H.U.CO LABS

Collaborative **H**vet-**U**niversity-**Co**mpany **Labs** for Research

D6.1: HUCO Labs Communication and Dissemination Plan,
Visual Identity and Logo

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1. Introduction

1.1 Overview of HUCO Labs

Across Europe, there is a diverse and fragmented approach to the provision of skills for Research and Innovation (R&I) at Level 5 and 6 of the European Qualifications Framework (EQF). The Collaborative Hvet-University-Company Labs for Research project (H.U.CO Labs) aims to address this challenge by developing a training model and standards to equip Mid-level Technicians with key R&D-related skills, enabling them to work effectively with research and entrepreneurial teams.

Through two pilot pathways (EQF 5th and 6th) in advanced manufacturing, the project will scale its results by **establishing a European Platform or 'coalition of the willing'** among training providers to integrate such skills across different innovative sectors. This initiative will also boost transnational cooperation through **Technological European Villages for Technicians**, integrating university researchers and companies into a new model of the innovation ecosystem.

The HUCO Labs project brings together nine partners from six European countries:

1. Fondazione ITS Academy Cuccovillo (IT) (Project coordinator)
2. Comau Spa (IT)
3. Campus des Métiers et des Qualifications d'Excellence Microtechniques & Systèmes Intelligents (FR)
4. Sunrise Tech Park (LT)
5. Baden-Württemberg Cooperative State University (DHBW) (DE)
6. German Association of Small and Medium-Sized Businesses (BVMW EV) (DE)
7. Polytechnic University of Valencia (ES)
8. European Entrepreneurs (CEA-PME) (BE)
9. European Association for the Applied Sciences in Higher Education (EURASHE) (BE)

Each partner was picked for their expertise and unique position in their local context, which will be leveraged to ensure wide dissemination of project results and their continuity and sustainability long after the project is completed.

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1.2 Purpose of the Communication and Dissemination Strategy

This strategy defines the joint communication plan and related operational activities to:

- Ensure effective outreach to target audiences.
- Disseminate project outputs through multi-channel approaches.
- Strengthen engagement with policymakers, academia, and industry.
- Establish a sustainable communication model supporting long-term project impact.
- Provide clear and consistent messaging across all dissemination channels.
- Facilitate collaboration among project partners to ensure coherent and effective communication.
- Enhance visibility and accessibility of project results for a broader audience.
- Support the replication and scalability of the HUCO Labs model beyond the project timeline.

The communication and dissemination strategy aligns with the overall project timeline, ensuring that key messages reach relevant stakeholders at different phases of the project lifecycle. Activities will be monitored and adjusted as necessary to maximise their effectiveness and impact.

2. Objectives and key messages

2.1 Communication objectives

The communication objectives of HUCO Labs are designed to ensure that project activities, outputs, and impacts reach the widest possible audience and achieve maximum engagement. These objectives include:

1. **Raising awareness**: Enhance visibility and recognition of HUCO Labs among key stakeholders, including Higher Vocational Education and Training (HVET) providers, universities, industry leaders, policymakers, and the general public. Through targeted messaging and strategic outreach, the project will establish itself as a leader in the development of mid-level R&I skills at EQF levels 5 and 6.
2. **Promoting pilot training models**: Communicate the benefits and outcomes of the two pilot pathways in advanced manufacturing. This includes highlighting best practices,

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sharing insights from pilot implementation, and fostering discussion on how these models can be adapted for other industries and regions.

3. **Establishing the HUCO European platform**: Engage stakeholders in discussions around the creation of a collaborative European Platform to sustain the project's impact beyond its duration. This involves encouraging the participation of training providers, industry representatives, and policymakers to contribute to and benefit from this long-term initiative.
4. **Encouraging participation in HUCO Technical Villages**: Promote the concept of Technological European Villages for Technicians, where mid-level professionals, university researchers, and companies collaborate to develop a new model of innovation ecosystem. Communication efforts will focus on fostering engagement and active involvement from relevant stakeholders.
5. **Supporting policy influence and advocacy**: Position HUCO Labs as a key contributor to policy discussions on vocational education, skills development, and workforce innovation. Dissemination activities will ensure that policymakers and governing bodies receive project insights and recommendations to inform future policy decisions.
6. **Leveraging digital and in-person engagement**: Ensure a mix of online and offline dissemination efforts, including social media campaigns, webinars, newsletters, and in-person events. This multi-channel approach will allow HUCO Labs to reach different stakeholder groups effectively and maintain engagement throughout the project lifecycle.
7. **Facilitating knowledge exchange and sustainability**: Share project findings, research outputs, and best practices with educational institutions, industry leaders, and other European projects.

Through effective communication, HUCO Labs aims to create an open-access knowledge base that will support continuous learning and long-term sustainability of its initiatives.

2.2 Key messages

The key messages of the HUCO Labs project are designed to effectively communicate the project's objectives, impact, and long-term vision to various stakeholders. These messages will be adapted for different communication channels and audiences to ensure maximum outreach and engagement.

1. **Addressing the gap:** HUCO Labs is focused on closing the skills gap for mid-level technicians at EQF levels 5 and 6 by developing a standardised training model. By equipping technicians with R&D-related competencies, the project enhances their ability to contribute meaningfully to innovation and research environments.

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2. **Enhancing collaboration across sectors:** The project brings together HVET providers, universities, and businesses to create an integrated learning model that aligns educational curricula with industry needs. Through active collaboration, the project fosters a workforce that is better prepared for the challenges of advanced manufacturing and other innovative sectors.
3. **Scaling up impact:** The pilot training pathways developed in advanced manufacturing will serve as a foundation for expansion into other industries. The establishment of the HUCO European Platform ensures that training methodologies, standards, and best practices can be replicated and scaled across different economic sectors and countries.
4. **Building a sustainable innovation ecosystem:** The creation of Technological European Villages for Technicians provides a collaborative environment where mid-level professionals, university researchers, and companies work together on applied research and technological development. This initiative strengthens regional innovation ecosystems and promotes long-term sustainability.
5. **Empowering technicians for the future of work:** HUCO Labs acknowledges the evolving nature of work and the increasing importance of digital and research-related skills. By developing training programmes that align with industry trends and technological advancements, the project ensures that mid-level technicians remain competitive in the job market.
6. **Shaping policy and enhancing knowledge transfer:** The project actively contributes to policy discussions on vocational education, skills development, and innovation. Through engagement with policymakers and governing bodies, HUCO Labs advocates for a more integrated approach to vocational training and research collaboration.
7. **Maximising multi-channel engagement:** To ensure broad dissemination, HUCO Labs employs a multi-channel approach, including social media campaigns, webinars, newsletters, and physical events.

This ensures that key messages reach a diverse audience and drive engagement with the project's goals and outputs.

3. Target audiences

HUCO Labs engages with a diverse range of stakeholders to ensure widespread dissemination and adoption of its objectives. The target audiences include:

1. **Regional/national Innovation Agencies, public administrations**

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These entities play a crucial role in shaping policies, funding mechanisms, and support frameworks for vocational education and training (VET). By engaging with HUCO Labs, they can integrate the project's insights into regional and national strategies for workforce development and technological innovation. Public administrations can facilitate the adoption of HUCO Labs' training models, ensuring their alignment with existing education and employment policies. Additionally, collaboration with these agencies will help sustain the impact of HUCO Labs beyond the project's duration by embedding its methodologies into long-term policy initiatives.

2. **Higher Vocational Education and Training (HVET) providers, universities**

These institutions play a critical role in training mid-level technicians and integrating R&D-related skills into their curricula. Engaging them ensures that the HUCO Labs training model is implemented effectively and sustainably.

3. **HVET students and trainees**

The primary beneficiaries of HUCO Labs' training initiatives, these students will gain access to enhanced R&D skills that improve their employability and capacity to contribute to research teams. Communication efforts will ensure that students understand the value of acquiring R&I skills and how the training model can benefit their career progression.

4. **Academic and industrial researchers, HVET experts (teachers, trainers, in-company trainers)**

Academic and industrial researchers will play a key role in guiding training content to align with cutting-edge developments in their respective fields. HVET educators and trainers will be instrumental in delivering and refining the training modules. Their engagement will ensure that curricula remain relevant and adaptable to emerging trends.

5. **Higher Education Institutions and other education providers**

Universities and training providers outside the HVET system will be targeted to ensure that best practices and innovative training methodologies are widely disseminated. These institutions may also contribute to policy discussions on the integration of vocational education with research-driven learning.

6. **International networks on innovation and advanced manufacturing**

Engaging with international networks will facilitate knowledge exchange and ensure that the HUCO Labs model is recognised as a best practice for training mid-level technicians. Collaboration with international bodies will help scale up the impact of HUCO Labs beyond the participating countries.

7. **Industry stakeholders: large enterprises, SMEs, clusters, and business support organisations at local, regional, national, and international levels**

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Industry engagement is crucial for aligning training programmes with workforce needs and ensuring that companies have access to well-trained mid-level technicians. Small and Medium-sized Enterprises (SMEs) and large enterprises will benefit from HUCO Labs by gaining access to technicians with advanced skills, improving productivity and innovation capacity.

8. **Citizens and the general public**

While the primary focus of HUCO Labs is on education and industry, the broader public will also benefit from increased awareness of the importance of vocational education and its role in driving innovation. This awareness can improve everyday life through a more skilled workforce (e.g., more efficient and safer services), stimulate local innovation (e.g., more employment opportunities in cutting-edge sectors), and strengthen the economy (e.g., enhancing the competitiveness of local businesses on a global scale).

4. Dissemination strategy and tools

Effective dissemination is crucial to ensuring that the objectives, activities, and outcomes of HUCO Labs reach the intended audiences. To maximise engagement and impact, the project adopts a multi-channel strategy that combines both digital and traditional communication tools. Social media campaigns, webinars, newsletters, and in-person events will be strategically leveraged to enhance visibility, foster stakeholder engagement, and promote knowledge sharing. This integrated approach not only broadens outreach but also supports the long-term sustainability of the project. Below is an outline of the key dissemination tools that will be employed throughout the project lifecycle.

4.1 HUCO Labs website

The HUCO Labs website serves as the primary digital platform for disseminating information about the project's objectives, activities, partners, and outcomes. It will be a multilingual website, ensuring accessibility for a wide range of stakeholders across Europe. The website will be hosted on the EURASHE website as a subdomain: **hucolabs.eurashe.eu**.

Key features of the website include:

- **Project overview**: A dedicated section outlining the background, objectives, and key focus areas of HUCO Labs.
- **News and updates**: Regular updates on project progress, upcoming events, and significant milestones.

- **HUCO Technical Villages**: A collaborative space where stakeholders can engage in discussions, share best practices, and contribute to the development of research and innovation skills. More information on the topic can be found in section 4.1.1 below.
- **Resources and publications**: A repository of reports, policy briefs, training materials, and research outputs generated throughout the project.
- **Partners**: A section highlighting each project partner, featuring their logo, short description, and details of their engagement in HUCO Labs.
- **Social media integration**: Links to EURASHE's LinkedIn and Bluesky accounts to facilitate engagement and outreach. See section **4.4 Social media and digital outreach** for additional information on the project's social media engagement strategy.

The website will be launched by Month 3 (M3) of the project and will serve as an evolving platform, continuously updated with new content and resources. Additionally, by Month 34 (M34), the HUCO Technical Villages function will be fully integrated into the website, providing an open space for stakeholders to engage, exchange ideas, and contribute to the sustainability of the initiative.

The website will play a crucial role in ensuring the visibility, accessibility, and long-term impact of HUCO Labs, making project outputs widely available to educators, researchers, industry stakeholders, and policymakers.

4.1.1 HUCO Technical Villages

The framework concept through which partners will reflect will be the one of the "Technological Village": to spread the new R&D-related trainings in EQF 5-6 curricula for mid-skilled technicians in the advanced manufacturing sector, and to guarantee sustainability to the built partnership at the European level, the partners will create synergies to implement sustainable common training opportunities. This will involve sharing resources such as:

- **Internal professional skills**: Trainers and teachers from educational institutions, as well as professionals from companies, will be engaged in delivering training.
- **Research and industry collaboration**: Companies will provide opportunities for students and trainees to engage in real-world research projects, access laboratories, and work with state-of-the-art equipment.
- **Certification systems**: These will be established to validate research, digital, and green skills, enhancing the employability of mid-level technicians.

The concept of the "Technological Village" refers to the creation of a common platform where training and research merge through a new model of "permeability" between HVET, universities, and companies. This space will stimulate the active participation of students in the co-creation

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of knowledge, enabling them to learn through hands-on experience, experimentation, and collaborative problem-solving. This approach fosters meaningful learning that is active, reflective, conversational, and creative, while also cultivating essential transversal skills, such as:

- Analysis and problem-solving;
- Creativity and innovation;
- Communication and teamwork;
- Organisational and prioritisation skills;
- Resilience and adaptability;
- Working effectively in multicultural contexts.

The HUCO Technical Villages will also enhance international cooperation and mobility of students, teachers, trainers, and researchers. A network of physical laboratories and joint training opportunities will be mapped and embedded within the HUCO Labs website. These villages will be interconnected and structured around key shared resources:

- **Joint training spaces and laboratories**: Detailed descriptions of locations, capacities, and available equipment will be made accessible to partners and stakeholders.
- **Joint staffing**: The project will involve professionals, researchers, and experts from the network to strengthen cooperation and internationalisation of training modules.
- **Joint financing**: To ensure sustainability, partners will optimise the use of available resources and commit to co-financing training initiatives during and beyond the project duration.
- **Joint development and implementation**: Partners will adhere to shared procedures and collaborative frameworks to implement EQF 5 training programmes, ensuring the continued resilience and evolution of the HUCO ecosystem.

The HUCO Technical Villages will act as a dynamic and evolving model of industry-academia collaboration, fostering a culture of innovation and excellence in technical education at the European and international levels.

4.2 Communications Kit

The Communications Kit serves as a crucial tool for ensuring consistency and professionalism in the dissemination of HUCO Labs' messages. It streamlines the project's visual identity and ensures that all communication materials align with the established branding guidelines. By

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providing standardised templates, the kit enhances clarity, recognition, and coherence in all project-related outputs.

The kit, produced by EURASHE (P9), includes the following materials:

- **PowerPoint Presentation Template (Annex 1)**: A professionally designed template that ensures all project presentations maintain a uniform structure and visual style, facilitating clear and effective communication of key messages.
- **Report (A4) Template (Annex 2)**: A formatted document template for official reports, letters, and project documentation, ensuring consistency across textual communications.
- **Newsletter Template (Annex 3)**: A structured template designed to facilitate the creation of periodic project newsletters, allowing for a consistent format that enhances readability and engagement.
- **Roll-up Banner Template (Annex 4)**: A high-quality template for physical banners used at conferences, workshops, and dissemination events, reinforcing HUCO Labs' visual identity at public engagements.
- **Informational brochure and flyer:** A visually-engaging document presenting the project and its objectives, partners, as well as goals and key outputs, in landscape and portrait mode.

By utilising these materials, project partners can efficiently produce communication materials that adhere to the HUCO Labs brand, fostering a unified and professional image across all dissemination efforts. The Communications Kit is a fundamental component in ensuring that all project-related interactions, whether online or in person, align with the overarching identity and objectives of HUCO Labs.

4.3 HUCO Labs events

HUCO Labs will organise a series of events to engage stakeholders, disseminate project results, and foster collaboration. These events will serve as key moments for sharing knowledge, networking, and encouraging the replication of the HUCO Labs training model across Europe and beyond.

- **Kick-off event (M3):** The launch of HUCO Labs will be marked by a small-scale event in Bari, Italy, aimed at familiarising the consortium with project goals and outlining its objectives, activities, and expected outcomes. The event will serve as a foundational moment to establish partnerships, align expectations, and kick-start project activities.

- **Format and participation:** The kick-off event will consist of a plenary session and provide ample networking opportunities. Two representatives from each partner organisation will travel to attend, ensuring broad representation and engagement.

- **Transnational Project Meetings (M3-M36):** In addition to the main launch, seven face-to-face meetings will be held across all partner countries, reinforcing collaboration and knowledge exchange at the international level. Partners are responsible for the organisation of meetings in their respective countries as follows: Italy (ITS Cuccovillo), Germany I (DHBW), Spain (UPV), Lithuania (Sunrise Tech Park), France (CMQ MSI), Germany II (BVMW), Belgium (EURASHE, CEA PME).

- **Bimonthly online meetings (M3-M36):** To ensure continuous monitoring of project implementation and deliverables, virtual meetings will take place every two months. These sessions will facilitate coordination, address potential challenges, and keep all partners informed on progress.

- **Final international multiplier event – Final Conference (M36, Brussels)**: A major concluding event to showcase project results, encourage policy uptake, and discuss sustainability strategies.

- **Local/regional dissemination events (M3-M36)**: Workshops, roundtables, and networking sessions will be organised to involve local stakeholders in discussions on project findings and best practices. N.3 events are foreseen each year. The events are addressed to companies (organised in BE by CEA-PME; in Italy by COMAU and in DE by BVMW) and HVET/HEIS (organised in BE by EURASHE; in Italy by ITSAC and in DE by DHBW)

- **Webinars (M3-M36)**: N. 6 Virtual sessions are foreseen aiming at engaging a broader audience, providing insights into the project's methodology, and gathering feedback. N.1 webinar per country to be organised.

- **Technical tables with institutional representatives (M3-M36)**: N.1 technical round table addressed to institutional representative to be organized in each country, aimed at validating the HUCO methodology, results, and engaging these public institutions in project activities.

- **International Events (M3-M36)**: HUCO Labs Partnership will participate in at least 2 internation events (i.e., European week) in order to present outputs and outcomes of the projects, reaching and engaging a broader audience. Partners are invited to propose events to participate in, with EURASHE (P9) providing support in terms of communication materials and related issues. The participation in the events will be made at year 2 and 3 of the project

The kick-off event and subsequent meetings will be critical in establishing a strong foundation for HUCO Labs, promoting cooperation, and ensuring that project objectives are met efficiently.

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4.3.1 The HUCO Forum

A key initiative under the HUCO Labs events is the HUCO Forum (also referred to as the HUCO Week). This annual event will be designed to promote the HUCO Labs training model and ecosystem to additional countries beyond the initial project partners. All partners will be expected to contribute in organising the Forum, providing input on the programme and overall event structure, while EURASHE (P9) and ITS Cuccovillo (COO) will oversee logistics.

- **Target audience**: Each partner will invite at least two representatives from HVET providers/universities and two industrial representatives from their European networks (excluding partner countries). This ensures broad geographic representation and the inclusion of diverse perspectives.
- **Forum objectives**:
    - Present the HUCO Labs training model and discuss its implementation.
    - Facilitate technical panels focused on assessing the model's replicability in different contexts.
    - Exchange ideas, integrate experiences, and refine the co-designed curriculum and ecosystem.
    - Strengthen European-level connections and cultivate a sense of community around R&I technician training.
- **Location and duration**: The Forum will take place over four days in Bari, Italy, providing an immersive environment for discussions and networking.
- **International participation**: To expand the global reach of HUCO Labs, a delegation of three representatives from the Suzuka National Institute of Technology (Japan) will be invited. Japan's technological colleges operate similarly to EQF Level 5 institutions and have well-established industry-academia collaboration models. This international benchmark will provide valuable insights for HUCO Labs on fostering sustainable cooperation models.
- **Memorandum of Understanding (MoU)**: The event will encourage participating stakeholders to formally enter the HUCO Labs ecosystem, committing to ongoing collaboration through an MoU.
- **Future replication**: The HUCO Forum is designed as a scalable format, with the ambition of becoming a recurring event to support the continued development of research culture within technical professions.

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Through these events, HUCO Labs will facilitate deep engagement with a diverse array of stakeholders, ensuring the widespread adoption and long-term sustainability of its training model.

4.4 Social media and digital outreach

Social media will be a key tool in the dissemination of HUCO Labs' activities, ensuring broad reach and engagement with relevant stakeholders. The social media strategy will focus on increasing visibility, fostering interaction, and promoting project milestones through a consistent and targeted approach.

- **Managed accounts**: The HUCO Labs social media presence will be managed by EURASHE through a dedicated LinkedIn page (HUCO Labs). This platform will serve as primary channels for updates, discussions, and networking with industry professionals, academic institutions, and policymakers.
- **Hashtag usage**: The official hashtag #HUCOLabs will be used across all social media posts to create a unified and easily searchable stream of project-related content.
- **Content strategy**:
    - Regular posts (minimum of 120 throughout the project, across all channels) featuring project milestones, key messages, partner highlights, and industry trends.
    - Live updates and event coverage to engage participants and extend discussions beyond physical venues.
    - Interactive content such as polls, Q&A sessions, and expert insights to encourage dialogue among stakeholders.
    - Video content, infographics, and testimonials to enhance engagement and share success stories from the project.
- **Engagement with stakeholders**: Partners and stakeholders will be encouraged to interact with and share HUCO Labs' social media content to maximise visibility. Tagging relevant institutions, individuals, and networks will further increase outreach and credibility.
- **Monitoring and adaptation**: Social media analytics will be used to track engagement, reach, and audience interaction. Insights will inform future content strategies to optimise impact.

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By leveraging LinkedIn and BlueSky effectively, HUCO Labs will foster a dynamic online community that supports knowledge exchange, networking, and sustained engagement beyond the project duration.

4.5 Newsletters and press releases

The HUCO Labs newsletter and press releases will serve as key tools for keeping stakeholders informed about project developments, achievements, and upcoming events. The project aims to publish n.6 thematic newsletters, released every six months, providing updates on training initiatives, research findings, partner contributions, and opportunities for engagement. A link to a registration form will be published on the project website, inviting interested stakeholders to sign up for updates through the newsletter. The newsletter will also be published on the HUCO Labs LinkedIn account.

Additionally, n.7 press releases will be issued in connection with the six main project meetings, ensuring timely dissemination of important milestones, events, and outcomes. These press releases will help increase project visibility across professional networks, media outlets, and industry platforms.

4.6 Promotional video

A promotional video will be developed within the first year of the project to visually communicate the objectives, partnership and impact of HUCO Labs. This video may be followed by a second video highlighting key aspects of the initiative, featuring insights from project partners, testimonials from stakeholders, and an overview of the HUCO Technical Villages. Both videos will be shared on the HUCO website, social media platforms, and during the final multiplier event in Brussels to enhance engagement and awareness.

4.7 Commitment to open access

HUCO Labs is committed to ensuring open access to all deliverables, in line with the Erasmus+ Programme's requirements. To maximise visibility and accessibility, the project will implement the following strategies:

- **Unrestricted Access to Project Outputs**: All relevant documents will be made available in digital formats, readable and downloadable through the HUCO Labs website. This ensures broad accessibility for EU and international stakeholders, professionals, companies, VET providers, and other indirect beneficiaries.

- **Integration with Dissemination Strategy**: Open access materials will be actively promoted within the broader dissemination strategy, ensuring their reach to a diverse audience, including associated partners and their networks.
- **IT tools for content distribution**:
    - A cross-platform website providing free access to all project publications and deliverables from any smart device (laptop, PC, smartphone, tablet). This website shall be multilingual.
    - A repository of recorded webinars organised by the project consortium.
    - Periodic newsletter offering insights into project activities, labour market intelligence, and trends in advanced manufacturing technology.
- **External dissemination platforms**: Educational materials, training programmes, and tools developed by HUCO Labs will also be shared through international platforms such as EPALE and EXCEED, ensuring their reach beyond project partners and supporting broader digital innovation.
- **Creative commons licensing**: All deliverables will be available free of charge and licensed under Creative Commons (CC-BY to CC-BY-SA) to encourage reuse and adaptation, supporting knowledge exchange and long-term sustainability.

Through these efforts, HUCO Labs will ensure that project results are widely accessible, facilitating their adoption, adaptation, and continued impact beyond the project's lifespan.

5. Operational plan: actions at national and international levels

The operational plan includes targeted dissemination and communication activities at both national and international levels to ensure that HUCO Labs achieves its objectives effectively. These actions are designed to maximise engagement with key stakeholders, enhance project visibility, and ensure the long-term impact of project outcomes.

5.1 Country-level actions

At the national level, HUCO Labs will focus on engaging with local stakeholders, adapting dissemination materials to local contexts, and leveraging partners' national networks to maximise outreach. Specific actions include:

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1. **Localised dissemination through partner networks**: Each project partner will be responsible for promoting HUCO Labs within their respective countries, ensuring effective engagement with HVET providers, universities, policymakers, and industry representatives.
2. **Collaboration with national industry and educational bodies**: HUCO Labs will work closely with national organisations involved in vocational training and advanced manufacturing to promote the project's training models and encourage adoption.
3. **Promotion of pilot training pathways**: The two pilot training models at EQF levels 5 and 6 will be actively promoted at national events, conferences, and through direct engagement with training institutions and companies.
4. **Encouraging local policy dialogue**: Engaging with national policymakers to advocate for the integration of the HUCO Labs training model into national vocational education frameworks.

5.2 International-level actions

At the international level, HUCO Labs will implement a coordinated strategy to engage with European and global stakeholders, ensuring the scalability and long-term sustainability of project outcomes. Specific actions include:

1. **Cross-border dissemination via European networks and policymakers**: The project will leverage European vocational education and training networks, as well as EU-level policymakers, to disseminate best practices and advocate for the adoption of the HUCO training model.
2. **Establishment of the HUCO European platform**: A collaborative platform will be created to facilitate continuous cooperation among training providers, universities, and industry representatives across Europe.
3. **Integration of HUCO Labs into international policy discussions**: The project will engage with international policy discussions on vocational education, research and innovation skills, and workforce development, ensuring HUCO Labs' contributions to shaping future education policies.
4. **Organisation of the final international multiplier event in Brussels**: The culmination of the project will be marked by a high-profile international event, where key stakeholders will discuss the project's impact and future sustainability.
5. **Promotion Through EU and global online platforms**: HUCO Labs' outputs, including training materials and best practices, will be made publicly available on the HUCO Labs

website and shared through relevant platforms, repositories, and vocational education networks.

Through this two-tiered approach, HUCO Labs aims to ensure that its communication and dissemination activities are impactful, sustainable, and aligned with the needs of diverse stakeholders.

6. Key Performance Indicators (KPIs)

The table below provides an overview of the Key Performance Indicators (KPIs) included in this Communication and Dissemination Strategy:

INDICATOR	TARGET
Participants in dissemination events	360
Beneficiary webinars	6
Ecosystem webinars	6
Website visitors	15 000
Social media posts	120
Newsletters	6
Press releases	7
TOTAL REACH	**18 000**

7. Timing and milestones

The table below provides an overview of the key Communication and Dissemination milestones and their respective timeline of delivery:

MILESTONE	TIMELINE
Communication and Dissemination Strategy, logo, website, Communications Kit and initial materials	M1-M3
HUCO Labs events (kick-off, regional and multiplier event in Brussels)	M3-M36
HUCO Labs long-term strategy design and development	M33-M35

A detailed planning of the project milestones and deliverables has been developed in order to ensure timely adherence to deadlines. The next two pages of this document provide a detailed overview of said planning, including the key Communication and Dissemination deliverables, KPIs and indicators.

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8. Shared responsibilities among partners

8.1 Work package leadership

- **EURASHE (WP Leader):** Responsible for overseeing the overall communication and dissemination strategy, ensuring alignment with project objectives, and coordinating activities among partners. EURASHE will also lead the development of key materials, including the Communication & Dissemination Strategy, and provide guidance on strategic messaging.
- **European Entrepreneurs (CEA-PME) (Co-Leader):** Supports international outreach, media collaborations, and stakeholder engagement at the European level. This partner will focus on engaging business networks, policymakers, and industry representatives to promote HUCO Labs' training model.

8.2 Partner responsibilities

All partners**:**

- Contribute to the creation and distribution of communication materials, including newsletters, press releases, and social media posts;
- Participate in the organisation and promotion of HUCO Labs dissemination events at both national and international levels;
- Engage with local and regional stakeholders to enhance visibility and support for the project;
- Actively share project updates through their own communication channels and professional networks.

Each partner plays a critical role in ensuring the success of HUCO Labs' communication and dissemination efforts. By working collaboratively, the consortium will maximise the reach and impact of the project, ensuring that key messages resonate with target audiences and contribute to long-term sustainability.

8.3 Partners' guide to HUCO Labs Communications

To ensure a cohesive and effective representation of the HUCO Labs project in external events, partners are encouraged to use the Communications Kit and materials outlined in this document,

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under **section 9.4 Communications Kit**. This guide provides essential instructions on how partners can promote the HUCO Labs image in conferences, forums, and international events.

- **Using the Communications Kit**: Partners should utilise the PowerPoint presentation template, Word document (A4) template, newsletter template, and roll-up banner template when preparing for events. These materials ensure that all communications reflect the established HUCO Labs branding and messaging, creating a unified and professional image.
- **Presentation and public speaking**: When representing HUCO Labs at conferences and industry events, partners should focus on highlighting the project's objectives, key messages, and expected impacts. The provided PowerPoint template includes recommended slide structures to ensure consistency in how the project is presented. Partners are encouraged to tailor their presentations to specific audiences while maintaining alignment with HUCO Labs' core messages.
- **Printed and digital materials**: Partners should distribute newsletters, reports, and informational brochures based on the provided templates. Printed materials should be used for physical events, while digital versions can be shared through relevant online platforms, websites, and email campaigns.
- **Event branding**: At exhibitions, workshops, and networking sessions, partners should display the HUCO Labs roll-up banner to enhance visibility and recognition. Branded materials such as brochures should also align with the visual identity guidelines.
- **Engagement on social media**: Live updates from events should be shared on social media channels, using pre-approved messages, images, and branding elements. Partners should tag relevant stakeholders, use project hashtags, and engage with event attendees to increase outreach and interaction with broader audiences.
- **Media interaction and press releases**: When engaging with press and industry stakeholders, partners should refer to official HUCO Labs press releases and key messages to ensure consistency in public relations efforts. Media interviews, articles, and guest blog posts should align with the project’s branding and objectives.
- **Networking and stakeholder engagement**: Partners should use events as opportunities to build relationships with key stakeholders, including policymakers, industry leaders, and education providers. Sharing project insights, best practices, and results will help strengthen the HUCO Labs network and expand its influence across different sectors.
- **Feedback and continuous improvement**: After each event, partners should document their dissemination efforts, collect feedback, and share insights with the consortium. This process will help refine future communication strategies and ensure continuous improvement in the project's outreach activities.

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By following these guidelines, all project partners will contribute to a unified and professional representation of HUCO Labs, strengthening its identity and impact across various international and national platforms. A structured and consistent communication approach will enhance visibility, credibility, and stakeholder engagement, ensuring the long-term success of HUCO Labs.

9. Visual identity and logo

The HUCO Labs visual identity represents the project's core themes of **collaboration, innovation, and technical advancement**. It aims to be easily recognisable and adaptable across various communication materials, including the website and printed materials, to allow external stakeholders to immediately recognise the HUCO Labs project.

9.1 Typography

The selected typography is modern and clean, symbolising clarity and accessibility. Two different font styles have been chosen in order to differentiate between the text body and the headings.

- **Titles, subtitles and headings:** Agency FB, sizes 24, 20, 16 and 14 respectively.
- **Text:** Aptos Narrow size 12.

SAMPLE TITLE

Sample subtitle

Sample Heading 2

Sample Heading 3

Sample text body

9.2 Colour scheme

The project's main colour green reflects the commitment to environmental and long-term sustainability. Different shades of the primary colour have been selected to allow flexibility in the colour choice, according to the palette below:

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#367B34

#87C541

#000000

#747B78

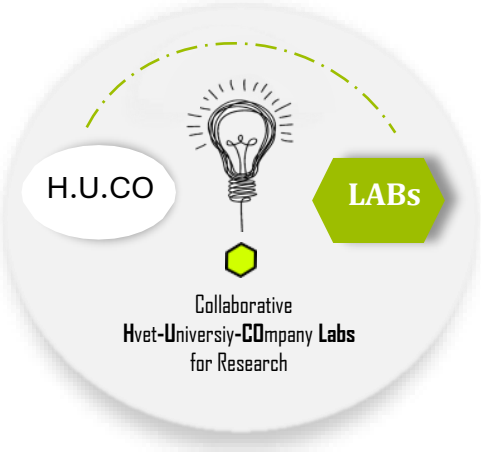
9.3 Logo

The HUCO Labs logo is designed to visually encapsulate essential elements while clearly conveying the core essence of the project. Each component of the logo has been intentionally crafted to reflect a specific meaning:

- **The lightbulb and gears** symbolise innovation and technological progress, reflecting HUCO Labs' commitment to advancing research and development skills.
- **The interconnected gears** represent the collaborative nature of HUCO Labs, illustrating the synergy between partners working together to foster transnational cooperation and standardisation across industries and countries.
- **The three lines beneath the lightbulb** signify the three key types of partners involved in the project: HVET providers, universities, and companies, highlighting their essential roles in shaping the HUCO Labs ecosystem.

The HUCO Labs logo experienced an evolution through four different stages before reaching its final version, as shown below.

First stage



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Second stage

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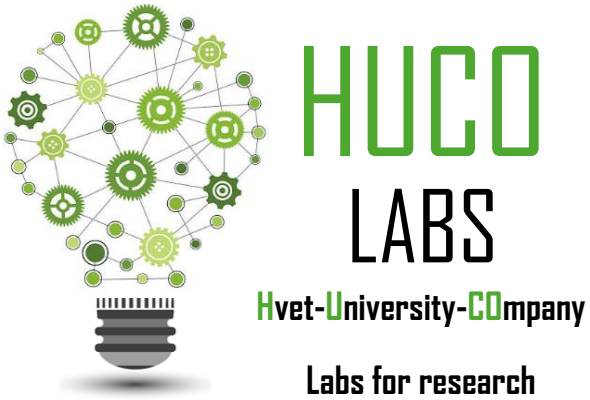
Third stage



Fourth and final stage

Horizontal logo

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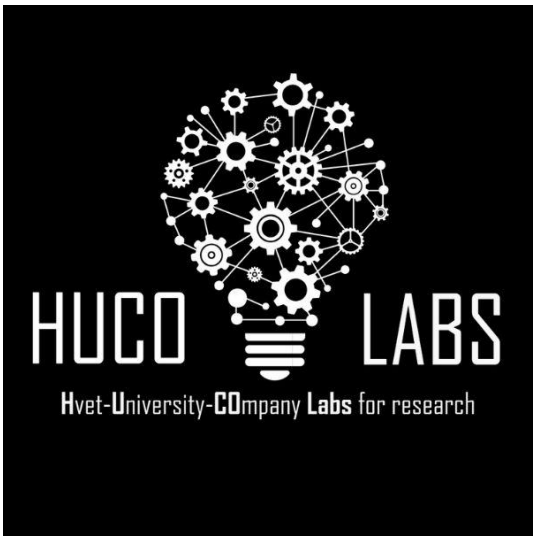
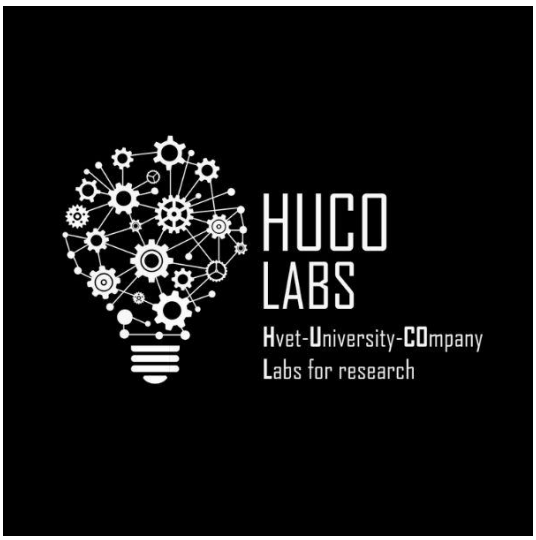
Vertical logo

White versions of both logos have equally been developed:





10. Compliance with European Union (EU) Funding Communication Rules

10.1 General compliance

HUCO Labs will fully comply with the European Union's communication, dissemination, and visibility requirements as outlined in Article 17 of the grant agreement. The project's communication activities will adhere to the following principles:

- Promoting the project and its results to a wide audience, including policymakers, researchers, industry stakeholders, and the general public.

- Ensuring all communication materials include the EU emblem and required funding statement (see sections 10.3 and 10.4).
- Maintaining factual accuracy in all dissemination efforts and including the necessary disclaimers.

10.2 GDPR Compliance

HUCO Labs is committed to ensuring full compliance with the General Data Protection Regulation (GDPR – Regulation (EU) 2016/679) in all communication and dissemination activities. The project will implement the following measures to protect personal data and ensure responsible data handling:

- **Data collection and processing**: Personal data collected through event registrations, newsletters, surveys, and stakeholder engagement activities will only be processed with explicit consent and used solely for project-related purposes.
- **Transparency and consent**: Stakeholders engaging with HUCO Labs will be informed about how their data is used, stored, and shared. Consent forms and privacy statements will be provided where applicable.
- **Secure data storage**: All collected data will be securely stored and accessible only to authorised personnel. Appropriate security measures will be in place to prevent unauthorised access or data breaches.
- **Right to access and deletion**: Individuals will have the right to request access to their personal data, rectify inaccuracies, or request deletion of their data in compliance with GDPR regulations.
- **Third-party compliance**: Any external service providers handling personal data for HUCO Labs (e.g., mailing services, event platforms) will be required to adhere to GDPR principles.

10.3 Visibility and use of the European Union (EU) emblem

- All communication and dissemination materials (including brochures, presentations, social media posts, and press releases) will acknowledge EU support and prominently display the European flag (emblem) along with the funding statement.
- The required funding statement will be translated into local languages where appropriate.
- The emblem must remain distinct and separate, and no modifications (e.g., adding other logos, marks, or text) will be made.

- If other logos (e.g., partner institutions) are used, the EU emblem must be at least as prominent and visible as the others.

10.4 Accuracy and disclaimer

- All communication activities must use factually accurate information and clearly indicate the funding source.
- The following disclaimer will be included in communication and dissemination materials:

"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 the European Education and Culture Executive Agency (EACEA). Neither the European Union nor the granting authority can be held responsible for them."

- This disclaimer will be translated into local languages when necessary.

10.5 Specific Communication and Dissemination requirements

- HUCO Labs will present the project (including project summary, coordinator contact details, list of participants, European flag, funding statement, and project results) on its website and social media accounts.
- During public events, signs and posters mentioning the project, the European flag, and funding statement will be displayed prominently.
- Public project results will be uploaded to the Erasmus+ Project Results Platform, accessible through the Funding & Tenders Portal.

By adhering to these guidelines, HUCO Labs will ensure transparency, accountability, and full compliance with EU funding communication requirements, reinforcing the credibility and impact of the project's dissemination activities.

11. Sustainability and long-term impact

The long-term sustainability of HUCO Labs is of paramount importance, and to ensure that its impact extends far beyond the project's official timeline, a comprehensive sustainability strategy will be co-designed from the outset. Beginning at Month 2 (M2) of the project implementation, the Sustainability Plan will be progressively updated and validated by project partners, with the

finalised version to be presented at Month 35 (M35). The primary objective of this plan is to ensure the continued exploitation of the project's results, particularly the HUCO Labs ecosystem (Deliverable D6.5).

11.1 Sustainability Board

To drive the long-term success of the project, a HUCO Sustainability Board (hereafter referred to as 'Board') will be established. This Board will be responsible for defining and overseeing the implementation of sustainability strategies during and after the project, ensuring that the outcomes remain aligned with the project's objectives. The Board will consist of a representative from each of the project partners, including HVET providers, universities, industry stakeholders, policymakers, and associated partners such as ministries, regional authorities, and supporting partners. By integrating a diverse range of perspectives, the Board will be able to create a comprehensive sustainability plan that reflects the interests and goals of all stakeholders involved. The members of the Board will share responsibility for defining, implementing, and monitoring the sustainability strategy throughout and beyond the project's lifecycle.

In addition to the core members from the project consortium, external advisory members—such as experts in education policy, technology integration, and industry trends—will be invited to join the Board. These external voices will bring fresh perspectives and expertise, ensuring that the sustainability strategy remains relevant and adaptable to emerging challenges and opportunities.

11.1.1 Engagement strategy for stakeholders

The success of the Sustainability Plan depends not only on the creation of a strategic framework but also on ensuring that all stakeholders are deeply engaged and motivated to contribute to the project's continued success. The strategy for engaging stakeholders will focus on creating meaningful relationships, fostering collaboration, and aligning the interests of all involved parties. The following actions will be taken to ensure that stakeholders remain committed to the project and feel a sense of ownership over its long-term success:

1. **Early and ongoing involvement**: From the outset of the project, stakeholders will be involved in the co-design of the sustainability strategy. By giving stakeholders a voice in the creation of the plan, they will feel more invested in its success. Regular consultations with stakeholders throughout the project's lifecycle will ensure their perspectives are taken into account and their concerns are addressed. These consultations will be supplemented by workshops, webinars, and dedicated meetings that allow for continuous dialogue and feedback.
2. **Clear roles and responsibilities**: To ensure that stakeholders remain engaged and accountable, the HUCO Sustainability Board will define clear roles and responsibilities

for each partner and external stakeholder. This will include specific actions, milestones, and performance indicators that each member will be responsible for. By establishing measurable goals, stakeholders can see the tangible impact of their involvement, which will reinforce their commitment to the project's success.

Additionally, partners will be encouraged to provide resources and support to the implementation of sustainability actions, ensuring that their contributions are aligned with their organisational goals.

3. **Transparent communication**: Effective and transparent communication will be essential for keeping all stakeholders informed and engaged. Regular progress reports will be shared with all partners, highlighting achievements, challenges, and upcoming milestones. These reports will not only provide information on the project's ongoing activities but also highlight the role each partner plays in contributing to the sustainability of HUCO Labs. The project's website (section 4.1) and social media channels (section 4.2) will serve as platforms for disseminating information, showcasing success stories, and sharing updates with a wider audience.

4. **Capacity building and training**: To enhance the long-term sustainability of the project, targeted capacity-building initiatives will be implemented to strengthen the skills and knowledge of all stakeholders. This will include training sessions on how to effectively integrate the HUCO Labs methodologies into existing curricula, as well as how to continue fostering collaboration between technicians, educators, and industry professionals. By equipping stakeholders with the tools and knowledge they need, HUCO Labs will empower them to continue driving innovation and collaboration long after the project's official end.

5. **Recognition and incentives**: Acknowledging the contributions of stakeholders and partners is crucial for ensuring their long-term commitment to the project. The HUCO Sustainability Board will create a framework for recognising the efforts and achievements of stakeholders, whether through formal recognition in reports and publications or through awards and certifications. Additionally, stakeholders who contribute significantly to the expansion and evolution of the HUCO Labs Ecosystem will be incentivised through opportunities for further collaboration, access to new funding streams, or involvement in future projects.

6. **Integration into regional and national policies**: One of the primary ways to ensure the long-term sustainability of the HUCO Labs project is to embed its methodologies, tools, and outcomes into regional and national policies. The Board will work closely with public institutions, ministries, and regional authorities to integrate the HUCO Labs model into national strategies for vocational education and training (VET). By aligning the project with broader policy objectives, such as workforce development and technological

innovation, HUCO Labs will be able to ensure its sustainability through institutional and governmental support.

7. **Leveraging funding opportunities**: A key aspect of the sustainability strategy will be identifying and securing additional funding opportunities to support the continuation of HUCO Labs beyond the project's official timeline. The Board will actively pursue funding from a variety of sources, including EU programmes, national funding schemes, and private sector investments. By diversifying the sources of financial support, HUCO Labs can ensure that its activities and objectives continue to be funded and that its ecosystem remains vibrant and well-supported.

11.2 Sustainability strategy

The sustainability strategy will be underpinned by five key pillars, designed to engage stakeholders, maximise the project's reach, and ensure long-lasting impact:

1. **Networking**: A primary focus of the sustainability plan will be to foster and maintain a robust network of contacts and long-lasting relationships. This network will help to spread and amplify the project's impacts throughout its duration and beyond. Building connections with key stakeholders, including industry partners, educational institutions, and policymakers, will ensure that the project's outcomes continue to benefit a wide range of communities and sectors after its formal conclusion.

2. **Maintenance of web resources**: To ensure the continued dissemination of the HUCO project's findings and results, the project's web resources—including its website and online platforms—will be maintained and updated regularly. These digital resources will serve as an ongoing reference point for stakeholders, enabling the public and key organisations to stay informed about the project's successes and future developments. This continuous online presence will contribute to the long-term visibility and impact of the project.

3. **Institutional peer-to-peer sharing platform**: A vital component of the Sustainability Plan is the establishment of an institutional peer-to-peer sharing platform, the 'HUCO Labs Technical Villages'. This platform will engage public institutions in the monitoring and evaluation of the project's results, fostering the exchange of knowledge and best practices. It will serve as a foundation for defining more efficient and impactful sustainability actions to be implemented after the project's completion.

   By considering the effects of HUCO Labs on regional and national education policies, as well as exploring the integration of financing mechanisms (both direct and indirect), this platform will help ensure that the project's outcomes continue to shape educational landscapes.

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4. **Consolidation of the HUCO Labs Ecosystem**: A key objective will be to consolidate and expand the HUCO Labs Ecosystem, ensuring that it becomes a thriving, self-sustaining network of stakeholders. The ecosystem will include technicians, researchers, universities, industry professionals, and policymakers, all contributing to a dynamic and collaborative environment. Efforts will be made to recruit new stakeholders throughout the project's lifetime and after its completion, ensuring the continued growth and evolution of the ecosystem. This will create a lasting platform for knowledge exchange and the development of innovative solutions across various sectors.

5. **Monitoring of action plan implementation**: To track the ongoing success and adaptation of the sustainability efforts, regular monitoring of the action plans in each participating country will be conducted. The project's website and social media platforms will serve as key tools for communicating progress to stakeholders, providing updates on milestones, and sharing success stories. These channels will also be used to encourage wider participation in the sustainability efforts, ensuring that all stakeholders remain engaged with the project's long-term goals.

11.3 Ensuring partners' commitment to HUCO Labs

For the sustainability strategy to succeed, it is essential that every partner in the project is genuinely committed to its long-term success. This requires aligning the project's outcomes with the interests and goals of each partner, ensuring that HUCO Labs is viewed as a valuable opportunity rather than a temporary initiative. Several approaches will be employed to foster this sense of ownership and dedication among all partners:

- **Aligning interests**: The sustainability strategy will focus on ensuring that each partner receives tangible benefits from their involvement in HUCO Labs. For instance, educational institutions will gain access to innovative training models, while industry partners will benefit from a highly skilled workforce. By clearly demonstrating how the project aligns with each partner's mission and objectives, HUCO Labs will create a compelling reason for continued engagement.

- **Shared vision and goals**: The HUCO Sustainability Board will work to establish a shared vision for the project's future—one that all partners can rally behind. This vision will emphasise the collective advantages of sustaining the project, such as the growth of the HUCO Labs ecosystem and the potential for new collaborative opportunities and innovations. Partners will be encouraged to take ownership of the project's long-term success by setting common goals and actively contributing to their achievement.

- **Regular engagement and reflection**: Partners will be consistently involved in discussions about the project's impact and future direction. These reflective sessions will allow partners to share their successes, challenges, and ideas for further

development. By fostering an environment of ongoing dialogue, HUCO Labs will ensure that all partners feel deeply connected to the project and remain committed to its sustainability long after the project concludes.

In summary, the sustainability strategy of HUCO Labs will be built on strong institutional partnerships, continuous networking, and the establishment of enduring digital and physical platforms for knowledge exchange. By embedding the project's results within existing educational frameworks and industry practices, HUCO Labs aims to ensure that its impact not only survives beyond the end of the project but continues to grow and adapt to future technological and industrial trends.

12. Monitoring and Evaluation

To measure the effectiveness of the communication and dissemination strategy, a comprehensive monitoring and evaluation framework will be implemented. This will ensure that key performance indicators (KPIs) are met and that the strategy remains adaptable to evolving needs.

- **Performance indicators**: Metrics such as website traffic, social media engagement, event attendance, and stakeholder feedback will be tracked to assess impact. These metrics will be tracked through a dissemination reporting form in which each partner will record their achievements related to the Communication and Dissemination work package.
- **Regular progress reviews**: Frequent reviews will be conducted by the project's dissemination team to evaluate ongoing activities and make necessary adjustments.
- **Impact assessment reports**: End-of-year report and a final project report will document the reach and effectiveness of communication efforts, ensuring accountability and transparency.
- **Adaptability and continuous improvement**: Based on data collected, the communication strategy will be refined throughout the project's lifecycle to maximise outreach and engagement.

By implementing these measures, HUCO Labs will ensure that its communication and dissemination activities are not only effective during the project but also leave a lasting impact on vocational education and industry collaboration.

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Annex 1: PowerPoint Presentation Template

Title slide

Slide 1 sample

Slide 2 sample

Final slide

TITLE

Subtitle

Month, year (e.g. February 2025)

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Document History

Version	Date	Author	Reviewer	Description
1				

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Table of Contents

To be inserted here, with page numbers

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Title of the report

Heading 1

Heading 2

Heading 3

Text

- List paragraph

Sample table:

INDICATOR	TARGET
Participants in dissemination events	360
Beneficiary webinars	6
Ecosystem webinars	6
Website visitors	15 000
Social media posts	120
Newsletters	6
Press releases	7
TOTAL REACH	**18 000**

Fonts:

- **Cover title:** Agency FB size 36, bold, colour #367B34, line spacing 1.15, aligned centre
- **Subtitle:** Agency FB size 20, colour black, line spacing 1.15, aligned centre
- **Heading 1:** Agency FB size 16, bold, colour #367B34, line spacing 1.15, aligned left
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- **Heading 3:** Aptos Narrow size 12, bold, colour black, line spacing 1.15, aligned left
- **Text:** Aptos Narrow size 12, black, line spacing 1.15, aligned left
- **List paragraph text:** Aptos Narrow size 12, black, line spacing 1.15, aligned left

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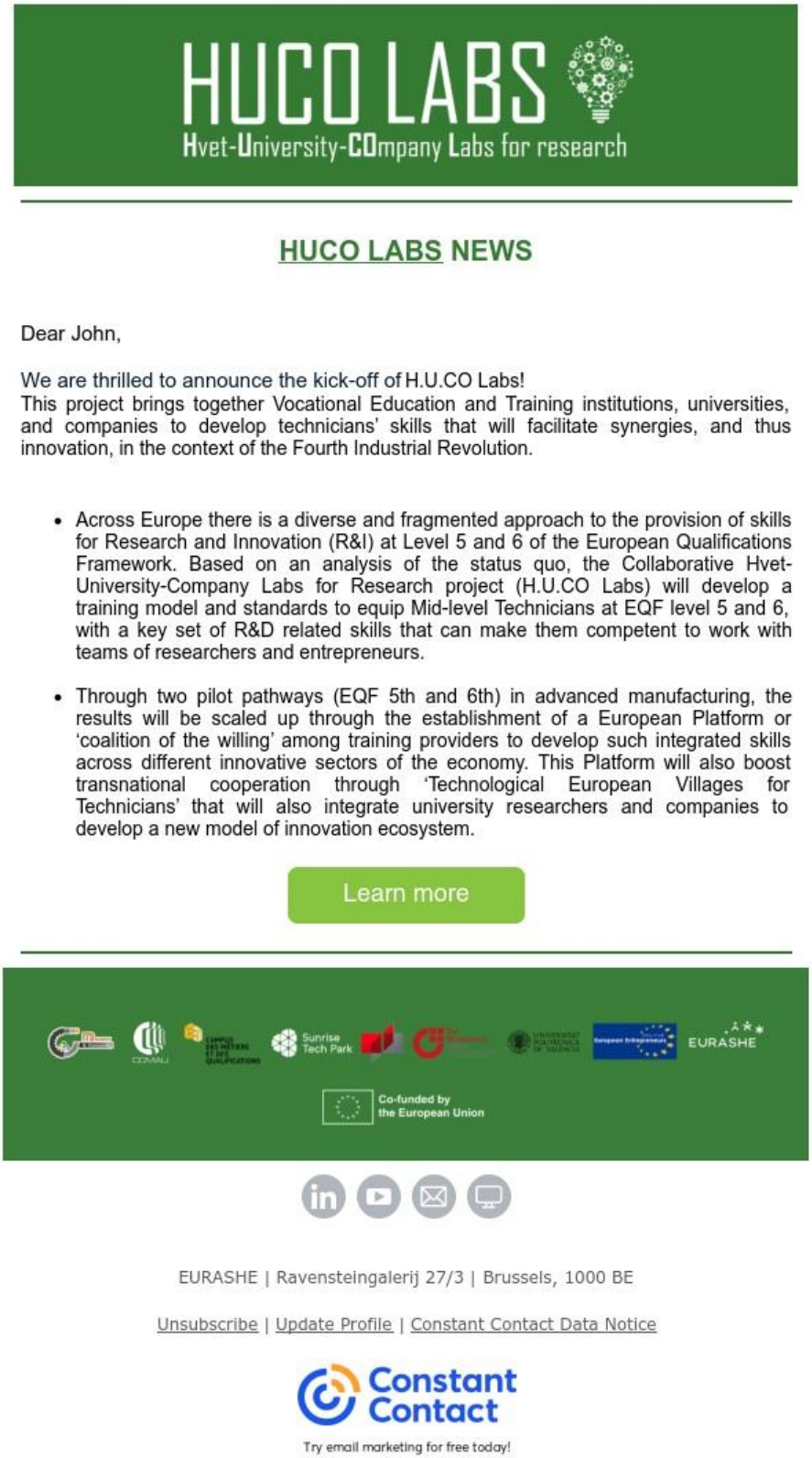
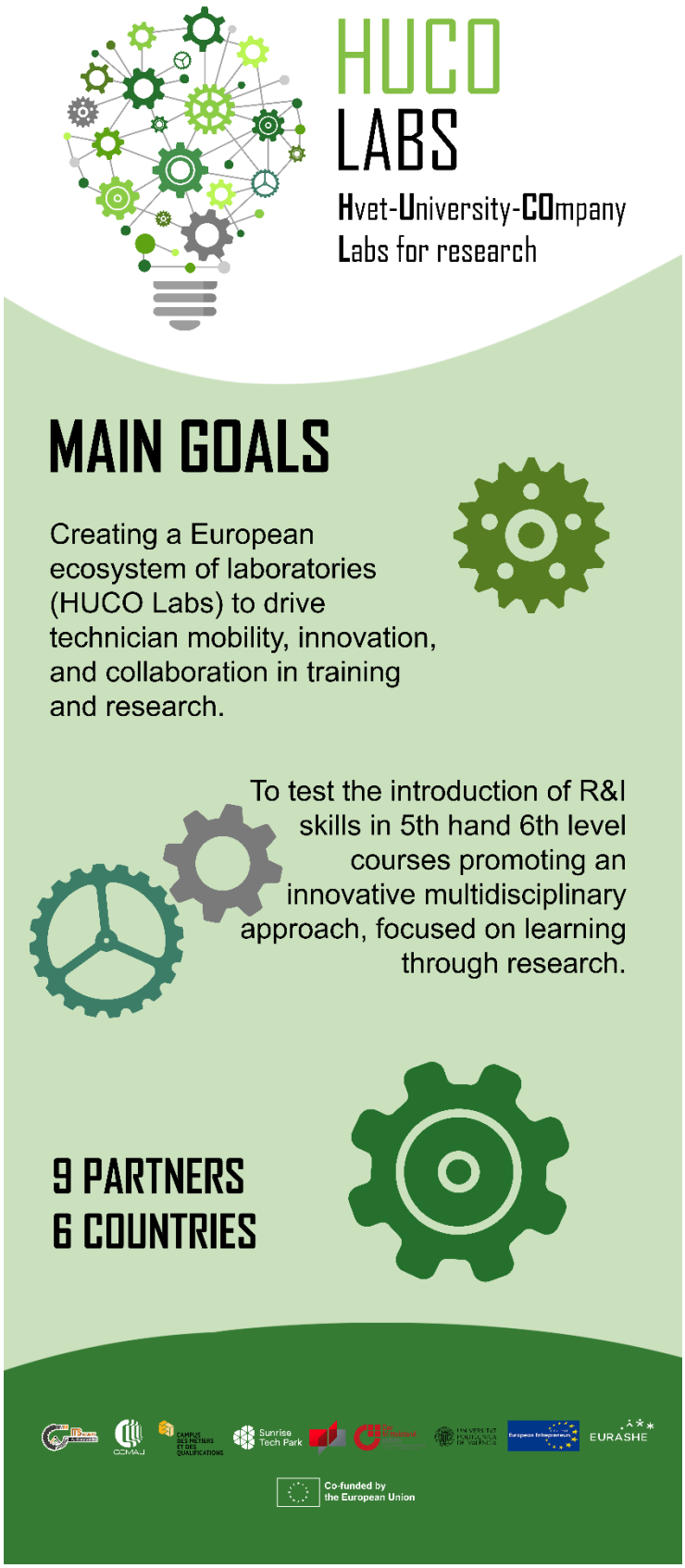
Annex 3: Newsletter Template



Annex 4: Roll-up Banner Template



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