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Abstract (for dissemination)	The Communication Plan to engage scaling-up support organizations describes the marketing and outreach activities of the REMOBILISE project to involve scaling-up support organizations in the project activities and connect them with SMEs. The document includes the description of the target group, the aim of the communication activities, the communication tools that are used, and the monitoring of the activity.
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Abstract

As the general objective of Work package 4 is to stimulate collaboration between European mobility clusters, clusters' members and scaling-up support organizations, in order to help sharing best practices and develop cross sectoral and cross-border collaboration, the project pays special attention to the involvement of scaling-up support organization in our activities.

Based on the RECIPE4Mobility experience, it usually requires a lot of effort to help matchmaking between scaling-up support organizations and SMEs, which is a key aspect when it comes to digitalization and the uptake of new technologies by SMEs. Therefore, the REMOBILISE project aims at connecting with these scaling-up support organizations within and outside of our cluster organizations, involve them in the activities of the project and connect them with relevant SMEs.

For this purpose, the below Communication Plan was developed by the consortium, to ensure the proper planning of marketing activities and identification of effective marketing tools, focusing on the scouting of scale-up support organizations.

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Executive Summary

The Communication Plan to engage scaling-up support organizations describes the marketing and outreach activities of the REMOBILISE project to involve scaling-up support organizations in the project activities and connect them with SMEs.

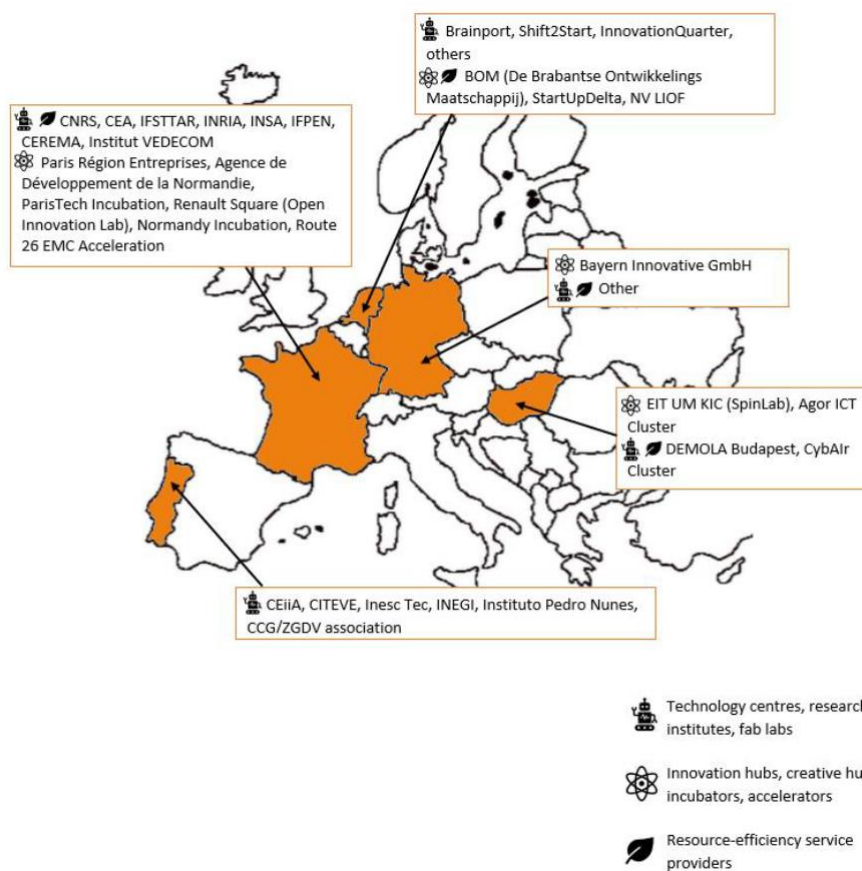
The communication plan, which was written in accordance with the Communication, outreach and awareness-raising Plan and Strategy of REMOBILISE, includes the following sections:

- Description of the target group
- Aim of the communication activities
- Communication tools
 - ECCP website
 - Social media channels
 - REMOBILISE website
 - Bi-yearly newsletter
 - Events
 - Direct outreach
- Monitoring and tracking of outreach activities towards Scaling-up support organizations

1. Target group description

This Communication plan describes the marketing and outreach activities targeting scaling-up support organizations and their participation in the project activities of REMOBILISE. To understand better this target group, the project defined them as technology centres, venture-capital organisations, incubators, accelerators and research institutes, that play a significant role in fostering innovation within our mobility and automotive regional ecosystems.

Below are some examples collected regarding scaling-up support organizations in the network of the consortium:



As the overall aim of work package 4 is to stimulate the collaboration between European mobility clusters, their members, and scaling up support organizations, the consortium pays specific attention to scaling-up support organizations within and outside of our networks, as they play a central role in the development of innovation and entrepreneurship in the sector of Safe and Sustainable Urban Mobility.

These organisations also help the digitalisation and the uptake of advanced technologies by SMEs, therefore the REMOBILISE project aims at involving them in the project activities, to help relevant matchmaking between the SMEs and scaling-up support organizations.

Moreover, based on the experience of Recipe4Mobility, a major issue for scale-up organisations is to develop and grow internationally, therefore the REMOBILISE project also focuses on helping them develop new partnerships with foreign partners, through matchmaking and networking opportunities. With these activities, the REMOBILISE project will help with the cross-sectoral/border collaboration between the scaling-up support organizations at EU level.

2. Aim of the communication activities

The primary aim of the communication activities aimed at scaling-up support organizations is to reach these organizations effectively and get in contact with them regarding REMOBILISE news and events and scout them for the activities of the project.

For this purpose, the ECCP portal and its Partner collection will be used, to effectively reach and scout scale-up support organizations for the partnership activities. The other communication channels, such as social media channels and REMOBILISE website, will also be used for this purpose.

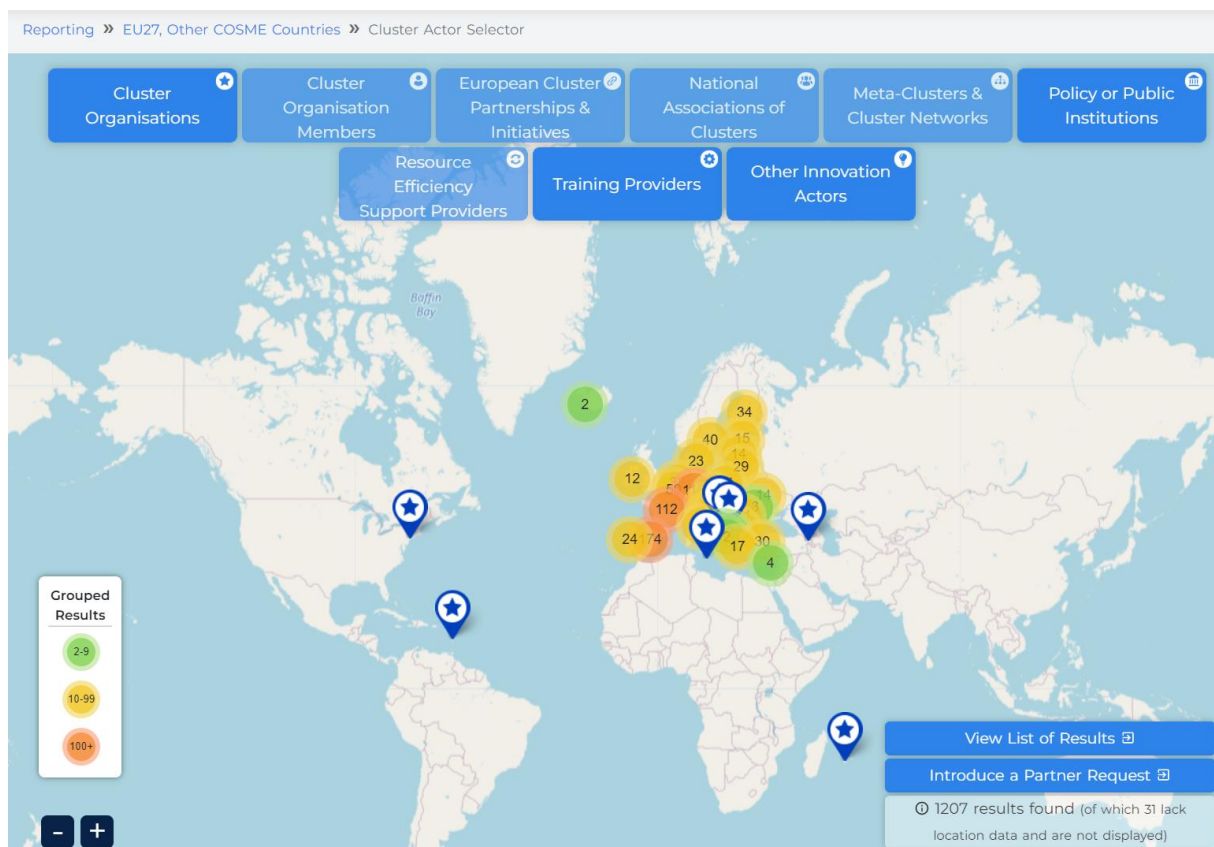
Another important aspect of the communication with scaling-up support organizations is to share with them and promote achievements of the REMOBILISE project, as well as best practices and lessons learnt. The partnership regularly posts project materials for this purpose on the REMOBILISE website, and several articles will be posted on the ECCP website to further distribute such information and resources.

The third major aim of the communication towards scaling-up support organizations is to connect them with relevant SMEs in our eco-systems, as well as other scaling-up support organizations, to support international collaboration. For this purpose, the partnership will promote its online and face-to-face events via social media channels, the project website and newsletters. Matchmaking and networking activities are also planned as part of our events, in order to connect these different actors and initiate discussions among them.

3. Communication tools used to reach scaling-up support organizations

3.1. ECCP website

The European Cluster Collaboration Platform provides a unique resource with its collection of organizations already interested in knowledge exchange. To directly target scaling-up support organizations via the ECCP tool, the Partners function of the platform will be used:

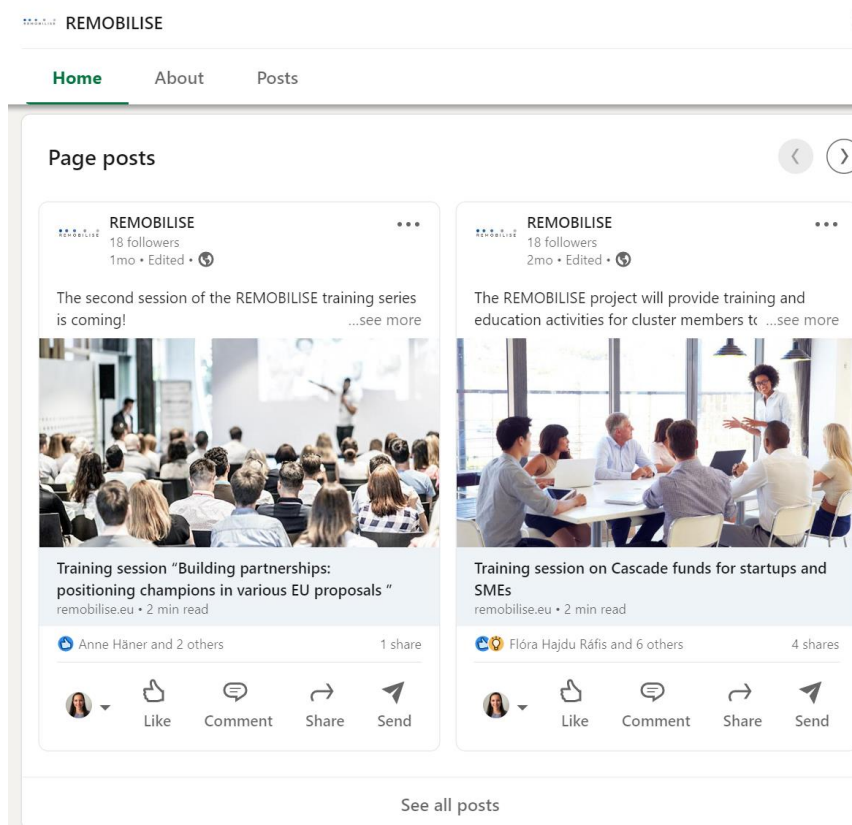


Here, the relevant organizations can be found based on the search criteria and then via the contact information, they can be reached directly.

Another important aspect of the website is the Events tab, where upcoming events of European Cluster Partnerships can be advertised. The missions and events organized by the REMOBILISE project will be advertised on this page, also with a specific focus on scaling-up support organizations. This is an effective way of communicating project activities and reaching a wide target audience, as the published events are also displayed in the monthly ECCP Newsletter.

3.2 Social media channels

To effectively communicate events and achievements of the REMOBILISE project, a LinkedIn and a Twitter account were created as social media channels of the project. These accounts make use of the REMOBILISE project identity materials, such as logo. The Partnership will regularly create posts specifically aiming at scaling-up support organizations and promoting their participation in the project activities.



Apart from the specific REMOBILISE social media channel accounts, the partners in REMOBILISE will also share these posts on their own social media accounts, to reach an even wider audience.

3.3 REMOBILISE website

In order to increase the visibility of REMOBILISE, a project website has been created under the domain name registered at remobilise.eu. The website has various subpages, and the below ones will have an important role regarding communication towards scaling-up support organizations:

- **Quadruple Helix (dynamic part of the website):** here, a registration option was built so that cluster managers can register and upload their contacts in Europe, representing the quadruple

helix. These partners will be visible on the map of Europe to represent the different ecosystems in the project. Project partners can include their scaling-up support organization contacts on this subpage, which also represents a good opportunity to start communicating about REMOBILISE towards these partners.

- **News and Events:** this subpage is regularly updated in order to keep the public as well as partners in the ecosystem up to date on project events and results. Training sessions and project events, such as the missions, will be also advertised here, and shared with scaling-up support organizations, to encourage their participation in the project activities.
- **ClusterXchange:** this subpage describes the ClusterXChange programme and describes the use cases for the exchanges between members of the European industrial ecosystem. It also explains the specifics of the exchanges (financing, length of stay, etc.). This subpage, together with the ECCP website, will also be shared with scaling-up support organizations to inform them about the opportunity and encourage their registration at the ClusterXChange platform.
- **Contact us:** A free text window is created on this subpage that directly forwards the information to the email address of the project. The email address itself is also displayed, so that interested parties can also reach project members directly. Based on news and project events advertised at the News and Events webpage, we expect scaling-up support organizations to also reach out to the partnership in case of further questions via this subpage.

3.4 Bi-yearly newsletter

To further support our outreach and awareness-raising activities in REMOBILISE, a bi-yearly newsletter will be used to disseminate current news of the project, together with lessons learnt and upcoming events, such as training sessions and cluster missions.

In the bi-yearly newsletter, the partnership will put a specific focus on communicating towards scaling-up support organizations. Their participation will be encouraged in the project activities, as well as a call to action will be included, in order to encourage their participation in the ClusterXchange mobility scheme.

Regarding scheduling of the newsletters, they are currently planned for September and December of 2022. The project uses Mailchimp as a tool for the dissemination of these newsletters online.

3.5 Events

To facilitate knowledge sharing, networking, and community building with scaling-up support organizations and other members of our network in Europe, the consortium will organize online and (if COVID restrictions allow) face-to-face events as part of the project activities.

For example, various training sessions are organized online, where REMOBILISE encourages the participation of scaling-up support organizations. These trainings are also be advertised and open for registration via the REMOBILISE website.

Regarding physical events, there are three cluster missions planned as part of the project, as below:

- November 7-9th, 2022: Paris, France. Organizer: NextMove
- May 2023: Norte, Portugal. Organizer: Mobinov
- November 2023: Budapest, Hungary. Organizer: Zone Cluster

These events represent a unique opportunity to involve scaling-up support organizations in the activities of REMOBILISE and disseminate results of the project. Scaling-up support organizations will receive a special focus in the third cluster mission in Budapest (November 2023), which is dedicated to SMEs and start-ups keen on approaching new markets. Therefore, scaling-up support organizations will have a great opportunity to meet with ambitious start-ups in the ecosystem, as well as other scaling-up support organizations, which can help their international activities.

3.6 Direct outreach

To further support marketing activities aimed at scaling-up support organizations, the partners in REMOBILISE will also share activities of the projects with their scaling-up support organizations directly via email.

To involve scaling-up support organizations outside of our current network, the Partners section of the ECCP website will also be utilized. Here, scaling-up support organizations can be searched for, and their contact information is also available. The partnership will contact these organizations and share news and events of the REMOBILISE project and encourage their match with partners from our ecosystems (ClusterXchange mobility scheme).

As an outcome of previous direct outreach activities, five scaling-up support organizations already participated in REMOBILISE activities. These organizations were interviewed as part of T2.1, to gather

their insights of pains, gains, drivers and barriers concerning the development of green and friendly technologies for city ecosystems. The organizations that participated in the interviews are the following:

- Bayern Innovativ, Cluster Automotive – Bavaria, Germany
- Instituto Pedro Nunes – Coimbra, Portugal
- Moove Lab - Paris, Ile de France, France
- Brainport Development – Eindhoven, Brabant, the Netherlands
- Green Brother – Budapest, Hungary

4. Monitoring and tracking of outreach activities towards Scaling-up support organizations

Zone Cluster will regularly monitor, and if necessary, adapt the communication and outreach activities in order to reach the target audience in the most efficient way, as well as to achieve the foreseen Key Performance Indicators (KPI). A set of KPIs has been defined to monitor the activities and take necessary measures in due time in case where these KPIs are not being reached.

In case of T4.4, the specific expectations regarding scaling-up support organizations are the following:

- Pitching session: one pitching session on specific thematic gathering at least 5 scaling-up support organizations and 5 SMEs
- ClusterXchange mobility scheme: support to registration and identification of match for at least 5 scaling-up support

Zone Cluster will coordinate and monitor the communication activities targeting scaling-up support organizations, and make sure that the above requirements are met within the expected timeline.

Remobilise Partners



NextMove (France): Since 2006 NextMove brings together and supports mobility players in the Normandy and Paris area regions: manufacturers or service companies, SMEs, start-ups, public institutions, territories, research and training players. With more than 600 members, NextMove is one of the largest French communities in product and service innovation in the field of mobility. Their objective: foster the funding of R&I projects and collaborative business for their members and build the “Mobility Valley”, a European and International reference of innovative and responsible mobility for the future.



Cluster Mobility and Logistics (Germany): In the age of electromobility and IT logistics, the cluster works with their partners and members to find intelligent answers to upcoming social and technological challenges. Through broad networking, mediation of project partners, contacts to international networks and the initiation and promotion of research projects, they sustainably shape the innovation fields of mobility and logistics. The Cluster Mobility & Logistics based in the TechBase Regensburg is managed by R-Tech GmbH, a subsidiary of the city of Regensburg.



Zone Cluster (Hungary): Created in 2018, Zone Cluster is a recent cluster which aims to become a significant European professional base for the future mobility solutions and infrastructures development. The activity of the cluster is focused on Hungary, but with involving regional (Hungary, Austria, Croatia, Slovenia) countries and European Union countries as well. It has encountered a major success being part of the EIT Urban Mobility.



RAI Automotive Industry NL (Netherlands): Created in 2011, since 2020 part of the RAI Association. Cluster organisation RAI Automotive Industry NL is the leading authority in Dutch automotive manufacturing and supply chain industry, focusing on global automotive and mobility solutions by joining forces with industry members and stakeholders and acting as a catalyst in the fields of innovation and education.



Mobinov (Portugal): Created in 2016, Mobinov is an automotive cluster aiming to foster the growth of the national automotive sector through mobilizing initiatives and projects that enhance competitiveness, innovation, and increased added value for its members. It has 69 members, including 32 SMEs.