SOCIAREM

Solar Open Community Instruments for
All Residents in Europe & the Mediterranean

Work Package 6
Deliverable 6.1
Communication and Dissemination Plan

Submission Date 28/11/2025

Project Information

EU Initiative	Horizon Europe
Grant Agreement N°	101235482
Project Acronym	SOCIAREM
Project Title	Sociarem Open Community Instruments for All Residents in Europe & the Mediterranean
Project Coordinator	Universidad Pontificia de Comillas
Project Duration	42 Months

Summary of SOCIAREM

SOCIAREM will accelerate the adoption and profitability of PV systems within RECs by overcoming these barriers through an innovative, implementable solution integrated with collective self-consumption schemes. The project will develop advanced tools tailored to diverse socio-economic and geographical contexts, enhancing efficiency, minimizing energy losses, and maximizing renewable energy use. Blockchain-enabled platforms will facilitate secure, decentralized peer-to-peer energy sharing, improving energy autonomy and resilience. Inclusive social data spaces will ensure fair energy distribution while safeguarding privacy, addressing energy vulnerability, and promoting social equity. Citizen engagement will be fostered through gamification and educational tools, ensuring participation across different cultural and behavioural profiles. A consortium of universities, R&D centres, and companies will drive SOCIAREM's development, ensuring strong scientific and market expertise. The project's solutions will be tested in four European RECs—Switzerland, Cyprus, Portugal, and Italy—while incorporating insights from Egypt.

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

Deliverable Information

Deliverable N°	6.1
Dissemination Level	Public
Work Package	6
Task	6.1
Lead Beneficiary	FINN
Responsible Beneficiary	FINN
Other Beneficiary/Entity	
Due Date	30/11/2025
Actual Submission Date	28/11/2025

Review Record

Reviewer Name	Date of Revision
UCY	14/11/2025
COMI	14/11/2025
PHBRESEARCH	28/11/2025
COMI	28/11/2025
ZAB	28/11/2025

Document Version Table

Version	Date	Entity	Content	Changes Made
0.1	21/10/2025	FINN	First Draft	Creation of the structure and the content.

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

0.2	06/11/2025	FINN	Last draft before review	Addition of the annexes, and further expansion of the content.
0.3	26/11/2025	FINN	Draft after 1st review	Corrections to spelling mistakes and changes in the structure.
0.4	28/11/2025	FINN	Final version	Final corrections.

Disclaimer

This publication reflects only the author's view. The Agency and the European Commission are not responsible for any use that may be made of the information it contains.

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

Table of Contents

Project Information 2
Summary of SOCIAREM 2
Deliverable Information 3
Review Record 3
Document Version Table 3
Disclaimer 4
Table of Acronyms 7
Executive Summary of Deliverable 8
1. Introduction 9
2. Objectives 10
2.1. Internal Communication Objectives 11
2.2. External Communication Objectives 11
3. Communication Strategies 12
3.1. Own Resources 12
3.2. Participation in EU Conferences and Events 13
3.3. Media Communication 13
3.4. Branding and Visual Identity 14
4. SWOT Analysis 15
5. Target Audiences and Stakeholder Mapping 17
5.1. Target Groups 17
5.2. Quadruple Helix Analysis and Engagement Strategy 18
5.3. Communication Channels per Target Group 21
6. Dissemination Tool 23
6.1. Offline Dissemination Tools 23
6.2. Online Dissemination Tools 24
7. Communication Tools 25
7.1. SOCIAREM Logo 25
7.2. Color Palette 27
7.3. Horizon Europe Programme Requirements 27
7.4. Project Website 29
7.5. Social Media 29
8. Roadmap for Communication and Dissemination Activities 31
9. KPIs 33
10. Conclusion 34

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

List of Tables 35
List of Figures 36
Annex 1 Brand Guideline 37
Annex 2 Social Media 44
Annex 3: Article 17 of the Grant Agreement 50
Annex 4: Swiss Secretariat for Education, Research and Innovation Funding Manual 51

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

Table of Acronyms

Table 1: Table of Acronyms

Acronym	Definition
PV	Photovoltaic
WP	Work Package
GA	Grant Agreement
RECs	Renewable Energy Communities
EV	Electric Vehicle
TGs	Target Groups

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

Executive Summary of Deliverable

This deliverable, which presents the **Communication and Dissemination Plan** of the SOCIAREM project, is developed within the framework of Work Package 6 and is designed to ensure that SOCIAREM's scientific results, technological innovations, and social tools reach relevant stakeholders, including policymakers, energy communities, citizens, industry, academia and vulnerable groups. It establishes clear objectives, audiences, channels, key performance indicators (KPIs), and an adaptive monitoring methodology to maximise visibility, engagement, and the long-term impact of the project.

The dissemination strategy ensures that SOCIAREM's solutions are effectively communicated to support uptake at local, national, and EU levels. Continuous evaluation mechanisms are integrated to adapt actions based on performance and stakeholder feedback.

This deliverable addresses **two key strategic questions**:

- How will SOCIAREM effectively communicate its vision, activities, and societal value to promote **citizen participation** and **awareness of fair energy transition models**?
- How will dissemination activities ensure that project **outcomes are accessible and transferable**, enabling their exploitation by **energy communities**, p**olicymakers and market actors** to support the deployment of **renewable energy** solutions across Europe and the Mediterranean?

In summary, this Communication and Dissemination Plan provide the strategic framework to maximise **SOCIAREM's visibility**, facilitate **stakeholder engagement**, and ensure that the project outcomes contribute to **scientific advancement, social equity, and market deployment.** By promoting inclusive participation and the adoption of renewable energy technologies, SOCIAREM directly supports the objectives of the **European Green Deal**, the **REPowerEU**, and the transition towards a reliant, decentralized, and climate-neutral energy systems.

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

1. Introduction

This document outlines the Communication and Dissemination Strategy and activities of the SOCIAREM project. This deliverable will be distributed to all **SOCIAREM partners** to ensure a **common strategy** for communication and dissemination of the project, and it will be submitted to the **European Commission** as a SOCIAREM deliverable (**D6.1**)

This deliverable provides guidance on:

- The **roles and responsibilities** of partners in communication and dissemination activities.
- The **tools, channels and formats** to be used.
- The **specific target audiences** to be engaged at **local, national and European levels**.

The document establishes a **shared framework to maximize visibility**, promote stakeholder engagement, and ensure the **effective transfer of SOCIAREM's** outcomes to policy, industry, research and society.

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

2. Objectives

The **primary objective** of the Communication and Dissemination Strategy is to ensure that the **activities carried out by the SOCIAREM project** achieve **maximum visibility**, in terms of reaching existing stakeholders, and identifying further stakeholders and potential end users, while defining **clear strategies** to reach each target group.

All activities and actions that will be carried out in communication are planned to ensure its continuity and based on the **SMART objectives' strategy** (Specific, Measurable, Attainable, Relevant, and Time bound). Therefore, they are directed towards the achievement of the objectives related to the **dissemination of the project results**.

In addition to external outreach, the strategy defines **internal communication mechanisms** to ensure **coordination among partners** and ensure a **unified, strong, and consistent voice** across all communication channels.

In terms of communication and dissemination, the specific objectives are the following:

- Ensure **maximum visibility** of SOCIAREM's objectives, activities and results among stakeholders, including citizens, policymakers, industry, academia, and energy communities.
- Promote the **adoption and replicability** of SOCIAREM's tools and solutions to enable the deployment of **photovoltaic systems in RECs** across diverse socio-economic contexts.
- Tailor communication messages and formats to address the needs, motivations, and cultural profiles of different **target audiences.**
- Position SOCIAREM as a **leading reference** in the areas of **community renewable energy**, **energy poverty mitigation**, and **citizen owned energy models**.
- Actively engage with the **BRIDGE initiative** to ensure that SOCIAREM contributes to and benefits from the **European knowledge-sharing** platform for smart energy systems.
- Raise **awareness on the benefits of renewable energy communities** in enhancing energy autonomy, resilience, and **social equity**.
- **Measure the impact of communication** and dissemination activities and adjust strategies to maximize engagement and relevance.

Beyond establishing these communication objectives in general terms, it is necessary to distinguish between those objectives that are related to **internal communication** and those related to **external communication.**

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

2.1. Internal Communication Objectives

- **Ensure efficient information flow** among SOCIAREM partners through coordinated tools and procedures.
- Provide partners with **communication materials and guidelines** to facilitate dissemination across local, national, and European levels.
- Collaborate with **technical work packages** to identify and promote relevant project milestones and outcomes.
- Foster a **strong internal identity** and **common messaging** to ensure **coherence across all outreach activities.**
- **Encourage active participation** in communication tasks, including **event promotion, social media engagement, and stakeholder interaction.**

2.2. External Communication Objectives

- **Disseminate scientific, technological, and social innovations** generated by SOCIAREM to maximize their exploitation and **market uptake**.
- **Engage citizens and communities** through accessible and inclusive communication formats, promoting active participation in the energy transition.
- **Increase stakeholder awareness** of European policies and regulatory frameworks supporting RECs and **collective self-consumption**.
- **Expand visibility and credibility** of SOCIAREM at regional, national and European levels through **events, media outreach, and strategic partnerships.**
- **Contribute to the European Green Deal, REPowerEU**, and **energy justice goals** by supporting the **deployment of RECs** and addressing **energy vulnerability**.
- **Participate in BRIDGE working groups** (Data Management, Business Models, Regulation, Consumer and Citizen Engagement), contributing to discussions on **energy communities, blockchain for peer-to-peer energy trading, and social data spaces.**
- Enhance the exploitation potential of SOCIAREM technologies through **cross-project collaborations**, and identify **joint opportunities for replication, scale-up**, and integration into policy recommendations.

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

3. Communication Strategies

Defining clear and coherent **communication strategies** is essential to reach SOCIAREM's target audiences and achieve this project's objectives. The strategy proposed in this section is oriented towards building **strong visibility**, engagement, and **recognition** of SOCIAREM as a reference initiative in the field of RECs, citizen empowerment, and fair energy transition.

The communication strategy focuses on creating meaningful and consistent content tailored to the **needs and motivations of different audiences**. It aims to establish a trustworthy, transparent, and attractive image of SOCIAREM by delivering accurate and timely information that fosters engagement, participation, and dissemination of the project's outcomes.

The strategy is designed to be **adaptive and audience-centred**, ensuring that communication activities remain relevant throughout the **project's lifecycle**. Each message and format will be adapted to specific stakeholder categories to ensure impact. Ultimately, the goal is to **establish strong relationships** with stakeholders, citizens, and the media, strengthening SOCIAREM's reputation and outreach potential.

In the case of public events, conferences or key project milestones, consortium partners will be provided with all communication materials and guidelines to ensure coherence of messaging, and branding across all countries and dissemination channels.

3.1. Own Resources

The main communication channels of the project will include the **SOCIAREM website, social media accounts, and periodic newsletters**:

- **The project website** serves as a central **hub for communication**, providing comprehensive information about the project's objectives, activities, partners, demonstrators, and results. **It will include news, events, media materials, and open access resources**. The website will remain **active** for at least **two years** after the project's completion to ensure the long-term visibility of results.
- Social media platforms: **LinkedIn, Instagram, X and Youtube**, will be used to share updates, promote events, highlight achievements, and foster interaction with the public and energy stakeholders. Social media campaigns will drive traffic to the website, encourage participation, and increase awareness of RECs and citizen-driven solutions.
- The **newsletter** will be **issued at least twice a year** to update stakeholders on project progress, events, publications, and collaboration opportunities.

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

3.2. Participation in EU Conferences and Events

Events play a vital role in increasing visibility and building networks. SOCIAREM will participate in and organize events at European, national, and local levels.

SOCIAREM will actively participate in **EU-level initiatives, thematic weeks**, and **workshops** related to renewable energy, social innovation, citizen engagement and the European Green Deal.

This includes collaboration with the **BRIDGE initiative**, **EU Energy Days**, **Sustainable Energy Week** (EUSEW), and similar platforms to enhance visibility and build synergies with other Horizon Europe projects. The topic **HORIZON-CL5-2024-D3-02-06** which refers to **Innovative, Community-Integrated PV systems,** does not have the requirement to participate in the BRIDGE initiative. However, SOCIAREM will try to participate at least as observer.

Participation in these events will position SOCIAREM within a **wider European ecosystem of projects** contributing to energy resilience, decentralization, and social inclusion.

3.3. Media Communication

Collaboration with the media is an essential component of the communication strategy, ensuring broader outreach and credibility. **Press releases**, **feature articles, radio appearances, and interviews**, will be developed to disseminate project milestones.

Media communication will implement online dissemination, reinforcing SOCIAREM's image as a transparent, innovative, and community-oriented initiative.

Media relations will complement digital communication by reaching broader audiences and reinforcing SOCIAREM's credibility.

The consortium will:

- Develop press releases for key milestones (project launch, pilot site updates, results, final conference).
- Build relationships with specialized media in renewable energy, sustainability, and innovation.
- Leverage local and national media in pilot regions (Switzerland, Cyprus, Portugal, Italy, and Egypt) to disseminate regional success stories.
- Offer interviews and opinion articles from consortium experts to highlight the project's contribution to energy transition and citizen empowerment.

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

Press materials will be shared in both English and local languages when possible, and a media kit (logo, photos, and key facts) will be provided to journalists to ensure coherent representation of the project.

In the context of press and media, Finnova will contact national newspapers, online newspapers, specialized magazines in different applicable sectors, radio programmes, and all media outlets in the 9 countries SOCIAREM is present in.

Examples of media Finnova will contact:

- El País: Spanish national newspaper
- La Vanguardia: Spanish national newspaper
- El Mundo: Spanish national newspaper
- Energías renovables: Spanish specialized magazine
- PV Magazine España: Specialised Magazine
- Radio Nacional de España : Spanish National Radio
- Cadena SER: Spanish national radio
- Podcast "Energía Positiva": Spanish podcast
- Le Temps: Swiss national newspaper
- EnergieShweiz Blog : Swiss specialized blog
- Energy Voices Podcast : Swiss academic podcast
- Expresso: Portuguese newspaper
- Energías Renováveis Portugal: Portuguese magazine
- TSF Radio Noticias: Portuguese national radio

3.4. Branding and Visual Identity

A consistent **visual identity** has been developed to strengthen SOCIAREM's recognizability and ensure coherence across all **communication materials**. This includes a project logo, colour palette, typography, presentation templates, roll-up and flyer designs, and social media templates.

This visual identity will convey the **project's core values**: sustainability, inclusiveness, innovation and citizen empowerment, and will be applied to all dissemination materials, ensuring a unified and professional image across the consortium.

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

4. SWOT Analysis

With the project contextualized, it is relevant to outline the **internal factors** (strengths and weaknesses) that can be directly and indirectly managed by the consortium, as well as the **external factors** (opportunities and threats) that are beyond its direct control. This analysis facilitates the preparation of a coherent and evidence-based Strategic Communication and Dissemination Plan.

The SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis of the SOCIAREM project provides a comprehensive overview of the **internal capabilities and challenges of the consortium**, alongside the external drivers and risks within renewable energy, social innovation, and policy landscape. This assessment is essential for designing effective communication and dissemination strategies that enhance visibility, foster stakeholder engagement, and ensure the long-term impact of the project.

Table 2: SWOT Analysis

Strengths	Weaknesses
• Multidisciplinary consortium of 15 partners combining expertise in renewable energy, AI, social sciences, gamification, and citizen engagement. • Demonstration in four diverse pilot countries (Switzerland, Cyprus, Portugal and Italy) and cooperation with Egypt ensures high replicability and scalability in different climatic and socio-economic conditions. • Strong alignment with EU policies (European Green Deal, REPowerEU, Energy Communities Directive, and Digitalization of the Energy System Action Plan) • Integration of blockchain-enabled peer-to-peer trading tools and collective self-consumption, and social data spaces positions SOCIAREM as an	• As a newly launched project SOCIAREM still lacks market and stakeholder visibility. • The project's technical complexity may be difficult to communicate to non-specialized audiences. • Dependence on external technological providers and regulatory frameworks that may delay implementation. • Differences in national regulatory frameworks and energy policies across the nine participating countries make it challenging to communicate and align messages on RECs and collective self-consumption.

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

innovative model for decentralized energy management. • Demonstration sites across four European pilot sites (Switzerland, Cyprus, Portugal, Italy) ensures scalability and inclusion of diverse socio-economic and climatic conditions. • Incorporation of gamification and serious games enhances user engagement, energy awareness and behavioral change. • Commitment to Open Science and Fair Data principles ensures transparency and trust in research and Innovation.	• The consortium comprises 15 partners across 9 countries, which may complicate coordination, internal communication, and consistent interpretation of legal and policy contexts.
Opportunities	Threats
• Rising EU and global support for RECs and decentralized energy systems, creating a favorable policy and funding landscape. • Increasing public and political attention to energy and autonomy, fair energy access, and resilience in the context of energy crises. • Collaboration potential with other Horizon Europe projects and networks such as BRIDGE, ETIP-PV, EERA JP Smart Grids, and Clean Energy Transition Partnership	• Energy transition fatigue among stakeholders and citizens due to excessive information and competing narratives. • Misinformation or skepticism towards digital energy tools may hinder engagement. • Regulatory fragmentation and differences in national permitting procedures could delay adoption and communication of project outcomes.

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

5. Target Audiences and Stakeholder Mapping

The success of SOCIAREM's Communication and Dissemination strategy depends on precise understanding of its target audiences and the development of tailored engagement approaches for each of them.

This section identifies the **main Target Groups (TGs)** involved in or affected by the project, as defined in the proposal, and structured under the **Quadruple Heliz Innovation Model**, to ensure balanced and cross-sectoral communication.

5.1. Target Groups

SOCIAREM's communication actions are directed toward **twelve key TGs representing** all relevant stakeholders in the renewable energy ecosystem.

These groups have been identified to ensure the effective dissemination of project results, promote engagement in RECs, and maximize social and policy impact.

Table 3: Target Groups & Description

Target Group	Description / Role in SOCIAREM
[TG1] Energy communities and cooperatives	Core beneficiaries of SOCIAREM's solutions. Will co-develop, test, and validate project tools, demonstrating local energy sharing and collective self-consumption.
[TG2] Financial institutions	Support replication and scalability by exploring new financing models and assessing investment potential for community-based solutions.
[TG3] Work professionals	Include installers, engineers, and technicians involved in the implementation and maintenance of PV systems.
[TG4] PV system installation companies and technology providers	Industrial partners that can adopt SOCIAREM's digital tools and contribute to large-scale deployment and exploitation.
[TG5] Electric mobility operators and private EV owners	End users contributing to energy exchange, flexibility services, and the integration of mobility within RECs.
[TG6] Academia and Research community	Universities and research centers developing technologies, algorithms, and models supporting SOCIAREM's scientific objectives.

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

[TG7] Municipalities, governmental organizations, and local authorities	Key actors for policy uptake, regulation, and the integration of RECs into local sustainability and climate strategies.
[TG8] Governments, regulation, and standardization bodies	Institutions ensuring regulatory coherence, interoperability, and standardized practices across Europe and the Mediterranean.
[TG9] Technology communities	Digital innovators, ICT networks, and open-source communities supporting data platforms, blockchain solutions, and interoperability.
[TG10] Mass media	Channels for outreach, awareness, and storytelling, helping to amplify project visibility to the public.
[TG11] Citizens	Final users of SOCIAREM's tools and participants in RECs, directly benefiting from energy autonomy and reduced vulnerability.
[TG12] Student community	Future energy professionals and early adopters engaged through educational, training, and gamification activities.

5.2. Quadruple Helix Analysis and Engagement Strategy

To ensure a holistic communication approach, SOCIAREM applies the **Quadruple Helix Innovation Model** as an analytical framework for stakeholder engagement. This model identifies four independent spheres: **Academia and Research, Industry and Business, Government and Public Authorities, and Civil Society**. By aligning the project's communication activities with this structure, SOCIAREM guarantees balanced outreach across the technical, institutional, and social dimensions of the renewable energy transition.

Building on the twelve TGs defined in the table above, the following analysis maps each group to its corresponding helix and defines tailored engagement objectives.

Table 4: Quadruple Helix x Target Groups

Helix	Target Groups (TGs)	Examples of Stakeholders	Communication Objectives
Academia & Research	[TG6]	Universities, R&D centers, institutes working on PV systems, AI,	• Disseminate results through scientific publications, conferences, and open-science platforms.

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

		blockchain, and social-data spaces.	• Promote cross-project collaboration and data sharing. • Position SOCIAREM within Horizon Europe research networks.
Industry & Business	[TG2] [TG3] [TG4] [TG5] [TG9]	SMEs, start-ups, utilities, technology developers, investors, and business clusters.	• Showcase technological and commercial opportunities of SOCIAREM's tools. • Encourage market uptake, replication, and exploitation. • Communicate benefits of collective self-consumption and decentralized energy management.
Government & Public Authorities	[TG7] [TG8]	Local and regional energy agencies, policy makers, regulators, and standardization institutes.	• Share evidence and policy recommendations on RECs and citizen-led energy models. • Support inclusion of SOCIAREM best practices in energy policy frameworks. • Facilitate dialogue between technical developers and policy actors,
Civil Society & Citizens	[TG1] [TG10] [TG11] [TG12]	Citizens, NGOs, educators, students, community leaders, journalists.	• Raise awareness of renewable energy, energy justice, and social inclusion. • Promote behavioral change through gamification and educational activities. • Ensure transparency and accessibility of information for non-technical audiences.

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

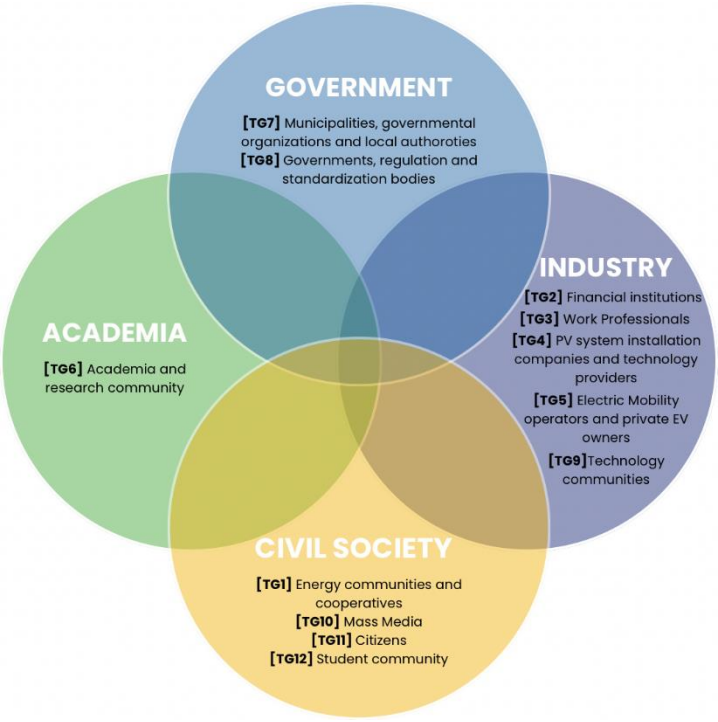


Figure 1: Visual representation of quadruple helix

5.2.1. Cross Helix Synergies

SOCIAREM's approach promotes active interaction among all helices:

- **Academia and Industry** co-create **digital and technical solutions** and validate results.
- **Government** provides **regulatory support** and facilitates uptake in policy contexts.
- **Civil Society ensures user feedback**, social acceptance, and broader dissemination through community and media channels.

This model ensures that communication and dissemination are mutually reinforcing: scientific innovation feeds policy dialogue, policy enables market deployment, and citizen participation ensures long-term societal impact.

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

5.3. Communication Channels per Target Group

Table 5: Communication Channels per Target Group

Target Group (TG)	Main Communication Channels	Purpose and Expected Outcome
[TG1] Energy communities and cooperatives	Website news & stories; newsletters; workshops and webinars; pilot-site visits; social media.	Promote participation in pilot demonstrations; raise awareness about collective self-consumption; encourage feedback on SOCIAREM tools.
[TG2] Financial institutions	Policy briefs; direct meetings; LinkedIn campaigns; participation in events and roundtables.	Highlight investment opportunities in community energy projects; foster interest in sustainable financing mechanisms.
[TG3] Work professionals	Training sessions; webinars; technical guidelines; LinkedIn and Youtube channels.	Facilitate professional awareness of SOCIAREM methodologies; increase skills and adoption of innovative solar technologies.
[TG4] PV system installation companies and technology providers	Website; LinkedIn; sectoral newsletters; B2B events; collaboration platforms.	Disseminate technological outcomes and exploitation opportunities; strengthen partnerships with industrial stakeholders.
[TG5] Electric mobility operators and private EV owners	Website; social media; press releases; workshops.	Communicate the link between renewable energy and e-mobility; promote integration of EVs in RECs.
[TG6] Academia and Research community	Scientific publications; conferences; Horizon Europe clustering events; open-access repositories.	Disseminate research outputs; encourage collaboration with related EU projects; foster knowledge exchange.
[TG7] Municipalities, governmental	Policy briefs; workshops; newsletters; participation in European events.	Support replication of SOCIAREM best practices at local and regional level;

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

organizations, and local authorities		strengthen institutional awareness of RECs.
[TG8] Governments, regulation, and standardization bodies	Policy briefs; stakeholder roundtables; meetings & conferences.	Inform policy dialogue on renewable energy regulation; advocate for harmonized frameworks enabling RECs.
[TG9] Technology communities	Open-source platforms; webinars; social media.	Share technical resources and data; build an active innovation community around SOCIAREM tools.
[TG10] Mass media	Press releases; media kits; interviews; event coverage; project storytelling.	Enhance project visibility; communicate achievements to general audiences; build reputation and trust.
[TG11] Citizens	Social media; educational videos; gamified tools; pilot engagement activities.	Increase public understanding of renewable energy; promote behavioral change and participation in RECs.
[TG12] Student community	Workshops; gamification tools; university events; e-learning resources.	Engage students as future professionals; encourage innovation and awareness in sustainable energy.

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

6. Dissemination Tool

Dissemination activities complement **communication actions** by focusing on the scientific, technical, and policy-oriented results of the project, encouraging collaboration and engagement among stakeholders across the quadruple helix. The process also takes into account **EU policy recommendations and open-science principles**, ensuring that results are accessible, reusable and aligned with dissemination guidelines.

6.1. Offline Dissemination Tools

- **General media:** Through the communication channels of SOCIAREM's partners, the project will seek visibility in European and international media focused on renewable energy, innovation and sustainability. As SOCIAREM's goals are aligned with the EU's energy transition and social inclusion priorities, the project can attract coverage from both general environmental outlets and specialized energy publications.
- **Specialized and Scientific Media:** Publications and research results will be disseminated through recognized scientific journals, conferences, and professional platforms, ensuring visibility among the research and innovation community. Partners will coordinate contributions to sectoral magazines, technical newsletters, and institutional bulletins to communicate project outcomes, methodologies and best practices.
- **Events, conferences and seminars:** Participation in and organization of events will play a crucial role in disseminating SOCIAREM's results. These will include:
    - **National and international energy and sustainability forums:** such as the EU Sustainable Energy Week (EUSEW), Intersolar Europe, Smart City Expo World Congress, and the European Sustainable Places Conference.
    - **Workshops and technical seminars:** Including SOCIAREM-led sessions on RECs, digital energy platforms, as well as contributions to BRIDGE General Assembly Meetings.
    - **Clustering and networking events:** in collaboration with other Horizon Europe projects to exchange best practices and maximize impact through cross-project collaboration.
- **Creation of communication toolkits:** Small, event-specific communication toolkits will be developed in Month 3 of the project as part of Deliverable 6.3, for project partners and participants, ensuring consistent messaging and encouraging dissemination by attendees and partners. Each toolkit will include:
    - Press releases ready for publication
    - Social media posts and banners adapted to the event
    - Visual templates consistent with SOCIAREM's brand identity

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

6.2. Online Dissemination Tools

- **Project website:** The SOCIAREM website serves as the primary hub for dissemination and public access to project information. It will host:
  - News articles, press releases, and updates on project milestones.
  - Public deliverables and factsheets.
  - Information on events, workshops, and pilot activities.
  - Visual content such as infographics and videos explaining project innovations.
- **Social media channels:** SOCIAREM maintains active profiles on LinkedIn, Instagram, and X. Posts published on LinkedIn and Instagram will contain identical core messages to maintain a unified project identity; however, visual content will be adapted (landscape banners for LinkedIn, and square posts for Instagram). On X, messages will be shortened and adapted to the platform's character limit and format, while retaining the key content.
  All social media content will follow SOCIAREM's visual identity and brand guideline (Annex 1).
- **Newsletter:** SOCIAREM will publish a biannual digital newsletter, distributed via the project website and partner mailing lists. The newsletter will summarize project progress, results and upcoming activities, share news from partner organizations and related EU initiatives, and include calls for participation in workshops, surveys and events.

The hybrid approach of combining offline and online dissemination ensures that SOCIAREM's results achieve both scientific depth and societal visibility.

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

7. Communication Tools

The communication and dissemination strategy of SOCIAREM relies on a coherent visual identity and proper use of project branding and EU rules.

7.1. SOCIAREM Logo

A unified visual identity is essential to strengthen SOCIAREM's presence among stakeholders and within the wider European ecosystem. The SOCIAREM logo was designed at the beginning of the project and will be used across all communication materials and platforms, including the website, presentations, factsheets, social media, newsletters, and events.

Figure 2: SOCIAREM LOGO in color

The logo reflects the project's core vision: fostering renewable energy adoption, community empowerment, and technological innovation through collaborative, citizen-driven approaches. Its elements represent the following:

Figure 3: SOCIAREM logo elements

Its elements represent the following:

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

- **Citizen participation:** highlighting collaboration and inclusivity as essential for a just energy transition.
- **Environmental sustainability:** expressing harmony between technology, people, and the planet.
- **Solar power:** symbolizing energy, innovation, and optimism.

Logo versions:

The logo is available in several formats to ensure visibility across diverse backgrounds:

Figure 4: Logo Full Colour version

Meant for primary use.

Figure 5: Logo monochromatic versions

Dark and light.

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

7.2. Color Palette

SOCIAREM's color palette conveys the project's core values and themes:

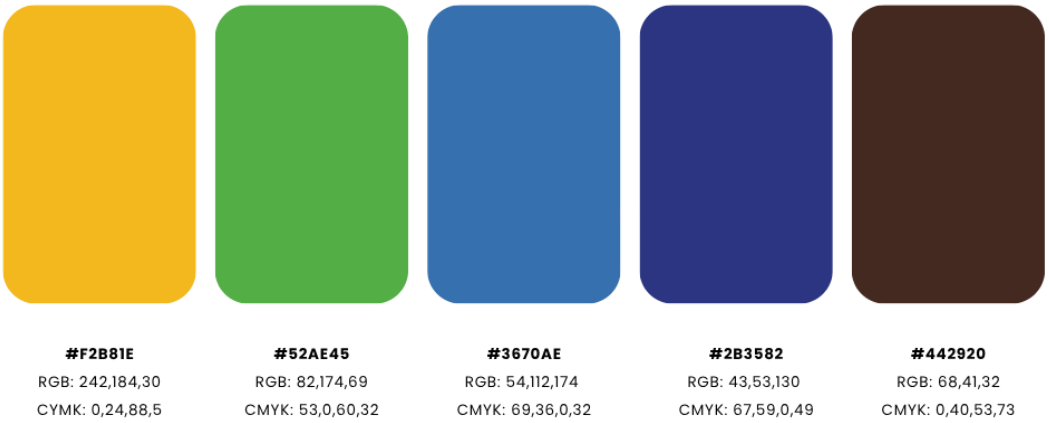


Figure 6: SOCIAREM Color Palette

Find the Brand Guideline, invluding an analysis of the logo and the color palette, in Annex 1.

7.3. Horizon Europe Programme Requirements

When communicating and disseminating the project, the guidelines provided by the European Commission in the **General Model Grant Agreement for HORIZON Europe** projects will be followed. Specifically, the guidelines outlined in Article 17 of the aforementioned document will be implemented in the project.

As mentioned in the previous chapters, the actions and results of the project will be promoted providing targeted information to multiple audiences, coherently and effectively.

European flag and funding statement unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information materials, etc.), dissemination activities and any infrastructure equipment must display the European flag and funding statement (translated into local languages where appropriate). The emblem must remain distinct and separate and cannot be modified.

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

Figure 7: EU Emblem in Vertical and Horizontal Form

Any communication or dissemination activity related to the action will use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate) "**Co-Funded by the European Union**. Views and opinions expressed are however those of the author (s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them."

Swiss Secretariat Requirements

As the second financing entity of the SOCIAREM project, the **Swiss State Secretariat for Education, Research and Innovation (SERI)** must be explicitly acknowledged in all public communication and dissemination materials produced by the consortium (see Annex 4).

All documents, presentations and online content should include the following statement:

"This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325."

Alongside the **EU Emblem, the SERI logo should be displayed**:

Figure 8: Swiss State Secretariat Logos

This acknowledgement must appear alongside the European Union funding statement and be displayed with equal prominence.

7.4. Project Website

The project website is one of the main **communication tools** for reaching **target stakeholders** and a wider audience. Creating a **professional and appealing website** to present all relevant information about its members, core **activities, objectives** and news is a hallmark of good communication techniques. The platform will provide key stakeholders with **public access** to project resources and publications.

The **SOCIAREM website** will be launched in **Month 3** of the project, in a separate deliverable (**D6.2**). The website will contain **6 main sections and 2 subsections, 8 total**: Home, Objectives, About (Subsections: Project, Partners), News, Communication Material, and Contact. The project website will be continuously updated with relevant information about project **activities, deliverables, training materials, news and audio-visual materials.**

The **structure, visuals and content** of the website are flexibly updated according to developments in the project and the needs of the **SOCIAREM community.**

7.5. Social Media

Social media plays a central role in SOCIAREM's Communication and Dissemination Plan, acting as a **dynamic space** to amplify project **visibility** and connect with stakeholders across **Europe and the Mediterranean.**

Through **regular, coordinated posts on LinkedIn, X and Instagram**, the project will share **progress updates, event announcements, results**, etc. These platforms will also serve as key tools to build a **community around RECs**, foster dialogue among research, industry, policy and citizens, and promote awareness on innovation and **social inclusion** in the renewable energy transition.

All **social media activity** will follow a **unified editorial line and visual identity**, ensuring coherent messaging and consistent recognition of SOCIAREM's mission and funding support. Each post will share the same core message, imagery and hashtags, promoting equal visibility of SOCIAREM's news. Only minor adjustments in format will be applied:

7.5.1. Textual content:

- The same text will be used both for LinkedIn (@SOCIAREM) and Instagram (@sociarem) posts.

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

- For X (@sociarem), the content will be shortened and adapted to fit the platform's character limit.

The editorial tone will remain professional, inclusive, and informative, aligned with SOCIAREM's visual identity and Horizon Europe visibility guidelines. The use of **Hashtags and mentions of EU initiatives, partners and stakeholders** will enhance **discoverability and engagement.**

Funding and partners statement on LinkedIn & Instagram:

"With a budget of **€5,572,687.50** and a duration of **42 months**, SOCIAREM is led by **Universidad Pontificia Comillas** and supported by Akuyari | Customer Experience | Life Centered Design | Innovation , 8D | Research + Design = Impact , R&D Nester – Centro de Investigação em Energia REN – State Grid, S.A. , Watt Intelligent Solutions, CEVE – Cooperativa Eléctrica do Vale d'Este , PHOEBE Research and Innovation Ltd , Empa , University of Cyprus , University of Deusto , Faculty of engineering aswan university , Fondazione MeSSInA , Sinloc – Sistema Iniziative Locali SpA , FINNOVA FOUNDATION , and Zabala Innovation Spain .

Co-funded by the European Union under the **Horizon Europe** programme, and the **Swiss Secretariat for Education, Research and Innovation SERI"**

Hashtags:

#SOCIAREM #HorizonEurope #RenewableEnergy #EnergyCommunities #SolarInnovation #DigitalTransition #EUFunding #Sustainability #ClimateAction #EnergyTransition #CitizenEngagement #EUProjects

7.5.2. Visual content:

- The same image (horizontal banner format) will be used on LinkedIn and X.
- For Instagram, a square version of the same visual will be developed and used to meet platform formatting and visual standards.

To ensure consistency, quality, and accessibility in all project visuals, SOCIAREM uses Canva as the main design platform for the creation of the digital and print communication materials. This tool allows the communication team and partners to work collaboratively using shared templates aligned with the project's graphic identity.

Materials such as banners, social media posts, posters and roll-ups are produced with Canva, following the project's color palette, typography and branding guidelines (Annex 2).

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

8. Roadmap for Communication and Dissemination Activities

The communication and dissemination activities of SOCIAREM can be structured into four main phases that align with the project's timeline and implementation.

Phase 1: Setup (Months 1-6)

- Launch of the CD Plan (Deliverable 6.1)
- Launch of project website and communication channels (Deliverable 6.2)
- Establishment of SOCIAREM's visual identity and branding toolkit. (Deliverable 6.3)
- First newsletter release, and training on communication tools. (M6)
- Regular publication of news, updates, and multimedia content on website and social media

Phase 2: Engagement (Months 7-18)

- Regular publication of news, updates, and multimedia content on website and social media.
- Next two newsletters release. (M12 & M18)
- Start of clustering activities with BRIDGE(D6.5)
- Organization of first workshops and stakeholder engagement sessions. (D6.4)
- Participation in European energy and sustainability events. (D6.4)
- Publication of first articles.
- Continuous collaboration with EU Initiatives
- Media appearances

Phase 3: Consolidation (Months 19-30)

- Regular publication of news, updates, and multimedia content on website and social media.
- Next two newsletters release. (M24 & M30)
- Communication of pilot site results and citizen engagement activities.
- Publication of scientific and technical results in open-access journals and conferences.
- Continuous collaboration with EU Initiatives
- Clustering report (D6.4)
- Media appearances

Phase 4: Impact and Legacy (Months 31-42)

- Regular publication of news, updates, and multimedia content on website and social media.
- Next two newsletters release (M36 & M42)
- Promotion of project results and success
- Communication of pilot site results and citizen engagement activities.

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

- Publication of scientific and technical results in open-access journals and conferences.
- Continuous collaboration with EU Initiatives
- Report of Communication and Dissemination Activities (D6.6)
- ENGAGE360-ESG Toolkit
- Release of final materials

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

9. KPIs

Table 6: KPI Table

KPI	Context	Description
KPI 1	Internal Events	>50 stakeholders / event; >2 workshops organized; >100 participants in the final event
KPI 2	External Events	Average of 3 events/fairs/workshops a year delivering progress and results
KPI 3	Conferences & Publications	4 Conferences / year (1 for academia, 3 for industry); 10 journal publications overall
KPI 4	Clustering	Participation in 4 clustering workshops and organization of 2 clustering sessions.
KPI 5	Website and Social Media	10000 Website views (Google Analytics); At least 10 appearances on articles a year; 800 followers on social media by M21 and 1500 followers by M42. Average of 18 interactions in LinkedIn per post. 2 newsletters a year.
KPI 6	Distribution of materials	250 materials distributed by M18, 500 by M36; > 750 views on Youtube; >1000 views on LinkedIn, Instagram and X.
KPI 7	External Media	At least 4 specialized magazines contacted; at least 2 press releases / year ; 3 radio interviews; 50 media impacts

9.1.1. Coordination and Frequency

Finnova (WP6 leader) will manage scheduling, content creation, and approval. Partners will contribute by sharing content and providing local updates, providing this information through a shared excel that will function as a calendar for updates, activities and events, as well as emailing such information to all relevant partners. Posts will be scheduled at least once every two weeks for the foreseeable future, pending revision in **6 months** once the project is more active.

Engagement metrics (followers, impressions and interactions) will be reviewed quarterly to assess performance and optimize communication strategy.

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

10. Conclusion

The Communication and Dissemination plan provides a comprehensive framework to ensure that SOCIAREM's objectives, activities, and results are effectively shared with all relevant audiences. It establishes a coherent strategy that integrates internal coordination, external visibility and engagement with the wider energy and research community.

The actions outlined in this document will be implemented collaboratively by all project partners under the leadership of Finnova. This living document will be regularly updated throughout the project to reflect progress and evolving priorities.

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

List of Tables

Table 1: Table of Acronyms 7
Table 2: SWOT Analysis 15
Table 3: Target Groups & Description 17
Table 4: Quadruple Helix x Target Groups 18
Table 5: Communication Channels per Target Group 21
Table 6: KPI Table 33

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

List of Figures

Figure 1: Visual representation of quadruple helix 20
Figure 2: SOCIAREM LOGO in color 25
Figure 3: SOCIAREM logo elements 25
Figure 4: Logo Full Colour version 26
Figure 5: Logo monochromatic versions 26
Figure 6: SOCIAREM Color Palette 27
Figure 7: EU Emblem in Vertical and Horizontal Form 28
Figure 8: Swiss State Secretariat Logos 28
Figure 9: SOCIAREM's Insrtagram Account 44
Figure 10: SOCIAREM's X Account 45
Figure 11: SOCIAREM's LinkedIn Account 46
Figure 12: Example of SOCIAREM Instagram post created with CANVA 47
Figure 13: Example of SOCIAREM X post created with Canva 48
Figure 14: Example of SOCIAREM LinkedIn post created with Canva 49
Figure 15 : Article 17 of the Grant Agreement 50
Figure 16: SERI Funding Manual 51

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

Annex 1 Brand Guideline

Co-funded by the European Union

SOCIAREM

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs, Education and Research EAER
State Secretariat for Education, Research and Innovation SERI

SOCIAREM | Brand Guideline

CONTENT

Content..... 1
Context..... 2
The Logo..... 3
EU Emblem & Funding Statement..... 5
Color Palette..... 7
Typography..... 9
Icons..... 11

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

This guideline brings together the basic tools for the correct use and graphic application of SOCIAREM.

It has been designed with the needs of all those responsible for interpreting, articulating, communicating, and applying SOCIAREM in their various fields in mind.

To avoid undesirable results when implementing SOCIAREM, a series of general rules must be followed.

The guideline ensure a consistent and professional identity across all platforms and materials. Proper usage of the logo, colors, and typography guarantees cohesive communication, reinforces the project's credibility and identity, and enhances its visibility and impact within Europe and the Mediterranean region.

SOCIAREM | Brand Guideline 02

LOGO

The SOCIAREM logo represents the core vision of the project by highlighting its focus on renewable energy, community empowerment, and technological innovation. It symbolizes the project's mission to foster sustainable energy solutions through collaborative, user-driven approaches that strengthen local communities and promote energy democracy.

SOCIAREM

LOGO

SOCIAREM | Brand Guideline 03

Co-funded by the European Union

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

MONOCHROMATIC VERSIONS

The logo adapts to monochormatic versions in light and dark backgrounds. It is available in different variations, ensuring versatility and consistency across various applications.

EU EMBLEM & FUNDING STATEMENT

Communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the EU flag and funding statement "Co-funded by the European Union" (translated into local languages, where appropriate)

https://cinea.ec.europa.eu/programmes/innovation-fund/communication-toolkit_en

FOR ANY FORMAL DOCUMENT OR PUBLICATION PLEASE ADD THE FOLLOWING DISCLAIMER:

Co-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 CINEA. Neither the European Union nor the granting authority can be held responsible for them.

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

EU LOGO AND FUNDING STATEMENT

EU FLAG WITH YELLOW STARS + CO-FUNDED BY EU TEXT

Horizontal form

Co-funded by
the European Union

Vertical form

Co-funded by
the European Union

SOCIAREM | Brand Guideline 06

SERI FUNDING STATEMENT

Long form

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Education,
Research and Innovation SERI

Short form

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

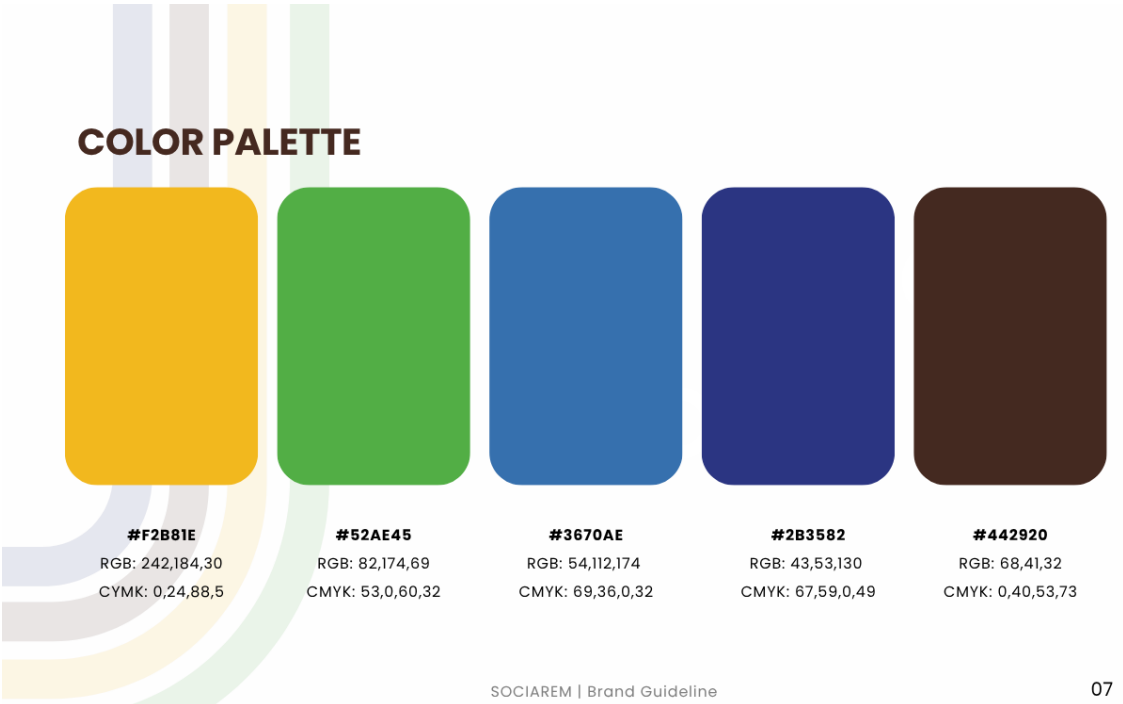
Swiss Confederation

SOCIAREM | Brand Guideline 06

Co-funded by the European Union

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.



Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

TYPOGRAPHY

Lorem ipsum dolor sit amen.

Lorem ipsum dolor sit amet, consecteturadipiscingelit,sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Poppins bold is the selected typeface for titles

Poppins Bold

Poppins regular is the selected typeface for body texts

Poppins regular

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

ICONS

To maintain a cohesive and visually appealing brand identity, the icons within the logo must be understood.

Citizen-driven and social aspect of SOCIAREM. It stands for collaboration, participation, and inclusivity, emphasizing that the clean energy transition must engage and empower communities across Europe.

Environmental sustainability and the project's commitment to accelerating the green energy transition through renewable solutions. It reflects SOCIAREM's focus on harmony between technology, people, and the planet.

Solar power, the core of SOCIAREM's mission to boost the adoption of photovoltaic (PV) systems. It also conveys energy, innovation, and optimism — key drivers of Europe's renewable future.

SOCIAREM | Brand Guideline 11

SOCIAREM | Brand Guideline

Co-funded by the European Union

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

Annex 2 Social Media

Figure 9: SOCIAREM's Insrtagram Account

Co-funded by the European Union

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

Figure 10: SOCIAREM's X Account

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

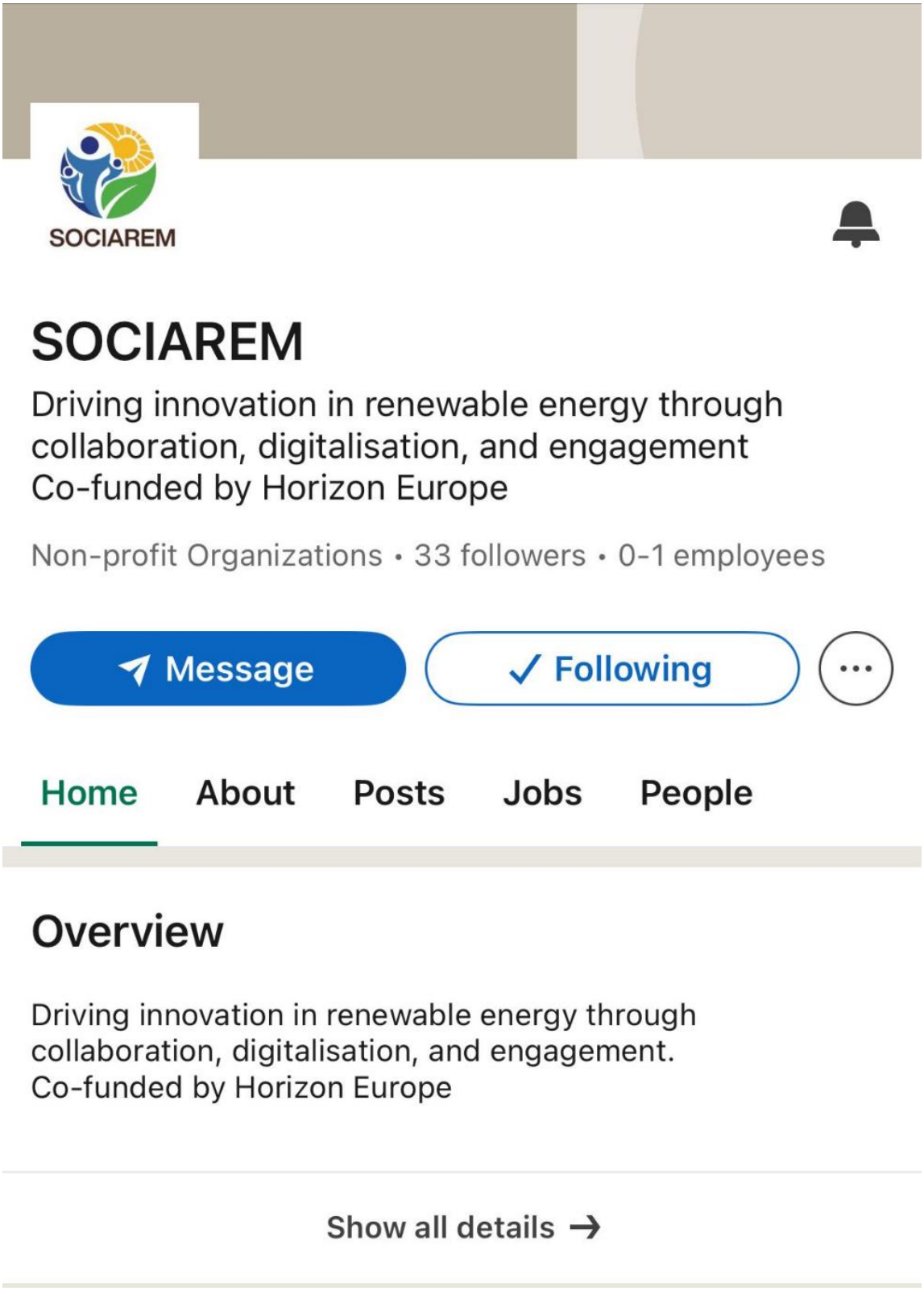


Figure 11: SOCIAREM's LinkedIn Account

Co-funded by the European Union

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

Figure 12: Example of SOCIAREM Instagram post created with CANVA

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

Figure 13: Example of SOCIAREM X post created with Canva

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

Figure 14: Example of SOCIAREM LinkedIn post created with Canva

Co-funded by the European Union
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

Annex 3: Article 17 of the Grant Agreement

ARTICLE 17 — COMMUNICATION, DISSEMINATION AND VISIBILITY

17.1 Communication — Dissemination — Promoting the action

Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner.

Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.

17.2 Visibility — European flag and funding statement

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):

Funded by the European Union

Co-funded by the European Union

Funded by the European Union

Co-funded by the European Union

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

17.3 Quality of information — Disclaimer

Any communication or dissemination activity related to the action must use factually accurate information.

Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

Project: 101235482 — SOCIAREM — HORIZON-CL5-2024-D3-02

Associated with document Ref. Ares(2025)8329330 - 04/08/2025

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

17.4 Specific communication, dissemination and visibility rules

Specific communication, dissemination and visibility rules (if any) are set out in Annex 5.

17.5 Consequences of non-compliance

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced (see Article 28).

Such breaches may also lead to other measures described in Chapter 5.

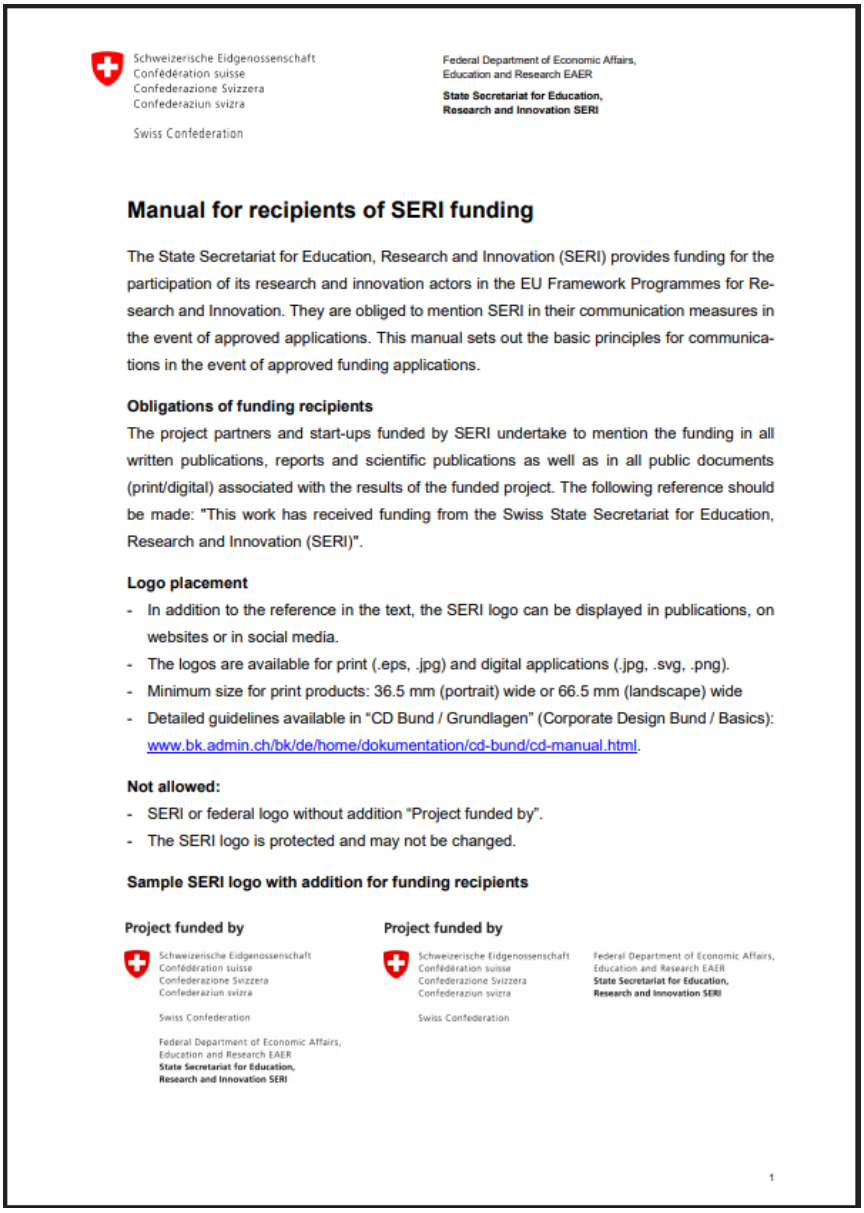
Figure 15 : Article 17 of the Grant Agreement

Co-funded by the European Union

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.

Annex 4: Swiss Secretariat for Education, Research and Innovation Funding Manual



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Education,
Research and Innovation SERI

Manual for recipients of SERI funding

The State Secretariat for Education, Research and Innovation (SERI) provides funding for the participation of its research and innovation actors in the EU Framework Programmes for Research and Innovation. They are obliged to mention SERI in their communication measures in the event of approved applications. This manual sets out the basic principles for communications in the event of approved funding applications.

Obligations of funding recipients

The project partners and start-ups funded by SERI undertake to mention the funding in all written publications, reports and scientific publications as well as in all public documents (print/digital) associated with the results of the funded project. The following reference should be made: "This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI)".

Logo placement

- In addition to the reference in the text, the SERI logo can be displayed in publications, on websites or in social media.
- The logos are available for print (.eps, .jpg) and digital applications (.jpg, .svg, .png).
- Minimum size for print products: 36.5 mm (portrait) wide or 66.5 mm (landscape) wide
- Detailed guidelines available in "CD Bund / Grundlagen" (Corporate Design Bund / Basics): www.bk.admin.ch/bk/de/home/dokumentation/cd-bund/cd-manual.html.

Not allowed:

- SERI or federal logo without addition "Project funded by".
- The SERI logo is protected and may not be changed.

Sample SERI logo with addition for funding recipients

Project funded by

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Education,
Research and Innovation SERI

Project funded by

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Education,
Research and Innovation SERI

1

Figure 16: SERI Funding Manual

Co-funded by the European Union

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement for Project N° 101235482 and the Swiss Secretariat for Education, Research, and Innovation (SERI) under contract N°25.00325.