

MARKETING AND COMMUNICATIONS PLAN

Task 5.1 | February 2026



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ABOUT AI4GREENDEAL

Data & AI skills are growing in importance in the energy sector and become key requirements for energy engineers. To achieve the Green Deal objectives of reducing greenhouse gas emissions, increasing energy efficiency, and promoting the integration of renewable energy sources, education providers need to accelerate the training of engineering talents and energy professionals in digital skills.

The AI4GreenDeal project aims to design and deliver a 120 ECTS Master's double degree programme that uniquely combines energy domain knowledge with data & AI skills, and innovation and entrepreneurship skills. The project also plans to offer flexible and stackable self-standing modules certifying a wider audience of learners, including working professionals.

The project will implement a comprehensive curriculum based on the InnoEnergy Data Science for Energy Engineers skills framework validated by an industry advisory board. It will employ active learning and project- and challenge-based learning approaches, co-designed and co-delivered with industry partners.

The project will use a part of the grant to award scholarships, fee waivers and mobility budgets to applicants, and aims to reach a minimum of 150 students graduating or starting the full degree programme, and 300 learners obtaining a professional certificate by the end of the project. A financial sustainability plan will guarantee the continuation of the new educational offering by InnoEnergy Masters+.



THE AI4GREENDEAL CONSORTIUM

The project consortium consists of 3 university partners, 1 associated university partner, 1 business school, 1 research partner and 8 industry partners from 10 EU countries, coordinated by InnoEnergy. The industry partners will take an active role in the design, implementation and dissemination activities ensuring maximum fit to the skill gap for advanced data & AI skills in sustainable energy.

Partners	Acronym
KIC INNOENERGY SE	KIC SE
THE INSTITUTE OF SUSTAINABLE ENERGYSTICHTING	ISE
KIC INNOENERGY IBERIA SL	KIC IE IBERIA
KATHOLIEKE UNIVERSITEIT LEUVEN	KU Leuven
UNIVERSITAT POLITECNICA DE CATALUNYA	UPC
INSTITUT POLYTECHNIQUE DE GRENOBLE	INP GRENOBLE
FUNDACION ESADE	ESADE
NIIT (Ireland) Limited	NIIT (IRL) Limited
WATT-IS SA	WATT-IS SA
KIMITISIK B.V	Kimitisik
TOKWISE OOD	TokWise Ltd.
GeoBeholder OU	Beholder
Ento Labs ApS	Ento Labs ApS
ASTROKYON SP.ZO.O.	Astrokyon
AGENCIA ESTATAL CONSEJO SUPERIOR DE INVESTIGACIONES CIENTIFICAS	CSIC



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1. Purpose of the marketing & communication plan

1.1 WHY THIS PLAN EXISTS

The AI4GreenDeal project develops and delivers a new European Master's programme in Advanced Energy Systems and AI, together with stackable, self standing modules designed both for professionals and for integration into the Master's curriculum. To succeed, these educational offers must be visible, relevant, and compelling to students, professionals, employers, policymakers, and the wider ecosystem. AI4GreenDeal is guided by a clear long term vision and a defined set of objectives that shape both the programme design and its communication and dissemination approach. The vision is to empower a new generation of energy professionals with advanced data and AI capabilities, enabling them to accelerate Europe's green and digital transitions. The objective is to design and deliver innovative, industry driven education programmes that address the digital skills gap in the energy sector and support the ambitions of the European Green Deal.

1.2 OBJECTIVES OF THE PLAN

The main objectives of the dissemination and communication plan are to raise awareness, interest and desire about the project, its objectives, activities, results and impact among the relevant target groups, stakeholders, policymakers and the general public. [...] We will attract talented students by showcasing the program's relevance to in-demand skills in data science, AI, cloud computing, IoT for the sustainable energy and transport sectors

This plan serves five purposes:

- **Strategic guide:** setting the overarching objectives, narratives, and positioning for all communications.
- **Operational handbook:** describing tools, campaigns, and channels in detail.
- **Governance framework:** defining roles, approvals, and internal communication flows.
- **Performance framework:** mapping KPIs, milestones, and reporting rhythms.
- **Compliance anchor:** ensuring every action meets Horizon Europe requirements on visibility, dissemination, and open access.



1.3 LINK TO EU REQUIREMENTS

The Grant Agreement and Application Form make dissemination and communication obligations explicit:

- Use of EU emblem and funding acknowledgement.
- Delivery of a project website by month 4.
- Milestone-driven outputs (first expert blog, first 1,000 leads, first 50 registrations, student testimonials, final conference).
- Publication of the programme on the Digital Skills and Jobs Platform and other EU-recognised channels.

This plan ensures that every obligation is met while maximising real-world impact.

2. Structure of the document

This plan mirrors the lifecycle of WP5 and the way campaigns are built and delivered. The structure follows a logical progression from foundation (purpose, project, approach) to audiences and positioning, through to identity and assets, then channels and campaigns, and finally events, dissemination, and governance.

Each section is elaborated in detail. Where appropriate, tactical frameworks (campaign flights, nurture sequences, ambassador programmes) are described. Annexes provide templates and roadmaps.

3. Project overview and milestones

3.1 CONTEXT

Europe faces a critical skills bottleneck. The twin transition — digital and green — requires engineers who can combine energy domain knowledge with AI and data expertise. Current supply falls short. Industry reports warn of missed targets for renewable integration, grid optimisation, and sustainable transport if talent gaps persist.

AI4GreenDeal addresses this by creating:

- A **double-degree Master's programme** (120 ECTS) run by KU Leuven, UPC, Grenoble INP, ESADE and KTH as associated partner.
- **Stackable self-standing modules** that can be taken individually by professionals and fully integrated into Masters curriculum.



- **Industry-integrated learning** through projects, internships, and case studies co-designed with partners.
- A **European knowledge-sharing network** spanning academia, industry, and policy.

3.2 WP5 SCOPE

Work Package 5 (WP5) brings together all activities related to communication, dissemination, and recruitment for the AI4GreenDeal project. WP5 ensures that visibility and uptake happen in a coordinated, strategic, and measurable way, integrating classic EU dissemination obligations with the rigour of a commercial recruitment campaign. Drawing on lessons learned from the InnoEnergy Masters+ 2025 intake campaign, WP5 combines high-level dissemination with audience-driven marketing tactics that drive enrolment and sustained engagement.

In practice, WP5 covers the development and implementation of this marketing and communication plan, the creation and maintenance of a dedicated project website and social media presence, and the delivery of content marketing, social campaigns, and lead-nurturing activities. WP5 also includes the production of marketing materials such as brochures, posters, and digital assets, the organisation of events and publications culminating in a final conference, and the systematic dissemination of project results through EU-level skills platforms.

3.3 KEY MILESTONES

WP5 is structured around specific milestones:

- **MS12 (Month 4):** Project website launch.
- **MS13 (Month 6):** First expert blog published.
- **MS14 (Month 10):** First 1,000 leads collected.
- **MS15 (Month 21):** First 50 programme registrations.
- **MS16 (Month 31):** Ten student testimonials published.
- **MS17 (Months 46):** Final conference delivered.

3.4 RECRUITMENT ROADMAP

Recruitment is phased to align with milestones and ensure sustainability:

- **September 2026:** Recruitment opens for the first cohort.
- **September 2027:** First cohort begins (target 75 students).
- **September 2027:** Recruitment opens for second cohort.
- **September 2028:** Second cohort begins (target 75 students).
- **August 2029:** First cohort graduates (coinciding with project end).
- **August 2030:** Second cohort graduates (post-project, showing sustainability).

These timelines are based on the current programme planning assumptions and may be adjusted as additional input is collected through workshops and consultations with potential participants and relevant stakeholders.

4. Strategic objectives

WP5 has five interlinked objectives. The actions required to achieve these objectives are outlined in the following sections of the marketing and communications plan.

1. **Recruitment**
Generate enough leads and nurture them to enrol 150 degree students and 300 professional learners.
2. **Visibility**
Position AI4GreenDeal as the flagship European programme for AI applied to energy systems, recognised by academia, industry, students, and policymakers.
3. **Dissemination**
Translate project outputs into accessible publications, events, and case studies. Publish results on EU platforms and through scientific, professional, and media channels.
4. **Engagement**
Foster a living network where academia, industry, and policy interact around responsible AI for the energy transition.
5. **Sustainability**
Ensure programme continuation beyond EU funding by embedding it within InnoEnergy's Masters+ portfolio and building long-term recruitment pipelines.



5. Approach

5.1 CAMPAIGN ARCHITECTURE

WP5 campaigns adopt a layered structure inspired by the InnoEnergy Masters+ intake campaigns. The system combines organic activity, always-on visibility, recruitment flights, milestone amplification, and ambassador influence.

Organic activity

A content calendar will sustain a steady flow of posts across LinkedIn, Instagram and YouTube. This includes any publications such as blogs, infographics, short videos, and news updates. Organic activity will be reshared and redistributed by consortium partners and beneficiaries across their own channels to extend reach.

Always-on activity

Paid search captures intent-driven queries throughout the year, while always-on social presence (LinkedIn, Instagram and YouTube) keeps the programme continuously visible. Retargeting flows nurture those who interact with the InnoEnergy Masters+ webpage, moving them closer to application.

Recruitment flights (paid campaigns)

Campaign flights drive recruitment peaks in line with the two cohort cycles.

- **Intake 2027 - Flight 1 (July–Aug 2026):** Early awareness for Cohort 1 through storytelling, student ambassadors, and scholarship promotion.
- **Intake 2027 - Flight 2 (Sept–Nov 2026):** Peak recruitment push for Cohort 1, highlighting deadlines and career pathways.
- **Intake 2027 - Flight 3 (Jan–Mar 2027):** Conversion campaign for undecided Cohort 1 leads.
- **Intake 2028 - Flight 1 (July–Aug 2027):** Early awareness for Cohort 2, with fresh testimonials from Cohort 1.
- **Intake 2028 - Flight 2 (Sept–Nov 2027):** Peak recruitment push for Cohort 2.
- **Intake 2028 - Flight 3 (Jan–Mar 2028):** Conversion campaign for undecided Cohort 2 leads.

Milestone amplification

Specific achievements will be highlighted through short bursts of promotion. Examples include the first expert blog (M6), student testimonials (M31), and the final conference (M46). These will enrich the recruitment flights rather than run as standalone campaigns.

Ambassadors and influencers

Student ambassadors, faculty members, and selected industry experts will provide authentic endorsements. Their content will be integrated into both paid and organic activity, adding credibility and human stories to the campaign mix.

5.2 RISK MANAGEMENT

Key risks and mitigations include:

- **Low awareness among target students** → mitigate with influencer campaigns, partner amplification, and SEO investment.
- **Insufficient enrolments** → mitigate with scholarship promotion, strong CRM nurturing, and conversion-optimised webpages.
- **Fragmented partner messaging** → mitigate with shared templates, editorial calendars, and internal communication flows.

6. Contributors and responsibilities

6.1 ROLES

- **InnoEnergy (Coordinator)**: WP5 lead. Owns strategy, paid campaigns, InnoEnergy Masters+ webpage, CRM, and reporting.
- **Universities (KU Leuven, UPC, Grenoble INP, KTH)**: recruitment via local channels, testimonials, ambassador identification, and academic credibility.
- **ESADE**: contributes innovation and entrepreneurship positioning, content for business skills, and industry engagement.
- **Industry partners**: supply case studies, data projects, internships, and dissemination through professional networks.
- **All partners**: amplify content via newsletters, websites, social channels, and events.



6.2 COORDINATION

To guarantee coherence, timely delivery, and smooth collaboration within WP5, a set of structured coordination mechanisms have been established. These processes ensure that all partners remain aligned, informed, and able to contribute effectively throughout the project lifecycle.

- Monthly WP5 calls for steering.
- Shared editorial calendar aligning milestones and campaigns.
- Content intake and approval workflow.
- Central repository for assets and publications.
- Progress reports on recruitment status.

7. Target audiences

Dissemination and marketing activities must reflect the diversity of audiences touched by AI4GreenDeal. These audiences span from direct beneficiaries (students, professionals) to indirect multipliers (media, EU institutions). For clarity and tactical planning, we group them into six core categories.

The dissemination and communication strategy is therefore defined and implemented with explicit consideration of the differing needs, roles, and communication preferences of each target audience.

- Master's candidates (primary): undergraduate and graduate students in STEM fields who are considering advanced study.
- Professionals (primary): mid-career engineers, analysts, and digital specialists seeking upskilling or re-skilling.
- Employers: energy and transport companies, utilities, digitalisation-intensive industries, and SMEs facing capability gaps.
- Academics and researchers: faculty and researchers in AI, digitalisation, and energy systems.
- Policymakers and EU stakeholders: European Commission services, national ministries, and regional authorities.
- Media and multipliers: specialist press in education, energy, and digitalisation; sector associations; professional networks.



Each group has different motivations, pain points, and communication preferences, which inform tailored messaging and channel choice.

8. Overview and description of audience groups

A clear understanding of the project's diverse audiences is essential for targeted communication, consistent messaging, and effective dissemination. The following overview outlines the key audience groups and the factors that shape how we engage with them.

Category	Profile	Motivations	Barriers	Messaging (proposed)	Channels
Master's candidates (primary)	Age 21–28, based across Europe and beyond, primarily in engineering, computer science, or applied sciences. They value international exposure, scholarships, and clear career pathways.	Double-degree recognition. Industry-integrated curriculum. Scholarships and mobility opportunities. Access to international networks.	Financial constraints. Complexity of admissions processes. Lack of clarity on career outcomes.	Key message "Become the engineer who designs the future of energy, powered by AI and grounded in impact." Supporting messages Study at leading European universities, benefit from mobility and scholarship opportunities, and gain access to career pathways across Europe, opening the door to diverse professional opportunities in the energy and digital sectors. Apply your skills in practice through industry embedded projects that form an integral part of the curriculum and connect you directly with real world challenges and employers. Graduate with two Master's degrees, join a strong international Alumni network and professional community, and continue building opportunities within the ecosystem driving Europe's energy transition.	Website, Instagram, LinkedIn, YouTube. University recruitment fairs. Partner amplification (student services, alumni networks).
Professionals (primary)	Age 25–40, employed in energy or digitalisation-intensive sectors. Often constrained by time and employer support.	Flexible, stackable modules. Certification recognised by employers. Immediate applicability at work.	Time management. Lack of employer support. Perceived uncertainty around recognition of micro-credentials.	Key message "Advance your skills and career in AI and energy with flexible learning that delivers real impact." Supporting messages Select modules that connect directly to your current role and challenges. Modules are designed in collaboration with leading European organisations from the energy and digital sectors, ensuring strong industry relevance and credibility.	LinkedIn and professional networks. Webinars and employer-led events. Brochures and product pages on Masters+.



				Earn recognised, university backed certificates and European micro credentials that are aligned with industry needs and strengthen your professional profile and career progression. Stack modules progressively into a full Master's degree when you decide to expand your learning path.	
Employers (secondary)	HR, training, and technical directors in utilities, energy service providers, mobility operators, digital solution vendors, and SMEs.	Ready-to-hire graduates with relevant AI and energy skills. Upskilling options for existing staff. Participation in programme design and supervision.	Scepticism about academic relevance. Short-term budgetary constraints	Key message "Build a workforce where AI meets energy, delivering measurable business impact and closing critical skills gaps." Supporting messages Recruit graduates who have solved real world industry challenges through applied consulting and project based work, ready to contribute from day one. Upskill and reskill your teams through flexible, outcome oriented modules designed to deliver measurable performance improvements and close priority capability gaps. Shape the programme to reflect your future talent and capability needs, ensuring alignment with your workforce strategy and pipeline. Collaborate with us through guest lectures, seminars, and shared business cases to exchange best practices, increase your visibility, and gain early access to a growing pool of qualified, job ready talent across Europe.	Direct outreach and roundtables. Case studies. Employer-focused webinars.
Academics and researchers (secondary)	Faculty in computer science, energy engineering, or education innovation. Also research institutes exploring AI in applied contexts.	Pedagogical innovation. Opportunities for joint publications. Research access and collaboration.	Competition for attention and resources. Scepticism about scale of EU skills projects.	Key message "Turn Europe's Green Deal and Digital Decade into workforce impact." Supporting messages Students and professionals create applied AI solutions for grids, mobility, and energy systems. The model is scalable, co-designed, and co-funded to deliver EU priorities. Results feed directly into the Pact for Skills and Digital Skills & Jobs Platform.	Academic journals and conferences. Research briefs. Peer-to-peer outreach.
Policymakers and EU stakeholders (secondary)	DG EMPL, DG CNECT, DG ENER officials; national ministries of	Evidence that programmes deliver	Information overload and fragmented narratives.	"AI4GreenDeal translates the Green Deal and Digital Decade into trained talent."	Policy briefs. EU skills platforms.



	education and energy; regional authorities managing ESF/ERDF; EU Parliament MEPs engaged in Green Deal or skills files.	measurable skills. Alignment with EU strategies (Digital Decade, Green Deal, Pact for Skills). Stories that support speeches, reports, and legislative debates.	Need for concise, evidence based, and politically resonant messaging that connects skills, competitiveness, and strategic autonomy. Emphasise workforce and system resilience by highlighting how AI and advanced energy capabilities strengthen Europe's ability to respond to market volatility, accelerate the twin transition, and secure long term economic and energy stability.	"Concrete numbers, clear outcomes, European scale." "Evidence for policy design and implementation."	Direct briefings and conference slots.
Media and multipliers (secondary)	Specialist education media (Times Higher Education, QS), energy sector press (pv magazine, Energy Post), EU-level multipliers (SolarPower Europe, Eurelectric, DigitalEurope).	Fresh, evidence-based stories with strong human or policy angles. Access to experts and students for interviews.	Competition for coverage. Reluctance to feature institutional projects unless framed as flagship.	"Europe trains the AI-energy workforce of the future." "Student stories from inside the twin transition." "Policy meets practice: AI4GreenDeal delivers results."	Press releases. Media kits. Interviews with KOLs and students.

9. Communication of Fees, Scholarships and FSTP Calls

The Marketing & Communications strategy will position the AI4GreenDeal scholarship scheme as a central driver of accessibility, excellence, and diversity for both the Master's programme and the self-standing modules. In alignment with the Financial Support to Third Parties (FSTP) framework, communications will clearly present the tuition structure, full and partial fee waivers (Types 3, 4 and 5), and mobility support provisions, while ensuring transparency regarding eligibility and selection criteria.



The scholarship offer will be communicated not merely as financial aid, but as a strategic instrument supporting European digital competitiveness, gender balance, and inclusion of participants from DEP-eligible countries. Messaging will consistently reinforce the programme's ambition to ensure at least 30% participation from women and/or individuals from lower socio-economic backgrounds.

Promotion of the FSTP scheme will follow a structured, round-based approach aligned with the five call windows (September 2026 – June 2027). Each round will be supported by coordinated awareness, recruitment, and deadline-focused communication waves, ensuring sustained pipeline development and conversion across geographies.

Communication efforts will combine institutional partner channels, digital campaigns, targeted outreach to innovation and women-in-tech networks, and dedicated information sessions. All materials will remain fully aligned with official eligibility conditions and selection processes as defined in the FSTP document, ensuring compliance, clarity, and consistency across the consortium.

Overall, the communication strategy aims to maximise both visibility and impact of the scholarship scheme while strengthening the positioning of AI4GreenDeal as a flagship European initiative at the intersection of AI, energy, and sustainability.

10. Tools and channels

10.1 PROJECT WEBSITE

The dedicated project website has launched in December 2025. Its role is to provide visibility and transparency for the initiative, presenting milestones, deliverables, consortium partners, news, and publications in one place. The primary audiences are policymakers, academia, and EU-level multipliers who need reliable and accessible information about project progress.

10.2 INNOENERGY MASTERS+ WEBPAGE

The InnoEnergy Masters+ platform will serve as the home for programme dissemination and recruitment. This page will present the degree brochure, detailed module descriptions, admissions information, and clear calls to action for applications. It will be

integrated with InnoEnergy's CRM system, enabling lead capture, personalised nurturing, and conversion tracking. The Masters+ webpage targets prospective students and professionals as the main recruitment channel.

10.3 SOCIAL MEDIA

Social media channels are selected based on the specific behaviours and preferences of each target audience. The mix varies across stakeholders, however the overview below highlights the key platforms that will be prioritised for student recruitment, focusing on reach, relevance, and conversion potential.

- **LinkedIn:** the primary channel for engaging with students nearing graduation, professionals, and employers. It combines organic reach, professional credibility, and precise paid targeting.
- **YouTube:** the home for long-form videos such as testimonials, webinars, and faculty explainers. It also serves as a retargeting pool for paid campaigns.
- **Meta (Instagram):** essential for reaching younger student audiences, promoting programme lifestyle content, and amplifying testimonials through paid campaigns. Instagram is particularly suited for visual storytelling and short-form videos.
- **Niche communities:** Reddit, Kaggle, and Stack Overflow provide access to technical audiences in data science and AI. Campaigns here will be organic or low-budget pilots to test resonance.

10.4 PAID CAMPAIGNS

Paid campaigns create visibility beyond organic reach and drive traffic into the recruitment funnel. The strategy balances pull through always-on search, which captures active seekers, with push through paid social, which reaches passive prospects and amplifies recruitment flights. This mix ensures the programme is visible both to those already searching for opportunities and to those who can be inspired to act.

- Always-on search (Google and AI Language Models) to capture intent-driven queries throughout the year.
- Paid social on LinkedIn and Meta to amplify recruitment flights, retarget leads, and sustain awareness with precise audience targeting.

10.5 CRM AND EMAIL MARKETING

CRM and email marketing ensure that every lead is nurtured through a structured journey from first awareness to enrolment. The system combines automation with personalisation, so messages are relevant, timely, and consistent across the recruitment funnel. Automated flows reduce drop-off, while targeted content reinforces motivation to apply.

- Segmentation by audience type: students, professionals, employers, policymakers.
- Personalised journeys matched to each stage of engagement, from initial interest to final application.
- Trigger-based flows such as abandoned forms, post-webinar follow-ups, and deadline reminders to re-engage prospects.

10.6 EVENTS AND CONFERENCES

Events act as high-impact moments where the programme can demonstrate credibility, create trust, and convert interest into action. They combine physical presence with digital accessibility and are designed to generate content that fuels ongoing campaigns long after the event.

- 15 planned activations across recruitment, academic, industry, and policy contexts.
- Hybrid delivery to ensure maximum reach and accessibility.
- Recruitment webinars that move prospects from awareness to application through direct interaction with faculty and students.

10.7 EU PLATFORMS

Dissemination through EU-level platforms ensures visibility among policymakers, institutions, and multipliers who are critical for long-term adoption and replication. These platforms act as credibility anchors, linking AI4GreenDeal to broader European initiatives and strategies.

- Digital Skills and Jobs Platform for programme listings, blogs, and event promotion.
- Pact for Skills communities such as ReSkill4NetZero to embed the programme in larger EU skills commitments.
- EIT Campus as the long-term home within the InnoEnergy Masters+ ecosystem, ensuring continuity beyond project funding.

- Erasmus+ EDDIE and Europass to align micro-credentials with recognised European frameworks.

11. Internal communications

11.1 COORDINATION CADENCE

WP5 partners meet regularly to stay aligned. Steering calls take place every two months to review strategy and milestones. A content calendar meeting is held monthly to confirm the publication flow.

11.2 WORKFLOWS

Content contributions are collected through a shared intake process. Each item goes through a two-step approval: technical accuracy checked by the partner, brand and compliance checked by InnoEnergy. Finalised materials are stored in a central repository on SharePoint for all partners to access and reuse.

11.3 REPORTING

Progress is tracked through a monthly dashboard covering leads, registrations, social media, and website traffic. A quarterly report is shared with the steering group to recommend adjustments. Each year, findings are summarised in a review that feeds into the sustainability planning under WP6.

12. Communication strategy

The communications strategy for the AI4GreenDeal and the Master's in Advanced Energy Systems and AI operate on three interconnected strands: project visibility, student recruitment, and professional upskilling. Each strand has distinct objectives, audiences, and channels, but together they create a coherent narrative of impact.

12.1 PROJECT COMMUNICATIONS

This strand ensures accountability, transparency, and EU-level visibility.

- **Objective:** demonstrate progress on milestones, disseminate results, and connect to EU platforms.
- **Narrative pillar:** AI4GreenDeal is a European flagship programme delivering skills for the digital and green transition.
- **Audiences:** policymakers, EU institutions, academia, multipliers.
- **Key channels:**
 - Project website (dedicated hub for milestones, deliverables, publications).



- InnoEnergy and project beneficiaries' channels to amplify EU-level visibility and partner updates.
- EU platforms, including the Digital Skills and Jobs Platform, Pact for Skills, EIT Campus, and Erasmus+ EDDIE.
- Partner university and consortium channels to extend reach across academic and research communities.
- **Proof points:** project deliverables, 20 publications, 15 events, final conference.

In line with these objectives, WP5 has already delivered a set of foundational communication outputs. These include the launch of the project website (<https://www.ai4greenddeal.com>), the creation of the LinkedIn channel (<https://www.linkedin.com/company/ai4greenddeal/>), the rollout of weekly partner introduction posts on LinkedIn to build visibility across the consortium, and the establishment of bi weekly WP5 coordination meetings to ensure alignment, consistency, and steady progress of communication activities. See Annex 1 for the project website and LinkedIn page.

12.2 STUDENT RECRUITMENT

This is the central strand of WP5, focused on attracting and converting high-potential students.

- **Objective:** build awareness, generate leads, and drive enrolments for Cohorts 1 and 2.
- **Narrative pillar:** students become workforce-ready engineers where energy meets AI, with careers grounded in impact.
- **Audiences:** bachelor graduates in engineering, applied science, and related fields.
- **Key channels:**
 - InnoEnergy Masters+ webpage as the core recruitment funnel.
 - InnoEnergy corporate channels for visibility across the innovation ecosystem.
 - Paid and organic campaigns across LinkedIn, Meta, and YouTube.
 - Organic content calendar distributed through consortium and partner university accounts.



- **Proof points:** double degrees from KU Leuven, KTH, Grenoble INP, UPC, and ESADE; entrepreneurship training with ESADE, industry consulting projects; recruitment KPIs (1,000 leads by M10, 50 enrolments by M21).

12.3 LEVERAGING WP5 PARTNER UNIVERSITIES

WP5 partners — particularly KU Leuven, UPC, INP Grenoble, ESADE, KTH, and other academic consortium members — play a central role in recruitment for the new Master. Their institutional channels, student communities, alumni networks, and campus events significantly expand programme visibility.

This strategy includes:

- Promotion of webinars and events via university newsletters, portals, LinkedIn pages, and mailing lists.
- Guest lectures and short in-class info sessions delivered with faculty support.
- Co-hosted recruitment events and open-days.
- Inclusion of AI4GreenDeal in partner curriculum announcements and departmental communications.
- Activation of alumni networks as local ambassadors.

Leveraging these channels increases credibility and accelerates conversion by targeting audiences already predisposed toward engineering, digitalisation, and energy transition topics. This coordinated partner-driven recruitment model ensures EU-wide reach, strengthens brand credibility, and supports long-term sustainability beyond project funding.

12.4 PROFESSIONAL UPSKILLING – GO TO MARKET

The go to market approach for stackable courses is defined at course level and aligned with workforce demand in priority AI and energy roles. Each course is positioned against clearly identified job roles and skills gaps to ensure strong relevance for professionals, employers, and individual learners, while supporting career progression, reskilling, and upskilling in areas where advanced digital and energy capabilities are becoming critical for competitiveness and performance. Where courses are monetised, the primary route to market focuses on targeted employer engagement and account-based activation across priority sectors, supported by professional outreach, partner networks, and conversion oriented programme pages, enabling organisations to strengthen workforce capabilities,

close priority skills gaps, and achieve measurable business outcomes. For demonstration purposes, where courses are offered free of charge, distribution prioritises reach and accessibility through open learning ecosystems, including the InnoEnergy Skills Hub, EIT Campus, and partner platforms. Distribution also leverages relevant European skills platforms, reinforced by structured partner dissemination and strong search visibility to maximise discoverability and reach. Market research, persona development, and demand validation inform positioning, messaging, and channel selection to ensure clear market fit and sustainable uptake. This strand promotes self-standing modules and actively engages employers in workforce development, supporting targeted upskilling and reskilling aligned with evolving industry needs.

- **Objective:** recruit 300 professionals for modules and position the programme as a recognised upskilling pathway.
- **Narrative pillar:** flexible modules deliver immediate impact for careers and employers.
- **Audiences:** mid-career professionals, technical staff, HR and L&D managers, and companies investing in digital skills.
- **Key channels:**
 - LinkedIn campaigns targeted to professionals and employers.
 - InnoEnergy Skills Institute channels as the primary platform for modular training promotion.
 - InnoEnergy corporate channels for industry-wide visibility.
 - Employer outreach via advisory boards, partner networks, and direct engagement.
 - Alumni network for peer-to-peer advocacy and mentoring.
 - EU platforms such as the Pact for Skills and Digital Skills and Jobs Platform for policy alignment and recognition.
- **Proof points:** modular certificates in AI and energy, stackable into a full master's; employer testimonials; integration into Pact for Skills commitments.

13. Logo and visual identity

The visual identity of the AI4GreenDeal project has been designed to express clarity, technological innovation, and the convergence between artificial intelligence and Europe's green transition. The identity is rooted in a modern, digital-first aesthetic that is recognisable, scalable, and suitable for all dissemination and communication obligations under WP5.

13.1 LOGO CONCEPT AND STRUCTURE

The AI4GreenDeal logo is built around the familiar “AI spark” symbol, a deliberate reference to artificial intelligence. This spark uses a dual-line execution, reflecting two key elements highlighted in the brand guidelines:

- the project’s double master’s degree structure, and
- the idea of two transformations coming together (AI + the Green Deal).

This dual-line language enhances the logo’s distinctiveness while maintaining simplicity and clarity.

- The wordmark is structured to ensure readability and avoid visual merging between “AI,” “4,” and “GreenDeal.” The spacing and letter refinements contribute to a clean, professional appearance aligned with European educational and innovation branding.

13.2 LOGO VARIATIONS

To support flexible use across materials, several logo variants are available:

- Primary full-colour logo.
- Wide (horizontal) and tall (stacked) formats.
- Standalone spark symbol.
- Reversed versions for dark backgrounds.
- Monochrome versions for limited-use contexts.
- Since AI4GreenDeal is co-funded by the European Union, certain touchpoints require the EU co-funded lock-up, which is included in the brand pack and must appear alongside the logo when applicable.

13.3 VISUAL LANGUAGE: CONVERGENCE

The broader design system expresses the theme of convergence — the merging of:

- Data and intelligence.
- Energy systems.
- Digital and green transformation.
- This theme is reflected through the dual-line motif, gradients, and the use of modular design elements that echo data streams, clean technology, and interconnected systems.

13.4 COLOUR PALETTE

The colour palette is rooted in digital blue hues, representing credibility, data, European identity, and modern technology. The palette consists of:



- Primary blues (navy, deep blue, mid blue, light blue).
- Accent colours (sun yellow, lime, green, electric blue) used sparingly for emphasis.
- Gradients between these blue hues are encouraged to create a sense of motion and energy.

13.5 TYPOGRAPHY

AI4GreenDeal uses Montserrat as its primary typeface. This open-source font provides versatility across headings, body copy, and digital interfaces.

- Uppercase headings may use colour gradients.
- Body text uses lighter weights with generous spacing for readability.

13.6 ICONOGRAPHY AND PATTERNS

Custom icons draw from the dual-line logic of the logo, visually linking the symbol system with the broader identity. They include representations of solar, wind, geothermal, and other energy transitions. A subtle patterned texture is also available for backgrounds or non-critical visual surfaces.

13.7 APPLICATIONS AND FLEXIBILITY

The identity is designed to be modular and adaptable across a wide range of communication formats, including:

- Event branding (roll-ups, banners, conference slides).
- Social media content.
- Website visuals.
- Print and digital brochures.
- Online advertisements.
- Educational materials and presentations.

Annex 2: Logo and visual Identity

14. Positioning

14.1 POSITIONING FOR STUDENT RECRUITMENT

We plan to develop a clear and consistent messaging house grounded in both macro and micro market analysis. At the macro level, we will work with StudyPortals to research how the international market for STEM and clean tech master's programmes is evolving, with a strong focus on EU based, internationally oriented programmes. This research will examine where demand aligns with ability to pay, how interest in clean tech and sustainability is

developing over time, which STEM and clean tech topics attract the most attention, acceptable tuition ranges and price sensitivity by market, and how demographic and income trends in key sending countries shape affordability and future demand. Additional benchmarking will review competitor programmes and identify markets where historically strong demand is changing.

At the micro level, we will complement this data with qualitative insight gathered through a dedicated value proposition workshop with prospective students, organised with ESADE. The workshop will explore student motivations, career goals, perceptions of AI and energy systems, decision drivers, concerns, and trust signals, using structured exercises and persona development. Insights from both research streams will directly inform the value proposition and messaging house, which together will shape a positioning strategy designed to ensure strong market fit and relevance across priority target markets.

This positioning will be reviewed collaboratively with all project partners to ensure consistency with the overall value proposition and alignment with partner values and institutional priorities.

14.2 POSITIONING FOR PROJECT DISSEMINATION

For project dissemination, we plan to ensure consistent and coherent positioning across all communication activities through a structured messaging framework. We have developed a dedicated messaging document and core boilerplate that clearly define the project narrative, objectives, value, and strategic context. This document establishes a shared language and positioning that partners can use when communicating about the project in their own channels and materials. (See Appendix X)

The messaging document and boilerplate have been disseminated across the consortium to support alignment and consistency in external communication, dissemination outputs, and stakeholder engagement. By providing partners with a clear and unified narrative, we strengthen the visibility of the project, ensure compliance with communication requirements, and maintain a coherent position across markets, audiences, and dissemination formats.

Annex 3: AI4GreenDeal – Boilerplate Package



15. Templates

15.1 PURPOSE

Templates safeguard brand consistency, reduce workload, and accelerate content production. They provide a shared visual and editorial framework for all partners.

15.2 TEMPLATES IN SCOPE

- **Presentation decks:** PowerPoint slides for teaching, events, and external and internal communication.
- **Reports and briefs:** Word and PDF templates for publications and deliverables.
- **Social media cards:** pre-set formats for LinkedIn, and Instagram posts.
- **Email campaigns:** CRM-ready templates with modular design for easy personalisation.
- **Brochures and one-pagers:** degree overview, module summaries, and policy briefs.
- **Event materials:** roll-ups, posters, and digital banners.
- **Press kits:** including logos, boilerplates, and sample quotes.

15.3 EDITORIAL TEMPLATES

- **Blog structure:** headline, hook paragraph, main body, key takeaway, and CTA.
- **Case study structure:** problem, solution, impact, quote, and CTA.

15.4 GOVERNANCE

Templates have been distributed via the WP5 asset repository. All partners commit to using them for external-facing communication.

16. Marketing products and materials

By Month 24, the Consortium will deliver a set of marketing products that support both dissemination and recruitment. These assets will present the programme clearly, answer candidate questions, and provide conversion tools that guide prospects through the admissions funnel. All materials will be consistent in design and messaging, and will be distributed via InnoEnergy Masters+ and partner channels.

16.1 DEGREE BROCHURE

A flagship brochure will present the curriculum and modules, admissions timeline, mobility, and double-degree options, scholarship opportunities, and career pathways for graduates across KU Leuven, KTH, Grenoble INP, UPC, and ESADE.

16.2 MODULE BROCHURES

Concise one-pagers for each self-standing module will highlight learning outcomes, assessment methods, certification details, and career relevance.

16.3 SCHOLARSHIP FLYERS

Short guides will explain fee waiver schemes, eligibility criteria, and application steps to reduce barriers for candidates.

16.4 CONVERSION ASSETS

To support lead nurturing, the package will include FAQs, alumni testimonials in text and video, employer case studies, and interactive career pathway maps linking study choices to sector roles.

16.5 EVENTS AND VISIBILITY PACK

A consistent presence will be ensured through banners, roll-ups, stands, branded merchandise, and co-branded templates for partners.

16.6 DIGITAL ASSETS

Materials will be adapted for digital use, including testimonial videos, faculty explainers, lab tours, infographics, interactive quizzes, podcasts, HTML banners, ad creatives, and short explainer videos.

16.7 TIMING

Assets will be released in line with recruitment and project milestones: module pages from Month 12, brochures and flyers from Month 13, testimonials by Month 31, and a complete set of materials ready for the final conference by Month 46.

16.8 INTEGRATION WITH INNOENERGY MASTERS+

All materials will be hosted on the InnoEnergy Masters+ webpage, with application CTAs linked to the CRM for lead capture, nurturing, and pipeline reporting from leads to enrolments. The project website will remain focused on dissemination and visibility, while InnoEnergy Masters+ acts as the hub for recruitment both for degree programme and online modules.



17. Website

17.1 DUAL-SITE STRUCTURE

AI4GreenDeal will maintain two complementary online presences:

- **Project website (launched December 2025, MS12)**
 - **Purpose:** ensure visibility, transparency, and compliance with EU requirements.
 - **Content:** consortium overview, milestones, deliverables, news and blogs, publications, events, and media kits.
 - **Audience:** policymakers, academics, EU multipliers, and media.
- **Masters+ programme webpage (hosted on InnoEnergy's platform)**
 - **Purpose:** product dissemination and recruitment conversion.
 - **Content:** programme brochure, module product pages, curriculum details, admissions, scholarships, testimonials, and application CTA.
 - **Features:** CRM integration for lead capture, nurturing, and conversion tracking.
 - **Audience:** prospective students, professionals, and employers.

17.2 INFORMATION ARCHITECTURE

The information architecture of the AI4GreenDeal website is structured to guide different audiences from high level context to specific actions, while supporting the project's dual role as an EU funded initiative and an educational offer. The top-level navigation separates core intent areas such as programme overview, academic structure, partners, admissions, and news or updates. This creates a clear pathway for prospective students, institutional stakeholders, and ecosystem partners to quickly orient themselves and access relevant content without friction.

The hierarchy follows a funnel logic. Entry pages focus on purpose, vision, and positioning of AI4GreenDeal within the green and digital transition. From there, users move into deeper layers covering curriculum, mobility, learning outcomes, and consortium credibility. Conversion oriented sections such as apply, eligibility, and FAQs sit closer to the decision stage, reducing cognitive load and supporting progression toward application. Content blocks are modular and repeatable, which helps maintain consistency across programme, project, and partner narratives.

From a structural perspective, the architecture balances three needs: explaining a complex EU project, presenting a master's level educational product, and building institutional trust. Cross linking between programme details, partners, and industry relevance strengthens credibility and keeps users within the ecosystem. The result is an architecture that prioritises clarity, progressive disclosure of information, and alignment between storytelling, proof, and action.

17.3 SEO STRATEGY

The SEO plan targets relevant keyword clusters to maximise organic discovery:

- **Clusters:** “AI in energy”, “energy data science master”, “AI master’s Europe”, “responsible AI in energy”, and “stackable AI modules”.
- **Tactics:** optimised metadata, structured data, regular blog cadence (starting MS13), and backlink building through partner sites.
- **Goal:** reach top 10 Google ranking for five priority queries within 12 months.

The SEO approach has been designed as a single, integrated strategy spanning both the AI4GD website and the Masters+ digital ecosystem, recognising their close thematic alignment and shared project umbrella. Rather than treating the two platforms in isolation, the objective is to build complementary search visibility while avoiding internal competition and ensuring long-term scalability.

17.3.1 STRATEGIC FOUNDATION AND AUDIT PHASE

Work has already commenced with a comprehensive SEO audit covering technical performance, content quality, information architecture and current search visibility for both websites. In parallel, a competitor and peer-benchmarking exercise is being conducted to assess how comparable programmes and initiatives position themselves across priority keyword spaces. This included an in-depth analysis of keyword demand, search intent and clustering around topics such as AI in energy systems, AI-driven master’s education in Europe, responsible AI and modular/stackable AI and energy learning pathways.

The expected outcome of this phase is a shared keyword and topic framework that informs both platforms, while clearly distinguishing their primary roles in the search ecosystem.

17.3.2 CONTENT AND KEYWORD STRATEGY

Based on the audit and competitor analysis, a structured keyword-cluster strategy will be implemented. Core clusters include themes such as “AI in energy,” “energy data science master,” “AI master’s in Europe,” “responsible AI in energy systems,” and “stackable AI modules.” These clusters are mapped to specific page types and content formats across AI4GD and Masters+ to ensure alignment with user intent and avoid overlapping.

Insights from this analysis are to be directly translated into a forward-looking content plan. New content for both AI4GD and Masters+ pages is to be developed to be search-competitive from the outset, while existing pages are being reviewed and optimised to improve relevance, clarity and ranking potential. This ensures that content creation is to be driven by search demand rather than retrofitted for SEO at a later stage.

17.3.3 TECHNICAL SEO AND SITE OPTIMISATION



In parallel with content work, improvements to technical SEO are underway across both platforms. This includes optimisation of metadata, internal linking structures, structured data implementation, crawlability and indexability, page performance, and overall technical health. Legacy pages are to be reviewed and upgraded where necessary to ensure consistency with current best practices.

Crucially, the ongoing restructuring of the Masters+ website and the Advanced Energy Systems and AI programme is being carried out in tandem with SEO implementation. This enables SEO considerations to be embedded directly into page architecture, navigation, and user journeys, rather than applied as a superficial layer. As a result, search performance improvements are closely aligned with broader UX/UI enhancements and overall usability gains.

17.3.4 MANAGING OVERLAP AND AVOIDING KEYWORD CANNIBALISATION

The key strategic consideration is the intentional management of keyword overlap between AI4GD and Masters+. While the Advanced Energy Systems and AI Master's programme on the Masters+ website naturally targets many of the same keyword clusters as AI4GreenDeal, this overlap reflects their shared positioning within the same initiative rather than a duplication of purpose.

To address this, a coordinated SEO governance approach is being developed. AI4GreenDeal is positioned to capture broader, thought-leadership-driven and project-level search intent, while Masters+ pages focus on programme-specific, conversion-oriented queries. This delineation allows both platforms to rank competitively for overlapping thematic areas without cannibalising each other's visibility, ensuring that each site strengthens the overall domain authority rather than diluting it.

17.3.5 OBJECTIVES AND PERFORMANCE OUTLOOK

The combined strategy aims to establish sustainable organic visibility across priority AI-and-energy search spaces, with the long-term goal of achieving top-10 Google rankings for key strategic queries within a 12-month horizon. Progress will be monitored through agreed performance indicators, including ranking improvements, organic traffic growth, and engagement metrics, ensuring continuous optimisation across both platforms.

17.4 ANALYTICS AND OPTIMISATION

Performance will be continuously tracked and improved:

- **Dashboards:** traffic source, lead quality, and conversion rate by channel.
- **Split testing:** CTA placement, form length, brochure download vs application click.



- **Reporting:** monthly dashboards and quarterly optimisation reports feeding back into campaign design.

18. Social media strategy

18.1 CHANNEL ROLES

Each channel has a defined role in reaching and engaging audiences:

- **LinkedIn:** primary recruitment and B2B channel for students, professionals, and employers, using both paid and organic activity.
- **Meta (Instagram and Facebook):** core for student engagement, lifestyle storytelling, testimonials, and retargeting.
- **YouTube:** repository for long-form video including webinars, testimonials, and lectures.
- **Niche communities (Reddit, Kaggle, Stack Overflow):** targeted engagement with AI and data science communities.

18.2 CONTENT FORMATS

Content will mix information with storytelling to sustain attention:

- Carousels highlighting curriculum, career pathways, and module choices.
- Short-form video featuring testimonials, lab demos, and student stories.
- Infographics on skills demand, AI applications in energy, and curriculum-to-career maps.
- Thought-leadership quotes from KOLs, faculty, and employers.
- Live coverage of events, webinars, and conferences.

18.3 CAMPAIGN CADENCE

Campaigns follow a dual rhythm of always-on visibility and recruitment flights:

- **Always-on activity:**
 - Paid search and prospecting on Google, Bing, and Meta from July 2026 onwards.
 - Retargeting flows based on Masters+ webpage visits.
- **Weekly organic content across LinkedIn, Instagram Recruitment flights: aligned with each cohort intake:**
 - **Cohort 1:** Flight 1 (July–Aug 2026, awareness), Flight 2 (Sept–Nov 2026, peak recruitment), Flight 3 (Jan–Mar 2027, conversion)

- **Cohort 2:** Flight 1 (July–Aug 2027, awareness), Flight 2 (Sept–Nov 2027, peak recruitment), Flight 3 (Jan–Mar 2028, conversion)
- **Key mechanics:** tailored creative per stage (awareness to conversion), Performance Max ads, retargeting with testimonials and deadline reminders, and strong partner amplification during September–November

18.4 INFLUENCERS AND AMBASSADORS

Credibility will be enhanced through authentic voices:

- Student ambassadors recruited from the first cohort.
- Faculty and industry experts activated as visible thought leaders.
- Co-branded content such as “Day in the life” or employer-endorsed success stories.

19. Content marketing and editorial strategy

19.1 PURPOSE

Content will serve two functions: dissemination of project outputs and recruitment of students and professionals. It will provide evidence of results, tell authentic stories, and support conversion through the Masters+ funnel. All content is structured to support SEO and provide assets for both organic and paid campaigns.

19.2 EDITORIAL PILLARS

Four content themes will guide the editorial line. These editorial pillars are defined based on current strategic assumptions and are in the process of being validated with the market. They may be adjusted as additional insights are gathered over the course of the project.

- **Skills for the twin transition:** graduates ready to apply AI to energy systems.
- **Learning with impact:** consulting projects, labs, internships, and ESADE innovation and entrepreneurship journey.
- **European excellence and mobility:** double degree, top universities, and international peers.
- **Careers and community:** mentoring, job fairs, alumni network, and InnoEnergy corporate ecosystem.

19.3 CONTENT FOR PROJECT DISSEMINATION

Content for EU visibility and policy dissemination will draw strongly on the expertise of the wider project consortium. A core role will be played by Key Opinion Leaders (KOL) across partner institutions, including professors, researchers, and senior experts. We have already scoped ways of working with them and initiated structured collaboration to ensure a steady



pipeline of insight driven, credible content. Their perspectives will strengthen the authority of project outputs, connect research to real world application, and support alignment with European policy priorities. All dissemination content will continue to translate technical work into clear, accessible narratives while meeting EU visibility requirements and maintaining consistency across channels.

Content for EU visibility and policy dissemination will include:

- **Milestone briefs:** accessible summaries of deliverables and results.
- **Research outputs:** 20 planned publications, presented with lay abstracts and visuals.
- **Partner profiles:** spotlighting contributions of universities, industry partners, and beneficiaries.
- **Event reports:** concise summaries of conferences, webinars, and workshops.

These will be distributed via the project website, Digital Skills and Jobs Platform, Pact for Skills, EIT Campus, Erasmus+ EDDIE, and partner channels.

19.4 CONTENT FOR RECRUITMENT (STUDENTS AND PROFESSIONALS)

Recruitment content will combine programme specific depth with broader Masters+ storytelling to support conversion and trust. A strong focus will be placed on innovative and engaging formats designed to make complex programmes tangible and relatable. This will include rich programme specific explainers as well as high performing Masters+ alumni stories, which consistently act as strong conversion drivers. Student journeys will play a central role, illustrating the full path from decision making to learning experience and career outcomes. A robust calendar of webinars, live sessions, and interactive formats will complement written and visual content, allowing prospective students and professionals to engage directly, ask questions, and build confidence in their decision.

- Content for students and professionals will include:
- Programme explainers: degree structure, admissions, and scholarships.
- Student voices: testimonials, day-in-the-life videos, and lab walk-throughs.
- Outcome stories: career pathways, alumni journeys, and employer endorsements.
- Entrepreneurship content: ESADE modules, prototype projects, and startup journeys.
- Interactive tools: career quiz mapping interests to roles and modules.
- Module spotlights: short explainers of learning outcomes and credentials.
- Case studies: direct examples of workplace application.
- Certificates and stackability: graphics showing module-to-degree pathways.

19.5 KEY OPINION LEADERS (KOL) THOUGHT LEADERSHIP

A structured thought leadership stream will activate six to eight Key Opinion Leaders drawn primarily from the project consortium, including leading professors, researchers, and senior experts, complemented by selected voices from industry and policy. Ways of working have already been defined and collaboration initiated, ensuring a reliable pipeline of insight driven content that connects research, skills, and real-world application. The objective is to position the project as a credible voice at the intersection of the green and digital transition, while translating complex topics into accessible, decision relevant narratives for a broader audience.

Each quarter, one flagship piece will be produced in the form of a blog, podcast, or video. This core output will then be systematically repurposed into:

- A LinkedIn carousel translating key ideas into concise, visual insights suited for professional audiences.
- Short video excerpts adapted for Instagram and other short form formats to extend reach and accessibility.
- A dedicated resource page on the project website hosting the full piece, supporting materials, and related content, creating a lasting knowledge asset within the project ecosystem.

19.6 ORGANIC PUBLISHING RHYTHM

A central content calendar will coordinate all outputs, ensuring a steady flow of posts, timely alignment with recruitment flights, and balanced coverage across audiences. This rhythm applies across two parallel streams: project dissemination and Masters+ communication. Dissemination content will be published primarily on project channels and will focus on project visibility, results, partners, research, and policy relevance. Masters+ channels will focus on programme promotion, student recruitment, and community building. Both streams will follow the same cadence while adapting topics, tone, and calls to action to the needs and objectives of each audience.

- **Weekly rhythm:** one LinkedIn anchor post (article or carousel), two Instagram posts or reels, and coordinated reshares by partners across relevant channels.
- **Monthly rhythm:** one faculty blog, one student or alumni story, one industry case study, and one policy brief or partner spotlight, distributed according to whether the objective is dissemination or recruitment.



- **Quarterly rhythm:** one KOL feature, one podcast or video interview, and one integrated partner campaign, executed across both project and Masters+ ecosystems with clearly differentiated messaging and goals.

20. KPIs, monitoring and evaluation

The success of WP5 will be measured both against contractual milestones and through a broader set of performance indicators. This ensures compliance with project obligations while providing a transparent view of recruitment effectiveness, digital engagement, dissemination reach, and event delivery.

Recruitment	Digital performance	Content outputs	Events	Platform dissemination
1,000+ leads by Month 10 50 registrations by Month 21 150 graduates (degree) and 300 module learners by project end	CTR around 0.30% on paid campaigns Engaged traffic growth across priority channels and campaigns Email open rate around 22 to 25%, click through around 3 to 5% Website conversion rate from visit to form start around 3% SEO visibility improvement, with selected priority keywords reaching the first page over time	20 authored publications delivered across research, industry, and policy 6–8 Key Opinion Leader outputs annually (blogs, articles, publication papers)	Over the project lifetime, 15 events will be delivered, many organised in collaboration with university partners, including webinars and locally focused sessions with recruitment agents in priority markets. The final conference will gather at least 100 participants, ensuring strong visibility and stakeholder engagement. For each cohort, a minimum of 3 industry recruitment webinars will be organised to connect students with employers and showcase career pathways.	Active presence on Digital Skills and Jobs Platform, Pact for Skills, EIT Campus, and Erasmus+ EDDIE



20.1 CONTRACTUAL MILESTONES

Progress will be tracked against project milestones:

- **MS12 (Dec 2025):** Project website live
- **MS13 (Feb 2026):** First expert blog published
- **MS14 (Jun 2026):** 1,000 qualified leads generated
- **MS15 (May 2027):** 50 registrations completed
- **MS16 (Mar 2028):** 10 student testimonials collected and published
- **MS17 (Jun–Aug 2029):** Final conference delivered

20.2 REPORTING CADENCE

A regular reporting rhythm is essential for transparent performance tracking and effective management of WP5 activities. The following reporting cadence ensures continuous oversight and alignment with project objectives.

- **Monthly dashboards:** digital KPIs, leads, applications, and conversions.
- **Annual reviews:** deeper analysis, lessons learned, and recommendations feeding into WP6 sustainability.

21. Risks and mitigations

To maintain high-quality implementation and ensure timely achievement of WP5 objectives, key risks are monitored continuously and addressed through targeted mitigation measures. The list below outlines the primary risks identified for WP5 and the actions in place to manage them.

Risk	Impact	Mitigation
Low student awareness	Recruitment shortfall	Paid search + social flights, influencer campaigns, SEO, fairs
Low conversion	Poor lead → registration ratio	Scholarships visibility, testimonials, CRM nurture flows
Professional learners not reached	Module uptake below target	Early launch of module product pages, employer outreach, certification emphasis
Partner fragmentation	Mixed messaging	Templates, shared editorial calendar, central review
Policy disengagement	Missed dissemination impact	Policy briefs, DSJP webinars, Pact for Skills engagement
Media disinterest	Limited visibility	Human stories, KOL programme, piggybacking major EU events



22. Governance and approvals

Clear governance ensures that communications, dissemination, and recruitment activities are consistent, compliant, and collaborative across all partners.

22.1 ROLES

- **WP5 Lead (InnoEnergy):** responsible for strategy, brand alignment, CRM management, paid media execution, reporting, and delivery of D5.1, D5.2, and D5.3.
- **Partners:** provide content inputs, testimonials, and support for events. Partners also contribute to product marketing materials (brochures, conversion assets), co-create thought-leadership content, and share responsibility for amplifying outputs across their own networks to maximise cross-dissemination.

22.2 APPROVALS

- **Technical accuracy:** verified by the content owner (faculty, module lead, or partner expert).
- **Brand/compliance:** ensured by the WP5 lead to maintain consistency with InnoEnergy brand and EU visibility requirements.
- **Final publication:** validated by the WP5 steering committee before dissemination.

22.3 CHANGE CONTROL

- Deviations affecting contractual milestones require WP5 lead approval within five working days.
- Before engaging in any communication or dissemination activity expected to have a **major media impact**, beneficiaries must inform the granting authority in advance.

23. Budget and resources

23.1 RESOURCE OVERVIEW

Delivery of WP5 will rely on a mix of internal capacity and external expertise:

- InnoEnergy central communications team: responsible for overall strategy, campaign and event management, content production, organic outreach, and vendor coordination.
- External subcontractors: engaged as needed for content (video) production, messaging strategy, graphic design, copywriting, event management, paid media execution, and SEO optimisation.



23.2 BUDGET ALLOCATION (ILLUSTRATIVE %)

Resources are distributed across core activities to balance visibility, recruitment, and dissemination:

- **Paid media (Meta, LinkedIn, Google): 35%**
- **Content production (blogs, video, design): 20%**
- **Events (organisation, travel, materials): 20%**
- **Website/CRM hosting and optimisation: 15%**
- **Final conference: 10%**

23.3 EFFICIENCY LEVERAGE

The plan makes use of the existing Masters+ infrastructure, including the website, CRM, and campaign management expertise. This avoids duplication, reduces costs, and supports sustainability beyond the project lifetime.

24. Work Completed to Date (Month 1–4)

Since the start of the project, several foundational communication, dissemination, and marketing activities have been successfully delivered. These early achievements ensure strong project visibility, support partner alignment, and prepare the ground for the recruitment and dissemination phases outlined in WP5.

24.1 WEBSITE LAUNCH (MS12)

The AI4GreenDeal project website was launched in December 2025, providing a central hub for milestones, deliverables, consortium information, and news. The website meets Horizon Europe visibility requirements and supports the project's dissemination narrative.

24.2 SOCIAL MEDIA ACTIVATION AND PARTNER INTRODUCTIONS

A weekly “Partner Introduction” series was initiated on LinkedIn to introduce consortium members, strengthen project visibility, and begin building a professional audience around the programme. This series contributes to organic reach and early engagement.

24.3 WP5 PARTNER COORDINATION MEETINGS

Monthly Coordination meetings with WP5 partners have been established. These meetings ensure alignment on communications, content production, timelines, and deliverables, and help maintain an integrated editorial calendar.

24.4 VALUE PROPOSITION WORKSHOP

A Value Proposition Workshop, in collaboration with ESADE, was delivered with participation from:

- Master's students
- Alumni
- Bachelor students (non-Masters+)

This workshop provided audience insights and early qualitative data for the programme's messaging development (UVP, positioning, and narrative house). Insights will feed into project dissemination and future iterations of student-focused communication.

24.5 EXPERT BLOG FOR PUBLICATION (MS13)

The first expert blog has been completed and is scheduled for publication in **February 2026**. This fulfils Milestone MS13 and marks the beginning of the project's thought-leadership output.

24.6 KOL ENGAGEMENT

Three Key Opinion Leaders (faculty, industry, policy experts) have been engaged and are currently developing articles to be published across Q1–Q2 2026. These pieces will support dissemination goals and strengthen credibility among academic, industry, and policymaker audiences.

24.7 FIRST PROGRAMME WEBINAR

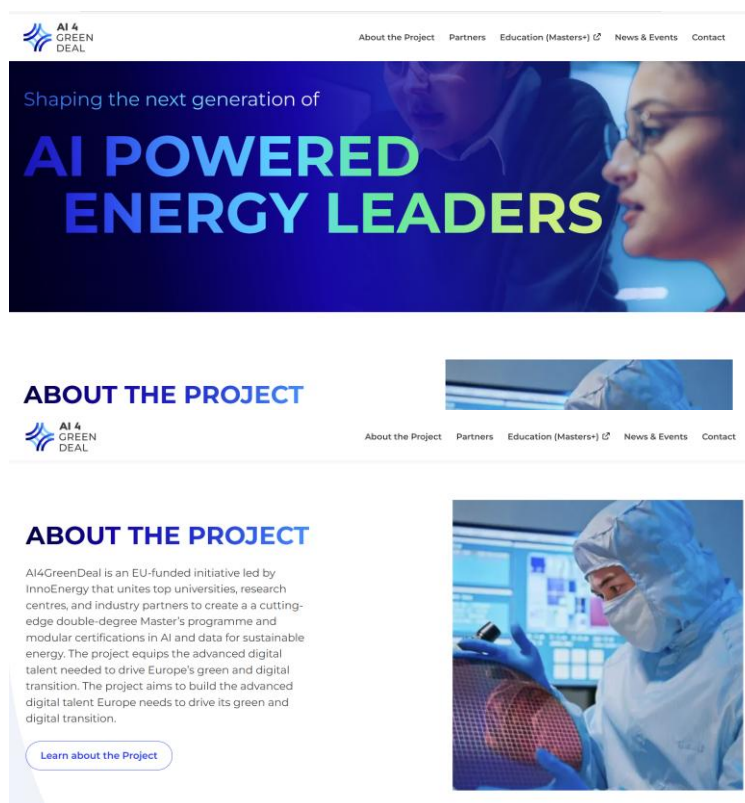
In October 2025, WP5 delivered the first webinar introducing the new Master's in Advanced Energy Systems and AI. The event attracted 240 registrants, signalling strong interest in the programme and validating market demand. A follow-up webinar is planned for Q2 2026 as part of the recruitment and awareness-building strategy.

24.8 UPCOMING CONTENT: INDUSTRY PODCAST (APRIL 2026)

A podcast episode featuring an industry expert is planned for April 2026. This will form part of the project's long-form thought-leadership outputs and serve as both dissemination content and recruitment storytelling material.

25. Annexes

Annex 1: Project Website



PARTNERS



[Meet our Partners](#)

Education for a

SUSTAINABLE FUTURE



[About the Project](#) [Partners](#) [Education \(Masters+\)](#) [News & Events](#) [Contact](#)

OUR PARTNERS

AI4GreenDeal is powered by a diverse European consortium of leading universities, research institutes, and industry innovators working together to shape the future of sustainable energy education.



KU Leuven

KU Leuven is Europe's most innovative university (Reuters) and ranks 43rd in the Times Higher Education World University Rankings. As Belgium's largest university, KU Leuven welcomes 65,000 students.



Universitat Politècnica de Catalunya - BarcelonaTech (UPC)

The UPC is a research and higher education institution in the fields of engineering, architecture, sciences and technology, and one of the



Grenoble INP

Grenoble INP is a leading French engineering institute, renowned for cutting-edge research, high-level training, and strong industry links within Grenoble's vibrant tech ecosystem.



ESADE

Esade is a global leader in business, with MBA ranked 8th worldwide and 5th in Europe, and our Executive Education ranks 5th worldwide in the Financial Times. With a global alumni community of 147



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NEWS & EVENTS

Follow AI4GreenDeal's progress in shaping the future of AI and sustainable energy education.

AI4GREENDEAL

Stay informed about AI4GreenDeal's latest developments, including project milestones, consortium updates, and upcoming events that showcase our progress in shaping the future of AI and sustainable energy education.



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CONTACT

For enquiries about the AI4GreenDeal project, its programmes, or partnership opportunities, please use the form below to contact our team.

If you have any questions, feel free to reach out.

First name*

Last name*

Email*

Country/Region*

Please Select

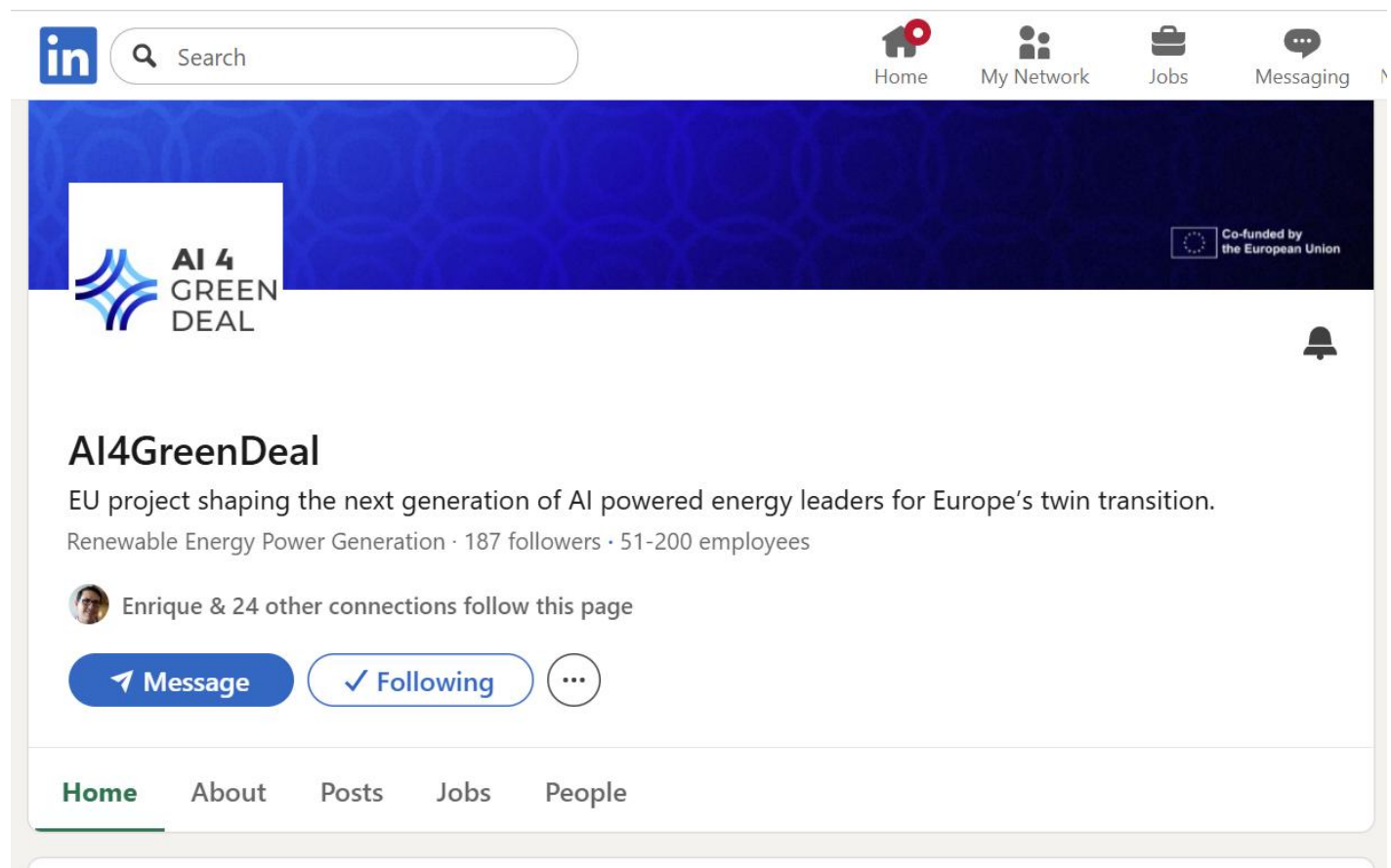
Your message*



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the European Union**

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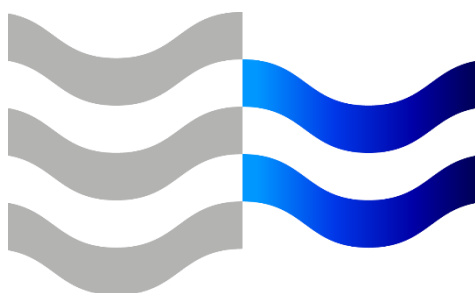
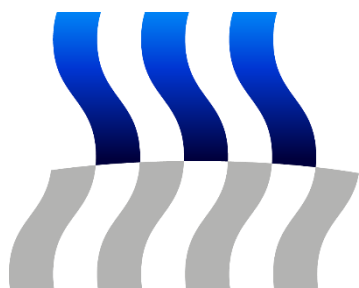
Annex 2: Project LinkedIn Profile



Annex 3: Logo and Visual Identity



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COLOUR

Our colour palette is based around four hues of blue. You can use freeform gradients to shift between these hues and create a sense of movement.

Accent colours are also available, but use them sparingly to draw emphasis when needed.

Brand colour palette			



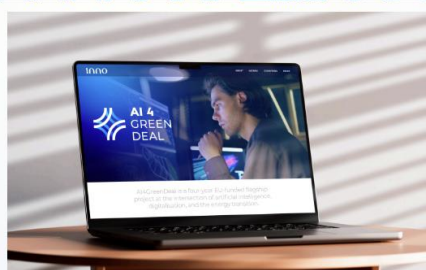
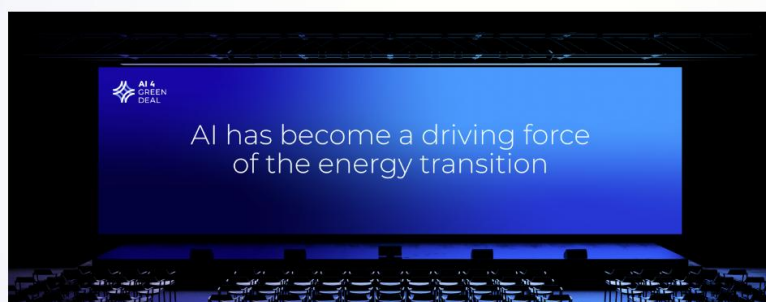
TYPE

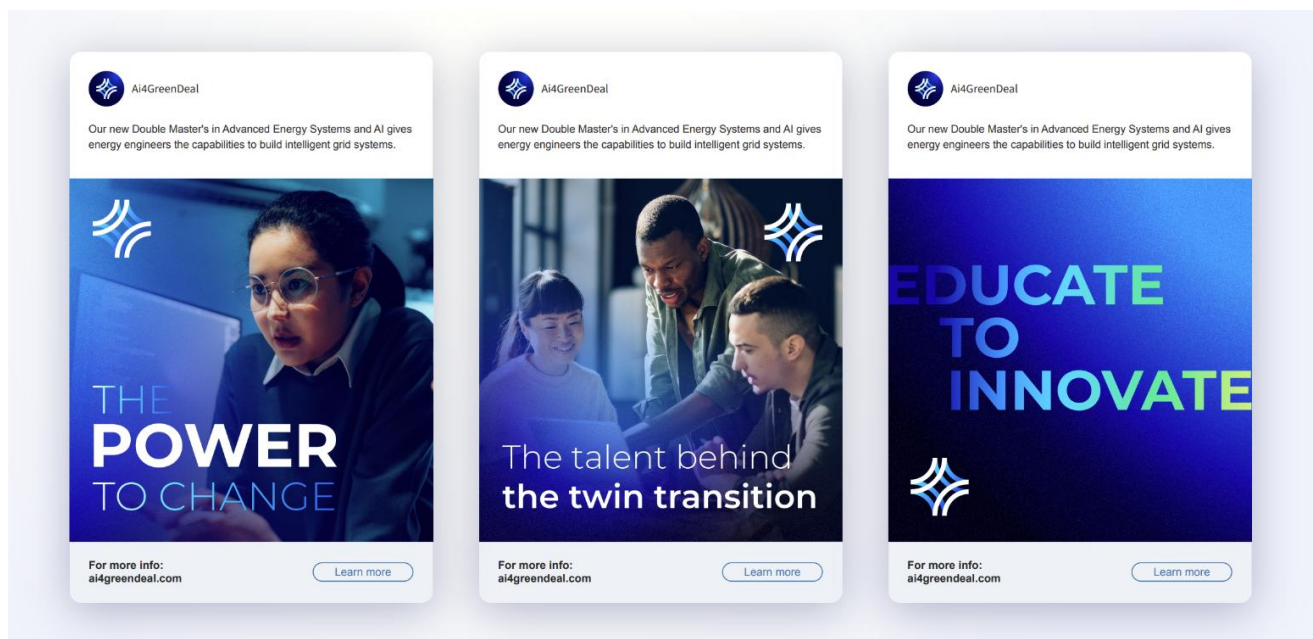
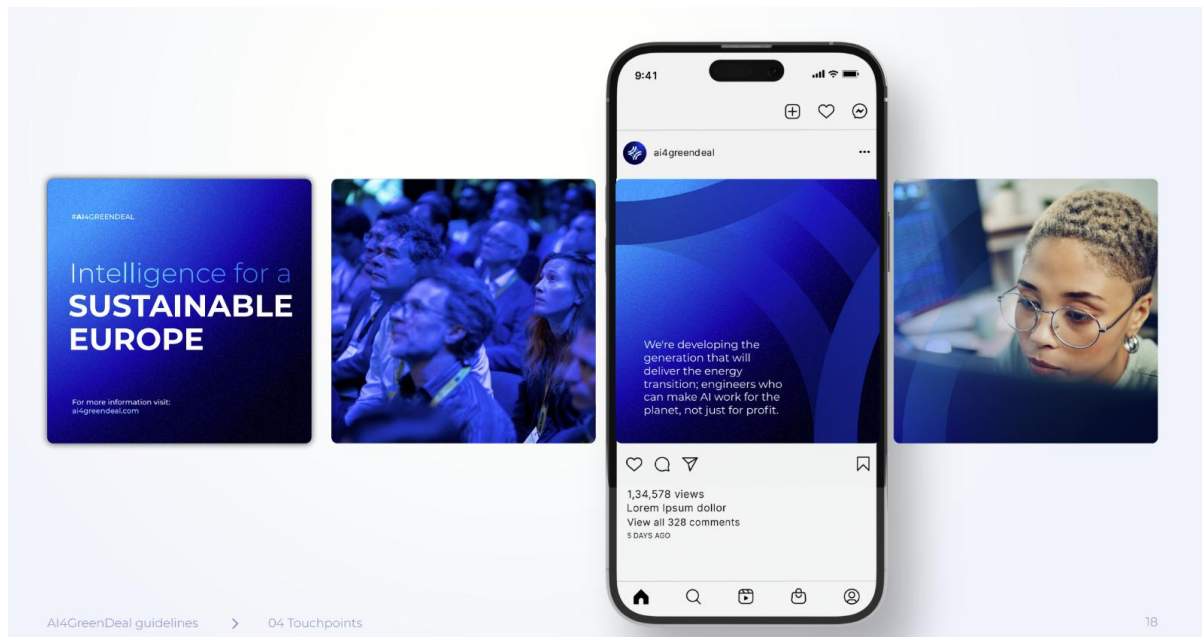
Our primary typeface is Montserrat. This comes in a variety of weights and can be used for body copy and headers alike.

Header text can appear in uppercase with graduated colours. Body text should stick to light weights with generous leading.

Montserrat is an 'open font' that can be downloaded here:
<https://fonts.google.com/specimen/Montserrat>

BOLD
SEMIBOLD
MEDIUM
REGULAR
LIGHT





Annex 4: AI4GreenDeal – Boilerplate Package

AI4GreenDeal | Boilerplate Copy Package

AI4GreenDeal



Building the next generation of AI-driven energy innovators for a [climate](#)-neutral Europe.

Long Version (≤180 words)

AI4GreenDeal is a four-year EU-funded flagship initiative designed to accelerate Europe's green and digital transition by equipping future energy professionals with advanced skills in artificial intelligence and data technologies. Coordinated by InnoEnergy, the project brings together leading universities (KU Leuven, UPC, INP Grenoble), ESADE Business School, NIIT, CSIC, and a network of innovative start-ups and SMEs from 10 EU countries.

Together, the consortium will design and deliver a 120-ECTS double-degree [Master's programme](#) that combines energy systems engineering, AI and data science, and innovation and entrepreneurship.

In addition to the [Master's programme](#), AI4GreenDeal will develop 238 hours of flexible, stackable online modules tailored for both students and working professionals seeking certification in AI for sustainable energy. The curriculum is based on the InnoEnergy Data Science for Energy Engineers skills framework and integrates active learning, challenge-based teaching, and industry co-creation.

By 2029, the project aims to train at least 150 [Master's](#) students and certify 300 professionals, helping to close Europe's advanced digital skills gap and accelerate the deployment of clean, intelligent energy systems.

AI4GreenDeal is co-funded by the European Union under the DIGITAL programme.

Short Version (≤60 words)

AI4GreenDeal is an EU-funded initiative led by InnoEnergy that unites top universities, research centres, and industry partners to create a cutting-edge double-degree [Master's programme](#) and modular certifications in AI and data for sustainable energy. The project equips the advanced digital talent needed to drive Europe's green and digital transition. The project aims to build the advanced digital talent Europe needs to drive its green and digital transition.

