the communications activities and how the Consortium will reach out to communities and specific Stakeholders categorised under each of the five Open Call's topics are included in *Section 6*.

At the time of writing a total of 42 projects have applied for HSbooster.eu services. As can be seen from the figure below, the most commonly applied of the open call topic is sustainable digitalisation which has been cited in 23 applications. It is important to note that applications can include any number of level 2 and level 3 topics. The average number of topics in the applications received to date is four.

With fewer applications in other fields and overall, a lower number of applications than expected, an active communications campaign targeting EC-funded projects is required and will be outlined in section 6. A full report of the open call monitoring will be provided in D2.2 in M12.

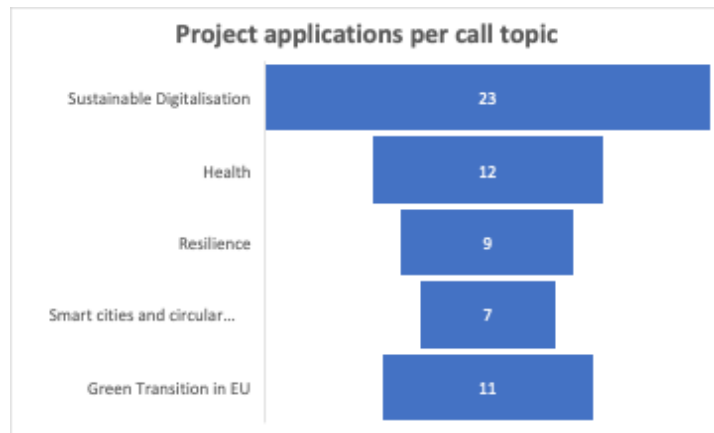


Figure 2 – Project applications per call topic

3.2 Standardisation Experts

Standardisation experts are targeted for recruitment to the EPE. As outlined in D3.1, standardisation experts vary and come from different backgrounds. Many are employed by large companies or SMEs which may have a high level of understanding of the importance of standards adoption or how setting a standard can be a determining factor for market entry with a new product or service. At the same time, individual experts may come from Research Performing Organisations (RPOs) such as universities, institutes of technology or state research organisations involved in standardisation development activities at different extent. Experts may also have experience within international standards organisations or standard-related association, playing specific roles in Technical Committees (TC), Working Groups (WG) or Focus Groups (FG).

To date (M8), HSbooster.eu has received applications from 115 experts and, as showed in *Figure 3* below, cover of all of the five high-level Open Call topics and second level topics meaning that services can be provided for all of these topics. Some of the most addressed subjects are: Access to and usage of Data, Data Quality and Artificial Intelligence, Cybersecurity, eHealth and personalised services, Green energy, Sustainable Production, Climate resilience.

However, it is evident that some of these areas are stronger than others and further recruitment in areas such as Green transition in Europe and Smart cities are required. A full report of the open call monitoring will be provided in D2.2 in M12.

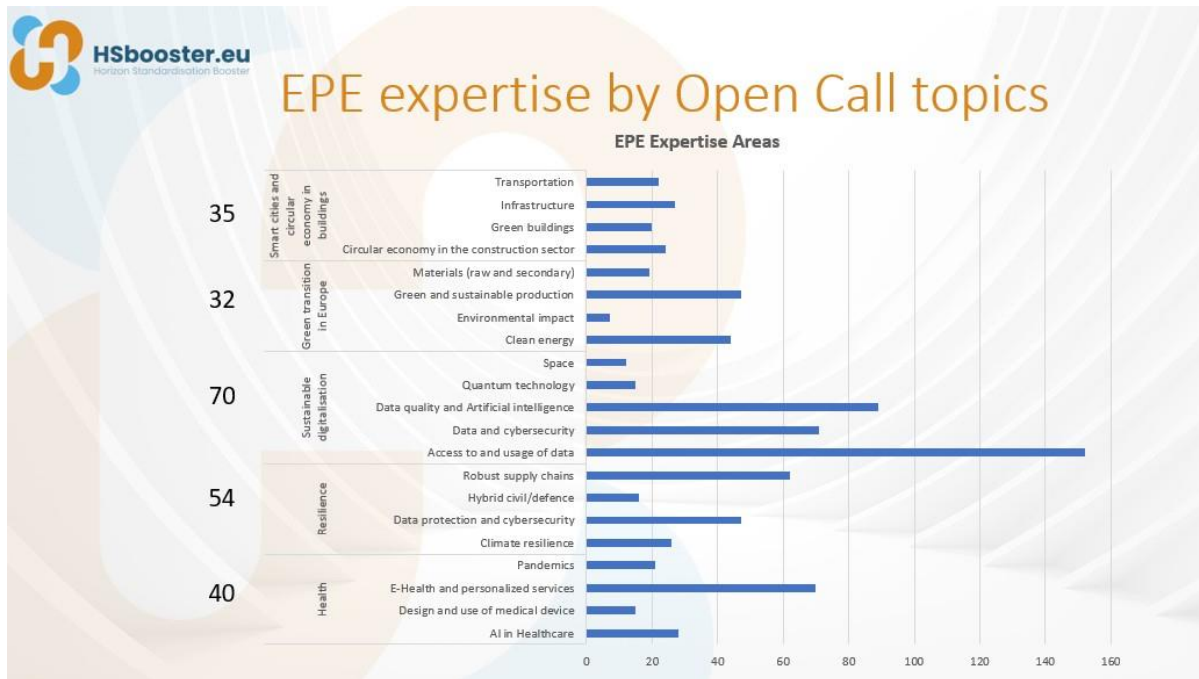


Figure 3 – Snapshot of the EPE expertise categorised by Open Call topics

3.3 European and International Standards Organisations & National Standards Bodies

European and international standards organisations and national standards bodies are a key stakeholder for HSbooster.eu. As reported in D4.1 engagement with this group has been key in the definition of the open call topics and recruitment of experts to the EPE. Communications campaigns to this community are required to ensure that areas with less EPE coverage are filled and to ensure that we can recruit experts for specific applications on an ad-hoc basis.

Standardisation is a consensus-building process that involves many players at various levels: national, European, international. As the development of standards is mainly initiated by market needs, industry plays an important role.

Often when speaking of Standardisation, what is referred to are the formal standardisation organisations CEN, CENELEC, ETSI, ISO, IEC, and ITU. In addition to this, each European country has its own national standardisation organisations which are responsible for preparing national standards, take care of the uptake of international/European Standards in the internal regulations and policies, and participating in European and international standardisation fora. Their role is also to help improve the quality and safety of products, services and systems by enabling the creation of standards and encouraging their use.

These organisations have a critical role to play in HSbooster.eu, more particularly during the implementation phase of the premium services, where access to standards and standardisation committees is essential and to keep timely updates on the latest novelties in the different standardisations' areas.

Throughout the first 6 months of the project a continual cooperation has been established with the three major European Standardisation Bodies (CEN, CENELEC and ETSI) and ISO that resulted in monthly and quarterly meetings and in the inclusions of several representatives and guests in HSbooster.eu-led events (*see section 4 for further details*).



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Moreover, several touch-points have been initiated by DANSK with the majority of the European National Standard Body (NSB): AFNOR (France), ASI – Austrian Standards Institute (Austria), ASRO (Romania), BDS (Bulgaria), BSI (UK), DIN (Germany), IPQ (Portugal), LVS (Latvia), NSAI (Ireland), NEN (The Netherlands), SFS (Finland), SIS (Sweden), UNE (Spain), UNI (Italy).

Agreements have been made with CENCENELEC, ETSI and ISO to use their own internal newsletters of mailing lists (general and also TC specific) to recruit experts to the EPE. For example, the EPE was promoted to ETSI's AI TC.

3.4 Policy and Decision Makers

The coordinated collaboration between public authorities and standardisation organisations is often referred to as standardisation policy and is meant to achieve (and translate) objectives on the respective national and international levels through an all-encompassing concept. Standardisation policy calls on the public to comply with existing standards so they can prove their full benefit.

For HSbooster.eu, a vital policy stakeholder is represented by the European Commission and its corresponding EC directorates and Units.

Point of contacts and strategic partnerships ongoing and to be pursued:

3.4.1 European Commission DGs, initiatives or funding bodies

REA – Research Executive Agency: support through the official newsletter and main digital sources promoting the HSbooster.eu to a wide spectrum of high quality research and innovation projects.

DG RDT for Research and Innovation: Address the 2300+ projects surveyed for the "[Scoping study for supporting the development of a code of practice for researchers on standardisation](#)" elaborated and promoted by the Directorate-General for Research and Innovation.

Active involvement in the "*Standardisation Matrix Meeting*" RoundTable organized under DG RTD and attended by representatives from RTD, JRC and different Executive Agencies (such as HADEA and CINEA).

EU Missions are a coordinated effort by the Commission to pool the necessary resources in terms of funding programmes, policies and regulations, as well as other activities. Some mutual patterns and areas are easily identifiable between the EU Missions key-goals (especially related to the "Climate Change" and "Smart Cities" missions) and the urgencies of the EU Standardisation Strategy envisaged by the Booster. The Consortium will reach out the Mission managers for the *Adaptation to Climate Change* and the *Climate-Neutral and Smart Cities* to pursue further collaboration and establish a lasting synergy.

DG CONNECT Communications Networks, Content and Technology.

Possibility to identify (and access) high potential innovations and innovators in EU-funded research and innovation projects through the [Innovation Radar](#) platform and to reach out representatives of ongoing projects funded by the EU (under Horizon Europe, Horizon 2020, LIFE Programme, Framework Programme 7).

The Innovation Radar campaign addressed beneficiaries which matched the following criteria:



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- Beneficiary identified by IR as a “key innovator” for an innovation whose potential to contribute to standardisation was either “Planned but not yet done”, “Not planned but desirable” or “Done”.
- Beneficiary not from a third country (UK, Russia, USA, Korea, China, Japan, Brazil, Canada, etc).
- Beneficiary not categorised as Large Enterprise.

This mail campaign targetted the following outcomes (to be tracked over the course of next weeks in terms in resulting Open call’s submissions):

- 624 unique projects with innovations matching the above criteria.
- 1074 unique innovations in these projects.
- 1019 unique beneficiaries in these projects that received the email (these were all identified as a “key innovator” for at least one of the 1074 innovations.
- The bulk email was sent to +4500 unique email addresses (as most of these 1019 beneficiaries have more than one official contact email)

Recurring participation in the *European Multi-Stakeholder Platform on ICT standardisation*, an advisory expert group composed of representatives of national authorities from EU Member States & EFTA countries, European and international ICT standardisation bodies, and stakeholder organisations that represent industry, small and medium-sized enterprises and consumers, with the key goal to identify and prioritise potential future ICT standardisation needs in support of European legislation, policies and public procurement.

4 Communication Channels – Building Blocks of the strategy

In this section we provide information on the main communications channels used for communications and dissemination activities in the project. These include both digital channels such as the project website and social media, and physical channels such as events.

4.1 Website

The project website (www.hsbooster.eu) is the backbone of the project and main hub for the community and end-users to retrieve relevant information, to submit applications for both to the Experts and Project's Open Calls, to keep track with the latest news and achievements as well as to access educational material through the Training Academy (see section 7) and other educational material and publications. The service delivery platform will also be accessible to EPE members via the HSbooster.eu website.

At the launch of the project (M1), the Consortium designed and rolled out a fully operational version of the website on Drupal, where visitors could find general information as well as news and events connected to the Standardisation community. Since then, further iterations of the Website were released between M1-6 in order to add new sections to adequately reflect the new arising needs of the project.

A recap of the most important component of the website:

- **Open Call areas for EU projects² and Experts³** – The main gateway for end-users to either find available information on Open Calls priorities, topics and application methodology or to submit an application.
- **FAQ Sections⁴** – An informative area to provide updated and complete answer to the most popular inquiries of the visitors (eligibility criteria for projects and experts, functioning of the evaluation process, definition of the role of the expert and required experience/background and so forth). The section proved to be instrumental to alleviate the burden of individual enquiries submitted through the contact form in the first weeks of the project.
- **[EAG area⁵](#)** - At the moment of writing the External Advisory group (EAG) is composed of 13 renowned experts from several Standardisation areas, EC Policy officers, member of renowned SDOs, EU and national Standard Bodies, representative of SMEs organisations and professional networks and academic.

A tailored webpage and individual profile pages have been developed to provide the deserved visibility to such a vital board for the project and to emphasis the key role in providing high-level strategic guidance and their expert input into standardisation urgencies for open calls, identify standardisation gaps and market needs and rising vertical sectors in need of standardisation.

² <https://hsbooster.eu/hsboostereu-open-call>

³ <https://www.hsbooster.eu/epe/register>

⁴ <https://www.hsbooster.eu/open-calls-ri-projects-faq>

⁵ <https://www.hsbooster.eu/external-advisory-group-eag>



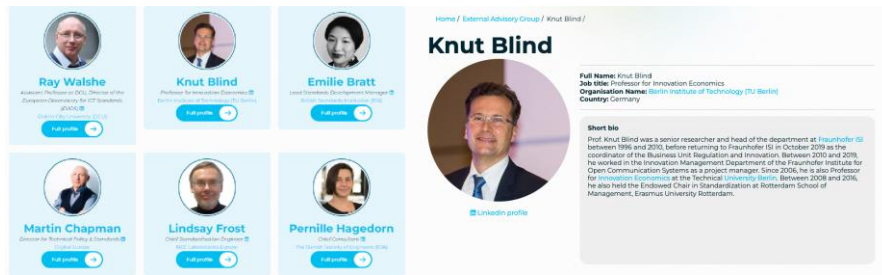


Figure 4 – Section of EAG page and example profile page

- **Standards Glossary⁶** – A focused area that gathers material to provide the necessary background information to facilitate a first approach for end-users in the standardisation landscape by answering basic but underlying questions on the standardisation technicalities.

Standards Glossary

Standardisation is the process of developing, promoting, and possibly mandating standards-based and compatible technologies and processes within a given industry.

HSbooster.eu is a 24-month European Commission initiative that will provide the European Standardisation Booster. HSbooster.eu facilitates and streamlines the dialogue between Horizon 2020 and Horizon Europe Research & Innovation projects with the Standardisation landscape and its main actors, namely corresponding Standards Developing Organisations (SDOs) to increase the European impact on (international) Standardisation and strengthen the European competitiveness.

Do you want to learn more about the [European Strategy on Standardisation](#)? Here is the first version of our standardisation glossary which is based on common questions.

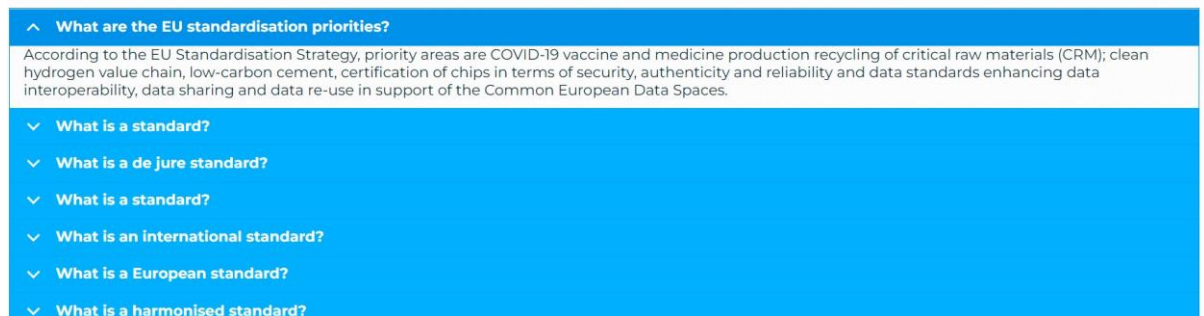


Figure 5 – Snapshot of the “Standards Glossary” drop-down menu

Next website section areas to be developed by M18 - Timeline

- **EPE community** – This new website section which is currently under final design will provide information on EPE members including profiles of each member. An objective will also be to add filters to this section so that members can be identified based on their expertise and open call topics EPE members and including filters to according to their field of expertise and with correlated personal details. (M10)
- **Project area** – This section will showcase projects that have applied to HRB services providing information on the project itself and the type of support they have requested. This will provide visibility to projects as being actively addressing standardisation. (M10)
- **Synergies** – This section will showcase the network of bodies, organization and like-minded initiatives or EC-funded projects that HSbooster.eu has established a continuously and long-lasting collaboration. This includes projects such as Stand4EU, StandICT2023. It will also

⁶ <https://hsbooster.eu/standards-glossary>

include standardisation organisations such as CENCENELEC, ETSI and ISO with which regular engagement is taking place through WP3 activities (M10)

- **Success Stories** – Once the first services have been completed, this section will host all the projects that successfully applied and did benefit of the experts’ coaching. The page will feature project’s representatives with correlated visual cards, quotes and a short explanation of the projects’ standardisation needs and objectives and how the HSbooster.eu helped them in achieving them. (M12)
- **Training Academy** – This area will address the educational dimension of Standardisation by providing an efficient mechanism and accessible hub for training knowledge, expertise and skills. In-depth info can be found under Section 7. (M13)

4.2 Social Media

Efficient planning and management of social media networks like [Twitter](#), [LinkedIn](#) (and relevant Standardisation groups within it) is central to the HSbooster.eu communication and dissemination plan.

A continuous online presence through prominent social networks will inform, guide and solicit H2020, HE projects and standards experts to submit applications on the one hand, and share opportunities for participation/contributions on the other. It is equally important to keep the web platform continually animated with content of direct interest to stakeholders, feeding into social media activities.

The social media performance both on Twitter and LinkedIn are tracked using the Looker Studio, formerly Google Data Studio, which is an online tool for converting data into customisable informative reports and dashboards introduced by Google in an automated way.

The project is currently developing its community and continuously promoting information about HSBooster through its social media channels. A complete community update is provided in section 5. Figure 4 shows the social media statistics as of the moment of writing (M8).

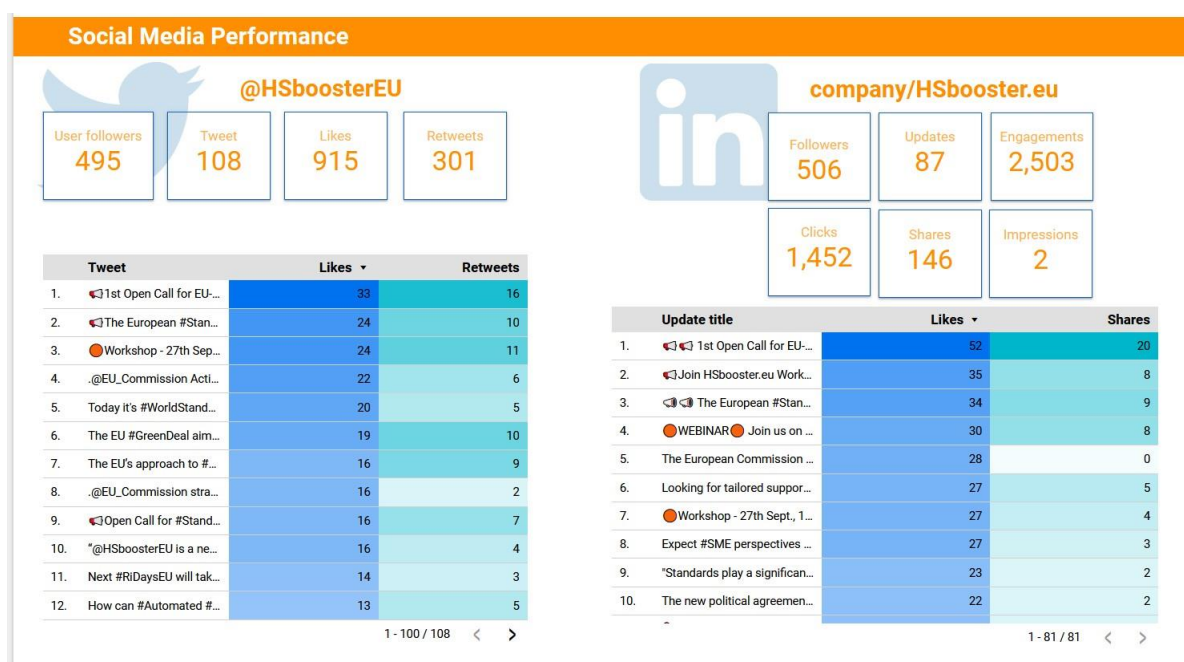


Figure 6 – HSBooster.eu Social Media Performance (1 April-29 Nov 2022)



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4.2.1 Twitter

Twitter is predominantly leveraged to keep the community informed on highlights and topical news spanning across the Standardisation landscape, open call opportunities and impacts, release of new EU policy or regulations affecting key Standardisation’s areas. Insights from project representatives, standards experts and market analysts will also play a key role of the social media strategy from M8 onwards.

In this first part of the project Twitter has proved to be an indispensable tool to run full-fledged campaigns both for the launch of the open calls and also for the three webinars which have been organised to date. This has achieved multiple interrelated objectives, as follows:

- Maximise event’s visibility and outreach towards a broad community of profiled users.
- Recruit actual participants in view of important physical or virtual events.
- Ensure a comprehensive live-coverage of each event by sharing the most important takeaways.
- Repurpose the event (and enhance the impact) over time through the publication of diluted small-sized bits.

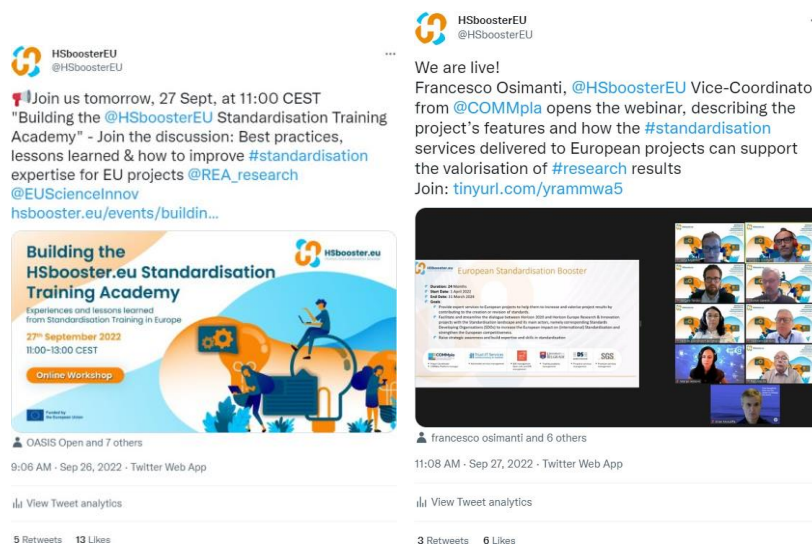


Figure 7 – Promotional and live Tweets during the 2nd HSbooster.eu Workshop on the Training Academy

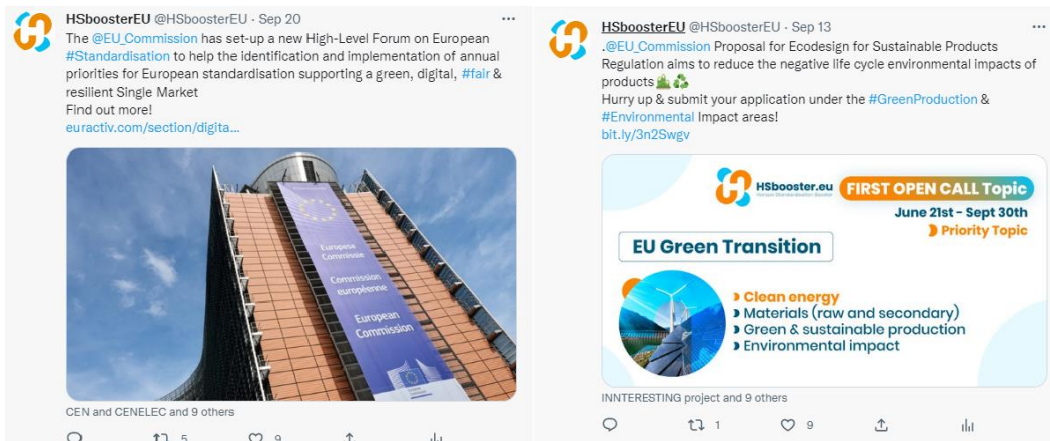


Figure 8 – Examples of Policy-related Tweets and promotion of Open Call’s topics to the community

4.2.2 LinkedIn

LinkedIn is an essential professional network for the project, both to grow its own community farther and to leverage consolidated networks within the consortium, bringing the most relevant connections onboard the project’s community.

LinkedIn groups are also an important channel to be exploited for reaching a broader base for the open calls, adapting to identified priorities and sharing updates in contextualized communities’ groups. LinkedIn will also play a fundamental role in promoting events through the exploitation of the *LinkedIn Events functionalities* (already deployed for the first 2 HSbooster.eu events) that will facilitate the engagement with each individual of the community to join any kind of event (webinars, trainings, online workshops), ultimately increasing the likelihood to recruit a wider attendance.

Tangible benefits include:

- Possibility to notify attendees when the event is about to start.
- Invite the full network.
- Opportunity to tag (external/ internal) speakers (so they can confirm and promote the event too).
- Possibility to obtain contacts of event’s participants.



Figure 9 – Strategic usage of LinkedIn Event functionality to perform a workshop’s promotion campaign

4.3 Video



Figure 10 – HSbooster.eu FactSheet for projects and experts featured on LinkedIn

As part of the communication strategy, HSbooster.eu will create videos and video pills as a more impactful medium to quickly and efficiently communicate with project audience and stakeholders.

The Video plan envisages:

- The production of content in form of Video Interviews to highlight expert testimonials and project’s representatives both to stress the benefits and the impact/improvement they witnessed in the corresponding Standardisation area. (M12)

- Workshops & Webinars take-aways and main results (always in full compliance with the current GDPR compliant). (ongoing)
- A [story-telling video](#) has been already elaborated (M6) and successfully disseminated to effectively promote the project across a wide array of media channels and to be deployed in real events as well.
- An [introductory video](#) was also created at the very start of the project with interviews from project partners and highlighting the main challenges and objectives to be addressed.

All Videos will be uploaded on the official [HSbooster.eu Youtube channel](#), already populated with the video recording from the first Webinars and Consortium member’s interviews. The channel will be mostly used as a repository for all the project videos and will serve as future reference for all the video material produced during the project lifespan.

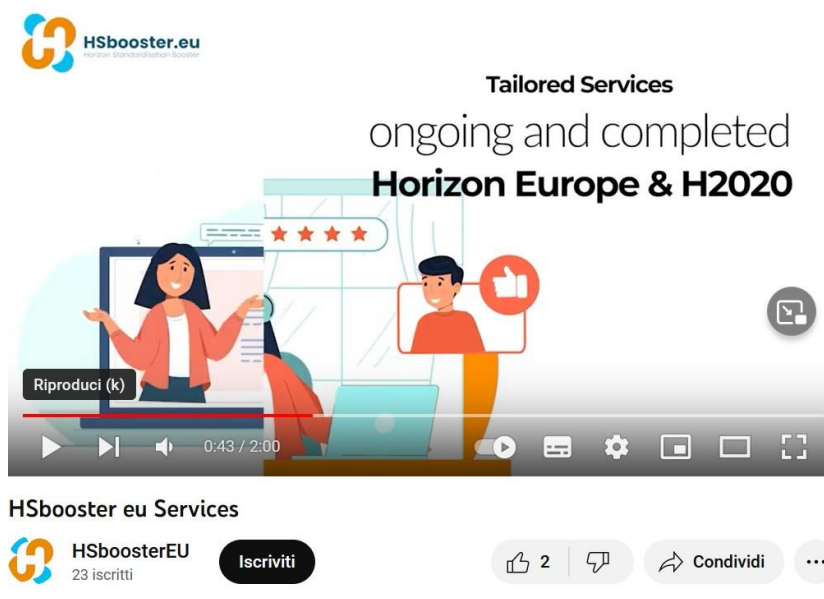


Figure 11 – Thumbnail of latest HSbooster.eu promotional video on Youtube

4.4 Events

4.4.1 Sectoral and third-party events

Positioning the project inside the complex and multi-faceted standardisation ecosystems is a task that will require constant effort and engagement actions with relevant stakeholders. Participation to third-party events will play a paramount role in the achievement of this goal. The identification of key events and the selection of potentially fitting ones has been (and will be) regularly discussed during the monthly PMB meetings of the Consortium.

Some of the most critical motives behind HSbooster.eu’s participation can be summarised as follows:

- Raise awareness of the Open Call opportunities for R&I projects and support end-users in their effort of achieving standardisation goals leveraging on their research results.
- Identify the standards organisations with on-going or planned standardisation work on the priority topics.

- c. Facilitate dialogue on the motivations behind priority in different standardisation domains.
- d. Foster and nurture multi-stakeholder perspectives to help create synergies and build consensus on the chosen topics.
- e. Facilitate the transition and valorisation of research results to the standardisation process, encouraging newcomers to participate and contribute, and building innovation capability across the EU.

Selection criteria for third-party events are standardisation topic coverage, stakeholder focus, opportunities to establish synergies with standards organisations/groups within them and/or like-minded initiatives, concrete presence of potential EC-funded R&I projects.

A list of third-party (external) events that the Consortium attended (through partners or EAG member's attendance) and represented the project so far (M8) is provided below. More details of future targeted events will be included *under Section 6*:

- World Data Summit (20.05.2022), Netherlands
- International Data Science Summit 2022 (19.05.2022), Ireland
- GS1 General Assembly 2022 (23/26.05.2022), Belgium
- EURAS Conference (08/10.06.2022), Scotland
- Cen Cenelec "Putting Science Into Standards workshop on Data quality requirements for inclusive, non-biased and trustworthy AI" (09.06.2022), Online event
- IoT Week 2022 (23.06.2022), Ireland
- AIOTI - Presentation of the Report on DLT-IoT Technological Convergence (06.07.2022), Online event
- UNI Workshop "BOOSTING RESEARCH RESULTS THROUGH STANDARDISATION" (20.07.2022), Online Event
- ETSI Security Conference (03/05.10.2022), France
- ETSI IoT Week (11.10.2022), France



Figure 12 – Social media promotion of HSbooster.eu at ETSI IoT Week

4.4.2 HSbooster.eu-led events & webinars

The organisation of a series of webinars and workshops (14) will be crucial from a strategic point of view to expand the outreach of the project, to ignite new synergies with other projects that have standardisation as a key-component of their work plan, to effectively promote both Open Calls and to provide an opportunity of visibility for the projects that benefitted from the services.

Webinars will also tackle the policy-related aspect of the project by addressing fundamental aspects such as the standardisation alignment with political priorities, how to facilitate the synchronisation and systemic integration of R&I projects with the standardisation ecosystem and by providing guidance to researchers and innovators.

At M8 the project organised and delivered two Webinars (*see details below*), while for the future more online events will be aimed to closely address Open Call’s priorities, with a view to comprehensively debate around challenges, gaps and opportunities by involving related and authoritative experts (from the EC and SDOs), R&I project’s representatives operating in the corresponding sector, actors from SMEs and Industry and Academic members.

A prospective timeline can be outlined as follows:

- M9 – Advancing AI through Regulation – 19/12/2022 – 70 registrants to date.
- M11 – Webinar on Hydrogen
- M13 – Webinar on (e)Health
- M15 – Webinar on Circular Economy
- M17 – Webinar on Security
- M19 – Webinar on Green Transition
- M20 – Webinar on Quantum Technologies

4.4.2.1 #1 Webinar – [The European Standardisation Booster \(31.05.2022\)](#)

The first HSbooster.eu Webinar took place in M2. The webinar was an opportunity to present the entire HSbooster.eu Consortium and introduce the services offered by the newly launched initiative to a wide spectrum of the Standardisation and H2020 & Horizon Europe community. The Webinar managed to gather 203 registrants, with a very high live engagement resulted in 129 attendees following the event.

Tangible key objectives and consequential impact of the event:

- Promote EU interests and values through standards.
- Engagement of the R&I community early on in standards development.
- Raise strategic awareness of Standardisation.
- Point out the need to quickly address Standardisation urgencies in vital domains as green transition and digital technologies.

Recorded video of the event, slidedecks and presentations publicly available on website and Youtube channel.



Figure 13 – Promotional banner and Cards used to perform social media campaign

4.4.2.2 #2 Webinar - [Building the HSbooster.eu Standardisation Training Academy \(27.09.2022\)](#)

The second HSbooster.eu Webinar (Workshop) took place in M6. The principal goal of the workshop was to gather academia, standardisation professionals, and experts to discuss their experiences and lesson learned in standardisation training. Furthermore, the workshop raised the question of serving the needs of EU projects in training standardisation skills, what skills are mostly needed and how they can be improved.

The Webinar attracted 233 registrants, with a very high live engagement resulted in +140 attendees following the event.

Highlights and main takeaways:

- Importance of strengthening awareness of added values through standards adoption for small and medium industries and to access the market.
- Necessity to enable access to standardisation process for newcomers: Technical knowledge is hugely needed to participate in WGs and TCs to be able to influence the content.
- Need to add arising topics to the list of European Standardisation urgencies.
- Better categorization and findability of Standardisation educational material. Need to provide general “first-contact” information about Standardisation to researchers.



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Recorded video of the event, slide decks and presentations publicly available on website and Youtube channel.

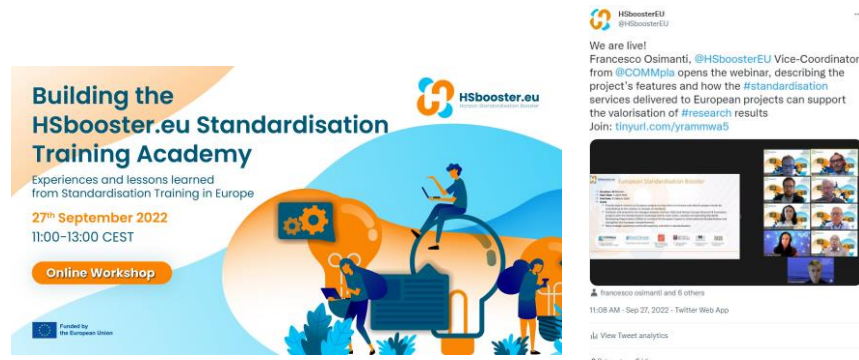


Figure 14 – Promotional banner and live coverage of the Workshop on Social Media

4.4.3 European Commission events

4.4.3.1 Standardisation Matrix Meeting

RoundTable organised under DG RTD and attended by representatives from RTD, JRC and different Executive Agencies (such as HADEA and CINEA).

The HSbooster.eu Consortium attended the meeting of the 25th of April 2022 by presenting the new initiative and demonstrating how the project is moving forward in terms of mapping the urgencies in the EU strategy on Standardisation to the high level call topics, sub-topics, TCs and WGs and also the Standard Operating Procedure for the services.

The project will also attend the next meeting of the 7th December 2022. This second meeting will provide the opportunity to engage with the Horizon Results Platform and to explore synergies with them for the recruitment of projects.

4.4.3.2 MSP – Multi Stakeholder Platform on ICT Standardisation

The European Multi-Stakeholder Platform on ICT standardisation is a focused board of renowned experts with the primary goal to follow the European Commission decision to seek for advice on matters related to the implementation of ICT standardisation policies.

HSbooster.eu attended the MSP meeting on 30th June 2022 to present the first advancements of the project and to outline the trajectory of objectives and events of the second half of 2022. The project was been invited to attend the final-year meeting on the 27th October 2022 to present its advancements.

4.4.3.3 Committee of Standards Meeting

Taking place on the 17th of June and the project was presented by the EC representatives from DG RTD, DG Connect, REA ESOs, NSBs and SDOs.



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4.4.3.4 Next steps

Policy makers, European Commission and EU-related projects that could be addressed in 2023 are listed below and are further explored in section 6.

- Cybersecurity Standardisation Conference 2023 (08.02.2023)
- European Framework Programme for R&I - Innovation Fund Synergies Workshop (08.02.2023)
- European Hydrogen Conference (29.03.2023)
- OMC 2023 (23/25.05.2023)
- 4th European Conference on Connected and Automated Driving (03/04.05.2023)
- ITS European Congress (22/24.05.2023)
- Biomass Conference and Exhibition (05/09.06.2023)
- European Sustainable Energy Week 2023 (20/22.06.2023)
- 11th ICSD – International Conference on Sustainable Development (07/08.09.2023)
- 2nd Conference on Climate Change and Sustainability (16/19.10.2023)
- IEEE Smart Cities Futures Summit 2023 (date tbc)

4.4.4 Printed and digital communications materials

A series of branded materials have been created for communications through both physical events and in digital format. This includes a printed pop-up banner, project fact sheet or flier used digitally and printed and digital banners used on the website and for Twitter cards, examples of which can be found throughout this section.



The graphic is a project fact sheet for HSbooster.eu. It features the HSbooster.eu logo at the top left and right. The central text reads: "100+ standardisation urgencies in five key areas". Below this, there are five key areas: Health, Resilience, Sustainable Digitalisation, EU Green Transition, and Smart City & Circular Economy. The sheet lists several services available until the end of 2023: Projects (500 services), Standardisation Experts (250 experts), Standardisation Training Academy, Workshops, webinars & success stories, and Recommendations. A large orange box on the right says "The European Standardisation Booster" and "Standardisation support for H2020 and Horizon Europe projects". Below this, it says "Apply for one of our 500 services available until the end of 2023". The sheet also lists Consortium Partners: COMMA, Trust IT Services, DCU, University of Galway, SGS, and DS. At the bottom, it says "Apply now to HSbooster.eu as a project or expert or contact us at: info@hsbooster.eu" and provides social media links for Website, Twitter, LinkedIn, and YouTube.

Figure 15 – Project fact sheet



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Figure 16 – Open call banners

4.4.5 Email campaigns and follow-up calls

A series of templates for direct email messages to projects have been created and are used by project partners to directly communicate information on open calls and the benefit of the HSbooster.eu services. Mails are tailored to the topic of the projects and related standardisation priorities based on open call topics. To date, Trust-IT has carried out a sustained email campaign targeting projects related to open call topics based on desktop research.

In addition, as described in section 3.1.4 the EC (Project Officer at REA and DG R&I) have been extremely active in communicating the project services to projects through a series of email blasts sent to the EC’s own contact lists. Specific email texts were provided to the EC for this purpose including Urchin Tracking Modules (UTM) which enable us to track traffic created through such campaigns.

As a result of the activities carried out, follow up emails and telephone calls are organised with projects to explain more about services. A standard ppt template has been designed and is used for these calls which have led to several applications.

Direct email messaging has also been used to communicate progress of service applications and EPE status, especially in M6-9 as the launch of services has been delayed to M10.

4.4.6 Newsletters

HSbooster.eu releases regular newsletters to its subscribers to inform them of the project’s activities, update the community on the status of the Open Calls and delivered services, to give voice to its experts and project’s representatives, and to share events and dissemination material.

In order to make newsletters more visually appealing, and in complete continuity and adherence with the HSbooster.eu visual identity, newsletters will mirror the graphic style of the Open Call and will display the theme of the current ongoing events, to give the proper visibility. The Newsletters issue and frequency can be occasionally increased in conjunction with specific and important events (like webinars, workshops or conferences) in order both to increase the recruitment of new participants and/or to share follow-up messages and major insights.



Figure 17 – Screenshot featuring the first Newsletter release

5 The HSbooster.eu Community

In this section, we analyse the HSBooster.eu community based on visits to the website, email and events campaign, Open Calls (Project and Experts) applications and newsletter subscribers. HSBooster.eu community-building campaign is KPI-based with additional qualitative metrics aimed at analysing the community in more detail, such as the stakeholder group and geographical analysis.

Engaged Stakeholders	M6 – Sep 2022	M8 – Nov 2022
Email Campaigns	138	922
Events	194	286
Open Calls	98 EPE, 12 Projects	112 Experts, 35 projects
Newsletters	170	200
Twitter Followers	435	495
LinkedIn Follower	453	506
Total number of engaged stakeholders	1500	2556

Table 1 – HSbooster.eu community

During the first six months of the project, we registered a growing popularity and awareness of HSBooster.eu, its aims and activities, and also due to the continuous communication activities performed. Peaks can be registered around the main two events, the HSBooster.eu Webinar “The European Standardisation Booster” (May 2022), and “Building the HSbooster.eu Standardisation Training Academy” (Sep 2022), targetted relevant stakeholders from the different domains conforming to the standardisation community, H2020 and HE projects, standardisation experts and organisations and policymakers. As can be seen in figure 18, the events saw peaks in website activities (pageviews and sessions)

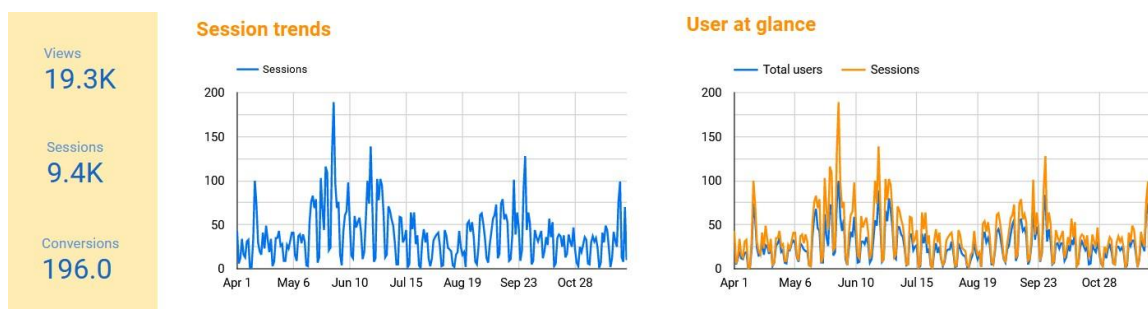


Figure 18 - HSBooster.eu website: pageviews and sessions – April-November 2022

Other than constantly growing, we also register a well distributed geographical coverage of the HSBooster.eu communication activities, in line with the national scope and reach of the European Standard Booster. As shown in figure 19, visitors to the HSBooster.eu website are well represented and show interest in the European standardisation booster initiative, with a prevalence for the western European countries (Italy, Spain, Ireland, Greece and Belgium). With the highest number of participants coming from H2020 & HE projects with more than 300 stakeholder contacts.

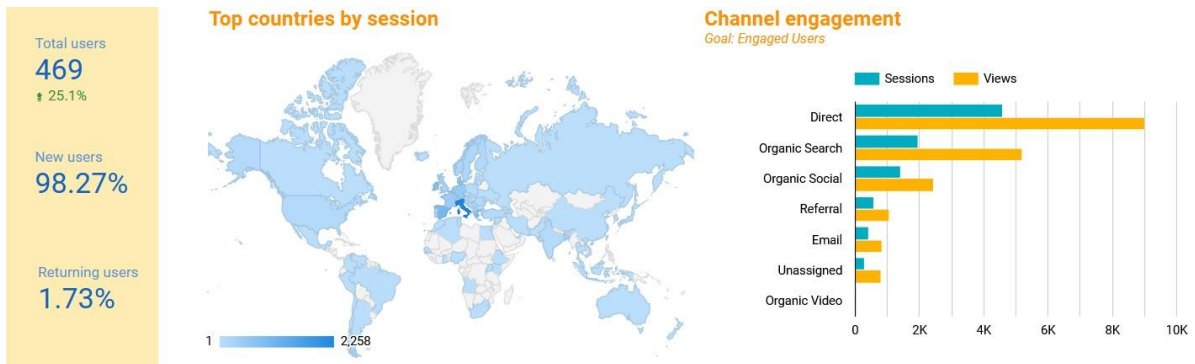


Figure 19 - HSBooster.eu website: website users, source and country – April-November 2022

Those events have made a relevant impact with the Open Call campaign to recruit a pool of External Pool of Experts (EPE) from national, European and international Organisations who will provide one-on-one guidance and support to projects. With the dedicated Open Call campaign for standardisation experts, the HSBooster.eu team has received 115 eligible expert applications since its launch in June 2022.

A more detailed analysis of the HSBooster community shows that the most represented countries in terms of the Open Call campaigns are Germany, followed by the United Kingdom, Spain, Belgium and France. In terms of gender balance, there are a strong prevalence of male experts.

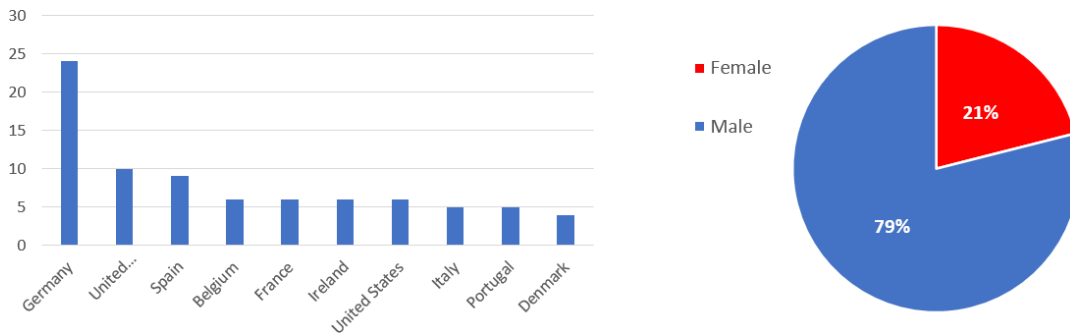


Figure 20 – EPE expertise by Country and gender balance, October 2022

6 *Planned communications activities based on open call topics*

As stated in section 3, the open call topics address standardisation priorities in Europe and are central to all communications activities. One of the priorities of the communication and dissemination plan is to identify relevant stakeholders that could benefit from Booster services. Based on the open call topics, in this section we provide a sample of EC calls and related projects to promote services to; and TCs/WGs to target for EPE recruitment. We also provide a list of potential events where HSbooster.eu could participate and a sample of key messaging. To do this we have identified EC calls and projects funded under them. Communication and engagement with them will be a key part of the delivery of the Proactive service. In this section we provide a sample of projects, as well as TCs to target for EPE recruitment.

6.1.1 *Health*

Standardisation Priorities and open call topics

- Ensuring the smooth functioning of the single market as regards medical devices, by setting high standards of quality and safety for medical devices and in vitro diagnostic medical devices.
- Ensure a high level of health protection and safety for patients, users and other people.
- **Open call topics**
 - Pandemics
 - eHealth and personalized services
 - Design and use of medical devices
 - AI in healthcare

Related calls / projects

Call title	Call	Projects
Exposure to electromagnetic fields (EMF) and health	HORIZON-HLTH-2021-ENVHLTH-02-01	ETAIn-101057216 GOLIAT-101057262 NextGEM-101057527 SEAWave-101057622
Promoting a trusted mHealth label in Europe: uptake of technical specifications for quality and reliability of health and wellness apps	HORIZON-HLTH-2021-IND-07-03	Label2Enable-101057522
Development of new effective therapies for rare diseases	HORIZON-HLTH-2022-DISEASE-06-04-two-stage	-

Experts/EAG

- Pamela Hussey, School of Nursing and Human Sciences, Dublin City University

Example SDOs TCs/WGs

- Electromagnetic fields in the human environment (106X - DKE)
- Electromagnetic Compatibility (210 - BSI)



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- In vitro diagnostic medical devices (140 - DIN)
- Health Informatics (251 - NEN)
- CEN/TC 215 Respiratory and anaesthetic equipment
- CEN/TC 251 Health informatics
- IEC SYC committee assisted living.

Relevant upcoming events

- EUPHW 2023
- ENISA eHealth security Conference 2023
- Meeting of eHealth Network (EC DG Health and Food Safety)

Key messaging

EU health policies focus on protecting and improving health, giving equal access to modern and efficient healthcare for all Europeans, and coordinating any serious health threats involving more than one EU country. Disease prevention and response play a big part in the EU’s public health focus. Prevention touches many areas such as vaccination, fighting antimicrobial resistance, actions against cancer and responsible food labelling.

6.1.2 Resilience

European Standardisation Priorities and open call topics

- Develop a methodology, first screening exercise and sample of existing standards to review them in light of the objectives set on the European Green Deal, Europe’s Digital Decade and a resilient single market.
- Improving the climate resilience of the existing infrastructure stock and new major infrastructure projects.
- Revise a broader range of standards for assets (including non-infrastructure) that are vulnerable to climate impacts, according to state-of-the-art knowledge – to improve their climate resilience.
- Develop a methodology, first screening exercise and sample of existing standards to review them in light of the objectives set on the European Green Deal, Europe’s Digital Decade and a resilient single market.
- **Open call topics**
 - Data quality and AI
 - Access to and usage of data
 - Space
 - Data and cybersecurity
 - Quantum technology

Related calls / projects

Call title	Call	Projects
Dynamic business continuity and recovery methodologies based on models and prediction for multi-level Cybersecurity	(HORIZON-CL3-2021-CS-01-01)	CS-AWARE-NEXT – 101069543 DYNABIC – 101070455 DYNAMO – 101069601 PHOENIX - 101070586
Fostering standardisation to boost European industry's competitiveness	(HORIZON-CL4-2021-HUMAN-01-18)	STAND4EU – 101070229



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Developing a prioritisation mechanism for research programming in standardisation related to natural hazards and/or CBRN-E sectors	(HORIZON-CL3-2021-DRS-01-04)	PEERS - 101074040
Lawful interception using new and emerging technologies (5G & beyond, quantum computing and encryption)	(HORIZON-CL3-2021-HUMAN-01-02)	-POLIIICE - 101073795

Experts/EAG

- Grit Munk, The Danish Society of Engineers
- Martin Chapman - Director for Technical Policy & Standards, Digital Europe

Example SDOs TCs/WGs

- ISO/TC 292 'Security and resilience'
- JTC 13 Cybersecurity and Data Protection
- CEN/TC 282 'Installation and equipment for LNG'
- CEN/TC 320 Transport – Logistics and services

Relevant upcoming events

- ENISA Cybersecurity Standardisation Conference 2023
- ETSI Security Week 2023
- NORDIWA 2023 (Sept. 2023, Sweden)
- EU Urban Resilience Forum 2023
- European Sustainable Energy Week 2023
- World Sustainable Energy Days 2023 (March 2023, Austria)
- EUBCE 2023 (June 2023, Italy)
- Renewable Materials Conference 2023 (May, Germany)
- ITS European Congress (May 2023, Portugal)

Key messaging

The fast pace of innovation, our green and digital ambitions and the implications of technological standards for our EU democratic values require an increasingly strategic approach to standardisation. The EU's ambitions towards a climate neutral, resilient and circular economy cannot be delivered without European standards. Having a strong global footprint in standardisation activities and leading the work in key international fora and institutions will be essential for the EU to remain a global standard-setter.

6.1.3 Sustainable Digitalisation

European Standardisation Priorities and open call topics

- Develop a methodology, first screening exercise and sample of existing standards to review them in light of the objectives set on the European Green Deal, Europe's Digital Decade and a resilient single market.
- Open call topics
 - Data quality and AI
 - Access to and usage of data



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- Space
- Data and cybersecurity
- Quantum technology

 **Related calls / projects (Examples related to AI)**

Call title	Call	Projects
AI enhanced robotics systems for smart manufacturing (AI, Data and Robotics - Made in Europe Partnerships) (IA)	HORIZON-CL4-2021-TWIN-TRANSITION-01-01	AI-PRISM –101058589 CONVERGING – 101058521 Fluently – 101058680
Artificial Intelligence for sustainable, agile manufacturing (AI, Data and Robotics - Made in Europe Partnerships) (IA)	HORIZON-CL4-2021-TWIN-TRANSITION-01-07	AIDEAS – 101057294 Circular TwAI – 101058585 s-X-AIPI - 101058715
Technologies for data management (AI, Data and Robotics Partnership)	HORIZON-CL4-2021-DATA-01-03	DataBri-X – 101070069 enRichMyData – 1010170284 Green.Dat.AI – 101070416 HPLT – 101070350 SEDIMARK – 101070074 Wataverse - 101070262
Intelligent work piece handling in a full production line (Made in Europe Partnership)	HORIZON-CL4-2022-TWIN-TRANSITION-01-04	AGILEHAND – 1010922043 HARTU – 101092100 MASTERLY – 101091800 SMARTHANDLE - 101091792

 **Experts/EAG**

- Sebastian Hallensleben, VDE
- Emilia Tantar, Black Swan
- Lindsay Frost, NEC Laboratories Europe

 **SDOs TCs/WGs**

- CEN-CENELEC JTC21 AI
- CEN-CENELEC JTC 19 Blockchain
- CEN-CENELEC JTC 5 Space
- ISO/IEC JTC 1/SC 42
- ETSI Industry Specification Group on Securing Artificial Intelligence (ISG SAI)
- ITU AI for Good Global Summit's Steering Committee

 **Relevant upcoming events**

- 9th ETSI/IQC Quantum Safe Cryptography workshop (February 2023)
- IEEE Quantum Week 2023
- Quantum Innovation 2023 (around septemebr 2023)
- Rise of AI (May 2023, Germany)



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- EBDVF 2023
- European AI Alliance Cafès (on regular basis)
- EuCNC & 6G Summit (June 2023, Sweden)
- ETSI Research Conference: Maximizing the Impact of European 6G Research through Standardization (February 2023, France)

Key messaging

The EU's digital strategy and development of corresponding, interlinked Standards should be leading up to the accomplishment of critical objectives as:

- Enable a vibrant community of innovative and fast-growing start-ups and small businesses to access finance and to expand.
- Strengthen the responsibility of online platforms by proposing a Digital Services Act.
- Make sure that EU rules are fit for the digital economy.
- Ensure fair competition of all companies in Europe.
- Increase access to high-quality data while ensuring that personal and sensitive data is safeguarded.

6.1.4 Green Transition in Europe

European Standardisation Priorities and open call topics

- Review existing standards to identify needs for revisions or development of new standards to meet the objectives of the European Green Deal and Europe's Digital Decade and support the resilience of the EU single market.
- **Open call topics**
 - Clean energy
 - Materials (raw and secondary)
 - Green and sustainable production
 - Environmental impact

Related calls / projects

Call title	Call	Projects
Laser-based technologies for green manufacturing (Photonics - Made in Europe Partnerships) (RIA)	HORIZON-CL4-2021-TWIN-TRANSITION-01-03	InShaPe – 101058523 METAMORPHA – 101057457 OPeraTIC – 101058409 OPTIMAL – 1010 57029
Supporting and standardising climate services	HORIZON-CL5-2021-D1-01-06	Climateurope2-101056933
Manufacturing technologies for bio-based materials (Made in Europe Partnership) (RIA)	HORIZON-CL4-2021-TWIN-TRANSITION-01-05	AMBIANCE-101058406 GREEN-LOOP-101057765 NewWave-101058369 VITAL-101058328 Waste2BioComp- 101058654
Deploying industrial-urban symbiosis solutions for the utilization of energy, water, industrial waste and by-products	HORIZON-CL4-2021-TWIN-TRANSITION-01-14	AshCycle-101058162 SYMSITES-101058426 WaterProof-101058578

at regional scale (Processes4Planet Partnership) (RIA)		
Improvement of the yield of the iron and steel making (Clean Steel Partnership) (IA)	HORIZON-CL4-2021-TWIN-TRANSITION-01-19	CAESAR-101058520 HIYIELD-101058694 ReMFra-101058362
Preparing for pre-commercial procurement (PCP) for end-user services based on environmental observation in the area of climate change adaptation and mitigation	HORIZON-CL6-2021-GOVERNANCE-01-15	PROTECT-101060592
Advanced energy performance assessment and certification	HORIZON-CL5-2021-D4-01-01	CHRONICLE- 101069722 SmartLivingEPC- 101069639
Network for nature: multi-stakeholder dialogue platform to promote nature-based solutions	HORIZON-CL6-2022-BIODIV-01-03	NetworkNaturePLUS-101082213
Strongly improved, highly performant and safe all solid state batteries for electric vehicles (RIA)	LC-BAT-1-2019	ASTRABAT-875029 SAFELIMOVE-875189 SOLiDIFY-875557 SUBLIME-875028
Strengthening EU materials technologies for non-automotive battery storage (RIA)	LC-BAT-2-2019	CoFBAT-875126 ECO2LIB-875514 NAIMA-875629
Modelling and simulation for Redox Flow Battery development	LC-BAT-3-2019	CompBat-875565 SONAR-875489
Advanced Redox Flow Batteries for stationary energy storage	LC-BAT-4-2019	BALIHT-875637 CUBER- 875605 HIGREEW-875613 MELODY-875524
Research and innovation for advanced Li-ion cells (generation 3b)	LC-BAT-5-2019	3beLiEVe-875033 COBRA-875568 Hydra-875527 SeNSE-875548
Li-ion Cell Materials & Transport Modelling	LC-BAT-6-2019	DEFACTO-875247 MODALIS2- 875193
Network of Li-ion cell pilot lines	LC-BAT-7-2019	LiPLANET-875479
Next-generation batteries for stationary energy storage	LC-BAT-8-2020	LOLABAT-963576 SIMBA-963542 SOLSTICE-963599
Hybridisation of battery systems for stationary energy storage	LC-BAT-9-2020	HEROES-963574 HYBRIS-963652 HyFlow-963550 iSTORMY-963527
Next generation and realisation of battery packs for BEV and PHEV	LC-BAT-10-2020	ALBATROSS-963580 HELIOS-963646 LIBERTY-963522 MARBEL- 963540
Reducing the cost of large batteries for waterborne transport	LC-BAT-11-2020	Current Direct-963603 SEABAT- 963560



Novel methodologies for autonomous discovery of advanced battery chemistries	LC-BAT-12-2020	BIG-MAP-957189
Sensing functionalities for smart battery cell chemistries	LC-BAT-13-2020	INSTABAT-955930 SENSIBAT-957273 SPARTACUS-957221
Self-healing functionalities for long lasting battery cell chemistries	LC-BAT-14-2020	BAT4EVER-957225 HIDDEN-957202
Coordinate and support the large scale research initiative on Future Battery Technologies	LC-BAT-15-2020	BATTERY 2030PLUS-957213

Experts/EAG

- Pernille Hagedorn, The Danish Society of Engineers
- Valeria Livina, National Physical Laboratory

SDOs TCs/WGs

- CEN/TC 249 Plastic
- JTC 6 Hydrogen in energy systems
- ISO/TC 197 Hydrogen technologies
- CEN/TC 234 Gas Infrastructures
- CLC/SR 35 Primary cells and batteries
- CLC/TC 21X Secondary cells and batteries
- ISO/TC 331 - Biodiversity
- CEN-CLC JTC 10 - Ecodesign
- CEN/TC 248 - Textiles and textile products

Relevant upcoming events

- European Framework Programme for R&I – Innovation Fund Synergies Workshop (8 February 2023, online)
- Solar Power Summit 2023 (March 2023, Belgium)
- Green Hydrogen Summit 2023 (April, Portugal)
- European Hydrogen Conference (29.03.2023)
- Energy Tech Summit (April 2023 Poland)
- InterSolar Europe (June 2023, Germany)
- Power summit 2023 (June 2023, Belgium)
- EIT Raw Materials Summit (EU funded) (May 2023, Belgium)
- Chemical Recycling Europe 2023 (June 2023, Germany)

Key messaging

Standards will play an essential role in turning climate and environmental challenges into opportunities and to make the green transition just and inclusive for all.

The European Commission main aim is to support EU Member States design and implement reforms that support the green transition and that contribute to achieving the goals of the European Green Deal. It also helps to design the necessary procedures in central and local

administrations and establish the coordination structures that are needed for implementing green policies.

6.1.5 Smart Cities and Circular Economy in buildings

European Standardisation Priorities and open call topics

- Improving the climate resilience of the existing infrastructure stock and new major infrastructure projects.
- Develop European standards to support the provision of cross-border services in the areas of construction e.g. such as architectural and engineering services as well as services related to the energy efficiency of buildings.
- Develop new European standards for assessment methods and criteria for construction products especially those supporting the renovation of the buildings.
- **Open call topics**
 - Circular economy in the construction sector
 - Transportation
 - Infrastructure
 - Green buildings

Related calls / projects

Call title	Call	Projects
System approach to achieve optimised Smart EV Charging and V2G flexibility in mass-deployment conditions (2ZERO)	HORIZON-CL5-2021-D5-01-03	EV4EU-101056765 FLOW-101056730 SCALE-101056874
Paving the way to an increased share of recycled plastics in added value products (RIA)	HORIZON-CL4-2021-RESILIENCE-01-10	ABSolEU-101058636 INCREASE-101058487 PRecycling-101058670 PRIMUS-101057067
Zero-defect manufacturing towards zero-waste (Made in Europe Partnership) (IA)	HORIZON-CL4-2021-TWIN-TRANSITION-01-02	ENGINE-101058179 FLASH-COMP-101058458 OPENZDM-101058673 TURBO-101058054 ZDZW-101057404
Breakthrough technologies supporting technological sovereignty in construction (RIA)	HORIZON-CL4-2021-TWIN-TRANSITION-01-12	BEEYONDERS-101058548 HumanTech-101058236 RobetArme-101058731
Common approaches for the safety validation of CCAM systems (CCAM Partnership)	HORIZON-CL5-2021-D6-01-02	SUNRISE- 101069573
Social and affordable housing district demonstrator (IA)	HORIZON-CL4-2021-RESILIENCE-02-32	drOp-101080025 ProLight-101079902 SUPERSHINE-101079963
Cost-effective, sustainable multi-functional and/or prefabricated holistic renovation packages, integrating RES and including re-used and recycled materials (Built4People)	HORIZON-CL5-2021-D4-02-02	AEGIR-101079961 REHOUSE- 101079951

🔵 **Experts/EAG**

- Pernille Hagedorn, The Danish Society of Engineers

🔵 **SDOs TCs/WGs**

- CEN/TC 104 Concrete
- CEN/TC 350 Sustainability of construction works
- CEN/TC 465 Sustainable and Smart Cities and Communities
- ISO/TC 268 Sustainable development in communities
- ISO-IEC/JTC 1 WG11 Smart cities
- IEC/TC 120 Energy Storage
- ETSI Technical Committee Intelligent Transport Systems (ITS)
- IEC/TC 88 Wind energy generation system
- CLC/TC 88 Wind Turbines
- CEN/TC 350/SC1 CE in the Construction Sector
- ISO/TC 323 Circular Economy
- ISO/TC 59 Buildings and civil engineering works
- CEN/TC 442 Building Information Modelling (BIM)

🔵 **Relevant upcoming events**

- Urban Future 2023 (June 2023, Germany)
- OASC Virtual Events
- RTR Conference (EC/ERTRAC) – (February 2023)
- 4th European Conference on Connected and Automated Driving – EUCAD 2023 (EC) - (May 2023, Belgium)
- TRA 2023 Transport Research Arena (end 2023)
- PLATE 2023 Conference Circular Economy (May 2023, Finalnd)
- Going Green CARE Innovation (May 2023, Austria)
- World Congress Building Green 2023 (June 2023, Germany)
- UITP Smmit 2023 (June 2023, Barcelona)

🔵 **Key messaging**

In order to attain amore interactive and responsive city administration, safer public spaces and meeting the needs of the citizenship, Smart Cities & Circular Economy focused standards will pave the way towards:

- Sustainable urban mobility.
- Sustainable districts and built environment.
- Integrated infrastructures and processes in energy, information and communication technologies and transport.
- Augmented citizen focus.
- Integrated planning and management.
- Knowledge sharing.

7 Training Academy

7.1.1 Overview

The aim of the HSbooster.eu Training Academy is to provide efficient training support to the users of the HSbooster.eu services. The main tasks of the HSbooster.eu Training Academy are:

- Development of six training packages at graduated levels (2 for beginners, 2 for intermediate users, and 2 for advanced users).
- Design and delivery 20+ targeted training to be delivered to Open Call's applicants.
- Building a network of standardisation professionals and experts with up to 25 contributions (teaching materials) to the HSbooster.eu Training Academy.
- Provision of training webinars (one for each of the six training clusters) and training support to the HSbooster.eu services.

The HSbooster.eu training packages (*see figure 14*) aim to support the active involvement of trainees to increase their ability to influence processes and outcomes of standardisation. Material will be integrated into the service delivery platform. Here training material can be selected and suggested by the EPE member delivering the service. All training material will be made available to the EPE member so that they can proactively share them with the project doing the service. After completing the beginner levels, the active trainees would understand the basics of standardisation. The training content is in written form that is accustomed to researchers' points of view with case studies and showcases. After completing the intermediate levels, the active trainees should be able to identify specific interests and needs for getting involved in standardisation, understand the basics of the standards (and related documents) development process and identify particular interests for getting engaged in standardisation. At the intermediate level, active trainees can improve their skills needed in standardisation: argumentation and building compromise, strategic-positioning and consensus building) through participation in serious games developed specifically for the target audience. Advanced levels provide a chance to learn from the experiences of researchers, projects and companies in standards development and impact in specific sectors.

It should be highlighted that the project is currently liaising with the CSA StandICT.eu 2023 to implement a potential integration between the two Training Academies, with a view to provide a unique access point for a broad community of researchers engaged with H2020 & Horizon Europe projects, from Academia, SMEs, industry and newcomers in Standardisation at large.

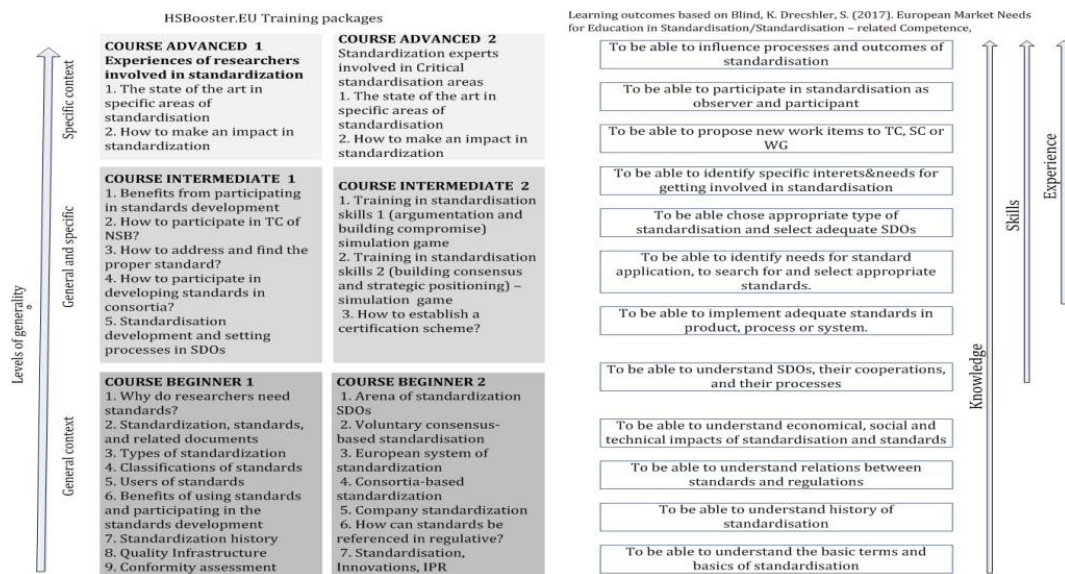


Figure 21 - Structure of HSbooster.eu training packages

7.1.2 Target Audience

The target group for training activities are researchers engaged in H2020 & Horizon Europe Research & Innovation projects. Content analysis of interviews with 21 researchers (random sample) and information provided by 32 project applicants (HSbooster.eu first call for service) suggested specific needs of the target group:

- Even if the project’s target audience is specific, it is not homogeneous. Some projects have precise standardisation strategies and project partners from SDOs or organisations with expertise in standardisation, while others have a vague understanding of what standardisation is and they only require a basic understanding of standardisation;
- Researchers rely on the academic communication style: they learn from research papers and other researchers. The experience of other projects or researchers might be the critical success factor.
- The main channel for dissemination of research results is research publication. Researchers need to understand the strategic dissemination value of standards and related documents (e.g., CWA or IWA) to be motivated to go for it. They need to know what they can expect in developing standards or related documents.
- Motivation and lack of time for advancing in something other than their core research area might be a problem.
- Researchers are interested in expanding their networks (for future project submissions and collaboration) and would like to understand the concept and overall functioning of standardisation.

7.1.3 Delivery Method and timeline

HSbooster.eu Training Academy will use a variety of instructional techniques:



The HSbooster.eu has received funding from the European Union’s Horizon Europe Framework Programme (HORIZON) - under grant agreement no 101058391.

- Self-learning - Self-learning will be based on texts with cases for every topic in training packages (modules) and voice-over presentations. All self-learning material will be used as support material for webinars.
- 6 training webinars/workshops
- Dynamic tool for supporting the HSbooster.eu (Q&A)

Training activities		Timeline
1.	Texts with cases in .pdf (17 topics, edited, reviewed and approved by PP) on the HSBooster training academy platform	M10
2.	Voice-over presentations of SDOs	M10 – M24
3.	Webinar “Why do researcher needs standards – introduction to standardisation for researchers” (Beginner 1 and Beginner 2) * the title of the webinar might be changed.	1. M10 or M11 2. M13 3. M18
4.	Webinar “Standardisation practices for the researchers” (Intermediate 1)	1. M12 2. M19 3. M21
5.	Workshop session “Booster your standardisation skills” *edition for researchers (serious game) (after two reviews of performances and approval of the game by PP. Game for 6-10 participants	1. M16 Based on interest
6.	A dynamic tool for supporting the HSbooster.eu (Q&A), Q&As will be added on demand.	M7 – M24
7.	Workshop “Experiences” (advanced 1 and 2) + lesson learned in the form of written Case studies.	1. M10 2. M12 3. M13 4. M20 5. M21

Table 2 – Timeline of training activities

7.1.4 Training material

Training material is based on written assets (text, case studies, Q&A), voice-over presentations, webinars and workshops. The HSbooster Training academy will produce the following:

- More than 17 texts with cases in .pdf for levels Beginner 1, Beginner 2 and Intermediate 1.
- More than ten voice-over presentations (for modules and prepared by SDOs for the HSbooster.eu)* SDOs might decide to provide different types of material.
- Minimum of six webinars/workshops for service users.
- More than 5 case studies based on lessons learned from workshops.
- More than 200 Q&A.

8 Exploitation plan

As already cited in the project proposal, each partner has indicated their exploitation plans which are listed below.

<p>COMMpla – Leverage visibility in project to promote software and products used in the project with sister company Trust-IT and also consolidate its role as project coordinator.</p>
<p>Trust-IT – Consolidate its position as authoritative facilitator for the EU standardisation experts community, expanding to industries other than ICT. Offer its services of digital marketing & communication. Expand the market for its products, particularly TRUST-FORUM+™, TRUST-GRANTS™, and TRUST-VIRTUALEVENTS.</p>
<p>DCU –Leverage the curricula development of HSbooster.eu, ETSI, CEN-CENELEC, ISO, European National Bodies, EUOS Academy and EURAS to create a Level 8 University accredited standards module. New source materials created within the project will be made freely available to the public.</p>
<p>UOB – Raise awareness of the importance of knowledge and skills on standardisation and for researchers within EURAS, AAsart, EUOS, etc. UOB will leverage educational material developed through HSBooster.eu, to the improvement of Ph.D. courses related to IST standardisation at UB (all materials created during HSBooster.eu will be freely available as possible in order to secure IP).</p>
<p>DS – Strengthen key standardisation area, increase a broader awareness of and participation in standardisation. leverage the education material to universities and higher education in Denmark. Leverage the project into CEN-CENELEC policy level and concrete future actions. etc.</p>
<p>SGS – Enable free and open access for software developers and manufacturers to some information (evaluated products, standards, ...) that will generate an industrial competitiveness impact since more and more software developers will be adding security by design in their developments and eventually will get more certified products, which will contribute to the Digital Single Market and to create a stronger and more competitive EU Industry as well as more reliable and competitive products &/ or technologies.</p>

Table 3 – Individual partner exploitation plans as provided in the project proposal

With the first services to commence in M10, further elaboration of individual and joint exploitation plans will take place in M11 in time for Year 1 reporting. In this first year, we have designed and elaborated plans for a number of project assets which will form the basis of these plans.

A first step will be to identify a table of assets based on the activities in Year 1 and those planned in Year 2 and a cost/benefit analysis will be carried out aimed at supporting sustainability strategy. Assets could include the HSbooster.eu website and service delivery platform, training platform, StRL tool, Standards mapping tool which are outlined both this deliverable and D3.1.

The asset table will include information on each asset, the delivery channel, target stakeholder, revenue streams, external costs and personnel costs.

Following this, in Year 2 the asset table will be further elaborated and refined. Based on this a SWOT analysis will be carried out on each asset to assess the strengths, weaknesses, opportunities and threats to each asset. Ownership rights of each asset will also be agreed upon. Business models will then be drawn up on each asset based on the business model canvas template and final individual and joint exploitation plans defined.



9 Conclusion

With HSbooster.eu now at M8 the project is entering into a critical phase as service delivery commences. This document has provided an overview of communications activities that have taken place in M1-9 targetting the main stakeholder groups of the project.

The design and set up of services has taken longer than expected and this has impacted on communications activities and limited the impact of messaging around unique selling points of services such as their first-come-first-served nature and success stories around the impact that services can create for projects.

Having said that, a healthy community has been built around the various communications activities that have taken place including an active and expanding website, webinars, participation at third party events, and a thriving social media community.

There is much interest in the HSbooster.eu project and its services. This comes not only from H2020 and HE projects, the potential beneficiaries of the services and the EPE who will deliver them; but also from the broader standardisation community including European standardisation organisations (CEN, CENELEC and ETSI), international standardisation organisations and national standardisation bodies.

As highlighted throughout this document, the time is ripe for HSbooster.eu to make the right impact with these stakeholders.



Consortium





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