

# SURE5.0

Grant Agreement Number: **101057369**

Project acronym: **SURE5.0**

Project full title: **Supporting the SME's Sustainability and Resilience transition towards Industry 5.0**

## **D. 5.2**

### **Communication channels and promotional material**

**Final version**

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<b>PP</b>	Restricted to other programme participants (including the GSA)	<input type="checkbox"/>
<b>RE</b>	Restricted to a group specified by the consortium (including the GSA)	<input type="checkbox"/>
<b>CO</b>	Confidential, only for members of the consortium (including the GSA)	<input type="checkbox"/>



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## Document Control Sheet

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## Table of Contents

Executive Summary	4
1. Introduction	5
1.1 Purpose of Document	5
1.2 Intended audience	5
2. Communication channels	6
2.1 Website	7
2.2 Social media channels and ECCP profile	8
2.3 Newsletter	11
2.4 Partners communication channels	11
3. Promotional material	12
3.1 Project identity	12
3.2 Word and PowerPoint templates	13
3.3 Flyer	14
3.4 Roll up	15
3.5 Background image for meetings	16
3.6 Folder	16
3.7 Basic presentation of the project	17
3.8 Promotional videos	17
3.9 Images and photographs	18
4. Annexes	19

## **Executive Summary**

This document aims to show, on one hand, the communication channels created in the first months of the SURE5.0 project, that will be used to reach our target audience and on the other hand, the promotional material that will give support to all our communication and dissemination activities, being accessible to any of the consortium partners for its use in any event or meeting of interest.

All these channels and material are fully aligned with the project communication plan, a deliverable submitted in July 2022.

## **1. Introduction**

### **1.1 Purpose of Document**

The aim of this document is to show:

1. The SURE5.0 own communication channels, explaining when and how they were created, as well as its content and purpose of use. These channels have been conceived to give the greatest visibility to the project, trying to attract the interest of our target public and engage them in our activities and services.
2. The promotional material designed to give support to all our communication and dissemination activities, making SURE5.0 much more understandable and highlighting the benefits of participating in the project in a clear, visual, and attractive way.

### **1.2 Intended audience**

This deliverable is addressed to the following audience:

1. The consortium members, so they can follow the project communication and dissemination activities made through the SURE5.0 channels and contribute to spread the message in their region and among their contacts network, taking advantage of the available promotional material when required.
2. The European Commission, so they can check that the main channels and resources that should have been created according to our communication and dissemination plan (deliverable 5.1) are already available for its use.
3. General public interested in the project, so they can follow our communication and dissemination activities, as well as contact the project partners to get additional information.

## 2. Communication channels

Communication is a very important part of any initiative; it is the main way to reach the target audience and catch their attention, but it's also a key element to disseminate the results achieved, sharing the information and knowledge developed with any interested parties or stakeholders.

Defining the right communication channels is a difficult task, which must be preceded by the identification of the different target groups and the messages to be transmitted to them. This analysis enables to think effectively about the best way to reach our audience, selecting the most appropriate channels to contact them.

During the first meeting of the SURE5.0 project in Bordeaux, the partner in charge of the communication of the project, CEAGA, had the opportunity to moderate a brainstorming to give answer to the following questions:

- Who is the target audience of the project?
- What are the messages we want to transmit to each of these target groups?
- What are the most effective channels to reach them?



Figure 1 - Communication brainstorming during the kick-off meeting in Bordeaux

This collaborative activity allowed the consortium to identify the most appropriate channels to contact them, among we can stand out:

- The SURE5.0 specific communication channels, including its own webpage, social network accounts and ECCP project profile.
- The channels and internal resources used by each of the partners, that will complement the communication and dissemination activities carried out in the SURE5.0 channels, widening even more the project visibility and scope.

The creation of these channels, content and intended use will be explained in the next subchapters.

## 2.1 Website

The website is the most important channel to find all relevant information of the project, including not only the general background (partners, project objectives and benefits of getting involved in it) but also special sections to promote the most important activities available at any moment, such as open calls, training webinars, etc. where we will encourage the participation of our target groups, especially SMEs.

The first impression received by the audience interested in the project or those looking for information about it when visiting this site is crucial. Accordingly, its design and content must be carefully worked, so all information is understandable but easily accessible too. In this sense, CEAGA decided to subcontract the design, creation, and maintenance of the website to an ITC expert in this field. For this aim, at the very beginning of the project, CEAGA launched a bidding process to four local web developers, providing them with a document with the web requirements and all the information about the proposal submission and evaluation process. This document also explained the collaborative work expected between CEAGA and the selected supplier during the web construction period, as well as the deadline to have the first public version ready. Once we received the different proposals, their evaluation was carried out in an internal meeting of CEAGA, with the presence of the main staff involved in the SURE5.0 project and considering both economic and technical criteria. The selected proposal was the cheapest option but also the most convincing one in terms of design.

The first version of the SURE5.0 website has been made public in August 2022 at the following link: [www.sureproject.eu](http://www.sureproject.eu). It is a modern website, easy to use and access for its users, and it has a responsive design, adapted to be seen on different screens, whether it be a computer, mobile phone or tablet. It's important to stand out that the webpage will be in constant adaptation, like a living element that accompanies the progress of the project. In fact, the sections currently visible are just Home, About and News & events, but the rest of the sections (now hidden) will be showed as soon as their related SURE5.0 activities are ready to be launched. The website structure will eventually look like this:

Home	About	Open calls	Catalogue of service providers	5.0 training	Best practices	News & Events
	The project					
	Partners					
	Objectives and activities					
	Deliverables					

Apart from the "About" section with general information about the project and the "home" page reserved to transmit the main project messages and highlight the activities available at any moment, we can find other dedicated spaces, such as:

- The "Open calls" section, where the cascade funding will be promoted.
- The "5.0 training" section, where the visitors will see the recordings of the free webinars organised under the project, mainly focused on the industry 5.0 concept.
- The "best practices" section, to give visibility to success stories from SMEs which have already benefitted from the SURE5.0 activities.

# SURE5.0

- The "Catalogue of service providers" section, to enable SMEs to find technology suppliers and any kind of experts that could support them in the implementation of their 5.0 innovative projects.

Another important space in the webpage is the section "News and events" where the visitors will find the latest news about the project and the most important events that will take place.

The webpage will also include links to other communication channels of the project, such as social networks and ECCP profile.

Finally, we must stand out that the website includes a clear acknowledgement that the SURE5.0 project is funded by the European Commission, indicating the Union flag and the phrase "Funded by the European Union" in line with the [communication requirements](#) established in the call programme.



Figure 2 - Screenshot of the Home section of the website

## 2.2 Social media channels and ECCP profile

In the very beginning of the project, CEAGA created the SURE5.0 accounts in the following social networks: Twitter, LinkedIn and YouTube. The communication leader also created the project profile at European Cluster Collaboration Platform, in order to have more visibility among the clusters community and be able to use them as intermediaries for reaching a greater number of SMEs all around Europe. All these channels have been created to complement the webpage communication activities trying to reach our target audience in a more professional and effective way.

The [LinkedIn](#) and [Twitter](#) profiles of the project will be used to promote and disseminate the activities carried out within the framework of the project, such as the dissemination of calls for proposals, news, events, webinars or other actions. The aim of these publications is to connect with the audience, generate a conversation and draw attention to potential new actors who may discover the SURE5.0 project.

Direct mention will be made of the partners' profiles, if the character limit allows it, and they will be encouraged to disseminate the project's publications on their own profiles, thus acting as a loudspeaker to reach a wider audience.



# SURE5.0

Publications on these networks will always be accompanied by some multimedia content, whether a photograph, an illustrative banner, or a video, as it has been demonstrated that publications that lack any of these elements receive far fewer views than those that include them.



Figure 3 - Screenshot of the Twitter's profile of the SURE5.0 project

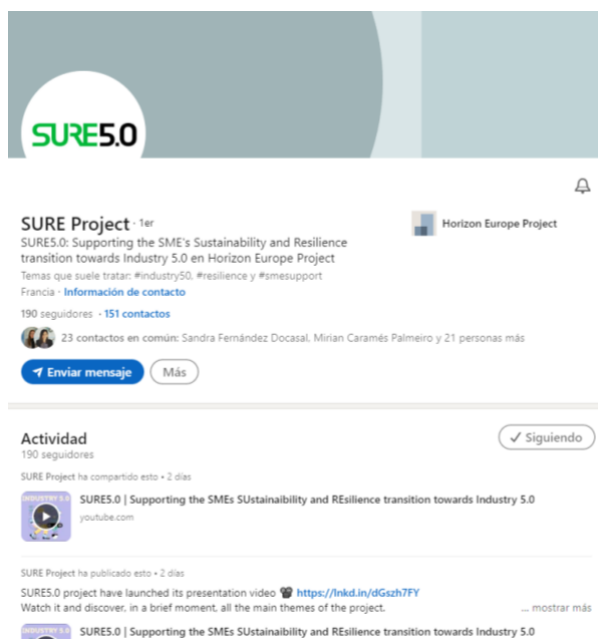


Figure 4 - Screenshot of the LinkedIn's profile of the SURE5.0 project

The project [YouTube](#) channel will be used to upload the promotional videos commissioned by the project and the 5.0 webinars, as well as any other video that is made in the framework of the project. Currently, the first SURE5.0 promotional video introducing the project is available to be seen. The YouTube channel also shows a playlist with the partners' corporate videos, so the visitor can know better the consortium.

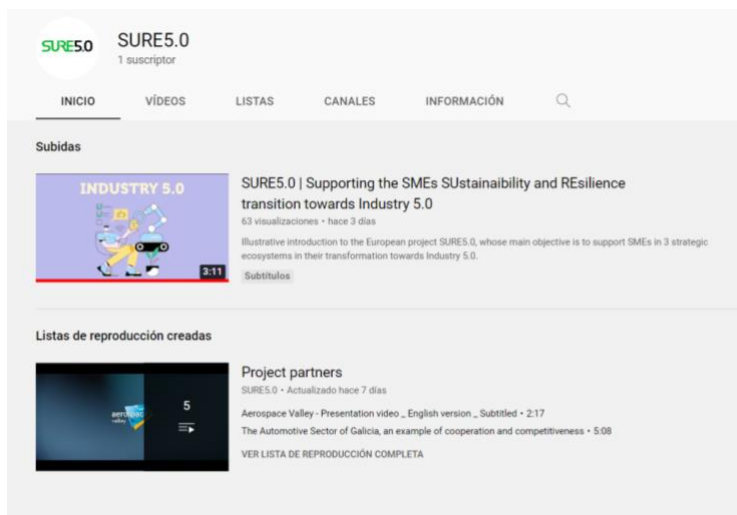


Figure 5 - Screenshot of the YouTube's profile of the SURE5.0 project

In order to have more visibility among the clusters community and be able to use them as intermediaries for reaching a greater number of SMEs all around Europe, CEAGA also created the SURE5.0 profile on the [European Cluster Collaboration Platform](#). This platform provides clusters and companies with the necessary tools to share information and connect with each other. In this channel we can find general information about the project, such as the programme it belongs to, the duration, budget, and the composition of the partners. News will be uploaded on this platform and will also appear on the website, in order to reach a wider audience at European and even international level.

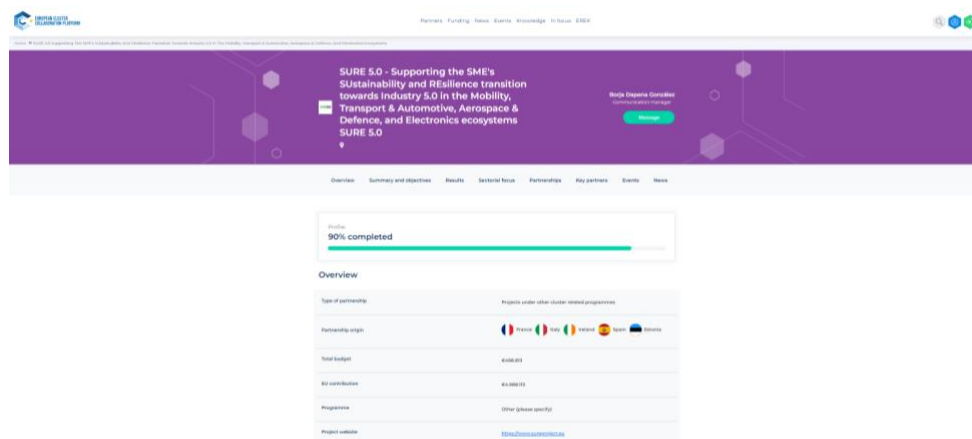


Figure 6 - Screenshot of the SURE5.0 profile on ECCP

## 2.3 Newsletter

On the SURE5.0 website, as it is shown in the image on the right, visitors can register to receive the project newsletter. This channel will be used to send the latest news, calls and updates of the project to those interested people who have subscribed to it.

The design of this newsletter, created on the Mail Relay platform, is currently in process in collaboration with the website provider. It will include the project logo, a text section with the main news of each newsletter illustrated with an image, the latest news uploaded to the website with a link to them, links to the project's social networks, the logos of all partners and the acknowledgement that the project is funded by the European Union.

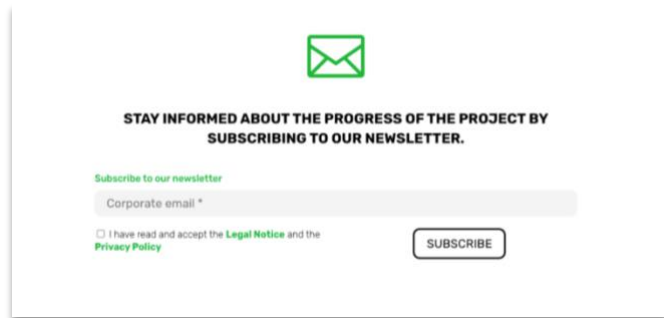


Figure 7 - Screenshot of the Home section of the website showing the Newsletter's subscription button

## 2.4 Partners communication channels

The communication channels of the partners are also key elements in the dissemination of the project activities. Each partner should help to promote and disseminate updates from the project's professional channels, either by sharing the project's own publication or by creating their own publication where they can share the latest news with their followers. Moreover, they will have to be in contact with the local media existing in their countries and other groups that may be interested in the project.

## 3. Promotional material

The communication materials created since the beginning of the project so far will be presented below. Some of these elements have already been shown in deliverable 5.1 Plan for the Dissemination and Exploitation, including communication activities. Also, project partners can find all the documents hereby explained in the WP5 folder of the SharePoint.

### 3.1 Project identity

As it was also mentioned in the deliverable 5.1, CEAGA has been working in the design of the SURE5.0 brand identity since the beginning of the project. In this context, the document "SURE5.0 brand guidelines" was created, explaining the rules and standards of the logotype and visual image of the project. This document also includes the colour code of the logo, its typography, subtitle, allowed uses, information about how to maintain the visibility of the funding, some of the communication materials created and the channels.

As this document says, SURE5.0 is the acronym for "Supporting the SME's SUsustainability and REsilience transition towards Industry 5.0 in the Mobility, Transport & Automotive, Aerospace and Defence, and Electronics ecosystems". The name should be written in capital letters and with no space between the letter "E" and the number "5". The logo must be visible in any document related to the project, at least on the first page.

In addition to the logo, the grant identifier must be included as a rule in any official document where the text "Funded by the European Union" appears next to it, translated into local languages if necessary. Rules for the use of the grant funding appear also in the "SURE5.0 brands guidelines" document, explaining its typography, colours, and versions.

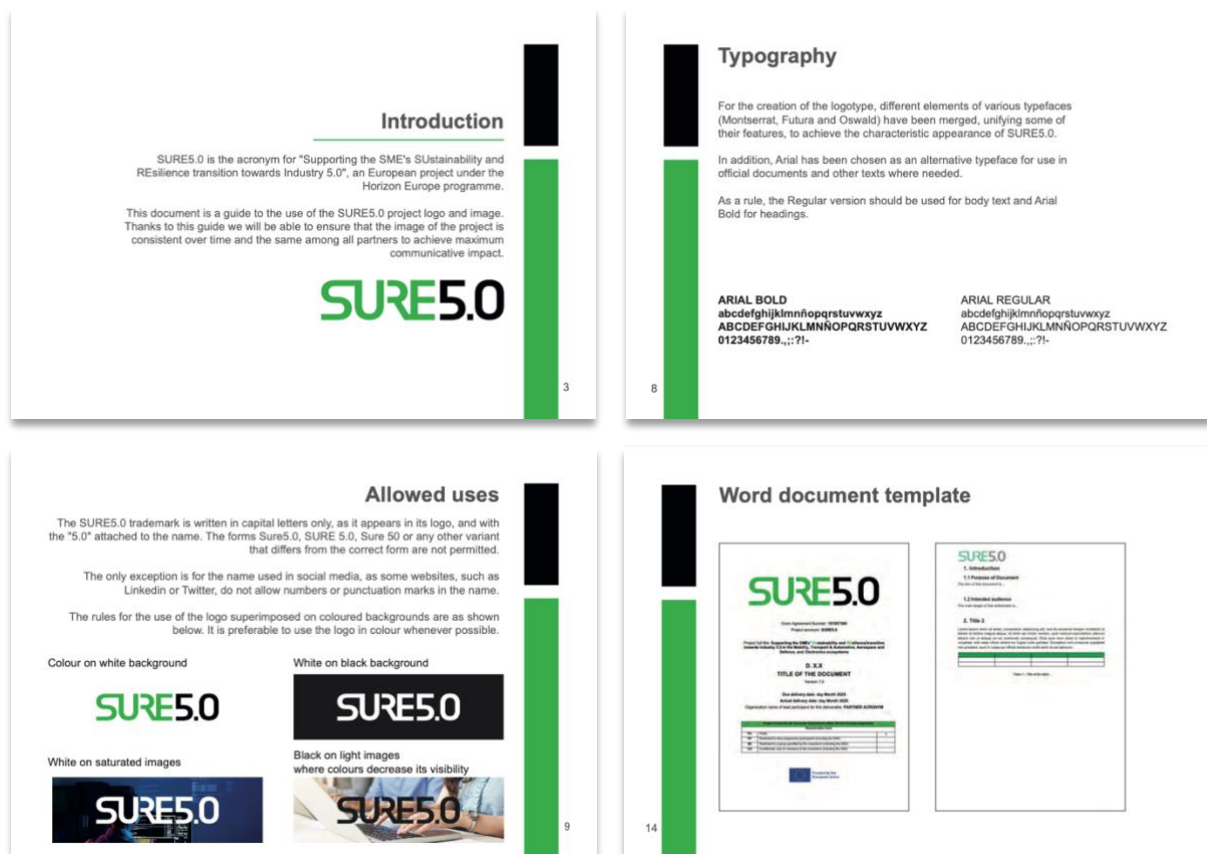


Figure 8 - Sections of the document "SURE5.0 brand guidelines"

# SURE5.0

Also, according to the established rules, the following text must be included in any communication or dissemination activity: “Funded by the European Union. Views and opinions expressed are however to those of the authors(s) only and do not necessarily reflect those of the European Union or HaDEA. Neither the European Union nor the granting authority can be held responsible for them.”



Figure 9 - "Visibility of the funding" section of the Brand guidelines manual

## 3.2 Word and PowerPoint templates

To maintain a consistent image in all project documents and presentations, as well as to maintain the same aesthetics in all materials regardless of which partner makes them, two document templates were created in Word and PowerPoint for all partners to use. These templates include the project logo, the visibility of the funding on the first page and the legal text mentioned in the previous section.

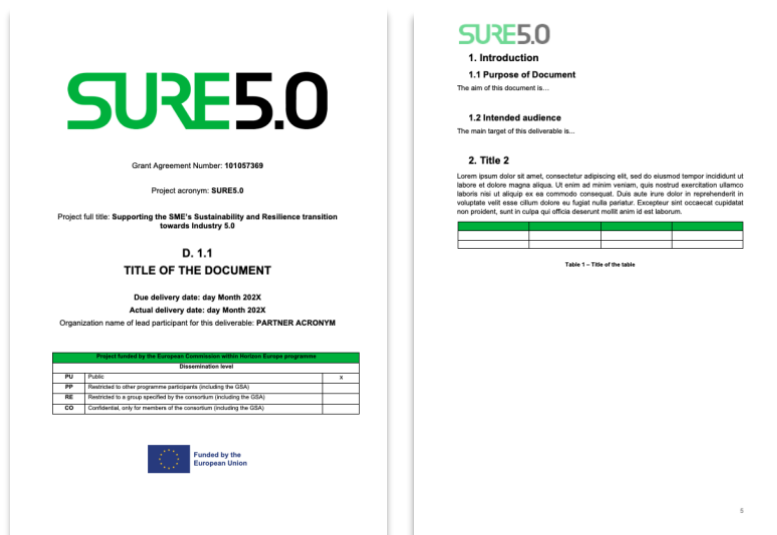


Figure 10 - Word document template



Figure 11 - PowerPoint document template

## 3.3 Flyer

With the aim of promoting the SURE5.0 Project in the framework of physical events and meetings, a flyer has been created including general information about the project, and more specifically, information about the activities the project can offer, including webinars, roadmaps, the providers' catalogue, networking events and the community that will be built. In addition, this flyer shows SMEs what their journey towards a transformation process to Industry 5.0 will look like, going through the five phases as described.

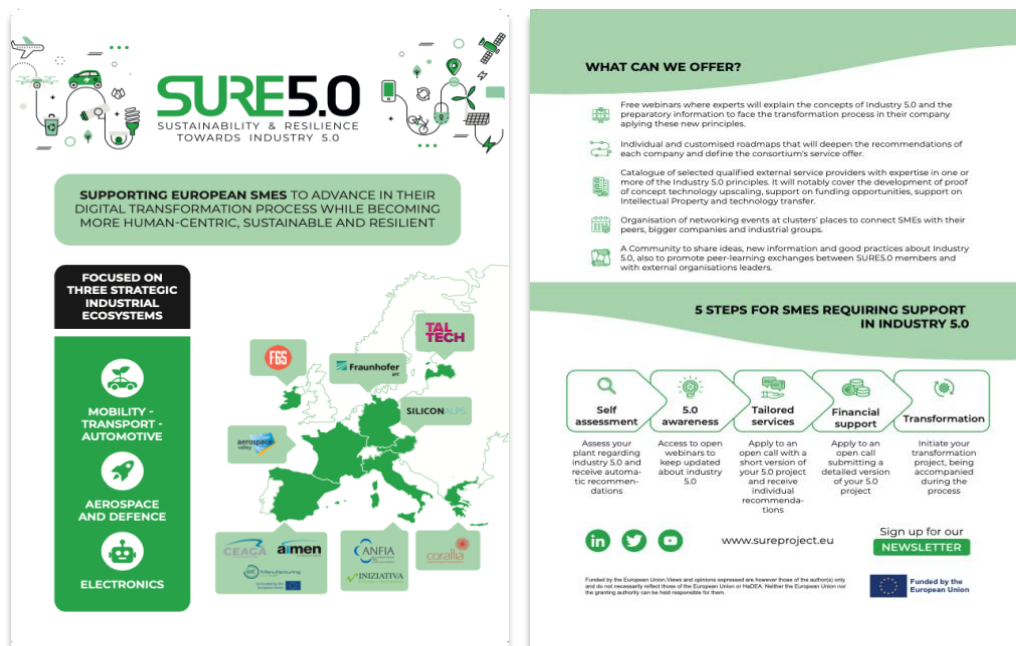


Figure 12 - Design of the SURE5.0 flyer

This flyer is intended to be a printed document in A5 size, easy to carry and handle by anyone. Project partners will be able to use it to explain the project and support their explanation with this visual document that they will be able to take with them and find more information whenever they want. To sum up, the idea is to help the target audience to understand better how the project works and provide them with the contact information and the link to the website, even encouraging people to sign up for the newsletter on the website.

# SURE5.0

## 3.4 Roll up

In the same way as the flyer, a 200x85 cm roll-up has been created. It will be used in local events and presentations of the project. Its design includes the logo, with the subtitle in this case to avoid problems of misunderstanding, the aim of the project in a summarised form, an illustration about the activities and benefits that companies can obtain by participating in the SURE5.0, the three strategic ecosystems in which the project works, the illustration that accompanies all the project materials so as to have a common image, and the logos of the partners of the consortium along with the European Union's emblem and the text of the funding.

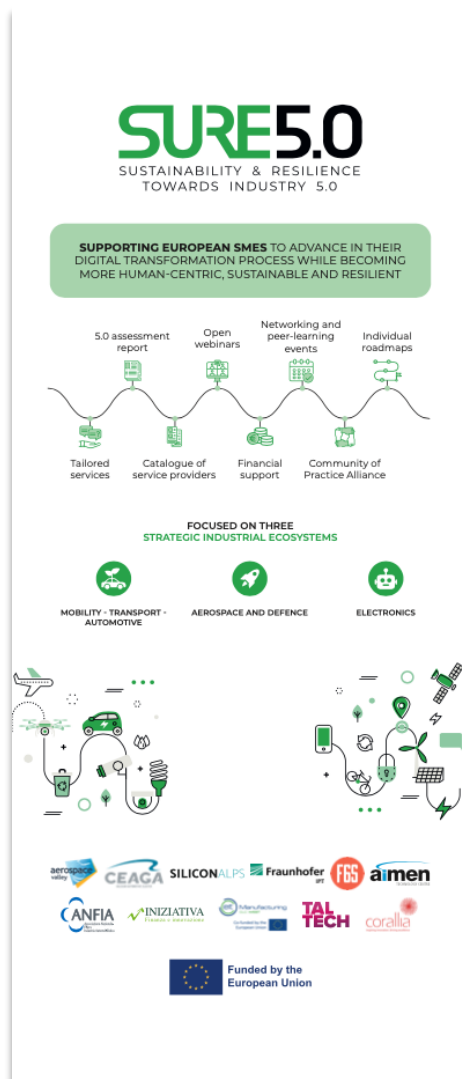


Figure 13 - Design of the SURE5.0 roll up

## 3.5 Background image for meetings

In the aftermath of the pandemic, there has been a considerable increase in online meetings and events where people connect via video calls. With this, it has also become trend to put a background image on the camera, avoiding showing the room or workplace where the person is and protecting their personal environment, as well as promoting in this image the company they belong to or the project they are involved in. For this reason, an image has been created for the SURE5.0 project that partners can use in their usual video call applications to identify the project to which they belong, which will be very useful, for example, in a conference where the project is discussed and explained.

This image includes the project logo on the left side of the image, so as not to be cut off by the person on camera, as well as the funding identification and an illustration that is repeated in all project materials and channels, identifying the project.



Figure 14 - Design of the background image for cameras of SURE5.0

## 3.6 Folder

As a complement, a folder has been designed that can be used when project partners need to hand over different documents to stakeholders, thus showing that the project has a professional and neat image. Inside the folder, partners should include the project flyer as a way of dissemination, but other documents could be added such as the agenda of the event organised, or any other element required for the purpose of the meeting.



Figure 15 - Design of the SURE5.0 folder



## 3.7 Basic presentation of the project

Another extra element created is the SURE5.0 basic presentation. This document is very useful for those partners who want to explain the project to an external agent in a way that they do not need to prepare any previous presentation, and everyone can use this one already created with the summarised information. The presentation explains the project in 8 slides in a brief and illustrative way, helping the receivers and listeners to retain the information, thanks to this visual support.



Figure 16 - Sections of the basic presentation of the project

## 3.8 Promotional videos

In order to announce the project in a clear and attractive way, achieving the greatest possible impact among our target audience, we have been commissioned to create three promotional videos of the SURE5.0 project.

The [first video](#), already available at YouTube, is an introductory video about the project, created with the aim of providing the most relevant information about the project, such as its objectives, activities, consortium members, etc.



Figure 17 – Screenshots of the first SURE5.0 promotional video

# SURE5.0

The second video will promote the cascade funds that will be made available to SMEs to boost their 5.0 projects. The third and last commissioned video will show the main results of the project achieved in the period 2022-2025. In the same way as for the website, CEAGA carried out the same process to select the supplier that would create the promotional videos for the project: selection of, in this case, three suppliers, request for technical offers, review of proposals and selection of the one that was the most in line with the brief and the most economical.

The first two will be videos where the animation will accompany the voice describing the characteristics of the project, while the second one will be a montage made of images and recordings made during the years of the project at events, meetings, and online recordings. These videos will be uploaded to the [project's YouTube channel](#) and disseminated on the project's website and social networks, as well as at events where the partners participate and want to present the project in an eye-catching way.

In addition, and to have enough material for the creation of the final video on the project results, project partners are encouraged to record and photograph the meetings and events they attend. This material can be used by the communication manager to create, in a homemade way, short videos that summarise the day and can be shared on the SURE5.0 communication channels.

## **3.9 Images and photographs**

All the members are encouraged to photograph every event and presentation it is celebrated, unless the communication manager takes care of it. These images could be used as communication material in presentations, newsletters, press releases, etc. If the image has copyright, the author must be mentioned.

Also, banners and illustrated images will be created throughout the project to accompany information, meetings or other project activities that do not involve photographs. In this way, the rule that all publications to be announced on social networks must include multimedia content is maintained.

## 4. Annexes

List of annexes in order of mention.

- Annex 1: SURE5.0 brand guidelines
- Annex 2: Flyer
- Annex 3: Roll up
- Annex 4: Folder
- Annex 5: Basic presentation of the project



# SURE5.0

Brand guidelines



# Index

## Introduction p.3

### Logo p.4

Construction grid

Security area

Subtitle

Typography

Colour

Allowed uses

Visibility of the funding

### Communication materials p.14

Word document template

PowerPoint document template

Roll up

Folder

### Channels p.19

Communication channels



# Introduction

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SURE5.0 is the acronym for "Supporting the SME's Sustainability and REsilience transition towards Industry 5.0", an European project under the Horizon Europe programme.

This document is a guide to the use of the SURE5.0 project logo and image. Thanks to this guide we will be able to ensure that the image of the project is consistent over time and the same among all partners to achieve maximum communicative impact.

# SURE5.0



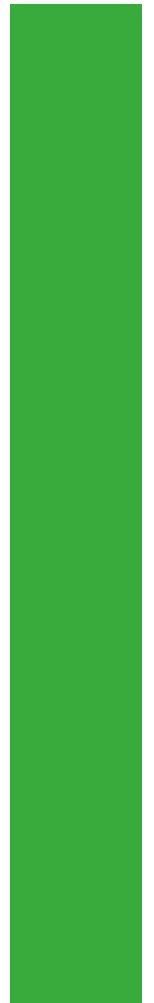
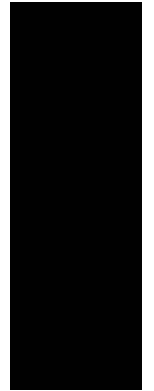
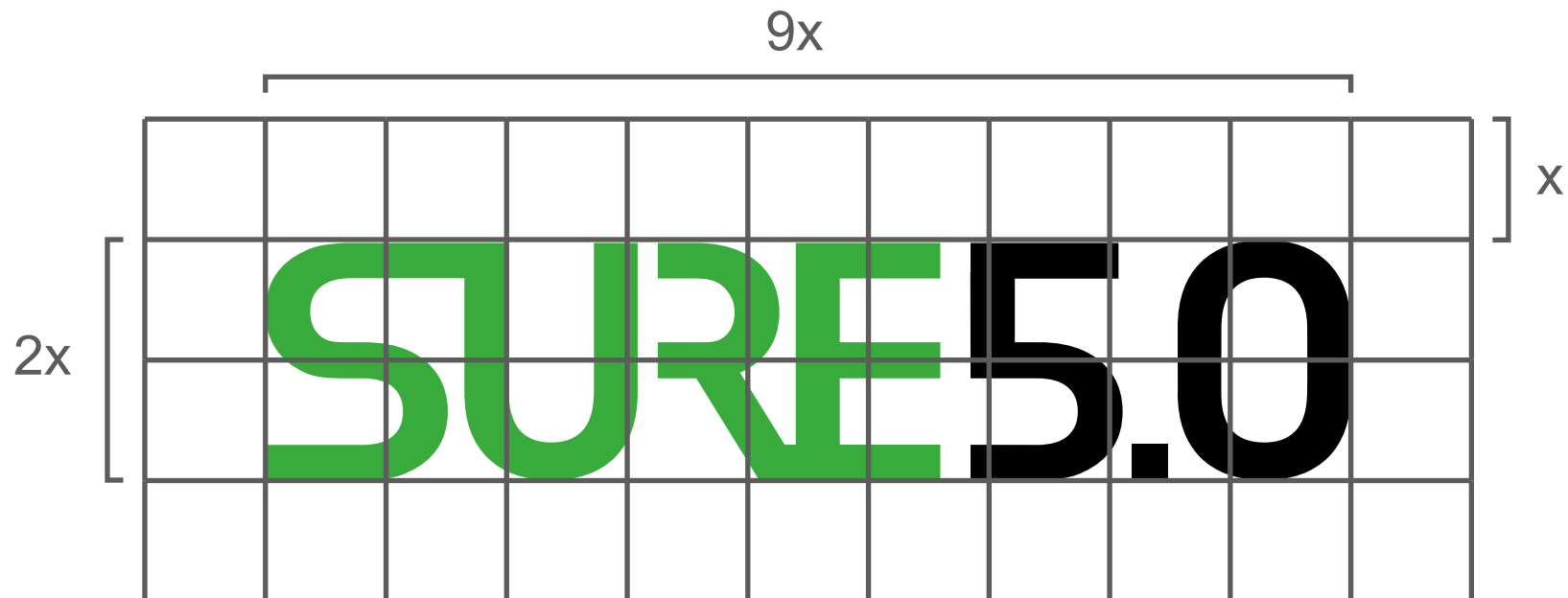
**Logo**

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# Construction grid

The graphic identity of SURE5.0 can be drawn on a 2 x 9 grid of X-measurement.

This grid will be used to secure the proportions of the logo so that it remains unaltered in use.





# Security area

To ensure that the logo does not interfere with any other element and to maintain maximum visibility, a safety zone is established.

This zone follows the proportions of the construction grid, expanding the logo by a ratio of 1x and giving it a boundary where no other logo or image can be included.



## Subtitle

In cases where the name of the project may be misunderstood or doubtful to the audience, it is proposed to use a logo with a subtitle that clarifies the acronym of the project.

This subtitle shows the phrase “SUstainability & REsilience towards Industry 5.0” as a way to sum up the project in just one line.

The reference used for the distance between the logo and the subtitle is the dot of "5.0".





# Typography

For the creation of the logotype, different elements of various typefaces (Montserrat, Futura and Oswald) have been merged, unifying some of their features, to achieve the characteristic appearance of SURE5.0.

In addition, Arial has been chosen as an alternative typeface for use in official documents and other texts where needed.

As a rule, the Regular version should be used for body text and Arial Bold for headings.

## **ARIAL BOLD**

**abcdefghijklmnopqrstu**

**vwxyzABCDEFGHIJKLMNÑOPQRSTUVWXYZ**

**0123456789.,:;!-**

## ARIAL REGULAR

abcdefghijklmnopqrstu

vwxyzABCDEFGHIJKLMNÑOPQRSTUVWXYZ

0123456789.,:;!-

# Colour

For the SURE5.0 logo, two main colours have been chosen: green and black.

In addition to the logo, these colours will be used as the basis for all the other elements that make up the brand.



Strong green

C 75    R 57  
M 0     G 170  
Y 97    B 60  
K 0

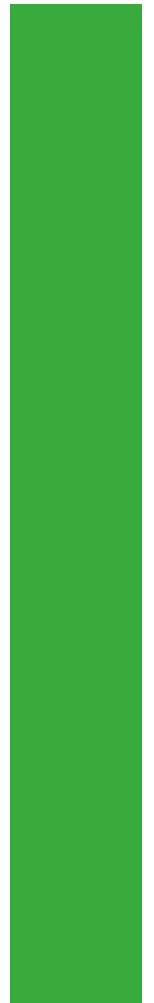
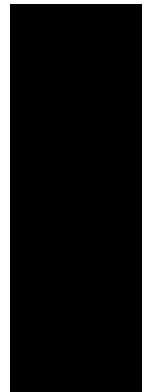
HEX 39AA3C



Plain black

C 91   R 0  
M 79   G 0  
Y 62   B 0  
K 97

HEX 000000



# Allowed uses

The SURE5.0 trademark is written in capital letters only, as it appears in its logo, and with the "5.0" attached to the name. The forms Sure5.0, SURE 5.0, Sure 50 or any other variant that differs from the correct form are not permitted.

The only exception is for the name used in social media, as some websites, such as LinkedIn or Twitter, do not allow numbers or punctuation marks in the name.

The rules for the use of the logo superimposed on coloured backgrounds are as shown below. It is preferable to use the logo in colour whenever possible.

Colour on white background

The logo consists of the word "SURE" in a bold, green, sans-serif font, followed by "5.0" in a bold, black, sans-serif font.

White on black background

The logo consists of the word "SURE" in a bold, white, sans-serif font, followed by "5.0" in a bold, white, sans-serif font.

White on saturated images



Black on light images  
where colours decrease its visibility



# Visibility of the funding

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.), and any other dissemination activities must acknowledge EU support and display the European flag and funding statement (translated into local languages, where appropriate).

When displayed in association with other logos, the emblem must be displayed at least as prominently and visibly as the other logos.



**Funded by the  
European Union**



**Funded by the  
European Union**

# Visibility of the funding

The funding statement must be displayed in Arial, Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu or Verdana, with the name of the European Union always spelled out in full and placed next to the emblem. This statement should be coloured in Reflex Blue (the same blue as the flag), black or white depending of the background.

Sufficient contrast should be ensured between the EU emblem and the background. If there is no alternative to a coloured background, a white border must be placed around the flag, as the example.

White background,  
the visibility of the emblem is clear:  
use the normal version



**Funded by the  
European Union**

Dark background,  
the visibility of the emblem is not clear:  
use the negative version



**Funded by the  
European Union**

More information can be found in the original manual “**The use of the EU emblem in the context of EU programmes**” in the following link: [https://ec.europa.eu/info/sites/default/files/eu-emblem-rules\\_en.pdf](https://ec.europa.eu/info/sites/default/files/eu-emblem-rules_en.pdf)



# Visibility of the funding

According to the rules, 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):

**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 HaDEA. Neither the European Union nor the granting authority can be held responsible for them.**



# Communication material

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# Word document template

# SURE5.0

Grant Agreement Number: 101057369

Project acronym: SURE5.0

Project full title: **Supporting the SMEs' Sustainability and Resilience transition towards Industry 5.0 in the Mobility, Transport & Automotive, Aerospace and Defence, and Electronics ecosystems**

**D. X.X**

**TITLE OF THE DOCUMENT**

Version 1.0

**Due delivery date: day Month 202X**

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Organization name of lead participant for this deliverable: **PARTNER ACRONYM**

Project funded by the European Commission within Horizon Europe programme		
Dissemination level		
PU	Public	x
PP	Restricted to other programme participants (including the GSA)	
RE	Restricted to a group specified by the consortium (including the GSA)	
CO	Confidential, only for members of the consortium (including the GSA)	



## SURE5.0

### 1. Introduction

#### 1.1 Purpose of Document

The aim of this document is...

#### 1.2 Intended audience

The main target of this deliverable is...

### 2. Title 2

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Table 1 – Title of the table

# PowerPoint document template



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TITLE OF THE SLIDE

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Thank you

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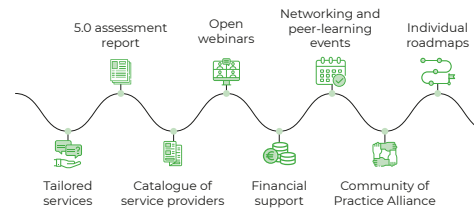
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# Roll up

## SURE5.0

SUSTAINABILITY & RESILIENCE  
TOWARDS INDUSTRY 5.0

**SUPPORTING EUROPEAN SMES** TO ADVANCE IN THEIR  
DIGITAL TRANSFORMATION PROCESS WHILE BECOMING  
MORE HUMAN-CENTRIC, SUSTAINABLE AND RESILIENT

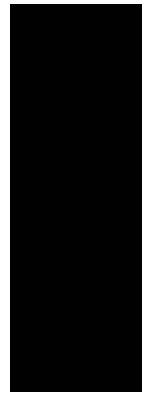


FOCUSED ON THREE  
STRATEGIC INDUSTRIAL ECOSYSTEMS




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# Background image for meetings



# Flyer




## SURE5.0

SUSTAINABILITY & RESILIENCE  
TOWARDS INDUSTRY 5.0

**SUPPORTING EUROPEAN SMES TO ADVANCE IN THEIR DIGITAL TRANSFORMATION PROCESS WHILE BECOMING MORE HUMAN-CENTRIC, SUSTAINABLE AND RESILIENT**

**FOCUSED ON THREE STRATEGIC INDUSTRIAL ECOSYSTEMS**

- MOBILITY - TRANSPORT - AUTOMOTIVE
- AEROSPACE AND DEFENCE
- ELECTRONICS




## WHAT CAN WE OFFER?

- Free webinars where experts will explain the concepts of Industry 5.0 and the preparatory information to face the transformation process in their company applying these new principles.
- Individual and customised roadmaps that will deepen the recommendations of each company and define the consortium's service offer.
- Catalogue of selected qualified external service providers with expertise in one or more of the Industry 5.0 principles. It will notably cover the development of proof of concept technology upscaling, support on funding opportunities, support on Intellectual Property and technology transfer.
- Organisation of networking events at clusters' places to connect SMEs with their peers, bigger companies and industrial groups.
- A Community to share ideas, new information and good practices about Industry 5.0, also to promote peer-learning exchanges between SURE5.0 members and with external organisations leaders.

## 5 STEPS FOR SMES REQUIRING SUPPORT IN INDUSTRY 5.0

- Self assessment**  
Assess your plant regarding industry 5.0 and receive automatic recommendations
- 5.0 awareness**  
Access to open webinars to keep updated about industry 5.0
- Tailored services**  
Apply to an open call with a short version of your 5.0 project and receive individual recommendations
- Financial support**  
Apply to an open call submitting a detailed version of your 5.0 project
- Transformation**  
Initiate your transformation project, being accompanied during the process




[www.sureproject.eu](http://www.sureproject.eu)

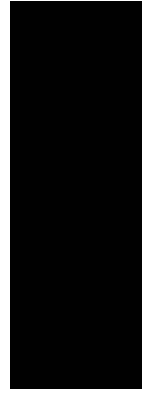
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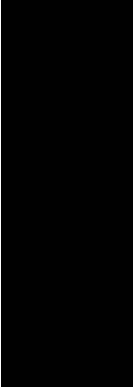
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Folder





# Channels





# Communication channels

The communication channels of SURE5.0 are Twitter, YouTube, LinkedIn and the European Cluster Collaboration Platform, as well as the project's corporate website.



[twitter.com/sureproject](https://twitter.com/sureproject)

[bit.ly/YouTubeSURE](https://bit.ly/YouTubeSURE)



[linkedin.com/in/sureproject/](https://linkedin.com/in/sureproject/)



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# SURE5.0

SUSTAINABILITY & RESILIENCE  
TOWARDS INDUSTRY 5.0

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**FOCUSED ON  
THREE STRATEGIC  
INDUSTRIAL  
ECOSYSTEMS**



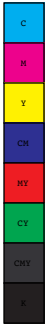
**MOBILITY -  
TRANSPORT -  
AUTOMOTIVE**



**AEROSPACE  
AND DEFENCE**



**ELECTRONICS**



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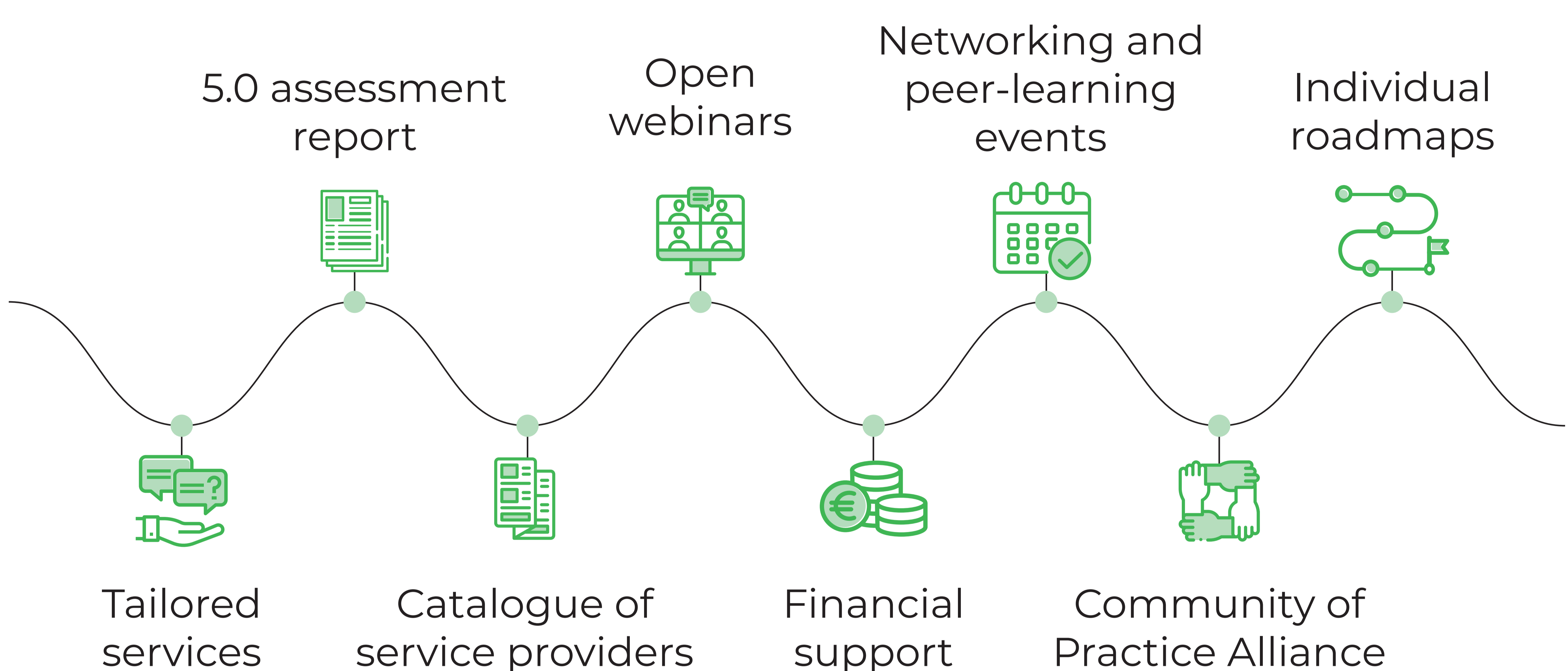


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# SURE5.0

SUSTAINABILITY & RESILIENCE  
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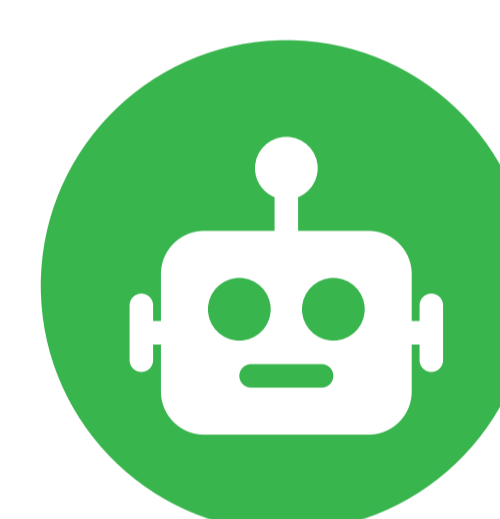
## FOCUSED ON THREE STRATEGIC INDUSTRIAL ECOSYSTEMS



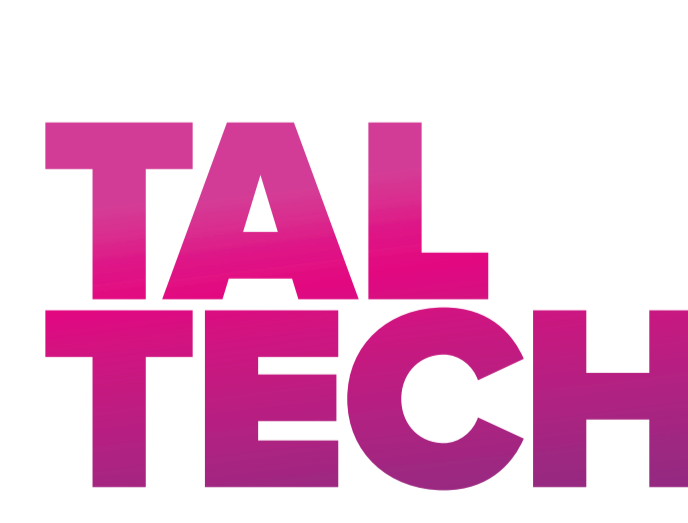
MOBILITY - TRANSPORT -  
AUTOMOTIVE



AEROSPACE AND DEFENCE



ELECTRONICS



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## WHO WE ARE?

**11 Partners**

**8 Countries**

- Aerospace Valley - France
- CEAGA - Spain
- Silicon Alps - Austria
- Corallia - Greece
- ANFIA - Italy
- F6S - Ireland
- Fraunhofer IPT - Germany
- AIMEN - Spain
- TALTECH - Estonia
- INIZIATIVA - Italy
- EIT MANUFACTURING West - Spain



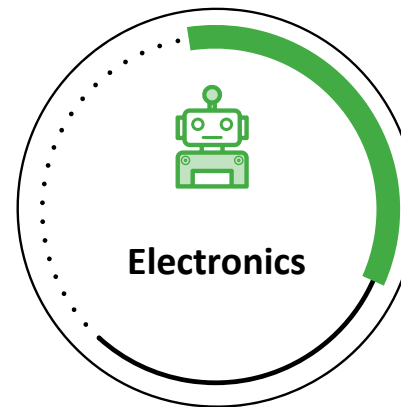
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## THE PROJECT

The SURE5.0 project aims to **support European SMEs** to advance in their digital transformation process while becoming more human-centric, sustainable and resilient.

## FOCUS ON THREE STRATEGIC INDUSTRIAL ECOSYSTEMS



- >> **10%** added value in Europe
- >> **2** million companies
- >> **20** million employees



## THE PROJECT – KEY FACTS

### TOPICS



### CALL

**HORIZON-CL4-2021-RESILIENCE-01-29** – ‘Innovate to transform’ support for SME’s sustainability transition (CSA)

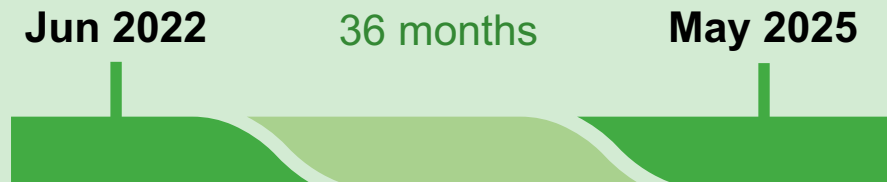


### BUDGET

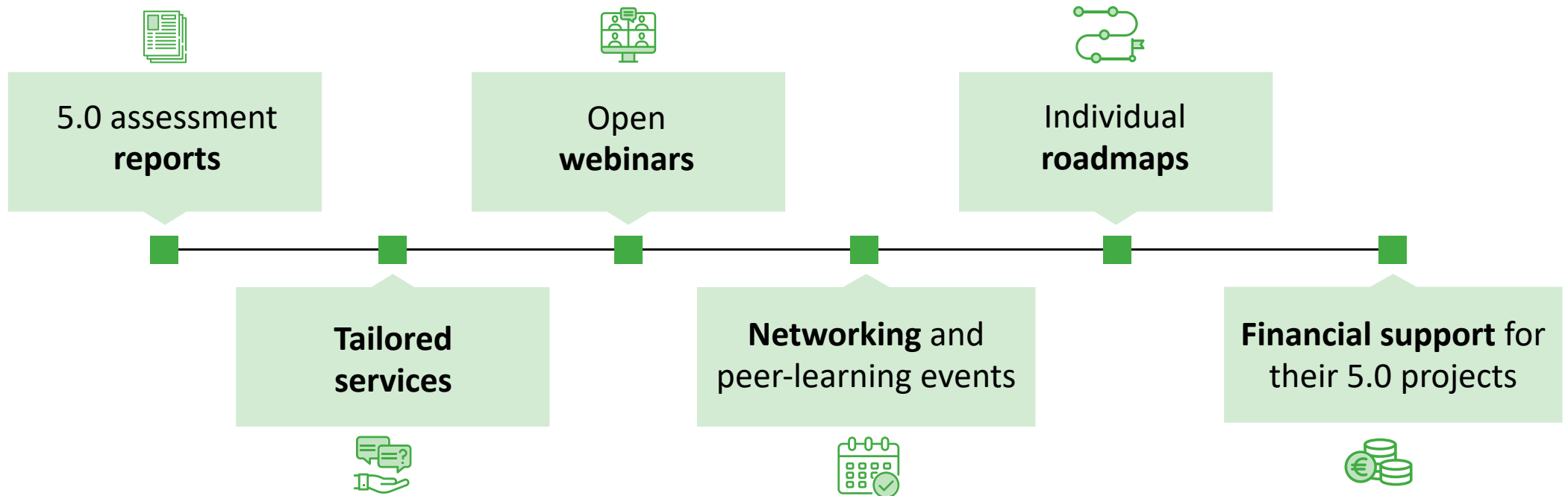
**€ 4,988,125**

From which more than €2.6 million will be addressed to SMEs for financing their 5.0 projects.

### DURATION



## WHAT CAN WE OFFER TO SMES?



**THE PROJECT EXPECTS  
TO INVOLVE **AROUND**  
1,000 SMES**

>> **700** will be assessed

>> **90** will be provided with tailored services from partners

>> **53** will receive financial support

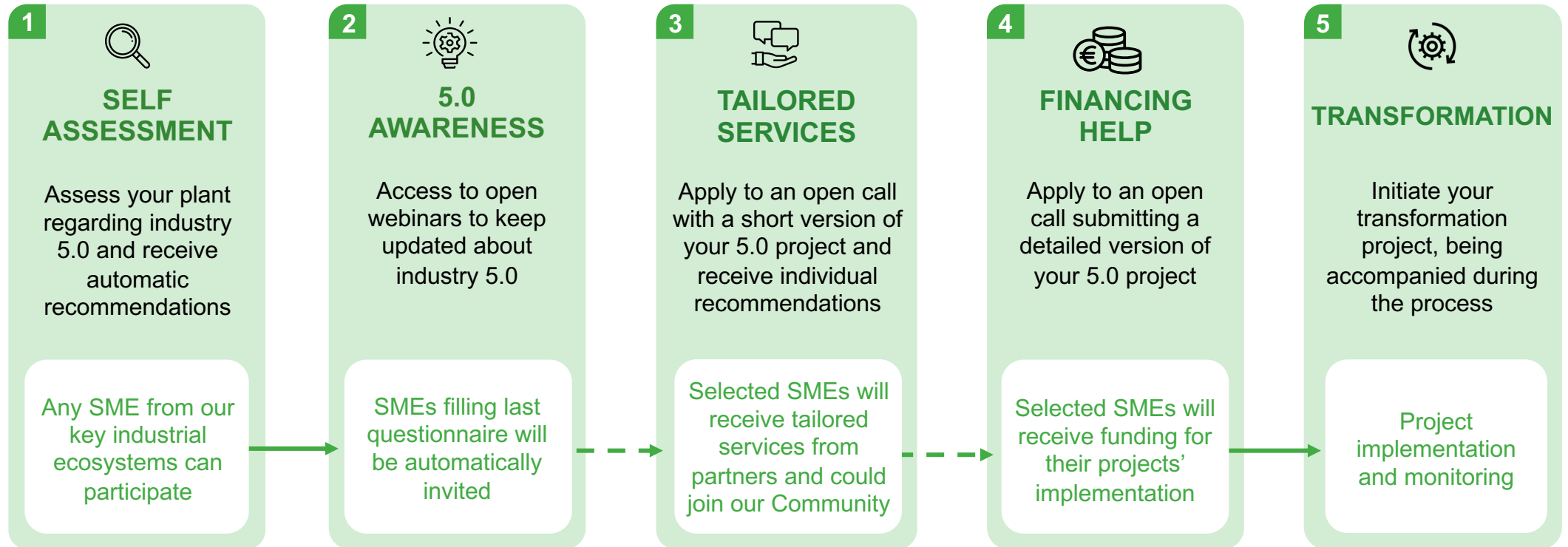


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## HOW TO PARTICIPATE?

1

**IF YOU ARE A SME REQUIRING SUPPORT IN INDUSTRY 5.0**



## HOW TO PARTICIPATE?

2

IF YOU ARE A SERVICE PROVIDER  
INTERESTED IN SURE5.0



Register in our **catalogue of complimentary service providers**

3

IF YOU ARE ANY OTHER STAKEHOLDER  
INTERESTED IN SURE5.0



Join our **Community of Practice Alliance**

### More information:



[www.sureproject.eu](http://www.sureproject.eu)



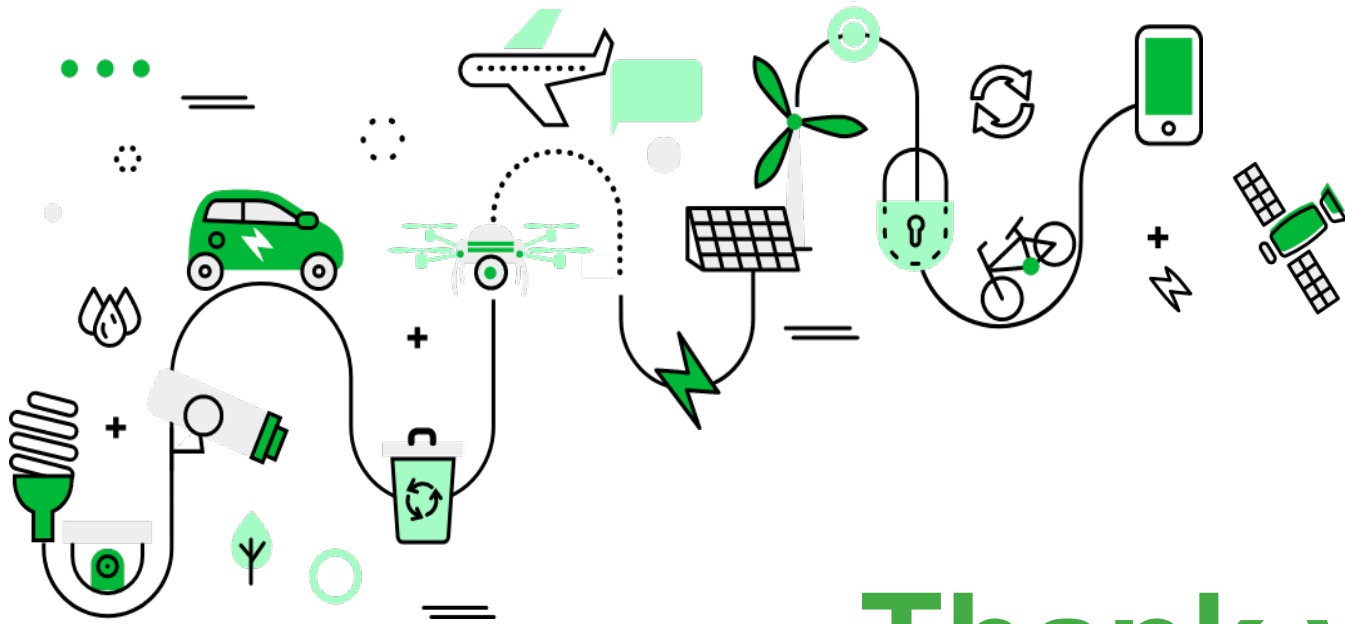
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## Thank you



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