INITIATE

# D6.4 Mid-Term version of the Dissemination and Exploitation (D&E) Plan, including Communication Activities

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# D6.4 Mid-Term version of the Dissemination and Exploitation (D&E) Plan

Dissemination Level: PU - Public
Lead Partner: B1 Media d.o.o.
Due date: M21
Actual submission date: October 31st, 2025.

**Published in the framework of:**
Supporting European R&I Through stakeholder collaboration and institutional reform

**Authors:**
Luka Bebić, B1 Media
Mislav Lizatović, B1 Media
Ante Bebić, B1 Media
Krunoslava Bebić, B1 Media

**Revision and history chart**

| Version | Date | Editors | Entity | Comment |
|---|---|---|---|---|
| V0.5 | 20 August 2025 | Luka Bebić | B1 Media | ToC |
| V1.0 | 20 September 2025 | Luka Bebić, Mislav Lizatović, Ante Bebić, Krunoslava Bebić | B1 Media | First draft |
| V1.1 | 20 October 2025 | B1 Media | B1 Media | Pre-final for Consortium review |
| V2.0 | 27 October 2025 | Sila Celebi | ESEIA | Peer review |
| V2.1 | 28 October 2025 | Dario Novinc, Mirta Barišić | brainit | Peer review |
| V2.5 | 29 October 2025 | Ana Daria Bokan, Marko Mimica, Goran Krajačić | UNIZAG FSB | Coordinator review |
| V3.0 | 30 October 2025 | Luka Bebić, Mislav Lizatović, Ante Bebić, Krunoslava Bebić | B1 Media | Final document |

**Web:** www.initiateproject.eu

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## Glossary:

| Acronym | Full name |
|---|---|
| UNIZAG FSB | University of Zagreb, Faculty of mechanical engineering and naval architecture |
| ESEIA | European Sustainable Energy Innovation Alliance |
| CYI | The Cyprus Institute |
| D | Deliverable |
| JSI | Jožef Stefan Institute |
| EU | European Union |
| NURE | KHARKIV NATIONAL UNIVERSITY OF RADIO ELECTRONICS |
| Brainit | Brain Information Technologies d.o.o. |
| B1 | B1 Media d.o.o. |
| VINS | VINCA INSTITUTE OF NUCLEAR SCIENCES |
| UKIM | Ss. CYRIL AND METHODIUS UNIVERSITY IN SKOPJE |
| EPBIH | JAVNO PREDUZECE ELEKTROPRIVREDA BOSNE I HERCEGOVINE DD* |
| ISCTE | Instituto Universitário de Lisboa |
| LPNU | LVIV POLYTECHNIC NATIONAL UNIVERSITY |
| UTBV | UNIVERSITATEA TRANSILVANIA DIN BRASOV |
| T | Task |
| WP | Work Package |

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# Executive Summary

This Midterm Dissemination and Exploitation Plan (D6.4) presents an updated overview of INITIATE's communication, dissemination, and exploitation activities, covering M7 to M21 of the project (midterm period between D6.1 and D6.5). It evaluates progress since D6.1 and identifies lessons learned, best practices, and actions planned for the second half of the project.

During the first half of INITIATE, communication and dissemination activities established strong visibility within the European research and innovation community, while setting a coherent visual identity and a stable online presence. The project successfully engaged stakeholders through its website, social media channels, newsletters, and a series of Research and Innovation Labs, workshops, and General Assemblies.

This deliverable therefore serves three purposes:

1. To document and assess all dissemination and communication (D&C) activities conducted since D6.1.
2. To provide a midterm analysis of the effectiveness of the implemented strategy.
3. To outline the next steps leading to the Final Dissemination and Exploitation Plan (D6.5).

INITIATE's dissemination and exploitation approach continues to align with the European Commission's guidelines on visibility, open science, and responsible research communication. The activities and analyses presented here form the foundation for **D6.5 – Final Dissemination and Exploitation Plan**, which will consolidate long-term impact and sustainability.

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# 1. Introduction and Context

The INITIATE project aims to accelerate Europe's green and digital transition by enabling sustainable industrial symbiosis and fostering innovation across regions and sectors. It connects universities, research institutes, and industry partners in a collaborative ecosystem that supports reform of research and innovation (R&I) systems in Widening Countries.

WP6 (Dissemination, Communication and Exploitation), led by **B1 Media d.o.o.**, ensures that the project's results are shared widely and effectively among key audiences, while providing visibility for the European Union's support under the Horizon Europe programme. The work package coordinates strategic communication, manages online and offline outreach channels, and develops pathways for the exploitation of project outcomes.

D6.1 defined INITIATE's original Dissemination and Communication Plan, establishing the project's identity, objectives, KPIs and communication tools. Since then, the consortium has implemented those guidelines across multiple dissemination channels and events, continually refining its strategy based on analytics and stakeholder feedback.

This midterm update (D6.4) evaluates progress from the start of the project to M21. It provides:

- A detailed review of dissemination and communication actions performed since D6.1.
- Assessment of INITIATE's online presence, stakeholder engagement, and event participation.
- A midterm analysis of communication performance compared with planned KPIs.
- Identification of challenges and opportunities for the next implementation period.

The deliverable also establishes the link between ongoing communication activities and the future **D6.5 – Final Dissemination and Exploitation Plan**, ensuring continuity in messaging and strategic planning toward long-term sustainability of INITIATE results. All activities are

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implemented in accordance with the GA-referenced milestones for WP6, specifically M6.1 (Visual Identity and Communication Tools) and M6.2 (Final Dissemination and Exploitation Plan, due M42).

# 2. Objectives and Methodology

The dissemination, communication, and exploitation strategy of INITIATE is designed to ensure that the project's outcomes reach the right audiences, generate lasting impact, and contribute to the European Research Area's objectives. The strategy follows the Horizon Europe principles of openness, inclusiveness, and stakeholder participation, integrating both digital and physical channels to maximise visibility and engagement.

## *2.1 Objectives*

INITIATE's Dissemination and Communication (D&C) activities pursue three overarching objectives:

1. **Visibility and Awareness**

   To promote INITIATE's identity, goals, and progress within the European R&I community and among relevant societal stakeholders, ensuring proper acknowledgment of EU funding.

2. **Engagement and Participation**

   To involve target audiences in co-design and validation activities, promote stakeholder interaction, and facilitate dialogue between academia, industry, and policymakers.

3. **Exploitation and Sustainability**

   To prepare for the uptake, replication, and exploitation of INITIATE results through strategic partnerships, open access dissemination, and policy-level communication.

## *2.2 Methodological Approach*

The methodology applied in Work Package 6 builds upon the structure defined in D6.1,

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following a cyclical process of planning, implementation, evaluation, and adjustment.

Dissemination and communication activities are guided by three complementary principles:

- **Consistency:** Unified branding and messaging across all channels, materials, and partner communications.
- **Evidence-based monitoring:** Continuous data collection from social media analytics, website metrics, event participation, and partner feedback.
- **Adaptability:** Periodic assessment of progress and agile adjustment of dissemination tactics to maximise reach and relevance.

## *2.3 Target Audiences*

In line with D6.1, INITIATE continues to address four main target groups:

| Target Group | Description | Preferred Channels | Expected Outcome |
|---|---|---|---|
| **TG1 – Scientific Community** | Researchers, universities, and R&I organisations in Europe. | Conferences, journals, R&I Labs, Knowledge Hub. | Knowledge exchange and contribution to open science. |
| **TG2 – Industry and Policymakers** | Enterprises, clusters, and policy bodies involved in green and digital transition. | Events, LinkedIn, newsletters, ESEIA network. | Uptake of methodologies and participation in pilot actions. |
| **TG3 – Media and Intermediaries** | EU-level professional networks, R&I communication platforms. | Press releases, website, social media. | Amplification of project visibility and credibility. |
| **TG4 – General Public and Students** | Citizens, students, and future professionals in sustainable industries. | Social media, public events, university outreach. | Increased awareness of industrial symbiosis and innovation. |

**Table 1 Target groups**

## *2.4 Tools and Channels*

The core communication tools and channels include:

- The **project website** as the central dissemination hub;
- **Social media platforms** (LinkedIn, X/Twitter, Facebook) for broad outreach;

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- **Newsletters and press releases** for targeted engagement;
- **R&I Labs, General Assemblies,** conferences and workshops as flagship interactive events;
- **Scientific publications** and **open-access repositories** for long-term visibility.

### *2.5 Monitoring and Evaluation*

Performance is continuously monitored through predefined KPIs, as outlined in D6.1, including metrics such as:

- Website traffic (sessions, users, bounce rate);
- Social media engagement rates and follower growth;
- Number of publications, events, and press releases;
- Newsletter distribution and click-through performance.

Findings from these indicators inform the refinement of strategies, ensuring that all dissemination actions contribute effectively to project impact and exploitation readiness.

## 3. Progress Overview

This chapter summarises the implementation status of dissemination, communication and exploitation activities from the start of the INITIATE project up to M21. It reviews progress against the initial KPIs established in D6.1 and outlines major achievements in digital visibility, stakeholder engagement, and event participation.

### *3.1 General Progress*

Since D6.1, INITIATE has evolved from establishing its visual and communication identity to the **active dissemination of results** through events, online channels, and stakeholder collaboration.

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Key developments include:

- The **project website** and **LinkedIn page** have become the primary dissemination tools, ensuring continuous outreach to European audiences.
- Communication materials such as the **leaflet**, **roll-up banner**, and **PowerPoint templates** have been consistently used at all project events, creating strong recognition of the INITIATE identity and compliance with EU visibility requirements.
- The consortium has organised and participated in a **significant number of international, regional, and national events**, surpassing the expectations set out in D6.1 and the Grant Agreement.
- Analytics demonstrate steady growth in both digital and physical engagement, confirming the project's increasing visibility and reach across Europe.

These outcomes indicate that INITIATE's dissemination strategy is functioning effectively — building awareness, fostering participation, and laying the groundwork for exploitation of project results.

## *3.2 Summary of KPI Progress*

The following table compares the current progress (Month 21) with the original baseline targets set in D6.1.

| Indicator | Baseline (D6.1 Target) | Mid-Term Status (Month 21) | Comments / Trends |
|---|---|---|---|
| **Website visits** | > 2 000 total | ~ 4 600 visits | Regular monthly growth; peaks recorded during key events (GA Skopje, SDEWES 2025). |
| **LinkedIn followers** | > 1 000 | ~ 350 followers | Continuous audience growth; engagement rate increased significantly since Month 6. |
| **X (Twitter) followers** | > 300 | ~ 50 followers | Moderate growth; used mainly for live event coverage and cross-tagging with EU accounts. |
| **Facebook reach** | Awareness channel | 5 000+ impressions | Maintained primarily for visibility among general audiences; lower engagement expected. |

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| | | | |
|---|---|---|---|
| **Scientific publications** | 3 open access | 2 published + 1 in review | All comply with open-access policy; additional papers planned in next reporting period. |
| **International events** | ≥ 5 | 11 attended / organised | Exceeded targets; strong presence at EU and regional levels. |
| **Newsletters** | 6 planned | 1 issued, 1 currently in review | Maintained schedule; Mailchimp metrics show 39 % open rate, 2.4 % click rate. |

Table 2 KPI Progress

Overall, INITIATE is **on track or ahead** in nearly all D&C KPIs. The only partially lagging indicators are the number of social-media followers on X and the total number of newsletters published (which remain within expected timeframes).

## *3.3 Highlights and Achievements*

**Consistent Visual Identity**

All partners have fully adopted the INITIATE visual identity package created during the first project year. This includes the project logo, colour palette, templates, and the mandatory EU acknowledgment statement. The consistent visual presence across physical and digital materials has established INITIATE as a recognisable and credible Horizon Europe project.

**Website and Blog Activity**

The project website serves as the central hub for all public information, hosting regular **blogposts and event summaries**. Between M7 and M21 content frequency increased significantly, particularly around major events. The blog now contains more than a dozen entries, including project news, conference updates, and partner features.

**Event Participation and Organisation**

From October 2024 to October 2025, INITIATE partners have jointly organised or participated in **more than twelve events** (documented in Section 5.2). These include:

- Special sessions at the **SDEWES Conferences 2024 & 2025**,
- Regional **R&I Labs** in Skopje, Zagreb, and Lisbon,

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- A **stakeholder workshop** hosted by EPBiH in Sarajevo,
- A conference held at VINS in Belgrade and sponsored by INITIATE
- Two **General Assemblies** (Lisbon 2024 and Skopje 2025).

Collectively, these events reached over **600 participants** and enhanced INITIATE's visibility among academia, industry, and policymakers.

**Stakeholder Engagement**

The R&I Labs held in Zagreb, Lisbon, and Skopje successfully engaged stakeholders from multiple sectors, providing direct input to the co-design methodology under WP4 and supporting the policy reform framework under WP5. These events also fostered collaboration between universities and businesses, reflecting the project's cross-sectoral mission.

**Cross-Project Networking**

Through active involvement in the ESEIA network, organization of R&I Labs and participation in many conferences and events, INITIATE has strengthened its ties with other Horizon Europe projects. This contributes to European-level clustering, knowledge exchange, and broader exploitation potential.

## *3.4 Lessons Learned*

As INITIATE transitions into its second half, several lessons have emerged from the first two years of D&C activities:

1. **Platform Prioritisation**

   LinkedIn has proven the most effective and reliable platform for reaching professional audiences. Most engagement originates there, while X (Twitter) and Facebook serve primarily as auxiliary channels. Future activities will therefore focus resources on enhancing LinkedIn content quality and partner cross-promotion.

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2. **Newsletter Regularity**

   The biannual newsletter format provides consistent, manageable engagement. Maintaining this rhythm every six months will help sustain stakeholder awareness without over-saturation.

3. **Partner Coordination and Evidence Collection**

   Timely submission of partner dissemination evidence (screenshots, attendance sheets, analytics) remains a logistical challenge. WP6 coordination meetings and shared templates will continue to improve this process.

4. **Quantitative Tracking**

   The collection of analytics could benefit from more structured monitoring (UTM tracking, Google Analytics reports). These refinements will enable more precise KPI reporting for D6.5.

5. **Clustering and Cross-Project Visibility**

   INITIATE's collaboration with ESEIA and participation in SDEWES provide strong foundations, but more deliberate involvement in joint EU-wide dissemination actions (Cluster 5 and ERA initiatives) is recommended.

## *3.5 Summary*

The progress achieved during the first half of the project demonstrates that the **communication and dissemination strategy defined in D6.1 has been effectively implemented and validated in practice**. INITIATE now benefits from solid visibility, active stakeholder interaction, and growing recognition across the European R&I landscape. The experience gained during these first two years provides a robust framework for the intensified dissemination, clustering, and exploitation activities foreseen for the project's final period.

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# 4. Dissemination and Communication Activities

This chapter details all dissemination and communication actions conducted between M7 and M21, encompassing both physical and digital channels. Activities were carried out in close coordination with all partners, under the leadership of **B1 Media d.o.o.**, and in line with the guidelines defined in **D6.1** and the **Grant Agreement (Annex 1)**.

## *4.1 Objectives of Dissemination and Communication Activities (M1 – 21)*

The Dissemination and Communication (D&C) work under **WP6** ensures broad visibility, accessibility and impact of INITIATE results. During this second reporting period, the project shifted from initial visibility building toward structured stakeholder engagement and exploitation preparation. The objectives derive directly from **T6.1 and T6.2** of the Grant Agreement.

**1. Maintain a Coherent Communication Framework**

Ensure all partners communicate with one voice, using the visual and editorial identity established in D6.1.

- Consistent logo, templates, and EU funding acknowledgment on all media.
- Timely updates on the website, LinkedIn, and partner channels.
- Publication of all public deliverables and open-access outputs via the INITIATE website and EU repositories.

**2. Ensure Visibility of EU Support and Policy Alignment**

All dissemination materials and events highlight INITIATE's contribution to the **European Green Deal**, **EU Industrial Strategy**, and **twin green–digital transition**.

Each communication action acknowledges Horizon Europe support and displays the EU emblem in compliance with **Article 17 GA**.

**3. Strengthen the Dissemination Ecosystem**

Extend dissemination across the full innovation landscape:

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- Collaboration with **ESEIA**, **SDEWES**, and other R&I networks.
- Clustering with related Horizon Europe projects.
- Engagement with regional innovation ecosystems and ERA hubs.

4. **Enhance Digital Presence and Stakeholder Interaction**

- Regular blogposts, partner features, and event reports on the website.
- At least two LinkedIn posts per month.
- Targeted newsletters via Mailchimp.
- Analytics-based evaluation to guide scheduling and content.

**5. Support Knowledge Transfer through R&I Labs, Webinars, and Workshops**

- Organisation of regional **R&I Labs** (Croatia, Portugal, North Macedonia).
- Series of **webinars** planned for M25–M27 to share policy and scientific results.
- **Stakeholder workshops and training sessions** addressing young researchers and policymakers.
- Production of thematic summaries and visual reports.

**6. Organise a Hackathon to Stimulate Innovation and Engagement**

- Planned for **M27–M30**.
- Focus: digital and sustainable solutions for industrial symbiosis.
- Outcomes: prototypes and innovative concepts feeding into exploitation.

**7. Prepare for the Final Public Event**

- Scheduled for **M33–M35** to showcase INITIATE's results.

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- Includes poster sessions, policy round-table, press coverage, and live social media broadcast.

**8. Promote Open Science and Responsible Dissemination**

- All publications under open-access.
- Datasets and methodologies shared through appropriate repositories.
- Ethical and inclusive communication ensuring accessibility and gender balance.

**9. Prepare for Exploitation and Sustainability**

- Map KERs and potential markets.
- Use dissemination to prepare stakeholder adoption.
- Coordinate with WP5 for exploitation scenarios to be finalised in **D6.5**.

**10. Improve Coordination, Monitoring, and Evaluation**

- Regular WP6 coordination and evidence collection.
- Quarterly KPI reviews.
- Partner feedback to refine actions and document results.

## *4.2 Planned Timeline for Remaining WP6 Actions (M22 – M42)*

| Period | Activity / Action | Lead / Partners | Expected Output / Purpose |
|---|---|---|---|
| M24–M26 | Update dissemination strategy and editorial calendar | B1 Media + All partners | Refine posting schedule and align with WP4 & WP5 milestones |

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| | | | |
|---|---|---|---|
| M25–M27 | Webinar series (3 sessions) | ESEIA + UNIZAG FSB + ISCTE | Thematic webinars on industrial symbiosis, digital transition, policy reform |
| M26–M28 | Publication of 4th and 5th Newsletters | B1 Media | Promote Hackathon; sustain > 35 % open rate |
| M27–M30 | Preparation + Organisation of Hackathon | ISCTE + CYI + UNIZAG FSB + B1 Media | Engage students & SMEs in innovative co-creation |
| M29–M33 | Clustering and Cross-Project Activities | ESEIA + UKIM + VINS | Joint communication with related HE projects |
| M31–M34 | Preparation of Final D&E Plan (D6.5) | B1 Media + All Partners | Define exploitation scenarios & update KPI analysis |
| M33–M35 | Organisation of Final Public Event | B1 Media + Consortium | Showcase results; policy dialogue |
| M42 | Delivery of Final D&E Plan (D6.5) | B1 Media + Consortium | Submission to EC with sustainability roadmap |

Table 3 Remaining WP6 Actions

## 4.3 Events and Conferences

INITIATE's dissemination strategy prioritises direct stakeholder engagement through conferences, R&I Labs, General Assemblies, and workshops.

| Date | Event / Activity | Location | Lead Partner(s) | Description / Outcome |
|---|---|---|---|---|
| Sept 2024 | SDEWES Conference 2024 | Rome, Italy | UNIZAG FSB, JSI | INITIATE results presented; academic visibility. |

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|---|---|---|---|---|
| Oct 2024 | GA + R&I Lab Lisbon | Lisbon, Portugal | ISCTE | Regional lab with industrial stakeholders and INITIATE partners |
| Feb 2025 | R&I Lab Skopje | Skopje, North Macedonia | UKIM | Regional lab with industrial stakeholders; policy feedback. |
| Apr 2025 | R&I Lab Zagreb | Zagreb, Croatia | UNIZAG FSB, B1 Media | Energy transition session; ≈70 participants. |
| Apr 2025 | FSB Study Visit to CYI | Nicosia, Cyprus | UNIZAG FSB, CYI | Exchange on sustainable technologies. |
| May 2025 | UNIZAG FSB Practical Match 2025 | Zagreb, Croatia | UNIZAG FSB | Student-employer event showcasing FSB's facilities. |
| May 2025 | R&I Lab Lisbon | Lisbon, Portugal | ISCTE | University-industry collaboration in circular innovation. |
| May 2025 | Western Balkans Energy Forum | Belgrade, Serbia | VINS | Regional policy round-table on energy transition. |
| May 2025 | EPBiH Stakeholder Workshop | Sarajevo, Bosnia and Herzegovina | EPBiH | Workshop on R&I collaboration and industrial decarbonisation. |
| Jun 2025 | GA + R&I Lab Skopje | Skopje | UKIM + Consortium | Mid-term GA and lab on exploitation pathways. |
| April + November 2025 | ESEIA General Assembly | Graz | ESEIA | INITIATE progress shared with EU R&I networks. |
| Sep 2025 | R&I Lab Zagreb | Zagreb | UNIZAG FSB, B1 Media | Expert panel on R&I reform; funding opportunities. Collaboration with partners from EMERGE project (Horizon Europe) |
| Oct 2025 | SDEWES Conference 2025 Special Session | Dubrovnik | UNIZAG FSB, JSI, MANU | "Towards a Sustainable and Inclusive Future"; full attendance and |

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| | | | | |
|---|---|---|---|---|
| | | | | strong networking. |
| Oct 2025 | ESEIA Lecture series: Making Housing More Affordable: How can New European Bauhaus help? | Dubrovnik | ESEIA, FSB | Reconciling decarbonisation with housing affordability |

**Table 4 Dissemination Events (Oct 2024 - Oct 2025)**

**Impact Summary**

- >12 events; >600 participants.
- High visibility in Widening Countries and EU networks.
- Feedback from stakeholders integrated into WP4 and WP5.
- Consistent branding and EU acknowledgment across all venues.

**Planned Next Steps:** 3 more R&I Labs until the end of 2025 (Lisbon and Skopje in November, Zagreb in December), 3 webinars (M25–M27), Hackathon (M27–M30), clustering actions, and Final Public Event (M33–M35).

## *4.4 Communication Materials*

INITIATE's visual identity remains the foundation for public communication.

**Core materials:**

- **Leaflet (2024)** – overview of objectives and impact; distributed at all events.
- **Roll-up banner (2024)** – used at conferences and workshops.
- **PowerPoint and Word templates** – used consortium-wide.
- **Digital visuals (2025)** – social media templates and updated banners.

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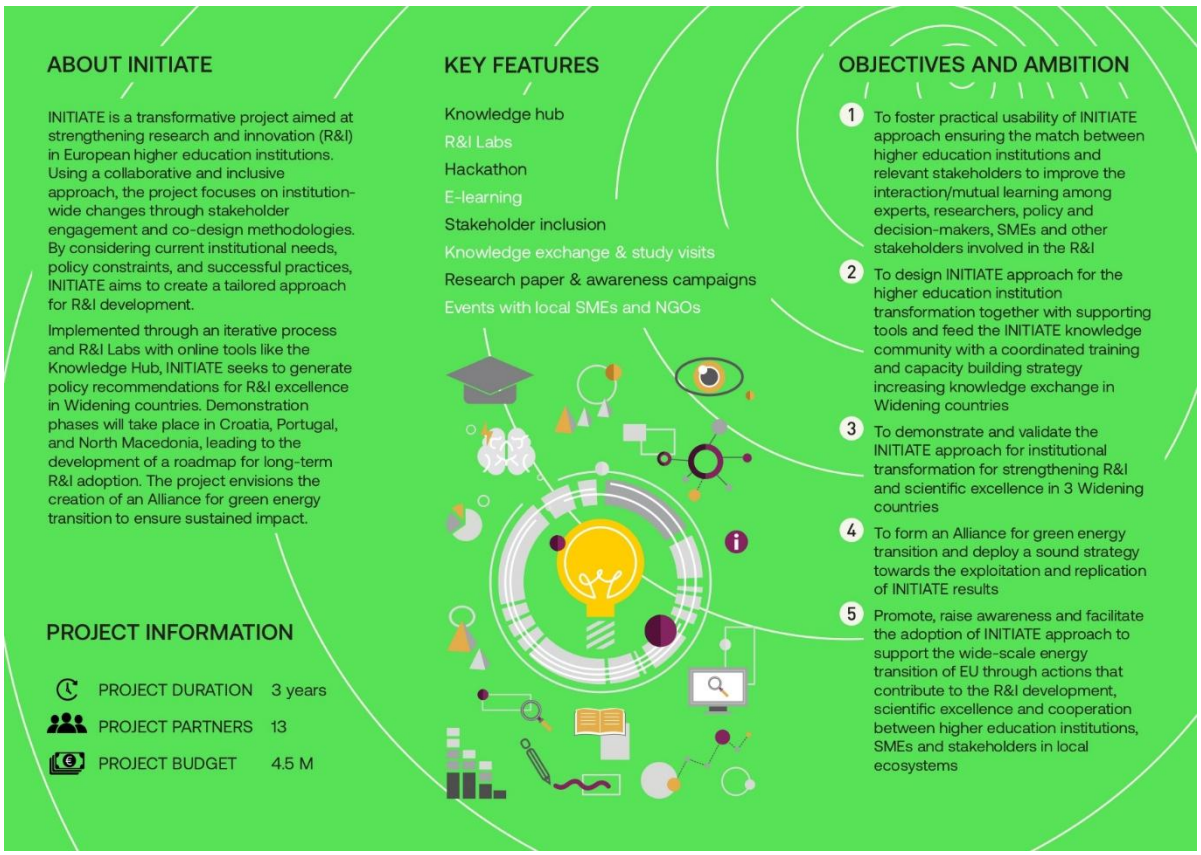




**Figure 1 Leaflet (2024)**

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**Figure 2 Roll-up banner (2024)**

All materials meet Horizon Europe visibility requirements and are archived in Annex II. All materials presented here will, however, be updated until the end of year 2025, as the official logo for coordinator institution (UNIZAG FSB) has changed.

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## 4.5 Digital Dissemination (Website, Social Media, Newsletters)

### Website

- Main hub for public communication (www.initiateproject.eu).
- 12 blogposts published; steady traffic growth.
- Knowledge Base section launched Aug 2025 for deliverables and surveys.
- Web Investment Advisor Tool launched Aug 2025

### Social Media

- **LinkedIn:** Primary platform; ≈ 350 followers; 8–12 % engagement.
- **X (Twitter):** Used for live event coverage.
- **Facebook:** Maintains general audience reach. Cross-promotion via partners increased impressions by > 40 %.

### Newsletters

- 1 issues (Aug 2024 – Oct 2025) via Mailchimp, second issue planned for Nov 2025
- Average 39 % open rate, 2.4 % click rate, 0 % unsubscribes.
- Each aligned with major project milestones.

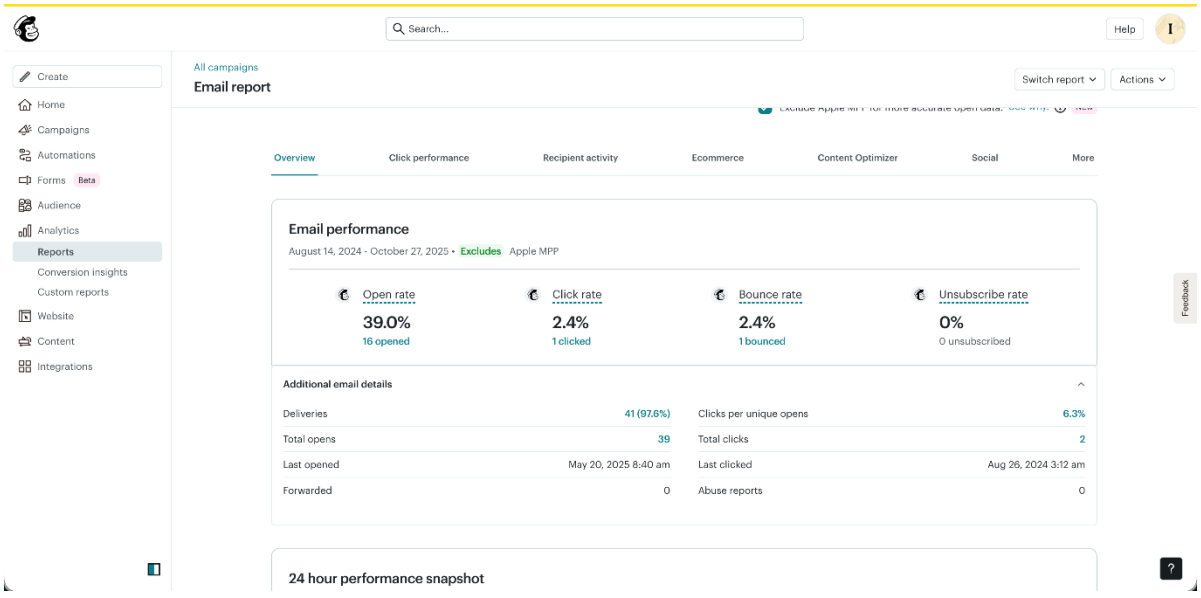



**Figure 3 Mailchimp campaign performance (Aug 2024-Oct 2025)**

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### 4.6 Publications and Press

- 2 peer-reviewed open-access papers published; 1 in review.
- Articles featured in ESEIA newsletter and partner websites.
- Press releases issued for all major events. All outputs archived in the website Knowledge Base and OpenAIRE.

### 4.7 Summary of Impact

| Indicator | Mid-Term Result | Trend / Comment |
|---|---|---|
| Website visits | ≈ 4 600 | Steady monthly increase. |
| LinkedIn followers | ≈ 350 | +25 % since D6.1. |
| X followers | ≈ 50 | Moderate activity. |
| Facebook followers | ≈ 50 | Moderate activity. |
| Newsletters | 1 issued, 1 in review | High open rate. |
| Events | 12 held | Exceeded target. |
| Publications | 2 + 1 in review | Open-access compliant. |

Table 5 Summary of Impact

**Qualitative Impact:** Strong visibility, active stakeholder engagement, cross-sector cooperation, and readiness for exploitation activities in the next phase.

# 5. Impact Analysis

This chapter provides a comprehensive evaluation of INITIATE's dissemination and communication performance during the first half of the project. It examines both quantitative achievements and qualitative outcomes, reflecting how dissemination activities have contributed to the project's overarching objectives and its visibility within the European R&I landscape.

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The assessment draws on the data presented in previous sections—KPIs, event participation, and digital analytics—along with feedback from partners and stakeholders. Together, these findings reveal that INITIATE has successfully transitioned from the initial phase of establishing identity and awareness to a more mature stage of structured engagement and cross-sectoral visibility.

## *5.1 Achievements and Added Value*

In its first two years, INITIATE has achieved tangible progress in building a unified and visible communication ecosystem. The project began by setting up a robust visual identity and clear communication workflow across partners, ensuring coherence and recognition at every touchpoint. By the end of M21, all partners were applying the INITIATE logo, templates, and colour palette consistently across materials, presentations, and event visuals. This uniformity has not only fulfilled EU visibility requirements but also established INITIATE as a recognizable actor within Horizon Europe's Cluster 5 community.

Event participation and organisation have become one of the project's most impactful communication dimensions. Since M7, the consortium has been represented at more than a dozen events, including international conferences, thematic workshops, and GAs. Among them, the **SDEWES 2024 and 2025 conferences**, the **R&I Labs in Skopje, Lisbon, and Zagreb**, and the **stakeholder workshop in Sarajevo** stand out as key moments of visibility. Collectively, these events reached over 1500 **participants**—representing academia, policymakers, decisionmakers and industry—and demonstrated INITIATE's ability to connect scientific insight with real-world application.

The digital outreach strategy has likewise matured. The **INITIATE website** now serves as both an information hub and an archival platform for project outputs. Between M7 and M21, it recorded approximately **4,600 visits**, showing consistent organic growth and distinct traffic peaks around major project milestones. The **LinkedIn page** emerged as the primary social medium for professional engagement, approaching **around 350 followers** with an average engagement rate of 8–12 %. The **newsletter campaign**, distributed through Mailchimp, achieved an average open rate of 39 %, significantly higher than the average for EU-funded

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project communications. These metrics confirm that INITIATE's online visibility is both sustained and credible, reaching audiences that extend beyond the immediate consortium, with a clear path towards improvement until the end of the project and beyond.

Scientific dissemination complements this digital engagement. Two **peer-reviewed open-access publications** have already been released, with a third currently under review. These publications provide evidence of scientific progress and strengthen the project's contribution to the European Research Area. Several partners have also featured INITIATE in their institutional newsletters and professional media, increasing the project's resonance within their respective networks.

Finally, INITIATE's participation in clustering and networking activities—most notably through the **European Sustainable Energy Innovation Alliance (ESEIA)** and the **Western Balkans Energy Transition Forum**—has expanded the project's reach across the EU's R&I ecosystem. Through these collaborations, among others, INITIATE has established durable links with other Horizon Europe projects working on energy, sustainability, and innovation policy reform, thereby amplifying the potential for exploitation and long-term impact.

In summary, INITIATE has evolved from a communication framework focused on visibility to one that actively **builds networks, supports stakeholder collaboration, and translates scientific outputs into dialogue and uptake**. The first half of the project can therefore be characterised as both productive and strategically coherent, with strong added value for partners, the EU, and the broader R&I community.

## *5.2 Lessons Learned*

The practical implementation of the dissemination strategy during the first 21 months has yielded valuable operational and strategic insights that will guide future actions.

The most important lesson concerns **platform prioritisation**. Among all channels, LinkedIn has proven to be by far the most effective medium for communicating to expert audiences. Posts featuring direct partner tagging, concise text, and high-quality visuals consistently outperform generic content in terms of impressions and engagement. By contrast, **Facebook**

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and **X (Twitter)**, while still useful for amplifying event visibility, generate lower sustained engagement. This insight has led to a deliberate concentration of effort on LinkedIn as the project's principal communication arena.

A second insight relates to **content rhythm rather than volume**. Experience has shown that steady, predictable communication—anchored by biannual newsletters and consistent posting—creates stronger audience retention than sporadic bursts of high activity. The decision to maintain two newsletters per year ensures that stakeholders remain informed without experiencing communication fatigue.

**Evidence management** also emerged as a critical operational lesson. Early in the project, the collection of dissemination evidence (screenshots, attendance lists, analytics) was inconsistent across partners. By midterm, a unified dissemination log and a shared folder structure were introduced, improving transparency and enabling easier KPI reporting. This simple organisational measure now underpins the credibility of D6.4's impact assessment and will remain central to future monitoring.

Another lesson stems from **the changing nature of scientific and policy communication**. Traditional media outreach, while valuable for prestige and legitimacy, does not translate into measurable stakeholder engagement or web traffic. Online networks, on the other hand, have proven more agile and cost-effective. Future efforts will therefore prioritise digital storytelling, short-form visual communication, and cross-platform alignment rather than classical press releases.

Finally, the experience of the first 21 months confirmed the importance of **strategic clustering**. Cooperation with ESEIA, SDEWES, and other Horizon Europe projects has shown that clustering can produce real policy-level visibility when managed actively, rather than as a symbolic obligation. Going forward, INITIATE will integrate these relationships into its exploitation and sustainability framework to maximise long-term impact.

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## 5.3 Areas for Improvement

While overall progress has been strong, several areas merit further attention in the next project phase.

The first concerns **systematic data tracking**. To enhance future KPI reporting, INITIATE will integrate UTM tracking codes and improved Google Analytics reporting, allowing for detailed attribution of engagement sources and conversion paths. These tools will ensure the precision required for the final D&E Plan (D6.5).

A second improvement area is **stakeholder diversity**. The first half of the project primarily reached academic and policy audiences. The next phase will broaden this base by engaging **SMEs, local authorities, and student groups**, particularly through the upcoming webinars and hackathon. This expansion will make dissemination not only wider but also more socially inclusive.

Finally, **multilingual accessibility** will become a priority. Translating selected website sections and summaries into Croatian, Macedonian, and Portuguese will help deepen outreach in Widening Countries and support the broader inclusiveness goals of Horizon Europe.

## 5.4 Strategic Takeaways

The first 21 months of INITIATE have confirmed that effective dissemination is not merely a support activity but a strategic enabler of scientific, institutional, and policy impact. Communication has become a **tool of integration**—linking work packages, partners, and external stakeholders under a unified narrative of sustainable innovation.

The consortium has demonstrated its capacity to deliver consistent, EU-compliant, and professional communication outputs across multiple channels and formats. The groundwork laid in this period provides the stability and visibility necessary for the second phase, where the focus will shift from dissemination to exploitation and long-term sustainability.

As the project moves toward its final stage, emphasis will be placed on:

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- **Deepening engagement** through targeted webinars, the Hackathon, and regional R&I Labs;
- **Strengthening cooperation** with complementary Horizon Europe projects;
- **Systemising data collection** for improved KPI monitoring and impact reporting; and
- **Bridging dissemination and exploitation**, ensuring that communication outputs directly support the uptake and use of INITIATE results.

Through these actions, INITIATE's dissemination and communication framework will continue to evolve into a model of evidence-based, stakeholder-driven visibility—anchoring the project's scientific excellence within the broader European context and ensuring that its impact endures well beyond the end of the funding period.

# 6. Implementation Status of D&C Measures and Forward Planning

This chapter provides a consolidated overview of the implementation status of INITIATE's Dissemination and Communication (D&C) activities during the **first 21 months** of the project and outlines the forward strategy for the remaining implementation period until **M42**. It builds upon the performance data presented earlier and aligns with the objectives established in **D6.1** and **WP6** of the Grant Agreement.

The first 21 months of INITIATE can be defined as a formative yet highly productive stage of dissemination. Most of the measures outlined in the initial plan have been successfully implemented, while the remaining ones are on track for delivery. The foundations for visibility, digital presence, and stakeholder engagement are firmly in place, ensuring a stable transition toward the exploitation and sustainability phase in the second half of the project.

## *6.1 Implementation Status (M1–M21)*

During the first twenty-one months, INITIATE's dissemination and communication actions

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have moved from planning to consistent, measurable execution. Each partner actively contributed to communication outputs through a structured workflow coordinated by **B1 Media**, which maintained a shared editorial calendar and quality-control process. This coordination ensured that dissemination remained steady throughout the period and that every output met Horizon Europe visibility standards.

The **project website**, launched early in the implementation phase, has become the consortium's primary information repository. It hosts public deliverables, blogposts, and summaries of events, and serves as a central verification point for transparency and compliance. Updates have been published regularly, particularly around milestones and project meetings, ensuring that the platform accurately reflects ongoing activities.

Social-media communication has reached a mature, stable phase. The **LinkedIn profile** has become INITIATE's dominant outreach tool, attracting a steadily growing professional audience of roughly 350 followers and sustaining an engagement rate of 8–12 %. **Facebook** and **X (Twitter)** continue to function as supplementary channels used for short news items, photos, and real-time coverage of events, complementing the more analytical content shared through LinkedIn.

In parallel, **printed and visual materials**—including the INITIATE leaflet and roll-up banner—have been displayed at all major dissemination occasions. Their design consistency reinforces project branding and recognition across diverse settings. The **newsletter campaign**, delivered through Mailchimp, has achieved an average open rate of 39 % and click rate of 2.4 %, confirming that the project's messages are reaching an engaged, relevant audience.

From an implementation standpoint, the project has met every dissemination milestone foreseen in the Description of Action. Regular partner coordination, a clear division of responsibilities, and continuous monitoring of KPIs have allowed the consortium to maintain a predictable rhythm of communication. INITIATE now operates with a stable, responsive dissemination system—one capable of supporting the intensified engagement and exploitation work planned for the second half of the project.

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## 6.2 Forward Planning (M21–M42)

The second half of the project (M21–M42) will shift from foundational visibility work toward the **consolidation of results and active engagement for exploitation**. Dissemination activities will evolve to serve more specific objectives—namely, the transfer of knowledge, cross-sector cooperation, and sustainable uptake of outcomes after the project ends.

In this period, emphasis will be placed on five interconnected focus areas:

1. **Digital Outreach and Engagement**
    a. Maintain regular updates of the website and social media channels.
    b. Expand the LinkedIn network through coordinated cross-posting by all partners.
    c. Launch a three-part **webinar series** (M24–M30) addressing green transition, innovation policy reform, and R&I capacity building.
2. **Stakeholder Activation**
    a. Conduct **final evaluation R&I Lab** (M28–M38) with focus on practical policy reform and inter-sectoral cooperation. And three replicatory R&I labs will be organized.
    b. Organise the **INITIATE Hackathon** between M30–M33 to engage students, researchers, and SMEs in collaborative innovation.
3. **Exploitation Readiness**
    a. Identify **KERs** and promote them through dedicated communication materials.
    b. Coordinate with WP5 to align dissemination and exploitation timelines.
4. **Visibility and Events**
    a. Maintain presence at at least three major EU-level events and conferences.
    b. Prepare and host the **Final Public Event** (M40–M42), highlighting project outcomes, policy impact, and sustainability.
5. **Monitoring and Evidence Collection**
    a. Continue quarterly updates of the KPI dashboard.

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b. Maintain a shared dissemination log and ensure that all partners contribute evidence (screenshots, photos, analytics) regularly.

| Focus Area | Planned Actions (M21–M42) | Lead / Partners Involved | Expected Outcome |
|---|---|---|---|
| Digital Outreach | Maintain website + LinkedIn; launch 3 webinars; grow mailing list | B1 Media, ESEIA, UNIZAG FSB | Sustained visibility and online engagement |
| Stakeholder Activation | 2 R&I Labs; 1 Hackathon; targeted outreach to SMEs | ISCTE, CYI, UKIM | Strengthened collaboration and knowledge transfer |
| Exploitation Readiness | Identify and promote KERs; link with WP5 | All partners | Smooth transition from dissemination to exploitation |
| Visibility & Events | Participate in 3 EU-level conferences; organise Final Public Event | B1 Media + Consortium | Showcase results to scientific and policy audiences |
| Monitoring & Evidence | Update KPI log quarterly; consolidate data for D6.5 | B1 Media + Partners | Verified record of impact for final reporting |

Table 6 Forward Planning of D&C Measures (M21-M42)

### *6.3 Summary and Outlook*

At Month 21, INITIATE's dissemination and communication activities can be described as both **well-structured and forward-looking**. The initial setup phase has been completed successfully, establishing strong foundations for visibility and collaboration. The coming period, extending to M42, will emphasise **depth of engagement** rather than expansion of reach—ensuring that dissemination outputs lead directly into the project's exploitation framework.

The consortium's focus will now move from awareness-raising to **evidence-driven engagement**, aligning D&C outputs with scientific, policy, and industrial uptake. The progress achieved so far provides a clear pathway toward the **Final Dissemination and Exploitation Plan (D6.5)**, which will consolidate the legacy and long-term sustainability of INITIATE's results beyond the lifetime of the project.

# 7. Exploitation Readiness

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This chapter presents the current state of INITIATE's exploitation planning and the preparatory steps that will guide the consortium from the ongoing dissemination phase toward the long-term use of results. It reflects the progress achieved under **T6.2 – Exploitation and Sustainability** and extends the outlook to the project's final stage at **M42**.

INITIATE's exploitation strategy aims to ensure that the project's tangible and intangible outputs—methodologies, policy frameworks, training resources, and networks—are effectively applied beyond the project lifetime. During the first 21 months, dissemination created the foundation for exploitation by building visibility, credibility, and partnerships. The remaining period will focus on translating these assets into structured pathways for uptake and sustainability.

## *7.1 Strategic Context*

Exploitation within INITIATE is designed around three strategic goals:

1. **Scientific and Technological Value** – consolidate INITIATE's research outcomes and methodologies into transferable frameworks that can be integrated into future R&I projects.

2. **Policy and Institutional Reform** – channel the project's evidence and recommendations into national and EU-level strategies supporting R&I transformation in Widening Countries.

3. **Capacity Building and Societal Impact** – sustain skills, tools, and stakeholder connections developed through R&I Labs, webinars, and training sessions.

By linking these domains, INITIATE's exploitation plan complements the Horizon Europe mandate for open science, knowledge valorisation, and long-term impact within the European Research Area.

## *7.2 Identification of Key Exploitable Results (KERs)*

The consortium has already begun mapping its **KER**, a process coordinated jointly by **UNIZAG**

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**FSB**, **ESEIA**, and **B1 Media**. Preliminary KERs include:

- **KER 1 – Framework for Industrial Symbiosis and Innovation Policy Integration**: analytical and methodological tools for linking industrial symbiosis with research policy reform.
- **KER 2 – Methodology for Cross-Sector R&I Co-Design**: practical approach developed through the R&I Labs to support collaborative research planning.
- **KER 3 – Training and Capacity-Building Materials**: adaptable resources for universities and research institutions.
- **KER 4 – Stakeholder Engagement Templates**: tested communication and engagement formats suitable for replication in other EU projects.
- **KER 5 – Policy Recommendations**: evidence-based guidance for national and regional policymakers in energy transition and R&I reform.

Each KER will be further analysed between **M24 and M36** in terms of ownership, target users, exploitation route, and maturity level. The consolidated results will appear in **D6.5 – Final Dissemination and Exploitation Plan** by **M42**.

## *7.3 Exploitation Pathways*

INITIATE applies a multi-level approach ensuring that every output finds an appropriate path to long-term use.

| Level | Type of Exploitation | Actors Involved | Example Activities / Tools |
|---|---|---|---|
| **Project Level** | Use of results within the consortium | All partners | Integration of methodologies into ongoing research and teaching. |
| **Institutional Level** | Uptake by partner organisations | UNIZAG FSB, ISCTE, UKIM, CYI | Adoption of INITIATE guidelines in internal strategies and curricula. |

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| | | | |
|---|---|---|---|
| **Sectoral Level** | Transfer to industry and policy actors | ESEIA, EPBiH, VINS | Stakeholder workshops, policy dialogues, clustering. |
| **European Level** | Contribution to ERA and Horizon Europe Missions | Entire consortium | Open access deliverables, participation in EU policy forums. |

Table 7 Exploitation Pathaways

This layered structure ensures that exploitation is not limited to project partners but extends across institutional, regional, and European scales.

## *7.4 Synergies and Clustering*

INITIATE's participation in networks such as **ESEIA** and its recurring visibility at **SDEWES Conferences** form the backbone of its clustering efforts. Over the next period, the consortium will:

- Co-organise **joint sessions** with related Horizon Europe and ERA projects (M27–M38).
- Participate in **Horizon Europe Cluster 5** policy events and innovation weeks.
- Contribute to **ESEIA's educational and policy programmes** as a sustainable dissemination outlet.

These collaborations strengthen INITIATE's presence in the European innovation ecosystem and enhance the likelihood of post-project continuity.

## *7.5 Sustainability and Post-Project Outlook*

The sustainability of INITIATE's results beyond M42 is an explicit priority. Preparatory actions include:

- **Maintaining the INITIATE website** for at least three years post-project, hosting all public deliverables and publications.
- **Integrating project findings into ESEIA's programmes**, ensuring ongoing visibility in

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research and policy circles.

- **Embedding methodologies** in university curricula and research practices at UNIZAG FSB, UKIM, ISCTE, UTBV, VINS and CYI.
- **Making communication templates and engagement formats openly available** for replication in future Horizon Europe projects.

Through these actions, INITIATE will ensure that its outputs continue to influence both institutional and European frameworks for R&I transformation well beyond its formal conclusion.

### *7.6 Next Steps (M21–M42)*

During the remaining period, the consortium will:

1. **Finalise the KER mapping** and confirm result ownership (M24–M30).
2. **Prepare exploitation factsheets** and policy briefs for each KER (M30–M36).
3. **Coordinate with WP5** to align exploitation with policy impact activities.
4. **Organise the Final Public Event** (M40–M42) to present outcomes to stakeholders and policymakers.
5. **Compile D6.5 – Final Dissemination and Exploitation Plan**, summarising sustainability mechanisms and exploitation commitments.

## 8. Conclusion

The **Mid-term Dissemination and Exploitation Plan (D6.4)** marks an important milestone in INITIATE's implementation, capturing the transition from foundational visibility work toward structured engagement and exploitation readiness. Covering the first 21 months of the project, this document demonstrates that INITIATE's communication and dissemination framework is fully operational, strategically coherent, and already producing measurable impact across Europe's research and innovation landscape. Since the project's launch, the

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consortium has successfully established a recognisable and trusted identity. The INITIATE website, social-media channels, and printed materials have provided a unified communication voice, while events and publications have projected the project's message to diverse audiences. More than a dozen dissemination activities — including **R&I Labs in Skopje, Zagreb, and Lisbon**, **two General Assemblies**, and **special sessions at the SDEWES conferences** — have enabled the consortium to connect researchers, policymakers, and industry representatives under a shared vision of sustainable innovation. These actions have already exceeded many of the original performance targets set in D6.1.

Digital dissemination remains a particular strength of INITIATE. The project website has grown into a central hub for information and evidence, hosting deliverables, news, and blogposts. The LinkedIn community continues to expand, showing engagement levels well above sector averages, and the newsletter campaign maintains a consistent open rate of nearly 40 percent. Together, these channels ensure both visibility and continuity, translating communication efforts into genuine stakeholder interaction.

At M21, INITIATE stands as a project that has moved beyond visibility to create a functioning network of knowledge exchange and policy dialogue. Dissemination activities have proven critical not only for awareness but also for connecting research outcomes to future users. The consistent presence of the project in conferences, workshops, and regional innovation events has established INITIATE as a credible contributor to Europe's green and digital transition objectives.

Looking ahead, the period leading to **M42** will focus on **consolidation, exploitation, and sustainability**. The consortium will organise a **Hackathon**, launch a **webinar series**, and deliver additional **R&I Labs** designed to deepen collaboration and test practical applications of project results. The exploitation process, already initiated through WP5 and WP6, will identify and promote KERs to ensure their uptake in policy, academia, and industry. The culmination of these efforts will be presented in **D6.5 – Final Dissemination and Exploitation Plan**, together with the project's **Final Public Event** scheduled for the last project quarter.

In conclusion, INITIATE's dissemination and exploitation activities have established a durable

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foundation for long-term impact. The progress achieved during the first half of the project reflects a balanced blend of strategic planning, partner cooperation, and responsiveness to stakeholder needs. The upcoming months will transform this visibility into sustainable value, ensuring that INITIATE's results continue to inform and inspire the European Research Area well beyond the project's formal end.

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# 9. Annexes

The annexes provide the supporting evidence and supplementary materials referenced throughout D6.4. They serve as the factual and visual documentation of INITIATE's dissemination and communication activities from **M1 to M21**, as well as preparatory material for actions planned through **M42**.

All annex items will also be archived in the project's shared repository and later integrated into the **Final Dissemination and Exploitation Plan (D6.5)** to ensure continuity and transparency.




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## ABOUT INITIATE

INITIATE is a transformative project aimed at strengthening research and innovation (R&I) in European higher education institutions. Using a collaborative and inclusive approach, the project focuses on institution-wide changes through stakeholder engagement and co-design methodologies. By considering current institutional needs, policy constraints, and successful practices, INITIATE aims to create a tailored approach for R&I development.

Implemented through an iterative process and R&I Labs with online tools like the Knowledge Hub, INITIATE seeks to generate policy recommendations for R&I excellence in Widening countries. Demonstration phases will take place in Croatia, Portugal, and North Macedonia, leading to the development of a roadmap for long-term R&I adoption. The project envisions the creation of an Alliance for green energy transition to ensure sustained impact.

## PROJECT INFORMATION

| | |
|---|---|
| PROJECT DURATION | 3 years |
| PROJECT PARTNERS | 13 |
| PROJECT BUDGET | 4.5 M |

## KEY FEATURES

- Knowledge hub
- R&I Labs
- Hackathon
- E-learning
- Stakeholder inclusion
- Knowledge exchange & study visits
- Research paper & awareness campaigns
- Events with local SMEs and NGOs



## OBJECTIVES AND AMBITION

1. To foster practical usability of INITIATE approach ensuring the match between higher education institutions and relevant stakeholders to improve the interaction/mutual learning among experts, researchers, policy and decision-makers, SMEs and other stakeholders involved in the R&I
2. To design INITIATE approach for the higher education institution transformation together with supporting tools and feed the INITIATE knowledge community with a coordinated training and capacity building strategy increasing knowledge exchange in Widening countries
3. To demonstrate and validate the INITIATE approach for institutional transformation for strengthening R&I and scientific excellence in 3 Widening countries
4. To form an Alliance for green energy transition and deploy a sound strategy towards the exploitation and replication of INITIATE results
5. Promote, raise awareness and facilitate the adoption of INITIATE approach to support the wide-scale energy transition of EU through actions that contribute to the R&I development, scientific excellence and cooperation between higher education institutions, SMEs and stakeholders in local ecosystems

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INITIATE

International Scientific and Expert Forum

**"WESTERN BALKANS IN ENERGY TRANSITION"**

**Date: May 13th and 14th, 2025 from 10:00 to 16:30 (participants gather from 9:30)**
**Venue: Serbian Chamber of Commerce, Resavska 13-15, Belgrade, Hall 1.**

**What we will talk about:**

- Strategic energy settings, along with the current geopolitical situation, growing energy uncertainty and high dependence on imported energy sources, greatly emphasize the necessity of finding new options for the energy sector of Serbia and the region. In addition, in recent years we have witnessed more obvious climate change and a worrying environmental situation in the region, with the priority of the region's energy sector being energy stability and energy independence.
- Meeting the growing demand for energy while respecting environmental standards and ensuring the greatest possible energy independence are key issues of the energy transition.
- Implementation of energy efficiency measures, application of RES, use of waste and waste energy, application of hydrogen, use of nuclear energy after the lifting of the moratorium on nuclear energy in Serbia are topics that will be covered by panels and discussions that will be held within the International Scientific and Professional Forum "Western Balkans in Energy Transition".
- The forum will bring together participants of the international project INITIATE, which is "Support to European R&D through stakeholder cooperation and institutional reform". The project is implemented within the framework of the Horizon Europe program. and the goal is to improve the overall research and innovation capacities of scientific institutions in the field of green energy and digital transition. 13 European partners from 10 countries are participating in the project.

The International Forum "Western Balkans in Energy Transition" is open to everyone. This will not only be a scientific event, but also a gathering that can serve all stakeholders in the energy transition: governmental and non-governmental organizations, businesses, but also scientific research organizations.

**Preliminary program**

**First day of the Forum - May 13, 2025**

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| **9:30 – 10:00 Participant registration** |
| **10:00 – 10:30 Opening remarks** |
| **10:30 – 12:00 Panel 1: Energy transition of the electricity industry in the region** |
| ○ Overview of the state of the electricity industry<br>○ Electricity generation from fossil fuels<br>○ Electricity generation from renewable sources<br>○ Further directions of development |
| **Panelists:**<br>1. Dušan Živković, General Director of Serbian Electric Power Company<br>2. Dr. Sanel Buljubašić, General Director of Electric Power Company of Bosnia and Herzegovina<br>3. Milutin Đukanović, Chairman of the Board of Directors of the Electric Power Company of Montenegro<br>4. Luka Petrović, General Director of Electric Power Company of Republika Srpska<br>**Moderator:**<br>Jelica Putniković, journalist, Balkan Energy |
| **12:00 – 12:20 Coffee break** |

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| **12:20 – 13:50 Panel 2. Energy production from renewable energy sources, energy efficiency in buildings, hydrogen** |
| ○ Current potentials, planned projects and perspectives, production from photovoltaics, wind and biomass<br>○ Energy consumption in buildings, energy efficiency measures, heating and cooling of buildings<br>○ Potentials for hydrogen production (green, blue, gray, pink, yellow...), methods of obtaining, application in the economy, possibility of transportation in existing gas pipelines - in what ratio with natural gas, development of materials for hydrogen storage |
| **Panelists:**<br>1. Prof. Dr. Goran Krajačić, Faculty of Mechanical Engineering and Naval Architecture, University of Zagreb<br>2. Prof. Dr. Maja Todorović, Faculty of Mechanical Engineering, University of Belgrade<br>3. Dejan Stojanović, Director of the District Heating Business Association "Toplane Srbije"<br>4. Aleksandar Latinović, Serbian Electric Power Company<br>5. Bojan Bogdanović, Specialist for Energy Efficiency and Green Buildings, EBRD<br>**Moderator:**<br>Prof. Dr. Aleksandar Jovović, Faculty of Mechanical Engineering, University of Belgrade |
| **13:50 – 14:50 Lunch** |
| **14:50 – 16:30 Panel 3. Use of nuclear energy for peacetime purposes (electricity production) - current state, perspectives and development** |
| ○ Review of the lifting of the moratorium of the Republic of Serbia on the construction of nuclear power plants<br>○ The need and obligations of the Republic of Serbia regarding the replacement of electricity production from fossil fuels with green technologies without jeopardizing the energy stability and security of the country<br>○ Scientific and professional potential for the development of nuclear facilities in the Republic of Serbia (cooperation between institutes and faculties in the formation of personnel)<br>○ Experiences of neighboring countries related to nuclear technologies |
| **Panelists:**<br>1. dr Slavko Dimović, Director of the Vinča Institute of Nuclear Sciences<br>2. Cristian Di Lizia, Head of Business Development for Serbia, EDF - International Nuclear Development<br>3. Marija Deurić, Director of the Rosatom Representative Office in Serbia<br>4. Kovacs Pal, Chief of Staff, Paks 1 Nuclear Power Plant – MVM<br>5. Prof. Dr. Jovica Riznić, Algonquin College of Applied Arts and Technology, Ottawa, Canada<br><br>**Moderator:**<br>Prof. Dr. Koviljka Stanković, Faculty of Electrical Engineering, University of Belgrade |
| **Second day of the Forum - May 14, 2025.** |
| **9:30 – 10:00 Participant registration** |
| **10:00 – 11:30 Round table: Cooperation between scientific and educational institutions and the economy** |
| **Participants:**<br>1. Prof. Dr. Mirjana Kijevčanin, Dean of the Faculty of Technology and Metallurgy, University of Belgrade<br>2. Prof. Dr. Haris Lulić, Dean of the Faculty of Mechanical Engineering, University of Sarajevo<br>3. Dr. Predrag Škobalj, Institute of Nuclear Sciences Vinča<br>4. Dr. Anes Kazagić, Electric Power Company of Bosnia and Herzegovina<br>5. Bojan Papić, Assistant Director of the Institute Mihajlo Pupin<br>6. Mirza Ustamujić, Director of Energoinvest Sarajevo, BiH. |
| **11:30 – 12:00 Coffee break**<br>**12:00 – 14:00 Project presentation**<br>**14:00 - !5:00 Lunch** |

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INITIATE

**ORGANIZERS**

VINČA INSTITUTE OF NUCLEAR SCIENCES University of Belgrade NATIONAL INSTITUTE OF THE REPUBLIC OF SERBIA

Javno preduzeće ELEKTROPRIVREDA BOSNE I HERCEGOVINE d.d. - Sarajevo

ЕЛЕКТРОПРИВРЕДА СРБИЈЕ

CHAMBER OF COMMERCE AND INDUSTRY OF SERBIA

ДРУШТВО ТЕРМИЧАРА СРБИЈЕ

Energija Balkana

There is no registration fee for this conference, but it is necessary to fill in the questionnaire, which can be accessed via the following link:
https://energijabalkana-net.translate.goog/medjunarodni-naucno-strucni-forum-zapadni-balkan-u-energetskoj-tranziciji/?_x_tr_sl=sr&_x_tr_tl=en&_x_tr_hl=en&_x_tr_pto=wapp
Please fill out the application and wait for confirmation in your email from the Energija Balkana editorial team.
The official language of the forum is Serbian. Simultaneous translation from Serbian to English and vice versa will be provided.
Virtual attendance will be enabled, but registration is required.

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INITIATE

## Croatia's Energy Transition: Innovations and Opportunities through EU Projects

**Date:** 25 April 2025, 9:00 – 14:30
**Location:** The Westin Hotel Zagreb, Krsnjavoga 1, 10000, Zagreb
**Language:** Croatian
**Mode:** Hybrid
Registration link

### AGENDA

| Time | Description |
|---|---|
| **9:00 – 9:30** | Registration of participants. |
| **9.30 – 9.50** | Welcome speeches and introduction.<br>• prof. Zdenko Tonković, PhD, Faculty of Mechanical Engineering and Naval Architecture, University of Zagreb<br>• Hrvoje Meštrić, PhD, Headmaster of Directorate for Science and Technology, Ministry of Science, Education and Youth<br>• City of Zagreb |
| **9:50 – 10.00** | ***European Research Executive Agency and Widening Countries – European Commission**<br>Maria Isabel Farfan Camacho<br>*Presented in English. |
| **10.00 – 10.15** | **INITIATE – Supporting European R&I Through stakeholder collaboration and institutional reform**<br>assoc. prof. Goran Krajačić, PhD<br>Faculty of Mechanical Engineering and Naval Architecture University of Zagreb |
| **10.15 – 10.30** | **CoE MARBLE - Centre of Excellence in Maritime Robotics and Technologies for Sustainable Blue Economy**<br>prof. Nikola Mišković, PhD<br>Faculty of Electrical Engineering and Computing University of Zagreb |
| **10.30 – 10:45** | **National support system for participation in Horizon Europe**<br>Zorana Barišić<br>Directorate for Science and Technology, MZOM |
| **10.45 – 11:10** | **Support to participation in Horizon Europe and Cluster 5: Climate, Energy and Mobility**<br>Viktor Koska, Tea Sabol<br>Agency for Mobility and EU Programmes |

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| **11:10 – 11.55** | **Panel discussion - EU projects and energy transition: Challenges, solutions and perspectives**<br>Moderator: assis. prof. Marko Mimica, PhD |
| **11.55 – 12:20** | **Coffee break** |
| **12.20 – 12.35** | **EMERGE – Energy system modelling for green development of Africa (HE)**<br>Nikola Matak, PhD<br>Faculty of Mechanical Engineering and Naval Architecture<br>University of Zagreb |
| **12.35 – 12.50** | **MetaBuild – Powering the METAmorphosis of BUILDings towards a decarbonised and sustainable energy system (HE)**<br>Mario Mihetec<br>Faculty of Mechanical Engineering and Naval Architecture<br>University of Zagreb |
| **12.50 – 13:05** | **ReRURAL – Renew Rural Areas (EUKI)**<br>Luka Simić<br>SDEWES – International Centre For Sustainable Development Of Energy, Water And Environment Systems |
| **13:05 – 13:20** | **LOGREENER – Composing Local Green Energy Transition (INTERREG EURO-MED)**<br>Antun Pfeifer, PhD<br>Faculty of Mechanical Engineering and Naval Architecture<br>University of Zagreb |
| **13:20 – 14.05** | **Panel discussion – Pathway to sustainability – good practices from EU funds**<br>Moderator: assoc. prof. Goran Krajačić, PhD |
| **14.05 – 14.15** | Closing of the event |
| **14.15 – 15.30** | **Lunch** |

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## AGENDA AND TIMETABLE

| Time | Description |
|---|---|
| 10:00 – 10:15 | Registration of participants. |
| 10:15 – 10:30 | Welcome speech, introduction to events objectives and activity.<br>*Prof. Dimitar Tashkovski/UKIM* |
| 10:30 – 11:00 | Smart Energy Systems Group: Tackling future-oriented challenges across energy sectors, technological domains and markets.<br>*Presenter:*<br>*Assist. Prof. Vladimir Gjorgievski/UKIM* |
| 11:00 – 11:30 | INNOFEIT Living Lab – The prospects of digital twins for living lab integration.<br>*Presenter: Prof. Zivko Kokolanski/UKIM* |
| 11:30 – 12:00 | Coffee Break |
| 12:00 – 12:30 | Horizon Europe Funding Opportunities. Introduction of relevant funding calls,<br>1. MSCA Staff Exchanges, HORIZON – MSCA-2025- SE-01-01<br>2. HORIZON-WIDERA 2025-ACCESS: Twinning Green Deal<br>3. European Climate Initiative (EUKI)<br>*Presenter: Sila Celebi/ESEIA* |
| 12:30 – 13:00 | Co-creation of proposal concepts for the Horizon Europe Funding Opportunities.<br>*Moderator: UKIM Team* |
| 13:00 – 13:45 | Conceptualizing ideas for joint research work: Identifying research topics for EU's green and digital transformation<br>• *Moderated collaborative groupwork* |
| 13:45 – 14:00 | Conclusions from interactive workshop. |
| 14:00 – 14:15 | Quality Control Questionnaire. |
| 14:15 – 15:00 | Networking and cocktail. |

## UKIM – 1st INITIATE R&I Lab

Date and Location:
27 February 2025
Skopje, North Macedonia

Adress:
INNOFEIT, Rugjer Boskovic 18
1000 Skopje, North Macedonia

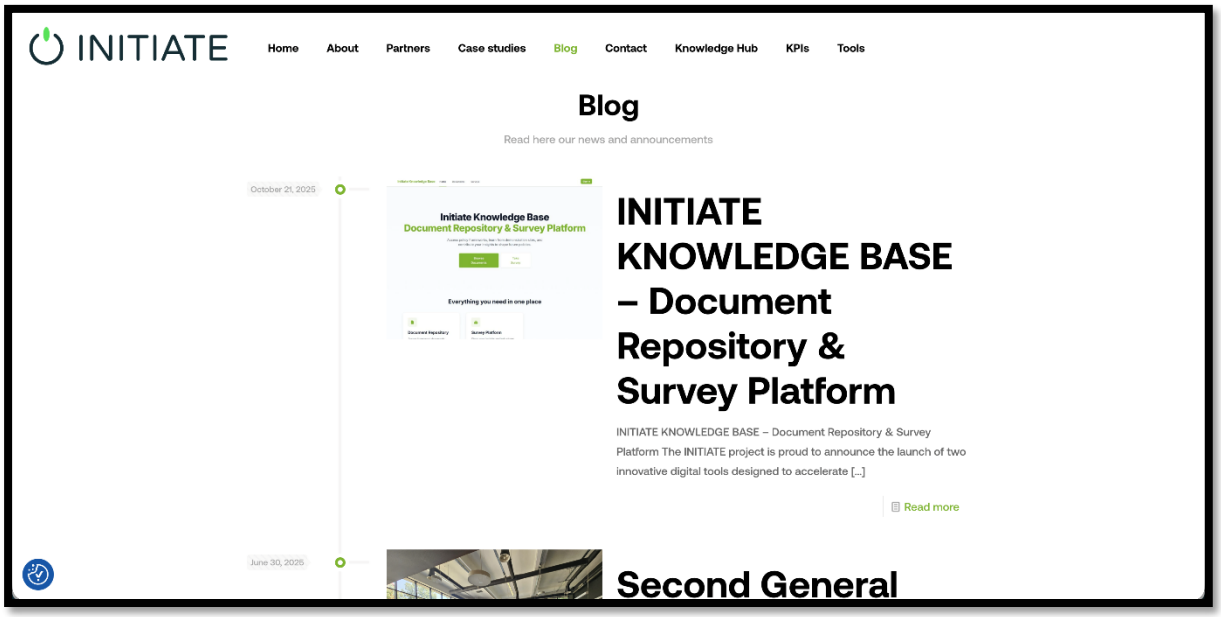
Contact e-mail:
vladgjor@feit.ukim.edu.mk

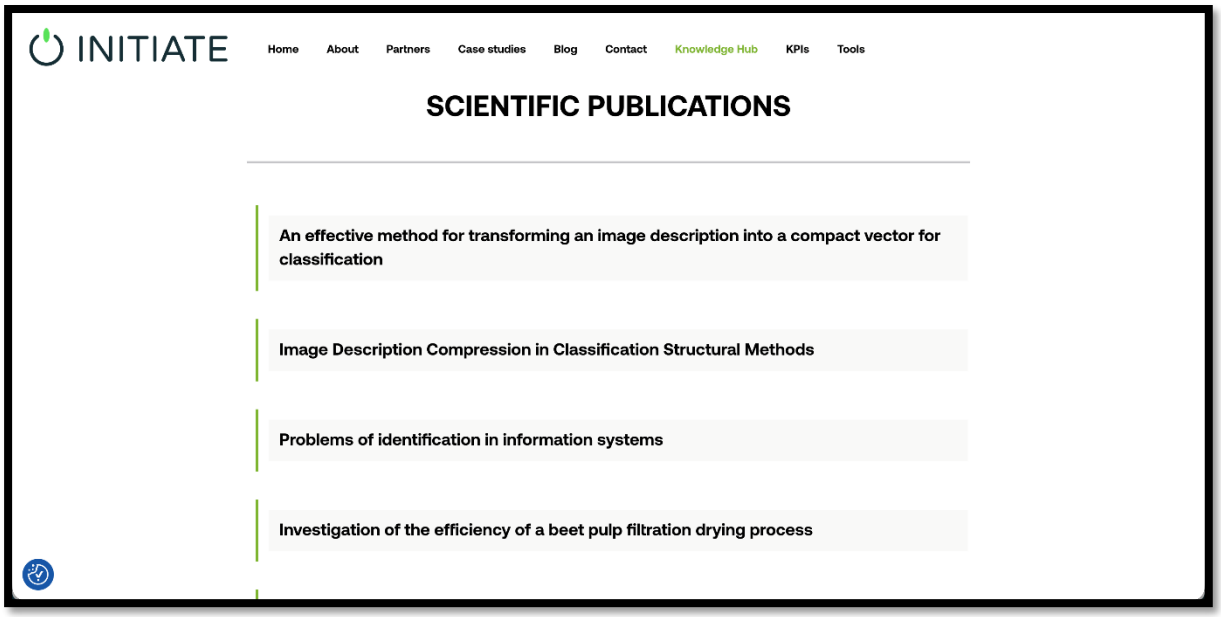
Topic:
INITIATE R&I Policy Lab

Registration QR Code:

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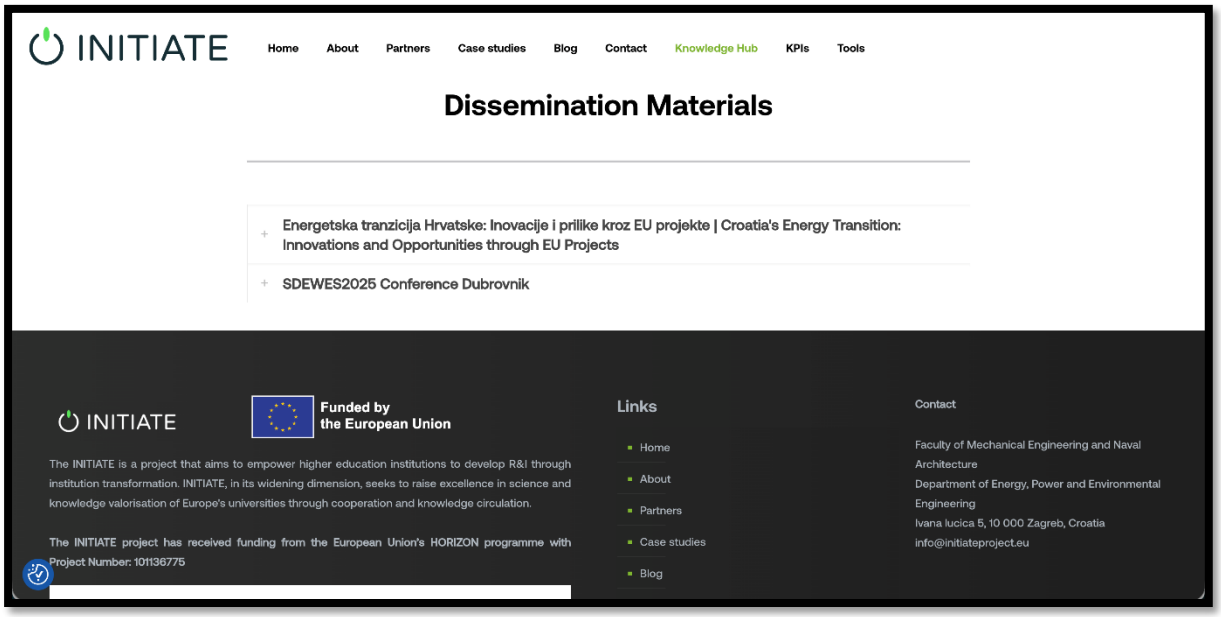
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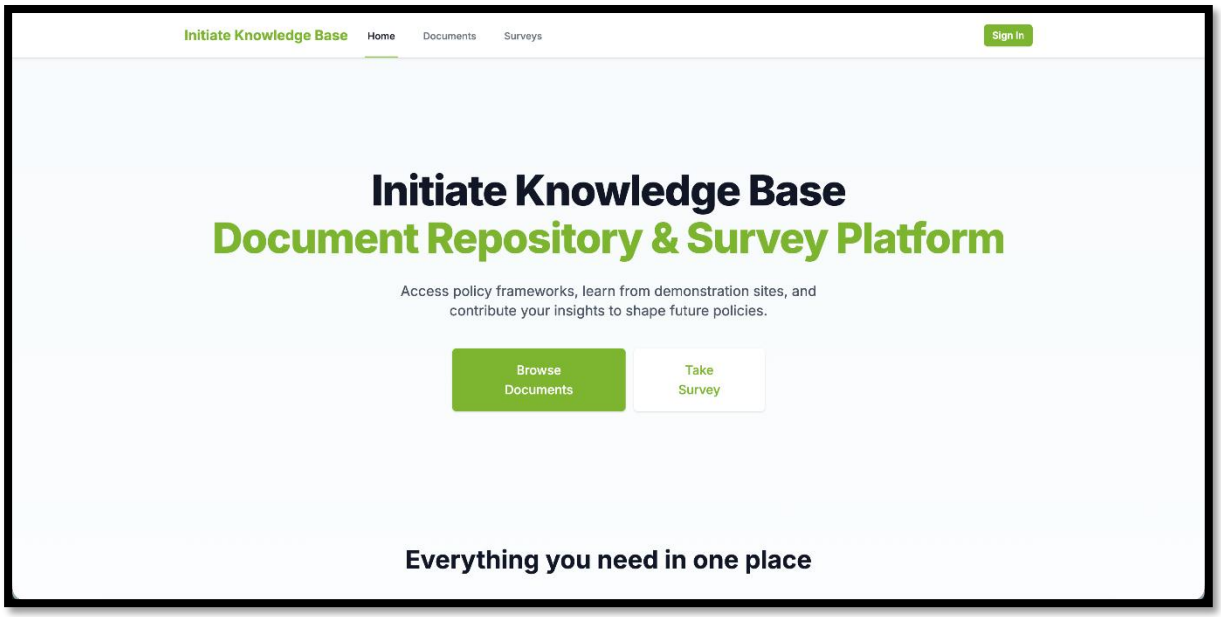



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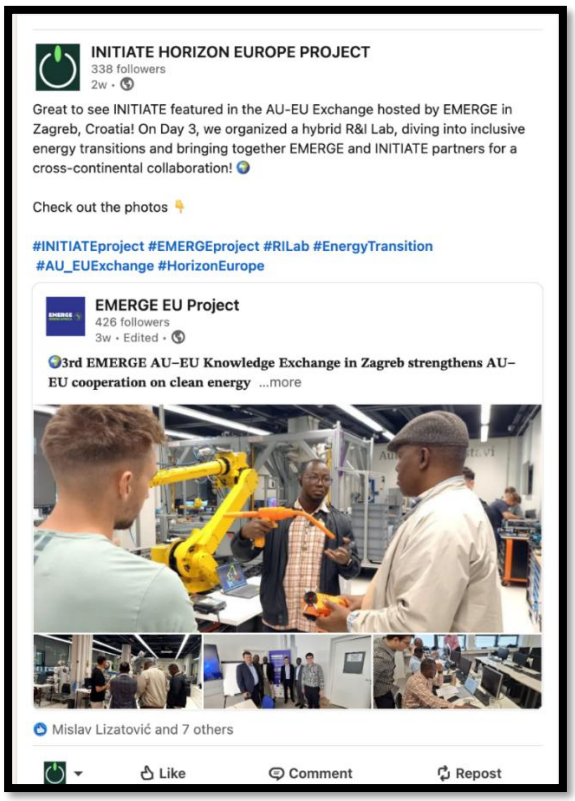
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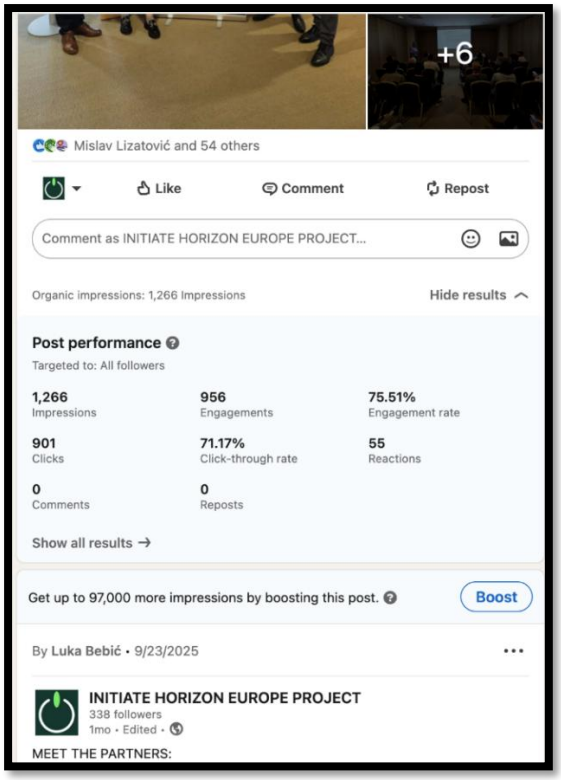

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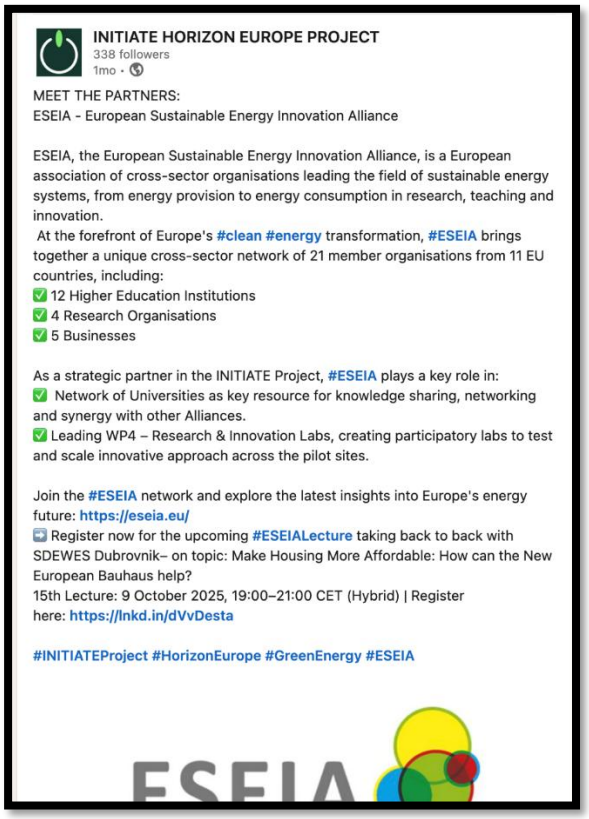






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**INITIATE HORIZON EUROPE PROJECT**
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ESEIA, the European Sustainable Energy Innovation Alliance, is a European association of cross-sector organisations leading the field of sustainable energy systems, from energy provision to energy consumption in research, teaching and innovation.
At the forefront of Europe's #clean #energy transformation, #ESEIA brings together a unique cross-sector network of 21 member organisations from 11 EU countries, including:
✅ 12 Higher Education Institutions
✅ 4 Research Organisations
✅ 5 Businesses

As a strategic partner in the INITIATE Project, #ESEIA plays a key role in:
✅ Network of Universities as key resource for knowledge sharing, networking and synergy with other Alliances.
✅ Leading WP4 – Research & Innovation Labs, creating participatory labs to test and scale innovative approach across the pilot sites.

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➡️ Register now for the upcoming #ESEIALecture taking back to back with SDEWES Dubrovnik– on topic: Make Housing More Affordable: How can the New European Bauhaus help?
15th Lecture: 9 October 2025, 19:00–21:00 CET (Hybrid) | Register here: https://lnkd.in/dVvDesta

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