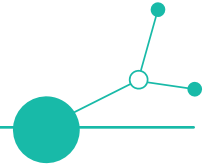


# INNOSKILLS-CE Communication Strategy



04 2026





## Table of contents

1. Executive summary and purpose of the document
2. Project context and the role of communication
3. Territorial scope and communication languages
4. Communication objectives and expected outcomes
5. Communication planning principles and project assumptions
6. Communication management model within the partnership, roles and responsibilities
7. Target groups, information needs and key messages
8. Channels and tools: website, social media, Canva, shared drive, webinars, newsletter
9. Content formats and publication standards
10. Communication of technical activities: WP1 and WP2 step by step
11. Workshops, pilot, dissemination and final conference: how we communicate
12. Timeline: periods, months, quarters
13. Action plan in a table format
14. Monitoring, indicators and reporting
15. Evidence archiving and compliance with programme requirements
16. Communication risk management
17. Tabular editorial plan



## 1. Executive summary and purpose of the document

The INNOSKILLS-CE Communication Strategy organises all information and promotional activities in the project: what we communicate, to whom, for what purpose, through which channels, who is responsible, and how we measure results.

- it is a communication action plan for the full project duration of 24 months
- it is an operational guide for partners: how to prepare materials, how to approve them, and how to document and archive communication activities

The strategy follows standard communication planning principles: identifying target groups, selecting channels for specific audiences, assigning responsibilities, setting a timeline, and defining project specific measurement indicators.

## 2. Project context and the role of communication

INNOSKILLS-CE works in peripheral regions where key challenges include youth outmigration, skills mismatches, and limited access to modern vocational education and training methods. Communication supports the delivery of project results and does not focus only on informing about the project. Its role includes:

- ensuring visibility and compliance with programme requirements, including the brand book, visibility rules and archiving,
- maintaining continuous engagement of target groups in partner regions, including SMEs, VET schools, public institutions and labour market stakeholders,
- disseminating project results, especially AR and VR and the Learning Management System, and promoting the overall approach to modernising VET.

## 3. Territorial scope and communication languages

Communication covers three implementation territories: the Lower Ferrara area in Italy, the Wałbrzych region in Poland, and Vas County in Hungary. Communication is delivered at two levels:

- partnership level, in English, for shared project communication,
- local level, in partner regions, in national languages and also in English.

Practical rule: shared content is published in English on the project channels and partners share it through their own channels. Partners also publish local news in national languages



when it relates to regional activities. This approach follows the two level communication model.

## 4. Communication objectives and expected outcomes

Communication objectives are grouped into three areas.

### 4.1 Mandatory programme objectives

- full and correct project visibility in online and offline channels
- archiving of materials and evidence for control and reporting purposes
- consistent visual identity and terminology

### 4.2 Project objectives for audiences

- SMEs understand the purpose of mapping and skills analysis and the benefits of participation
- schools and teachers understand the practical value of AR and VR and the LMS, and the purpose of aligning curricula with labour market needs
- students perceive VET as a realistic and attractive career pathway
- Public institutions receive arguments and recommendations that can support education and regional development policies

### 4.3 Quantitative and operational objectives

- regular publishing on the website and in social media
- systematic newsletter publishing aligned with project stages
- minimum follower target on project social media profiles of 500
- complete documentation of events, workshops and pilot activities



## 5. Communication planning principles and project assumptions

Effective communication requires understanding who influences project objectives and how to engage them, selecting channels that match target groups, assigning responsibilities and deadlines, and defining project specific indicators.

In INNOSKILLS-CE this is translated into simple rules:

- one project narrative and one set of key messages,
- one shared package of templates and files,
- one documentation methodology for communication activities,
- a light approval model that does not block work.

## 6. Communication objectives and expected outcomes

### 6.1 Key roles

Project Communication Coordinator: FRW

Scope: preparing the communication strategy, managing project channels, coordinating partner inputs, ensuring compliance, preparing templates, the Social Media Kit, the newsletter, and updates on the Interreg portal.

Communication managers at partners: SIPRO and PBN

Scope: providing regional content and documentation, co administrating project profiles, distributing content through partner channels, supporting translations into local languages.

### 6.2 Cooperation rules and working rhythm

- online communication coordination meeting every 6 to 8 weeks
- ad hoc consultations when content relates to sensitive issues or risks



- monthly review of the publishing and events plan

### 6.3 Detailed responsibilities

#### FRW

- sets up and administrates project channels
- publishes shared content
- ensures brand consistency
- maintains the repository of files and templates
- collects and archives evidence of communication activities

#### SIPRO

- approves key official and strategic content as Lead Partner
- supports publications related to international events and the final conference

#### PBN

- provides technical input for WP2 communication, including LMS and AR and VR
- supports communication of the stakeholder workshop and the Memorandum of Understanding

## 7. Target groups, information needs and key messages

The communication approach follows a simple structure: what it is, why it is done, what the audience gains, and how they can engage.

### 7.1 SMEs in manufacturing sectors

Sectors: mechanics, automation, robotics and related fields.

Need: clear information on benefits and required time commitment.

Key message: participation in mapping and skills analysis supports better alignment of education with business needs and improves access to a better prepared workforce.



## 7.2 Business support organisations

Role: facilitating access to companies, validating data and extending outreach in business communities.

Key message: the project delivers practical insights on skills gaps and trends that can support regional development activities.

## 7.3 VET schools, teachers and students

Scale: curricula analysis in 15 secondary schools and survey and workshop activities.

Key message: AR and VR and the LMS support practical and modern learning, and curriculum alignment improves employability

## 7.4 Universities and post secondary vocational institutions

Key message: the project provides a model of education business cooperation and practical tools that can be adapted in further training.

## 7.5 Public authorities and policymakers

Key message: the project provides recommendations and a cooperation model, while the Memorandum of Understanding clarifies stakeholder roles and supports sustainability.

## 7.6 General public

Key message: modern VET supports regional development and immersive technologies have practical value in learning professions.

# 8. Channels and communication tools

## 8.1 Project website on the Interreg Central Europe portal

Website: <https://www.interreg-central.eu/projects/innoskills-ce/>

Structure: Home, Roadmap, News, Events, Outputs, Media.

Rule: the website is the main official repository of information, documents and progress updates.



## 8.2 Project social media

Dedicated profiles: Facebook - <https://www.facebook.com/InnoskillsCe> and LinkedIn - <https://www.linkedin.com/company/innoskills-ce/>

Set up: FRW creates the profiles and grants administrator access to communication managers from SIPRO and PBN.

Distribution rule: content published on the project profiles is then shared by partners through their corporate channels.

## 8.3 Partner channels

Partners share project content in national languages and in English.

## 8.4 Canva

Shared folder of templates for all partners, with the rule to duplicate templates before editing.

## 8.5 Shared drive

One repository for logos, templates, photos, texts, attendance lists, agendas, reports and evidence of activities.

## 8.6 Webinars and online meetings

Partner meetings and thematic webinars are delivered by partners using tools such as LiveWebinar, Teams and Zoom.

## 8.7 Newsletter

The newsletter is published on the project website, shared in social media and distributed by partners to stakeholders. Rules:

- each issue has a clear purpose linked to a project stage,
- partner input is collected in advance and a draft is circulated for quick consultation,
- each photo includes source and author information.



## 9. Content formats and publication standards

W The project uses a consistent set of formats:

- website news: short title, lead, main text, photo with credit, links to documents,
- social post: one key message, up to 3 supporting points, one link to the website,
- outputs update: description, output type, related actions, files for download,
- events entry: agenda, purpose, participants, results, documentation,
- video materials: short, clear, with captions and logos compliant with visibility rules.

## 10. Communication of technical activities: WP1 and WP2

### 1. 10.1 WP1: SME mapping, skills analysis and school needs

WP1 includes actions A1.1 to A1.4 and specific results, including templates and reports.

Operational timeline to support with communication:

- months 1 to 6: company mapping and launch of research tools, preparation of surveys and templates,
- months 7 to 12: completion of data collection, analysis and finalisation of reports,
- months 13 to 18: training strategy and a transnational co creation workshop organised by FRW,

WP1 communication supports recruitment and participation:

- SMEs: short invitation to mapping and a clear statement of practical benefits,
- schools: information about curricula analysis and the role of teachers and students,
- stakeholders: explanation that this evidence builds the basis for strategy and next steps.

### 10.2 WP2: LMS, AR and VR content design, stakeholder workshop, pilot, dissemination

WP2 includes a sequence of actions:



- A2.1 LMS development, with Google Classroom indicated in PBN materials as the baseline, serving as a repository and continuous learning space,
- A2.2 AR and VR content design, from defining skills to testing and refinements,
- A2.3 one stakeholder workshop and signing of the MoU,
- A2.4 pilot in schools, 2 schools per partner,
- A2.5 dissemination, including a transnational conference organised by FRW and SIPRO.

WP2 communication shows:

- what is tested in schools,
- how the LMS supports schools and businesses,
- what is learned from the pilot,
- what recommendations and sustainability measures are agreed, including the MoU.

## 11. Workshops, pilot, dissemination and final conference: how we communicate

The project includes 5 types of implementation activities: local co creation workshops, 1 transnational workshop, local LMS events, school pilot activities, and dissemination including the final conference.

Key time frames:

- local workshops: period 2 to 3, months 7 to 17, organised by partners in their regions,
- transnational workshop: period 3, months 13 to 18, organised by FRW with support from SIPRO,
- LMS events: period 2 to 3, with a main window in period 3, months 13 to 18,
- school pilot: period 3 to 4, months 13 to 24, 4 to 5 schools per partner,
- dissemination in additional schools: period 4, months 19 to 24, 4 to 5 schools per partner,
- transnational conference: period 4, months 19 to 24, organised by FRW with support from SIPRO.



## 12. Timeline: periods, months, quarters

The project starts on 01.02.2026 and runs for 24 months.

Breakdown:

- period 1 months 1 to 6: February to July 2026,
- period 2 months 7 to 12: August 2026 to January 2027,
- period 3 months 13 to 18: February to July 2027,
- period 4 months 19 to 24: August 2027 to January 2028.

Communication quarters:

- Q1 2026: February, March, April,
- Q2 2026: May, June, July,
- Q3 2026: August, September, October,
- Q4 2026: November, December, January,
- Q1 2027: February, March, April,
- Q2 2027: May, June, July,
- Q3 2027: August, September, October,
- Q4 2027: November, December, January.



## 13. Action plan: communication activities tables

Period 1: months 1 to 6, Q1 to Q2 2026

Activity	Objective	Target group	Channel	Responsible partner	Deadline	Evidence	Indicators
Publication of project launch on the Interreg portal website, News and Roadmap	Clear entry point and consistent project description	All stakeholders	Interreg website	FRW + SIPRO	Q1 2026	Link, screenshot, PL and EN versions	Number of publications, page views
Set up and configuration of project social media, Facebook and LinkedIn, including admin access	Stable project channels and partner cooperation	All stakeholders	Facebook, LinkedIn	FRW	Q1 2026	Settings screenshots, admin list	Followers, engagement
Starter pack for partners: logos, footers, templates, publication rules	Consistency and efficiency	Partners and project teams	Shared drive, Canva	FRW	Q1 2026	Folder and file versions	Implementation within partnership
Internal Communication Plan	Tools, document flow, versioning, meeting rhythm	Partners	Shared drive, email	FRW + SIPRO + PBN	By 28.02.2026	Document and approval	On time delivery, fewer version issues



Communication to recruit SMEs for mapping and contacts for companies	Build SME pipeline for A1.1 and A1.2	SMEs, business organisations	Email, LinkedIn, local outreach	FRW + SIPRO + PBN	Q1 to Q2 2026	Contact lists, mailings	Number of SMEs contacted, responses
News post about the start of mapping and skills analysis	Show real work and progress	SMEs, schools, institutions	Website, social media	FRW + partners	Q2 2026	Link, screenshots	Reach, reactions

**Period 2: months 7 to 12, Q3 to Q4 2026**

Activity	Objective	Target group	Channel	Responsible partner	Deadline	Evidence	Indicators
Update on progress of data collection from SMEs and schools	Maintain engagement and show progress	SMEs, schools, authorities	Website, social media	FRW + partners	Q3 2026	Links and screenshots	Number of publications
Local co creation workshops in regions, announcement and summary	Engage schools and stakeholders	Schools, SMEs, authorities	Events, News, social media	SIPRO, PBN, FRW locally	Q3 to Q4 2026	Agenda, attendance list, photos	Number of events, participants
Newsletter number 2 after data collection stage	Structure the stage and prepare for training strategy	All stakeholders	Website, email, social media	FRW	Q4 2026	PDF, link, mailing proof	Downloads, clicks
Communication on LMS development	Build expectations and engage schools	Schools, teachers, students	Website, social media	PBN + FRW	Q4 2026	Platform screenshots, description	Views, reactions



and initial repository							
------------------------	--	--	--	--	--	--	--

**Period 3: months 13 to 18, Q1 to Q2 2027**

Activity	Objective	Target group	Channel	Responsible partner	Deadline	Evidence	Indicators
Publication of WP1 results and work on the Training Strategy	Show concrete outcomes from mapping	SMEs, schools, authorities	Outputs, News	SIPRO + FRW	Q1 2027	Files and links	Downloads, views
Transnational co-creation workshop, announcement, coverage, conclusions	Joint refinement of solutions and strategy	Teachers, SMEs, experts	Events, Media, News	FRW	Q2 2027	Agenda, attendance list, photos, report	Participants, publications
Local LMS demos, main window	Build platform use and collect feedback	Schools, teachers	Events, social media	Partners locally	Q1 to Q2 2027	Screenshots, materials	Number of demos, participants
Stakeholder workshop A2.3 and preparation of the MoU	Agree recommendations and sustainability	Authorities, SMEs, schools	Events, News	PBN + partners	Q2 2027	MoU draft, attendance list	Signatures, number of institutions



Period 4: months 19 to 24, Q3 to Q4 2027

Activity	Objective	Target group	Channel	Responsible partner	Deadline	Evidence	Indicators
AR and VR and LMS school pilot and communication of progress	Show practical testing and collect feedback	Students, teachers, SMEs	News, Media, social media	Partners locally	Q3 2027	Photos, short video, surveys	Number of tests, feedback quality
Dissemination in additional schools	Move from pilot to broader uptake	Schools	Events, News	Partners locally	Q3 to Q4 2027	Attendance lists, photos	Number of schools, participants
Final transnational conference	Present results and recommendations	Authorities, schools, SMEs, stakeholders	Events, Media, Outputs	FRW + SIPRO	Q4 2027	Agenda, presentations, coverage	Participants, downloads
Summary newsletter and results package for download	Close communication and support sustainability	All stakeholders	Website, email	FRW	Q4 2027	PDF, links	Downloads, clicks



## 14. Monitoring, indicators and reporting

Project specific indicators are defined and monitored regularly. Minimum set:

- website: number of news items, views, document downloads
- social media: followers, reach, reactions, link clicks
- events: number of events, number of participants, target group structure, satisfaction
- newsletter: downloads, mailings, clicks
- resources: number of outputs published, number of media items

Reporting:

- monthly internal partnership update,
- quarterly indicators review,
- evidence package for periodic reporting.

## 15. Evidence archiving and compliance with programme requirements

Each event and publication follows a standard evidence set:

- agenda
- attendance list
- 3 to 5 photos with author credit
- short summary note
- link to publication or file

All evidence is stored in the shared drive with a clear structure: year, period, activity type, country, date.



## 16. Communication risk management

Main risks and mitigation:

- inconsistent data or formats: one template set, one structure, checklist,
- overly long materials: fixed structure and expert support,
- missing photos or missing author credits: no publication without credit,
- delays in partner inputs: agreed deadlines and reminders.

## 17. Tabular editorial plan

2. Channel legend:

- Website Interreg: project website news,
- FB Project: project Facebook,
- LinkedIn Project: project LinkedIn,
- Partner channels: SIPRO, FRW, PBN profiles.

Owner legend:

- FRW: communication coordination and publishing on project channels,
- SIPRO: Italy content and key approvals,
- PBN: Hungary content and WP2 themes,
- all partners: all partners provide inputs and materials including photos and author credits.

Editorial plan tables (selected months)

Period 1: 02.2026 to 07.2026

Month	Channel	Topic	Owner
02.2026	Website Interreg	Project start: objectives, partnership, regions, communication channels	FRW + SIPRO + PBN
02.2026	FB Project	Project start and rationale	FRW
02.2026	LinkedIn Project	Project start and rationale	FRW



02.2026	Partner channels	Share project start with a local note	SIPRO / FRW / PBN
03.2026	Website Interreg	Regions and territorial challenges	FRW
03.2026	FB Project	Project regions and challenges	FRW
03.2026	LinkedIn Project	Project regions and challenges	FRW
03.2026	Partner channels	Share + local context	SIPRO / FRW / PBN
04.2026	Website Interreg	Start of SME mapping and skills data collection	FRW + All partners
04.2026	FB Project	Why we map SME needs	FRW
04.2026	LinkedIn Project	Why we map SME needs	FRW
04.2026	Partner channels	Local post: how companies can cooperate	SIPRO / FRW / PBN
05.2026	Website Interreg	Cooperation with schools: curricula review, surveys, workshops	FRW + All partners
05.2026	FB Project	Schools and labour market: technical and digital skills	FRW
05.2026	LinkedIn Project	Schools and labour market: technical and digital skills	FRW
05.2026	Partner channels	Local post: schools and stakeholders	SIPRO / FRW / PBN
06.2026	Website Interreg	AR and VR and LMS as learning by doing tools	FRW + PBN
06.2026	FB Project	AR and VR and LMS in simple terms	FRW
06.2026	LinkedIn Project	AR and VR and LMS in simple terms	FRW
06.2026	Partner channels	Local example of use	SIPRO / FRW / PBN
07.2026	Website Interreg	Six month summary and next steps	FRW
07.2026	FB Project	Status update and next stage preview	FRW
07.2026	LinkedIn Project	Status update and next stage preview	FRW
07.2026	Partner channels	Share + local update	SIPRO / FRW / PBN

### Period 2: 08.2026 to 01.2027

Month	Channel	Topic	Owner
08.2026	Website Interreg	Ongoing research: data from SMEs and schools	FRW + All partners
08.2026	FB Project	Update: analyses in progress	FRW
08.2026	LinkedIn Project	Update: analyses in progress	FRW
09.2026	Website Interreg	Future skills in VET and SMEs	FRW
09.2026	FB Project	Series: mechanics, automation, robotics	FRW



09.2026	LinkedIn Project	Series: mechanics, automation, robotics	FRW
10.2026	Website Interreg	Local workshops: objectives and first insights, if implemented	Local partner + FRW publishes
10.2026	FB Project	Announcement or summary of local workshops	FRW + local partner
10.2026	LinkedIn Project	Announcement or summary of local workshops	FRW + local partner
11.2026	Website Interreg	LMS progress and school use	PBN + FRW
11.2026	FB Project	LMS as a space for resources and continuous learning	FRW
11.2026	LinkedIn Project	LMS as a space for resources and continuous learning	FRW
12.2026	Website Interreg	Education and business: how evidence is used	FRW + All partners
12.2026	FB Project	Insights from companies and schools	FRW
12.2026	LinkedIn Project	Insights from companies and schools	FRW
01.2027	Website Interreg	Period 3 preview: training strategy and co creation	FRW
01.2027	FB Project	Next phase: preparation for solutions	FRW
01.2027	LinkedIn Project	Next phase: preparation for solutions	FRW

### Period 3: 02.2027 to 07.2027

Month	Channel	Topic	Owner
02.2027	Website Interreg	Findings and direction of the training strategy	FRW + All partners
02.2027	FB Project	From evidence to strategy	FRW
02.2027	LinkedIn Project	From evidence to strategy	FRW
03.2027	Website Interreg	Transnational co creation workshop: announcement and purpose	FRW
03.2027	FB Project	Co creation: designing an immersive course	FRW
03.2027	LinkedIn Project	Co creation: designing an immersive course	FRW
04.2027	Website Interreg	AR and VR content: workplace scenarios and methodology	PBN + FRW
04.2027	FB Project	AR and VR: practical learning	FRW
04.2027	LinkedIn Project	AR and VR: practical learning	FRW
05.2027	Website Interreg	LMS demos and local events, if implemented	PBN + local partner + FRW publishes
05.2027	FB Project	LMS benefits for schools and SMEs	FRW
05.2027	LinkedIn Project	LMS benefits for schools and SMEs	FRW



06.2027	Website Interreg	Stakeholder workshop and MoU preparation	PBN + FRW
06.2027	FB Project	MoU and sustainability	FRW
06.2027	LinkedIn Project	MoU and sustainability	FRW
07.2027	Website Interreg	Preparing the school pilot: rules and roles	FRW + All partners
07.2027	FB Project	Pilot phase: what is tested and how feedback is collected	FRW
07.2027	LinkedIn Project	Pilot phase: what is tested and how feedback is collected	FRW

#### Period 4: 08.2027 to 01.2028

Month	Channel	Topic	Owner
08.2027	Website Interreg	Start of the AR and VR and LMS pilot in schools	FRW + All partners
08.2027	FB Project	Pilot: short coverage with photo credit	FRW + local partner
08.2027	LinkedIn Project	Pilot: short coverage with photo credit	FRW + local partner
09.2027	Website Interreg	Feedback and improvements after tests	FRW + PBN
09.2027	FB Project	What works and what we improve	FRW
09.2027	LinkedIn Project	What works and what we improve	FRW
10.2027	Website Interreg	Dissemination in additional schools	All partners + FRW publishes
10.2027	FB Project	Local school events: effects and interest	FRW + local partner
10.2027	LinkedIn Project	Local school events: effects and interest	FRW + local partner
11.2027	Website Interreg	MoU signing and sustainability commitments	FRW + local partner
11.2027	FB Project	Sustainability: what remains after the project	FRW
11.2027	LinkedIn Project	Sustainability: what remains after the project	FRW
12.2027	Website Interreg	Final transnational conference: announcement and agenda	FRW + SIPRO
12.2027	FB Project	Conference coverage and materials for download	FRW + SIPRO
12.2027	LinkedIn Project	Conference coverage and materials for download	FRW + SIPRO
01.2028	Website Interreg	Project summary: results and links to Outputs and Media	FRW
01.2028	FB Project	Project results in brief	FRW
01.2028	LinkedIn Project	Project results in brief	FRW



## 17.1 Newsletter calendar of deliverables

Newsletter	Publication date	Linked project stage	Content	Owner
Newsletter 1	03.2026	Project start and KoM	Partnership, regions, objectives, channels, first steps, links	FRW with SIPRO and PBN inputs
Newsletter 2	06.2026	Start of WP1 activities and research tools, first regional activities	WP1 and WP2 start, data collection approach, how SMEs and schools engage, short regional news	FRW with SIPRO and PBN inputs
Newsletter 3	10.2026	Progress of SME mapping and skills analysis, progress of school activities, first local workshops if applicable	Progress status, numbers where possible, preparation for period 3 and training strategy work	FRW with SIPRO and PBN inputs
Newsletter 4	01.2027	Closing the 2026 data collection stage and annual summary	WP1 summary by stages, preliminary findings, plan for Q1 2027	FRW with SIPRO and PBN inputs
Newsletter 5	04.2027	Training strategy work and preparation of the transnational co creation workshop	Strategy assumptions, co creation purpose and participants, LMS and AR and VR progress	FRW with SIPRO and PBN inputs
Newsletter 6	07.2027	Co creation summary and preparation for pilot, LMS and AR and VR progress	Co creation conclusions, what is ready for testing, pilot plan	FRW with SIPRO and PBN inputs
Newsletter 7	10.2027	Pilot of AR and VR and LMS in schools and first improvements	How tests run, feedback and improvements, short regional cases	FRW with SIPRO and PBN inputs
Newsletter 8	01.2028	Dissemination, MoU and sustainability, preparation for final stage	Dissemination status, MoU, final activities preparation and conference	FRW with SIPRO and PBN inputs
Newsletter 9	04.2028	Final conference preparation and results package	Conference purpose and agenda, available results and how to use them	FRW with SIPRO inputs
Newsletter 10	07.2028	Project closure and results summary	Summary of training strategy, AR and VR package, LMS, MoU, downloads, next steps	FRW with SIPRO and PBN inputs



#### Operational rules for the newsletter:

- input collection starts 4 weeks before publication, deadline for texts and photos 2 weeks before,
- each partner provides English text, photos with author credits, and links if available,
- draft is shared with SIPRO and PBN for a quick review, maximum 3 working days,
- publication includes project website, PDF for download, Facebook and LinkedIn post, and partner channel shares.