

# SHARE 4.0

## COMMUNICATION AND DISSEMINATION STRATEGY (C.1.1)

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## ABOUT SHARE 4.0

In its overarching project objective, the Share 4.0 SK-AT project pushes for an improvement in the cooperation of key actors for research and innovation through new forms of cooperation and practicable work processes. In this way, direct and long-term oriented pilot projects with a high degree of effectiveness are activated and implemented.

This is done on the basis of two selected fields of work: (1) Industrial Assistance Systems; (2) Resilient, Sustainable Production Systems. Overall the challenge of improving the lack of cooperation (in particular: consistency, strategy, resources, utilisation, excellence) is also being specifically addressed by means of a high quality bundle of service support.

SMEs, research and universities, business support organisations (tech parks, business development etc.) and also regional/local authorities are included as target groups in the project processing and its follow-up activities. Authorities are involved in the project processing and its follow-up activities. Project processing and implementation will be carried out with all project partners in the entire programme area.

The planned change is mainly achieved through the following main outcomes: (1) Work base including governance model for the Smart Industry Network SK-AT; (2) pilot projects of excellence; (3) Strategy and Action Plan 2021-2027; and (4) the Memorandum of Understanding of the Project Group, by which the organization of the Smart Industry Network SK-AT, the joint further development and a consistent exploitation agenda.

These main results, defined as new products and services for research and innovation, contribute through the high degree of implementation (qualities and quantities) in the project and beyond the project duration a significant benefit for the target groups.

Thus, a significant contribution is made to an innovative, smart SKAT region.

Projectpartners:

- **Verein Industrie 4.0 Österreich – die Plattform für intelligente Produktion (LP)**
- **FOTEC Forschungs- und Technologietransfer GmbH**
- **Národné centrum robotiky**
- **Profactor GmbH**
- **Ústav materiálov a mechaniky strojov Slovenskej akadémie vied**
- **Združenie inteligentného priemyslu - Industry4UM**
- **Forschung Burgenland GmbH**





## 1. SHARE 4.0 COMMUNICATION AND DISSEMINATION STRATEGY

### 1.1 SHARE 4.0 COMMUNICATION AIMS

The **SHARE 4.0 communication and dissemination strategy** provides guidance for all SHARE 4.0 communications with external actors and stakeholders within the participating partner countries and beyond. It ensures a consistent approach for the entire consortium and covers the communication activities and thus the related implementation tasks. The strategy underlines the importance of communication to promote SHARE 4.0 project activities and to disseminate the project results and further related information to a wide range of target groups.

The current document outlines the strategy for communication and dissemination activities during the project lifetime. It describes the communication and dissemination objectives, identifies main target groups, defines key messages, and presents various communication and dissemination channels and tools developed by the project. Monitoring and assessment of performance will be based on identified indicators in order to continuously improve the strategy and related activities.

The communication goal is geared towards knowledge enhancement. This is done through a variety of project actions that are laid down in action plans. It also promotes strategic pilot projects that promote knowledge transfer and knowledge enhancement. This concerns all target groups and relevant stakeholders for the SHARE 4.0 Network SK-AT.

### 1.2 SHARE 4.0 DISTRIBUTION OBJECTIVES

The first communication objective is to raise awareness by informing and sensitising the key target groups about relevant activities in the SK-AT region and comparable European regions. This is done by establishing workable structures and work processes for cooperation, knowledge management, learning, innovation, trend monitoring.

The second communication objective is knowledge enhancement, which is promoted by building and anchoring a sustainable model for smart industry governance in the SK-AT region. This will involve numerous representatives of target groups, multipliers and decision-makers in the project results and their use beyond the project duration.

The long-term oriented work (Strategy and Action Plan 2021-2027) pushes for successive changes in behaviour so that the current and future challenges in the field of cooperative research and innovation can be better met.

The communication tools are the project website incl. e-book (electronic representation of a brochure) and social media postings, press releases and newsletters as well as presentations at the three public events.



## 2. SHARE 4.0 DISSEMINATION ACTIVITIES

According to the work program SHARE 4.0, the work package C - Communication - supports the work packages (T) Implementation. This means that all content activities for the dissemination activities will be elaborated in implementation activities, whereby the dissemination activities are divided into the following sub-activities:

### - C.1 Start-up activities:

The aim of this activity is to lay the background for appropriate communication with the target groups. For this purpose, a communication manager (at FB) is determined, who acts closely with the project coordinator (PIA). The Communication Manager will create a communication plan that will help all partners to communicate the knowledge and to achieve the desired changes in awareness, attitude and behaviour among the target groups. For purposeful communication with the target groups, it is requested that every partner will elaborate a media list, which contains the relevant, strategic media partners of their region. The communication manager will merge the media lists afterwards into one list.

### - C.2 Public events and publications:

Own events as well as the presentation of the project on other events in the program area contribute significantly to the dissemination of the project results. Events will be organized throughout the project and in consideration of the framework given by the Corona pandemic.

The aim of this activity is the transfer of knowledge to the target groups. For these a project homepage and newsletter contents are continuously provided, which will be distributed by all partners via their communication channels in the program area. It publishes popular scientific articles on digitalization in regional and national newspapers and magazines of the business community as well as general media as well as scientific articles in a corresponding specialist medium. All project publications will be published electronically (also extensively as e-readers. Own events as well as the presentation of the project on other events in the program area contribute significantly to the dissemination of the project results. Events will be organized throughout the project and in consideration of the framework given by the Corona pandemic.

### - C.3 Promotional Material:

The project will produce promotional materials for communication to the target groups. In doing so, a design and layout will be developed that meets the specifications of the program. On the one hand, these promotional materials will inform about the project, e.g. in the locations of the project partners and during events.

### - C.4 Digital activities:

Digital and social media are given high importance in the project. These media are very well suited to communicate quickly and directly with the target group, to provide information and to disseminate it quickly, as well as providing feedback on the project and its results. In addition, these media can be used anywhere, anytime.



## 2.1. OBJECTIVES OF THE C.1 START-UP ACTIVITIES

The communication strategy and the media list for external communications are the main outputs of C.1 Start-Up Activities. The aim of the activities is that the project partners get guidance about the internal and external communication activities and the scope.

With the help of the communication strategy the project partners can also coordinate and schedule easier other WPC-activities in accordance with the requirements of the technical work packages.

## 2.2. OBJECTIVES OF C.2 PUBLIC EVENTS AND PUBLICATIONS

At public events, **(1) three events are planned**, one in Eisenstadt 10/2021, one in Bratislava 04/2022 and one at the end of the project in Vienna 10/2022. Through these events, representatives of the target groups and stakeholders will be actively involved in the project in order to get to know the project and to explore and initiate cooperation opportunities. These opportunities also serve the general dissemination of the project goals and contents and open up the possibility of further cooperation (also beyond the end of the project). The posters will be used at all events. At each of these events there will be a **press release (2)** to make the project known contents to a broader public. All project publications are intended published electronically (also extensively as e-readers).

Publications **can also be published in print versions if needed**.

A **newsletter** will contain all the elements of the classic brochure. It will be enriched with additional links and materials, which can be accessed via electronic links. These newsletters will be disseminated through the partners' channels in the program area, as well as through the website. The e-readers and electronic newsletters will enhance the reach of remote audience as well, especially in times of COVID-19 it may turn out as a supportive tool.

## 2.3. OBJECTIVES OF C.3 PROMOTIONAL MATERIAL

C.3 Publicity material activities support the visibility of projects and the involvement of target audiences, including advertising for the SK-AT program. It serves as a means of supporting other project activities as involving stakeholders in the thematic work packages (T). The **material (rollup and poster)** is intended as project information and contact for all interested stakeholders, target groups and the public. In general, the material is available in Slovakian and German.

The activity will produce posters that will be used at each public event (see Events Activity 2). In addition, the posters will also be used by the project partners to present the project at other public events. The project posters will be produced by the work package manager PP7/FB with the participation of all partners and will include activities and results from the project.

Furthermore, each partner will set up a roll-up poster in their own premises with media impact in order to present the project and its contents to interested persons. One roll-up poster with the project content will be created per partner.



## 2.4. OBJECTIVES OF C.4 DIGITAL ACTIVITIES

The project partnership focuses its digital activities on a **(1) bilingual project website, (2) sending newsletters and producing an e-book (3)**. The project website serves as a communication tool to present contents and results to the target groups and an interested public. It is continuously updated with the latest results. The newsletter is produced by the work package manager PP7/FB with contributions from all partners, each partner creates its own list of subscribers (min. 20 persons or institutions per partner) to inform a broad public about the project products. The interactive e-book serves as a project brochure and contains all relevant information about the project and its results.

All project partners have well-attended websites. SHARE 4.0 **will maintain its own project website, but will also provide subpages** on the project partners' own websites. Thus, the project results will be permanently available and updated even after the end of the project.

In addition, a list **of social media** regularly used by affiliates through their own account is collected. If the social media will not sufficiently cover the accounts of the partner organizations, a project-own account will be created. Profiles are established on social networks, informing the public about the project and inviting them to various performances and events. The following communication channels are selected:

FACEBOOK



TWITTER



LINKEDIN





### 3. SHARE 4.0 CORPORATE IDENTITY

#### 3.1. VISUAL IDENTITY

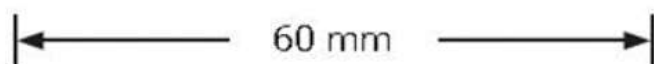
The logo reflects the international, innovative and sustainable direction of the project. It is in line with the Handbook for Project Implementation Beneficiaries, Part 6 - Information and Publicity; Cooperation program Interreg Slovakia - Austria in the program period 2014-2020.

The following logo was selected as project logo:

OFFICIAL  
PROJECT  
LOGO



Logos of the cooperation program Interreg Slovakia - Austria in program period 2014 - 2020 is the following:







### 3.2. EXAMPLES OF VISUAL IDENTITY

#### Project rollup



# SHARE **4.0**

PROJEKTBUDET/ROZPOČET PROJEKTU  
**€ 779.985,97**

EFRE-FINANZIERUNG/FINANCOVANIE Z EFRR  
**€ 703.987,55**

PROJEKTDAUER/TRVANIE PROJEKTU  
**04/2021–11/2022**





## Project Homepage

Under <https://www.projectshare40.com> the SHARE 4.0 Team will upload and update newest results and events.



The screenshot shows the homepage for the SHARE 4.0 project. At the top, there are logos for the European Union and Interreg Slovakia-Austria. The main heading is "SHARE 4.0" with a navigation menu below it containing "ARBEITSPAKETE", "PROJEKTPARTNER", and "KONTAKT". The main content area has a blue background with a network diagram and contains the following text:

**SHARE 4.0**

Share 4.0 SK-AT verfolgt als übergeordnetes Projektziel, eine strategisch nachhaltige und ergebnisorientierte Kooperation der Schlüsselaktoren für ein Smart Industry Network SK-AT aller beteiligten Regionen zu stabilisieren.

Dies erfolgt durch die praktikable, abgestimmte Arbeitsbasis in einem grenzüberschreitenden Governance Modell für Forschung und Innovation. Durch beispielhafte Pilotprojekte mit hohem Wirkungsgrad wird dies im Projekt unmittelbar getestet, wobei zahlreiche Entscheidungsträger, Multiplikatoren und Zielgruppen aus Verwaltung und Politik, Forschung und Wirtschaft involviert werden. Das Kooperationsnetzwerk wird sowohl organisatorisch und arbeitsmäßig verankert (Memorandum of Understanding). Ebenso werden die Outputs und Projektergebnisse durch den Strategie- und Aktionsplan 2021-2027 im Arbeitspaket 4 effizient und effektiv weiterentwickelt und über das Projektende hinaus genutzt.

Die Hauptresultate sind eine (1) erge, praktikable Kooperation von Institutionen im Aufgabenfeld Forschung und Innovation zu Industrie 4.0, die sich auf die 8 Projektpartner und mindestens weitere 8 Organisationen (Entscheidungsträger, Zielgruppen) in der SK-AT-Region bezieht sowie über die Projektautoren hinausgeht; (2) das gezielte Entwickeln und Umsetzen von Pilotprojekten mit für SK-AT relevanten Themen wie z.B. Robotik, Nachhaltige Produktion; (3) die konsequente organisatorische Verankerung unterstützt durch den Strategie- und Aktionsplan 2021-2027. Dadurch werden einerseits gemeinsame, grenzüberschreitende Produkte und Dienstleistungen für das Aufgabenfeld Forschung und Innovation entwickelt (z.B. Koordination von Forschungsinfrastruktur), und andererseits mindestens 8 zusätzliche Forschungsinstitutionen für grenzüberschreitende, internationale, interregionale Forschungs-, Transfer- und Innovationsprojekte unterstützt.

Bereits im Arbeitspaket 3 werden die Grundlagen für eine nachhaltige Kooperation (Output 1: Arbeitsbasis für das Smart Industry Network SK-AT) gesetzt, die durch die beiden Outputs des Arbeitspakets 4 (Strategie- und Aktionsplan 2021-

At the bottom, there are links for "WERBUNG" and "DATENSCHUTZ", and a "NEWSLETTER ANMELDEN" button with an arrow icon.





#### 4. SHARE 4.0 TARGET GROUPS

SHARE 4.0' target groups are identified on the basis of specific interests and needs related to the activities of SHARE 4.0 and its results, and in consultation with all partners. It also includes some groups that are estimated to be able to contribute results to various actors in society and influence decision-making at different levels in Austria, Slovakia and Europe.

The following table shows an **overview of the different target groups and communication objectives**, which increase the awareness and knowledge of the target groups for the SHARE 4.0 project, influence the activities of the target groups on their production chains and build the appropriate environment for the ccular economy.



## 5. SHARE 4.0 COMMUNICATION CHANNELS AND TOOLS

SHARE 4.0 also uses a variety of online tools, offline materials, press releases, reports, presentations, networks, meetings and events, and press and media work to reach all the audiences. In order to reach a broad audience and reach a high number of people in all target groups, the project will create specific communication materials and will also actively participate in and use existing channels (e.g., virtual networks regularly used by partners) and networks.

The **overall strategy of the project** is to raise awareness and interest in the project SHARE 4.0 and its activities, and to redirect the flow of interested people to the circulation and communication channels of SHARE 4.0, where specific, clear and relevant information is available.

As part of the **internal project communication** Microsoft MS Teams a SHARE 4.0 group was set up, where all project documents are kept. Access to MS Teams will be given to all project partners who will also be responsible for uploading the documents. This ensures a dynamic and transparent way of working in the project.

MS Teams



## 6. SHARE 4.0 COMMUNICATION ACTIVITIES TIMELINE

According to the work program of SHARE 4.0 application, a timeline is provided for communication and dissemination activities. The following table lists the scheduled run dates. Most of them can be detected as continuous activities throughout the project, in which a given total number should be achieved.

Responsible for project communication and dissemination is the main partner Research Burgenland GmbH (FB). All other partners support the activities with internal employees who assume the role of communication manager.

### SHARE 4.0: Communication activities timeline

operation name	Start	End
<b>WPC - Communication</b>	<b>04/2021</b>	<b>11/2022</b>
<b>Activity C1: Start up activities</b>	04/2021	05/2021
D.C1.1: communication strategy	04/2021	05/2021
D.C1.2: media List	04/2021	05/2021
<b>Activity C2: Public events and publications</b>	<b>06/2021</b>	<b>10/2022</b>
D.C.2.1: 3 public communication events	06/2021	10/2022
D.C.2.2: 3 press releases	06/2021	10/2022
<b>Activity C3: Promotional Material</b>	<b>04/2021</b>	<b>11/2022</b>
D.C.3.1 24 posters (#1, #2, #3)	04/2021	11/2022
D.C.3.2 8 roll-ups,	04/2021	11/2022
<b>Activity C4: Digital activities</b>	<b>04/2021</b>	<b>11/2022</b>
D.C.4.1 project website	04/2021	07/2022
D.C.4.2 3 newsletters	04/2021	11/2022
D.C.4.3 1 e-book	04/2021	11/2022

The deadlines (end dates) of the above-mentioned communication activities are related to the application form, but will be adapted frequently relating to project progress and requirements during the project.

## 7. SHARE 4.0 JOINT MONITORING OF COMMUNICATION ACTIVITIES

Referring to the Communication activities timeline and to ensure that the communication **activities/tasks are completed on time** an appropriate **monitoring** is required. Hence, a joint **monitoring table** was evolved by project partner Forschung Burgenland, which will be used during all project periods.

Frequent **maintenance** of the table (excel file) is requested and **mandatory for all project partners**. The project partners will receive periodically **update-requests** by project partner Forschung Burgenland, generally mid-term and at the end of every project period.

The table contains all activities divided into the deliverables and additional communication activities of interests (not listened as deliverable), which guarantee a good monitoring and are helpful to report communication activities complete. Not every sheet (deliverable) has to be maintained by every partner. Therefore, an instruction/guidance document is provided.

The guidance and the excel file called **“SHARE 4.0\_Communication Activities Joint Monitoring Table”** are saved at **Teams/Sharepoint** and the current status will be updated frequently by Forschung Burgenland.

### Overview of structure

<p>1. Individual sheet for deliverables within the communication activities C1-C4 according to the application form</p>	<div style="display: flex; flex-wrap: wrap; gap: 5px;"> <div style="background-color: #4CAF50; color: white; padding: 5px; border: 1px solid black;">AC1 Communication Strategy</div> <div style="background-color: #4CAF50; color: white; padding: 5px; border: 1px solid black;">AC1 Media List</div> <div style="background-color: #F44336; color: white; padding: 5px; border: 1px solid black;">AC2 Public Communication Events</div> <div style="background-color: #F44336; color: white; padding: 5px; border: 1px solid black;">AC2 Press Releases</div> <div style="background-color: #A52A2A; color: white; padding: 5px; border: 1px solid black;">AC3 Rollup and posters</div> <div style="background-color: #2196F3; color: white; padding: 5px; border: 1px solid black;">AC4 project website</div> <div style="background-color: #2196F3; color: white; padding: 5px; border: 1px solid black;">AC4 Newsletters</div> <div style="background-color: #2196F3; color: white; padding: 5px; border: 1px solid black;">AC4 e-book</div> </div>
<p>2. Additional monitoring areas of interest</p>	<div style="display: flex; flex-wrap: wrap; gap: 5px;"> <div style="background-color: #ADD8E6; padding: 5px; border: 1px solid black;">AC4 News -PP web</div> <div style="background-color: #ADD8E6; padding: 5px; border: 1px solid black;">AC4 social media activities</div> </div>

### Example Sheet “AC3 Roll-up and posters”

(for explanation of the individual sheets check the instruction document)

SHARE 4.0 - Communication reporting tool									
Roll-up and Poster									
pp	Reporting Period	Rollup/poster language	Work Package	Date	Country, City	Content (key words of presentation)	Amount (printed 7 Roll-ups, 24 posters)	URL	Additional documentation saved in "TEAMS" or send to C-Manager
<b>ROLLUP</b>									
AC									
AC-SIA									
AC-Industry&UM									
AC-NA&ED									
AC-UM&S&V									
AC-REG									
AC-FO&C									
AC-PP									
<b>POSTER #1 (Introducing project content and partner activities -&gt; for list users)</b>									
AC-SIA									
AC-SIA									
AC-Industry&UM									
AC-NA&ED									
AC-UM&S&V									
AC-REG									
AC-FO&C									
AC-PP									



## 8. SHARE 4.0 PARTNER COMMUNICATION BUDGET

One of the goals of the communication work package is to lay the foundations for good communication with the target groups. For this purpose, a communication manager (at FB) is appointed, who works closely with the project coordinator and Lead partner (PIA).

According to the SHARE proposal, the seven partners will receive a **total of € 40.625,52,-- travel and external budget** to help them achieve their communication goals. The table below shows the available budget per partner and budget line.

Partner	AP C Sum	AP C Travel costs	AP C External Expertise
LP – PIA	€ 9 871,20	€ 151,20	€ 9 720,00
P1 – SIEA	€ 9 881,28	€ 161,28	€ 9 720,00
P2 – Industry4UM	€ 2 681,28	€ 161,28	€ 2 520,00
P3 – NACERO	€ 2 681,28	€ 161,28	€ 2 520,00
P4 – UMMS SAV	€ 2 681,28	€ 161,28	€ 2 520,00
P5 – PRO	€ 2 226,00	€ 126,00	€ 2 100,00
P6 – FOTEC	€ 2 385,60	€ 285,60	€ 2 100,00
P7 – FB	€ 8 217,60	€ 117,60	€ 8 100,00
<b>Sum</b>	<b>€ 40 625,52</b>	<b>€ 1 325,52</b>	<b>€ 39 300,00</b>



## 9. SHARE 4.0 COMMUNICATION TEAM

PARTNER LEVEL	NAME	COMPANY AND COMMUNICATION FUNCTION	PHONE	E-MAIL
LP (P01) PIA	Michael Schwarzenborfer	Project manager – Strategic and Operational Planning, implementation	+4366461 925 22	michael.schwarzenborfer@plattformindustrie40.at
P1 – SIEA	Peter Pronay	FB Project team member – involved in strategic & operational planning, implementation		<a href="mailto:tonopronay@gmail.com">tonopronay@gmail.com</a>
P02 Industry4UM	Alena Jurigová	Project manager	+421 903 182 171	<a href="mailto:alena.jurigova@industry4um.sk">alena.jurigova@industry4um.sk</a>
P03 NACERO	František Duchoň	Project manager, technical expert	+42191571 9462	<a href="mailto:frantisek.duchon@stuba.sk">frantisek.duchon@stuba.sk</a>
P04 ÚMMS SAV				
P05 PRO	Christian Wögerer	Coordinator International Networks	+43664608 85200	<a href="mailto:christian.woegerer@profactor.at">christian.woegerer@profactor.at</a>
	Oswald Adrian Bratu	Junior Researcher	+43(0)7252 885-0	<a href="mailto:oswald.bratu@profactor.at">oswald.bratu@profactor.at</a>
P06 FOTEC	Markus Hohlagschwandtner	FOTEC project manager – operational planning, relationships, dissemination	+432622 90333 130	<a href="mailto:Hohlagschwandtner@fotec.at">Hohlagschwandtner@fotec.at</a>
	Christoph Ackerl	FOTEC project team member – 3D printing, pilot projects	+432622 90333 281	<a href="mailto:Ackerl@fotec.at">Ackerl@fotec.at</a>
P07 FB – Forschung Burgenland GmbH	Christian Horvath	FB Project Manager - Strategic and Operational Planning, Communications Manager	+43 5 7705 54 45	<a href="mailto:christian.horvath@forschung-burgenland.at">christian.horvath@forschung-burgenland.at</a>
	Carina Halper	FB Project team member – involved in strategic & operational planning, implementation	+43 5 7705 5466	<a href="mailto:carina.halper@forschung-burgenland.at">carina.halper@forschung-burgenland.at</a>
	Thomas Kremsner	FB Project team member - involved in strategic & operational planning, PR and social networks	+43 5 7705 5468	<a href="mailto:thomas.Kremsner@forschung-burgenland.at">thomas.Kremsner@forschung-burgenland.at</a>
	Nicole Marhold	FB Project team member - involved in strategic & operational planning, PR and social networks	+43650282 54 33	<a href="mailto:nicole.marhold@forschung-burgenland.at">nicole.marhold@forschung-burgenland.at</a>
SK-AT Programme		Joint Secretariat of the cooperation program Interreg Slovakia-Austria	+	



## 10. SHARE 4.0 PARTNERS AND ADDITIONAL COMMUNICATION CHANNELS

In this section, the communication and dissemination strategy explores the partners to place the means of communication on their own websites, associated Twitter accounts, and any existing media services (magazines, newspapers, and TV).

With the goal to disseminate the core messages of SHARE 4.0 and to involve Slovakian and Austrian companies in the implementation of activities, also the partner's web and the existing social publishing (Twitter, LinkedIn, Facebook) will be used.

Project partner	Homepage	Twitter and other social media platforms	Regional media offers (newspapers, magazines and television)
LP – PIA	<a href="https://plattformindustrie40.at/">https://plattformindustrie40.at/</a>	<a href="#">LinkedIn</a> <a href="#">YouTube</a>	Newsletter and social media of founding members, Mediaplanet (Der Standard), Industry 4.0 Summit, APA OTS press releases (Medienecho)
P1 – SIEA	<a href="http://www.siea.sk">www.siea.sk</a>	facebook	press releases
P2 – Industry4UM	<a href="http://www.industry4um.sk">www.industry4um.sk</a>	facebook	Markiza TV, JOJ TV, RTVS TV, RTVS Radio, ATP Journal, AI Magazine, Trade Media International
P3 – NACERO	<a href="http://nacero.sk/language/sk/">http://nacero.sk/language/sk/</a>	N/A (only personal profiles)	Markiza TV, JOJ TV, RTVS TV, RTVS Radio, ATP Journal, AI Magazine, Trade Media International
P4 – UMMS SAV			
P5 – PRO	<a href="https://www.profactor.at">https://www.profactor.at</a>	<a href="#">LinkedIn</a> <a href="#">Facebook</a> <a href="#">YouTube</a>	Articles will be sent out if necessary to regional publisher.
P6 – FOTEC	<a href="http://www.fotec.at">http://www.fotec.at</a>	Facebook, LinkedIn	ORF, Bezirksblätter, NÖN
P7 – FB	<a href="http://www.forschung-burgenland.at/">http://www.forschung-burgenland.at/</a>	<a href="#">Facebook</a>	BVZ, Bezirksblätter, ORF Burgenland, Natur & Umwelt, Schau TV