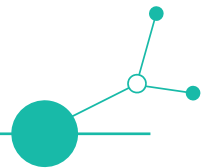# D.1.5.2 – Dissemination Kit

Project Deliverable

Date of Report: October 31, 2024

Document Control Sheet

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Work package Title	Design, test and deploy user acceptance model
Activity Number	1.5
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Deliverable Title	Dissemination Kit
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_F01	29.10.2024	Sarah Vidmar (LP)		Final form of the document
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Contents

Table of figures

A. Executive summary

This report details the creation of the Dissemination Kit, a comprehensive suite of digital tools and materials developed to inform, engage, and motivate the Greene 4.0 target audience. Designed to support Work Package 1, the Dissemination Kit was developed in alignment with a Communication Action Plan that outlines the project's communication objectives, target audiences, and strategic messaging. The process also included a Video Technical Meeting, during which project partners collaborated to refine the kit's design and ensure it effectively communicates the project's objectives and activities.

The **Dissemination Kit** includes the following key materials:

- **Digital poster for communicating regional mapping analysis**: this poster was key to the campaign for data gathering for the regional mapping analysis. Furthermore, it serves for raising awareness about the project.

- **Project promotional video**: this video provides an in-depth overview of the project's mission, highlighting its core objectives and anticipated benefits for stakeholders. It introduces the primary challenges within the manufacturing sector that the project seeks to address, emphasizing its commitment to fostering sustainable solutions and driving measurable improvements.

- **Digital brochure for the User Acceptance Model**: this brochure provides a concise, visual summary of the User Acceptance Model, offering users a clear and accessible guide to the model's purpose and advantages. It covers essential information about the model's functionality, the industries it serves, and its core components, with a particular focus on the benefits for small and medium-sized enterprises.

- **Video tutorial on testing and applying the User Acceptance Model**: the video tutorial offers an in-depth introduction to the User Acceptance Model, outlining its purpose, target audience, and applicability for small and medium-sized enterprises in the manufacturing sector. It highlights key benefits and guides users step-by-step through the application of the model, specifically instructing companies on how to begin their sustainability journey. Furthermore, it introduces the B2GreenHub ecosystem and demonstrates how project partners collaborate to support companies in implementing the model.

Collectively, the Dissemination Kit materials represent a vital component of the project's communication strategy, enhancing awareness and understanding of the User Acceptance Model and supporting the broader Greene 4.0 mission. By providing accessible resources and targeted insights, the Dissemination Kit plays a central role in promoting sustainable innovation within the manufacturing sector, ultimately contributing to a more resilient and environmentally responsible industry.

B. Introduction

Purpose and Scope

The Dissemination Kit is designed to effectively communicate findings, encourage participation, and promote understanding of one of Greene 4.0's main outcomes, the User Acceptance Model. The Dissemination Kit is intended for multiple target groups, from solution seekers (i.e. manufacturing companies), solution providers (i.e. technology/infrastructure/equipment providers, experts), and policy stakeholders. Its aim is to streamline the communication process by providing visually and interactively engaging materials to its target stakeholders, including companies, regional authorities, research organizations, and other key partners. Specifically, the kit's purpose is to:

1. Increase awareness: make the regional mapping analysis, survey process, and user acceptance model accessible and easy to comprehend.

2. Facilitate participation: drive survey engagement and participation.

3. Promote understanding and application: help users understand and apply the user acceptance model through clear, step-by-step guidance.

The Dissemination Kit covers the necessary digital tools and materials for informing, motivating, and engaging Greene 4.0 target audience. It includes the following materials:

- Digital poster for communicating regional mapping analysis
- Project promotional video
- Digital brochure resuming user acceptance model
- Video tutorial for testing and applying user acceptance model

Each element of the Dissemination Kit is further described in chapter C. The Dissemination Kit.

Together, these resources ensure that stakeholders have a cohesive, accessible, and engaging understanding of the project and can actively participate in its objectives.

C. The Dissemination Kit

Partners of the Greene 4.0 project dedicated great effort to the project's communication and dissemination plan to achieve optimal results and impact.

With an entire activity dedicated to communication and dissemination in Work Package 1, project partners' ultimate goal was to develop a concrete strategy and materials to communicate project results and activities in an efficient way. For this purpose, the Dissemination Kit was designed.

As the first step and element of the Dissemination Kit, the lead partner prepared the **Digital poster for communicating regional mapping analysis** which was used as part of the campaign for data gathering for the regional mapping analysis. The poster served to raise awareness about the project while supporting data collection efforts for the survey. Through this visual tool, project partners aimed to enhance engagement and ensure widespread participation in the regional mapping analysis.

Figure 1: Digital poster for communicating regional mapping analysis

The Digital poster is available as an Annex to this document.

Next, the lead partner prepared the draft of the Communication Action Plan, aimed at outlining how the project's efforts and outcomes will be effectively shared with stakeholders. Furthermore, the scenario for the project promotional video and the draft video were prepared.

As the next step, project partners gathered at the Video technical meeting to design the kit, where the lead partner presented the prepared Communication Action Plan and the project promotional video. Greene 4.0 communication manager presented the contents of the document and how it can serve partners in their communication and dissemination activities. Next, the project promotional video was shown. Partners were asked to provide feedback and comments on both; afterwards, the materials were finalized.
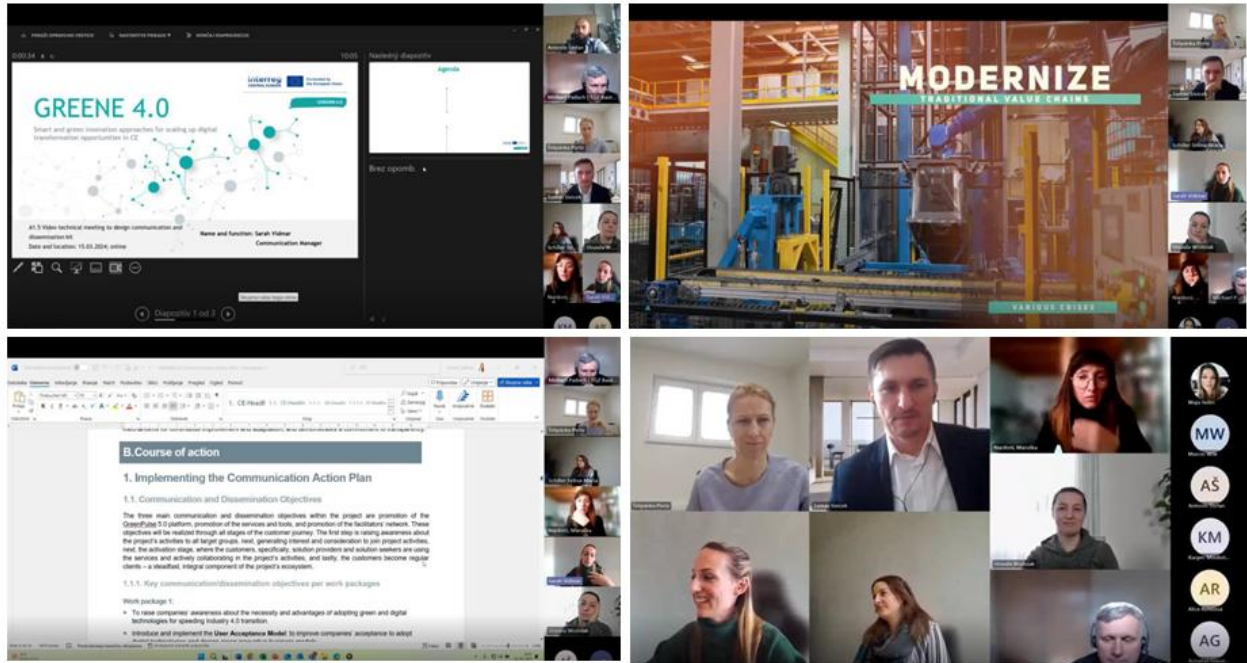
Figure 2: Highlights from the Video technical meeting

The Video technical meeting Event report is available as an Annex to this document.

The created Communication Action Plan provides guidance to all partners about the project's communication and dissemination activities, specifying key elements such as communication objectives, target groups, and core messages. By detailing these components, the plan seeks to foster engagement, promote collaboration, and ensure the project's success. Furthermore, it enhances communication about the project's purpose, establishes feedback mechanisms for ongoing improvement and adaptation, and underscores the project's commitment to transparency.

Figure 3: Excerpts from the Communication Action Plan

The Communication Action Plan is available as an Annex to this document.

The project promotional video provides a detailed overview of the project's focus, highlighting key objectives and anticipated benefits for stakeholders. The video introduces the main challenges the project addresses within the manufacturing sector, presenting a clear view of its mission to foster

sustainable solutions and drive measurable improvements. In addition, the video outlines expected benefits for stakeholders, such as increased efficiency and productivity, alongside the potential for generating new opportunities. These projected outcomes are intended to extend beyond the project's immediate activities, contributing to long-term value and impact. The entire video can be viewed on the official Greene 4.0 website.

Figure 4: Excerpts from the Project promotional video

Once the project video and the Communication Action Plan were finalized, the lead partner, with the support of project partners, began preparing the concept of the digital brochure and video tutorial, both aimed at communicating the developed User Acceptance Model. Parallel to this, the lead partner, with the support of project partners, put its efforts to the organization of the Transnational Conference which is described in detail in D1.5.1: Transnational Conference Dissemination Report.

The last two elements of the Dissemination Kit, the digital brochure and video tutorial, were jointly developed by the lead partner and PP4, University of Ljubljana, which provided more insights into the communication of the complex User Acceptance Model to companies and other stakeholders. The activity was supported by the remaining project partners.

The digital brochure provides a concise, visual summary of the User Acceptance Model, offering users an accessible guide to its purpose and advantages. It covers key information about the model's functionality, the industries it serves, and its essential components, with a particular focus on the benefits for small and medium-sized enterprises. The brochure also includes testimonials from industry clusters across various partner regions, illustrating the model's relevance and effectiveness in today's rapidly evolving landscape of digital and green transformation.

Figure 5: Digital brochure resuming the User Acceptance Model

The Digital brochure is available as an Annex to this document.

Lastly, **The Video tutorial for testing and applying user acceptance model** provides an in-depth introduction to the User Acceptance Model, outlining its purpose, target audience, and applicability for small and medium-sized companies in various manufacturing sectors. It emphasizes the model's key

benefits, such as enabling businesses to assess their current performance, explore new technologies and business models, and focus on impactful sustainability initiatives.

The tutorial walks viewers through the steps needed to effectively apply the User Acceptance Model, specifically guiding companies on how to begin their sustainability journey. Additionally, the video introduces the B2GreenHub ecosystem – a network of institutions across the EU – demonstrating how project partners collaborate to support companies throughout the implementation process.

This video plays a vital role in raising the project's visibility and effectively disseminating the User Acceptance Model to a wider audience. By providing clear, actionable guidance, the tutorial serves as a practical resource that encourages adoption and engagement, helping businesses understand the model's benefits and motivating them to incorporate sustainable practices into their operations.

The entire video can be viewed on the official Greene 4.0 website (the second video under the "Media" tab), as well as on the PTP Youtube channel.

Figure 6: Highlights from the Video tutorial for testing and applying user acceptance model

D. Conclusion

The Greene 4.0 Dissemination Kit plays an important role in advancing the project's objectives by providing a structured, interactive approach to communication and stakeholder engagement. Designed with the needs of the main target groups in mind, the Dissemination Kit serves as a bridge between the project's outcomes and its intended audiences.

Through strategically developed materials, including the digital poster, promotional video, digital brochure, and video tutorial, the Dissemination Kit enables clear, impactful communication of the User Acceptance Model and related project activities. Each element of the kit supports Greene 4.0's goals by increasing awareness of the project, driving participation in surveys, and providing stakeholders with a practical, step-by-step guide for implementing sustainable practices through the User Acceptance Model.

The kit not only highlights the potential of digital and green transformation within the manufacturing sector but also reinforces the project's commitment to accessibility and usability. By offering resources that inform, motivate, and engage, Greene 4.0 fosters a collaborative ecosystem where stakeholders can actively contribute to and benefit from sustainable innovation.

Ultimately, the Dissemination Kit ensures that Greene 4.0's outcomes are effectively communicated and widely adopted, laying the groundwork for meaningful, long-term impact within the sector. This report underscores the critical role of strategic communication in maximizing project reach and achieving lasting change.

E. Annex

1. Communication Action Plan
2. Event Report on the Video technical meeting to design the kit
3. Digital poster for communicating regional mapping analysis
4. Project promotional video
5. Digital brochure resuming user acceptance model
6. Video tutorial for testing and applying user acceptance model