



**DATA SPACES
SUPPORT CENTRE**

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Communication and Dissemination Plan



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Executive summary

This document defines the Communication and Dissemination Framework for Data Spaces Support Centre 2 (DSSC 2). It establishes the strategic foundations, governance structures, target audiences, communication channels, and performance monitoring mechanisms that will guide part of Work Package 5 (WP5) activities throughout the project lifecycle.

DSSC 2 aims to support the development, interoperability, and large-scale adoption of Common European Data Spaces (CEDS).

Within this context, WP5 acts as the amplification and outreach layer of the project, ensuring that knowledge, tools, and outcomes produced in other work packages are effectively disseminated, reused, and adopted across the European data ecosystem.

This deliverable provides a strategic framework, forming the basis for iterative updates of the Communication and Dissemination Plan (D5.2 and subsequent updates) and aims to be the synthesis of the following sub tasks:

- Task 5.2 – Open Technology Suppliers Forum
- Task 5.3 – Communication & Dissemination
- Task 5.4 – Data Spaces Symposium and Event Management
- Task 5.5 – Website & community platform

Note: As task 5.1 is leading a separate milestone (M3), the dedicated report will be introduced in D5.2 that will be coming up on M12. Thus, this deliverable does not include elements linked to task 5.1.

List of acronyms

Acronym	Definition
DSSC	Data Spaces Support Centre
WP	Work Package
CEDS	Common European Data Spaces
SMEs	Small and Medium Enterprises
AI	Artificial Intelligence
DSS	Data Spaces Symposium
EU	European Union
UX	User Experience
GDPR	General Data Protection Regulation

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1 Introduction

The objective of this document is to highlight the communication and dissemination strategy of Data Spaces Support Centre (DSSC) within Work Package 5 (WP5). The goal of WP5 is to:

- Focus on the growth of the data spaces ecosystem and increase adoption, i.e. share knowledge towards currently uninformed groups, including DSSC guidance assets (Blueprint, Toolbox, Cookbook, Rulebook)
- Strengthen ecosystem coherence and alignment
- Enable knowledge reuse across data space initiatives

For the sake of brevity, it will take into account the goals of the following tasks within WP5:

- Task 5.2 for the communication strategy for the open-source community
- Task 5.3 for the general dissemination strategy, including KPIs and target audience
- Task 5.4 for event management including the data spaces symposium and webinars
- And Task 5.5 for the website and knowledge sharing platform, and the way the platform will be used to address key stakeholders

As task 5.1 is leading a separate milestone (M3), please note that the dedicated report will be introduced in D5.2 that will be coming up on M12. Thus, this deliverable does not include elements linked to task 5.1.

As task 5.3 is the prominent one among those listed, it will be addressed First.

Note: DSSC 2 is the project name linked to the Data Spaces Support Centre for the years 2026-2029

2 The DSSC dissemination strategy – means and goals

This section sets out the communication and dissemination work of DSSC 2 (Task 5.3). It puts the dissemination strategy into practice and conveys the value of the DSSC, together with its tools, resources, services, and knowledge, for the community. The work is led by IDSA, with other consortium members acting as multipliers to extend reach across their networks.

2.1 Operational Objectives

The dissemination work pursues a few clear goals:

- It increases adoption of the DSSC guidance assets: e.g. the Blueprint, Co-creations method, Toolbox, Cookbook, Roleplay, and Rulebook.
- It lowers entry barriers for organisations new to data spaces, and it supports scaling and co-creation across data space initiatives.
- It also gives the European data spaces community a coherent and shared voice.

2.2 Contribution to Impact KPIs

WP5 supports the project's overall monitoring by providing visibility on engagement, reach, and uptake of DSSC outputs, while specific indicators will be defined progressively.

- Year 1 will serve as a baselining phase for communication metrics
- Indicators focus on engagement, reach, and content uptake
- Quantification and targets will be defined in D5.2
- Approach remains aligned with project

2.3 Core Target Groups

Communication is led by audience. The Data Spaces Support Centre addresses three broad groups, defined by their relationship to data spaces:

- One group builds and operates data spaces today.
- The other is considering adoption or is early in the process.
- A third develops the solutions, tools and services that the ecosystem runs on.

Each group needs a different depth of information and a different entry point, and the strategy shapes both the message and the channel around that difference.

Table 1: Audiences addressed by the DSSC

Audience	Who they are	What they need
Community builders	CEDS participants, governance authorities, data and industry associations, policymakers, SMEs, corporates, and civil	Detailed updates on guidance and developments, tailored training, and opportunities to contribute to and shape DSSC

Audience	Who they are	What they need
	society actors active in creating and operating data spaces.	outputs. Many also act as multipliers, carrying messages into their own networks.
Ecosystem enablers	Software vendors, technology providers and solution developers designing products and services for data spaces; investors and accelerators with an interest in the data economy.	Visibility into DSSC standards, tooling decisions and roadmaps; concrete opportunities to position their solutions within the ecosystem and connect with CEDS operators and adopters.
Wider adopters	Emerging initiatives, new CEDS working towards financial sustainability, SMEs, start-ups, industry groups, and citizens not yet fully engaged.	Clear and accessible explanations of what data spaces offer, with concrete benefits, success stories, and practical guidance that makes a first step easy.

The three groups overlap and feed into each other. Community builders act as a route to wider adopters; ecosystem enablers accelerate adoption by lowering the technical barrier to entry; and wider adopters mature into builders over time. Communication keeps all three in motion, deepening engagement with those already active, giving newcomers a clear way in, and making the ecosystem attractive to those who build the tools it depends on.

2.4 Channels and means

Day-to-day dissemination runs through the channels the project owns directly. Each channel has a defined role and a primary audience, and together they help a reader move from first awareness to hands-on use of DSSC guidance.

Knowledge sharing platform

The knowledge sharing platform at dssc.eu is the home of the project online and the main destination for anyone looking to apply its guidance. The communication work keeps the platform up to date, drives traffic to it from the other channels, and coordinates with the team that maintains it so that new guidance, services, and showcases are easy to find.

Newsletter

The newsletter is the main direct line to people who have opted in. It goes out on a regular schedule and curates what matters since the last edition, including new guidance, upcoming events, fresh showcases, and community news. Content is chosen so that builders and newcomers each find something useful.

Social media

Social media extends reach beyond the people who already follow the project. LinkedIn is the primary channel for the professional ecosystem. Posting follows a steady cadence tied to guidance releases, events, and showcases, planned through a shared editorial calendar. Other channels are used where they reach a relevant audience. Handles, posting frequency, and campaign formats are confirmed during channel reactivation in Year 1.

Table 2: Channels of the DSSC

Channel	Primary audience	Year 1 metrics (baseline)
Knowledge sharing platform (dssc.eu)	Both groups, especially those ready to apply guidance	Unique visitors, sessions, referrals from campaigns
Newsletter	Both groups, opted-in subscribers	Subscribers, open rate, click-through rate
Social media (LinkedIn)	Professional ecosystem and wider adopters	Followers, follower growth, post engagement rate
Events and showcases	Both groups	Reach of promoted items, registrations driven by owned channels

The owned channels also promote its events and showcases, driving registrations and attention. The events programme and the Data Spaces Symposium are covered separately.

All public channels display the European flag and the EU funding statement, in line with the visibility requirements of the grant agreement (Article 17).

2.5 DSSC Narrative

DSSC 2 continues the work of the first Data Spaces Support Centre. The first project set the foundations: the blueprints, methods and shared standards that data spaces rely on. DSSC 2 builds on that base and shifts focus to operational adoption and scaling of data spaces – because the value of data spaces is only realised when they move from design to deployment, and from deployment to sustainable impact across the European economy.

The next stage puts use cases, business models and value propositions at the centre, and works to close the technical and infrastructural gaps that remain. WP5 plays a specific role in this: it is not only responsible for communicating the project's results, but for actively facilitating the growth of the data spaces ecosystem – connecting practitioners, lowering barriers to participation, and helping organisations across sectors understand and act on the opportunities that a Single European Data Market creates.

The thread running through all communication is therefore both practical and strategic: European data spaces delivering real value for businesses, citizens and the Single Market. This narrative sits behind the key messages and the campaigns that follow.

2.6 Key Messages

The DSSC is presented as a neutral enabler for the ecosystem. It speaks for the whole community and stays vendor neutral. Three messages run consistently across channels, adapted in tone for each audience.

- The DSSC is the European reference point for data spaces. It brings the guidance, tools, and services that data spaces need into one place, so operators and newcomers do not have to assemble them from scattered sources. The Blueprint, Co-creation method, Toolbox, Cookbook, Roleplay, and Rulebook are the practical expression of this role.
- The DSSC enables interoperable and trusted data sharing across sectors. Common building blocks and shared practices let data spaces connect and exchange data with confidence, which is the basis for value that crosses sector and national borders.
- The DSSC supports the European data economy and the AI ecosystem. Well-functioning data spaces supply the trusted data that businesses, public administrations, and AI applications depend on, which contributes to the goals of the Single Market.

2.7 Strategic Approach

The strategy is based on:

- Adoption-driven communication
- Ecosystem engagement
- Co-creation and knowledge sharing

It emphasises practical usability over purely informative communication.

On top of dissemination channels, the DSSC will make use of several other means to achieve its communication objectives: events (including the flagship event Data Spaces Symposium) through the dedicated Task 5.4, the Open technology Supplier Forum through Task 5.2, and dissemination through the knowledge sharing platform, in Task 5.5.

3 Events and the Data Spaces Symposium

Task 5.4, led by Gaia-X with the support of IDSA and BDVA, focuses on organising the annual Data Spaces Symposium (DSS) and regular DSSC webinars. Its core responsibilities include the logistical and financial oversight of the DSS, as well as supporting the steering and programme committees in delivering both the symposium and the webinar series.

Between 2023 and 2026, the Data Spaces Support Centre (DSSC) organised four successful Data Spaces Symposiums and 18 online webinars. Each year, both the symposium and the DSSC Monthly webinars attracted a broad international audience. These events provided an excellent opportunity to showcase the project's maturity and achievements and those of its community.

Within DSSC 2 project, Task 5.4 will continue to build the DSSC's position around these two pillars (symposium and webinars), each year. The task is currently in the preparatory phase for the next Data Spaces Symposium, planned for the first half of March 2027, as well as the DSSC2 online kick-off meeting, which took place on July 6.

3.1 Data Space Symposium 2027

The Data Space Symposium is a set of yearly offline events showcasing the guidance, tools and solutions produced by the project for its users, supporting the uptake of mature data space solutions.

The Symposium was originally conceived by the DSSC 1 (project phase 1 from years 2023 to 2026) partners as a bold interpretation of the European Commission's requirement to

offer to the public an annual dissemination event. Already after its first few iterations, it was clear that the Symposium can attract dozens of illustrious stakeholders on stage and reach out to hundreds of participants (~800 in March 2025, ~1,000 in February 2026), and aims also now to wider the audience of data spaces adopters, aside from users and developers.

The annual event will also host the European Data Spaces Awards ceremony.

Previous editions proved that a two-day format is the optimal duration for an event of this scale. In the preliminary stages of preparation for DSS 2027, Task 5.4 is currently selecting the most suitable location. Drawing on feedback from past post-event surveys, the 2027 symposium and subsequent editions will focus on real-life data space case studies and scalability. Showcasing how data spaces are implemented and scaled across industries will strategically position the DSSC at the forefront of the sector, while increasing the visibility of both the DSSC and its associated projects.

Continuing best practices from previous editions, the symposium will be structured around three strategic pillars designed to maximise impact, knowledge transfer, and stakeholder engagement:

- **Plenary Sessions** in the main auditorium: High-level keynotes and expert panel discussions addressing macro-trends and strategic directions.
- **Parallel Thematic Streams:** Targeted breakout sessions focusing on specialised topics for deep-dive technical and practical insights.
- **Interactive Exhibition Areas:** Dedicated spaces for networking, product showcases, and fostering collaborative partnerships.

Combining high-level keynotes and panel discussions with technical deep dives ensures DSSC's achievements are presented efficiently. Running multiple parallel sessions allows attendees to tailor the experience to their specific needs and expectations, increasing overall engagement.

The Data Spaces Symposium 2027 will also be hosting the European Data Spaces Awards 2026 ceremony, celebrating leading initiatives shaping Europe's data-driven future.

3.2 DSSC Webinars

Online webinars continue to play a vital role in community engagement and outreach, especially through recorded sessions available on demand. However, shorter, interactive, and topic-focused webinars have become increasingly popular. To meet this demand, the

project will host six topic-specific webinars per year. These will feature concise agendas, interactive discussions with the audience, and dedicated Q&A sessions.

3.3 Target audience

Both the DSS and DSSC webinars target the same audience as described in the dissemination strategy in section 2.3 of this document.

4 Open technology supplier forum

Task 5.2 will establish a structured collaboration environment within the Data Spaces Support Centre (DSSC), designed to promote data space software solutions and service providers with proven alignment with the DSSC principles, and encourage the development of solutions aligned with DSSC blueprint and toolbox. Through the organisation of workshops and targeted communication materials, the task will facilitate critical knowledge transfer, ensuring SMEs remain informed regarding DSSC guidance, Work Package 4 (WP4) developments, and relevant standardisation activities.

The task is currently conducting a series of internal activities aiming at improving the current way external initiatives and DSSC toolbox entries are evaluated. This will provide the DSSC with a clear criteria and context to move the current collaboration to a next level, being able to provide tailored guidance and assessment of current and future tools. This work will be done in collaboration with WP4 and includes:

- Documentation and analysis of relevant data spaces initiatives focused on the adoption of data space technologies. This will involve synthesising key aspects of these initiatives, mapping their synergies through comparative analysis, and conducting maturity assessments to provide actionable insights for stakeholders, aligned with Work Package 2.
- Definition of the criteria for endorsing tools within the toolbox. This process will identify essential interoperability enablers, including standard protocols from ISO/IEC and CEN/CENELEC, alongside key modules required for technical interoperability.
- And, building upon (2), establishment of a clear evaluation framework. Based on the selected criteria, toolbox entries will be systematically mapped and assessed, creating a robust, transparent methodology to determine whether specific tools meet the requirements for endorsement by the DSSC.

In addition to evaluating existing initiatives, this task should actively facilitate the integration and promotion of more open-source tools and standards across data spaces.

Open standards and protocols form the foundational basis for data space initiatives, ensuring essential technical and semantic interoperability. By actively engaging with open-source communities, the Open Technology Suppliers Forum can help co-develop a common language and shared understanding of data space implementation. Furthermore, it is critical that the solutions promoted within the DSSC Toolbox prioritize open-source software, as this enables cross data space and cross domain synergies and cross fertilization. This task will play a pivotal role in testing and approving these open-source solutions before making them widely available to emerging data spaces, while also publishing good practices for standards and technical tools such as APIs. Encouraging the use of these open source, standards-based solutions (especially those incorporating privacy-preserving technologies) will also ensure that SMEs can achieve interoperability by design in a scalable and reliable manner. The Open Technology Suppliers Forum will initiate a series of external activities to involve relevant stakeholders and work together with them to (1) refine the proposed criteria and ecosystem description and (2) collect together all relevant ecosystem tools to be endorsed.

For this, the Open Technology Suppliers Forum will seek collaboration primarily with data space managed service providers, providing participant agents and facilitating services as a service to data spaces and their participants. Additionally, other data space solution providers and EU cloud service providers will be considered. The initial list of potential participants was already included in the Grant Agreement (Cofinity, Dawex, DeltaDao, Nexyo, Sovity) and will be revisited to incorporate as many relevant stakeholders as possible.

At this point, the following activities are planned:

Table 3: Open technology supplier forum planned activities

Type	Description	Frequency
Webinar	1–2-hour sessions on a topic in an online format with Q&A	4/year
Workshop	3–4-hour sessions with hands-on for a particular technology	1/year
Event	DSS session with multiple speakers	1/year

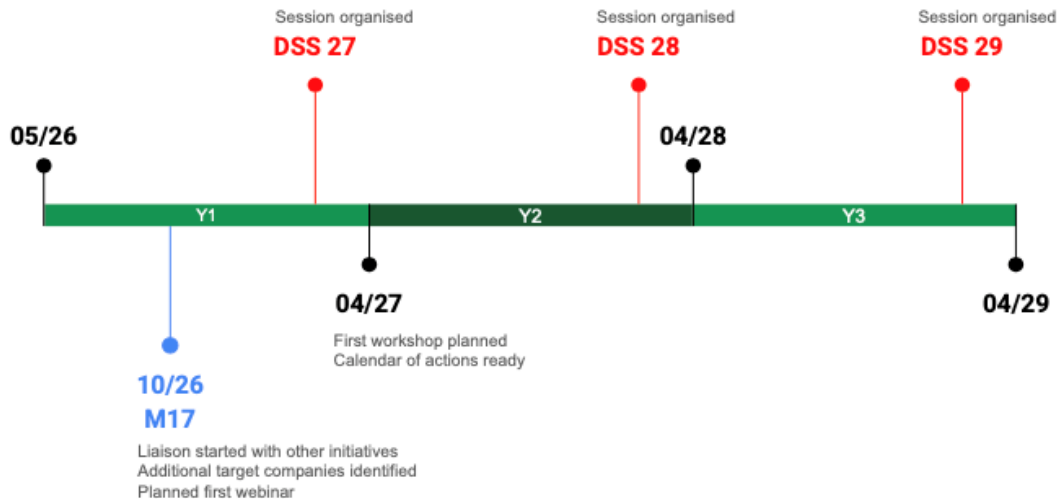


Figure 1: Open technology supplier forum timeline

5 Dissemination activities through the knowledge sharing platform

The knowledge sharing platform is the central digital front face of the DSSC project. It serves the entire consortium as the primary channel through which all partners present their work, share knowledge assets and publish results – making DSSC's collective output visible, accessible and usable for the external audiences. Within this project-wide role, the platform also enables structured community engagement: practitioners, stakeholders and data space initiatives can exchange knowledge, discuss topics and participate in thematic spaces through the Discourse community forum.

Within WP5, the platform additionally acts as a distribution layer for outreach activities: campaigns developed under T5.3 are published here, events organised under T5.4 are documented and promoted here, and community activities coordinated under T5.1 are hosted here. But WP5 is not the platform's primary frame of reference – the DSSC 2 project does not start from zero. The legacy platform (www.dssc.eu) will be preserved as a static archive (www.archive.dssc.eu), maintaining access to existing resources. An interim landing page bridges the transition: combining selected content migrated from DSSC 1 with new material reflecting the restructured scope of DSSC 2, it evolves progressively throughout the project until the full platform is operational.

5.1 Strategic Focus for Year 1

Year 1 is a year of foundation-building. The strategic priority for M1–M12 is to establish a reliable, credible digital presence – serving existing stakeholders without disruption while laying the groundwork for expanded services and community features from Year 2 onwards. Three priorities define this year: completing the DSSC 1 handover, building and launching the new platform infrastructure on Lovable, Contentful and Discourse, and

establishing the content and governance structures that will sustain effective communication over the project's lifetime.

5.2 Target Audiences

The most immediate audience is composed of data space initiatives and Common European Data Spaces (CEDS) – organisations actively building or operating within data space frameworks that need practical guidance, technical resources and peer exchange. Familiar with DSSC 1, they will be among the first to notice the quality of the transition. For this group, content depth and navigability matter most.

SMEs and companies represent a strategically important but harder-to-reach audience. They approach data spaces with limited prior knowledge and high practical expectations: they want to understand quickly whether data sharing is relevant to their business and what concrete steps they can take. The platform must lower entry barriers, offering clear orientation without assuming technical background.

Policy makers, research actors and technology providers have specific touchpoints with DSSC content – governance frameworks, toolbox entries, research outputs – and typically access the platform in a targeted rather than exploratory way. For these groups, structured navigation and clearly categorised resources take priority over community features.

The general public, including media and civil society, rounds out the audience landscape. While not the primary driver of platform architecture decisions, this group matters for the EU visibility requirement and the broader legitimacy of the data spaces agenda. The platform must offer an accessible entry point: a clear project description, comprehensible explanations of what data spaces are and why they matter, and up-to-date project news. This is a question of editorial approach, not separate architecture.

A more detailed audience segmentation and user journey analysis will be developed throughout Year 1 based on web analytics and user feedback and incorporated into the D5.2 update.

5.3 Planned Activities

Interim Presence and Platform Launch

An interim landing page goes live in M3, providing a project description, consortium information and a link to the DSSC 1 archive. The full platform, built on Lovable and Contentful, launches at M6. The intervening period is used for content population, UX testing and finalising the community platform setup. GDPR-compliant configuration must be confirmed before community features go live.

Content and Knowledge Base

Content collection from all work packages begins in M1, following the content workshop of 25 June 2026. WP content owners deliver inputs in defined formats; the Tasks 5.5 and 5.3 editorial team curates and publishes via a structured Contentful workflow.

Community Platform

The community layer – built on Discourse, in close coordination with Task 5.1 – provides space for peer-to-peer exchange and thematic discussion. Year 1 focuses on setup and initial activation: moderation policies, thematic discussion spaces and seed content. Growth targets will be defined once baseline data is available from M6.

Dissemination Integration

The platform is the project's central dissemination channel. All consortium activities – publications, events, campaigns, community initiatives and tool releases – are communicated and made accessible through it. The Year 1 priority is establishing the integration workflows with all work packages so that dissemination across the project is coherent, consistently branded and mutually reinforcing.

How We Will Measure Success

In Year 1, success is measured primarily in qualitative terms. The platform should be live, accessible and indexed by M6. Core content should be populated and navigable. The editorial workflow should be producing regular updates. The community space should show initial signs of engagement. And the DSSC 1 transition should be complete, with no loss of access to legacy content.

From M6, platform analytics will be tracked within the boundaries of applicable data protection legislation. The key indicator anchored in the Grant Agreement is DSSC 2.I3: year-on-year increase in consumption of the DSSC knowledge platform, measured as unique visitors and impressions, with targets of 30% and 40% respectively. Since Year 1 establishes the baseline for this indicator, the focus in M6–M12 is on recording accurate data and understanding usage patterns. Additional dimensions to observe include content engagement, support ticket resolution and early community participation – all of which will inform the strategy update submitted with Deliverable 5.2 at M12.

5.4 Open Questions

The most significant risk is dependency on GDPR-compliant infrastructure setup before the full platform and community features can go live. A delay would shift the effective start of community activities and analytics tracking; the interim landing page mitigates visibility risk but not the engagement gap.

A second risk is uneven or delayed content contributions from work packages. The content contribution process established at the workshop of 25 June 2026 provides a framework, but adherence will require active follow-up from the editorial team.

6 KPIs, Monitoring & Impact Measurement

Year 1 sets up the measurement approach and establishes baselines for channel performance. Each goal is linked to the indicator that tracks it. Two of these carry grant-level targets that already apply. The others are baselined this year and given targets in the Year 2 plan (D5.2).

Table 4: Dissemination activities through the knowledge sharing platform KPIs

Goal	How it is measured	Year 1 reference point
Increase adoption of the guidance assets	Consumption of the knowledge platform (DSSC 2.I3); showcases published and disseminated (DSSC 2.O1)	+30% unique visitors and +40% impressions year on year; 10 showcases per year
Support scaling and co-creation	Stakeholders engaged in the network (CALL.01)	200 in Year 1, then +5% per year
Lower entry barriers for newcomers	Reach to wider adopters via newsletter, social, and website	Baseline established in Year 1
Give the community a coherent, shared voice	Network and social engagement; consistent messaging across channels	Baseline established in Year 1

7 Risk Management

To be able to deliver all the features, functionalities and assets mentioned in this document, the following risks has been identified.

Table 5: Work Package 5 risks and mitigation measures

Risk/issue	Impact	Mitigation measures
Internal communication and content collection	High	Requested support for the coordinator and coordination between WPs

Approval triaging of community input	Medium	Alignment planned between WP2 and WP5
Staff turnover	High	With support of the coordinator to identify deputies
Limited effort for overarching budgeting reasons with comms intensive tasks	High	Support from coordination in adopting realistic solutions
Fragmented messaging across partners	Medium	Strong central coordination of communication activities and Clear messaging guidelines
Low SME engagement	Medium	Targeted communication strategies
Limited uptake of outputs	Medium	Targeted communication strategies
GDPR-compliance	High	Pro-active work with lawyers