

R5 – Network of Companies (SMEs)

Framework for Communication with companies (SMEs) and their involvement in project activities.

This framework serves as a **guideline** to facilitate communication between the project partners and all the companies included in the Network of Companies regarding their participation in project activities.

Although key steps and considerations are outlined, partners have flexibility to adapt and implement these strategies according to their own approach and resources.

1. Objective:

- Inform and invite companies to specific project activities.
- Encourage active participation and engagement from companies in surveys, training, multiplier events, and other activities.
- Build long-term engagement for future collaborations.

2. Audience:

- SMEs in the metal and electro sectors, which are available and motivated to take part in project activities.

3. Channels:

Each partner will focus their communication efforts in at least one of the following communication channels:

- Email: Each partner can craft their own invitation emails, preferably using a clear and concise format. It is advisable to prepare a template for the Initial Dissemination for each project activity (see section 5. Schedule).
- Phone calls: Partners may use a brief script or talking points for phone calls.
- Social media post: LinkedIn, Facebook, Twitter, etc.
- Face to face and virtual meetings.
- Fairs or exhibitions

4. Schedule:

Plan when and how often you'll communicate:

- Initial Dissemination: at least 2 weeks in advance before the event date. “Save the date” or “Pre-registration” communication.
- Specific Invitation: 1 week in advance. If applicable, the online link is sent in this communication. It serves also as a reminder.
- Targeted communication for confirming assistance: between 1 to 3 days before the event date.
- Final communication (after the event): Thank-you note and event summary.

5. Legal and Data Protection Compliance:

Ensure your communication follows GDPR regulations:

- Partners must ensure that all communication complies with GDPR regulations and other relevant data protection laws.
- Clearly communicate data usage policies and obtain consent where necessary.
- An example disclaimer could be:

By participating in this [name of the activity], you acknowledge that your data will be processed in accordance with GDPR regulations.

6. Flexibility:

- Partners should remain adaptable to changes and adjust strategies based on real-time feedback.
- Sharing best practices and lessons learned with consortium partners can enhance overall effectiveness.